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GRADE 12

TOURISM

FEBRUARY/MARCH 2015

MEMORANDUM

MARKS: 200

This marking 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	C✓	TA	
	1.1.4	A✓	MPT	
	1.1.5	A✓	MPT	
	1.1.6	A✓	MPT	
	1.1.7	B✓	TA	
	1.1.8	D✓	DRI	
	1.1.9	D✓	CC	
	1.1.10	A✓	SR	
	1.1.11	A✓	MTP	
	1.1.12	D✓	TS	
	1.1.13	A✓	MTP	
	1.1.14	D✓	M	
	1.1.15	C✓	DRI	
	1.1.16	A✓	MTP	
	1.1.17	A✓	MTP	
	1.1.18	B✓	MTP	
	1.1.19	C✓	TA	
	1.1.20	B✓	SR	(20 x 1)
1.2	1.2.1	foreign exchange ✓	FX	
	1.2.2	exchange rates✓	FX	
	1.2.3	BBR ✓	FX	
	1.2.4	weakening rand ✓	FX	
	1.2.5	JPY ✓	FX	(5 x 1)
1.3	1.3.1	visa✓	MTP	
	1.3.2	Israel✓	TA	
	1.3.3	Mystery customer✓	CC	
	1.3.4	France✓	FX	
	1.3.5	Vredefort Dome✓	CH	(5 x 1)
1.4	1.4.1	G✓	TA	
	1.4.2	E✓	TA	
	1.4.3	D✓	TA	
	1.4.4	B✓	TA	
	1.4.5	A✓	TA	(5 x 1)
1.5	1.5.1	Venice✓	TA	
	1.5.2	Windmills✓	TA	
	1.5.3	Colosseum✓	TA	
	1.5.4	Eiffel✓	TA	
	1.5.5	Greece✓	TA	(5 x 1)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE**QUESTION 2**

- | | | | | |
|-----|-------|--|-----|-----|
| 2.1 | 2.1.1 | <p>Cross at a border post through two border gates, one in the country of exit✓ and the other in the country of entry✓
Have ALL documentation checked✓✓</p> <ul style="list-style-type: none"> • Security check on the vehicle • Search luggage • Where applicable, pay the required fees and taxes • Declaration of goods | MTP | (4) |
| | 2.1.2 | <p>The itinerary specifies all aspects of a traveller's programme day by day.✓✓</p> <ul style="list-style-type: none"> • The itinerary indicates the planned activities, accommodation, meals, transport and optional excursions. • The itinerary is the programme that tourists follow on their journey making the trip run smoothly. | MTP | (2) |
| 2.2 | 2.2.1 | <p>Health certificate✓
International Driver's Permit/ Licence✓</p> <ul style="list-style-type: none"> • Yellow Fever Certificate | MTP | (2) |
| | 2.2.2 | <p>Travel clinics✓✓</p> <ul style="list-style-type: none"> • Medical facilities that offer travel related medical care <p>(DO NOT ACCEPT CLINICS OR MEDICAL FACILITIES THAT DO NOT OFFER TRAVEL RELATED MEDICAL CARE)</p> | MTP | (2) |
| 2.3 | 2.3.1 | <p>Duty free shopping is purchasing goods at special shops on which no import tax is payable✓✓</p> <ul style="list-style-type: none"> • Duty free goods are goods that have been purchased at a duty-free shop on which the tourist will not pay tax at customs <p>(DO NOT ACCEPT 'SHOPPING AT AN INTERNATIONAL AIRPORT'.)</p> | MTP | (2) |
| | 2.3.2 | <p>International rail terminals✓
Cruise ships in international water✓</p> <ul style="list-style-type: none"> • Flights in international airspace | MTP | (2) |
| | 2.3.3 | <p>When the set limits on restricted goods are exceeded ✓✓</p> <ul style="list-style-type: none"> • When the tourist enters the green lane with more goods than the allowed limit | MTP | (2) |

