



basic education

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)

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)

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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)

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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 |