



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2013

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 11 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	C ✓		LO3 AS3	
	1.1.2	B ✓		LO3 AS1	
	1.1.3	A ✓		LO4 AS2	
	1.1.4	D ✓		LO4 AS5	
	1.1.5	D ✓		LO1 AS2	
	1.1.6	C ✓		LO3 AS1	
	1.1.7	C ✓		LO1 AS1	
	1.1.8	B ✓		LO2 AS3	
	1.1.9	D ✓		LO2 AS4	
	1.1.10	D ✓		LO2 AS1	
	1.1.11	C ✓		LO4 AS4	
	1.1.12	A ✓		LO3 AS4	
	1.1.13	C ✓		LO3 AS3	
	1.1.14	D ✓		LO4 AS2	
	1.1.15	D ✓		LO4 AS1	
	1.1.16	C ✓		LO2 AS3	
	1.1.17	C ✓		LO2 AS2	
	1.1.18	C ✓		LO3 AS4	
	1.1.19	A ✓		LO2 AS2	
	1.1.20	D ✓	(20 x 1)	LO4 AS5	(20)
1.2	1.2.1	B ✓		LO3 AS4	
	1.2.2	C ✓		LO3 AS4	
	1.2.3	F ✓		LO3 AS4	
	1.2.4	A ✓		LO3 AS4	
	1.2.5	D ✓	(5 x 1)	LO3 AS4	(5)
1.3	1.3.1	C ✓		LO2 AS4	
	1.3.2	A ✓		LO2 AS4	
	1.3.3	B ✓		LO2 AS4	
	1.3.4	H ✓		LO2 AS4	
	1.3.5	E ✓	(5 x 1)	LO2 AS4	(5)
1.4	1.4.1	Natural Disaster ✓		LO3 AS6	
	1.4.2	Crime ✓		LO3 AS6	
	1.4.3	Natural Disaster ✓		LO3 AS6	
	1.4.4	Natural Disaster ✓		LO3 AS6	
	1.4.5	Political Situation ✓	(5 x 1)	LO3 AS6	(5)
1.5	1.5.1	Value for Money ✓		LO2 AS1	
	1.5.2	Service Standards ✓		LO2 AS1	
	1.5.3	Consultation ✓		LO2 AS1	
	1.5.4	Openness and transparency ✓		LO2 AS1	
	1.5.5	Access ✓	(5 x 1)	LO2 AS1	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 “A *tip* is a small amount of extra money that customers give to people who provided them with good service, e.g. a waitress in a restaurant.” √√ LO1 AS1 (2)
- 2.1.2
- A waiter/waitress √
 - Barman
 - Security official
 - Cleaner (Any 1 x 1) LO1 AS1 (1)
- 2.1.3
- To appreciate the good service they render. √√
 - To encourage them to keep up the good work. √√
 - To support them with cash as they may be earning little money or depend solely on tips. (Any 2 x 2) LO1 AS1 (4)
- 2.1.4
- The customer feels that he has been rude. √√
 - Feels he has been less than considerate.
 - He probably feels he does not appreciate the service he received. (Any 1 x 2) LO1 AS1 (2)
- 2.1.5 Hospitality/Accommodation Sector √ LO4 AS2 (1)
- 2.2 2.2.1 A South Africa’s national “buy local” campaign that encourages South Africans to buy locally made products bearing the Proudly South African logo. √√ LO1 AS2 (2)
- 2.2.2
- Increases sustainable job opportunities. √√
 - Supports local producers and manufacturers. √√
 - Creates a bigger demand for home grown products and services. √√
 - Stimulates economic growth and prevent job losses.
 - Stimulates entrepreneurship.
 - Develops the multiplier effect. (Any 3 x 2) LO1 AS1 (6)
- 2.2.3
- Locals may lose their jobs. √
 - Can lead to poverty and unemployment √
 - SA will become a warehouse for foreign goods. (Any 2 x 1) LO1 AS2 (2)
- 2.3 2.3.1 Natural Heritage – A place rich with important flora and fauna with district uniqueness and diversity to be enjoyed now and be conserved for future generations. √√ LO2 AS2 (2)
- 2.3.2 One of the success stories in the Province is that of award-winning entrepreneur Calvin Mphope, who developed the Mambedi Country Lodge in the rural village of Levhubu, just west of the northern reaches of the Kruger National Park. √√ LO2 AS2 (2)

