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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2017

MEMORANDUM

MARKS: 200

This memorandum consists of 13 pages.

Topics in the Tourism CAPS		Abbreviations
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	C✓	DRI	
	1.1.2	D✓	DRI	
	1.1.3	A✓	DRI	
	1.1.4	B✓	DRI	
	1.1.5	B✓	CC	
	1.1.6	D✓	MTP	
	1.1.7	B✓	MTP	
	1.1.8	B✓	MTP	
	1.1.9	A✓	MTP	
	1.1.10	B✓	FX	
	1.1.11	A✓	TA	
	1.1.12	C✓	TA	
	1.1.13	A✓	TA	
	1.1.14	B✓	TA	
	1.1.15	A✓	MTP	
	1.1.16	D✓	TS	
	1.1.17	B✓	TS	
	1.1.18	A✓	TS	
	1.1.19	C✓	SR	
	1.1.20	B✓	SR	(20 x 1)
1.2	1.2.1	dress code✓	TS	
	1.2.2	WHO✓	MTP	
	1.2.3	logical sequence✓	MTP	
	1.2.4	transit visa✓	MTP	
	1.2.5	Mount Everest✓	TA	(5 x 1)
1.3	1.3.1	UNESCO✓	CH	
	1.3.2	Limpopo✓	CH	
	1.3.3	meteorite✓	CH	
	1.3.4	Richtersveld Cultural Landscape✓	CH	
	1.3.5	political prison✓	CH	(5 x 1)
1.4	1.4.1	D✓	TA	
	1.4.2	A✓	TA	
	1.4.3	E✓	TA	
	1.4.4	B✓	TA	
	1.4.5	F✓	TA	(5 x 1)
1.5	1.5.1	Buckingham Palace✓	TA	
	1.5.2	changing of the guards✓	TA	
	1.5.3	Big Ben✓	TA	
	1.5.4	Tower of London✓	TA	
	1.5.5	Tower Bridge✓	TA	(5 x 1)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1 2.1.1 Australia✓✓ MTP (2)
- 2.1.2 The 0° (zero degree) line of longitude passes through a town called Greenwich in London which has become an attraction.✓✓
Tourist will use the 0° (zero degree) line of longitude to calculate the time at their arrival destination.✓✓
• Is known as the Universal Time Coordinate (UTC) used to calculate time. (4)
- 2.2 2.2.1 JHB +2 Paris +1 MTP
Time difference 2-1 = 1 hour✓
Therefore: Paris is 1 hour behind South Africa
13:00 -✓ 1 hour = 12:00✓
12:00 +✓ 1 hour DST ✓ = 13:00
13:00 to 23:00✓ 10 hours✓ flying time
OR
10 hours✓✓✓✓✓✓✓ flying time (7)
- 2.2.2 Paris +1 New York -5 MTP
Time Difference 1+5 = 6 hours✓
Therefore: New York is 6 hours behind Paris
15:00 - ✓6 hours = 9:00✓ 5 July 2016✓
OR
9:00✓✓✓ 5 July 2016✓ (4)
- 2.2.3 Paris +1 Dubai +4 MTP
Time difference 4 - ✓ 1 = 3 hours✓
Therefore Dubai is 3 hours ahead of Paris
8:00 + 3 hours = 11:00✓
11:00 +✓ 7 hours flying time = 18:00✓
18:00 - ✓1 hour DST = 17:00✓
OR
17:00 ✓✓✓✓✓✓✓ (7)

- 2.3 2.3.1 The Tour De France route goes through many European countries, therefore the Schengen Visa will give him access to all the countries along the route of the Tour De France race✓✓ MTP
 • Having a Schengen Visa, he will not have to submit a visa application for each country along the route. (2)
- 2.3.2 Travel insurance✓✓
 • Medical insurance (2)
- 2.3.3 Remain in the hotel if the incident occurs outside the hotel. ✓✓. MTP
 Follow emergency evacuation procedures displayed in the hotel if the threat is within the hotel. ✓✓
 • Inform the relevant people of your whereabouts.
 • Report to your country's embassy.
 • Stay away from the area under threat.
 • If possible, leave the country as soon as possible.
 • Keep away from popular, crowded areas which are likely to be terrorist hotspots.
 • In the event of an attack keep away from public transport systems as it could be a common terrorist target. (4)
- 2.3.4 Disembark from aircraft and follow boards to immigration✓✓. MTP
 Collect luggage✓✓
 Proceed to customs (green channel)✓✓
- Note: the sequence must be correct*
- (6)
[38]

QUESTION 3

- 3.1 3.1.1 The sudden decline in the value of the rand✓✓ FX
 • The drop in the value of the rand.
 • The decline in the value of the rand resulted in a decline in the economy of South Africa.
 • It advantages inbound international tourists. (2)
- 3.1.2 The American tourist will receive more rands for his dollars.✓✓ FX
 • The tourist will have more spending power
 • It will be a better value for money destination for the tourist. (2)
- 3.2 3.2.1 GBP2 800 x✓ 23.57✓ (BBR) FX
 = ZAR✓/R65 996,00✓ (*currency must be indicated*) (4)
- 3.2.2 ZAR15 500 ÷✓ 16.50✓ (BSR) FX
 = USD✓939, 39✓ (*rounded off correctly*) (4)
[12]

