



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2010**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 14 pages.**

**SECTION A**  
**QUESTION 1**

1.1	1.1.1	D✓	LO 4 AS 4.6	
	1.1.2	C✓	LO 1 AS 1.1	
	1.1.3	B✓	LO 4 AS 4.6	
	1.1.4	D✓	LO 2 AS 2.2	
	1.1.5	D✓	LO 1 AS 1.3	
	1.1.6	C✓	LO 1 AS 1.3	
	1.1.7	D✓	LO 1 AS 1.2	
	1.1.8	A✓	LO 1 AS 1.3	
	1.1.9	B✓	LO 2 AS 2.4	
	1.1.10	A✓	LO 2 AS 2.4	
	1.1.11	A✓	LO 2 AS 2.4	
	1.1.12	D✓	LO 2 AS 2.4	
	1.1.13	A✓	LO 2 AS 2.4	
	1.1.14	C✓	LO 3 AS 3.1	
	1.1.15	D✓	LO 4 AS 4.5	
	1.1.16	C✓	LO 4 AS 4.4	
	1.1.17	B✓	LO 3 AS 3.1	
	1.1.18	C✓	LO 3 AS 3.4	
	1.1.19	D✓	LO 3 AS 3.6	
	1.1.20	B✓	LO 3 AS 3.5	(20 x 1)
1.2.1	vuvuzela✓		LO 2 AS 2.4	
1.2.2	Desmond Tutu✓ ( Medal of Freedom – 2009 and Nobel Peace Prize winner) Nelson Mandela (Nobel Peace Prize winner) (Due to a technical error both answers are accepted)		LO 3 AS 3.6	
1.2.3	jet lag✓		LO 3 AS 3.1	
1.2.4	route map✓		LO 3 AS 3.3	
1.2.5	Switzerland✓		LO 3 AS 3.5	(5)
1.3.1	BRT – Rea vaya✓ OR BRT OR Rea vaya		LO 3 AS 3.6	
1.3.2	CITES✓		LO 2 AS 2.3	
1.3.3	Swazi✓		LO 2 AS 2.4	
1.3.4	Code of conduct✓		LO 1 AS 1.3	
1.3.5	Photocopying machine✓		LO 4 AS 4.5	(5)
1.4.1	I✓ exchange rate		LO 3 AS 3.5	
1.4.2	G ✓ GSA magazines		LO 3 AS 3.3	
1.4.3	A✓ visa		LO 3 AS 3.3	
1.4.4	B✓ customs check		LO 3 AS 3.3	
1.4.5	C✓ bank buying rates		LO 3 AS 3.5	(5)
1.5.1	G✓		LO 3 AS 3.6	
1.5.2	C✓		LO2 AS 2.4	
1.5.3	F✓		LO 3 AS 3.6	
1.5.4	D✓		LO 2 AS 2.4	
1.5.5	E✓		LO 3 AS 3.6	(5)

**TOTAL SECTION A: 40**

**SECTION B: TOURISM AS AN INTERRELATED SYSTEM****QUESTION 2**

- |     |       |   |  |
|-----|-------|---|--|
| 2.1 | 2.1.1 | Cave art ✓ ( <i>the word "Art" is not acceptable</i> )<br>• Rock art<br>• Rock paintings<br>• Cave exploration<br>• Cave Art<br>• Cultural tourism<br>• Guided tour<br>• San Art<br>• Ethno tourism<br>• Eco tourism  | LO 1<br>AS 1.1<br><br>(1)  |
|     | 2.1.2 | (a) They can sell local crafts to the tourists✓✓<br>They can act as tourist guides to the Rock Art sites✓✓<br>• They can sell tourism products and services<br>• They can perform traditional dances for the tourists<br>• They can showcase their culture<br>• Charge entry fees<br><i>(Two marks should be allocated for each of the products mentioned)</i><br><br>(b) uKhahlamba Drakensberg Mountains ✓<br>• uKhahlamba<br>• Drakensberg<br>• uKhahlamba Drakensburg World Heritage Site /National Park<br>• "Barrier of spears" | LO 1<br>AS 1.1<br><br>(2 x 2)<br><br><br><br><br><br><br>LO2,<br>AS 2.4<br><br>(1) |
|     | 2.1.3 | The White Paper on the Development and Promotion of Tourism in South Africa – 1996 ✓✓<br>• Development and Promotion of Tourism in South Africa – 1996<br>▪ Tourism White Paper<br>▪ White paper  | LO 1<br>AS 1.1<br><br>(2)  |
| 2.2 | 2.2.1 | Domestic tourism is referring to travel within the borders of one's own country.✓✓<br><i>(It is acceptable if learners give <u>examples</u> of domestic tourism)</i>  | LO 1<br>AS 10.1<br><br>(2)   |
|     | 2.2.2 | Global economic recession of 2008/2009✓<br>• Recession<br><i>(It is acceptable if learners give <u>examples</u> of the economic recession)</i>  | LO 1<br>AS 1.1<br><br>(1)  |
|     | 2.2.3 | To consult with role-players in the tourism industry about their needs. ✓✓<br>• To communicate their strategy for revitalising the industry.  | LO 1<br>AS 1.1<br><br>(2)  |

