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Department:
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NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2012

MEMORANDUM

MARKS: 200

This memorandum consists of 12 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	C✓	LO 1 AS1	
	1.1.2	A✓	LO 1 AS3	
	1.1.3	A✓	LO 2 AS3	
	1.1.4	C✓	LO 1 AS1	
	1.1.5	D✓	LO 2 AS3	
	1.1.6	B✓	LO 1 AS3	
	1.1.7	B✓	LO 2 AS1	
	1.1.8	D✓	LO 2 AS2	
	1.1.9	A✓	LO 2 AS4	
	1.1.10	C✓	LO 3 AS1	
	1.1.11	D✓	LO 3 AS1	
	1.1.12	C✓	LO 3 AS3	
	1.1.13	A✓	LO 3 AS3	
	1.1.14	B✓	LO 2 AS 3	
	1.1.15	B✓	LO 2 AS1	
	1.1.16	B✓	LO 2 AS2	
	1.1.17	B✓	LO 2 AS2	
	1.1.18	C✓	LO 2 AS2	
	1.1.19	D✓	LO 4 AS2	
	1.1.20	A✓	LO 1 AS1	(20)

1.2	1.2.1	Seven✓	LO3 AS1	
	1.2.2	180✓	LO3 AS1	
	1.2.3	ZMK✓	LO3 AS 5	
	1.2.4	niche✓	LO2 AS 3	
	1.2.5	Malaria✓	LO 3 AS3	(5)

1.3	1.3.1	customer✓	LO1 AS1	
	1.3.2	dependent✓	LO1 AS1	
	1.3.3	interruption✓	LO1 AS1	
	1.3.4	outsider✓	LO1 AS1	
	1.3.5	opportunity✓	LO1 AS1	(5)

1.4	1.4.1	D. ✓ Photocopier	LO 4 AS 5	
	1.4.2	A. ✓ Mass SMS bundles	LO 4 AS 5	
	1.4.3	E. ✓ Fax machine	LO 4 AS 5	
	1.4.4	B. ✓ Laptop/C. ✓ Cellphone	LO 4 AS 5	
	1.4.5	C. ✓ Cellphone/B. ✓ Laptop	LO 4 AS 5	(5)

1.5	1.5.1	SPACE ✓	LO 3 AS 6	
	1.5.2	WHO ✓	LO 3 AS 6	
	1.5.3	MANGO ✓	LO 3 AS 6	
	1.5.4	BRAZIL ✓	LO 3 AS 6	
	1.5.5	PRETORIA ✓	LO 3 AS 6	(5)

OR

1.5

		1.5.1 S			1.5.2 W		
		P			H		
	1.5.3 M	A	N	G	O		1.5.4 B
		C					R
1.5.5 P	R	E	T	O	R	I	A
							Z
							I
							L

(5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1	2.1.1	Domestic Tourism Growth Strategy✓ • DTGS	LO1 AS2	(1)
	2.1.2	a) Gross Domestic Product✓✓	LO1 AS1	(2)
		b) It sets the multiplier effect in motion. More tourists staying for longer spend more money on tourism products and services which brings about growth to the economy.✓✓	LO1 AS1	(2)
	2.1.3	Understand the market✓✓ Facilitate the removal of obstacles✓✓ • Monitor and learn from tourists experience	LO1 AS2	(4)
	2.1.4	Introduce attractive holiday packages✓✓ • Encourage repeat visitation • Providing excellent customer service	LO1 AS2	(2)
	2.1.5	(a) Broad-Based Black Economic Empowerment (BBBEE) by promoting black tourism businesses.✓ TEP✓ • DTGS • Sho't Left • PPP (Public Private Partnership)	LO1 AS2	(2)

