



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2014**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 25 pages.**

**INSTRUCTIONS AND INFORMATION**

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTIONS 3.2 and 3.3, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. Use the mark allocation at each question as a guide to the length of your answer.
7. Write neatly and legibly.
8. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning, Foreign Exchange	50	50
C	Tourism Attractions, Culture and Heritage Tourism, Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism, Communication and Customer Care	30	30
	<b>TOTAL</b>	<b>200</b>	<b>180</b>

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

- 1.1 Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 The Grand Canyon is located in the ...

- A UK.
- B USA.
- C SADC.
- D EU.

1.1.2 This icon is found in London:

- A Auschwitz
- B Niagara Falls
- C Big Ben
- D Algarve

1.1.3 The 2014 FIFA World Cup, a global event, has the following characteristic:

- A The host country is not allowed to get sponsorships for the event.
- B Only the host country is responsible for funding the entire event.
- C Only the host country is responsible for granting media rights to other countries.
- D The host country co-organises the event, which has multi-country participation.

1.1.4 The attack on the Westgate Mall in Kenya is an example of this type of unforeseen occurrence:

**Kenya mall attack**



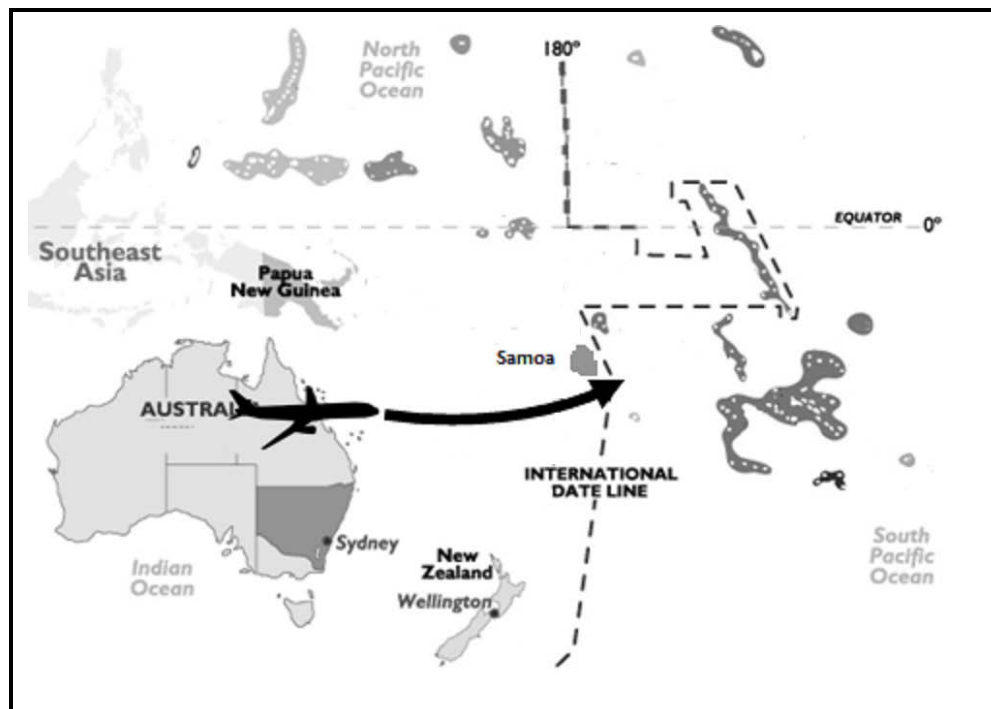
- A Recession
- B Terrorism
- C Natural disaster
- D Accident

- 1.1.5 An 18-year-old gap year student with a very limited budget would prefer to use this type of accommodation and transport:
- A Self-catering cottage and hired car
  - B Backpackers' lodge and public transport
  - C Luxury game lodge and public transport
  - D Three star hotel and a shuttle
- 1.1.6 What advice would you give to a tourist travelling to a country that has an outbreak of cholera?
- A Apply sun block regularly.
  - B Drink bottled water.
  - C Do not swim in the sea.
  - D Take malaria tablets.
- 1.1.7 A reason why many countries in the Northern Hemisphere practise DST:
- A To avoid having too many time zones
  - B To have more leisure daylight hours
  - C To have fewer leisure daylight hours
  - D To prevent an outbreak of avian flu
- 1.1.8 Name the function of the organisation represented by the following logo:



- A Informs tourists about health regulations
- B Informs tourism role-players about global tourism statistics
- C Regulates air travel in the aviation industry
- D Regulates trading in endangered species

- 1.1.9 Tourists flying from west to east, according to the direction shown on the map below, will ...



- A gain a day by crossing the IDL.
  - B lose a day by crossing the IDL.
  - C lose one hour by crossing the IDL.
  - D neither lose nor gain a day by crossing the IDL.
- 1.1.10 This religious icon is found in Jerusalem in Israel:



- A Mecca
  - B The Wailing Wall
  - C The Blue Mosque
  - D The Taj Mahal
- 1.1.11 South African foreign market share refers to ...
- A advertising South Africa internationally.
  - B the percentage of foreigners who come to South Africa.
  - C South African businesses owned by foreigners.
  - D the percentage of outbound South African travellers.

- 1.1.12 FTTSA recently changed its name to FTT. The reason for the name change is that it ...
- A encourages fair and responsible business practice in South Africa and beyond its borders.
  - B is no longer involved in tourism activities, because its operations have been moved to Europe.
  - C has incorporated more political policies into its operational framework in South Africa.
  - D has moved its offices to New York and broken all ties with South Africa.
- 1.1.13 The triple bottom line originates from the 2002 King II report, which is the background for ... in tourism.
- A technology
  - B sustainability
  - C excellence
  - D seasonality
- 1.1.14 In a contract of employment, one of the fringe benefits for a cabin attendant is ...
- A annual leave.
  - B maternity leave.
  - C discounted travel.
  - D monthly remuneration.
- 1.1.15 A code of conduct demands this type of integrity:
- A A good value system
  - B Development of skills
  - C Acquiring qualifications
  - D Finding a new career path
- 1.1.16 These factors create a positive image of the staff of a company:
- A Grooming, personal hygiene and a petrol allowance
  - B Monthly income, good communication skills and positive interaction with customers
  - C Good communication skills, temporary staff and positive interaction with customers
  - D Grooming, personal hygiene, good communication skills and positive interaction with customers
- 1.1.17 The three 'P's' of sustainable tourism practices are planet, profit and ...
- A promotion.
  - B packaging.
  - C people.
  - D price.

1.1.18 Preservation of local culture and the selling of arts and crafts form part of the ... pillars of sustainable tourism practices.

- A social and environmental
- B economic and environmental
- C environmental and people
- D social and economic

1.1.19 To be able to interact in a friendly manner with customers is a/an ... skill for an employee in the tourism industry.

- A technical
- B computer literacy
- C vocational
- D interpersonal

1.1.20 A tourism attraction can ensure its success by ...

- A improving the ethical behaviour of its staff members.
- B disregarding the safety and security plans of the attraction.
- C luring customers away from other attractions with unrealistic promises.
- D allowing tourists to disobey the rules as long as profit is made.

(20 x 1) (20)

1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 Bank buying rate.

duty-free goods; prohibited goods; GDP; multiplier effect; currency fluctuation; exchange rate; GNP
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1.2.1 The total value of all goods and services produced in South Africa for the year 2013

(1)

1.2.2 The ability of South Africa's tourism industry to create direct and indirect jobs

(1)

1.2.3 Goods that are exempted from taxes

(1)

1.2.4 Goods that are not allowed to be taken through customs

(1)

1.2.5 The changes in the value of currencies on a given day

(1)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 passport.

- 1.3.1 The (code of conduct/contract of employment) contains information on the conditions of employment. (1)
- 1.3.2 (Reliability/Punctuality) is one of the guiding principles of FTT. (1)
- 1.3.3 (TOMSA/CATHSSETA) collects tourism levies that are used to market South Africa. (1)
- 1.3.4 A tourist is advised to use (electronic funds transfer (EFT)/cash) to pay for a taxi. (1)
- 1.3.5 A foreign exchange bureau in South Africa will use the (BBR/BSR) when a foreign tourist exchanges dollars for rand. (1)

