



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2017**

**TOURISM  
MEMORANDUM**

**MARKS: 200**

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This memorandum consists of 13 pages.

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

- |     |        |                      |          |      |
|-----|--------|----------------------|----------|------|
| 1.1 | 1.1.1  | C ✓                  |          |      |
|     | 1.1.2  | D ✓                  |          |      |
|     | 1.1.3  | B ✓                  |          |      |
|     | 1.1.4  | B ✓                  |          |      |
|     | 1.1.5  | A ✓                  |          |      |
|     | 1.1.6  | B ✓                  |          |      |
|     | 1.1.7  | D ✓                  |          |      |
|     | 1.1.8  | C ✓                  |          |      |
|     | 1.1.9  | B ✓                  |          |      |
|     | 1.1.10 | A ✓                  |          |      |
|     | 1.1.11 | D ✓                  |          |      |
|     | 1.1.12 | D ✓                  |          |      |
|     | 1.1.13 | C ✓                  |          |      |
|     | 1.1.14 | B ✓                  |          |      |
|     | 1.1.15 | A ✓                  |          |      |
|     | 1.1.16 | A ✓                  |          |      |
|     | 1.1.17 | B ✓                  |          |      |
|     | 1.1.18 | D ✓                  |          |      |
|     | 1.1.19 | D ✓                  |          |      |
|     | 1.1.20 | D ✓                  | (20 × 1) | (20) |
| 1.2 | 1.2.1  | malaria ✓            |          |      |
|     | 1.2.2  | IDP ✓                |          |      |
|     | 1.2.3  | TB ✓                 |          |      |
|     | 1.2.4  | visa ✓               |          |      |
|     | 1.2.5  | bilharzia ✓          | (5 × 1)  | (5)  |
| 1.3 | 1.3.1  | Ayers Rock ✓         |          |      |
|     | 1.3.2  | Alcázar of Segovia ✓ |          |      |
|     | 1.3.3  | Petra ✓              |          |      |
|     | 1.3.4  | Mecca ✓              |          |      |
|     | 1.3.5  | Mount Fuji ✓         | (5 × 1)  | (5)  |
| 1.4 | 1.4.1  | D ✓                  |          |      |
|     | 1.4.2  | A ✓                  |          |      |
|     | 1.4.3  | C ✓                  |          |      |
|     | 1.4.4  | E ✓                  |          |      |
|     | 1.4.5  | B ✓                  | (5 × 1)  | (5)  |
| 1.5 | 1.5.1  | E ✓                  |          |      |
|     | 1.5.2  | D ✓                  |          |      |
|     | 1.5.3  | F ✓                  |          |      |
|     | 1.5.4  | C ✓                  |          |      |
|     | 1.5.5  | B ✓                  | (5 × 1)  | (5)  |

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 Rio de Janeiro -3  
 Paris, France +1 (+ 1 hour DST ✓ = +2)  
 Time difference: 5 hours ✓  
 Time in Rio de Janeiro 20:00 + ✓ 5 hours = 01:00 ✓ on 6 August 2016 ✓

**OR**

01:00 ✓✓✓✓ on 6 August 2016 ✓

*Note: Award marks if candidate adds DST **correctly** at the end of the calculation. Same answer will be reached*

(5)

- 2.1.2
- Increased daytime hours can lead to increased productivity. ✓
  - Businesses have more daytime hours in which to accomplish their tasks.
  - DST leads to an increase in leisure hours. Tourists can therefore enjoy more daytime activities.

(1)

- 2.1.3 Rio de Janeiro -3  
 Sydney, Australia +10  
 Time difference: 13 hours ✓  
 Time in Rio de Janeiro 20:00 + ✓ 13 hours = 33:00  
 33:00 – 24hours = 09:00 ✓ on 6 August 2016 ✓

**OR**

09:00 ✓✓✓ on 6 August 2016 ✓

(4)

- 2.1.4 (a) Johannesburg +2  
 Rio de Janeiro -3  
 Time difference: 5 hours ✓  
 Time in Rio de Janeiro on arrival of flight O66152:  
 19:55 + ✓ 5 hours = 00:55 ✓ (01/08)  
 00:55 – ✓ 13h 45m = 11:15 ✓ on 31 July ✓

**OR**

11:15 ✓✓✓✓✓ on 31 July ✓

(6)

- (b)
- Tiredness ✓
  - Dehydration ✓
  - Leg and feet discomfort
  - Swollen legs and feet
  - Irritability
  - Interrupted sleep
  - Sense of laziness

