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REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2016

MEMORANDUM

MARKS: 200

This memorandum consists of 17 pages.

TOPICS IN THE TOURISM CAPS		ABBREVIATION
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	B✓	DRI	
	1.1.2	B✓	DRI	
	1.1.3	A✓	DRI	
	1.1.4	D✓	DRI	
	1.1.5	B✓	DRI	
	1.1.6	B✓	MPT	
	1.1.7	A✓	MPT	
	1.1.8	A✓	MPT	
	1.1.9	D✓	MPT	
	1.1.10	A✓	FX	
	1.1.11	B✓	SR	
	1.1.12	B✓	SR	
	1.1.13	D✓	DRI	
	1.1.14	B✓	TS	
	1.1.15	C✓	SR	
	1.1.16	B✓	CH	
	1.1.17	A✓	SR	
	1.1.18	C✓	CH	
	1.1.19	D✓	M	
	1.1.20	A✓	M	(20 x 1)
1.2	1.2.1	Black Forest✓	MTP	
	1.2.2	Excursions✓	MTP	
	1.2.3	Health Certificate✓	MPT	
	1.2.4	Standard Time✓	MPT	
	1.2.5	Cultural tourist✓	TA	(5 x 1)
1.3	1.3.1	attraction✓	TA	
	1.3.2	Petra✓	TA	
	1.3.3	visitors✓	TA	
	1.3.4	punctuality✓	CH	
	1.3.5	Berlin✓	M	(5 x 1)
1.4	1.4.1	C✓ / Mapungubwe Cultural Landscape	CH	
	1.4.2	E✓ / Cradle of Humankind	CH	
	1.4.3	B✓ / Robben Island	CH	
	1.4.4	A✓ / uKhahlamba Drakensberg Park	CH	
	1.4.5	D✓ / iSimangaliso Wetland Park	CH	(5 x 1)
1.5	1.5.1	Sphinx✓	TA	
	1.5.2	Taj Mahal✓	TA	
	1.5.3	Dome of the Rock✓	TA	
	1.5.4	Mount Everest✓	TA	
	1.5.5	Red Square✓ / Kremlin	TA	(5 x 1)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 Age: ✓23 years✓ MTP (2)
- Budget: Limited / cheapest option
 - Name: Zizipho
 - Address / location: Gauteng
 - Nationality: South African
 - Purpose of visit: holiday
 - Type of tourist: leisure
 - Number of tourists travelling: one
 - Gender: female
 - Interest / destination: Trip to Germany or France

NOTE: No marks are awarded if ONLY examples are given.

- 2.1.2 Lufthansa ✓✓ MTP (2)

- 2.1.3
- | | |
|--|---|
| <p>(a) France (Magendie Hotel):
10 310,25✓ + 1 850,00 = ZAR12 160,25✓</p> <p>Germany (Green City Hotel):
9 858,72✓ + 1 540,00 = ZAR11 398,72✓</p> <p>NOTE: Do not penalise candidates if the currency code is omitted because the code appears in the question.</p> <p>(b) The Green City Hotel is cheaper than the Magendie✓✓</p> <ul style="list-style-type: none"> • It is the cheapest option • It meets her limited budget | <p>MTP (2)</p> <p>(2)</p> <p>(2)</p> <p>(2)</p> |
|--|---|

- 2.2 2.2.1
- | | | |
|---|---|---------|
| (a) Madrid +1 (13:00) (30 November) Tokyo +9 | | MTP (4) |
| Time difference | 9 -1 = 8 hours✓ | |
| Therefore: Tokyo is 8 hours ahead of Madrid | 13:00 (+✓) 8 hours = 21:00✓
30 November✓ | |
| OR | | |
| 21:00✓✓✓ 30 November✓ | | |
-
- | | | |
|---|--|---------|
| (b) Madrid +1 (13:00) (30 November) San Francisco -8 | | MTP (4) |
| Time difference | 8+1 = 9 hours✓ | |
| Therefore San Francisco is 9 hours behind Madrid | 13:00(-✓) 9 hours = 04:00 ✓
30 November✓ | |
| OR | | |
| 04:00 ✓✓✓ 30 November✓ | | |