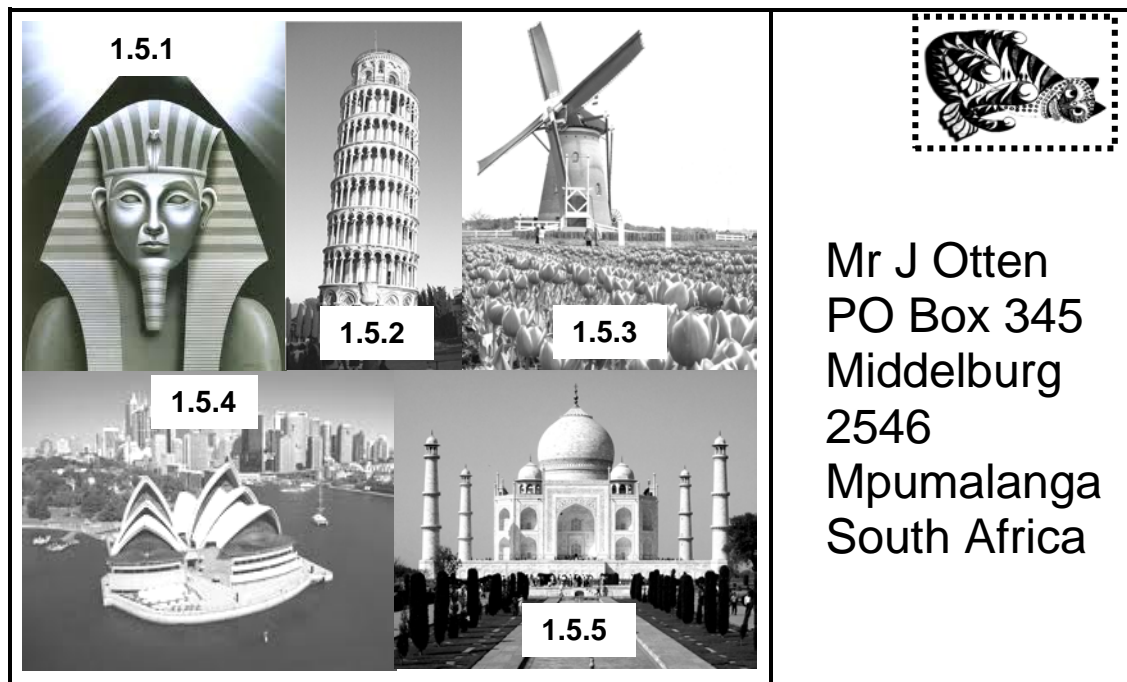
1.4 Choose a term from COLUMN B that matches the description in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Staff members of Peter's Tours paint a crèche on Mandela Day	A	natural World Heritage Site
1.4.2	The San paintings in the uKhahlamba mountains	B	preferential procurement
1.4.3	The Vredefort Dome in the Free State	C	corporate social investment
1.4.4	Awarding a tender to a tourism business	D	triple bottom line
1.4.5	KwaZulu-Natal Tourism Authority pays for the design of a meander map of the San rock paintings	E	cultural World Heritage Site
		F	marketing

(5 x 1) (5)



1.5 Study the postcard below and answer the question that follows.



Name the FIVE countries visited by the tourist.

Write only the question number (1.5.1–1.5.5) and the name of the country in the ANSWER BOOK, for example 1.5.6 China. (5 x 1)

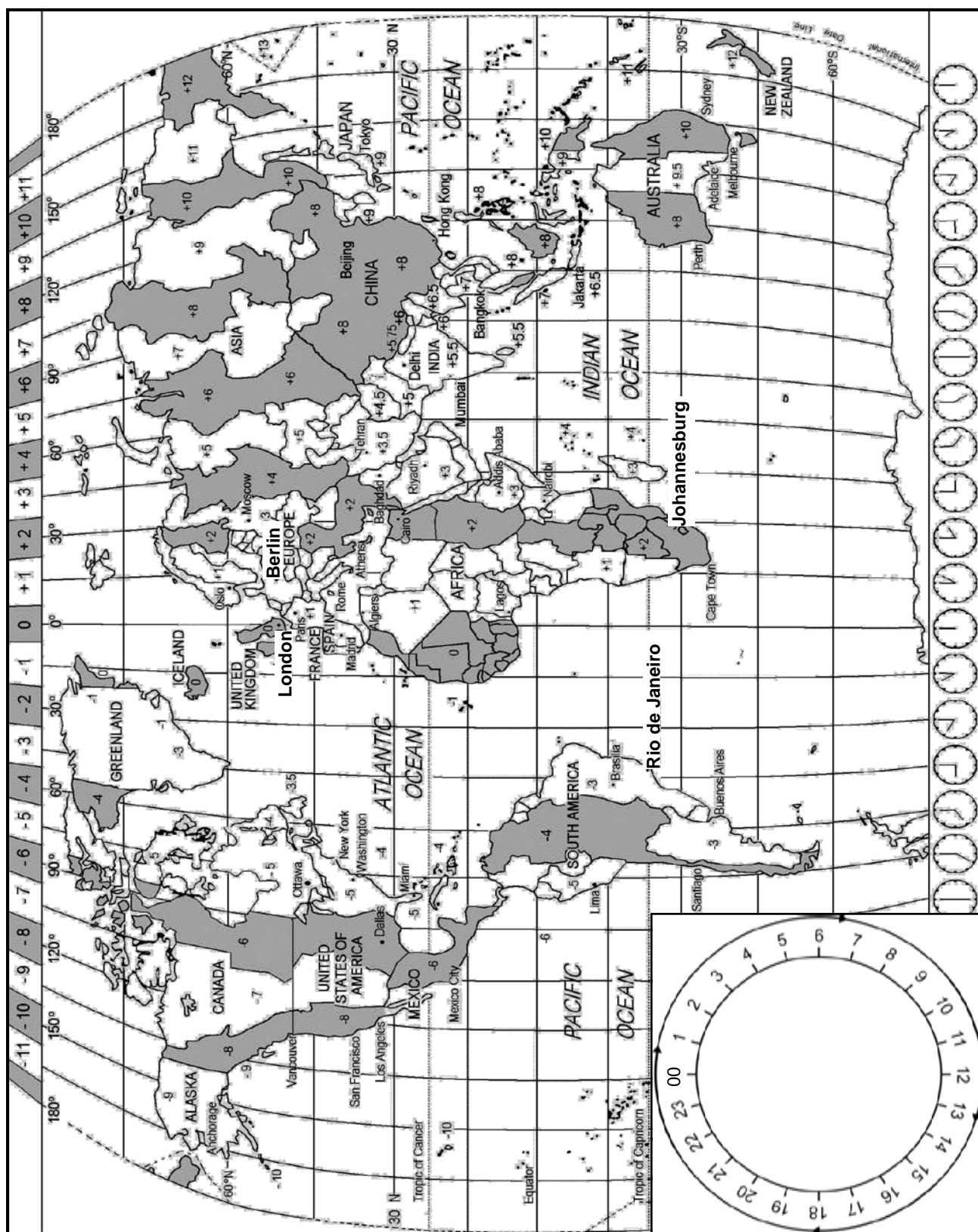
(5)


**TOTAL SECTION A:**

**40**

**SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE****QUESTION 2**

- 2.1 Study the World Time Zone Map, read the information given and then answer the questions that follow.



	<p>The final of the 2014 FIFA World Cup was played at the Maracana Stadium in Rio de Janeiro on 13 July 2014.</p> <p>The kick-off time was at 16:00, Brazilian local time.</p> <p>[Adapted from <a href="http://www.fifa.com">www.fifa.com</a>]</p>
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- 2.1.1 The kick-off time in Rio de Janeiro was at 16:00. Germany practises DST.

Calculate the time and the date Germans in Berlin would have viewed the kick-off.

(5)

- 2.1.2 Brazil practises DST.

Do you think they will be practising DST during the World Cup? Give ONE reason for your answer.

(2)

- 2.1.3 South African soccer fans flew to Rio de Janeiro via São Paulo to watch some of the World Cup matches. They departed from OR Tambo International Airport on flight SA222 at 10:30 on Monday 16 June 2014. Their total flying time, including the stopover at São Paulo, was 14 hours.



Calculate their time of arrival in Rio de Janeiro. Show ALL calculations.

(5)

- 2.1.4 Give ONE reason why a tourist will suffer from jet fatigue after a flight from London to South Africa.

(2)

- 2.2 Study the photographs and the list of items below and answer the questions that follow.

<b>RED CHANNEL</b>	
A	
<b>GREEN CHANNEL</b>	
B	
<b>LIST OF ITEMS</b>	
<ul style="list-style-type: none"> <li>Registered camera</li> <li>Firearm</li> <li>50 ml of perfume</li> <li>10 x designer jeans for a shop in Sandton</li> <li>Cigarettes x 400</li> <li>1 bottle of wine</li> </ul>	

Tabulate the items in the list above according to the correct channel inbound tourists would follow.

