



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
NOVEMBER 2008
MARKING MEMORANDUM**

MARKS: 200

This marking memorandum consists of 18 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B ✓	LO 1 AS 10.1.1	(1)
	1.1.2	B ✓	LO 1 AS 1.1 LO 4 AS 4.3	(1)
	1.1.3	C ✓	LO 1 AS 1.3	(1)
	1.1.4	A ✓	LO 1 AS 1.2	(1)
	1.1.5	B ✓	LO 2 AS 2.3	(1)
	1.1.6	D ✓	LO 2 AS 2.4	(1)
	1.1.7	A ✓	LO 2 AS 2.4	(1)
	1.1.8	D ✓	LO 2 AS 2.4	(1)
	1.1.9	B ✓	LO 3 AS 3.1	(1)
	1.1.10	A ✓	LO 3 AS 3.1	(1)
	1.1.11	A ✓	LO 3 AS 3.3	(1)
	1.1.12	C ✓	LO 4 AS 4.3	(1)
	1.1.13	D ✓	LO 4 AS 4.1	(1)
	1.1.14	B ✓	LO 4 AS 4.2	(1)
	1.1.15	D ✓	LO 4 AS 4.5	(1)
1.2	1.2.1	D ✓	LO 3 AS 3.3	(1)
	1.2.2	E ✓	LO 3 AS 3.5	(1)
	1.2.3	B ✓	LO 1 AS 1.2	(1)
	1.2.4	F ✓	LO 3 AS 3.3	(1)
	1.2.5	C ✓	LO 3 AS 3.5	(1)

1.3	1.3.1	Cooperative Advertising ✓	LO 2 AS 2.3	(1)
	1.3.2	Agenda 21 ✓	LO 2 AS 2.2	(1)
	1.3.3	WHO ✓	LO 2 AS 2.2	(1)
	1.3.4	White Paper on the Development of Tourism in South Africa ✓	LO 1 AS 1.1	(1)
	1.3.5	Greater St Lucia Wetland Park ✓	LO 2 AS 10.2.4	(1)
	1.3.6	THETA ✓	LO 1 AS 1.3	(1)
	1.3.7	Visas ✓	LO 3 AS 3.3	(1)
1.4	A	Cape Malays/and or any other relevant Cape community group (Answer relevant to the picture)/ Cape Minstrels ✓	LO 2 AS 2.4	(1)
	B	Indians/Asians/ Hindu/Hindi-Tamil ✓	LO 2 AS 2.4	(1)
	C	Ndebele ✓	LO 2 AS 2.4	(1)
	D	Khoisan/San/Bushmen/Khoi-Khoi/Khoina/Any other term to identify the Khoisan people ✓	LO 2 AS 2.4	(1)
	E	Zulus/ Or any other members of the Nguni group (Swazi, Ndebele, Xhosa) ✓	LO 2 AS 2.4	(1)
1.5		A ✓ , D ✓ , E ✓ (No particular order)	LO 1 AS 1.3	(3)
1.6	1.6.1	Gross Domestic Product ✓ or GDP	LO 1 AS 1.1	(1)
	1.6.2	Malaria ✓	LO 3 AS 3.3	(1)
	1.6.3	Initiator ✓	LO 4 AS 4.4	(1)
	1.6.4	Recycle ✓	LO 2 AS 2.2	(1)
	1.6.5	Poaching ✓	LO 2 AS 2.2	(1)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

- 2.1 2.1.1
- A real interest in people ✓
 - a will to be of service ✓
 - the ability to go the extra mile
 - committed to the happiness of the client
 - pay attention to detail.
- LO 1
AS 1.1 (2)
- 2.1.2
- Money has initially been spent to win a customer's loyalty ✓
 - It costs less to keep that customer loyal to the business than to lose that customer to the opposition and have to find new customers and spend money on advertising. ✓
 - Advertising costs are expensive whereas word-of-mouth advertising is free and cost less to the business ✓
- LO 1
AS 1.1 (3)
- 2.1.3
- Front line staff has more direct (face-to-face) contact with clients and therefore are targeted first to lodge complaints to. ✓✓
 - Front line staff serves as a link between the customer and the operations of a tourism establishment.
- LO 1
AS 1.1
LO 1
AS 1.3
LO 4
AS 4.2 (2)
- 2.1.4
- Positive word-of-mouth advertising is normally more credible than other forms of advertising ✓✓
 - Positive word-of-mouth advertising it is FREE. ✓✓
 - It will result in more foreign tourists travelling to our country ✓✓
 - There will be an increase in domestic travel.
 - It will set the multiplier effect into motion.
 - Good service will ensure tourists' return to South Africa
 - More money flowing into the economy.
 - Tourism to rural areas will increase
 - Communities can share in the wealth normally only spent in urban areas.
 - Job opportunities are created
 - Unemployment is reduced
 - Incidents of crime could decline.
 - Standards of living will be improved through money directly or indirectly earned by tourism.
 - Entrepreneurial opportunities
 - Skills development can be encouraged
 - A sense of pride is established in our unique culture.
 - Repeat visitation
 - Opportunities to redress past imbalances in tourism
 - Encourage cross cultural relationships
- LO 1
AS 1.1
LO 4
AS 4.1
AS 4.2
AS 4.3 (6)
- (Any THREE facts)

