



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2012**

**TOURISM  
MEMORANDUM**

**MARKS: 200**

---

This memorandum consists of 13 pages.

---

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

1.1	1.1.1	D√	LO1 AS1
	1.1.2	C√	LO2 AS3
	1.1.3	A√	LO4 AS4
	1.1.4	A√	LO3 AS4
	1.1.5	B√	LO1 AS2
	1.1.6	C√	LO3 AS2
	1.1.7	C√	LO2 AS2
	1.1.8	D√	LO1 AS3
	1.1.9	B√	LO1 AS2
	1.1.10	C√	LO2 AS3
	1.1.11	D√	LO2 AS3
	1.1.12	B√	LO3 AS1
	1.1.13	D√	LO3 AS1
	1.1.14	B√	LO4 AS1
	1.1.15	A√	LO2 AS4
	1.1.16	A√	LO1 AS2
	1.1.17	B√	LO4 AS2
	1.1.18	D√	LO4 AS4
	1.1.19	C√	LO2 AS2
	1.1.20	D√	LO3 AS3 (20)
1.2.	1.2.1	Ethic√	LO2 AS2
	1.2.2	Passport√	LO3 AS2
	1.2.3	Niche√	LO3 AS5
	1.2.4	An Itinerary√	LO3 AS2
	1.2.5	Bank Buying Rate√	LO3 AS4 (5)
1.3	1.3.1	E (Identify the needs of the traveller) √	LO3 AS3
	1.3.2	B (Decide on the best suitable class, fare and room rate) √	LO3 AS3
	1.3.3	D (Make the flight and hotel reservations) √	LO3 AS3
	1.3.4	C (Check all tickets and documentation) √	LO3 AS3
	1.3.5	A (Inform the traveller and hand over all documentation) √	LO3 AS3 (5)
1.4	1.4.1	C√	LO2 AS3
	1.4.2	G√	LO2 AS3
	1.4.3	A√	LO2 AS3
	1.4.4	E√	LO2 AS3
	1.4.5	B√	LO2 AS3 (5)
1.5	1.5.1	Comrades Marathon√	LO3 AS4
	1.5.2	ICC Cricket World Cup√	LO3 AS4
	1.5.3	FIFA World Cup 2010√	LO3 AS4
	1.5.4	IRB Rugby World Cup 2011√	LO3 AS4
	1.5.5	Beijing Olympics 2008√	LO3 AS4 (5)

**TOTAL SECTION A: 40**

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

**QUESTION 2**

- 2.1 2.1.1 Marine Pilot ✓ LO1 AS3 (1)
- 2.1.2
  - Working irregular hours ✓✓
  - Working shifts ✓✓
  - Wearing uniform ✓✓
  - Time management
  - Safety issues LO1 AS3 (Any 3x2) (6)
- 2.1.3 (a) Even though she'd heard that the maritime industry was male dominated, she was not put off. ✓✓ LO1 AS3 (2)
- (b) "She works 12 hour shifts one day on and one day off". ✓✓ LO1 AS3 (2)
- 2.1.4
  - Chef ✓
  - Waitress ✓
  - Barman
  - Wine Steward
  - Ship's Captain
  - Surveyor
  - Marine Adviser
  - Operations Manager LO1 AS3 (Any 2) (2)
- 2.2 2.2.1 Service Delivery/Service Excellence LO1 AS3 (1)
- 2.2.2
  - Waiter was old and lethargic ✓✓
  - His service lacklustre ✓✓
  - Not impressive
  - Inefficient (forgetting Salad)
  - Poor Service/Unreliable (Some dishes on the menu were not available)
  - It was irritating LO1 AS1 (Any 2x2) (4)
- 2.2.3
  - It will earn the positive word of mouth ✓✓
  - It will result in more foreign tourists travelling to our country ✓✓
  - There will be an increase in domestic travel ✓✓
  - It will set the multiplier effect in motion
  - Good service will ensure tourists return to South Africa
  - More money flowing into the economy
  - Job opportunities will be created
  - Standards of living will be improved through money directly or indirectly earned by tourism
  - Repeat visitation
  - Skills development can be encouraged
  - Good reputation is earned LO1 AS2 (Any 3x2) (6)
- 2.2.4
  - Irregular hours ✓✓
  - Working long hours ✓✓
  - Working in a hot humid environment ✓✓
  - Working with different kinds of people with different backgrounds and cultures
  - Working under pressure LO1 AS3 (Any 3x2) (6)