Copy the table into your ANSWER BOOK and write only the channels and the correct items in your ANSWER BOOK, for example:

<b>RED CHANNEL</b>	<b>GREEN CHANNEL</b>
Shrubs	2 packets of sweets

(6 x 1)

(6)

2.3 Read the advertisement below and answer the questions that follow.

Tourists can find the following on the AA's website:

- A route planning tool
- Digital and downloadable maps
- Distance calculator
- Information on toll fees and road conditions



[Adapted from an AA advert, July 2013]

2.3.1 (a) Name the travel document issued by the AA. (2)

(b) State ONE requirement needed to obtain the document named in QUESTION 2.3.1(a). (2)

2.3.2 Give ONE reason why a travel agent would use the distance calculator on the AA's website to compile an itinerary. (2)

2.4 Explain ONE reason why South African tourists would visit a travel clinic before travelling to Zimbabwe. (2)  
[28]

### QUESTION 3

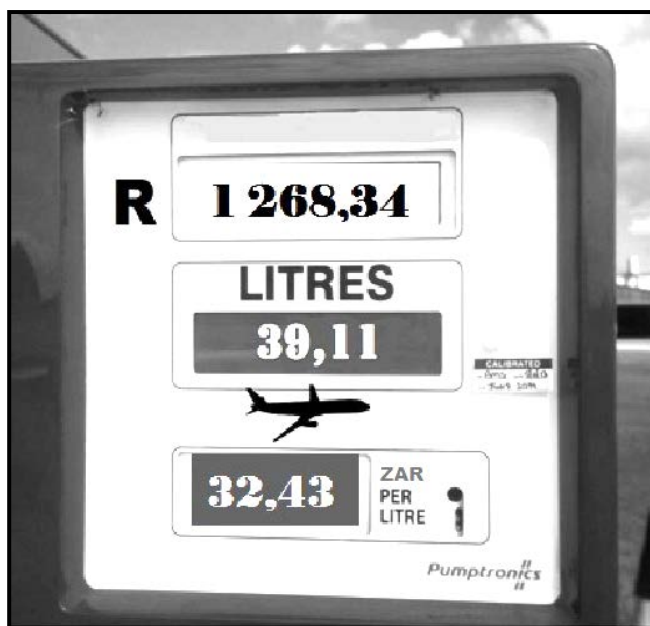
3.1 Study the exchange rate table below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	15.79	16.53
European countries	EUR	13.27	13.88
Japan	JPY	0.10	0.11

3.1.1 Name the official currency used by 18 European countries. (1)

3.1.2 From a tourism perspective, state ONE advantage of using the single currency named in QUESTION 3.1.1. (2)

- 3.2 The cost to refuel a private chartered aircraft is displayed on the fuel pump below. (Refer to the exchange rate table in QUESTION 3.1 to answer the questions.)



A British tourist in South Africa has 300 pounds. He exchanges his pounds for rands.

Calculate the amount of rand left over after he has paid for the fuel. Show ALL calculations. (4)

- 3.3 A South African business tourist is visiting Japan and has R5 000 to spend.

Calculate the amount of yen he will receive by referring to the information in the exchange rate table in QUESTION 3.1. Show ALL calculations. (3)

- 3.4 Discuss the concepts of foreign currency which relate to tourism in a paragraph.

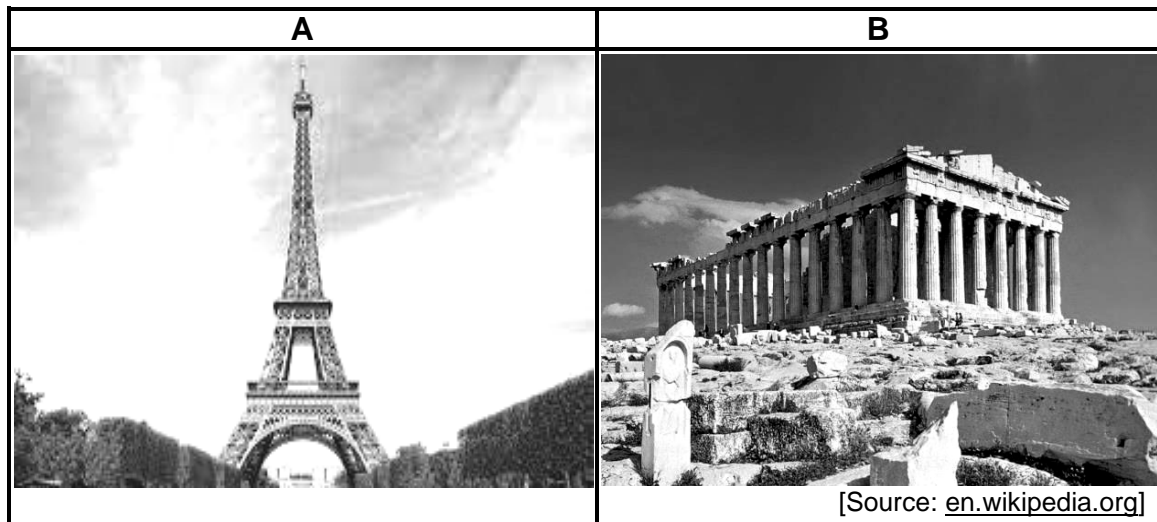
Include the following aspects in your paragraph:

- Tourists' need for other currencies (2)
  - Exchange rates (2)
  - Changes in value (2)
  - The impact of a weak rand on inbound and outbound tourism (4)
  - Pre-loaded foreign currency debit cards as a preferred method of payment (2)
- [22]**

**TOTAL SECTION B: 50**

**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING****QUESTION 4**

4.1 Refer to the icons below and answer the questions that follow.



4.1.1 Kelly and Mavis recently graduated in architecture. They are keen to visit icon **A** and icon **B**.

(a) Identify icon **A** and icon **B**. (2)

(b) Name the cities where icon **A** and icon **B** are located. (2)

4.1.2 Describe ONE architectural feature of icon **A** and ONE architectural feature of icon **B**. (2 x 2) (4)

## 4.2 Read the case study below and answer the questions that follow.

**RUDE AWAKENINGS**

The Taj Mahal has been diagnosed with a life-threatening disease known as marble cancer. Experts believe that if the air is not monitored and cleaned, the exterior of this attraction will eventually turn black.

UNESCO has headed a clean-up programme. Preventative measures include:

- Cleaning the marble
- Researching the best possible cleaning products that will have a minimal impact on the marble
- Using water-resistant coatings on the exteriors

A green zone has also been established around the attraction. It prohibits the construction of industries and supports the planting of trees. Oil refineries have been advised to reduce their pollutant levels and a switch from coal to gas has been encouraged.

Traffic is also a significant problem in the area with high levels of carbon monoxide in the air. The icon attracts more than 7 million tourists annually. Energy-saving buses are now used to transport people to and from the attraction.

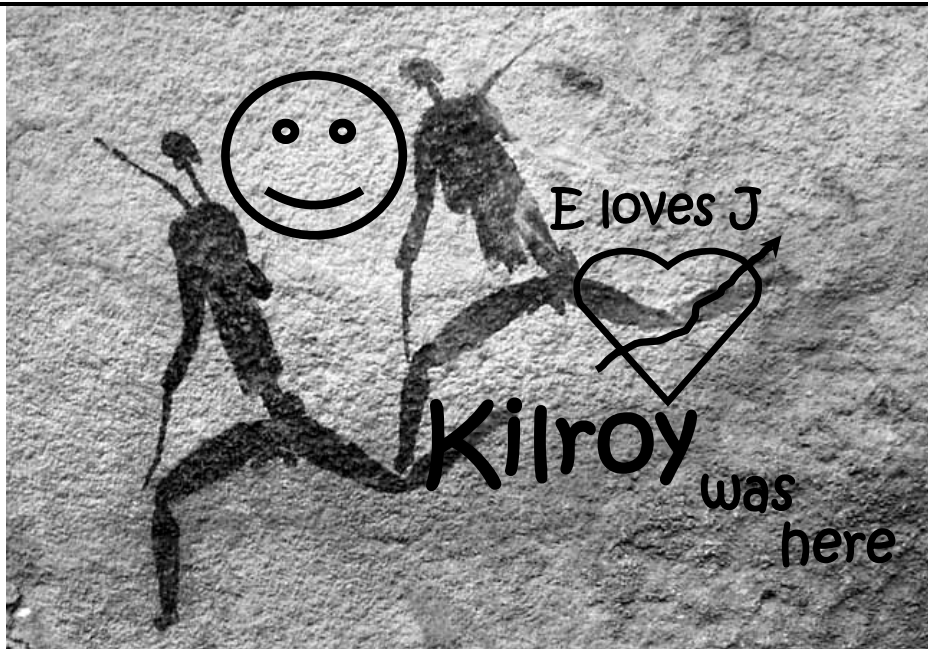
[Adapted from [www.preservationeng.net](http://www.preservationeng.net)]

- 4.2.1 Name TWO factors in the case study that contributed to the deterioration (becoming worse) of the Taj Mahal. (4)
- 4.2.2 (a) Explain ONE reason why UNESCO is involved in the problem associated with the Taj Mahal. (2)
- (b) Give TWO reasons why it is important for UNESCO to conduct research on the cleaning products in their clean-up programme. (2 x 2) (4)
- 4.2.3 The Taj Mahal is one of the Seven Wonders of the World. It is in the best interest of the country that the Indian Tourism Authority maintains the continued success of the Taj Mahal.
- Advise the Indian Tourism Authority on ONE way that they can use to sustain the success of the attraction. (2)



- 4.3 Read the extract below, study the rock painting and answer the questions that follow.

You have been tasked by the municipality of the Bushman's Kloof in the Cederberg region to adopt the neglected San rock-art attraction. It has lost its popularity and no longer promotes tourism to the town.



