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NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2016

MEMORANDUM

MARKS: 200

This memorandum consists of 13 pages.

TOPICS IN THE TOURISM CAPS		ABBREVIATION
Topic 1	Tourism sectors	TS
Topic 2	Map work and tour planning	MTP
Topic 3	Tourism attractions	TA
Topic 4	Sustainable and responsible tourism	SR
Topic 5	Domestic, regional and international tourism	DRI
Topic 6	Culture and heritage tourism	CH
Topic 7	Foreign exchange	FX
Topic 8	Communication and customer care	CC
Topic 9	Marketing	M

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D✓		MTP	
	1.1.2	B✓		MTP	
	1.1.3	D✓		MTP	
	1.1.4	D✓		MTP	
	1.1.5	D✓		MTP	
	1.1.6	C✓		TA	
	1.1.7	A✓		TA	
	1.1.8	B✓		M	
	1.1.9	D✓		M	
	1.1.10	A✓		CH	
	1.1.11	B✓		SR	
	1.1.12	C✓		SR	
	1.1.13	C✓		TS	
	1.1.14	D✓		TS	
	1.1.15	B✓		SR	
	1.1.16	A ✓		DRI	
	1.1.17	B ✓		DRI	
	1.1.18	D ✓		DRI	
	1.1.19	B ✓		CC	
	1.1.20	B ✓	(20 x 1)	CC	(20)
1.2	1.2.1	BSR✓ (Bank selling rate)		MTP	
	1.2.2	Universal access✓		TA	
	1.2.3	Corporate social investment✓		SR	
	1.2.4	Cradle of Humankind✓		CH	
	1.2.5	Fringe benefits✓	(5 x 1)	TS	(5)
1.3	1.3.1	Blue Mosque✓		TA	
	1.3.2	tour budget✓		MTP	
	1.3.3	bigger ✓		TA	
	1.3.4	islands✓		MTP	
	1.3.5	code of conduct✓	(5 x 1)	TS	(5)
1.4	1.4.1	C ✓		CC	
	1.4.2	D ✓		CC	
	1.4.3	E ✓		CC	
	1.4.4	B ✓		CC	
	1.4.5	A ✓	(5 x 1)	CC	(5)
1.5	1.5.1	Niagara Falls✓		TA	
	1.5.2	Taj Mahal✓		TA	
	1.5.3	Floating markets✓		TA	
	1.5.4	Ayers Rock✓/Uluru		TA	
	1.5.5	Grand Canyon✓	(5 x 1)	TA	(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1
- | | | | |
|---|-------------------|------------|-----|
| Sydney +10 (10:30) | Buenos Aires (-3) | | MTP |
| Time Difference 10 + 3 | | =13 hours✓ | |
| Buenos Aires is 13 hours behind Sydney | | = 21:30✓ | |
| 10:30 –✓ 13 hours | | | |
| Time in Buenos Aires is 21:30 12 June 2015✓ | | | |
| OR | | | |
| 21:30✓✓✓ - 12 June 2015✓ | | | (4) |
-
- 2.2
- | | | | |
|--|-----------|--------|-----|
| New York -5 (9:00) | Lima (-5) | | MTP |
| Time difference | | 0✓ | |
| Flying Time: 9:00 + ✓7 hours and 30 minutes | | 16:30✓ | |
| 16:30 – ✓1 hour DST | | 15:30 | |
| Arrival time in Lima is 15:30✓ 21 August 2015✓ | | | (6) |
| OR | | | |
| 15:30✓✓✓✓✓ - 21 August 2015✓ | | | |
-
- 2.3
- | | | | | |
|--|-------|---------------|-----|-------------|
| | 2.3.1 | Jet lag✓✓ | MTP | (2) |
| | 2.3.2 | Jet fatigue✓✓ | MTP | (2) |
| | | | | [14] |