- 2.3.3
- The lodge generates money from tourists and pays its staff and service providers who have rendered services under difficult circumstances. √√
 - Workers in turn pay their bills such as electricity, clothes and so on. √√
 - Spending filters through to other sectors/ enterprises.
- (Any 2 x 2) LO1 AS1 (4)

- 2.4 2.4.1 Yes √ LO1 AS2 (1)
- 2.4.2 Masana Lodge is 100% black owned. √√ LO1 AS2 (2)
- [31]**

QUESTION 3

- 3.1 A healthy occupancy rate – refers to the high number of room space sold in the lodge. √√ LO1 AS3 (2)
- 3.2
- Working hours √
 - Leave √
 - Uniform √
 - Remuneration/Salary
 - Contract period and status (permanent/casual or temporal)
- (Any 3 x 1) LO1 AS3 (3)
- 3.3
- It protects both the employer and employee. √√
 - It allows both to do planning for the future. √√
 - It helps the employee to know about the working conditions.
- (Any 2 x 2) LO1 AS3 (4)
- [9]**

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 and or degrading the earth's resources for future generations. √√ LO2 AS1 (2)
- 4.1.2
- Reduction of poverty. √√
 - Empowerment of women √√
 - Education and skills training of the youth √√
 - Job creation/employment √√
 - Promotes health and safety
 - Opportunities for business enterprises.
 - Develops infrastructure such as roads or airports.
 - Promotes linkages with other sectors of the economy
 - Responsible environmental management practices
 - Promotes rural and urban development
 - Leads to clean water, land and air.
 - Promotes conservation and biodiversity.
 - Leads to the protection culture and heritage.
 - Promotes saving energy and reducing waste.
- (Any 4 x 2) LO2 AS1 (8)
- 4.1.3
- Switching-off all electric appliances when not in use. √
 - Switching electricity off in unoccupied rooms √
 - Turning the geysers off during certain times of the day.
 - Generating electricity from wind, sun and water.
- (Any 2 x 1) LO1 AS1 (2)
- 4.1.4 WSSD (World Summit on Sustainable Development) √ LO1 AS1 (1)
- 4.1.5
- Consumers are acting responsibly, ethically, respectfully and protect the environment. √√ LO1 AS1 (2)
- 4.2 4.2.1
- Blue Flag status is an exclusive eco-label awarded to beaches who fulfill a set of prescribed criteria. √√ LO2 AS2 (2)
- 4.2.2
- Environmental education and information √
 - Water quality (clean water) √
 - Environmental Management √
 - Safety and services (Any 3 x 1) LO1 AS1 (3)

- 4.2.3
- The beach is polluted as it is used as a dumping place. √√
 - It has a sewerage outlet on it. √√
 - The water quality has been compromised (makes water unusable). √√
 - Animals roam around indicating a lack of safety measures.
 - No sign of services such as bathrooms and toilets.
- (Any 3 x 2) LO2 AS1 (6)
- 4.2.4
- Tourists will shy/run away √√
 - Business will lose customers and close √√
 - Properties nearby will lose value.
 - Employees in the tourism industry will lose their jobs.
 - Revenue generated from tourism will dwindle.
- (Any 2 x 2) LO2 AS1 (4)
- [30]**

QUESTION 5

- 5.1 5.1.1 Drakensberg Heritage Site √ LO2 AS3 (1)
- 5.1.2 KwaZulu-Natal √ LO3 AS3 (1)
- 5.1.3 SAHRA √ (South African Heritage Resource Agency) LO2 AS3 (1)
- 5.1.4 The San/Khoi people √ LO2 AS3 (1)
- 5.1.5
- Helps the country raise money and get support for the protection of the site. √√
 - The site becomes known internationally and this increases tourism to the destination. √√
 - If a disaster affects the site, emergency assistance may also be available to repair the damage. √√
 - Attracts more tourists domestically/internationally.
- (Any 3 x 2) LO2 AS3 (6)
- [10]**

TOTAL SECTION C: 40

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

6.1 6.1.1 (a) SA +2
 + Dallas -6
 Time Diff. = 8 hours ✓✓ LO3 AS1 (2)

(b) SA +2
 - Delhi +5.5
 Time Diff. = 3,5 hours ✓✓ LO3 AS1 (2)

6.1.2 (a) SA +2
 + New York -5
 Time Diff. = 7 hours ✓

Departure Time = 08:00 (NY time) + 7 hours ✓ = 15:00 (SA time)

15:00 + 14:00 (14 hours) ✓ = 05:00 ✓
 the next day (21 August 2012) ✓

LO3 AS1 (4)

(b) 05:00 – 7 hours

22:00 ✓✓ Appropriate, some people especially young ones are still awake at that time so can receive calls. ✓✓