- 2.2.4 (a) The Tourism Sector Plan ✓ LO 1  
AS 1.1 (1)
- 2020 Tourism Growth Strategy
- (b) South African Tourism ✓ (2)
- The National Department of Tourism (NDT) ✓
  - The South African Government
  - The private sector
  - DEAT
- 2.2.5 (a) Economic growth: LO 1  
AS 1.1
- Excellent service delivery will result in:
- Positive word of mouth (WOM) ✓✓ - positive publicity – increase profits
- Repeat visits increased profitability ✓✓ (2 x 2)
- Improved standard of living
  - Increased foreign investment
  - Create more jobs
  - Make the product / service more sustainable/ creation of new markets
  - Stimulate growth in the tourism industry
  - Reduce crime
  - Sets the multiplier effect into motion ( social upliftment, economic upliftment ( GDP) and infrastructural development)
  - Promotion of our tourism industry through word of mouth / Improve image of SA
  - Became the preferred choice as a tourist destination thereby increasing demand and profitability
- (b) The development of communities: LO 1  
AS 1.1
- Develops new skills/ entrepreneurial opportunities . ✓✓
- Develop a sense of pride in their local environment/culture ✓✓
- Sets the multiplier effect into motion ( social upliftment, economic upliftment ( GDP) and infrastructural development (2 x 2)
  - Builds cross-cultural relations
  - Promoting peace and stability in communities
  - Social upliftment of the community/ empowerment
  - Historically disadvantaged individuals (HDI's) get access to tourism
  - Development of transport infrastructure as well as infrastructure such as health, educational and recreational facilities
- 2.3 2.3.1 He received training ✓✓ LO 1  
AS 1.2
- He received financial support from government. ✓✓ (2 x 2)
- The government has created opportunities for him to become a tourism product owner.
  - The government helps to establish and promote tourism in areas which were previously disadvantaged.
  - Promotes ownership of and participation in tourism products and services

- 2.3.2 The youth are being empowered and they acquire new skills. ✓✓ (2)
- Development of agritourism opportunities (niche markets).
  - Creating opportunities for the local youth to become involved in tourism ventures.
- 2.3.3 The Domestic Tourism Growth Strategy / DTGS ✓ LO 1 AS 1.2 (2)
- The Sho't Left Campaign✓
  - Tourism Enterprise Programme / Partnership (TEP)
  - The former DEAT's community road shows
  - Fair Trade in Tourism South Africa ( FTTSA)
  - The White paper on the Development and Promotion of Tourism in South Africa
- [32]**

**QUESTION 3**

- 3.1 Job creation ✓ LO 1 AS 1.3 (2)
- Economic growth / GDP✓
- 3.2 Skills development results in previously disadvantaged people getting employment opportunities. ✓✓ LO 1 AS 1.3 (2)
- Empowering the youth who will not have the finances to further their studies and get jobs.
  - Creates opportunities for ownership of and participation in tourism products.
- 3.3 Any three positive characteristics can be accepted (Skills, Knowledge. Attitudes and Values) e.g. LO 1 AS 1.3 (3)
- Knowledgeable✓
- Punctual ✓
- Professional ✓
- Professional dress code
  - Patience
  - Caring and understanding
  - Sense of humour
  - People's person
  - Excellent communication skills
- 3.4 Long hours ✓ LO 1 AS 1.3 (1)
- Irregular hours
  - Inconvenient /away from home often / living out of a suitcase
  - Sometimes have to travel long distances
  - Demand for work is seasonal
  - Salaries not competitive
  - Working with difficult / rude tourists
  - Handling of unforeseen incidents/circumstances
- [8]**