		(b) Tourism industry is labour intensive as a result there are many opportunities for all. ✓✓ <ul style="list-style-type: none"> • Tourism industry can employ people with limited skills • It is a 24 hour industry that requires 24 hour staffing thereby creating opportunity for shift work. 		(2)
2.2	2.2.1	Communities were informed about the importance of tourism and the role each community could play in promoting the industry. ✓✓ <ul style="list-style-type: none"> • The aim of the road show was to invite communities to participate in tourism and make them feel that they are part of this important industry. 	LO1 AS2	(2)
	2.2.2	THETA ✓✓ <ul style="list-style-type: none"> • Tourism, Hospitality and Sport Education and Training Authority • CATHSETA • Culture, Art, Tourism, Hospitality, Sport Education and Training Authority 	LO1 AS1	(2)
	2.2.3	a) They have an opportunity to use their unique culture to generate an income from the international tourists but they are not making use of this opportunity. ✓✓ b) Owner of an arts and crafts centre ✓✓ <ul style="list-style-type: none"> • Cultural Tour operator • Museum • Learning Centre highlighting their culture • Tourist guide 	LO1 AS2	(2) (2)
	2.2.4	International tourists get more value for their money and hence spend more and stay for a longer period at a destination. ✓ More money into the coffers of the municipality will lead to development and the community will be encouraged to set up tourism businesses which will result in the upliftment of the community. ✓	LO1 AS2	(2)
				[25]

QUESTION 3

3.1	3.1.1	A code of conduct is a set of rules to guide behaviour and decisions. It also ensures common standards. ✓✓	LO1 AS3	(2)
	3.1.2	a) Yes ✓ b) Service excellence results in more tourists, which generates more income ,resulting in economic growth ✓✓	LO1 AS1	(1) (2)
	3.1.3	SATSA is a reputable organisation, which endorses excellent service thereby assuring the tourist of a strict code of conduct of the tourism business being used & therefore ensuring quality service ✓✓	LO1 AS1	(2)

3.2	3.2.1	Concierge✓✓	LO1 AS3	(2)
	3.2.2	Tourism Indaba Event Coordinator ✓✓	LO1 AS3	(2)
	3.2.3	Executive housekeeper✓✓	LO1 AS3	(2)
	3.2.4	Vice President of Protea Hotels✓✓	LO1 AS3	(2)
				[15]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1	4.1.1	Fair Trade in Tourism✓ • FTTSA	LO2 AS1	(1)
	4.1.2	a) Socially ✓ b) Economically✓ c) Environmentally ✓ (in any order)	LO 2 AS1	(3)
	4.1.3	Social – skills development✓✓ Economic -The Thakadu community owns the assets. ✓✓ • Community owns the development, with substantial benefits and profits received by the community both in terms of economic gain as well as. • sustain jobs created by this development Environmental - The community is now in partners with Madikwe Game Reserve in conservation efforts in protecting the environment and the wildlife of the reserve. ✓✓	LO2 AS1	(6)
	4.1.4	a) North West Parks✓ • Molatedi community • The Madikwe Collection	LO2 AS1	(1)
		b) North West Parks - advise the community on how to care for the environment and offer support ✓✓ • Molatedi community – being able to maintain, sustain and develop the project ; this would lead to the upliftment of the community • The Madikwe Collection – provided the infrastructure (tented lodges); will offer financial assistance and support	LO2 AS1	(2)

	4.1.5	The community owns Thakadu River Camp ✓✓	LO2 AS1	(2)
4.2	4.2.1	Global warming ✓	LO 2 AS 2	(1)
	4.2.2	Rising sea levels ✓✓ • The melting of the ice caps • Flooding	LO 2 AS 2	(2)
	4.2.3	(a) The hotel can create awareness amongst the tourists ✓✓ • Put notices up in the rooms • Put a message on the TV screen (b) Switch off lights that are not essential ✓✓ Switch off non-essential appliances when leaving the room e.g. air-conditioners; television, cellphone chargers etc. ✓✓ • Shower instead of a bath	LO 2 AS 2	(2) (4)
4.3	4.3.1	D ✓	LO 2 AS 2	(1)
	4.3.2	C ✓	LO 2 AS 2	(1)
	4.3.3	E ✓	LO 2 AS 2	(1)
	4.3.4	A ✓	LO 2 AS 2	(1)
	4.3.5	B ✓	LO 2 AS 2	(1)
			[29]	