OR

Inappropriate, some people are already asleep at this time so calling them is an inconvenience. LO3 AS1 (4)

(c) Transit Visa ✓ LO3 AS3 (1)

6.1.3 **Transit Visa** is an official document issued by a country en-route to allow passengers to catch a connecting flight/to change flights. ✓ LO3 AS3 (1)

An entry visa is an official document issued by a destination country to allow visitors to enter. ✓ LO3 AS3 (1)

6.2 6.2.1 (a) **Climate**
 This is important for the visitors to know what clothes to pack. ✓✓ (2)

(b) **Safety**
 Visitors are unfamiliar with the country and they need to be warned about safe places to visit and times to visit them. ✓✓ (2)

(c) **Importance of travel insurance**

Travel has risks such as loss/theft/injury unforeseen circumstances. When in another country, travel insurance will cover these risks. √√ (2)

(d) **Exchange rate**

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. √√ LO3 AS6 (2)

- 6.3 6.3.1
- The price of one currency expressed in terms of units of another currency. √√
 - The value of one currency compared with another.
 - Mechanism used to convert one foreign currency into another.
 - The amount of one currency that you can buy with another currency. (Any 1 x 2) LO3 AS5 (2)

6.3.2 $14,50 \times \sqrt{120} \sqrt{}$
 $= R1\ 740,00 \sqrt{}$

OR

$R1\ 740,00 \sqrt{\sqrt{}}$ LO3 AS5 (3)

6.3.3 $R1\ 740 - R500 = R1\ 240 \sqrt{\div 7,50} \sqrt{}$
 $= \$165,33 \sqrt{\sqrt{}}$
 $165,33 \sqrt{\sqrt{\sqrt{}}}$ LO3 AS5 (4)

- 6.3.4
- Bureau de Change √
 - Banks √
 - Major hotels √
 - Major cruise ships √
 - Airport kiosks
 - Travel agencies
 - Foreign currency exchange traders (Any 4 x 1) LO3 AS5 (4)

[36]

QUESTION 7

- 7.1 • Marketing is the process of finding out what customers want and need, where they want it and then providing them with the product/service at a price they are willing to pay for it.

OR

- Advertising a product so as to create awareness about it to customers. √√ LO3 AS3 (2)
- 7.2 • 216 031 √ LO3 AS3 (1)
- 7.3 • Robust sales and marketing. √
 • Accessibility. √
 • Exceptional value for money for European travellers. √
 • The rand is weaker than the pound and so it is cheaper for Europeans to come to South Africa.
 • South Africa is a former English colony so there are links between the two countries. (Any 3 x 1) LO3 AS3 (3)
- 7.4 (a) To make tourists feel safe and comfortable. √√ LO3 AS3 (2)
- (b) "To travel South Africa ourselves like tourists in our own country." √√ LO3 AS3 (2)
- 7.5 • Brazil √
 • Russia
 • China √
 • India √
 • South Africa √ (Any 4 x 1) LO3 AS3 (4)

[14]**TOTAL SECTION D: 50**

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

- 8.1 8.1.1 • A ✓ LO4 AS1 (1)
- 8.1.2 • The customer is greeted before speaking to him/her. ✓✓
 • An apology is rendered for inconvenience caused. ✓✓
 • The “customer is always right attitude” is displayed.
 • Response to problems/complaints is prompt.
 • Customer receives help and assistance
 • Batho Pele principles are adhered to. (Any 2 x 2) LO4 AS3 (4)
- 8.1.3 • The employee’s attitude is negative. ✓
 • Does not care about customers. ✓
 • Does not show professionalism.
 • Is not loyal to the company/ business.
 • Is unfriendly and rude. (Any 2 x 1) LO4 AS3 (2)
- Can attract negative publicity (WOM) for the business. ✓✓
 • Repeat visits will be discouraged. ✓✓
 • Few tourists/customers will support the business. ✓✓
 • Employees will lose their jobs.
 • The business will be out competed by similar businesses.
 • Profits will decrease. (Any 3 x 2) LO4 AS3 (6)
- 8.2 8.2.1 Customer Feedback – 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. LO4 AS4 (2)
- 8.2.2 • Customer feedback cards ✓
 • Telephone interviews ✓
 • Follow up calls/visits ✓
 • Customer surveys/questionnaires
 • Internet surveys
 • Suggestion boxes
 • Focus groups
 • Mystery customer
 • Observations
 • SMS/letters/fax/telephone/cellphone (Any 3 x 1) LO4 AS4 (3)

- 8.2.3
- Avoid a defensive attitude. √√
 - Offer a sincere attitude. √√
 - It is always best to ask the consumer to explain the problem in detail. Listen carefully and attentively to the customer's concerns.
 - Resist the temptation to disagree with consumer's perception of the situation.
 - Inform the consumer of the remedial action to be taken in order to rectify the situation.
 - Give the assurance that the problem will be resolved and then give feedback when this has happened.

