



# education

Department:  
Education  
**REPUBLIC OF SOUTH AFRICA**



**GRADE 12**

**TOURISM**

**NOVEMBER 2009**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 14 pages.**

**SECTION A: SHORT QUESTIONS****QUESTION 1**

<b>1.1</b>	1.1.1	D✓		LO1 AS12.1.2	
	1.1.2	A✓		LO1 AS12.1.2	
	1.1.3	B✓		LO1 AS12.1.2	
	1.1.4	B✓		LO2 AS12.2.2	
	1.1.5	D✓		LO2 AS12.2.4	
	1.1.6	A✓		LO3 AS12.3.5	
	1.1.7	A✓		LO3 AS12.3.1	
	1.1.8	A✓		LO3 AS12.3.1	
	1.1.9	C✓		LO3 AS12.3.1	
	1.1.10	D✓		LO3 AS12.3.1	
	1.1.11	B✓		LO2 AS12.2.4	
	1.1.12	C✓		LO2 AS12.2.2	
	1.1.13	B✓		LO3 AS12.3.6	
	1.1.14	D✓		LO1 AS12.1.3	
	1.1.15	B✓		LO4 AS12.4.4	(15)

<b>1.2</b>	1.2.1	immunisation✓		LO2 AS12.2.2	
	1.2.2	competitive advantage✓		LO2 AS12.2.3	
	1.2.3	summit✓		LO2 AS12.2.2	
	1.2.4	image✓		LO4 AS12.2.3	
	1.2.5	convention✓		LO2 AS12.2.2	(5)

<b>1.3</b>	1.3.1	WSSD✓		LO2 AS12.2.3	
	1.3.2	Kyoto✓		LO2 AS12.2.3	
	1.3.3	Basic Conditions of Employment Act✓		LO1 AS12.1.3	
	1.3.4	Free State✓		LO2 AS12.2.3	
	1.3.5	Existing markets✓		LO3 AS12.3.4	(5)

<b>1.4</b>	1.4.1	D✓	LO2 AS12.2.2	
	1.4.2	G✓	LO2 AS12.2.2	
	1.4.3	F✓	LO1 AS12.2.3	
	1.4.4	A✓	LO1 AS12.2.3	
	1.4.5	C✓	LO2 AS12.2.3	(5)

<b>1.5</b>	1.5.1	D✓	LO4 AS12.4.5	
	1.5.2	B✓	LO4 AS12.4.5	
	1.5.3	E✓	LO4 AS12.4.5	
	1.5.4	A✓	LO4 AS12.4.5	
	1.5.5	C✓	LO4 AS12.4.5	(5)

<b>1.6</b>	A	Political situation✓	LO3 AS12.3.6	
	B	Mega sporting event✓	LO3 AS12.3.6	
	C	Unforeseen occurrences/political situation✓	LO3 AS12.3.6	
	D	Mega sporting event ✓	LO3 AS12.3.6	
	E	Unforeseen occurrences ✓	LO3 AS12.3.6	(5)

**TOTAL SECTION A: 40**

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

2.1	2.1.1	5,5 million ✓ foreign tourists visited South Africa in the first seven months of 2008	LO1 AS12.1.1	(1)
	2.1.2	"The number of jobs created directly and indirectly in the economy through tourism rose by 5% to 941 000 in 2007." ✓✓	LO1 AS12.1.1	(2)
	2.1.3	People employed by the tourism industry now earn a salary and as a result have money to spend on goods and services which contributes to the growth of the GDP. ✓✓	LO1 AS12.1.1	(2)
	2.1.4	Meaning of ... <u>Tourism in South Africa is putting more roofs over South African heads and more food on South African plates than any other industry.</u>  Tourism is creating jobs and entrepreneurial opportunities so that people can afford a place to stay✓ and with the money they earn, they can buy food. ✓	LO1 AS12.1.1	(2)
	2.1.5	(a) Draft National Service Excellence Strategy for Tourism in South Africa ✓	LO1 AS12.1.1	(1)
		(b) <ul style="list-style-type: none"> <li>The main aim of the Tourism White Paper on the Promotion and Development of Tourism is growth and improvement of the South African tourism industry by using the Draft National Service Excellence Strategy in addressing skills supply. This will ensure that we develop skills and education standards within the tourism industry. ✓✓</li> <li>To create public awareness about tourism products✓✓</li> <li>To improve service delivery through an efficient public feedback system</li> <li>Improvement of standards of tourism products and services and proper mechanisms in place for monitoring and evaluation.</li> </ul>	LO1 AS12.1.1	(2)
2.2	2.2.1	Transport service ✓✓ OR taxi service to hotel	LO1 AS12.1.1	(1)
	2.2.2	They arrived at the international arrivals and talked about the friendliness/sense of humor of South Africans	LO1 AS12.1.1	(1)

