



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2010

**TOURISM
MEMORANDUM**

MARKS: 200

TIME: 3 hours

This question paper consists of 12 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B ✓		LO1 AS1	
	1.1.2	C ✓		LO1 AS1	
	1.1.3	D ✓		LO1 AS2	
	1.1.4	A ✓		LO1 AS2	
	1.1.5	C ✓		LO1 AS3	
	1.1.6	A ✓		LO1 AS3	
	1.1.7	A ✓		LO2 AS2	
	1.1.8	C ✓		LO2 AS3	
	1.1.9	A ✓		LO2 AS4	
	1.1.10	B ✓		LO3 AS2	
	1.1.11	B ✓		LO3 AS3	
	1.1.12	C ✓		LO3 AS3	
	1.1.13	B ✓		LO3 AS6	
	1.1.14	A ✓		LO4 AS1	
	1.1.15	B ✓	(15 x 1)	LO4 AS2	(15)
1.2	1.2.1	Universal Time Coordinate ✓		LO3 AS1	
	1.2.2	International Date Line ✓		LO3 AS1	
	1.2.3	Global Distribution Systems ✓		LO4 AS5	
	1.2.4	Marketing mix ✓		LO2 AS3	
	1.2.5	Black Economic Empowerment ✓	(5 x 1)	LO1 AS2	(5)

1.3	1.3.1	FIFA ✓		LO3 AS6	
	1.3.2	ASATA ✓		LO1 AS1	
	1.3.3	Consulate ✓		LO3 AS3	
	1.3.4	TEP ✓		LO1 AS2	
	1.3.5	Niche market ✓	(5 x 1)	LO3 AS4	(5)
1.4	1.4.1	F ✓		LO3 AS6	
	1.4.2	D ✓		LO3 AS6	
	1.4.3	A ✓		LO1 AS2	
	1.4.4	G ✓		LO3 AS4	
	1.4.5	B ✓	(5 x 1)	LO2 AS1	(5)
1.5	1.5.1	Travellers cheques ✓			
	1.5.2	Bank tranfers ✓			
	1.5.3	Bureau de change ✓			
	1.5.4	Banks ✓			
	1.5.5	swift ✓			
	1.5.6	ATMs ✓	(6 x 1)	LO3 AS5	(6)
1.6	1.6.1	A ✓			
	1.6.2	D ✓			
	1.6.3	E ✓			
	1.6.4	G ✓	(4 x 1)	LO4 AS3	(4)
TOTAL SECTION A:					40

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

- 2.1 2.1.1 Gross Domestic Product ✓✓ (2)
- 2.1.2 • Country is an emerging market ✓✓
 • Well developed financial sector ✓✓
 • More products and services developed related to tourism.
 • More job opportunities, thus improvement in spending patterns of local people. (Any 2 x 2) LO1 AS1 (4)
- 2.1.3 • Adventure tours ✓
 • Sporting events ✓
 • Wildlife experiences/wildlife safaris/game viewing ✓ (3)
- 2.1.4 The demise of apartheid ✓ (1)
- 2.1.5 Tourism has become one of the fastest growing sectors of South Africa's economy ✓✓ (2)
- 2.2 2.2.1 Encouraging emerging entrepreneurs ✓✓ (2)
- 2.2.2 • BEE ✓ – all organs of state, public entities, organised labour, communities involved with tourism are ensured fair participation with a particular focus to previously disadvantaged. ✓
 • Fair Trade (FTTSA) ✓ – ensures that people whose land, natural resources, labour, knowledge and culture are used for tourism activities also benefit from tourism. ✓
 • DEAT and SA Tourism Domestic Tourism Growth Strategy (DTGS) ✓ – to promote domestic tourism in South Africa. ✓
 • Tourism Enterprise Programme (TEP) – to facilitate the growth and expansion of small and medium-sized tourism businesses.
 • Tourism Community Road show – to bring tourism into communities to make them aware of opportunities.