- 2.2 2.2.1 Finance and real estate / 20% ✓✓ LO 1 AS 1.1 (2)
- 2.2.2 Personal services / 6% ✓✓ LO 1 AS 1.1 (2)
- 2.2.3 Wholesale and retail / 15% / Manufacturing / 18%✓✓ LO 1 AS 1.1 (2)
- 2.2.4 Government / 15% ✓✓ LO 1 AS 1.1 (2)
- (This question has a two-fold interpretation. The one addresses sectors and sub-sectors and the alternative addresses percentages. Therefore percentages will be accepted on the largest contributor to the GDP.)**
- 2.3 2.3.1 D or E ✓✓ LO 2 AS 1.2 (2)
- 2.3.2 A ✓✓ LO 2 AS 1.2 (2)
- 2.3.3 G ✓✓ LO 2 AS 1.2 (2)
- 2.3.4 C ✓✓ LO 2 AS 1.2 (2)
- 2.4 The aims of South African Tourism and DEAT's Domestic Tourism Growth Strategy are: LO 2 AS 1.2
- To promote domestic travel✓
 - To make tourism accessible to all South Africans ✓
 - All South Africans should benefit from tourism. ✓
 - Transformation
 - Job creation
 - Sustainable GDP growth / increase expenditure
 - Reduce seasonality
 - Improve geographical spread
 - Increase volumes

(3)

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QUESTION 3

- 3.1
- It is important that all role players (suppliers, service providers, agents, managers, etc.) adhere to codes that help them to regulate the manner in which they conduct their business. ✓
 - This ensures that the industry is protected ✓
 - It sets standards and norms that clients can rely on. ✓
 - Protects both employer and employees
 - Forms the framework for disciplinary action from both employer and employee's perspective
 - It sets standards for ethical behaviour from both employer and employee's perspective
- (3)

LO 1
AS 4

LO 4
AS 4.3

(The learner can answer from any three viewpoints i.e. the employer, employee, customer)

- 3.2
- To protect the industry's integrity, accountability and responsibility ✓
 - To prevent fraud/dishonesty amongst employees ✓
 - To ensure customer protection, satisfaction and excellence in service levels. ✓
- (3)

LO 3
AS 1.3

- 3.3
- Law requires a contract of employment and workers should ensure that wherever they are employed, that they sign one.
- Know your rights ✓
 - It gives you a sense of job security ✓
 - It protects you from unfair practises at work
 - It gives you a voice through your unions
 - Protects the rights of both employer and employee
 - Spells out the conditions of service (e.g. working hours, benefits, uniform, leave etc.)

LO 3
AS 1.3

(The focus of this question is on the protection of the employee and not just the working conditions) (2)

TOTAL SECTION B: 40

/40/

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 4**

- 4.1 4.1.1 South Africa✓ and Lesotho✓ LO 3
AS11.3.3 (2)
- 4.1.2 • These parks are cross-border wildlife conservation areas✓ LO 2
AS 2.2
- Physical boundaries have been removed. ✓
- The two countries agree to manage the area so that biodiversity will be maintained and the wildlife will be allowed to move freely to prevent inbreeding. (2)
- 4.1.3 • Both countries work hard at the development and management of the park because of what they stand to gain by increasing their revenues from a successful venture.✓✓ LO 2
AS 2.1
- Increased investment in infrastructure
- Improve the overall standard of living
- Skills transfer and development
- Joint ventures can be used to promote community based tourism initiatives
- Income through gate fees
- Supports tourism growth
- Stabilises the economy of both countries
- South Africa encourages a supporting role for other SADC countries
- Supports the Millennium Development Goals of SADC (2)
- 4.1.4 a) Environment LO 2
AS 2.1
- The community uses the environment to generate an income for themselves and will therefore protect and sustain the environment and ensure that tourists will abide by the responsible tourism practices to protect the environment. ✓✓
- They will adopt good environmental practices so that they will be able to sustain the nature-based activities that are income generating.
- Removal of alien plants.
- Ensuring that there are designated pathways for bird watching and hiking.
- Prevents pollution
- Fly fishing must be regulated and controlled
- Adventure activities must not compromise the environment (2)