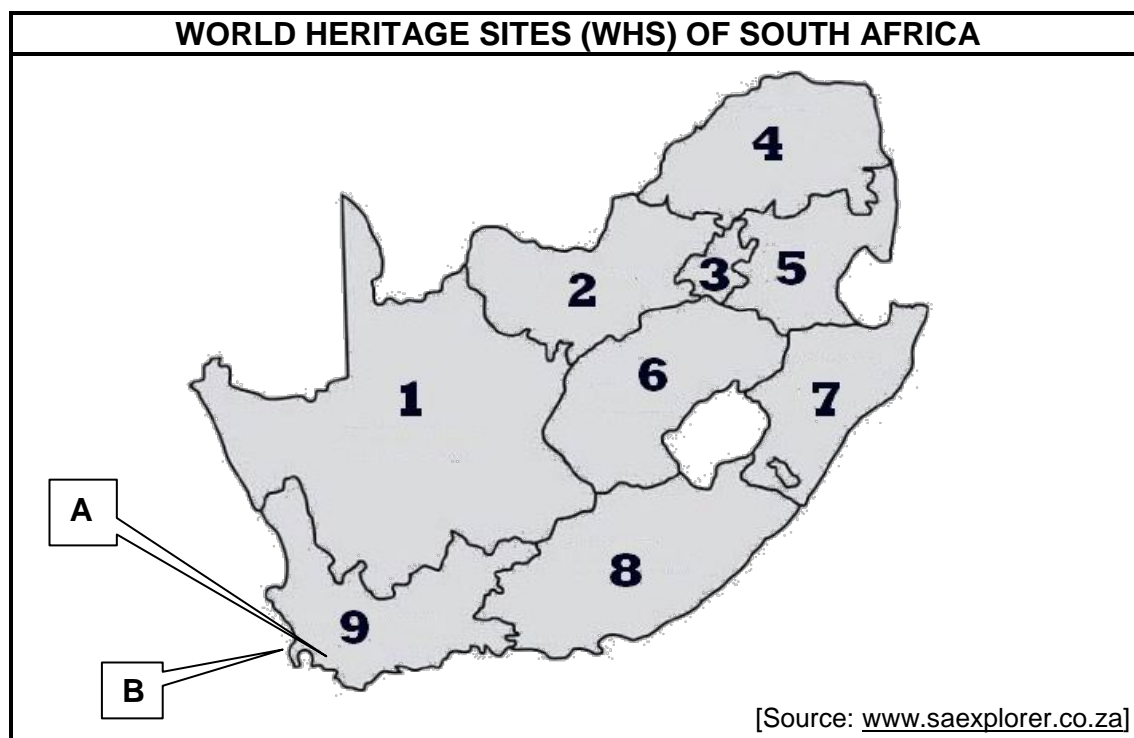
[Adapted from [www.south-africa-tours-and-travel.com](http://www.south-africa-tours-and-travel.com)]

- 4.3.1 (a) Identify the type of criminal activity performed on the rock painting above. (1)
- (b) State ONE solution to prevent this type of criminal activity from happening in future. (2)
- 4.3.2 A tourist has complained that the security guard at the rock-art site demanded payment if anyone wanted to photograph the rock paintings.
- (a) Discuss ONE reason why the security guard's conduct is unethical. (2)
- (b) Explain ONE way in which the manager will address the above issue as part of his management plan to ensure the continued success of the attraction. (2)

[27]

**QUESTION 5**

5.1 Study the map below and answer the questions that follow.



- 5.1.1 (a) Identify the World Heritage Sites **A** and **B**. (2)
- (b) Name the province where the World Heritage Sites identified in QUESTION 5.1.1(a) are located. (1)
- 5.1.2 Descriptions of World Heritage Sites in South Africa are given below. Name and match each WHS with its location on the map above, for example uKhahlamba-Drakensberg Park – 7.
- (a) This site was a place where a highly sophisticated civilisation traded in gold and ivory with China, India and Egypt. (2)
- (b) This site contains sensitive ecosystems from Africa's marine, wetland and savannah environments. (2)

5.2 Read the extract below and answer the questions that follow.

A few years ago the Richtersveld Cultural and Botanical Landscape was returned to the Nama people. Today they have managed to find a balance between their ancestors' 'living-off-the-land' lifestyle and the need for conservation.

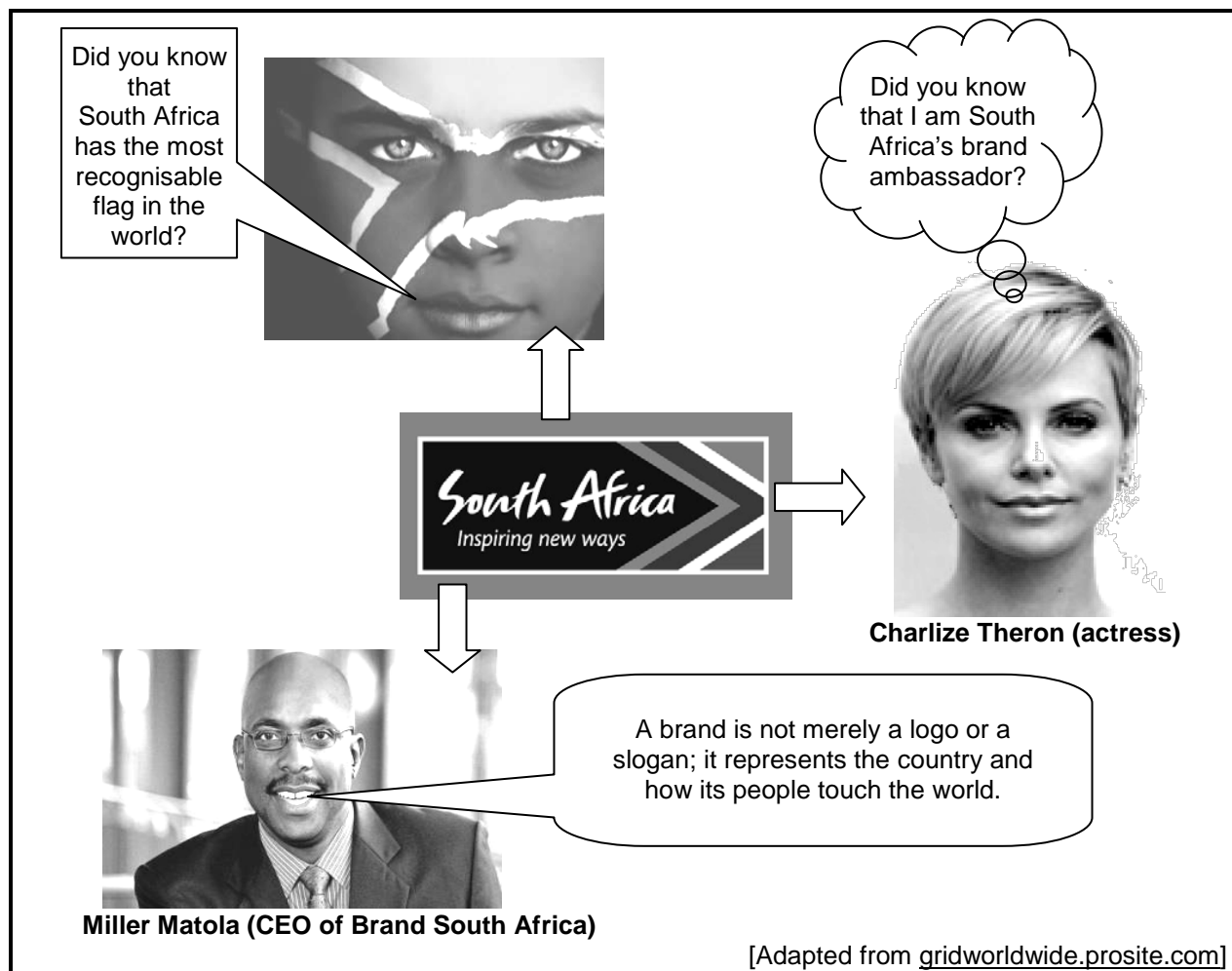
[Adapted from [www.safarinow.com](http://www.safarinow.com)]

- 5.2.1 Explain TWO ways in which the Richtersveld Cultural Landscape successfully meets the UNESCO cultural criteria. (4)
- 5.2.2 State ONE way in which the Nama community benefits from the Richtersveld Cultural Landscape as a World Heritage Site. (2)

**[13]**

**QUESTION 6**

Study the spider diagram below and answer the questions that follow.



6.1 The comments above promote South Africa's image as a tourist destination.

By referring to the above comments, suggest TWO other ways in which ordinary South Africans can also be ambassadors to promote South Africa as a tourist destination.

(4)

6.2 Discuss THREE positive ways in which a recognisable global brand can position South Africa as an attractive destination of choice. (3 x 2)

(6)

[10]

**TOTAL SECTION C:**

**50**

## SECTION D: TOURISM SECTORS, SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 7

Study the information below and answer the questions that follow.



For the past 30 years Steak Beef Ranches have been part of the South African family, retaining (keeping) its brand image, physical appearance and characteristics.