- DEAT's Poverty Relief Programme – encourages the use of labour-based methods to achieve the desired end product of projects. It therefore aims at growing tourism market share and investment, protecting and conserving South Africa's environment and building the nation. (Any 3 x 2) LO1 AS2 (6)
 - 2.2.3 South African Tourism (SAT) ✓✓ (2)
 - 2.3 2.3.1 Market segmentation – is grouping of consumers who share common issues. ✓✓ (2)
 - 2.3.2 Golden active couples✓ – 84 days ✓ (2)
 - 2.3.3 Young and upcoming ✓ – 26 days ✓ (2)
 - 2.3.4 DEAT and SA Tourism Domestic Tourism Growth Strategy (DTGS) ✓✓ LO1 AS2 (2)
- [30]**

QUESTION 3

- 3.1
 - Leave – the reason for which employees are to take leave ✓
 - Holidays – when to take annual holidays and for how long ✓
 - Working hours – shifts each employee should work ✓
 - Overtime – how is it paid ✓
 - Dress code (4 x 1) LO1 AS3 (4)
 - 3.2
 - Air Hostess/Steward/Flight Attendant ✓
 - Pilot/co-pilot ✓
 - Cleaner
 - Receptionist
 - Chef
 - Maintenance staff (Any 2 x 1) LO1 AS3 (2)
 - 3.3
 - Ensure safety of tourists ✓✓
 - Provide tourists with accurate and correct information ✓✓
 - Professionalism (neatness, courtesy, friendliness, punctuality – to present a professional image for your company and providing service excellence when guiding tourists)
 - Work ethics (integrity, respect, trust when dealing with tourists)
 - Regulations regarding use of company assets (use of company vehicles when transporting tourists) (Any 2 x 2) LO1 AS3 (4)
- [10]**

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

- 4.1 4.1.1 Economic ✓, social ✓ and environmental factors ✓ (3)
- 4.1.2
- Economic – job opportunities for local people ✓✓
 - Social – involvement of local communities ✓✓
 - Environmental – world class nature destination **OR** conservation of environment ✓✓
- LO2 AS1 (6)
- 4.1.3
- Co-ordinating, implementing, planning, policy making, monitoring as well as development promotion. ✓✓
 - Provide incentives for responsible tourism providers, through government procurement policy. ✓✓
 - Encourage partnerships between the private sector and local communities in practicing responsible tourism. (Any 2 x 2)
- LO2 AS1 (4)
- 4.1.4
- Bojanala Platinum District Municipality ✓
 - Central District Municipality ✓
 - Moses Kotane Local Municipality ✓ and
 - Zeerust Local Municipalities ✓ (4 x 1)
- LO2 AS1 (4)
- 4.2 4.2.1 Global warming – is an increase in the world's average surface temperature believed to be caused in part by greenhouse effect, ✓ **OR** industrial activity, **OR** deforestation, **OR** depletion of ozone layer. ✓
- LO2 AS2 (2)
- 4.2.2
- Heat wave ✓✓
 - Rise in sea level
 - Increase the chances of natural disasters that can destroy the destination (Any 1 x 2)
- LO2 AS2 (2)
- 4.2.3
- Make use of environmentally friendly products ✓
 - Reduce, re-use and recycle ✓
 - Save energy/electricity ✓
 - Use public transport, use a bike
 - Reduce burning of fossil fuel by using small cars
 - Plant trees and protect the forests
 - Adopt and promote a green lifestyle
 - Reduce your carbon footprint
 - Do not litter or pollute
 - Keep your environment clean (Any 3 x 1)
- LO2 AS2 (3)

