



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
EXEMPLAR 2008
MEMORANDUM**

MARKS: 200

TIME: 3 hours

This marking memorandum consists of 13 pages.

MARKING MEMO
GRADE 12 - EXEMPLAR PAPER 2008

QUESTION 1

1.1

1.1.1	C✓	LO1 AS1.4
1.1.2	A✓	LO1 AS1.2
1.1.3	B✓	LO1 AS1.1
1.1.4	B✓	LO1 AS2.2
1.1.5	D✓	LO2 AS2.3
1.1.6	D✓	LO2 AS2.4
1.1.7	B✓	LO2 AS2.4
1.1.8	C✓	LO2 AS2.4
1.1.9	B✓	LO3 AS3.5
1.1.10	C✓	LO3 AS3.1
1.1.11	B✓	LO3 AS3.1
1.1.12	C✓	LO3 AS3.1
1.1.13	D✓	LO3 AS3.1
1.1.14	D✓	LO AS3.2
1.1.15	B✓	LO4 AS4.4

(15)

1.2

1.2.1	Skill✓	LO4 AS4.3
1.2.2	Competitive Advantage✓	LO4 AS4.3
1.2.3	Benchmarking✓	LO4 AS4.3
1.2.4	Image✓	LO4 AS4.3
1.2.5	Feedback loop✓	LO4 AS4.3

(5)

1.3	1.3.1	E✓	LO2 AS2.2	
	1.3.2	C✓	LO2 AS2.2	
	1.3.3	F✓	LO2 AS2.2	
	1.3.4	A✓	LO2 AS2.2	
	1.3.5	D✓	LO2 AS2.2	(5)
1.4	1.4.1	Batho Pele✓	LO1 AS1.1	
	1.4.2	Basic Conditions of Employment Act✓	LO1 AS1.3	
	1.4.3	Greenhouse gases✓	LO2 AS2.2	
	1.4.4	Mpumalanga✓	LO2 AS2.4	
	1.4.5	Computer Reservation System✓	LO4 AS4.5	(5)
1.5	1.5.1	A Tourists on tour/ going on holiday✓	LO3 AS3.2	
		B Flying to a destination✓	LO3 AS3.2	
		C Visiting places of attraction/ sightseeing✓	LO3 AS3.2	
		D Exchanging money✓	LO3 AS3.2	(4)
	1.5.2	Africa✓	LO3 AS3.2	(1)
	1.5.3	Northern✓	LO3 AS3.2	(1)
1.6	1.6.1	West Indies✓	LO3 AS3.6	
	1.6.2	China✓	LO3 AS3.6	
	1.6.3	USA✓	LO3 AS3.6	
	1.6.4	South Africa✓	LO3 AS3.6	(4)