QUESTION 3

- 3.1
- 3.1.1
- Factors such as transport pick up points have been left out. ✓
 Meals: which meals and where they can be obtained has been left out. ✓
- The information on activities and attraction is very vague. MTP
 - Time
 - Duration
 - Optional tours and excursions (2)
- 3.1.2
- Date: 21/10/2015✓ : Day 3✓: Breakfast✓ is served in the dining area. After breakfast, with the hired 4x4✓ vehicle drive to the San Cultural Village✓ where you can experience unique San dancing✓ and watch them make bows and arrows. Enjoy lunch at the restaurant in the San Village or along the little cafes on route✓ Afternoon at leisure. ✓ MTP (8)

- 3.1.3 No, on arrival in Upington they will still need to pick up their hired vehicle and drive approximately 250 km which may be tiresome as well as risky owing to the long haul flight and unfamiliar surroundings. ✓✓
 • It will be too rushed.
- OR** MTP
- Yes, if they have a map or GPS it will be easy for them to find their way. They can leave immediately so that they can arrive at Kgalagadi Transfrontier Park and then rest for the evening.
 • It will avoid them having to pay for an extra night's accommodation in Upington. (2)
- 3.1.4 They are driving through rough terrain✓ and over the desert which would require vehicles that can go off road as well. ✓ MTP (2)
- 3.1.5 Sunblock✓ – sun can be very hot and they will need protection against sunburn or sunstroke.✓ MTP (2)
 • Carry bottled water to prevent dehydration
- 3.1.6 Bloodhound race gives publicity to the Northern Cape's unique landscape for further events such as this.✓✓
 It will increase tourism growth in the area. ✓✓ MTP (4)
 • It will set the multiplier effect in motion/add to the GDP.
 • Creates job opportunities.
 • Improved infrastructural development.
- 3.2 3.2.1 Mzansi Families ✓✓ (2)
- 3.2.2 It meets the profile of this market segment because they enjoy outdoor adventures, experiencing the Bloodhound test drive would appeal to them.✓✓ MTP (2)
 • It is within their income bracket.
 • Cultural interests
- 3.3 3.3.1 £1 300, 00 x ✓15,66✓ = R20 358,00✓✓ FX (4)
OR
 R20 358,00✓✓✓✓
- 3.3.2 R550,00 ÷ ✓16,39✓ = £33,56✓✓ FX (4)
OR
 £33,56✓✓✓✓
- 3.3.3 The British tourists will get more value for their money. ✓✓
 The Pound is strong in comparison to the rand. ✓✓ FX (4)
 • More spending/buying power.

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

SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING**QUESTION 4**

- 4.1 4.1.1 A Italy✓
B France✓ TA (2)
- 4.1.2 (a) It leans over ✓✓
• It is tilted. TA (2)
• It looks like it can fall over.
- (b) The soil on which it is built is soft or unstable and made it tilt or lean. ✓✓ TA (2)
• The foundation of the tower is not solid and the foundation sinking on one side because of the soft soil.
- 4.1.3 There is an observation tower from where tourists can view Paris. ✓✓ (2)
• There are restaurants where tourist can have a meal. TA
• Souvenir shops to buy mementoes.
• Champagne bar at the top of the tower to celebrate.
• Gustav Eiffel's office in the tower can be visited (museum).
- 4.1.4 Universal accessibility ✓✓ (2)
• Elevators/lifts TA
• Braille signage
• Sign language guides
• Wheel chair ramps
- 4.1.5 Big Ben is the name commonly used for the clock in the tower. ✓✓ TA (2)
• Big Ben is the name of the biggest of five bells in the clock tower
- 4.2 4.2.1 It is the ruins of an ancient Inca city ✓✓ high on the Andes mountains. TA (4)
It represents the architecture and lifestyle of the ancient Inca civilization. ✓✓
• A sacred Inca site
• It is a World Heritage Site.
- 4.2.2 Limiting the number of visits ensures the site can be sustainably maintained for future generations. ✓✓ (2)
• The risk of the site getting damaged by too many tourists visiting is reduced. TA
• It will increase the value as only limited numbers are allowed to visit; it becomes more exclusive and sought after.