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- b) Social
- Community showcases their culture thereby instilling pride.✓✓
 - Respecting the local indigenous culture
 - Uplifting of the living standards in the area
 - Skills development
 - Elimination of pollution and crime
 - Safety issues
- (2)
- c) Economic
- Examination (assessment) of economic impact before developing tourism✓✓
 - Craft Centre will be income generating
 - Involvement in tourism activities; thereby creating job opportunities
 - Birding
 - Fly fishing
 - Extreme sports
 - Economic opportunities are created through the rock art and the cultural heritage of the area.
- (2)

(Any relevant response by learners that focuses on the environment/social/economic sustainable development that is not stated in the text, can be accepted.)

- 4.2 4.2.1 • Ruthless and unscrupulous tourism developers can exploit the community. Some developers don't give the community a say in how their resources are used. The local people then land up being workers and not owners of tourism products.✓✓
- LO 2
AS 2.1
- Local communities are left out of the decision-making processes and only investors who own businesses make the profits, resulting in the degradation of the environment and community.✓✓
 - Increase in crime, prostitution, begging and alcohol and drug abuse.
 - Loss of privacy.
 - Prevention of access to culturally significant places.
 - Invasion of sacred sites or the demeaning of cultural ceremonies.
 - Unhealthy competition for resources
 - Forced removals will result in breakdown of family units and loss of culture
 - Can lead to conflict situations if communities are left out.
- (4)

- 4.2.2 • Development must incorporate the cultural aspects of the community✓
 • Identify the issues that need to be protected, e.g. access to culturally significant sites, respecting religious practices and the use of indigenous knowledge.✓
 • Setting up genuine cooperative structures with staff and local people and involve them in planning and decision making process.
 • Prevent mass tourism
 • Proper management and sharing of profits (2)
- 4.3 4.3.1 Environment/Nature LO 2 AS 2.1
 • Adopting good environmental practices✓✓
 • Eradicating alien plants and trees
 • Ensuring that there are designated pathways for bird watching and hiking (2)
- Culture
 • Marketing and the preservation of the unique indigenous culture ✓✓
 • Marketing the rock art and other cultural heritage features
- OR**
- The tourist must be integrated into the nature and social life of the community (2)
- 4.3.2 • Training, skills and craft development✓
 • Improving the designs, the quality of the materials, the workmanship✓
 • Innovative marketing and advertising✓
 • Crafters to negotiate fair prices to be sustainable
 • Ensure products are eco-friendly - tourists show preference for these products
 • Customer feedback.
 • Better service delivery
 • Develop and improve the existing infrastructure
 • Improve financial management (3)
- 4.3.3 • Rock-art paintings✓
 • Indigenous culture of the people✓
 • Variety of extreme sports activities
 • Fly fishing
 • Birding (2)
- 4.4 Eradicating/destroying/removal of alien vegetation✓ LO 2 AS 2.1 (1)

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QUESTION 5

- 5.1 5.1.1
- The beach is not clean /litter/ polluted/ sewerage spillage/ oils spills✓
 - It has no signboards to indicate that the beach is safe.✓
 - It is not environmentally friendly.
 - It shows no evidence of being well-maintained with good facilities.
 - Polluted beaches / water
- LO 2
AS 2,2
(2)
- 5.1.2
- It creates a sense of a well-kept and good quality beach, which people enjoy visiting / encourages tourists to these beaches✓✓
 - When beaches are awarded *Blue Flag* status they will have to maintain them to ensure that their status is renewed every year✓✓.
 - Achieving and maintaining *Blue Flag* status requires sustainable and responsible approach to tourism or else its status can be removed.
 - Sets the multiplier effect into motion
 - Becomes a safe beach for tourists / tourist have peace of mind
- LO 2
AS 2.2
(4)
- 5.2 5.2.1
- Global warming ✓✓
 - Flooding and rise in temperatures
 - Climate change
- (or any relevant explanation of global warming / climate change)
- LO 2
AS 2.2
(2)
- 5.2.2
- World Wildlife Fund (WWF)✓✓
 - World Wildlife Foundation
 - World Wide Fund
- (2)
- 5.2.3
- Make use of environmentally friendly products.✓✓
 - Reduce, recycle and re-use
 - Save electricity
 - Travel by bus, bike or walk
 - Plant trees
 - Tour operators should try to reduce consumption of resources and encourage their clients to do likewise.
 - Follow international movements to combat this movement
 - Reduce greenhouse gases or emissions
 - To reduce Carbon Footprints
 - To introduce carbon tax
- LO 2
AS 2.2
(2)

