Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 12

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TOURISM MEMORANDUM

MARKS: 200

This memorandum consists of 10 pages.

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	B√	India	LO3 AS6	(1)
	1.1.2	C√	Grahamstown Arts Festival	LO2 AS3	(1)
	1.1.3	A√	Faxing	LO4 AS5	(1)
	1.1.4	D√	All of the above	LO1 AS1	(1)
	1.1.5	A√	Contract of Employment	LO1 AS3	(1)
	1.1.6	C√	Niche Market	LO3 AS4	(1)
	1.1.7	B√	Natural Disaster	LO3 AS6	(1)
	1.1.8	A√	GDP	LO1 AS1	(1)
	1.1.9	D√	Batho Pele Principles	LO1 AS2	(1)
	1.1.10	D√	Local Government Elections	LO1 AS2	(1)
	1.1.11	A√	SAHRA	LO2 AS2	(1)
	1.1.12	C√	Standard time	LO3 AS2	(1)
	1.1.13	A√	Itinerary.	LO3 AS3	(1)
	1.1.14	B√	NGO.	LO2 AS2	(1)
	1.1.15	B√	Ramsar Convention.	LO2 AS4	(1)
	1.1.16	A√	proudly South African.	LO2 AS3	(1)
	1.1.17	C√	ATM.	LO4 AS5	(1)
	1.1.18	D√	consulate/embassy.	LO3 AS3	(1)
	1.1.19	B√	benchmarking.	LO4 AS4	(1)
	1.1.20	C√	Exchange rate	LO3 AS5	(1)
1.2	1.2.1	Time Zones√		LO3 AS1	(1)
	1.2.2	Enclave Tourism√		LO2 AS3	(1)
	1.2.3	Grievance procedures√		LO1 AS3	(1)
	1.2.4	Unique Selling point√		LO2 AS3	(1)
	1.2.5	Market research√		LO3 AS4	(1)
1.3	1.3.1	Multiplier effect√		LO1 AS1	(1)
	1.3.2	Ndebele people√		LO2 AS4	(1)
	1.3.3	Existing markets√		LO3 AS4	(1)
	1.3.4	Self appraisal√		LO4 AS4	(1)
	1.3.5	Intranet√		LO4 AS5	(1)
1.4	1.4.1	D√		LO4 AS1	(1)
	1.4.2	G√		LO2 AS2	(1)
	1.4.3	A√		LO2 AS2	(1)
	1.4.4	C√		LO2 AS2	(1)
	1.4.5	B√		LO2AS2	(1)
1.5	1.5.1	C√			(1)
	1.5.2	D√			(1)
	1.5.3	B√			(1)
	1.5.4	A√			(1)
	1.5.5	E√		LO4 AS5	(1)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 2.1.1
- Friendliness (welcoming smile) √
- A positive attitude√
- Politeness√
- Accuracy√
- Product knowledge (Correct information)
- Cleanliness
- Helpfulness
- Effectiveness (Any 4) (LO1 AS1) (4)

2.1.2
- Impatience√
- Lack of attention √
- Dirtiness√
- Inefficiency √
- Rudeness
- Slowliness
- Indifference
- Arrogance
- Dishonesty
- Unfriendly (Any 4) (LO1 AS1) (4)

2.1.3
- Happy/satisfied customers√√
- Loyalty√√
- Repeat visits√√
- Improved business image√√
- Good reputation
- Competitive advantage
- Job satisfaction
- More customers
- Increased profit (Any 4) (LO1 AS1) (8)

2.2 2.2.1
- Angola√
- Democratic Republic of Congo√
- Kenya √and
- Nigeria√ (LO3 AS4) (4)

2.2.2 Angola√ (LO3 AS4) (1)

2.2.3
- Good Climate√√
- Diversity of attractions√√
- Fertile ground for businesses√√
- Winter-sun destination√√
- Warm ocean
- Reasonable rate of exchange with South African rand

(Any 3x2) (LO3 AS3) (6)

2.2.4 Market targeting is the way an organisation selects√ particular groups or individuals. √ (LO2 AS3) (2)

2.2.5 SA Tourism's Domestic Tourism Growth Strategy. √ (LO1 AS2) (1)

2.2.6
- To encourage all South Africans to benefit from the beauty of the country and facilities available to holiday makers. √√
- To encourage South Africans to travel for holidays, relaxation, touring and leisure activities. √√
- Reduce seasonality//Improve geographic distribution
- Job creation
- Economic growth/Sustainable GDP growth
- Transformation of the tourism industry (LO1 AS2) (2x2) (4)

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QUESTION 3

3.1
- Wear the badge bearing your name at all times while on duty. √
- Be suitably dressed while on duty.√
- Avoid consumption of alcohol or drug usage while on duty.√
- Be diplomatic at all times.√
- Do not tout for clients.
- Act in a responsible way and professional manner.
- Represent the country objectively.
- Carry out the programme or itinerary to the best of your ability.