TOTAL SECTION B: 50

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

- 4.1 4.1.1 Statue of Liberty✓✓ TA (2)
- 4.1.2 France✓✓ TA (2)
- 4.1.3 It reflects the USA's democratic principles based on various liberties (freedoms)✓✓ TA
- Given to the USA for their Declaration of Independence (liberty) which is celebrated on 4 July every year.
 - Abolishment of slavery.
 - Symbol to immigrants entering the USA of a possible new and freer life.
 - Symbolises human freedom. (2)
- 4.1.4 Icon B – The Netherlands✓✓ TA
- Icon C – Australia✓✓ (4)
- 4.1.5 (a) **ICON B** TA
- To grind grain✓✓
- To drain water and create low lying land
 - To saw wood
 - To generate wind energy for mechanical processes
 - To pump groundwater to the surface for the supply of fresh water (2)
- (b) **ICON C**
- Multi-venue performing arts centre✓✓
- As an opera theatre
 - Theatres for dramatic works
 - Entertainment centre with shows and restaurants
 - A great architectural structure of the 20th century. (2)

- 4.2 4.2.1 (a) Europe ✓✓ TA (2)
- (b) The dense evergreen trees in the forest creates a dark colouring ✓✓ TA
- The black shade comes from the dark coloured leaves of the trees in the forest (2)
- 4.2.2 Tourists come to ski at the ski resorts during the winter snowfall season. ✓✓ TA
- Tourists still come to the area during winter and stay indoors enjoying the spa facilities. ✓✓
- Tourists travel to the Black Forest to view the manufacturing of cuckoo clocks.
 - Tourists travel to the Black Forest to view the manufacturing of musical instruments.
 - Scenic drives through the forest.
 - Hiking trails through the forest.
 - Explore local traditions and culture. (4)
- 4.2.3 Job creation for the local citizens ✓✓ TA
- GDP growth in the region ✓✓
- Foreign income earnings ✓✓
- Upliftment of the local community
 - Increased revenue/multiplier effect
 - Better geographical spread in the region
 - Multiple tourism product offerings over a stretch of the Black Forest.
 - Increased length of stay to experience the multiple product offerings of the region.
 - Improved seasonality - both winter and summer activities are available that are unique to the region.
 - Germany is seen as a destination with multiple tourism experiences
 - Infrastructural developments for ski and spa facilities
 - Opportunities for local entrepreneurs to supply services and products to day visitors and short stay tourists.
 - Limits seasonal labour (6)
- [28]

QUESTION 5

- 5.1 San ✓✓ **CH** (2)
- 5.2 The San created many outstanding examples of rock art across the uKhahlamba-Drakensberg Park - area. ✓✓ **CH**
 • Legacy of a cultural group's way of life in art form
 • Rock Art murals have revealed a history of a cultural group that existed many years ago. (2)
- 5.3 5.3.1 It is a mixed World Heritage Site **CH**
 • It meets both natural and cultural criteria. ✓✓ (2)
- 5.3.2 Natural – the unique mountain wilderness habitat ✓✓ **CH**
 • Natural caves in the mountains
 Cultural – protecting the San heritage ✓✓
 • Ancient rock art
 • Evidence of human inhabitants in the caves in the form of San rock art (4)
- 5.4 Tourists who participate in some adventure activities in the park must fill in a rescue register at certain entry points into the park. ✓✓ **TA**
 Trained guides will take tourists to uKhahlamba in order to ensure their safety. ✓✓
 • Adventure tour operators accompany tourists to do activities like abseiling, rock climbing and mountain climbing using the essential safety equipment.
 • Adequate sign posting has been erected and tourists are advised to use designated paths. (4)

[12]

QUESTION 6

- 6.1 Travel trade show ✓✓ M
- Travel trade exhibition
 - Marketing event
- (2)
- 6.2 SATourism is responsible for marketing South Africa internationally ✓✓ M
- SATourism co-ordinates the marketing effort from various role players in the tourism industry
 - SATourism markets the South African tourism product as a value-for-money destination.
 - Show-casing the various tourism products and services available in South Africa
 - Networking and investment opportunities for tourism professionals at an international platform.
- (2)
- 6.3 It creates opportunities for South African tourism businesses and provincial tourism authorities to market at an international tradeshow. ✓✓ Awareness of South Africa as a value-for-money long-haul destination for the German and European markets and other delegates at the ITB. ✓✓ M
- Inbound international arrivals are expected to increase from these source markets. (Germany and Europe)
 - Word-of-mouth advertising from the public that attended the ITB on public days proves that South Africa is considered a top- destination.
 - Showcasing South Africa as an attractive destination will result in increased inbound arrivals that will in turn set the multiplier effect into motion.
- (4)
- 6.4 Tourism businesses add a voluntary 1% tourism levy to tourists' bills which is then paid over to TOMSA. ✓✓ M
- (2)
[10]
- TOTAL SECTION C: 50**