**QUESTION 3**

- 3.1 3.1.1
- By becoming entrepreneurs of tourism products and services. ✓
  - By encouraging domestic travel at affordable rates (different domestic and international rates) ✓
  - Marketing domestic products ✓
  - Encouraging existing tourism business to provide skills development so that there can be a career progression to management positions
  - Private sector must create the opportunities for funding tourism enterprises
  - Any suitable or acceptable answer (Any 2) (2)

3.1.2 (a) **The Domestic Tourism Growth Strategy of DEAT**

The Government recognizes tourism as making a positive contribution to the GDP and transformation in S.A. and wishes to expand this market. In 2004 the DEAT and SAT tourism launched a Domestic Tourism Growth Strategy. ✓✓  
(1x2) (2)

**The objective (aims) of the strategy are:**

- Increase expenditure (more trips, longer stays, etc.) ✓
- Reduce seasonality (encourage year round travel)
- Improve geographical spread of tourism
- Increase volumes (Any 1) (1)

(b) **The Black Economic Empowerment (BEE) Charter**

The Government is trying to reduce economic inequalities through a general policy of black economic empowerment (BEE) which promotes black empowerment. ✓✓ (1x2) (2)

- The DEAT has embarked on a Black Economic Empowerment process (Tourism Transformation Strategy) with the goal of developing black-owned businesses in the tourism industry. ✓
- A scorecard was developed for the industry which sets the target for transformation in the tourism industry. (Ownership, Management and control, employment equity, skills development, etc.)
- Companies that do not meet the requirements would not get government contracts, grants, overdrafts or other business advantages
- Any relevant facts (Any 1) (1)

3.1.3 After the 1994 elections, both government and private sector did a great deal of work to redress previous imbalances.

(a) <b>Government</b>	(b) <b>Private sector</b>
<ul style="list-style-type: none"> <li>They changed the perceptions in the minds of certain people to win back the support of the previously neglected groups as well as demonstrate that tourism in the new SA can benefit all South Africans. ✓</li> </ul>	
	<ul style="list-style-type: none"> <li>RDP private sector provided opportunities for skills developing and retraining of staff. ✓</li> </ul>
<ul style="list-style-type: none"> <li>Increase in funding and easy access to funding from both government and private sector for entrepreneurial opportunities (Any suitable reasoning)</li> </ul>	<ul style="list-style-type: none"> <li>Increase in funding and easy access to funding from both government and private sector for entrepreneurial opportunities (Any suitable reasoning)</li> </ul>
<ul style="list-style-type: none"> <li>Tourism awareness campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Tourism awareness campaigns</li> </ul>
	<ul style="list-style-type: none"> <li>Development of tourist attractions e.g. Robben Island</li> </ul>
<ul style="list-style-type: none"> <li>Introduction and support for tourism as a subject in the curriculum of schools</li> </ul>	<ul style="list-style-type: none"> <li>Introduction and support for tourism as a subject in the curriculum of schools</li> </ul>
<ul style="list-style-type: none"> <li>Exposure to the benefits of tourism</li> </ul>	
<ul style="list-style-type: none"> <li>Encouragement of entrepreneurs to go into tourism as a viable business enterprise</li> </ul>	<ul style="list-style-type: none"> <li>Encouragement of entrepreneurs to go into tourism as a viable business enterprise</li> </ul>
<ul style="list-style-type: none"> <li>Development of domestic travel</li> </ul>	
<ul style="list-style-type: none"> <li>Establishment of SAT, PTOs and even local tourism authorities</li> </ul>	
<ul style="list-style-type: none"> <li>Skills development institutions e.g. SETA/CATHSETA</li> </ul>	