- Headaches
  - Dry skin
  - Irritated nasal passages
  - Nausea
  - Insomnia
  - Constipation
  - Diarrhoea (2 × 1) (2)
- 2.1.5 (a) Passport: a document issued by a national government that certifies the identity (name, date of birth, gender and place of birth) and nationality of its holder. ✓✓  
**Note: Award marks in candidate adds DST correctly at the end of the calculation. Same answer will be reached.**
- Visa: a stamp endorsed in the applicant's passport giving the holder permission to travel to, enter, transit or remain in a foreign country. ✓✓ (4)
- (b) Yellow fever vaccination ✓ (1)
- 2.1.6 (a) Duty free shop: Retail outlets located at points of exit from a country (e.g. international airports) that are exempt from the payment of certain taxes and duties, on the requirement that the goods sold will be sold to travellers who will take them out of the country. ✓✓ (2)
- (b) He should have gone through the green channel. ✓ (1)
- 2.2 2.2.1 Yes. The tour includes transport, accommodation and meals in the quoted price. ✓✓  
*Note: Do not award marks for 'yes', only for motivation.* (2)
- 2.2.2
- Adventure tourist ✓
  - Tourist interested in photography
  - Cultural tourist
  - Nature lover (1)
- 2.2.3 Items that are included in the quoted price and are not charged extra for. ✓ (1)
- 2.2.4
- Camping clothes ✓
  - Warm jacket ✓
  - Hat
  - Sunscreen
  - Camera
  - Camping equipment
- Note: Accept any suitable answer* (2 × 1) (2)

**QUESTION 3**

3.1 3.1.1  $\text{ZAR } 15\,000 \div \checkmark 14,46\checkmark = \text{USD/ US\$ } 1037,34 \checkmark$

**OR**

$\text{USD/US\$ } 1037,34 \checkmark\checkmark\checkmark$  (3)

3.1.2 (a)  $\text{ZAR } 25\,000 \div \checkmark 19,34 \checkmark = \text{GBP } 1292,66 \checkmark$

**OR**

$\text{GBP } 1292,66 \checkmark\checkmark\checkmark$  (3)

(b)  $\text{GBP } 20 \times \checkmark 18,63 \checkmark = \text{ZAR } 372,60 \checkmark$

**OR**

$\text{ZAR } 372,60 \checkmark\checkmark\checkmark$  (3)

(c)  $\text{Euro } \checkmark/\text{€}$  (1)

3.2 A weak rand means that inbound tourists get more rand for their foreign currency and therefore have more money to spend while in South Africa. From an inbound tourism perspective it is thus advantageous if the rand is weak.  $\checkmark\checkmark$  A weak rand means that South Africans get less foreign currency for their rand should they exchange their rand and therefore will have less foreign currency when they leave the country. Fewer South Africans will be able to travel and they will have less foreign currency.  $\checkmark\checkmark$  (2 × 2) (4)

3.3 The multiplier effect is when money, spent by tourists, filters down through the economy benefitting other organisations.  $\checkmark\checkmark$  This money will benefit tourism related businesses as they are the receivers of the revenue that is spent by tourists. They will, in turn have more money/ income/profit.  $\checkmark\checkmark$  (2 × 2) (4)

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

**SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE  
TOURISM; MARKETING**

**QUESTION 4**

- 4.1 4.1.1 A – The Algarve ✓✓  
B – Swiss Alps ✓✓ / Jungfrau-Aletsch  
C – Berlin Wall ✓✓  
D – Auschwitz ✓✓ (4 × 2) (8)
- 4.1.2 The Algarve is known for its pleasant climate, dramatic coastline, beautiful beaches, and offers visitors a variety of opportunities for outdoor activities and sightseeing. ✓✓ (2)
- 4.1.3 (a) • To gain a greater understanding of the impact that the Berlin Wall had on the residents of a divided Berlin. ✓✓  
• To witness the remaining sections of the Berlin Wall which symbolized the division between democracy and communism during the Cold War.  
*Note: Accept any appropriate examples.* (2)
- (b) • To gain a greater understanding of the cruel acts against human beings that were committed at Auschwitz during the Second World War. ✓✓  
• To learn about the Holocaust and the Nazi German genocide programme.  
*Note: Accept any appropriate examples.* (2)
- 4.2 4.2.1 (a) Fraud ✓ (1)
- (b) • uShaka Marine World could have suspended the CEO. ✓✓  
• uShaka Marine World could have appointed an acting CEO. (2)
- 4.2.2 (a) • 120 trees planted at schools during Arbour Week ✓✓  
• 700 hours spent on animal rehabilitation (2)
- (b) • Selling uShaka Marine World kiddies clothing range. ✓✓  
• Hosting homeless children to celebrate Mandela Day. (2)
- 4.2.3 • The award will influence tourists from China, Japan, Korea, Mongolia, and other Asian countries to visit uShaka Marine World which will improve the attraction's financial performance. ✓✓ (2)
- 4.2.4 • It will encourage repeat visits. ✓✓  
• Visitors will receive value for their money. ✓✓  
• It will lead to positive word-of-mouth advertising. ✓✓  
• It will lead to visitor satisfaction.  
• It will address seasonality.  
• The actual visitor numbers will exceed the target numbers. (3 × 2) (6)