**TOTAL SECTION B: 40**

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

4.1	4.1.1	Modern Art✓✓ • New • African crafts • Jewellery	LO 2 AS2.3	(2)
	4.1.2	<u>Triple Bottom-Line Approach</u> <u>Economic (Profit)</u> ✓ - creates work for disadvantaged communities. ✓ • People who make these products earn an income • Fair price • Development of new markets <u>Social (People)</u> ✓ - Showcase of culture and tradition ✓ • Skills are being developed • Partnerships are being created through joint decision making • Committed to fair trade principles <u>Environment (Planet)</u> ✓ – recycled crafts ✓ • hand made • natural material	LO 2 AS2.1	(6)
	4.1.3	The people employed to produce these arts and crafts will <u>not</u> be exploited✓✓ • They will be <u>paid a fair salary</u>	LO 2 AS2.1	(2)
	4.1.4	The partnership will result in <u>mutual trust / benefit</u> ✓✓ • and cooperation • Will involve management, crafters and the community in the planning and decision-making processes • Develops a sense of ownership and pride • Will promote goodwill and help to improve quality of life. • Skills sharing	LO 2 AS2.1	(2)
	4.1.5	The African Home website creates an awareness ✓✓ of the various cultural groups found in South Africa which will then encourage tourists to visit these various cultures. It creates a desire for the tourist to travel✓✓ • It creates and promotes a niche market	LO 2 AS2.3	(2 x 2)
	4.1.6	Product✓ Price✓ • Promotion • Place • People	LO 2 AS2.3	(2)

4.1.7	Zulu ✓✓ • Xhosa, Ndebele, Swazi, Pedi, Tswana, Venda, Tsonga, Sotho	LO 2 AS2.4	(2)
4.1.8	<b>Advantages</b> Shop at leisure ✓✓ • Can find all the information required about the product. • Save petrol and time / cost effective • Variety of products • View the product at one's convenience before making the purchase <b>Disadvantages</b> The product may not be as expected ✓✓ • Online security risks • No guarantee on the reputation and credibility • Additional costs for packaging and posting. • Postal delays and damage may occur during transit. • Prices are non negotiable • No personal interaction	LO 4 AS4.5	(2 x 2)
4.2	4.2.1 Climate Change ✓✓ Also accept examples as depicted in the media for example: droughts, storms, hurricanes, tornados, earthquakes, tsunami, floods, rising sea levels • Increase in temperature • Outbreaks of diseases • Change in biodiversity • Severe erosion	LO 2 AS2.2	(2)
	4.2.2 <b><u>Buying local food</u></b> (a) Less use of transport, reduces CO <sup>2</sup> emissions ✓✓ • Reduces your carbon footprint • Local farming results in less chemical usage which reduces the carbon footprint • <b>limited use of packaging, electricity and storage</b>  <b>Saving electricity</b> (b) Saving electricity reduces the need to burn fossil fuels and thereby reduces 'Greenhouse Gas' emissions ✓✓ • Reduce air pollution caused by burning fossil fuels to generate electricity	LO 2 AS2.2	(2)
	4.2.3 The sun (solar heat) ✓✓ • wind (windmill) • water (hydro) • heat within the earth / geothermal • Bio - gas / bio - fuel / bio- energy • Ocean energy • Nuclear energy	LO 2 AS2.2	(2)

- 4.2.4 Destruction and disappearance of tourist destination.✓✓ LO 2 (2 x 2)  
Damage to the infrastructure✓✓ AS2.2
- Increases the threat of diseases/new diseases
  - Threat to destinations that are dependent on their climate as niche or specialised markets
  - Job losses and closure of tourism businesses
  - Habitat loss/ reduction in biodiversity/threat to flora and fauna
- [36]

**QUESTION 5**

- It is a festival that does not take place anywhere else in the world✓✓ LO 2  
The cultural practices and activities does not take place anywhere else in the world AS2.3  
✓✓ [4]