(Any 2 x 2) LO4 AS4 (4)

[22]

QUESTION 9

9.1 9.1.1 **Communication**

- Businesses e-mail customers prices and other information. √√
- Businesses communicate with their suppliers.
- Communicate with customers to obtain feedback and to render due apologies where necessary. (Any 1 x 2) LO4 AS5 (2)

9.1.2 **Bookings**

- Businesses help customers to make online bookings. √√
- Customers are able to book online using the CRS (Central Reservation System) (Any 1 x 2) LO4 AS5 (2)

9.1.3 **Pre-trip viewing of attractions**

- Before customers can decide about attractions to visit they can pre-view them online. √√ (Any 1 x 2) LO4 AS5 (2)

9.2 Laptop/Notebook √ LO4 AS5 (1)

- 9.3
- It is portable and can be carried around. √
 - Can be used at work and at home.
 - Uses a battery and can be on for 2 to 3 hours without electricity.
 - Tourists can use the laptop on the field to take photos and save the pictures on it while on tour. (Any 1 x 1) LO4 AS5 (1)

[8]

TOTAL SECTION E: 30

GRAND TOTAL: 200

VRAAG 9

8.2.3	<ul style="list-style-type: none"> • Vermoë n verdedigende houding. ✓✓ • Bied n opregte verskoning aan. ✓✓ • Dit is altyd die beste om die verbruiker te vra om die probleem/klagte volledig te verduidelik. Luister versigtig en aandagtig na die klient se probleem/klagte. • Weersstaan die versoeking om met die klient se weergawe van die probleem/klagte te verskil. • Stel die verbruiker in kennis van die regstellende aksie wat geneem word om die situasie te beredder. • Gee die versekering dat die probleem opgelos sal word en gee teugvoering wanneer dit gebeur. (Enige 2 x 2) LU4 AS4 	(4)	[22]
9.1	<p>9.1.1 Kommunikasie</p> <ul style="list-style-type: none"> • Besigshede e-pos pryse van produkte/dienste en ander inligting aan kliente. ✓✓ • Besigshede kommunikeer met hul verskaffers. • Kommunikateur met kliente om terugvoering te kry en om verskonings aan te bied wanneer nodig. <p>(Enige 1 x 2) LU4 AS5</p>	(2)	
9.1.2	<p>Besprekings</p> <ul style="list-style-type: none"> • Besigshede help kliente om aanlyn-besprekings te maak. ✓✓ • Kliente kan aanlyn-besprekings te maak deur gebruik te maak van die Sentrale Besprekingsstelsel (SBS). <p>(Enige 1 x 2) LU4 AS5</p>	(2)	
9.1.3	<p>Vooraf-besigting van besienswaardighede</p> <ul style="list-style-type: none"> • Kliente/toeriste kan die toerisme-aantreklikhede vooraf aanlyn besigtig, voordat hulle besluit om die plek te besoek. ✓✓ <p>(Enige 1 x 2) LU4 AS5</p>	(2)	
9.2	<p>Skootrekenaar (<i>Notebook</i>) ✓✓</p> <p>LU4 AS5</p>	(1)	
9.3	<ul style="list-style-type: none"> • Dit is draagbaar en kan rondgedra word. ✓ • Kan by die werk of tuis gebruik word. • Maak gebruik van batterye en kan vir 2 tot 3 ure funksioneer sonder elektrisiteit. • Toeriste kan foto's aflaai en stoor terwyl hulle op toer is. 	(1)	[8]
30	TOTAAL AFDELING E:	200	GROOTTOTAAL:

AFDELING E: KLIENTEDIENS EN KOMMUNIKASIE

VRAAG 8

- 8.1 8.1.1 A ✓ (1) LU4 AS1
- 8.1.2 8.1.2 Die klient word hofflik gegroet, voordat daar met hom/haar gepraat word. ✓
 • n Verskoning word aangebied vir die ongerief veroorsaak. ✓
 • "Die klient is altyd reg houding" word weerspieël.
 • Vinnige reaksie op die klient se probleem/klagte.
 • Die klient ontvang help en bystand.
 • Batho Pele-beginsels word nagekom.
- (4) (Enige 2 x 2) LU4 AS3
- 8.1.3 8.1.3 Die werknemer het n negatiewe houding. ✓
 • Hy is nie besorg oor die kliente nie. ✓
 • Vertoon geen professionalisme nie.
 • Is nie lojal aan die maatskappy/besigheid nie.
 • Is onvriendelik en onbeskof.
- (2) (Enige 2 x 1) LU4 AS3
- Kan negatiewe publisiteit vir die besigheid veroorsaak. ✓
 • Herhaalde besoeke sal ontmoedig word. ✓
 • Minder toeriste/kliente sal die besigheid ondersteun. ✓
 • Werknemers sal hul werk verloor.
 • Sal moeilik kan kompeteer (meeding) teen soortgelyke besighe.
 • Winste sal afneem.
- (6) (Enige 3 x 2) LU4 AS3
- 8.2 8.2.1 Klientediens-terugvoering: – is n metode om kliente-bevrediging te meet en dit gee die besigheid die geleentheid om hul dienstewering positief te verbeter, ook n metode om die bestuur bewus te maak van dinge wat verkeerd loop, waarvan hulle onbewus was.
- (2) LU4 AS4
- 8.2.2 8.2.2 Kliente terugvoerkarte ✓
 • Telefoniese onderhoude ✓
 • Opvolgbesoek/oproep ✓
 • Kliente opnames/vraelyste
 • Internet opnames
 • Voorstelle houer
 • Fokus-groep
 • Geheime klient
 • Waarnemings
- (3) (Enige 3 x 1) LU4 AS4
- SMS/briewe/faks/telefoon/selfoon

VRAAG 7

- 7.1 Bemaking is die proses om uit te vind wat die kliënte wil hê en wat hulle benodig, waar hulle dit wil hê en om hulle dan met die produk/diens te voorsien teen 'n prys wat hulle bereid is om te betaal. ✓

OF

- Die advertering van 'n produk om 'n bewustheid van dit by kopers te kweek.

- 7.2 216 031 ✓ LU3 AS3 (1)

- 7.3 Aggressiewe verkope en bemaking ✓

- Toegankliktheid ✓
- Uitsonderlike waarde vir geld vir Europese reisigers. ✓
- Die rand is swakker as die pond, dit is goedkoper vir die Europeërs om na Suid-Afrika te reis.
- Suid-Afrika is 'n voormalige Engelse kolonie, gevolglik is daar 'n historiese band tussen die twee lande. (Enige 3 x 1) LU3 AS3 (3)

- 7.4 (a) "Om ons toeriste veilig en ontspanne te laat voel." ✓ LU3 AS3 (2)

- (b) "Dat onsself as toeriste deur Suid-Afrika moet reis." ✓ LU3 AS3 (2)

- 7.5 Brasilië ✓
- Rusland ✓
- Sjina ✓
- Indië ✓
- Suid-Afrika ✓

[14]
(4)

(Enige 4 x 1) LU3 AS3

TOTAAL AFDELING D: 50

(c)	Belangrikheid van reisversekering	Reis bring risiko's soos dieftal/verlore goedere/beserings en ander onvoorsienbare gebeurere mee. Wanneer jy in 'n vreemde land reis, sal reisversekering jou teen hierdie risiko's dek. √	(2)
(d)	Wisselkoers	Toeriste wil weet hoeveel geld die reis hulle gaan kos, en hoeveel geld moet hulle het afhagende van die wisselkoers tussen die twee lande. √	(2)
6.3	6.3.1	<ul style="list-style-type: none"> • Die prys van een geldeenheid, uitgedruk in terme van 'n ander geldeenheid. √ • Die waarde van een geldeenheid in vergelyking met 'n ander. Meganisme wat gebruik word om een buitelandse geldeenheid om te skakel na 'n ander. • Die bedrag van een geldeenheid waarmee jy 'n ander geldeenheid kan koop. 	(2)
	6.3.2	$14,50 \times \sqrt{120} \sqrt{}$ $= R1\ 740,00 \sqrt{}$ OF $R1\ 740,00 \sqrt{}$	(3)
	6.3.3	$R1\ 740 - R500 = R1\ 240 \sqrt{}$ $\div 7,50 \sqrt{}$ $= \$165,33 \sqrt{}$ $165,33 \sqrt{}$	(4)
	6.3.4	<ul style="list-style-type: none"> • Bureau de Change √ • Banke √ • Internasionale hotelle √ • Internasionale plesierbote √ • Lughawestalletjies • Reisagentskappe • Buitelandse valutahandelaars 	(4)