- | | | | | | |
|-----|-------|--|-------------|---------|-------------|
| 4.3 | 4.3.1 | <ul style="list-style-type: none"> • Highly visited by tourists/repeat visits ✓ • World recognition ✓ • Provide a safe and clean environment for tourists all the time | (Any 2 x 1) | LO2 AS2 | (2) |
| | 4.3.2 | <ul style="list-style-type: none"> • Economic growth of the area thus contributing to GDP ✓ • Job creation for local people because more tourists visit ✓ • Tourism development in that area ✓ • Improvement and maintenance of other infrastructure (roads) | (Any 3 x 1) | LO2 AS2 | (3) |
| | 4.3.3 | <ul style="list-style-type: none"> • Littering by irresponsible visitors and local people ✓ • Uncontrolled 4x4 use in the sand dunes ✓ • Illegal fishing ✓ • | | LO2 AS2 | (3) |
| 4.4 | | <ul style="list-style-type: none"> • Product ✓ • Place ✓ • Price ✓ • Promotion ✓ • People | (Any 4 x 1) | LO2 AS3 | (4) |
| | | | | | [36] |

QUESTION 5

- | | | | | | |
|-----|-----|---------------------------------|-------------|---------|------------|
| 5.1 | (a) | Wood ✓ – carved animals ✓ | | | |
| | (b) | Grass ✓ – mats, hats, baskets ✓ | | | |
| | (c) | Stone – carvings, ash trays | | | |
| | (d) | Clay – pots, animals, ornaments | (Any 2 x 2) | LO2 AS4 | (4) |
| | | | | | [4] |

TOTAL SECTION C: 40

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

- 6.1 6.1.1 (a) Spain is +1 DST +1 = +2 Johannesburg is +2
 Time difference = 0 hour ✓
 Time in Spain 14:00 + 0 hour Time difference
 = 14:00 Local time in Jhb at the time of departure same day ✓
 LO3 AS1 (2)
- (b) Sao Paulo is -3 Johannesburg is +2
 Time difference = 5 hours ✓
 Time in Sao Paulo 07:00 +5 hours Time difference
 = 12:00 Local time in Jhb at the time of departure same day. ✓
 LO3 AS1 (2)
- 6.1.2 Local time Sao Paulo Brazil 07:00
 Time Difference = 5 hours
 12:00 local time in Jhb at the time of departure
 12:00 local time + 10 hours flying time ✓
 = 22:00 same day, 09 June 2010. ✓
 LO3 AS1 (2)
- 6.2 6.2.1 A timed itinerary – A plan of where you will travel each day and what activities and it includes dates and time. ✓✓ (2)
- A general itinerary – A plan of where you will travel each day and what activities is made for a group of tourists with a common interest. ✓✓ (no times) (2)
- 6.2.2
- Accommodation ✓
 - Transport ✓
 - Activities/entertainment
 - Shopping/spending money
 - Meals
- (Any 2 x 1) LO3 AS2 (2)
- 6.3 6.3.1 World Health Organisation ✓ (1)
- 6.3.2 Yellow fever ✓ and hepatitis ✓ LO3 AS3 (2)

- 6.3.3
- Get advice of reception desk on unsafe places that you should avoid, especially at night. ✓
 - Keep cameras and other valuables out of public view. ✓
 - Travel in groups not alone especially at night.
 - Store valuables in a safety deposit box.
 - Carry small amounts of cash.
 - Make use of registered tour services e.g. guides and transport. (Any two suitable answers)
- LO3 AS3 (2)
- 6.3.4 Sources:
- South African Tourism website ✓
 - Travel magazines (GSA, Getaway, etc.) ✓
 - Hotel reception desk
 - Consulate
 - Travel agents
 - Tourists information centres
 - Department of Tourism website ✓
 - Local police stations – information leaflets
- (Any 2 x 1) LO3 AS3 (2)
- 6.4 6.4.1 Indaba ✓, Overseas/Internasional ✓ tour operators ✓ (3)
- 6.4.2
- New market – describes the people who are starting to explore the product or service. ✓✓ (2)
 - Existing market – describes the people who currently/presently buy the product or service. ✓✓ LO3 AS4 (2)
- 6.5 6.5.1 3 000 Euro x 12,74 ✓ = R38 220 ✓ (2)
- 6.5.2 2 533 x 16,56 ✓ = R41 946,48 ✓ (2)
- 6.5.3 (a) 5 060 US\$ x 9,95 ✓ = R50 347 ✓ (2)
- (b) 2 713,90 x 1,98 = R5 373,53 ✓✓
- R5 373,53 ÷ 9.95 = US\$ 540,06 ✓✓ LO3 AS5 (4)
- 6.5.4 June 2010 to July 2010. ✓ The other currencies are stronger than the SA Rand, therefore when converted to SA Rands they will have more money to spend on South African goods and services. ✓✓ LO3 AS5 (3)