2.4	2.4.1	Time Difference	= 5 hours✓	MTP	
		Time in Morocco	21:00 (– 5✓) hours		
		Time in Lima, Peru	16:00✓ on 17 January 2015 /		
			17/01/2015 ✓		(4)
	2.4.2	Time Difference	Rabat 0 (DST does NOT apply)	MTP	
			Tokyo + 9		
			= 9 hours✓		
		Time in Rabat	21:30 13 January		
		Time in Tokyo	21:30 (+ 9✓) hours		
			= 06:30 ✓		
		Flying time	06:30 (– 17hours 30 minutes)✓		
		Departed Tokyo at	= 13:00✓ on 13 January 2015 ✓		(6)

OR

Departed Tokyo at 13:00 on 13 January 2015 ✓✓✓✓✓✓

2.4.3	To recover from jetlag✓✓	MTP	(2)
2.4.4	Gaining daylight at the end of the day will have (business) tourists participate in more and longer tourism activities✓✓		
	<ul style="list-style-type: none"> • Tourism businesses can extend their operating hours and make more profit • Tourism businesses with operating hours that extend into the night can save electricity and be more energy efficient. 	MTP	(2)
			[30]

QUESTION 3

3.1	3.1.1	British Pounds✓✓ • Pound Sterling • GBP • 15 Pounds • 15 GBP	FX	(2)
	3.1.2	GBP 15 x✓ 15.32✓ (BBR) =ZAR 229.80✓ (two decimal places to indicate cents)	FX	(3)
	3.1.3	ZAR 7 000 ÷ ✓ 9.89✓ (BSR) =USD 707.79 ✓(rounded up correctly)	FX	(3)
3.2	3.2.1	R10 ✓✓	FX	(2)
	3.2.2	fluctuation✓✓	FX	(2)
	3.2.3	(a) 29 September✓ • 1 October More than 10.10✓ (Any rate between 10.10 and 10.15, including the first and last values in this range is acceptable)	FX	(2)
		(b) 23 October✓ less than 9.75 ✓ (Any rate between 9.70 and 9.75, including the first and last values in this range is acceptable)	FX	(2)
	3.2.4	Tourists might extend their length of stay ✓✓ Tourists can retain their original budget and have more money at their disposal. ✓✓ • Tourists will be able to reduce their original budget making their trip less expensive. • Tourists will use this opportunity to purchase more foreign currency needed for the intended journey.	FX	(4)
				[20]

TOTAL SECTION B: 50

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

- | | | | | | |
|-----|--|--|--------------|----------------|------|
| 4.1 | 4.1.1 | A – 2✓
B – 3✓ | TA | (2) | |
| | 4.1.2 | <p>A – This tourist is interested in Muslim history, culture and Islamic architecture at the Blue Mosque.</p> <ul style="list-style-type: none"> • This tourist wants to pray at the Blue Mosque. ✓✓ <p>B – They wish to participate in daring and unusual experiences on Table mountain that entails excitement and danger. ✓✓</p> | TA

TA | (2)

(2) | |
| 4.2 | 4.2.1 | <p>The Canyon stretches over long distances allowing visitors to visit a number of sites along its route. ✓✓</p> <p>Offers a wide range of popular activities to indulge in whilst at various sites for example white water rafting, helicopter tours, hiking trails, photography. ✓✓</p> <ul style="list-style-type: none"> • Consists of different layers of rock proving to be an important site for geological research. • View the diverse population of ecosystems that exists in the canyon. • Curiosity to view the largest canyon in the world. • It is a world heritage site | TA | (4) | |
| | 4.2.2 | The attraction was not open to the public, it was closed for renovations ✓✓ | TA | (2) | |
| 4.3 | <p>Introduce and implement sustainable waste management systems. ✓✓</p> <p>Involve all stakeholders including local communities, local government and local entrepreneurs to join hands to protect the area. ✓✓</p> <p>Conduct regular clean-up expeditions on Mount Everest. ✓✓</p> <p>Recycling facilities installed along the trekking routes. ✓✓</p> <p>Government can formulate, implement and monitor policies for responsible waste management in the affected regions. ✓✓</p> <ul style="list-style-type: none"> • Awareness-raising programmes/capacity development training in modern waste management and recycling techniques conducted for local communities to enhance knowledge and capacity. • Media campaigns to be organised to raise awareness. | | | TA | (10) |