[36]

AFDELING D: TOERISME AARDRYKSKUNDE, BESIENSWAARDIGHEDE EN REISNEIGINGS

VRAAG 6

- 6.1 6.1.1 (a) SA +2
+ Dallas -6
Tydverskil. = 8 uur √
LU3 AS1 (2)
- (b) SA +2
- Delhi +5.5
Tydverskil = 3,5 uur √
LU3 AS1 (2)
- 6.1.2 (a) SA +2
+ New York -5
Tydverskil = 7 uur √
Vertrektyd = 08:00 (NY tyd) + 7 uur √ = 15:00 (SA tyd)
15:00 + 14:00 (14 uur) √ = 05:00 √
Die volgende dag (21 Augustus 2012) √
LU3 AS1 (4)
- (b) 05:00 – 7 uur
22:00 √ Geskikte tyd, sommige mense, veral die jeug is
nog wakker op daardie tydstep en kan dus die oproep
ontvang. √
- OF**
- Onvanpas, sommige slaap alreeds so om hulle te bel is √
steurnis.
LU3 AS1 (4)
- (c) Transito Visum √
LU3 AS3 (1)
- 6.1.3 Transito-visum is 'n amptelike dokument wat deur 'n land
uitgereik word om aan 'n passasier toestemming te verleen om die
land tydelik binne te kom en van lugrederye te verander. √
LU3 AS3 (1)
- Toegangs-visum is 'n amptelike dokument wat deur 'n land
uitgereik word om toestemming aan 'n inkomende toeris/besoeker
te verleen om die land binne te kom. √
LU3 AS3 (1)
- 6.2 6.2.1 (a) Klimaat
Dit is belangrik vir besoekers om te weet watter klere om in
te pak. √
(2)
- (b) Veiligheid
Besoekers is nie vertrou met die land nie, en hulle moet
gewaarsku word oor onveilige plekke en tye om die plekke
te besoek. √
(2)

TOTAAL AFDELING C: 40

[10]

(6)

(Enige 3 x 2) LU2 AS3

- Help die land om geld in te samel en kry ondersteuning vir die beskerming van die terrein. ✓
 - Die terrein word internasionaal bekend en 'n groter aantal toeriste besoek die bestemming. ✓
 - Indien 'n ramp die terrein tref of affekteer, is noodbystand onmiddellik beskikbaar om die skade te herstel. ✓
 - Lok meer binne-landse/internasionale toeriste.
- 5.1.5
- 5.1.4 Die San/Khoi/Boesmans ✓ LU2 AS3 (1)
- 5.1.3 SAHRA ✓ (*South African Heritage Resource Agency / Suid-Afrikaanse Erfenisbronne Agentskap*) LU2 AS3 (1)
- 5.1.2 KwaZulu-Natal ✓ LU3 AS3 (1)
- 5.1 5.1.1 Drakensberg Erfenisterrein ✓ LU2 AS3 (1)

VRAAG 5

[30]

(4)

(Enige 2 x 2) LU2 AS1

- Toeriste sal nie die strand besoek nie. ✓
 - Besighede sal kliënte verloor en sluit. ✓
 - Waarde van huise/erwe sal afneem.
 - Werknemers in die toerismebedryf sal hul werk verloor.
 - Inkomste wat deur toerisme gegeneroer word, sal daal/kwyn.
- 4.2.4
- Die strand is besoedel en word gebruik as 'n stortings-terrein. ✓
 - Dien as 'n riool-afvoer. ✓
 - Die kwaliteit van water word verlaag (maak die water onbruikbaar). ✓
 - Diere loop op die strand rond, wat 'n gebrek aan sekuriteit aandui.
 - Geen teken van geriewe soos kleedkamers en toilette nie.
- (6) (Enige 3 x 2) LU2 AS1