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

- 6.1 6.1.1 0° to 15° is 1 time zone LO3
AS3.1
 $30^\circ \div 15^\circ = 2$ ✓
 $90^\circ \div 15^\circ = 6$ ✓
 $6 + 2 = 8$ time zones✓
OR
8 time zones✓✓✓ (3)
- 6.1.2
 - Ahead ✓ Dallas is West of South Africa. ✓
 - Behind - Dallas is left of South Africa
 - Ahead - South Africa is ahead (east) of GMT (UTC)LO3
AS3.1
(2)
- 6.1.3 (a) Difference in Time Zones:
Dallas (90° W) and South Africa (30°) = 8 Hours✓
 $\therefore 16:00 - 8 \text{ hrs} = 8:00$ ✓
 $8:00 + 1 \text{ hour (DST)} = 9:00$ same day Dallas. ✓
OR
 $8:00$ ✓✓
OR
 $9:00$ ✓✓✓ LO3
AS3.1
(3)
- (b) Calling at 9:00 means that it is during normal working hours / office hours✓ and they will be able to reach the organisers. ✓ (2)
- 6.1.4
 - People enjoy more daylight to do their daily activities✓
 - Save energy✓
 - More time to be involved in outdoor activities while the sun is up
 - People start and finish work earlier
 - Less pollution
 - Less crimeLO3
AS3.1
(2)

6.1.5 SymptomsLO3
AS3.1

- Dehydration / loss of fluids ✓✓
- Loss of appetite / stomach ache / nausea
- Headaches
- Sinus irritation
- Dizziness
- Fatigue / tiredness
- Disorientation
- Swollen feet

(2)

Advice

- Drink lots of water ✓✓
- Avoid heavy meals
- Sleep well the night before
- Stick to normal routine
- Avoid too much alcohol
- Move around during flight / do exercises
- Fly a few days earlier to have time to recover from jet lag before the sporting activities start.

(2)

(Any combination of symptoms **AND** advice are accepted providing that one of each is given.)

6.2

- GSA Travel Agents Sales Guide ✓
- Internet ✓
- Travel Agents
- Tourism Authorities Offices
- Airlines
- Travel Health Clinics
- Information from tourists who previously visited the destination
- Tourist Information bureaus / centres
- Embassies
- World Health Organisation (WHO)
- Other travel magazines and books

LO3
AS3.3

(2)

6.3

6.3.1 AccommodationLO3
AS3.3

- Building of wheelchairs ramps ✓
- Bathroom facilities for the disabled ✓
- National Parks to have accessible chalets/accommodation
- Building of wheelchair friendly rooms
- Information signs for hearing impaired tourists
- Sign language interpreters available for hearing impaired tourists
- Information in Braille for visually impaired tourists
- Designated parking for disabled tourists

(2)

6.3.2 Sports Stadiums

- To build accessible suites or stands✓
- Ramps to accommodate wheelchairs✓
- Areas for wheelchairs need to be close to the designated parking areas
- Special toilet facilities (2)

6.4 6.4.1 • Existing Markets are those markets which already see South Africa as a viable destination and will continue to visit South Africa. ✓ LO3
AS3.4

- Largest existing market according to graph is the U.K. ✓ (2)

6.4.2 • New markets are those markets that are still untapped but have the potential to develop into sustainable markets✓

• New markets are those markets where South Africa gets its least number of visitors from.