**TOTAL SECTION C: 40**



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

- 6.1 6.1.1 Cape Town is closer to the 15° east line of longitude compared to the rest of South Africa. ✓✓ LO3  
AS 3.1 (2)
- Cape Town is west of the 30° line of longitude.
  - In Cape Town the sun rises later and therefore sets later
- 6.1.2 (a) South Africa +2 LO3  
AS 3.1  
New York -5  
Time difference = 7 hours ✓  
New York is 7 hours behind South Africa  
12:00 – 7 hours = 5:00 ✓✓ (3)
- OR
- New York 5:00 (*award full marks*)
- (b) South Africa +2  
Beijing +8  
Time difference = 6 hours ✓  
Beijing is 6 hours ahead of South Africa  
12:00 + 6 hours = 18:00 ✓✓ (3)
- OR
- Beijing 18:00 (*award full marks*)
- 6.1.3 South Africa +2 LO3  
AS 3.1  
London is 0°  
London is 2 hours behind South Africa. ✓  
Departure time and date is 31 May 2010 20:00  
20:00 – 2hrs = 18:00 ✓  
18:00 + 12 hours flying time = 6:00 (1<sup>st</sup> June 2010) ✓  
6:00 + 1 hr (DST) ✓  
7:00 ✓ 01 June 2010 or the next) ✓  
OR  
• 07:00 01 June 2010 or the next day (*award full marks*) (6)
- 6.1.4 More opportunities for outdoor recreational activities. ✓✓ LO3  
AS 3.1  
Increases consumer spending in tourism ✓✓ (2 x 2))
- Extension of tourism business hours.
  - Reduction in traffic congestion results in easier travel
  - A reduction in electricity usage

- 6.2      6.2.1      A: Danger of hijackings. ✓  
                          • Danger of crime. LO3  
AS 3.3 (3)
- B: Danger of attacks by wild animals. ✓  
 C: Road safety ✓
- 6.2.2      Yes ✓ LO3  
AS 3.3  
                          Tourists will perceive South Africa as a crime-riddled country and they may be afraid of coming here. ✓✓  
                          OR  
                          No ✓  
                          Tourists would be made aware of the danger of hijackings and will therefore be more cautious. ✓✓ (3)  
                          • Warn tourists against high incidences of hijackings.
- 6.3      6.3.1      Participation in trade shows within SADC. ✓ LO 3  
AS.3.4 (2)  
                          Conducting ongoing research into the SADC markets. ✓  
                          • Establishment of transfrontier parks  
                          • Collaborating with SADC governments to alleviate poverty  
                          • Removal of visa restrictions to make travelling easier  
                          • Creation of tourism products that will appeal to tourists visiting the SADC.  
                          • Participating actively in RETOSA  
                          • Different strategies to cater for different SADC target markets  
                          • Trade shows like INDABA.  
                          • Working more closely with South African ambassadors in SADC with regard to marketing South Africa in SADC.
- 6.3.2      Increased tourism arrivals to the region will result in job creation and therefore alleviating poverty ✓✓ LO 3  
AS.3.4  
                          Rural areas will develop ✓✓ (2 x 2)  
                          • Foreign tourists bring in foreign currency  
                          • Any business that generates an income will contribute to economic, social and political stability within the SADC countries
- 6.4      6.4.1      Germany. ✓ LO3  
AS.3.5 (3)  
                          Introducing new products that will appeal to this market ✓✓  
                          • Encouraging South Africans to learn German for communication purposes.  
                          • Conducting ongoing research about the interests and needs of the market.  
                          • Ongoing marketing  
                          • Creating affordable packages  
                          • Introducing niche markets and new markets
- 6.4.2      (a) ✓✓ LO3  
AS.3.5 (2)  
                          • 2,5 million NZD  
                          • NZD2 500 000

6.4.3 (b) ✓✓ LO3 AS.3.5 (2)  
 • R8,875 million

6.4.4 (a)  $R5\ 000 \div \checkmark 4,26$  LO3 AS.3.5 (2)  
        $= \text{BRL } 1\ 173,71\checkmark$   
       • BRL 1 173, 70

OR

$\text{BRL } 1\ 173,71 \times 15\ 000 = 17\ 605\ 650,00 \text{ BRL}$

•  $\text{BRL } 1\ 173, 70 \times 15\ 000 = 17\ 605\ 500,00 \text{ BRL}$

(b)  $R5\ 000 \div \checkmark 13,06$   
        $= \text{£}382,85\checkmark$  (2)  
       • £382,84

OR

$\text{£}382,85 \times 120\ 000 = \text{£ } 45\ 942\ 000,00$

•  $\text{£}382,84 \times 120\ 000 = \text{£ } 45\ 940\ 800,00$

(c) The British✓

The tourist will pay less in terms of British pounds while the Brazilian will pay more in terms of BRL. ✓✓

• The British tourist has a stronger currency (3)

6.5 6.5.1 Swine flu is highly contagious and can be fatal; therefore LO3 AS.3.6 (2)  
 tourists will hesitate to visit a destination where their lives are threatened. ✓✓

6.5.2 Potential spectators would not come to the 2010 World Cup LO3 AS.3.5  
 because of financial difficulties caused by the recession ✓✓

Some spectators could not buy soccer tickets in time because business activity had slowed down. ✓✓ (4)

• Some spectators cancelled their reservations to South Africa due to affordability.