- 4.4 4.4.1 Showcasing the development of new attractions. ✓✓
 • Different ticket packages.
 • Launch of a new website communicating via Facebook and Twitter. TA
 • Focus directed to night entertainment.
 • Giving back to communities in the form of sponsored visits. (2)
- 4.4.2 Visiting the theme park where facilities/exhibits are regularly maintained. ✓✓
 • Dedicated staff/ volunteers assisting visitors to get the most out of their sea world experience. TA
 • Variety of fun activities (2)
 [26]

QUESTION 5

- 5.1 5.1.1 A – Mapungubwe Cultural Landscape✓
 B – Richtersveld Cultural and Botanical Landscape✓ CH
 C – Robben Island✓
 D – UKhahlamba Drakensberg Park ✓ (4)
- 5.1.2 A – Contains evidence of human cultural activities over a period of time that led to cultural and social changes between the AD 900 and 1300.✓✓
 • Remains in the area serve as evidence to the growth and decline of the culture/ civilisation which existed in the Mapungubwe State. CH
 • Mapungubwe served as a powerful trading state through East African ports with Arabia and India.
 • The remains found show the impacts of climate change and mark the growth and decline of the Mapungubwe Kingdom. (2)
- C – Buildings on Robben Island bear unusual evidence to our history.✓✓
 • Robben Island symbolises freedom and democracy over oppression stemming from our history of apartheid which signifies universal significance. CH
 • Prison site where Nelson Mandela was detained for 20 years. (2)

- 5.2 Influx of visitors to the provinces to visit the World Heritage Sites will lead to increased tourism revenue. ✓✓
 A sense of ownership/ pride of the heritage within the local community. ✓✓
 Boost in the economic activity lending itself to increased GDP, benefiting all establishments in the area. ✓✓ CH
 • Increased visitor numbers sets the multiplier effect into motion.
 • Encourage closer working relationships between all stakeholders.
 • Increased visitor numbers result in the creation of job opportunities due to increased demand for services. (6)
[14]

QUESTION 6

- 6.1 International/regional buyers/exhibitors and buyers ✓✓ M
 (DO NOT ACCEPT 'ONLY VISITORS'.) (2)
- 6.2 6.2.1 Local – Getaway Show ✓
 6.2.2 International – ITB(Berlin) ✓ M
 • World Travel Market (2)
- 6.3 Creates networking and trade opportunities. ✓✓
 Exposes South Africa as a destination of choice throughout the African continent. ✓✓ M
 Better product development. ✓✓ (6)
[10]
- TOTAL SECTION C: 50**

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

- | | | | | |
|-----|-------|--|----|--------------------|
| 7.1 | 7.1.1 | Adventure tourism✓✓
• Bungee jumping | TS | (2) |
| | 7.1.2 | Dangerous heights✓✓
• Unpleasant climatic conditions
• Irresponsible tourist behaviour | TS | (2) |
| | 7.1.3 | The employer must ...
supply the correct safety equipment.✓✓
ensure that the infrastructure is maintained.✓✓
• enforce strict rules with regards to safety.
• have insurance to cover employees against work-related accidents.
• ensure that the employee is physically fit.
• ensure that the employee received proper training. | TS | (4) |
| | 7.1.4 | The company can have a set of environmental protection rules to govern tourist behaviour while on their premises.✓✓
The company can do an environmental impact assessment before expanding the business, e.g. erecting more structures✓✓
• Build structures that will complement and blend in with the natural environment | TS | (4)
[12] |