AFDELING C: VERANTWOORDELIKE EN VOLHOUBARE TOERISME

VRAAG 4

4.1	4.1.1	<p>Volhoubare ontwikkeling beteken sosiale, ekonomiese en omgewingsontwikkeling wat die behoeftes van die huidige generasie bevredig, sonder om die aarde se hulpbronne uit te put ter wille van die toekomstige generasie. √√ LUI AS1</p>	(2)
4.1	4.1.2	<ul style="list-style-type: none"> • Vermindering van armoede. √√ • Bemagtiging van vroue. √√ • Onderwys en vaardighedsopleiding van die jeug. √√ • Werkskepping/Indiensneming. √√ • Bevorder gesondheid en veiligheid. • Geleenthede vir sake-ondernemings. • Ontwikkel infrastruktuur soos paaië en lughawens. • Bevorder skakeling met ander sektore van die ekonomie • Bevorder ekonomiese ontwikkeling • Bevorder landelike en stedelike ontwikkeling • Gee aanleiding tot skoon water, grond en lug. • Bevorder bewaring en biodiversiteit. • Gee aanleiding tot die beskerming van kultuur en erfenis. • Bevorder die besparing van energie en die vermindering van afval 	(8)
4.1	4.1.3	<ul style="list-style-type: none"> • Skakel alle elektriese toestelle af wanneer dit nie in gebruik is nie. √ • Skakel elektrisiteit af in alle lee (onbesette) kamers. √ • Skakel die warmwatertoestel (geiser) af gedurende sekere tye van die dag. • Opwaking van elektrisiteit deur gebruik te maak van wind, son en water. 	(2)
4.1	4.1.4	<p>WSSD (Wêreldberaad oor Volhoubare Ontwikkeling) √ LUI AS1</p>	(1)
4.1	4.1.5	<ul style="list-style-type: none"> • Verbruikers tree op 'n verantwoordelike, etiese en respekvolle manier op en beskerm die omgewing. √√ LUI AS1 	(2)
4.2	4.2.1	<ul style="list-style-type: none"> • Blou-vlag status is 'n eksklusiewe eko-etiket wat toegeken word aan strand wat voldoen aan sekere vooropgestelde standaarde. √√ LUI AS2 	(2)
4.2	4.2.2	<ul style="list-style-type: none"> • Omgewingsopvoeding en inligting. √ • Waterkwaliteit (skoon water). √ • Effektiewe omgewingsbestuur √ • Veiligheid, geriewe en dienste 	(3)

- 2.3.3 Die lodge genereer geld van toeriste en betaal sy personeel en diens-verskaffers wat onder moeilike omstandighede dienste gelewer het. ✓
- Op hul beurt, betaal werkers rekeninge soos elektrisiteit, klere, ensovoorts. ✓
 - Die geld wat gespandeer word, filter deur na andere sektore/ondernemings van die ekonomie. (Enige 2 x 2) LU1 AS1 (4)
- 2.4 2.4.1 Ja ✓ LU1 AS2 (1)
- 2.4.2 Masana lodge is 100% in swart besit. ✓ LU1 AS2 (2) [31]

VRAAG 3

- 3.1 Gesonde okupasiekoers – verwys na die aantal kamers wat in die lodge verkoop word. ✓ LU1 AS3 (2)
- 3.2
- Werksure ✓
 - Verlof ✓
 - Uniform ✓
 - Vergoeding/Salaris
 - Kontrak tydens en status (permanent of tydelik) (Enige 3 x 1) LU1 AS3 (3)
- 3.3
- Dit beskerm beide die werkgewer en werknemer. ✓
 - Beide werkgewer en werknemer kan vir die toekoms beplan. ✓
 - Dit help die werknemer om die werksomstandighede te verstaan. (Enige 2 x 2) LU1 AS3 (4) [9]