(Any 4)(LO1 AS3) (4)

3.2
- Receptionist√
- Bar man√
- Chef
- Waitress
- Hotel manager
- Reservations officer
- Cleaner
- Porter
- Concierge
- Chamber maid
- Security
- Driver
- Kitchen staff (Any 2) (LO1 AS3) (2x1) (2)

[6]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1 4.1.1 **Sustainable Development** means social, economic and environmental development√ that meets the needs of the present generation√ without depleting the earth's resources for future generations. √ (LO2 AS1) (3)

4.1.2 Rio de Janeiro√ (LO3 AS4) (1)

4.1.3 (a) **Pollution** reduces the quality of water and thereby rendering it useless. √√ (LO2 AS1) (2)

(b) **Population** as it grows increases the demand for water. √√ (LO2 AS2) (2)

4.1.4 Water undergoes a cycle (water/hydrological cycle) and this means it is infinite. It cannot be depleted.√√ (LO2 AS2) (2)

4.2 4.2.1 (a) **Global Warming:** A bus/train for example, can take 65 people or far more. √ 65 cars or more can then be off the road if the owners are in the bus or train and thus reducing the release of carbon dioxide which is one of the major contributors to the GHGs that are said to be causing the warming√. (LO2 AS2) (2)

(b) **Pollution:** Cars are the major polluters especially in the city centres. √ This means 65 or more people not driving can contribute to tremendous pollution reductions√. (LO2 AS2) (2)

4.2.2 (a) A Blue flag is an exclusive eco-label awarded to beaches that have been proven to be clean, with good quality water, necessary amenities and safety measures√ across Europe, Africa and Australasia√. (LO2 AS2-3) (2)

(b) Eastern Cape√
Western Cape√
KwaZulu Natal√ (LO2 AS4) (3)

(c)
- Environmental Education and Information√√
- Water Quality (Clean water) √√
- Environmental Management√√
- Safety (availability of life guards, police patrol, security guards)
- Amenities/Proper infrastructure (showers, toilets, change rooms etc) (Any 3)(LO2 AS2) (3x2 (6)

(d) Benefits:
- More tourists come and this leads to more revenue generated. √√
- Improved tourists behaviour.√√
- Businesses in the area attract more customers.
- Values for houses increase. (Any 2)(LO2 AS2) (2x2) (4)

4.3 **ENVIRONMENT√:** Treat the environment with care by not leaving litter, keeping off areas not open to the public, staying on footpaths and being sensitive to the presence of wildlife√.
SOCIAL√: Respect the culture of a locality√.
ECONOMY√: Buy local products and eat in locally owned establishments. This can help support the local economy√. (LO2 AS1) (3+3) (6)
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QUESTION 5

5.1 Basotho (Sotho's) √ (1)

5.2 Zulus√ (1)

5.3 Ndebele's√ (1)

5.4 Xhosas√ (1)

5.5 Sans/Khoikhoi's√ (LO2 AS4) (1)
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TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 6.1.1 Cape Town +2
Rio de Janeiro -3
Time difference= 5 hours√
Departure in Cape Town is 6:00 and time in Rio de Janeiro is 01:00
01:00
+ 15:00 travelling time√
Arrival time = 16:00√√ Same day (Friday) √
and Date (22/07/2011) √ (LO3 AS1)
NB. If the answer is correct award full marks regardless of the steps. (6)

6.1.2 (a) Perth +8
Cape Town +2 (subtract the small variation from a bigger one)
Time difference =6 hours√
06:00 (departure time)
+ 06:00 (time difference)
Time in Perth = 12:00√√ (LO2 AS1) (3)

(b) (Cape Town +2
London +1 (London practices DST during this period)Time difference = 1√06:00 (departure time)1: 00 (Time difference)
Time in London = 05:00√√ (LO3 AS1) (3)

6.1.3 Daylight saving time is the time during which clocks are set√ one hour ahead of local standard time√. (LO3 AS1) (2)

6.1.4
- Tourists get to see many attractions clearly before sunset√
- Businesses open and operate longer hours√
- Crime is reduced√
- Electricity usage decreases
- More time for leisure
- Increase consumer spending in tourism products (Any 3)

(LO3 AS1) (3x1) (3)

6.2 6.2.1
- Internet√
- Health professionals√
- Travel agents and tour operators√
- Travel manuals/gazetteers√
- World Health Organisations (WHO) publications
- TIMATIC
- Tourism Information Centres (Any 4)(LO3 AS5) (4x1) (4)