- 4.3 4.3.1 Spain✓ TA (1)
- 4.3.2 **In favour of:**
Tourists are attracted to participate in cultural activities that are not found in their own countries.✓✓ Many tourists view bull fighting as an exciting experience✓✓ TA
- Some people do not find it offensive for their entertainment purposes.
- OR**
- Against:**
Many tourists view bull fighting as cruelty to animals and will not support the activity. ✓✓ There is an international movement calling for the banning of bull fighting. ✓✓
- Tourists are not insured for any injuries sustained during this activity. TA
 - Staged event that dilutes the cultural reason for bull fighting.
 - Tourists visit Spain and its other attractions despite boycotting bull fighting, so it does not have much entertainment value to tourists, as it is mainly attended by locals, and not many tourists. (4)
- 4.4 4.4.1 (a) The Colosseum ✓ TA (1)
- (b) Built as graves for the Pharaohs, Egyptian Kings.✓✓ TA (2)
- Many workers died during the building of the pyramids.
- (c) The Statue of Liberty✓ TA (1)
- (d) Built by the French and donated as a gift to the USA to celebrate the 100th anniversary of the American Declaration of Independence.✓✓ TA (2)
- (e) The Taj Mahal✓ TA (1)
- 4.4.2 Seven Wonders of the World ✓✓ TA (2)
- ancient architecture
- [32]

QUESTION 5

- 5.1 A The Cradle of Humankind✓
B The Vredefort Dome✓ CH (2)
- 5.2 North West✓✓ CH (2)
- 5.3 Increases the marketability of the TWO attractions and North West as a destination. ✓✓ (2)
- These TWO sites become primary attractions with secondary attractions also visited during the trip.
 - More tourists are interested in visiting these two sites because it is of importance to all humanity, increasing demand for tourism in the North West.
 - Increase in tourism revenue and local benefits as souvenirs and other products and services are in demand. CH
 - More jobs are created to handle the higher influx of tourists in the North West and in the areas where the World Heritage Sites are located.
 - Tourism development of these rural border areas.
 - Cross-border benefits for North West from tourists to these World Heritage Sites in Gauteng and the Free State.
- 5.4 Meteorite hit the earth thousands of years ago creating the largest meteorite impact site in the world. ✓✓ (2)
- Inner and outer circles as a ripple effect from such force from outer space (a meteorite) smashing into the surface of the earth. CH
- 5.5 Earliest forms of fossilised human remains were discovered thousands of years later in underground caves. ✓✓ CH (2)
- [10]**

QUESTION 6

- 6.1 UK✓ and Germany✓ M (2)
- 6.2 The word-of-mouth from over 300 000 tourists make others in the country very receptive for marketing efforts.✓✓ (2)
- All of these countries have more than double the number of tourists than the 4th and 5th ranked markets, so the number that would return for repeat visits bringing others along, would be a better return on investment when marketing in these top 3 markets. M
 - Our top 3 income generating markets must be maintained as it provides the bulk of our tourism spend.
 - It will further increase the volumes from these markets.
 - It will further increase the awareness of South Africa as a travel destination.
- 6.3 World Travel Market✓ held in London, UK
ITB✓ held in Berlin, Germany M (2)
- 6.4 1% tourism levy is collected by TOMSA from tourism businesses to be used by South African Tourism for marketing South Africa as a tourist destination.✓✓ M (2)
- TOTAL SECTION C: 50**

SECTION D: TOURISM SECTORS ; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

- 7.1 Car rental company A – Simply the Cheapest Car Rental ✓✓ TS (2)
- 7.2 Car rental company A does not project a professional image because...
 the person in the advertisement is not professionally dressed in a uniform normally associated with car rental companies. ✓✓
 an older model car with damages and is possibly not road worthy, leaving the customer stranded. ✓✓ TS
 the company is misleading the consumer with false promises of value for money. ✓✓ (6)
 • The company's advertisement does not contain any contact details.
- 7.3 7.3.1 Customers will support the opposition. ✓✓
 Negative word of mouth may result in fewer customers. ✓✓ (4)
 • Decreasing profit margins TS
 • Loss of employees
 • Possible closure of the business
- 7.3.2 By dressing appropriately for work. ✓✓
 Delivering excellent customer service. ✓✓ (4)
 • By grooming themselves appropriately. TS
 • Acquiring excellent communication skills.
 • Being knowledgeable.
 • Participating in corporate social responsibility programmes of the company.