TOTAL SECTION A : /40/

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

2.1	2.1.1	<ul style="list-style-type: none"> • Rude ✓ • Unhelpful ✓ • Obnoxious ✓ 	LO1 AS1.1	(3)
	2.1.2	<p>Ubuntu - a term used to capture the very essence of being human. He/she is a person through other people. ✓ If a person has “Ubuntu” he/she is generous, hospitable, friendly, caring and compassionate. (all qualities needed for the tourism industry) ✓</p>	LO1 AS1.1	(2)
	2.1.3	<p>Negatively, ✓ Reading this article might impact negatively on a tourist’s decision to travel to Johannesburg because no-one likes to be treated rudely by obnoxious people. (open – any applicable answer) ✓</p>	LO1 AS1.1	
		OR		
		<p>Positively – Especially people involved in the industry ✓ who would have to rectify the situation. ✓</p>		
		OR		
		<p>Unaffected – there are those who are indifferent ✓ and it will not affect their decision. ✓</p>		(2)
	2.1.4	<p>Make them aware of the importance of tourism to any city. ✓ Start with awareness campaigns in the streets.(any applicable answer)</p>	LO1 AS1.1	(1)
	2.1.5	<p>B - entrepreneurial opportunities ✓ C - improved infrastructure ✓ D - job creation ✓</p> <div style="display: flex; align-items: center;"> <div style="font-size: 3em; margin-right: 10px;">}</div> <div style="border: 1px solid black; padding: 5px; margin-right: 10px;">In any order</div> </div> <p>- increase in socio-economic conditions/status - Business profitability - enhances reputation of a business - enhances global competitiveness</p>	LO1 AS1.1	(3)
				[11]
2.2	2.2.1	Theft / robbery ✓		(1)
	2.2.2	<p>Excellent service will encourage more tourists to visit or re-visit SA. ✓ An increase in tourist numbers will lead to economic growth. Tourism is SA’s third largest foreign exchange earner and job creator. ✓ (Any other suitable or acceptable answer)</p>	LO1 AS1.1	(2)
				[3]
2.3	2.3.1	<ul style="list-style-type: none"> • By becoming entrepreneurs of tourism products and services. ✓. ✓ • By encouraging domestic travel at affordable rates (different domestic & international rates). ✓. ✓ • Marketing the domestic product 	LO1 AS1.2	(4)

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- Encouraging existing tourism businesses 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 other suitable or acceptable answer)

2.3.2

A

- Tour operators ✓
- Travel agencies ✓
- Tour guides
- Marketing services
- Booking services
- Training services

LO1
AS1.2

B

- Laundry services ✓
- Porters ✓
- Production of crafts / selling of crafts
- Construction (thatching, building etc.)
- Maintenance services (vehicles, plants, equipment)
- Environmental services (gardening, bush clearing, Composting)
- Speciality agriculture (growing herbs / organic food)
- Specialty tourism products (traditional hunting,

(2)

(2)

(or any other relevant examples) (Any 2x1)

2.3.3

A - The Domestic Tourism Growth Strategy of the DEAT

The government recognises tourism as making a positive contribution to the GDP and transformation in SA and wishes to expand this market. In 2004 the DEAT and SATourism launched a domestic tourism growth strategy ✓✓

LO1
AS1.2

The objectives 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 relevant fact)

(4)

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. ✓✓

- 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

(4)

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development etc.)

- Companies that do not meet the requirements would not get government contracts, grants, overdrafts or other business advantages. (Any relevant fact)
- 2.3.4
- After the 1994 elections both government and the private sector did a great deal of work to redress previous imbalances. ✓✓
LO1 AS1.2
 - 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. ✓✓ (4)
 - RDP, private sector provided opportunities for skills development and retraining of staff.
 - Increase in funding and easy access to funding by both government and private sector for entrepreneurial opportunities.
(any suitable reasoning)
- [20]**
- 3.1
- Location ✓
 - Salary ✓
 - Working hours / duty patterns ✓
 - Holiday entitlement ✓ (4)
 - Uniforms/uniform allowances/dress code
 - Meal provisions
 - Benefits (travel/ car allowance/ discounts/ incentives)
(any four)
- LO1 AS1.3
- 3.2
- Always be friendly and efficient. ✓
 - Treat all people and cultures with respect ✓
 - Be suitable dressed at all times
 - Be punctual, reliable, honest and conscientious at all times
 - Report any incident/problem to immediate supervisor
 - Never be under the influence of alcohol or any other harmful substances while on duty
 - Never solicit clients for gratuities (any three or any other suitable answer)
- LO1 AS1.3 (2)
- [6]**

TOTAL SECTION B: /40/

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

4.1

- 4.1.1 Positive environmental factor
Restoring degraded farmland ✓✓
Negative environmental factor
Over breeding / surplus of the cheetahs ✓✓ (4)
- 4.1.2 Poor management of the land. ✓✓
Overuse / overcrowding of the land ✓✓
Soil erosion- land becomes less productive
Pollution ; deforestation ; fires ; (4)
(any two)
- 4.1.3 Environmental Factors : by ecologically rehabilitating the area, it is compatible with the principles of conservation. Maintaining a high quality of the environment, which includes less pollution and better management of the natural resources, will attract ecotourists to the area and this will positively set the multiplier effect into motion. ✓✓