QUESTION 5

5.1	5.1.1	Jewellery made from ostrich eggshells ✓ Bows and arrows ✓ • San paintings	LO2 AS4	(2)
	5.1.2	Lifestyle of the people ✓✓ • guided tours; • hunting skills; • tradition; food; festival; folklore; dress • history; • housing; religious or belief systems.	LO2 AS4	(2)
	5.1.3	They are regarded as the first inhabitants of South Africa. ✓✓ • It has given man an insight into the ancient way of life in South Africa	LO2 AS4	(2)
	5.1.4	(a) R350 to visit a traditional San village ✓	LO2 AS3	(1)
		(b) !Khwattu Craft Shop ✓ • Traditional San Village		(1)

		(c) International tourists✓ • Domestic tourists		(1)
	5.1.5	It promotes their destination to tourists/gives creditability and support ✓✓ • The logo demonstrates the businesses commitment to the principles of FFTSA • It ensures tourists that the community benefits from the profits • To demonstrate to tourists, that people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism. • Most international tourists consider respect for local culture to be highly important when choosing a holiday • Gives the businesses a competitive advantage over similar businesses. • Demonstrates their commitment to responsible and sustainable tourism	LO2 AS3	(2)
				[11]

TOTAL SECTION C: 40

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

6.1	6.1.1	Jet lag✓	LO2 AS1	(1)
	6.1.2	Disorientation ✓ Nausea✓ <ul style="list-style-type: none"> • Diarrhoea • Headaches • Insomnia • Dehydration • Irritability 	LO2 AS1	(2)
6.2	6.2.1	(a) New York = -5 Tokyo = +9 Time difference = 14 hours ✓ 16:00 – ✓ 14 hours = 02:00.✓ The same day ✓	LO2 AS1	(4)
		(b) No✓, (c) Her office will most likely be closed✓✓ because it is 02:00	LO2 AS1	(1) (2)
	6.2.2	Time difference = 14 hours 16:00 + ✓ 14 hours = 06:00 ✓ 06:00 + ✓ 14 hours flying time = 20:00✓ next day✓/18 January/ +1	LO2 AS1	(4)
	6.2.3	Food ✓,transport✓ <ul style="list-style-type: none"> • budget • destination/attractions • accommodation 	LO2 AS2	(2)
	6.2.4	(a) <u>Health precautions</u> To know which vaccines to take before entering a foreign country ✓✓ <ul style="list-style-type: none"> • To protect her from infectious diseases 	LO2 AS3	(2)

		(b) <u>Climate</u> To pack suitable clothing according to the weather ✓✓	LO2 AS3	(2)
		(c) <u>Travel insurance</u> To ensure he is suitably covered for any travel related eventuality✓✓, i.e. medical emergencies, lost baggage, travel related delays, natural disasters and kidnappings etc.	LO2 AS3	(2)
6.3	6.3.1	USA✓✓	LO2 AS4	(2)
	6.3.2	These are current or potential buyers of the South African tourism product that has to travel long distances✓✓ to visit South Africa	LO2 AS4	(2)
	6.3.3	UK✓ , USA✓	LO2 AS4	(2)
	6.3.4	The 2010 FIFA World Cup was held in South Africa✓✓ • Lost to South Africa and therefore no more French tourists came for the rest of the matches.		(2)
6.4	6.4.1	(a) Year 2. ✓ (b) They would only receive R8.00 for every euro✓✓	LO2 AS5	(1) (2)
	6.4.2	(a) Year 6.✓ (b) They would receive R12 for every euro ✓✓	LO2 AS5	(1) (2)
6.5	6.5.1	$R5\ 440 + R2\ 300 + R2\ 573 + R3\ 800 = R14\ 113 / R10.60✓ = 1331.42 ✓GBP✓ / £$	LO2 AS5	(3)
	6.5.2	$R1\ 025 / R\ 6.50✓ = 157.69 ✓USD✓$	LO2 AS5	(3)
6.6	6.6.1	It refers to the decline in the number of tourists visiting ✓✓Zimbabwe because of the political instability.	LO2 AS6	(2)
	6.6.2	Tourism businesses closing down✓✓ Tourist stay away due to safety fears ✓✓ • Decline in visitor numbers • Tourism infrastructure may deteriorate • Job losses due to businesses closing down • Drop in the standard of living of employees due to job losses • Criminal activities may increase	LO2 AS6	(4)