[16]**QUESTION 8**

- 8.1 8.1.1 To educate tourists on responsible behaviour when visiting the park. ✓✓ SRT (2)
 • to educate tourists and stimulate pro-environmental behaviour.
- 8.1.2 Littering ✓✓ (2)
 • Removal of plants and wildlife from its natural habitat.
 • Smoking in the park. SRT
 • Driving and use of cell phones
 • Do not visit the gorilla sanctuary when ill.
 • Wandering off alone in the park.

- 8.1.3 Gorillas will get scared, feel threatened and may attack. ✓✓
 • Lose their sense of fear and encroach on human space. (2)
- 8.1.4 Too many people around the gorillas may scare them. ✓✓
 • Reduce human-animal interaction SRT
 • Reduce human familiarity
 • To allow gorillas to function in the wild. (2)
- 8.1.5 They can receive a warning from park management. ✓✓
 • They can be given a fine. SRT
 • They can be removed from the park.
 • They can be requested to do voluntary work in the park. (2)
- 8.2 The park can employ local people to work in the park. ✓✓
 Local people can be given a venue and the opportunity to sell their locally made goods to tourists and to showcase their cultures. ✓✓ SRT (4)
 • The park can buy locally produced goods.
 • To train and develop the local people on how to work with the gorillas
- TOTAL SECTION D: [14]
30**

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

- 9.1 9.1.1 A summit is a meeting of heads of state. G8 because Russia was initially included, however because of political reasons Russia dropped out hence G7. ✓✓ **DRI (2)**
- 9.1.2 The situation caused unpredictability/negative perceptions and images ✓✓ of Russia. Loss in tourist numbers which in turn led to loss in revenue to the country. ✓✓ **DRI (4)**
- 9.1.3 Use mass modes of transport such as buses, coaches, trains to minimise the use of too many vehicles. ✓✓ Create park and ride facilities or shuttle services which will also minimise the use of too many vehicles ✓✓ Use of energy saving and fuel efficient vehicles such as electric cars to reduce CO2 emissions. ✓✓ **(6)**
- Alternate modes of transport such as bicycles
 - Staying within close proximity to the venue and walking to the venue. **DRI**
 - Use of car pools
 - Avoid the use of private aircrafts instead use large airlines.
 - Avoid using car rentals, instead use the alternate modes provided by the conference organisers.
 - Provision of road and route maps showing the shortest distances to be travelled.
- 9.1.4 By Brussels hosting the G7 Summit it stimulated economic, social and environmental growth for the present and for the future. ✓✓ **(2)**
- Foreign income earner/investment/job creation
 - Increased publicity/positive image **DRI**
 - Infrastructural development
 - Skills development
 - Transparency on global issues
- 9.2 9.2.1 There is no longer a demand for traveller's cheques leading to its withdrawal by trading dealers in South Africa. ✓✓ **DRI (2)**
- The travellers cheque are no longer used.
- 9.2.2 Preloaded foreign currency debit cards ✓
Debit cards ✓ **(2)**
- Credit cards **DRI**
 - Foreign currency
 - Moneygram
 - SWIFT

- 9.3 Hospitable and friendly people ✓✓
Good service standards ✓✓ (4)
- Favourable rand exchange rate
 - Good infrastructure
 - Hosting global events like the FIFA 2014 makes South Africa a favourable destination DRI
 - Offers diverse experiences
 - Many business opportunities
 - Get to experience the variety of cultures and heritage
 - Breath-taking scenery
 - Famous SA people
- [22]**

QUESTION 10

- 10.1 Address the findings with the relevant departments where displeasure was experienced by the Mr Turner. ✓✓
Send staff on training courses to improve their capacity in delivering quality service in the future. ✓✓ cc (4)
- Staff training involving practical experiences will encourage methods of solving problems/complaints experienced with customers at the hotel.
 - Honesty of the staff is of importance
- 10.2 Assist in making the hotel operation even more successful by identifying areas needing improvement within the hotel. ✓✓
Helps in building better relationships with the customers ✓✓ cc (4)
- Builds a better business.
 - Improves customer satisfaction and encourages repeat visits.
- [8]**

TOTAL SECTION E: 30
GRAND TOTAL: 200