It all began in 1977, when founder, Mr Xolani, invested R3 000 to open the first Steak Beef Ranch in Rondebosch, Cape Town. The restaurant fast developed a reputation for tasty, nutritious, value-for-money meals. The business has grown over the past 30 years to the point where it currently has 200 Steak Beef Ranches and is one of South Africa's most recognisable family restaurants.



- 7.1 Refer to the above extract and explain how this company succeeded in establishing a positive brand image through the following:
- 7.1.1 Its logo (2)
  - 7.1.2 The name of the business (2)
  - 7.1.3 The physical appearance of the business (2)
  - 7.1.4 The special attraction for parents with young children (2)
- 7.2 State TWO advantages of the Steak Beef Ranches having a recognisable, positive image. (2 x 2) (4)
- 7.3 Refer to the photographs above and discuss TWO points that can form part of the dress code for waiters working at a Steak Beef Ranches restaurant. (2 x 2) (4)

**[16]**

**QUESTION 8**

Study the extract below and answer the questions that follow.

### **CTi Couriers – Use us as your delivery service.**

*We deliver on time anywhere in the world.*

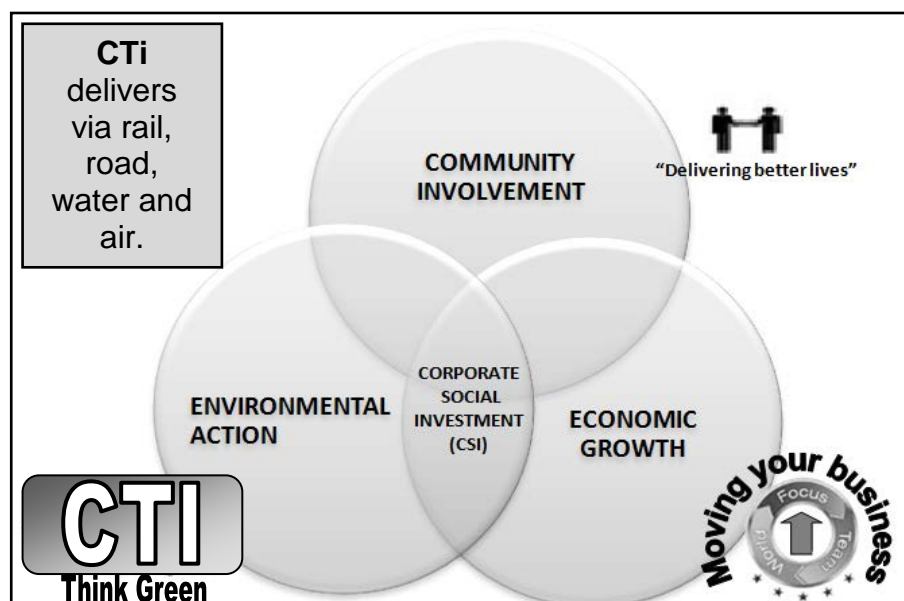
***CTi is a typical example of an auxiliary (support) service in tourism, predominantly servicing the MICE\*/MESE\*\* sector.***

**\*MICE: Meetings, Incentives, Conferences, Exhibitions    \*\*MESE: Meetings, Exhibitions, Special Events**

### **Leaving the planet a better place for future generations**

CTi is committed to corporate social investment (CSI) and firmly believes that, as a global organisation, there are three main areas that help us achieve our goal of ensuring that we leave the planet a better place for future generations.

Our CSI strategies are: Delivering better lives, CTi *thinkgreen*, Moving your business



[Adapted from [www.go2uti.com](http://www.go2uti.com)]

8.1 What do you understand by *CSI*? (2)

8.2 8.2.1 Identify CTi's strategy with regard to environmental consciousness. (2)

8.2.2 Explain ONE way in which CTi can benefit from including an environmental strategy as part of its CSI. (2)

8.3 Due to the nature of CTi's business operations, they have a responsibility to reduce their carbon footprint.

Recommend THREE points that can be included in CTi's environmental policy with regard to its road transport. (6)

8.4 Identify the pillar of sustainable tourism from the diagram that 'Delivering better lives' refers to. (2)

**[14]**

**TOTAL SECTION D: 30**

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM,  
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

9.1 Study the information below and answer the questions that follow.

Celebrated on 27 September annually, World Tourism Day is the biggest international event in tourism. The purpose of this day is to create awareness in the global community of the importance of tourism and the social, cultural, political and economic value thereof.

The event seeks to address the global challenges outlined in the United Nations' Millennium Development Goals (MDGs) and highlights the tourism sector's contribution to achieving these goals.

Mexico in Central America was selected to be the official host country for World Tourism Day (WTD) in 2014 and Burkina Faso in West Africa for WTD in 2015. The respective themes will be 'Tourism and Community Development' for 2014 and 'One Billion Tourists, One Billion Opportunities' for 2015.

[Source: [www.media.unwto.org](http://www.media.unwto.org)]

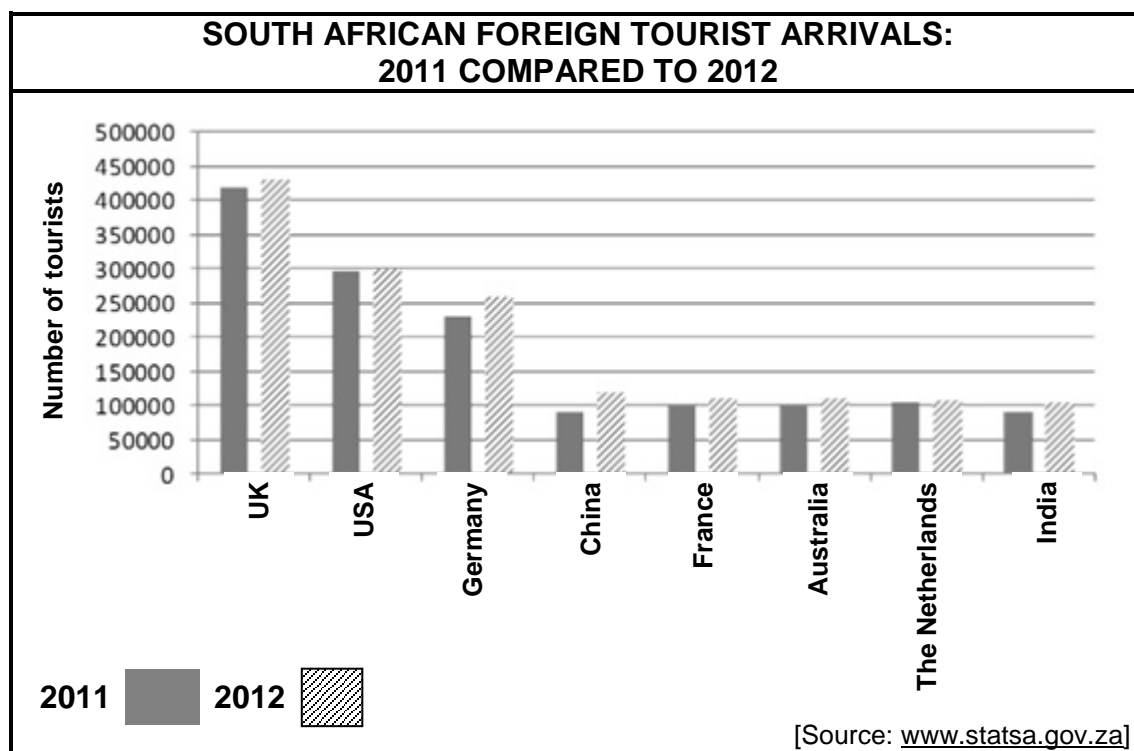
- 9.1.1 State ONE way in which hosting World Tourism Day can add value to a country. (2)
- 9.1.2 Explain how Burkina Faso can benefit culturally from hosting WTD. (2)
- 9.1.3 The theme for 2015 in Burkina Faso is 'One Billion Tourists, One Billion Opportunities'.
- Give TWO possible reasons why this theme was chosen for World Tourism Day 2015. (2 x 2) (4)

9.2 The warning sign below is displayed near high-risk tsunami areas.



- 9.2.1 Give ONE reason why this warning sign forms an important part of disaster management plans at attractions. (2)
- 9.2.2 State ONE negative impact that this natural disaster will have on a country as a tourist destination. (2)

9.3 Study the graph below and answer the questions that follow.



9.3.1 Identify South Africa's main inbound market. (2)

9.3.2 South African Tourism should invest in marketing South Africa in the Netherlands.

Do you agree with this statement? Give ONE reason for your answer. (2)