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

- 7.1 Accommodation sector ✓✓ TS (2)
- 7.2 It is important that the appearance of all employees working in the accommodation sector is professional as it is a reflection on the environment in which they work. ✓✓ TS
- First impressions count. An impression of the business is formed within the first 60 seconds and the appearance of employees can create a sense of trust in the business (or vice versa). (2)
- 7.3 Body language: the way he sits at the desk/feet on the desk. ✓✓ TS
- Telephone manners: Chewing bubble-gum and drinking while speaking on the phone. ✓✓
- Appearance: the way he wears his uniform/tie is worn loosely around his neck. ✓✓
- No name badge/identification is worn (6)
- 7.4 The employee can work under supervision until his conduct is acceptable. ✓✓ TS
- The employee can undergo additional training sessions to improve his conduct. ✓✓
- The employee can be subjected to performance evaluation before undergoing re-training. ✓✓
- The employee can get a written warning.
 - Disciplinary procedures can be started. (6)

[16]

QUESTION 8

- 8.1 Airlines have to be operated in a way that meets the needs of the travelling public without compromising the environment. ✓✓ **SR** (2)
- 8.2 Try to minimise the number of flights by combining trips ✓✓ **SR**
Choose the most direct routes possible since take-offs and landings use the most fuel. ✓✓
- Consider taking a holiday closer to home.
 - Choose economic class when you fly because more people per plane mean fewer carbon emissions per person.
 - Pack light. Lighter planes mean less fuel is used.
 - Use other modes of transport where possible **(4)**
- 8.3 8.3.1 **Social (Community):** **SR**
ACSA can employ locally. ✓✓
ACSA can create opportunities for entrepreneurship. ✓✓
- Local purchases
 - Skills development
 - Opportunities for scholarships and learnerships.
 - Intervention programmes to improve quality of life. **(4)**
- 8.3.2 **Environment:** **SR**
Sustainable airport buildings (save electricity) ✓✓
Technology to improve sustainability (e.g. water control in bathrooms) ✓✓
- Waste management & control (from aircraft)
 - Management of Foreign Object Debris (FOD) on runways
 - Energy efficient vehicles inside the building (e.g. electric/battery)
 - Sound management (e.g. announcements/aircraft noise)
 - Environmental protection plans (e.g. birds/wild animals on runways.)
- [Note: Accept examples if it can be linked to facts above.]* **(4)**
[14]
- TOTAL SECTION D: 30**

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

- 9.1 9.1.1 Significant for South Africans as it is Madiba Day and the opening ceremony to the Games on his birthday will be a great tribute to this world leader. ✓✓ DRI
The principles of this great leader would add value to the Commonwealth Games. ✓✓
 - To commemorate the birthday of the late Nelson Mandela.
 - Hosting this event during the birthday of a global iconic figure such as Nelson Mandela supports the vision and the legacy of Commonwealth Games.
 - The date will endorse the credibility and reputation of the Games in terms of publicity. (4)
- 9.1.2 **Positive** DRI
Creation of employment opportunities ✓✓
Wide scale infrastructural development ✓✓
 - Increased foreign revenue
 - Increased marketing for the host city
 - All tourism sectors tend to benefit from the influx of tourists
 - Skills development
 - Repeat visits
 - It will set the multiplier effect into motion. (4)
 - Will result in positive GDP growth
- Negative**
Increased levels of crime ✓✓
Increased pollution/traffic congestion ✓✓
 - Negative media coverage if the event proves to be unsuccessful
 - Exploitation of cultures and surrounding environments (4)
- 9.2 9.2.1 India ✓✓ & China ✓✓ DRI (4)
- 9.2.2 Jobs were lost due to fewer tourists visiting the country ✓✓ DRI
Has damaged South Africa's competitiveness as a destination of choice ✓✓
Has reduced the contribution to the GDP of the country. ✓✓
 - Deterred tourists from travelling to South Africa
 - international tour operators/travel agents removed South Africa from their destination brochures owing to the new regulations
 - There was a decline in inbound international tourists to South Africa (6)

[22]

QUESTION 10

10.1	10.1.1	SMS messages via smartphones ✓✓ Web based responses ✓✓ <ul style="list-style-type: none">• Email	cc	(4)
	10.1.2	To offer guests a variety of feedback options. ✓✓ Guests might only have limited accessibility to particular feedback methods. ✓✓ <ul style="list-style-type: none">• Cater for those guests who prefer to use advanced technology as a method of customer feedback.• Making provision for those guests who wish to provide their feedback at their convenience.	cc	(4) [8]
			TOTAL SECTION E:	30
			GRAND TOTAL:	200