LO1 AS2 (Any 2) (2)  
[10]

**TOTAL SECTION B: 40**

**SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM****QUESTION 4**

- 4.1 4.1.1
- To curtail/decrease world's carbon footprint✓
  - To create jobs✓
  - To stimulate international trade✓
  - To reduce emissions from fossil fuels
  - To enhance and strengthen food security
  - To reduce the effects of global warming LO2 AS3 (Any 3) (3)
- 4.1.2 Eastern Cape✓, KwaZulu-Natal✓ and Free State✓ LO3 AS3 (3)
- 4.1.3 **Social:** LO2 AS1 (1)
- Job creation✓
  - Income generation✓
  - Processing of raw materials (soybeans) into more valuable and useful product (bio-fuel)
  - Industrial development LO2 AS1 (Any 1)
- Economical:** ✓ LO2 AS1 (1)
- Job creation✓
  - Income generation✓
  - Processing of raw materials (soybeans) into more valuable and useful product (bio-fuel)
  - Industrial development LO2 AS1 (Any 1)
- Environmental:** LO2 AS1 (1)
- To curtail carbon footprints✓
  - Less pollution to be produced✓
  - Reduction of carbon emissions from fossil fuels
  - Solve the problem of global warming LO2 AS1 (Any 1) (6)
- 4.1.4 "Africa is the ideal place for such projects as it has the land and bio-fuel plantations at hand". ✓✓ LO2 AS1 (2)
- 4.1.5 Farmers have farms and enhance the production of soybeans. ✓✓ LO2 AS1 (2)

4.2 4.2.1 **Global warming:**

It is a process in which long-wave radiation from the sun enters the earth's atmosphere√ but is prevented from escaping by cloud cover and accumulation of certain gases around the world√/Increase of temperatures due to the burning of fossil fuels like coal, deforestation. LO2 AS1 (2)

- 4.2.2 (a)
- Melting snow that can lead to sea levels rising√
  - Rising sea levels leading to flooding√
  - Heat wave (extreme high temperatures)
  - Damaging tourism infrastructure
  - Reduce the number of tourists visiting the affected areas LO2 AS1 (Any 2) (2)

(b) The snow in the Arctic region is melting and this can threaten the habitat√ of the polar bears which are already endangered√ LO2 AS1 (2)

- 4.2.3
- Make use of environmentally friendly products√
  - Reduce, recycle and re-use√
  - Save electricity√
  - Travel by bus, bike or walk
  - Plant trees
  - Tour operators should try to reduce consumption of resources and encourage their clients to do likewise.
  - Follow international movements to combat this movement
  - Reduce greenhouse gases or emissions
  - To reduce carbon footprints
  - To introduce carbon tax LO2 AS2.2 (Any 3) (3)

- 4.2.4
- Global warming with subsequent floods and droughts destroy the ecosystems√ and many species get extinct√
  - At the same time many species get extinct due to changing weather patterns that result from climate change. LO2 AS1 (Any 1) (2)
- [27]

**QUESTION 5**

- 5.1 5.1.1
- Wood✓
  - Grass✓
  - Stone
  - Clay
- LO2 AS4 (Any 2) (2)

- 5.1.2
- Wood: Curved animals/people✓  
 Grass: Mats, hats, baskets✓  
 Stone: carvings, ash trays✓  
 Clay: pots, animals, ornaments✓
- LO2 AS4 (Any 2) (2)

- 5.2
- Product✓
  - Price✓
  - Promotion✓
  - Place✓
  - People✓
- LO2 AS3 (5)

5.3 5.3.1 **Religious beliefs:**

They believe in God and believe that ancestors liaise between them and Unkulunkulu (as God is called) ✓ They use incense (impepho) to invite ancestors✓ when they perform rituals. They also use Umuthi from Izangoma (Izinyanga) to also connect with their ancestors. Utshwala Besizulu (African beer) is part of the rituals. (Any relevant answer)

LO2 AS4 (2)