9.4 South African Tourism conducts research on the length of stay in each province.

9.4.1 Give ONE reason why tourism businesses must have access to this information. (2)

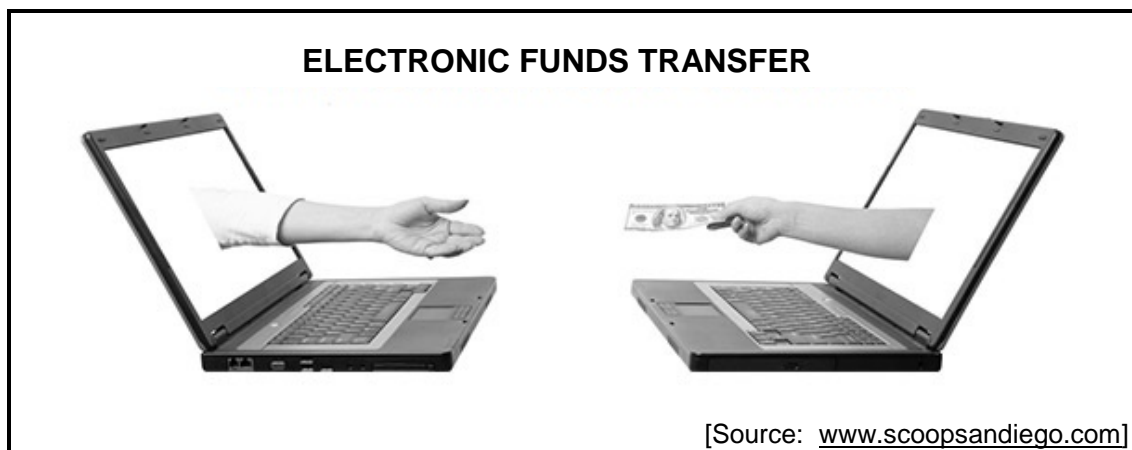
9.4.2 Study the information below and answer the question that follows.

<b>THE AVERAGE LENGTH OF STAY IN GAUTENG AND THE WESTERN CAPE</b> SAT's vision for 2015 is to increase the bed nights to 10,5 nights per trip.	
<b>WESTERN CAPE</b>	<b>GAUTENG</b>
7,5 nights	7,5 nights

State ONE plan of action that accommodation establishments can implement to meet SAT's vision for 2015. (2)



9.5 Study the picture below and answer the questions that follow.



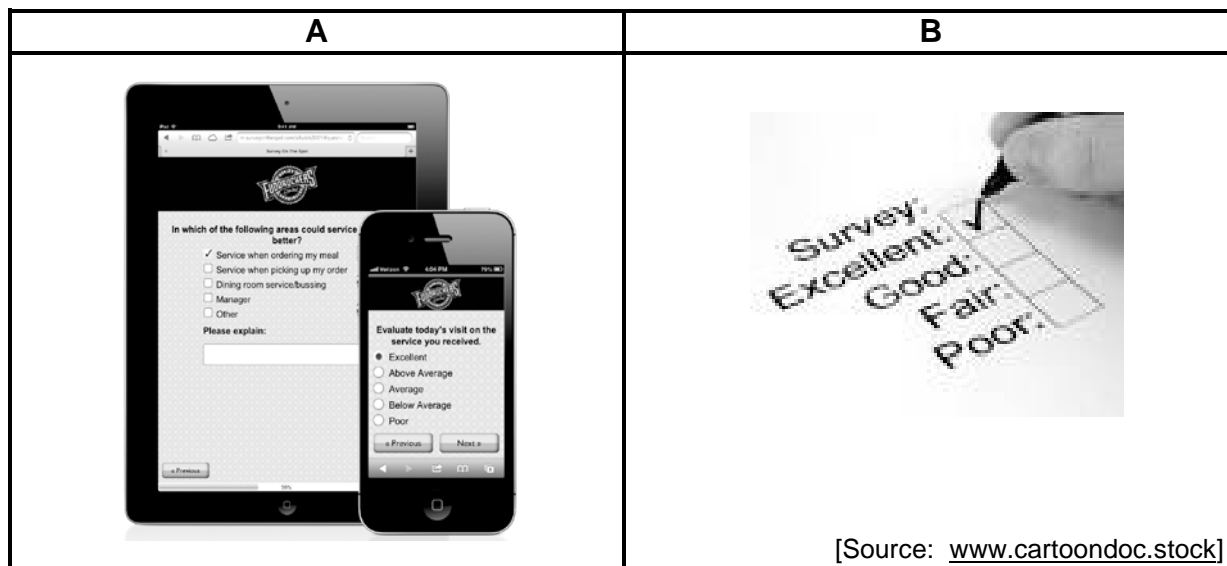
9.5.1 Explain the electronic funds transfer that is shown in the picture above as a method of payment in the tourism industry. (2)

9.5.2 State ONE advantage of this method of payment. (2)

**[24]**

### QUESTION 10

Study the customer feedback tools **A** and **B** below and answer the questions that follow.



10.1 Identify the TWO types of feedback tools shown in **A** and **B** above. (2)

10.2 State ONE disadvantage of using feedback tool **A**. (2)

10.3 Give ONE reason why feedback tool **B** is a more effective customer feedback method for a business. (2)

**[6]**

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



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2014**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 16 pages.**

<b>Topics in the Tourism CAPS</b>		<b>Abbreviations</b>
Topic 1	Tourism sectors	TS
Topic 2	Map work and tour planning	MTP
Topic 3	Tourism attractions	TA
Topic 4	Sustainable and responsible tourism	SR
Topic 5	Domestic, regional and international tourism	DRI
Topic 6	Culture and heritage tourism	CH
Topic 7	Foreign exchange	FX
Topic 8	Communication and customer care	CC
Topic 9	Marketing	M

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

1.1	1.1.1	B✓ / USA	TA	
	1.1.2	C✓ / Big Ben	TA	
	1.1.3	D✓ / The host country co-organises the event, which has multi-country participation	DRI	
	1.1.4	B✓ / Terrorism	DRI	
	1.1.5	B✓ / Backpacker's lodge and public transport	MPT	
	1.1.6	B✓ / Drink bottled water	MPT	
	1.1.7	B✓ / To have more leisure daylight hours	MPT	
	1.1.8	A✓ / Informs tourists about health regulations	MPT	
	1.1.9	A✓ / gain a day by crossing the IDL	MPT	
	1.1.10	B✓ / The Wailing Wall	TA	
	1.1.11	B✓ / The percentage of foreigners who come to SA	DRI	
	1.1.12	A✓ / encourages fair and responsible business practice...	SR	
	1.1.13	B✓ / sustainability	SR	
	1.1.14	C✓ / discounted fair	TS	
	1.1.15	A✓ / A good value system	TS	
	1.1.16	D✓ / Grooming, personal hygiene, good communication...	TS	
	1.1.17	C✓ / people	SR	
	1.1.18	D✓ / social and economic	SR	
	1.1.19	D✓ / interpersonal	TS	
	1.1.20	A✓ / improving ethical behaviour of its staff members	TA	(20 x 1)
1.2	1.2.1	GDP✓/ Gross Domestic Product	FX	
	1.2.2	Multiplier effect✓	FX	
	1.2.3	Duty-free goods✓	MPT	
	1.2.4	Prohibited goods✓	MPT	
	1.2.5	Currency fluctuation✓	FX	(5 x 1)
1.3	1.3.1	Contract of employment✓	TS	
	1.3.2	Reliability✓	SR	
	1.3.3	TOMSA✓	M	
	1.3.4	Cash✓	FX	
	1.3.5	BBR✓	FX	(5 x 1)
1.4	1.4.1	C✓ / corporate social investment	SR	
	1.4.2	E✓ / cultural World Heritage Site	TA	
	1.4.3	A✓ / natural World Heritage Site	TA	
	1.4.4	B✓ / preferential procurement	SR	
	1.4.5	F✓ / marketing	TA	(5 x 1)
1.5	1.5.1	Egypt✓	TA	
	1.5.2	Italy ✓	TA	
	1.5.3	Netherlands ✓	TA	
	1.5.4	Australia✓	TA	
	1.5.5	India✓ (not the names of the icons)	TA	(5 x 1)

**TOTAL SECTION A: 40**

**SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE****QUESTION 2**

- 2.1 2.1.1 Time Zones: Rio de Janeiro -3; Berlin +1 **MTP**  
 DST applies, therefore Berlin +2 ✓/1 hour added in calculation  
 Time difference: = 5 hours✓  
 Time in Rio de Janeiro: = 16:00 + ✓ 5 hours  
 Therefore time in Berlin: = 21:00✓ on 13 July 2014 ✓  
**OR**  
 Time difference: = 4 hours✓  
 Time in Rio de Janeiro: = 16:00 + ✓ 4hours  
 Therefore time in Berlin: = 20:00 + 1✓(DST)  
 = 21:00✓ on 13 July 2014 ✓  
**OR**  
 21:00✓✓✓✓ on 13 July 2014 ✓ (5)
- 2.1.2 No, they are in the Southern Hemisphere and July falls in winter **MTP**  
 DST does not apply. ✓✓(no marks awarded for "NO" only) (2)
- 2.1.3 Time difference: Rio de Janeiro -3; South Africa +2 **MTP**  
 = 5 hours✓  
 Time at ORT: = 10:30  
 Time in Rio de Janeiro: = 10:30 – ✓5 hours  
 = 5:30✓  
 Flying time: = 5:30 +✓ 14 hours  
 = 19:30 ✓  
**OR**  
 Arrived at Rio de Janeiro at 19:30 ✓✓✓✓✓(no marks awarded for a date) (5)
- 2.1.4 After a long flight✓✓ being seated in a confined cabin, the tourist **MTP** (2)  
 will suffer from tiredness.  
 • Sitting for a long period on the flight

- 2.2
- | Red Channel   | Green Channel                          | <b>MTP</b> |
|---|--|------------|
| 10 x designer jeans for a shop in Sandton✓<br>Registered camera✓<br>Firearm✓<br>Cigarettes x 400✓ | 50 ml of perfume✓<br>1 bottle of wine✓ | (6)        |
- (If candidates listed all items in both the Red and the Green channels, only the first THREE responses in each column are marked.)