**[29]**



**QUESTION 6**

- 6.1
- It can create an interest amongst Germans about South African cuisine that will lead to a greater awareness of South Africa as a travel destination. ✓✓
  - It can lead to an increase in the volume of foreign arrivals from Germany. ✓✓
  - It could lead to positive word of mouth about South Africa as a travel destination.
  - Creates a positive image of South Africa.
  - Increases the possibility of considering South Africa as an attractive destination of choice. (2 × 2) (4)
- 6.2
- TOMSA is a private sector initiative created to raise additional funds for marketing South Africa internationally. ✓✓
  - TOMSA collects a 1% Tourism Levy, voluntarily paid by customers, from participating tourism businesses e.g. tour operators, car rental companies and accommodation establishments. ✓✓
  - The Tourism Business Council of South Africa (TBCSA) administers TOMSA and transfers the collected funds to S.A. Tourism for international marketing, including Germany. (2 × 2) (4)

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



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

### QUESTION 7

- 7.1
- Professional appearance and uniforms all contribute to a professional image of a tourism business as they project the company's image. ✓✓
  - These can help make a good first impression and make it easy to identify staff.
  - Professional image can instil confidence in the company.
  - Personal hygiene and grooming are just as important as dress/uniform and reflect the image of the company. (2)
- 7.2
- Slogan of the company ✓
  - Website ✓
  - Company stationery
  - Marketing material
  - Physical appearance of the offices/airplanes
  - Environmental policies
  - Customer service policies (2 × 1) (2)
- 7.3
- 7.3.1
- A contract of employment protects the employee in the workplace ✓✓
  - An employment contract outlines all the main terms and conditions of employment
  - It stipulates exactly what is expected of the employee in the workplace
  - A contract explains the core duties of the employee together with the working hours, uniform allowances, benefits, remuneration, leave benefits, etc.
  - A contract ensures that there is no misunderstanding between the employee and employer regarding employment issues. (Any ONE) (2)
- 7.3.2
- A contract of employment describes basic conditions of employment, such as:
- working hours ✓
  - uniform allowances ✓
  - travel benefits
  - leave
  - core duties
  - fringe benefits
  - remuneration and deductions
  - termination of service
  - professional accountability and responsibility
  - service ethics (2 × 1) (2)
- 7.4
- A code of conduct sets out what is important to a business (its ethics and principles) and prescribes how staff should behave while at work. ✓✓
- It helps to identify and state clearly which behaviour is welcome and which is not.
- It provides the staff with guidelines regarding creation of a co-operative, collaborative atmosphere and promotion of integrity in the workplace. (2)

[10]

**QUESTION 8****8.1 8.1.1 Environmental pillar:**

- Lion Sands is committed to the conservation of African wildlife and the environment. ✓✓
- They attempt to maintain a balance between nature and its use for commercial purposes.
- Their ecosystems are carefully monitored and managed. (2)

**Social pillar:**

- Lion Sands is committed to the development of local communities. ✓✓
- They partake in social upliftment programs to assist the community. (2)

*(Note: Candidates can give an example)*

- 8.1.2
- Lion Sands could assist members of the local population to share ownership of the game reserve. ✓✓
  - They could employ people from the local population.
  - They could ensure that procurement of local goods and services takes place.
  - They could ensure that they pay fair wages. (2)

8.2 An attraction wanting to practice responsible tourism can provide tourists with information on how to be socially and culturally responsible which may include:

- Information on the cultural, ethnic, religious, and heritage practices ✓✓
- An overview of the history of the area and the business itself ✓✓
- Guidance on appropriate dress, behaviour, food and drink
- Information on behaviour during ceremonies
- Information on crime and how to stay safe as well as crime hotlines

Information on how to benefit the local economy may include:

- Products that are made locally and where to buy these products
- Appropriate tipping practices
- Prices that should be paid at markets and whether to bargain with local traders
- Fair trade or other ethical certification schemes operating in the area
- Any local economic initiative the business supports

Tourism businesses should give visitors information regarding conservation of the environment, such as:

- Limiting water and energy use at the property
- Recycling
- Indigenous species found in the area
- Interesting features of the local ecosystem
- Guidance on protecting nature, such as staying on marked paths
- Any environmental initiatives the business supports in the area (2 × 2) (4)