Economic Factors : The community is involved in the projects, this creates job opportunities. ✓ There is training and development of the community. ✓ (4)
- 4.1.4 They showed the best environmental(restocking) ✓, social(busarries) ✓ and economic practices(developmental projects). ✓ (3)
- 4.1.5 Enlightened tourists would support the game reserve for receiving this award. Phinda illustrates their commitment to responsible tourism, i.e. the tourism activities would be environmentally, economically, socially and culturally sustainable. ✓✓ Increases publicity of the reserve which will be good for business and advertising. ✓✓ (4)
- 4.1.6 In tourism it is crucial for all the tourism businesses in the area to cooperate to market the destination and to work together to increase the number of visitors ✓✓ travelling to the area and to significantly minimize, in particular the advertising expense. ✓✓ The Phinda Game Reserve will advertise that it is situated close to The Greater St Lucia Wetland Park, a World Heritage Site. This gives the tourists visiting the game reserve more options. ✓✓ (6)

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4.1.7	<ul style="list-style-type: none"> • Identify the existing supply of the products such as the facilities, attractions, activities and regular events. ✓ ✓ • Establish a unique selling point that will distinguish your business from others in the area. ✓ ✓ • Research tourist demands • Identify the product gap by comparing what tourists want to what already exists • Consider the costs of setting up and operating the new business and estimate revenue to be generated from tourist, taking seasonal trends into account. <p>(any three)</p>	LO2 AS2.3	(4)
[29]			
4.2			
4.2.1	<p>Global Warming ✓ ✓</p> <p>Global warming 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 an accumulation of certain gases around the world. This means that the earth is warming up more quickly than it would do naturally. ✓ ✓</p>	LO2 AS2.3	(4)
4.2.2	<p>Changed patterns of precipitation, potentially increasing rainfall in some tropical areas, drought, decreasing snow in some ski resorts will reduce the number of tourists visiting the affected areas. ✓ ✓</p> <p>The snow in the Arctic region is melting and this can threaten the habitat of the polar bear which is already endangered.</p> <p>Increased frequency of serious storms, such as hurricanes, tsunamis, interrupting flights and shipping routes and damaging tourism infrastructure and superstructure.</p> <p>Rises in sea level which would threaten low-lying areas such as Mauritius. Increase in temperatures/ increase in water levels results in change of ecosystems which have been a pull factor previously.</p> <p>(any one)</p>	LO2 AS2.3	(2)
4.3.3	World Wildlife Fund (WWF) ✓	LO2 AS2.3	(2)
[8]			
5.1			
5.1.1	<ul style="list-style-type: none"> a) Reed Dance Festival ✓ b) Colourfully decorated walls on the outside of their homes/dress/jewellery ✓ c) Rain Queen, Modjadji ✓ 		(3)
[3]			
TOTAL SECTION C :			<u>/40/</u>

SECTION D : TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

- 6.1.
- | | | | | |
|-------|------------------------------------|-------------------------------------|---|------------------|
| 6.1.1 | Difference in Longitudinal Degrees | $= 105^\circ - 30^\circ \checkmark$ | } | LO3
AS3.
1 |
| | | $= 75^\circ \checkmark$ | | |
| | Time Difference | $= 75^\circ / 15^\circ$ | } | |
| | | $= 5 \text{ hrs.} \checkmark$ | } | (3) |
-
- | | | | | |
|-------|------------------------------------|------------------------------|---|-----|
| 6.1.2 | Time at Beijing | $= 14:00$ | | |
| | Time Difference between two cities | $= 5 \text{ hrs} \checkmark$ | | |
| | Time in South Africa | $= 14H00 - 5H00 \checkmark$ | | |
| | | $= 09H00 \checkmark$ | } | (3) |