- 6.5.5 • Bank selling rate – the price in local currency at which the bank sells foreign currency. ✓✓

OR

- Bank selling rate – is the rate at which a bank or money exchange business will sell foreign currency. (2)
- Bank buying rate – the price in local currency at which the bank buys foreign currency. ✓✓

OR

- Bank buying rate – is the rate at which a bank or business will buy foreign currency.

LO3 AS5 (2)

6.6 6.6.1 German ✓ (1)

6.6.2 (a) It will scare tourists wanting to visit the country. ✓

Tourist will not want to visit the country ✓ (2)

(b) Negative publicity ✓

Affecting future visitations ✓ (Any suitable answer) LO3 AS6&3 (2)

6.6.3 Advise the tourists to:

- Use a reliable taxi service, preferably one recommended by your hotel reception desk. ✓
- Lock car doors and do not open windows more than 5 cm. ✓
- Be alert at all stops.
- Plan route before you leave.
- Avoid stopping to read tour map. (Any 2 x 1)

LO3 AS6&3 (2)

TOTAL SECTION D: 50

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

- | | | | | |
|-----|-------|---|---------|-----|
| 7.1 | 7.1.1 | <ul style="list-style-type: none"> The security guard is using body contact as he is searching them. ✓✓ | LO4 AS1 | (2) |
| | 7.1.2 | <ul style="list-style-type: none"> Some people value their personal space ✓✓ It may be insensitive/rude to have personal contact with a stranger. (Any 1 x 2) | LO4 AS1 | (2) |
| | 7.1.3 | <ul style="list-style-type: none"> A computer based x-ray type system that may detect any illegal weapons/metal objects/chemicals carried by the pax. ✓✓ | LO4 AS5 | (2) |
| 7.2 | 7.2.1 | Telephonic interviews with their clients. ✓✓ | | (2) |
| | 7.2.2 | <ul style="list-style-type: none"> Even though there is no personal contact with the client how the employee talks to the client is important that will help eliminate rudeness on the employee's side. ✓✓ To always ensure that the company's image is of a high standard or quality. ✓✓ Always ensure that a professional image is maintained. The voice of the employee over the phone is the face of the company. (Any 2 x 2) | LO4 AS2 | (4) |
| | 7.2.3 | <ul style="list-style-type: none"> To ensure customer satisfaction. ✓ To improve their service to their customers. ✓ <p style="text-align: right;">(Answers may vary)</p> | LO4 AS2 | (2) |
| 7.3 | | <ul style="list-style-type: none"> Repeat business ✓✓ Increases business' profitability ✓✓ Motivated personnel as they influence each other thus bringing positive impact to the company Company's professional image is maintained all the time (Any 2 x 2) | LO4 AS4 | (4) |

QUESTION 8

8.1	8.1.1	Computer ✓	LO4 AS5	(1)
	8.1.2	(a) Central Processing Unit (CPU)/ tower/box ✓		
		(b) Speaker ✓		
		(c) Monitor (screen) ✓	LO4 AS5	(3)
	8.1.3	<ul style="list-style-type: none"> • Process client bookings (check-in and check-out) ✓✓ • Make reservations ✓✓ • Send e-mails to clients • Process lock system for rooms (card keys) 		
		(Any 2 x 2)	LO4 AS3	(4)
8.2	8.2.1	A website/a search engine/a website address/ an URL. ✓✓		(2)
	8.2.2	personal/company e-mail address ✓✓	LO4 AS5	(2)
				[12]

TOTAL SECTION E: 30

GRAND TOTAL: 200