QUESTION 8

- 8.1 Image:
- The image shows how combustible natural gas and contaminants can flow into our drinking water because of fracking. ✓✓
- The gas is flammable and can cause explosions and fires in our homes.
 - Water can be contaminated/ polluted and will not be suitable for drinking.
 - It can cause fires
- Message:
- The poster urges government not to allow fracking because of the risks to our homes and families✓✓
- The poster shows the concern about the irresponsible behaviour of government by allowing fracking.
 - The poster is warning to decision makers not to allow fracking in South Africa.
- (4)

- 8.2 Drinking water will be polluted✓✓
 • Gas leaks/ fire hazard
 • Contamination of water
 • Fewer visitors
 SR (2)
- 8.3 Social:
 People will be displaced. ✓✓
 • Drinking water will be compromised
 • Resulting health issues
 • Loss of jobs in the tourism industry
- Environment:
 Fires will destroy the ecosystem✓✓
 • Natural water resources will be polluted
 • Flora and fauna will be destroyed
 • Can lead to natural disasters such as mud slides, sink holes
 • The operation of the fracking process calls for increased transport movement resulting in further environmental destruction.
 SR
- Economic:
 Requires highly skilled labour✓✓
 • Limited opportunities for local employment
 • Profits stay in the hands of a few
 • Profits do not stay in the communities due to leakages
 • Short term involvement and not sustainable
 (6)
- 8.4 Our energy crisis will be over because of the additional gas resources that can supply much needed energy at affordable prices.✓✓
 • The gas resources can supply energy to poor households, thus alleviating poverty.
 • Fracking will provide much needed jobs in areas such as the Karoo.
 SR (2)
- 8.5 Communities can organise public protest actions✓✓
 Communities can boycott development in the area.✓✓
 • Communities can create awareness and spread information about the dangers of fracking.
 • Tourists will support drives and initiatives that fight against fracking.
 SR (4)
 [18]

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9****9.1 Skills development**

In preparation for the event, multiple skills are required pre event, during the event and post event, resulting in skills development✓ of the people of the host country. With the new skills acquired, they can move on to better career paths, thereby improving their lives. ✓

Short and long term job creation

Hosting an event calls for extra labour in many areas, this means that people will be employed on a short term basis✓ in preparation for the event or during the event, giving them the opportunity to earn an income during this time, improving their prospects for a better life. This could also result in new businesses opening creating the need for long term jobs. ✓ DRI

Infrastructure development

Hosting of the global event requires the construction or upgrade of stadiums✓ where the event is to take place this leads to an increased demand for skilled and unskilled labour, thus employment opportunities, ✓ immediately resulting in a better quality of life for the citizens of the country.

- Supporting infrastructure such as accommodation and transport is also upgraded, constructed and developed meaning that the locals benefit from this improved infrastructure.

(6)

**9.2 Cancellation of flights✓
Cancellation of bookings✓
Tourists will be left stranded✓**

- Tourist destinations will be inaccessible
- Becomes a hazard for tourists to travel
- Damage to infrastructure and the environment
- Power failures

DRI

(3)

**9.3 9.3.1 World – 980 million✓
South Africa – 8.34 million✓**

DRI

(2)

**9.3.2 Above and below line promotional techniques. ✓✓
Special offers. ✓✓**

- Discounts offered for bulk purchases.
- Packaging of multiple tourism products

DRI

(4)

[15]

QUESTION 10

10.1	Customer feedback ✓✓	cc	(2)
10.2	To determine whether their customers are satisfied or not. ✓✓	cc	(2)
10.3	The guest was very happy with the reception he or she received ✓✓ The guest was not happy with the quality of the housekeeping and room service. ✓✓	cc	
	(The response of the learners must be a proper analysis where learners are able to identify the positive as well as the negative feedback)		(4)
10.4	Re-train staff or send staff for in-service training ✓✓ Have the executive housekeeper or the supervisor do regular checks in rooms ✓✓	cc	(4)
10.5	Loss of guests ✓ Loss of business profitability ✓ Loss of income ✓ • Negative word of mouth publicity • Loss of repeat visit	cc	(3)
			[15]
TOTAL SECTION E:			30
GRAND TOTAL:			200