	2.2.3	No, they don't. ✓ they would not have used the taxi once they've seen the masks on the drivers' faces / refer to masks as traditional dress / naïve in asking about payment methods. ✓	LO1 AS12.1.1	(2)
	2.2.4	They are probably going to be robbed ✓✓(or assaulted)	LO1 AS12.1.1	(2)
	2.2.5	<ul style="list-style-type: none"> <li>Once tourists experience (or just witness) incidents of crime, they will probably leave immediately and never come back✓✓</li> <li>They will not recommend South Africa as a tourist destination to their friends.</li> </ul>	LO1 AS12.1.1	(2)
<b>2.3</b>	2.3.1	<ul style="list-style-type: none"> <li>Yes✓ Sello received funding to start his own business ✓</li> <li>Sello is now the owner of the restaurant✓</li> </ul>	LO1 AS12.1.2	(3)
	2.3.2	<p>(a) Restaurant manager ✓ Waitrons ✓ wine steward; barman; doorman; cashier; Maitre d'Hotel</p> <p>(b) When the learners finish school and their studies, he can employ them on a permanent basis.✓ ✓ He will always have enough casual workers from the school.</p>	LO1 AS12.1.2	(2)
				(2)
	2.3.3	<p>(a)</p> <ul style="list-style-type: none"> <li>Special prices for youth travel ✓✓</li> <li>Special prices on accommodation</li> <li>The development of youth hostels.</li> <li>Arrange sponsorships for exchange programmes between and among provinces.</li> <li>Arrange affordable or sponsored summer camps for youths.</li> </ul>	LO1 AS12.1.2	(2)
		<p>(b)</p> <ul style="list-style-type: none"> <li>Creation of holiday jobs/learnership programmes in the tourism industry✓✓</li> <li>Arrange internships at hotels and restaurants</li> <li>Accompany tour guides and trackers to gain exposure</li> <li>Assist hospitality ambassadors at airports or other points of interest</li> <li>Job shadowing opportunities at tourist attractions</li> </ul>	LO1 AS12.1.2	(2)
				<b>[29]</b>

**QUESTION 3**

<b>3.1</b>	3.1.1	R180,00✓✓	LO1 AS12.1.1	(2)
	3.1.2	(a) No✓	LO1 AS12.1.3	(1)
		(b) He should have paid her for 9 hours + 4 hours overtime and he only paid her for 9 + 3 hours.✓	LO1 AS12.1.3	(1)
	3.1.3	It can impact negatively on the loyalty to the company.✓ Employees, who are treated unfairly with regard to payment, may eventually resign and look for employment elsewhere. ✓		(2)
<b>3.2</b>	3.2.1	<u>Code of Conduct points</u> <ul style="list-style-type: none"> <li>• Professionalism✓</li> <li>• Work ethics✓</li> <li>• Use of company assets✓</li> <li>• Discrimination and harassment</li> <li>• Health and safety</li> <li>• Use of e-mail and internet</li> <li>• Employer wellness programme</li> <li>• Grievance procedures</li> </ul>	LO1 AS12.1.3	(3)
	3.2.2	<ul style="list-style-type: none"> <li>• Chef ✓</li> <li>• Restaurant manager ✓</li> <li>• Cashier</li> <li>• Store clerk</li> <li>• Cleaners</li> <li>• Wine steward</li> <li>• Barman</li> </ul>	LO1 AS12.1.3	(2)