- New markets, according to the graph, could be anyone of the following: Republic of Korea/Taiwan/Brazil or Japan.✓ (2)

6.4.3 • Internet✓ LO3
AS3.4

- Travel Agencies✓
- TV Documentaries
- Brochures / pamphlets
- Embassies
- Well known personalities
- Exhibits at fairs / trade shows e.g. INDABA
- Icons / Landmarks
- Road shows / live shows
- Radio
- Newspapers
- Magazines
- Advertisements e.g. Billboards
- Videos / DVDs / Electronic touch screen devices (2)
- Affordable packages

- | | | | | |
|-----|-------|--|--------------|-----|
| 6.6 | 6.6.1 | <ul style="list-style-type: none"> • Global event takes place in a country where there is involvement / participation by the international community/ whole community / a number of countries✓✓ | LO3
AS3.6 | (2) |
| | 6.6.2 | <ul style="list-style-type: none"> • Free movement of African tourists✓✓ • Creation of jobs✓✓ • Free trade • Greater access to international funding • Marketing of the continent • The multiplier effect is set in motion throughout Africa • Branding Africa as a tourist destination | LO3
AS3.6 | (4) |
| | 6.6.3 | <ul style="list-style-type: none"> • Increase in illegal immigration✓✓ • Poaching✓✓ • Increase in crime in some states/countries • Local people losing jobs • Increase in refugees • Xenophobic attacks • Ethnic wars • Relaxing of immigration laws and border control • Scrapping of the visa requirements to the SADC countries • Over population of border towns • Illegal immigrants and refugees may create unfair competition for job opportunities • More exposure to diseases | LO3
AS3.6 | (4) |

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

- | | | | | |
|-----|-------|---|--------------|-----|
| 7.1 | 7.1.1 | Africa and Middle East ✓ (<u>both</u> must be mentioned) | LO4
AS4.1 | (1) |
| | 7.1.2 | <ul style="list-style-type: none"> • Proximity – South Africa closer to other African Countries ✓✓ • Boost of SADC region • South Africa is projecting a first world image • South Africa is seen as the super power of Africa • Shopping / work purposes • Business opportunities and investment • Flights to South Africa from these regions are more affordable than flights from far away destinations | | (2) |
| | 7.1.3 | Asia and Australasia. ✓ (<u>both</u> must be mentioned) | LO4
AS4.1 | (1) |
| | 7.1.4 | <ul style="list-style-type: none"> • Aggressive marketing / develop good marketing strategies ✓✓ • Offer unique packages that are different from their experiences • Special offers or discounts / cheaper flights • Meet expectations and needs of tourists • Distribution of appropriate information | | (2) |
| 7.2 | 7.2.1 | <ul style="list-style-type: none"> • The complaint is about similar responses to every complaint sent out by FC and their lack of dealing with customer complaints. ✓✓ <p>(Note that the complaint is not about the sauce)</p> | LO4
AS4.2 | (2) |
| | 7.2.2 | <ul style="list-style-type: none"> • It allows a tourism organisation to adapt its products and services to changing customer needs ✓✓ • It is a way of measuring customer satisfaction and gives a business the opportunity to improve on service delivery as well as be alerted to things that possibly have been going wrong, which managers or owners might be unaware of. • It can also be motivating to staff • To do a SWOT analysis | LO4
AS4.2 | (2) |
| | 7.2.3 | <ul style="list-style-type: none"> • Customer feedback cards ✓ • Telephone interviews ✓ • Follow up visits/calls • Customer surveys / questionnaires • Internet surveys | LO4
AS4.2 | |

QUESTION 8

- | | | | | |
|-----|-------|--|--------------|-----|
| 8.1 | 8.1.1 | <ul style="list-style-type: none"> • info@pelicanair.co.za ✓ • E-mail is a computer system (or any other electronic device) used for sending and receiving messages ✓ | LO4
AS4.5 | (2) |
| | 8.1.2 | <ul style="list-style-type: none"> • www.pelicanair.co.za ✓ • Access to information / make bookings ✓ | | (2) |
| | 8.1.3 | <ul style="list-style-type: none"> • A 0027 - South African International code / South Africa ✓ • B (0)11 - Area dialling code / local code / code of city or town ✓ • C 973 3649 - telephone number/ number of destination ✓ | LO4
AS4.5 | (3) |
| 8.2 | 8.2.1 | <ul style="list-style-type: none"> • Cell phone ✓ • telephone | LO4
AS4.5 | (1) |
| | 8.2.3 | <ul style="list-style-type: none"> • Fax ✓ • Email • Photocopying | LO4
AS4.5 | (1) |
| | 8.2.3 | <ul style="list-style-type: none"> • E-mail ✓ • Fax • Telephone • Cell phone | LO4
AS4.5 | (1) |

TOTAL SECTION E: 30**GRAND TOTAL: 200**