	6.6.3	Offer special prices/packages/services to tourists ✓✓ <ul style="list-style-type: none"> Put special measures in place to ensure safety of tourists 	LO2 AS6	(2)
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TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1	7.1.1	They can pay for their shopping in their own currency without having to convert their currency to Rand before shopping at this business. ✓✓ <ul style="list-style-type: none"> It gives them a better idea of the price and value of an item if they can pay in their own currency. The tourist may benefit from the lower commission they have to pay. 	LO4 AS1	(2)
	7.1.2	1 - USA (or any other country that uses the \$) ✓ 2 - Japan ✓ 3 - Britain ✓ <ul style="list-style-type: none"> England British Isles(Northern Ireland, Scotland, Wales, and other British territories) Great Britain 	LO4 AS2	(3)
	7.1.3	They will attract more international tourists which will result in a bigger income and profit. ✓✓ <ul style="list-style-type: none"> A brand loyalty may be established whereby tourists prefer to shop at that particular business. They may benefit from favourable currency exchange rates. It expands their clientele base. 	LO4 AS2	(2)
7.2	7.2.1	It creates the opportunity to obtain first hand feedback on service delivery from the tourists. ✓✓ <ul style="list-style-type: none"> So that they can establish if tourists are satisfied with the state or condition of the bathrooms. 	LO4 AS2	(2)
	7.2.2	There are many different bathrooms all over the airport building. The number identifies the bathroom. ✓✓ <ul style="list-style-type: none"> So they can establish who is responsible for the bathroom and that corrective action can be taken should tourists be dissatisfied. 	LO4 AS2	(2)
	7.2.3	A - 32691 ✓ B - WASHROOM C2F ✓✓ Any POSITIVE message ✓✓	LO4 AS2	(1) (4)

7.3	7.3.1	They were dissatisfied with the lack of service ✓ <ul style="list-style-type: none"> • There was no other method of written feedback available in the restaurant. • They wanted management and other patrons to know that they received poor service. • They waited for 30 minutes with no one helping them. 	LO4 AS3	(1)
	7.3.2	Surveys ✓ <ul style="list-style-type: none"> • Customer response cards • Feedback form • Service rating cards • SMS messages • Email • Faxes and letters 	LO4 AS3	(1)
	7.3.3	(a) Yes ✓ (b) The purpose of customer feedback is for managers and staff to know how customers feel about their service. This message does just that.	LO4 AS3	(1) (2)
	7.3.4	(a) The waitron responsible for that table ✓✓ <ul style="list-style-type: none"> • the manager of the restaurant • the maitre'd/floor manager (b) The waitron (staff) can be re-trained on service delivery. ✓✓ <ul style="list-style-type: none"> • Give mentoring and support • Put the waitron on performance management. • The waitron responsible for that table can be given a written warning. • The waitron responsible for that table can be fired. 	LO4 AS3	(2) (2)
				[25]

QUESTION 8

8.1	The aircraft has engine problems ✓ <ul style="list-style-type: none"> • The flight had to be cancelled • The passengers will be stranded. • They have limited time to solve the problem with the plane. 	LO4 AS4	(1)
8.2	The more inputs from different people, the easier the problem will be solved. ✓✓	LO4 AS4	(2)
8.3	Laptops ✓ and cellphones ✓ <ul style="list-style-type: none"> • Videoconferencing • Radio-controlled speakers 	LO4 AS5	(2)
			[5]

TOTAL SECTION E: 30
GRAND TOTAL: 200