**TOTAL SECTION B: 40**

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

4.1	4.1.1	<ul style="list-style-type: none"> <li>• <i>Stormsrivier Adventures</i> illustrates economic upliftment of the community and the environment✓✓</li> <li>• Company's commitment to Local Purchasing,</li> <li>• Employment Equity,</li> <li>• Black Economic Empowerment and Employee Training and Development Programmes.</li> </ul>	LO2 AS12.2.1	(2)
	4.1.2	(a) Practising responsible tourism where the tourism venture is environmentally✓, socially ✓and economically responsible✓.	LO2 AS12.2.1	(3)
		(b) Yes, ✓ <u>Environmental responsibility</u> Recipients of the Imvelo Awards committed themselves to responsible tourism principles.✓ <u>Social responsibility</u> Training and development ✓ <u>Economic responsibility</u> Buy from local suppliers, ✓ committed to BEE and employment equity, follow the principles of FFTSA	LO2 AS12.2.1	(4)
	4.1.3	(a) The Trademark is awarded only to tourism businesses like <i>Stormsrivier Adventures</i> that meet stringent criteria, based on FFTSA principles which include: <ul style="list-style-type: none"> <li>• Fair share of the income✓✓,</li> <li>• Local employment and procurement, ✓✓</li> <li>• Training and empowerment of staff,</li> <li>• The promotion of local tourism attractions</li> <li>• Respect for human rights, culture and environment.</li> <li>• Upliftment of the local community</li> <li>• Low impact on the natural environment</li> <li>• The local community is involved and benefit from eco-adventure tourism.</li> </ul>	LO2 AS12.2.1	(4)

		(b) Economic upliftment of the community and the environment✓✓ • Company's commitment to Local Purchasing, ✓✓ • Employment Equity, • Black Economic Empowerment and Employee Training and Development Programmes • The local community is involved and benefit from eco-adventure tourism.	LO2 AS12.2.1	(4)
	4.1.4	Cooperative advertising is where tourism businesses in the area share/cooperate advertising to market the destination✓✓ and to work together or in partnership to increase the number of visitors travelling to the area and to significantly minimise, in particular the advertising expense.	LO2 AS12.2.3	(2)
	4.1.5	Being a recipient of the Imvelo Award, <i>Stormsriver Adventures</i> , would: <ul style="list-style-type: none"> <li>• Receive free advertising and publicity and the fact that they are an award-winning business means that their standards are high and they will deliver the best product or service. ✓✓</li> <li>• They will attract enlightened tourists to support the business because <i>Stormsriver Adventures</i> illustrate their commitment to responsible tourism, i.e. the tourism activities would be environmentally, economically, socially and culturally sustainable.✓✓</li> </ul>	LO2 AS12.2.1	(4)
	4.1.6	(a) <u>Product:</u> ✓ (b) The product would be to outline what Tsitsikamma Canopy Tours and services are offering and to include their interaction and involvement with the local community as a unique experience. ✓✓  (a) <u>Price:</u> ✓ (b) The price of the Tsitsikamma Canopy Tours and other packages to be included in the advertisement✓✓  <b>OR</b>  (a) <u>Place:</u> (b) Details of the Tsitsikamma Canopy Tours from the provider (the local community) to the consumer (the tourist) is provided in the advertisement.	LO2 AS12.2.1	(4)



		(a) <u>Promotion:</u> (b) The advertisement and the information on their award was posted on the Tsitsikamma Canopy Tours website, <a href="http://www.stormsriver.com">www.stormsriver.com</a>		
<b>4.2</b>	4.2.1	Global warming is an increase in the world's temperature ✓ believed to be caused in part by the <ul style="list-style-type: none"> <li>• greenhouse effect ✓</li> <li>• industrial activity</li> <li>• deforestation</li> <li>• depletion of the ozone layer</li> </ul>	LO2 AS12.2.2	(2)
	4.2.2	(a) Ski resort – possibly less snow for skiing and more risks of avalanches caused by snow melting due to global warming ✓✓  (b) Coastal resorts – suntanning can become dangerous, more UV rays due to ozone depletion can cause skin cancer if the necessary precaution is not taken. ✓✓	LO2 AS12.2.2	(4)
	4.2.3	<ul style="list-style-type: none"> <li>• Make use of environmentally friendly products. ✓</li> <li>• Reduce, re-use and recycle ✓</li> <li>• Save electricity ✓</li> <li>• Use public transport, use a bike or walk</li> <li>• Reduce the burning of fossil fuel by using small cars.</li> <li>• Plant trees and protect the forests</li> <li>• Be aware of the situation and follow international movements to combat this problem.</li> </ul>	LO2 AS12.2.2	(3)
				<b>[36]</b>

**QUESTION 5**

<b>5.1</b>		City of Ekurhuleni Tour ✓✓  This tour includes many opportunities to learn about different cultures, for example township tours, traditional meals, music and dance. ✓ This tour also creates an exceptional experience by visiting a Traditional African Healer. ✓	LO2 AS12.2.4	(4)
				<b>[4]</b>