- 2.3 2.3.1 (a) International Driver's Licence✓✓ (*do not accept drivers licence*) (2)
- International Driver's Permit
  - IDP (*do not accept IDL*)
- (b) Valid✓✓ South African driver's licence MTP (2)
- 2 Photographs
  - Fees
  - Identity document (ID or passport)
  - Application form
  - Proof of residence
  - Valid driver's licence
- 2.3.2 To determine the travel time between attractions, activities, meals and accommodation✓✓ MTP (2)
- To plan the stops for meals and petrol
  - To do logical planning of the route
  - To determine the fuel budget
  - To plan activities within the given time of travel
  - Reliable and accurate information using a distance calculator
  - Provide the tourist with the estimated time of arrival (ETA)
- 2.4 To get the required vaccinations✓✓ MTP (2)
- To get preventative malaria medication (*do not accept injection for Malaria*)
  - To get medical examinations
  - To obtain health certificates
  - To get travel health advice (*include recommended and compulsory medical requirements*)

**[28]****QUESTION 3**

- 3.1 3.1.1 Euro/EUR/€✓ FX (1)
- 3.1.2 To simplify travelling and spending in neighbouring countries✓✓ (2)
- To become a strong currency in the global market place; currency is stronger than other currencies.
  - To strengthen the regional economy
  - Eliminates fluctuation risks and exchange costs FX
  - Improved economic stability and growth – reduces uncertainty and encourages investment.
  - Able to compare tour prices from different tour operators across borders

- 3.2 

GBP300 x✓ 15,79✓  = R4 737✓ – R1 268,34 = R3 468,66✓  <b>OR</b>  R3 468,66✓✓✓✓  (Accept ZAR and R as currency code)
--

 FX (4)
- 3.3 

ZAR5 000 ÷✓ 0,11✓  = ¥45 454,55✓ (currency symbol indicated)  <b>OR</b>  ¥45 454,55✓✓✓ • ¥45 454,55  (Accept currency code and symbol)
--

 FX (3)

- 3.4 (To make the marking of the paragraph easier, the aspects are specified here under subheadings. No specific order of the aspects in the paragraph is prescribed.)

### **NEED FOR CURRENCY**

When tourists travel to another country, they need to exchange their local currency for the foreign currency used in that country. ✓✓

(2)

### **EXCHANGE RATES**

The exchange rate is used to determine the amount a tourist should get for his/her own currency when exchanging it for another currency. ✓✓

(2)

- In foreign exchange transactions, the amount is multiplied or divided by the current exchange rate.
- The exchange rate is the value of one currency expressed in terms of another currency.

FX

### **CHANGES IN VALUE**

The exchange rate changes (fluctuates) daily and is determined by trading on financial world markets. ✓✓

(2)

- Changes in the value of the exchange rate follow an upwards or downwards (strengthens and weakens) trend over an extended period of time (weeks/months/year).
- There are many factors that can effect the exchange rate, e.g. natural disasters; political instability.
- Determines the buying power.

### **IMPACT OF A WEAK RAND – INBOUND TOURISM**

Increase of foreign visitors to South Africa ✓✓

(2)

- Increase in tourism spending – more value for money
- Increase in length of stay

### **IMPACT OF A WEAK RAND – OUTBOUND TOURISM**

Fewer South Africans choose to travel overseas, because the weak rand makes foreign currency expensive. ✓✓

(2)

- South African outbound tourists spend less at international destinations.
- More South Africans will travel domestically- increase in domestic travel.
- May lead to over pricing of local goods and services.

### **PRE-LOADED CARDS**

It is a much safer way of travelling with foreign currency than carrying foreign bank notes. ✓✓

(2)

- It is a convenient way of carrying funds to a foreign destination.
- Assists tourists to spend within their budget.
- A lost or stolen card can be easily replaced.
- Tourists do not have to be concerned about exchanging their money to the currency of their destination.

(Consider only logical responses that are directly linked to **Tourism**)

**[22]****TOTAL SECTION B: 50**



**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE  
TOURISM, MARKETING****QUESTION 4**

- 4.1      4.1.1    (a) **A** - Eiffel Tower✓  
                     **B** - Parthenon✓TA  
(2)
- (b) **A** - Paris✓TA  
                     **B** - Athens✓(2)
- 4.1.2    **Icon A**TA  
                     Structure of steel/metal/iron ✓✓(2)  
                     • A freestanding tower made out of metal crafted into different shapes  
                     • An architectural achievement housing restaurants on the first and second levels.  
                     • A structure housing a broadcasting station and an observation tower.  
                     • Visitors can visit three levels of the tower with the use of stairs or lifts.  
                     *(consider responses that give specifications)*
- Icon B**TA  
                     Ancient construction of plain rock columns ✓✓.(2)  
                     • Interiors and exteriors elaborately decorated.  
                     • Built up with a palace and temples that embodies Greek architecture.  
                     *(consider responses that give specifications)*
- 4.2      4.2.1    Existence of many industries found around the attraction – TA  
                     contributing to pollutant levels. ✓✓  
                     High volumes of road traffic a significant problem around the  
                     attraction. ✓✓(4)  
                     • Increased pollutant levels caused by omissions from oil refineries.  
                     • Coal is used as the primary source of energy.  
                     • Negative impact of mass tourism.  
                     • Air pollution  
                     • Marble cancer
- 4.2.2    (a) To protect and preserve the Taj Mahal's cultural TA  
                     heritage/WHS✓✓(2)  
                     • UNSECO is the custodian of all WHSs.

- (b) To help minimise the effects of marble cancer at the Taj Mahal. ✓✓  
The use of eco-friendly cleaning products will lessen the environmental impact. ✓✓ (2 x 2) (4)
- Cleaning products will be less harmful to the health of the maintenance staff.
  - Ensure the products are safe and easy to use
  - The cleaning products must not damage the marble
- 4.2.3 Maintain the general appearance and cleanliness of the attraction ✓✓ TA (2)
- Ensure policies and implementation of policies are in place
  - Ensure there are measures in place to protect the site.
  - Include programmes to encourage repeat visits/marketing
  - Encourage the signing of a visitor's pledge book upon entry to the attraction to ensure on-going sustainability of the attraction.
  - Control ticket sales/operating times to avoid mass tourism
  - Have a visitor's code of conduct
  - Introduce penalties/fines for the violation of the code of conduct
  - Security guards to ensure tourist behave in a responsible manner
  - Ensure that the Taj Mahal is universally accessible.
  - Apply the Triple Bottom Line to ensure sustainability of the attraction.
- 4.3 4.3.1 (a) Graffiti ✓ TA (1)
- Vandalism ; writing on the rocks; scribbling  
(Accept a response that refers to writing that obscures and damages the art.)
- (b) Inform the police or contact the South African Heritage Resource Agency (SAHRA) if damage to the paintings has been witnessed. ✓✓ TA (2)
- Compulsory tour guide to escort visitors to the attraction.
  - Raise educational awareness on treating rock art with care and respect.
  - Visitors must observe rules and procedures at the sites.
  - Increase security.
  - Install security cameras
  - Installation of barriers that will prevent tourists from getting too close to the rock art.
  - Offer a reward for reporting the crime
  - Impose fines.