TOTAAL AFDELING B: 40

AFDELING B: TOERISME AS 'N INEENGESKAKELDE SISTEEM

VRAAG 2

2.1	2.1.1	<p>“n Footjie is 'n klein bedraggie geld wat kliente aan werknemers gee wat goeie diens lewer, bv. 'n kelner in 'n restaurant.” √ LU1 AS1</p>	(2)
	2.1.2	<ul style="list-style-type: none"> • Kelner/kelnerin √ • Kroegman • Sekuriteitsbeampte/Motorwag • Skoonmaker <p>(Engige 1 x 1) LU1 AS1</p>	(1)
	2.1.3	<ul style="list-style-type: none"> • Om goeie diens wat hulle lewer, te waardeer. √ • Om hulle aan te moedig om gereeld goeie diens te lewer. √ • Om hulle geldelik te ondersteun omdat hulle min verdien en totaal afhanklik van footjies is. <p>(Engige 2 x 2) LU1 AS1</p>	(4)
	2.1.4	<ul style="list-style-type: none"> • Die klient voel dat hy onbeskof was. √ • Voel dat hy minder bedagsaam was. • Hy voel dat hy nie die swak diens wat gelewer word, verdien het nie. <p>(Engige 1 x 2) LU1 AS1</p>	(2)
	2.1.5	<p>Akkommodasie-Gasvryheid-Sektor √ LU4 AS2</p>	(1)
2.2	2.2.1	<p>“n Nasionale Suid-Afrikaanse veldtog wat Suid-Afrikanners aanmoedig om plaaslik vervaardigde produkte te koop wat die “Trots Suid-Afrikaanse”-simbool vertoon.” √ LU1 AS2</p>	(2)
	2.2.2	<ul style="list-style-type: none"> • Verhoog volhoubare werksgeleenthede. √ • Ondersteun plaaslike produsente en vervaardigers. √ • Skep 'n groter vraag na tuis of plaaslike vervaardigde goedere en dienste. √ • Stimuleer ekonomiese groei en voorkom werkverliese. • Stimuleer entrepreneurskap. • Stel die vermenigvuldigingseffek in werking. <p>(Engige 3 x 2) LU1 AS1</p>	(6)
	2.2.3	<ul style="list-style-type: none"> • Inwoners kan hul werk verloor. √ • Kan aanleiding gee tot armoede en werkloosheid. √ • SA sal 'n pakhuis vir buitelandse goedere raak. <p>(Engige 2 x 1) LU1 AS2</p>	(2)
2.3	2.3.1	<p>Natuurlike Erfenis – 'n Plek wat ryk is aan belangrike flora en fauna met uitstaande uniekheid en diversiteit wat nou geniet kan word vir die nageslag bewaar moet word. √ LU2 AS2</p>	(2)
	2.3.2	<p>Een van die suksesverhale in die provinsie, was die toekenning van die entrepreneurs aan die Calvin Maphope, wat die Mambedi Country Lodge in die landelike dorpie van Levhubu, wes van die noordelike deel van die Kruger Nasionale Park ontwikkel het. √ LU2 AS2</p>	(2)

AFDELING A: KORTVRAE

VRAAG 1

1.1	1.1.1	C ✓	LU3 AS3		
	1.1.2	B ✓	LU3 AS1		
	1.1.3	A ✓	LU4 AS2		
	1.1.4	D ✓	LU4 AS5		
	1.1.5	D ✓	LU1 AS2		
	1.1.6	C ✓	LU3 AS1		
	1.1.7	C ✓	LU1 AS1		
	1.1.8	B ✓	LU2 AS3		
	1.1.9	D ✓	LU2 AS4		
	1.1.10	D ✓	LU2 AS1		
	1.1.11	C ✓	LU4 AS4		
	1.1.12	A ✓	LU3 AS4		
	1.1.13	C ✓	LU3 AS3		
	1.1.14	D ✓	LU4 AS2		
	1.1.15	D ✓	LU4 AS1		
	1.1.16	C ✓	LU2 AS3		
	1.1.17	C ✓	LU2 AS2		
	1.1.18	C ✓	LU3 AS4		
	1.1.19	A ✓	LU2 AS2		
	1.1.20	D ✓	LU4 AS5	(20 x 1)	
1.2	1.2.1	B ✓	LU3 AS4		
	1.2.2	C ✓	LU3 AS4		
	1.2.3	F ✓	LU3 AS4		
	1.2.4	A ✓	LU3 AS4		
	1.2.5	D ✓	LU3 AS4	(5 x 1)	
1.3	1.3.1	C ✓	LU2 AS4		
	1.3.2	A ✓	LU2 AS4		
	1.3.3	B ✓	LU2 AS4		
	1.3.4	H ✓	LU2 AS4		
	1.3.5	E ✓	LU2 AS4	(5 x 1)	
1.4	1.4.1	Natuurlike ramp ✓	LU3 AS6		
	1.4.2	Misdad ✓	LU3 AS6		
	1.4.3	Natuurrampp ✓	LU3 AS6		
	1.4.4	Natuurrampp ✓	LU3 AS6		
	1.4.5	Politieke situasie ✓	LU3 AS6	(5 x 1)	
1.5	1.5.1	Waarde vir Geld ✓	LU2 AS1		
	1.5.2	Diensstandarde ✓	LU2 AS1		
	1.5.3	Konsultasie ✓	LU2 AS1		
	1.5.4	Openheid en deursigtigheid ✓	LU2 AS1		
	1.5.5	Toegankliktheid ✓	LU2 AS1	(5 x 1)	
TOTAAL AFDELING A:					
40					

Hierdie memorandum bestaan uit 12 bladsye.

PUNTE: 200

**TOERISME
MEMORANDUM**

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GRAAD 12

**NASIONALE
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Province of the
EASTERN CAPE
EDUCATION