5.3.2 **Clothing:**

They wear clothing made out of animal skins✓  
 They also wear clothing made out of birds feathers. The shield and spear used by UShaka Zulu, the king, is a common symbol in most of their clothing✓

LO2 AS4 (2)  
**[13]**

**TOTAL SECTION C: 40**



## SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

### QUESTION 6

- 6.1 6.1.1 One (1) ✓✓ LO3 AS1 (2)
- 6.1.2 Ahead✓  
SA is +2 and LONDON IS +0✓✓  
London is exactly at GMT/on the Greenwich Meridian  
When London practices DST they become +1  
Still behind SA by 1 hour LO3 AS1 (3)
- 6.1.3 (a) SA +2  
London +1  
Diff. in time = 1 hour ✓  
Time = 16:00  
-01:00✓  
= 15:00✓ LO3 AS1 (3)
- (b) Because there is very little difference between SA time and that of England. ✓✓ LO3 AS1 (2)
- 6.1.4
- Tourists get to see many attractions before sunset✓
  - Businesses open and operate longer hours✓
  - Crime is reduced
  - Electricity usage decreases
  - More time for leisure
  - Increase consumer spending in tourism products
- LO3 AS.3.1 (Any 2) (2)
- 6.1.5 (a) SA +2  
NZL +12  
Diff. in hours = 10 hours  
Arrival Time = 08:00 (NZL time) - 10 hrs = 22:00 (SA time)✓  
-16:00✓  
Departure Time = 22:00 - 16:00  
= 06:00 (SA time) ✓✓  
= 1<sup>st</sup> Sept. (Date) Thursday (Day)  
LO3 AS3.1 (4)
- (b)
- Sinus irritation✓
  - Headaches✓
  - Upset stomach
  - Tiredness/Fatigue
  - Dehydration/Loss of fluids
  - Nausea/Loss of appetite
  - Swollen feet
- LO3 AS3.1 (Any 2) (2)
- (c) **Precautions:**
- Moderate exercises✓/Move around during flight
  - Eat good food✓
  - Drink lots of water
  - Avoid too much alcohol
  - Fly a few days earlier to have time to recover from jet lag
  - Sleep well during the flight
- LO3 AS3.1 (Any 2) (2)

- 6.2 6.2.1
- Health professionals✓
  - Travel Agents✓
  - Tour operators
  - Gazetteers or Trade Manuals (Travel Magazines)
  - The internet
  - World Health Organisations
  - Tourism Related Organisations
  - TIMATIC
- LO3 AS3 (Any 2) (2)
- 6.2.2 To protect citizens from getting infections from tourists✓/  
To protect tourists from being infected by citizens
- LO3 AS3 (Any 1) (1)
- 6.3 6.3.1  $R45,00 \div \text{€}9,95\checkmark = \text{€}4,52\checkmark\checkmark$  LO3 AS3 (3)
- 6.3.2  $\text{£}15,00 \times R12,45 = R185,75$  LO3 AS5 (3)
- 6.3.3 **Bank Buying Rate** is the rate at which a bank✓ or money  
exchange business will buy foreign currency.  
✓ LO3 AS 5
- Bank Selling Rate** is the rate at which a bank✓ or money  
exchange business will sell foreign currency.  
✓ LO3 AS5 (4)
- 6.3.4
- Cash or Notes✓
  - Travel wallet✓
  - Travellers' cheques✓
  - Debit Card
  - Credit Card
  - American Express TC card
- LO3 AS5 (Any 3) (3)
- 6.4
- Travel Agents✓
  - Bureau de change✓
  - Foreign exchange dealers✓
  - Banks
  - Major hotels and cruise ships
- LO3 AS5 (Any 2) (2)
- 6.5 6.5.1 **Global event** takes place in a country where there is  
involvement✓/participation by the international community/whole  
community/a number of countries. ✓ (2)
- 6.5.2
- Free movement of tourists✓
  - Creation of jobs✓
  - Free trade✓
  - Greater access to direct foreign investments (DFI)
  - Marketing of the South American continent
  - The multiplier effect will be set in motion throughout  
South America
  - Branding South America as a tourist destination
- LO3 AS 4 (Any 3) (3)