- 4.3.2 (a) He exploits tourists by abusing his position at the attraction. ✓✓ TA (2)
- The security guard is taking advantage of his position by getting extra money from tourists
- (b) Enforce the code of conduct. ✓✓ TA (2)
- Apply disciplinary measures (*accept examples of disciplinary measures*)
  - Train staff on issues concerning ethical behaviour.
- [27]**

**QUESTION 5**

- 5.1 5.1.1 (a) **A** - Cape Floral Region/Kingdom✓ CH (2)
- B** - Robben Island✓
- (b) Western Cape✓ ( *do not accept Western province*) CH (1)
- 5.1.2 (a) Mapungubwe Cultural Landscape✓ - **4**✓ CH (2)
- (b) iSimangaliso Wetlands Park✓ - **7**✓ CH (2)
- (*do not accept St Lucia Wetlands Park*)
- 5.2 5.2.1 An outstanding example of a landscape which illustrates an important stage in human history of the Nama people.✓✓ CH (4)
- Outstanding example of traditional human settlement/land use representative of the Nama culture which became vulnerable under the impact of modernisation.✓✓
- Cultural site protects the living heritage of the Nama people
- 5.2.2 Influx of visitors to visit the site will lead to increased tourism revenue for the province.✓✓ CH (2)
- A sense of ownership/pride of the heritage within the local Nama people will develop.
  - Income generated in the area will lead to better quality of life for the local community.
  - Economic boost, benefiting everyone.
  - Experience the multiplier effect – jobs are created.
  - Nama people showcasing their culture
  - Partnership is formed amongst the various stakeholders
- [13]**

**QUESTION 6**

- 6.1 Make 'tourism everyone's business'✓✓  
Work together✓✓ M (4)
- Provide excellent service
  - Meet the needs and expectations of tourists.
  - Showcasing our unique tourism experiences.
  - To create positive perceptions about the country.
  - Applying the principles of Ubuntu.
- (Consider responses that inspire positive behaviour and shows pride in South Africa.)*
- 6.2 Helps create a positive, unified image of South Africa. ✓✓  
A brand that is built on pride.✓✓ M  
A recognisable brand to promote South Africa on an international platform.✓✓ (6)
- It enables South Africa to function as a competitive destination in the global arena.
  - A strong brand positions our country as an attractive destination partner for trade and investment.
  - A recognisable global brand inspires positive thoughts and feelings about the country will convince people to travel to South Africa
  - It showcases South Africa's successes and motivates investor confidence.*(Accept this response when candidates make reference to the pictures in the spider diagram)*

**TOTAL SECTION C: [10]  
50**

**SECTION D: TOURISM SECTORS AND SUSTAINABLE AND RESPONSIBLE TOURISM****QUESTION 7**

- 7.1 7.1.1 Logo: The business was founded in 1977 and has retained its logo, which makes them recognisable. ✓✓ TS (2)
- 7.1.2 Name: Steak Beef Ranch shows that the restaurant specialises in Beef products ✓✓ (2)
- The name has not changed in the last 30 years and therefore it has become more recognisable and trustworthy.
  - Franchise has grown -over 200 restaurants
- 7.1.3 Physical appearance: The restaurants will be similar in their appearance. This gives customers a sense of confidence in the quality of the food and the service in a familiar environment. ✓✓ (2)
- Creates a professional image.

## 7.1.4 Special draw card:

Family restaurant ; children friendly ✓✓

- Tasty, nutritious food
- Special menus for children (*accept examples*)
- Opportunities to celebrate special occasions: singing, balloons, sparkles, special occasion menus, etc.
- Professional and friendly staff
- Value for money

(2)

7.2 Customers associate the brand image with positive eating experience/ trust. ✓✓

TS

It will ensure repeat visits. ✓✓

(2 x 2)

(4)

- It distinguishes the business from other competitors/ competitive edge
- It creates confidence and trust among customers who know they can rely on a standard menu and service.

7.3 Waitrons employed by Steak Beef Ranch must be dressed in official Steak Beef Ranch uniforms when on duty. ✓✓

TS

Waitrons should be neatly groomed. ✓✓ (*accept examples*)

(2 x 2)

(4)

- Wearing of name badges

**[16]****QUESTION 8**8.1 A concept whereby companies decide voluntarily to contribute to a better society ✓✓ (*do not accept corporate social investment*)

SR

(2)

- A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis.

8.2 8.2.1 CTI - Think Green ✓✓

SR

(2)

- Making the planet a better place for future generations
- Environmental action

8.2.2 They are showing their commitment to environmental consciousness, thereby getting the support of like-minded businesses. ✓✓

SR

(2)

8.3 Find responsible ways of re-using and recycling old tyres. ✓✓

SR

Use fuel-efficient vehicles. ✓✓

Use motorcycles/bicycles/ to service short-distance deliveries. ✓✓

(6)

- Ensure that vehicles are mechanically sound, no oil spills, etc.
- Washing vehicles in a responsible manner by saving water.
- Ensure economical route planning.
- Tracking and monitoring of proper use of vehicles.
- Use larger vehicles/bulk transportation to minimise trips

8.4	Social ✓✓ <ul style="list-style-type: none"><li>• People</li><li>• Community involvement</li></ul>	SR	(2)
			[14]
TOTAL SECTION D:			30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

- |     |       |  |     |     |
|-----|-------|--|-----|-----|
| 9.1 | 9.1.1 | <p>Economic injection (<i>accept examples such as income generation; infrastructural development; job opportunities; skills development; procurement of local goods</i>)✓✓</p> <ul style="list-style-type: none"> <li>• Showcasing their culture</li> <li>• Publicity for the country</li> <li>• Encourages partnerships between countries.</li> <li>• Encourages cooperation between countries.</li> <li>• Gives stability and credibility to countries.</li> <li>• Addresses MDG goals.</li> <li>• The citizens will be aware of the importance of tourism in respect of the Triple Bottom Line</li> <li>• Increases foreign revenue</li> <li>• Builds good relationships between participating countries</li> </ul> | DRI | (2) |
|     | 9.1.2 | <p>The country can showcase its unique African culture and thereby increasing the potential to attract cultural tourists.✓✓</p> <ul style="list-style-type: none"> <li>• Promotes cross-cultural understanding.</li> </ul>   | DRI | (2) |
|     | 9.1.3 | <p>Creates an awareness of the possible prospects that growing the tourism industry has globally.✓✓<br/>Emphasises the enormous scale in size, prospects and benefits of the tourism industry globally.✓✓ (2 x 2)</p> <ul style="list-style-type: none"> <li>• More revenue is generated through tourism-related activities than any other industry.</li> <li>• This revenue then creates opportunities for job creation.</li> <li>• Entrepreneurship</li> <li>• Upgrading of facilities, skills development and infrastructural development for the host country.</li> </ul>  | DRI | (4) |
| 9.2 | 9.2.1 | <p>The safety of tourists/human life is always the number one priority.✓✓</p> <ul style="list-style-type: none"> <li>• Tourists will know what to do in the event of an earthquake or tsunami.</li> <li>• Tourists will be aware that they are entering a high-risk zone and will be more cautious.</li> <li>• It will be easier to manage the disaster as most people would have followed instructions and will be safe.</li> </ul>   | DRI | (2) |
|     | 9.2.2 | <p>Destruction of infrastructure✓✓</p> <ul style="list-style-type: none"> <li>• Destruction of flora, fauna and ecosystems</li> <li>• Cancellation of flights, rail, cruises and road trips</li> <li>• Cancellation of holidays</li> <li>• Fewer tourists will visit the destination</li> <li>• Less revenue will be generated</li> <li>• Job losses</li> </ul>  | DRI | (2) |

- 9.3      9.3.1      UK✓✓ DRI (2)  
                          • United Kingdom
- 9.3.2      Yes, there has been no or little growth✓✓ in the number of DRI (2)  
                          tourists from 2011 to 2012; therefore they need to showcase the  
                          country's attractions to grow this market.  
                          • Increase the number of tourists from that country.
- OR**
- No, it is an existing market; SAT should invest in markets that  
 show growth potential✓✓  
*(Do not award marks for the Yes or No. The reason given must qualify the Yes  
 or No response)*
- 9.4      9.4.1      This information will help them to find ways to increase the length DIR (2)  
                          of stay.✓✓  
                          • Determine if there are adequate tourism products and services  
                          available.  
                          • To plan marketing strategies  
                          • To measure the success of their business
- 9.4.2      Create attractive package deals.✓✓ A (2)  
                          • Offer discounts.  
                          • Create niche market opportunities.  
                          • Establish the need to be on the provincial tourism authority's  
                          database for marketing purposes.  
                          • Be part of the national tourism marketing strategies.
- 9.5      9.5.1      Money is transferred electronically from one account to DRI (2)  
                          another. ✓✓  
                          • Transfer of money on-line  
                          • Internet banking  
                          • SWIFT transfer
- 9.5.2      Convenient as a type of payment method as clients can transfer DRI (2)  
                          money when it suits them. ✓✓  
                          • Money can be transferred anywhere in the world.  
                          • Easy to pay for items as you can transfer money electronically  
                          instead of having to be physically present.  
                          • Safer than carrying cash around.

**[24]**



**QUESTION 10**

- 10.1     **A** – Electronic/Online survey /questionnaire via website, tablet, computer, cell phone instead of having to be physically present✓     cc
- Survey using technology
- B** – handwritten questionnaire ✓     (2)
- Survey
- Feedback cards
- 10.2     Many people are too busy to do an evaluation, even if it is online.✓✓     cc     (2)
- A business cannot force a customer to do the survey and therefore evaluating customer satisfaction becomes more difficult.
- Data /information can get delayed or lost
- Do not have access to the internet/WIFI
- Do not have the technology on hand
- 10.3     The customer is present. ✓✓     cc     (2)
- A staff member can be used for more personal interaction with the customer.
- A user friendly survey
- Immediate feedback and immediate action can be taken.
- [6]**
- TOTAL SECTION E:     30**
- GRAND TOTAL:     200**