**TOTAL SECTION C: 40**

## SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

### QUESTION 6

<b>6.1</b>	<b>6.1.1</b>	<b>Time of Official Opening</b> 17:00 (14/06/2009) <u><b>Arrival Time</b></u> 17:00 – 3 hrs = 14:00: 14/06/09 ✓ 14:00 – 15 hrs (travelling time)= 23:00 (13/06/2009 – SAST) ✓ <u>Time difference</u> SA +2                                  Washington -5 +2 + -5 =7 hrs ✓ ∴ Washington is 7 hours behind S.A. 23:00 – 7 hrs = 16:00 13 June 2009✓	LO3 AS12.3.1	(4)
	<b>6.1.2</b>	<b>Time of Official Opening</b> 17:00 (14/06/2009) <u><b>Arrival Time</b></u> 17:00 – 3 hrs = 14:00: 14/06/09 ✓ 14:00 – 18 hrs (travelling time)= 20:00 (13/06/2009 – SAST) ✓ SA+2                                  Tokyo +9 +2 - +9 = 7 hrs✓ ∴ Tokyo is 7 hours ahead of S.A. 20:00 + 7 hrs = 03:00 14 June 2009✓	LO3 AS12.3.1	(4)
	<b>6.1.3</b>	Time in South Africa        = 14:00 Time difference                 = +1 hr =14:00 -1 ✓ =13:00 ✓	LO3 AS12.3.1	(2)

6.2	6.2.1	(a) Sport tourists✓	LO3 AS12.3.2	(1)
		(b) They were visiting South Africa for a sporting event/soccer match.✓		(1)
	6.2.2	A travel agent needs to know the following: <ul style="list-style-type: none"> <li>• Who is going on a tour✓✓</li> <li>• Why are they going on a tour✓✓</li> <li>• Where are they going</li> <li>• What will they be doing</li> <li>• Which route will they take</li> <li>• How are they going to travel</li> </ul>	LO3 AS12.3.2	(4)

	6.2.3	<ul style="list-style-type: none"> <li>General itinerary is made for a group of tourists with a common interest and specific target markets. ✓✓</li> <li>Due to the nature of the event, many tour operators will offer a variety of tour packages. ✓✓</li> </ul>	LO3 AS12.3.2	(4)
6.3		<ul style="list-style-type: none"> <li><u>Climate</u> This is important for the visitors to know what to pack. ✓✓</li> <li><u>Safety</u> Visitors are unfamiliar with the country, they need to be warned about safe places to visit and times to visit them. ✓✓</li> <li><u>Importance of travel insurance</u> Travel has risks such as loss/theft/injury/unforeseen circumstances. When in another country, travel insurance will cover these risks. ✓✓</li> <li><u>Exchange rate</u> They will know how much money the trip will cost them and how much money to carry depending on the rate of exchange between the two countries.</li> </ul>	LO3 AS12.3.3	(2)  (2)  (2)  (2)
6.4	6.4.1	<ul style="list-style-type: none"> <li>Many countries get to know about what South Africa can offer. ✓✓</li> <li>It has managed to penetrate most of the African countries. ✓✓</li> <li>Opportunity to tap the different types of market.</li> </ul>	LO3 AS12.3.4	(4)
	6.4.2	<ul style="list-style-type: none"> <li>International trade fairs are limited to only certain market segments. ✓✓</li> <li>International trade fairs are not accessible to different market segments.</li> <li>Not every market attends Tourism Indaba. ✓✓</li> <li>It cannot easily promote some tourism products and services.</li> <li>Tourism Indaba is still regarded by some countries as Africa's thing.</li> <li>It is expensive for the country.</li> </ul>	LO3 AS12.3.4	(4)