- 8.3
- Market the destination according to its sustainability ethos using environmentally conscious marketing platforms. ✓✓
  - Introduce strategies to ensure businesses are sustainable and that they act responsibly towards people, the planet and the economy. ✓✓
  - Ensure that natural assets are well protected and marketed.
  - Accept socio-economic strategies for residents.
  - Implement sustainable tourism certification among destination businesses.
  - Ensure that public sites and facilities set good examples in terms of environmental, social and economic practices.
  - Encourage joint socio-economic and environmental programmes at the destination to which tourists can contribute.
  - Do research about the target market in order to understand their needs, wants and expectations.
  - Ensure that products the local community produce are exposed to the tourists.
  - Businesses should ensure that government policies supporting sustainable and responsible tourism are followed. (2 × 2) (4)
- 8.4 8.4.1
- *Corporate social investment* refers to the support businesses give to the communities they operate in. ✓✓
  - Support can be financial or can take the form of infrastructure or socio-economic support programmes. (2)
- 8.4.2 Henna Pre-School:
- One of the initiatives funded by Lion Sands is the Henna Pre-School that was founded in 1991 with 20 pupils and has now grown to 250 pupils. This met with the need for education and healthy meals for the local children. ✓✓
  - Some of the major projects thus far have been the construction of classrooms, renovation of the kitchen and setting up borehole water for the school.
  - Lion Sands also hosts the annual graduation ceremony for the children, which encourages them to understand the importance of knowledge and education. (1 × 2) (2)
- HIV initiatives:
- The reserve provides support to its employees as well as to a local home based care initiative for HIV sufferers. ✓✓
  - Guests at Lion Sands are given an option to tour the local community and are encouraged to make a donation to this worthy cause.
  - Lion Sands is also involved in the annual activities held on World Aids Day in which HIV orphans and other vulnerable children from the community are given food parcels and school necessities. (1 × 2) (2)
- Note: Candidate must mention TWO initiatives, 2 marks allocated for each.*

[20]

**TOTAL SECTION D: 30**

## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

### QUESTION 9

- 9.1 9.1.1 • The Tour de France is a cycling event involving people from different countries around the world e.g. cyclists, spectators, media and sponsors. ✓✓  
• It attracts the interest of people all over the world. (2)
- 9.1.2 • Millions of spectators are able to view the event from the roadside without paying. ✓✓  
• The event is broadcast internationally on radio and television providing listeners and viewers with a detailed review of the event. ✓✓ (2 × 2) (4)
- 9.1.3 The event organisers distribute 100 000 recyclable trash bags along the route of the Tour de France to reduce pollution. ✓✓ (2)
- 9.1.4 (a) • During the event revenue is generated in the cities through tourism-related activities e.g. accommodation, transport, food and drink, shopping, souvenirs, entertainment and other tourism-related products and services. ✓✓ (2)
- (b) • Employment related to the Tour de France will include jobs in the accommodation sector and catering services. ✓✓  
• Employment opportunities will be created in the supply of goods and services necessary to run the Tour de France e.g. refuse collection and security along the route.  
• Employment opportunities will be created in preparation for the event e.g. upgrading of facilities and infrastructural development in the host cities.  
• The Tour de France provides opportunities for individuals who want to start their own event-related businesses. (2)
- 9.2 9.2.1 Central and South America ✓ (1)
- 9.2.2 • Health concerns regarding communicable diseases e.g. Ebola. ✓✓  
• The introduction of stricter South African visa requirements. ✓✓  
• Introduction of additional travel requirements for minors.  
• Concerns about safety and xenophobic attacks.  
• Economic recession in certain countries e.g. Brazil and Russia.  
• Global security concerns that were linked to terrorism such as aircraft hijackings. (2 × 2) (4)
- 9.3 • All the activities, except wildlife, business-related activities and adventure activities showed a decline in 2015 compared to 2014. ✓✓  
• The three most popular activities, shopping, social activities and nightlife showed a decline in 2015 compared to 2014. (2)

[19]

**QUESTION 10**

- 10.1 • Web-based response ✓  
 • On-line feedback  
 • Electronic communication (1)
- 10.2 Potential customers will be able to see other customers' comments and make a decision based on the positive and negative comments. ✓✓ (2)
- 10.3 • The average sentiment based on 290 customer reviews scored 2.7 out of 10 ✓✓ and this suggests that the Ocean Fresh Restaurant provides poor customer service. ✓✓  
 • The majority of customers have experienced poor service at the Ocean Fresh Restaurant and this suggests that the Ocean Fresh Restaurant delivers poor service. (2 × 2) (4)
- 10.4 • Staff should be sent for regular training courses to improve service delivery skills. ✓✓  
 • Training methods should be adopted to improve the speed of service, accuracy of orders and the quality of food. ✓✓  
 • Staff should be trained on ways to improve time management skills  
 • The business should respond to feedback from customers  
 • Implement continuous training and supervision from managers  
 • Employ more staff  
 • Follow disciplinary procedures on staff not delivering good service  
 • Offer incentives to employees to maintain good work ethics. (2 × 2) (4)
- [11]**

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