6.2.2
- HIV/Aids√
- Swine flu√
- Yellow fever√
- Cholera. (Any 3) (LO3 AS3) (3)

6.2.3
- To prevent incoming/inbound tourists from infecting citizens√
- To prevent citizens from infecting tourists√.
- To ensure that International health/safety precautions are adhered to (Any 2) (LO3 AS3) (4)

6.2.4 An Entry Visa is an official document issued by a destination country granting authority to the inbound tourist/visitor to enter or re-enter a country√.
A Transit Visa is a visa issued by a stopover country allowing a tourist to stop over and possible change airlines√. (LO3 AS3) (2)

6.3 6.3.1 R 50 000 – R 9 500√
= R 40 500/R 11 33√
Total spent = £ 3 574,58√ (3)

6.3.2 R 9 500/R 9,84 = € 965,45√ (1)

6.3.3 Bank Buying Rate: is the rate at which a bank or money exchange business√ will buy foreign Currency√.
Bank Selling Rate: is the rate at which a bank or money exchange business√ will sell foreign currency√. (LO3 AS5) (4)

6.3.4
- Travel agents√
- Bureau de change√
- Foreign exchange kiosks at airports√
- Foreign exchange dealers√
- Banks
- Major hotels and cruise ships (Any 4) (LO3 AS5) (4x1) (4)

6.3.5 Never walk alone/√ do not expose your jewellery or cameras/avoid looking like a tourist/√ Do not carry a lot of cash/√ Ask for directions or information from police, hotel staff or security not just any one/√ Keep car windows closed all the time√. (LO3 AS3) (4x1) (4)

6.4 6.4.1 Political unrest√/Unstable political situation√ (1)

6.4.2
- This might scare tourists away√√
- Revenue generated by the tourism industry would shrink√√
- Employees in this industry may lose jobs
- Contribution by tourism industry to the GDP of the country may drop. (Any 2) (LO3 AS6) (2x2) (2)

6.4.3
- Earthquake√
- Tsunami
- Volcano
- Civil war
- Terrorist attacks
- Volcanic ash
- Tornado (Any 1) (1)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1 7.1.1

- Follow up visits√
- Customer surveys√
- Observations√
- Customer-complaints records√
- Focus groups
- Mystery customer
- Questionnaire
- Telephonic interviews (LO3 AS2) (4x1) (4)

7.1.2 **ADVANTAGES**

- Customers can remain anonymous√
- It can accommodate many customers as possible
- Customers can tell it like it is without fear
- Can provide useful feedback to management on which products are needed and how the service can be improved.

(Any 1) (LO4 AS2) (1x1) (1)

7.1.3

- Helps businesses to satisfy customer's needs and wants√√
- To gain competitive advantage√√
- It can improve the business image and reputation√√
- Business gain repeat business
- Provides a platform for SWOT analysis
- New customers can be attracted (Any 3)(LO4 AS2) (3x2) (6)

7.2 7.2.1 **Team work** refers to a situation where individual workers pull up their skills and knowledge√ in order to complete tasks effectively√. (LO4 AS4) (2)

7.2.2

- Increases efficiency√√
- Make it easy for workers to share skills and knowledge and thus improves service delivery√√
- Higher levels of sale
- Happier workforce (Any 3) (LO4 AS4) (3x2) (6)

7.2.3 **COMMUNICATION**

Poor communication can demotivate other workers and make them not to feel as part of the team and thus negatively affect their performance√√. On the other hand, good communication takes everyone to have the same understanding of the tasks and leads to increased performance√√. (LO4 AS4) (2)

WORKING ENVIRONMENT

Managers or team leaders have a duty to make the environment conducive enough for the necessary production. √ Conducive environment is one that is clean, clear of any conflict and with all the necessary tools. Failure to provide this environment may lead to poor performance by workers√. (LO4 AS4) (2)

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QUESTION 8

8.1
- Technology allows people in the tourism industry to process, store, retrieve, distribute and manipulate information√.
- Attractions can be viewed at distance√.
- Health and safety information can easily be accessed via internet√.
- Online booking (accommodation/airline)√
- Payment can be done easily and speedily
- Communication becomes very easy. (Any 4) (LO4 AS5) (4x1) (4)

8.2 A website√ (LO4 AS5) (1)

8.3 It is used to store information√ about a particular organisation or business which is used internally and by those who want to know more about that particular organisation or business√.
To make bookings. (Any 2) (LO4 AS5) (2)
[7]

TOTAL SECTION E: 30

GRAND TOTAL: 200