- 6.5.3
- Increase in illegal immigration in that country√
  - Increase in crime in some Brazil cities√
  - Poaching√
  - Local people losing jobs
  - Increase in refugees
  - Relaxing of immigration laws and border control
  - Over population of border towns
  - Illegal immigration and refugees may create unfair competition for jobs opportunities
  - More exposure to diseases
- LO3 AS3.6 (Any 3) (3)
- 6.5.4 (a)
- Building of wheelchair ramps√
  - Building of wheelchair friendly rooms√
  - Bathroom facilities for the disabled √
  - National parks to have accessible chalets/accommodation√
  - Information signs for hearing impaired tourists
  - Sign language interpreters available for hearing impaired tourists
  - Information in Braille for visually impaired tourists
  - Designated parking for disabled tourists
- LO3 AS3 (Any 2) (2)
- (b)
- To build accessible suites/stands
  - Ramps to accommodate wheelchair
  - Areas for wheel chairs need to be close to the designated parking
- LO3 AS3 (Any 2) (2)

**TOTAL SECTION D: 50**

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

- 7.1 7.1.1 **Market research** is the process of gathering and analysing information on existing and potential consumers (tourists) ✓ and its use for management purposes. ✓ LO3 AS3.4 (2)
- 7.1.2 **Existing Markets:** Markets which already see South Africa as a viable destination and will continue to visit South Africa. ✓✓  
**New Markets:** Markets that are still untapped but have the potential to develop into sustainable markets/those in which South Africa gets its least number of visitors from. ✓✓ LO3 AS3.4 (4)
- 7.1.3
- To identify tourist/customer needs. ✓
  - To identify new markets ✓
  - To analyse current market trends ✓
  - To analyse and predict future market trends
  - To monitor customer satisfaction
  - To increase the sales/enticing customers
  - To promote repeat visits LO3 AS3.4 (Any 3) (3)
- 7.2 7.2.1 **Feedback** is the process of inviting and collecting comments, suggestions, and complaints from a variety of information sources ✓ to influence management decisions. ✓ LO3 AS2 (2)
- 7.2.2
- Customer surveys ✓
  - Customer complaints records ✓
  - Suggestion boxes ✓
  - Focus groups
  - Mystery customers
  - Observations
  - Follow up calls/visits LO3 AS2 (Any 3) (3)

7.2.3 **The museum will:**

- gain repeat visits√
  - attract new customers√
  - earn good reputation
  - get word of mouth advertising
- LO4 AS2 (Any 2) (2)

**Business in Underberg will:**

- gain a competitive advantage√
  - generate more income√
  - create more jobs for the people
  - set multiplier effect in motion
- LO4 AS2 (Any 2) (2) (4)

- 7.2.4
- Customers can remain anonymous√√
  - Provide useful feedback to management on which products are needed and how service can be improved. √√
  - It can accommodate many customers as possible
  - Customers can tell it like it is without fear
  - It could be on-going
- LO4 AS1 (Any 2) (4)  
[22]

**QUESTION 8**8.1 8.1.1 **e-mail:**

It is a computer based programme/electronic mail√ that allows any type of message or information to be posted from one user to another√ OR a technology that allows immediate, fast, efficient and cost effective sending and receiving information locally and internationally.

LO4 AS5 (Any 1) (2)

8.1.2 Virginiahouse@mweb.co.za√- LO4 AS5 (1)

8.2 8.2.1 www.virginia.co.za√ (2)

- 8.2.2
- It is used to store information about a particular organization or business which is used internally. √
  - Used to offer information to anyone who wants to know more about that particular business or organisation. √
  - Share and communicate data to other systems. √
  - To allow tourists/customers to pre-view places of interests. √
- LO4 AS5 (Any 2) (2)

8.3 "A B&B retreat in town" √ LO4 AS5 (1)  
[8]

**TOTAL SECTION E: 30**

**GRAND TOTAL: 200**