6.5	6.5.1	<p>(a) <u>Positive effects</u></p> <ul style="list-style-type: none"> <li>The value of the Rand has dropped and it became more affordable to travel to South Africa. ✓✓</li> <li>An increase in the number of tourists who visited South Africa, has led to an increase in the contribution that Tourism makes to the GDP.</li> <li>International tourists will have more spending power and will therefore spend more on tourism products and services, increasing the demand for tourism products and services thereby setting the multiplier effect into motion.</li> </ul>	LO3 AS12.3.5	(2)
		<p>(b) <u>Negative effects</u></p> <ul style="list-style-type: none"> <li>It is becoming expensive for tourists to travel therefore there would be a decrease in travel. ✓✓</li> <li>People who are working in the tourism industry are gradually being retrenched.</li> <li>Unemployment in the tourism sector.</li> <li>Due to the decrease in travel, tourism businesses are under threat of going under/huge losses.</li> </ul>	LO3 AS12.3.5	(2)
	6.5.2	<ul style="list-style-type: none"> <li>The value of the Rand in table A was stronger than in table B and outbound tourism was more affordable to SA tourists. ✓✓</li> </ul>	LO3 AS12.3.5	(2)
	6.5.3	<p><u>Before economic recession</u></p> <p>R20 000 ÷ 14,28 £1 400,56 ✓✓</p> <p><u>After economic recession</u></p> <p>R20 000 ÷ 15,70 £1 273,89 ✓✓</p>	LO3 AS12.3.5	(4)
6.6	6.6.1	<ul style="list-style-type: none"> <li>Increase in tourist arrivals to the United States of America to witness the elections. ✓✓</li> <li>USA was automatically marketed to the world through media coverage</li> </ul>	LO3 AS12.3.6	(2)
	6.6.2	<ul style="list-style-type: none"> <li>Tourists stay away from countries that have terrorist attacks. ✓✓</li> <li>Drastic drop in the number of tourists visiting countries that experienced terrorists' attacks.</li> </ul>	LO3 AS12.3.6	(2)

TOTAL SECTION D: 50

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

<b>7.1</b>		Niche market specialises in a particular area or attraction e.g. ecotourists ✓✓ Market segmentation is the grouping of consumers who share common needs. ✓✓	LO4 AS12.4.1	(4)
<b>7.2</b>		<ul style="list-style-type: none"> <li>The travel agent can easily suggest places/destinations that will be of interest to a tourist. ✓✓</li> <li>The travel agent can draw up an itinerary for the tourist according to their needs.</li> </ul>	LO4 AS12.4.1	(2)
<b>7.3</b>		<ul style="list-style-type: none"> <li>To be in a position to respect their traditions and values ✓✓</li> <li>To be able to communicate with them in a suitable manner ✓✓</li> <li>To arrange the preparation of suitable meals for them.</li> <li>You can plan suitable activities for the tourists.</li> </ul>	LO4 AS12.4.1	(4)
<b>7.4</b>	<b>7.4.1</b>	<ul style="list-style-type: none"> <li>The owner of the business and the business environment creates a negative first impression ✓</li> <li>The man looks unfriendly and his physical appearance is unprofessional. ✓</li> <li>There is no equipment, no stimulating posters, no other furniture – in short, a very uninviting business environment.</li> <li>A business that displays its poor performance on the wall, creates no business confidence.</li> </ul>	LO4 AS12.4.3	(2)
	<b>7.4.2</b>	<ul style="list-style-type: none"> <li>Owner to dress neatly and create a professional look ✓</li> <li>Clean up the physical environment, make it look neat, clean and presentable. ✓</li> <li>Replace the grumpy look with a smile.</li> </ul>	LO4 AS12.4.3	(2)
<b>7.5</b>	<b>7.5.1</b>	<ul style="list-style-type: none"> <li>Friendliness ✓</li> <li>Respect for diversity ✓</li> <li>Efficiency ✓</li> <li>Skills</li> <li>Politeness</li> <li>Appearance</li> <li>Punctuality</li> </ul>	LO4 AS12.4.2	(3)

	7.5.2	Susan could use a researcher disguised as a customer to analyse the extent to which service levels meet quality criteria. ✓✓ The mystery customer would make use of a checklist outlining what needs to be considered.	LO4 AS12.4.2	(2)
				<b>[19]</b>

**QUESTION 8**

<b>8.1</b>	8.1.1	Fax machine✓ / fax	LO 4 AS12.4.5	(1)
	8.1.2	Send and receive documents ✓ means of communication	LO 4 AS12.4.5	(1)
	8.1.3	A – Load document or letter into the holding slot✓ B – Type in fax number of the recipient✓ C – Press SEND button for the fax to go through✓	LO 4 AS12.4.5	(3)
	8.1.4	<u>Advantage</u> • Documents/communication can be sent over long distances immediately✓ <u>Disadvantage</u> • Lack of privacy • Both parties must have the same technology to be able to send and receive such documents. ✓	LO 4 AS12.4.5	(2)

<b>8.2</b>	<ul style="list-style-type: none"> <li>• Try to deal with conflict as they arise, rather than ignoring them. ✓✓</li> <li>• Discuss the problems with the group. ✓✓</li> <li>• Do not accuse anyone of past failings, but focus on what needs to change</li> <li>• Try and reach an understanding that everyone agrees with.</li> <li>• Make necessary changes to the work plan.</li> </ul>		LO 4 AS12.4.4	(4)
				<b>[11]</b>

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