[6]

6.2.	6.2.1	TOURIST INFORMATION	LO3 AS3. 3	
		a) Entry requirements	passport \checkmark	
		b) Health requirements	Anti malaria tablets recommended \checkmark	
		d) Climate	Hot during the day/afternoon thundershowers \checkmark	
		e) Currency of the country	Namibian Dollar/NAD/N\$ \checkmark	(4)

- | | | | |
|-------|------------------------------------|--------------|-----|
| 6.2.2 | Ecotourists and adventure tourists | LO3
AS3.2 | (2) |
|-------|------------------------------------|--------------|-----|
-
- | | | | |
|-------|---|--------------|-----|
| 6.2.3 | R 350 X 2 nights = R700 \checkmark
R 700 X 2 people = R1400 \checkmark | LO3
AS3.2 | (2) |
|-------|---|--------------|-----|
-
- | | | | |
|-------|--|--------------|-----|
| 6.2.4 | Seeheim, Aus, Maltahohe, Mariental, Rehoboth, Windhoek $\checkmark \checkmark \checkmark \checkmark \checkmark \checkmark$ (1/2 mark each) | LO3
AS3.2 | (3) |
|-------|--|--------------|-----|
-
- | | | | |
|--------|---|--------------|-----|
| 6.2.5. | Accommodation details/ transport information/ meals/attractions to be visited $\checkmark \checkmark$ | LO3
AS3.2 | (0) |
|--------|---|--------------|-----|
-
- | | | | |
|--------|--|--------------|-----|
| 6.2.6. | Second largest canyon in the world/ major tourist attraction/ white water rafting \checkmark | LO3
AS3.2 | (1) |
|--------|--|--------------|-----|

[14]

- 6.3 Health Professionals✓
Travel agents✓
Tour operators✓
Gazetteers or trade manuals (travel magazines) ✓
The internet✓
World Health Organisations (4)
Tourism related organisations
- [4]
- 6.4
- 6.4.1 Transit Visa is a visa used by tourists who enter a country for the sole purpose of connecting to another flight en route to the end destination. ✓✓
LO3
AS3.3.
Example: London to Cape Tow and Windhoek✓
Or any other correct example indicating the comprehension of transit (3)
- 6.4.2 Entry Visa is a visa issued to an individual which allows him or her entry into another country for touring business or study reasons only. ✓✓
LO3
AS3.3.
Example: OR Tambo airport (SA) to JF Kennedy (USA) ✓
Or any other relevant example (3) [6]
- 6.5 This is an open ended question in which a learner may either take a *positive* or a *negative* stanza.
 - **Positive** ‘yes, SA tourism is successfully performing the role’
 - Supporting your stanza
 Some of the points that candidates may positively comment upon include:
 - a)
 - Establishment of provincial tourism✓
 - Introduction of international campaigns like Woza, my South African Story, Sunsatation and Call of SA✓
 - Participation in international trade fares✓
 - Organising marketing events like Indaba
 - Establishing offices outside the boundaries of South Africa
 - b) Sho’t Left Campaign/ Domestic Tourism Growth Strategy✓/ SAT acts as a support mechanisms for the provincial tourism bodies e.g. South African marketing brochures and advertising✓/ constant SWOT analysis is done(collection and analysis of statistics) ✓
 - c) SAT – CEO sits on the Tourism Portfolio Committee and is involved in the decision making process concerning tourism related issues. (6)
Partnership between DEAT and SAT which helps tourism development/ recognition and rewards given to high achievers and performers in the industry, e.g. Imvelo Awards/ positive relationship with Tourism Associations.