• Expensive accommodation in South Africa

• High airfares

• Less favourable exchange rate, especially for European visitors.

• Spend less money in South Africa

• Not all South Africans received returns on their investments

**TOTAL SECTION D: 50**

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

- 7.1      7.1.1      Tourists' needs: (*Do not accept one word answers*) LO4  
AS.4.1  
 Tourists' needs refer to basic things required by tourists for example transport, accommodation, food and information ✓ ✓
- Tourists' expectations:  
 What the tourist can expect to experience from their trip, e.g service delivery and the quality of the tourism product ✓ ✓ (2 x2 )
- 7.1.2      (a) **Brazilian Cultural needs** LO4  
AS.4.1  
 Take the following into account:  
 their communication needs ✓ and meal preferences ✓ (2)
- Religious needs
  - Recreational needs
  - Accommodation needs
  - Show respect
- (b) **Algerian Cultural Needs:**  
 Take the following into account:  
 their communication needs ✓ and meal preferences ✓ (2)
- Religious needs
  - Recreational needs
  - Accommodation needs
  - Show respect
- 7.1.3      It showcased Africa as a viable tourist destination. ✓ ✓ LO4  
AS.4.1      (2)
- Free advertising for Africa
  - Repeat visits
  - Development of infrastructure
  - Able to host large events
- 7.2      7.2.1      Dancing / Culture ✓ LO 1  
10.1      (1)
- Cultural dances
  - Eco-tourism
  - Community tourism
- 7.2.2      The cultural dances were advertised as 'dances', however, only one dance was offered. ✓ LO 4  
4.1      (1)
- Tourists expected that their needs would be met - the need for more dances.
  - Their expectations with regard to service excellence were not met.

- 7.2.3 It will result in financial losses or even result in closure.✓✓ LO 4  
Negative word of mouth✓✓ 4.3 (2 x 2)  
• Drop in customer loyalty results33 in loss of income
- 7.2.4 (a) The glum (unfriendly/ no smile) look on the waitron's face✓ LO 4  
and he had his back turned towards the customers while 4.1 (2)  
speaking to them.✓  
• Slouching / lazy posture  
• Frown on his face/ angry facial expression  
• Poor body language
- (b) He should always have a smile on his face ✓  
He should always make eye contact when speaking to (2)  
customers.✓  
• He should walk up straight  
• He should have a friendly facial expression  
• Display a positive body language

**[20]**

**QUESTION 8**

8.1	8.1.1	This gives people a chance to use their <u>diverse</u> backgrounds to achieve a common goal. ✓✓	LO 4 AS4.4	(2)
		<ul style="list-style-type: none"> <li>• People from different cultures will use their strengths (work, life experiences, viewpoints and talents) to enhance the decision making process.</li> <li>• Healthy teamwork will unify the team to become a pleasant working unit.</li> <li>• Promotes cross cultural understanding and better cooperation</li> </ul>		
	8.1.2	Ensuring that team members are knowledgeable about each others' cultures. ✓✓		(2)
		<ul style="list-style-type: none"> <li>• Cultivate respect and understanding of each individual's culture</li> <li>• Organise team building activities</li> <li>• Identify common goals</li> <li>• Keep the team focused</li> <li>• Promoting a uniform company culture</li> </ul>		
8.2	8.2.1	C✓ A✓ D✓ B✓	LO 4 AS4.5	(4)
	8.2.2	For businesses to advertise their product or service.✓ To communicate with their clients.✓	LO 4 AS4.5	(2)
		<ul style="list-style-type: none"> <li>• To provide more information on their products or services.</li> <li>• For easy and convenient on-line shopping irrespective of the location of the client.</li> <li>• To stay abreast with the technological needs of their clients.</li> <li>• To give them the competitive edge over other businesses.</li> <li>• The business is able to update its website on a regular basis at a minimal cost.</li> <li>• To reach more clients</li> <li>• Extends business hours</li> <li>• Cheaper form of advertising</li> <li>• Can be used as a feedback tool</li> </ul>		[10]
<b>TOTAL SECTION E:</b>				<b>30</b>
<b>GRAND TOTAL:</b>				<b>200</b>