Any other relevant points may also be considered

6.6

6.6.1 Mechanism used to convert one foreign currency into another currency. ✓✓ (2)
It is the price of currency (e.g. rand) in terms of another currency (e.g the US dollar) or any answer showing that the learner understands exchange rate. LO3
AS3.
2

6.6.2 R14.28= £1 ✓ (2)
R10 000 = $\frac{R10\ 000 \times 1}{14.28}$ ✓
= £ 700.280 ✓✓

[4]

6.7

6.7. Negative impacts of crime

- Drop in the number of tourists who visit the country ✓
- Destination attractions will be visited by few tourists ✓
- People employed in the tourism sector may be retrenched ✓
- It will not be possible for the country to host global events ✓
- Economy of the country may be severely affected ✓
- Drop in business profits/ tourism industries will not be able to self sustain
- Poor image of the country

LO3
AS3.6

Any other relevant answer may also be considered

Positive impacts of a politically stable country

- Increase in the number of tourists who visit the country ✓
- Destination attractions will be visited by many tourists ✓
- Many people will be employed in the tourism sector ✓
- The country will stand good chances of hosting global events. ✓
- Major boost in the economy of the country ✓
- Infrastructural development
- Reduction in poverty
- Skills development

Any other relevant answer may also be considered

[10]

TOTAL SECTION D :

/50/

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

7.1

7.1.1 Overall group of consumers outside a country that engages in tourism related travel in a country. ✓✓ LO4 AS (2)
Group of international tourists that are found in a country 4.1
ANY OTHER ACCEPTABLE EXPLANATION

7.1.2 Europe✓ (1)

7.1.3 **Europe:** Increase in the number of inbound tourism markets from 2004 to 2005 (Favourable currency/alternate destination in view of less risk factors/aggressive marketing) ✓✓ LO4 AS 4.1

Australasia: Decrease in the number of inbound tourism markets from 2004 to 2005 (crime leads to negative perceptions of S.A./ Tsunami in 2005 negatively affected decisions to travel) ✓✓ (4)

[7]

7.2 7.2.1 No problem madam, it will just take a another couple of minutes but I'll make sure ✓ that you get the burger the way you like it.✓ LO4 AS (2)
(open – accept any similar answer which shows commitment to service excellence) 4.2

7.2.2 Yes, well that is how it is - we don't have those pictures anymore ✓ and there is nothing I can do about it. ✓(open - accept any similar answer which shows no commitment to service excellence) LO4 AS (2)
4.2

(4)

7.3 7.3.1

- Friendliness / respect for diversity✓ LO4
- Efficiency / skills✓ AS
- Politeness✓ 4.3
- Appearance
- Punctuality (any three suitable answers) (3)

7.3.2 Tina could use a researcher disguised as a customer to analyse the extent to which service levels meet quality criteria. ✓ The mystery customer would make use of a checklist outlining what needs to be considered. ✓ (any suitable answer) LO4 AS 4.3 (2)

(5)

7.4 7.4.1 The sales office cannot deliver all services to the guest ✓but the whole hotel and staff can ensure that guests will return to this hotel. ✓ LO4 AS (4)
(open - any appropriate answer) 4.2

[4]

QUESTION 8

8.1

Yes✓

LO4

All members in a group have different skills and abilities, as well as different strengths and weaknesses and in order to recognise these traits will take time.✓ When working in a group one has to be able to empower and develop skills of the people. ✓

AS

4.4

In achieving the team's goal, it is important to assign the best person suitable for the task after taking into account their specific talents and abilities. ✓

(4)

[4]

8.2

The tourism industry uses the computer extensively.✓✓ Airline bookings, / reservations / car hire / hotel reservation / entertainment bookings are all done on the computer using the Galileo or Amadeus software programmes ✓✓

LO4

AS

4.5

(3)

[3]

8.3

Booking on line✓/ internet

LO4

By telephone✓/ fax

AS

Visiting the travel agent or airlines in person✓

4.5

(3)

[3]**TOTAL SECTION E : /30/****TOTAL FOR THE PAPER: 200**