2.2.2 (a) Daylight Saving Time ✓✓ (2)

(b) London 0	Dallas -6	MTP
Time Difference	6 hours✓	
Therefore Dallas is 6 hours behind London	11:00 (-✓) 6 hours = 05:00✓	
Flying time	05:00 (+✓) 8 hours = 13:00✓ 5 April✓	(6)
OR		
13:00✓✓✓✓✓ 5 April ✓		

2.3 2.3.1

Impact on the tourism industry

MTP

These new laws may prevent (**decrease** the number of) tourists from visiting South Africa and negatively impact on the economy of the country and / or on the lives of South Africans. ✓✓ (2)

- The South African consulates and embassies in the other countries are not adequately prepared to deal with this **biometric scanning**. This can frustrate tourists wanting to travel to South Africa. They could cancel their visits or choose alternative destinations, thereby reducing international inbound tourism.
- **Tourists will travel** irrespective of the new laws, so it will have little or no impact on tourism.
- New laws may **boost domestic tourism** because of the inconvenience to obtain (get) visas.
- Tourists will feel **safer** and more comfortable travelling to South Africa.
- These laws will improve the **image** of South Africa because of stricter border control measures in place.

‘ Biometric scanning **safeguards** South Africa from undesirable visitors. ✓✓

- **Biometric scanning** is a reliable way to confirm identity.
- It will prevent **illegal immigrants** from entering South Africa.
- South African **consulates and embassies in other countries** are now doing the biometric scanning, preventing undesirable travellers to enter South Africa.
- Stepped-up **security** at **border posts**.
- Reduces opportunities for **terrorism**.
- Prevents the use of **fraudulent documents** to enter South Africa.

(2)

Impact on criminal activities

It will prevent **child trafficking**. ✓✓

- It will prevent **parents** from taking their children to another country without consent (**permission**) from the other parent.
- It will prevent **criminals** using South Africa as a **springboard** to get access (entry) into another country.
- It will reduce **illegal immigration**.

NOTE: Two marks are awarded under each heading.

(2)

2.3.2 Terrorists can use the pepper spray as a weapon to **hijack** an aircraft. ✓✓ MTP

Passengers can use the pepper spray **on other passengers** in the event of an altercation (quarrel/fight) which may arise during the flight. ✓✓

- The pepper spray is contained in an **aerosol** (flammable) that can **explode** accidentally through cabin pressure.
- Since the inside of an aircraft is a confined space, anything that will **compromise the safety and health of other passengers** will be prohibited.

(4)

[36]**QUESTION 3**

3.1 3.1.1 (a) 2015: £6,50 (x✓) 22,55 = R (ZAR) 146,58✓ FX (2)

OR

R (ZAR) 146,58✓✓

NOTE: Do not penalise candidates if the currency code is omitted because the code appears in the question.

(b) 2016: £6,50 (x✓) 24,69 = R (ZAR) 160,49✓ FX (2)

OR

R (ZAR) 160,49✓✓

NOTE: Do not penalise candidates if the currency code is omitted because the code appears in the question.

3.1.2 2015✓✓ FX (2)

- 3.2 3.2.1 USD12 600 (x✓) 10,20✓ = R (ZAR) 128 520✓✓ FX (4)
- OR**
- R (ZAR) 128 520✓✓✓✓
- NOTE:** Do not penalise candidates if the currency code is omitted because the code appears in the question.*
- 3.2.2 R2 750 (÷✓) 10,90✓ = USD (US\$) 252,29✓✓ FX (4)
- OR**
- USD (US\$) 252,29✓✓✓✓
- NOTE:** Do not penalise candidates if the currency code is omitted because the code appears in the question.*

[14]**TOTAL SECTION B: 50**

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

- 4.1 4.1.1 (a) North America ✓✓ TA (2)
- (b) A Niagara Falls ✓✓
C The floating markets ✓✓ (4)
- (c) Yachting and sailing ✓✓ (2)
- Boat / luxury cruises
 - Jet / water / board skiing / skiing
 - Body-boarding
 - Canoeing
 - Parasailing
 - Scuba diving
 - Snorkelling
 - Swimming
 - Dolphin activities
 - Water theme parks
 - Wind / kite surfing
 - Surfing
 - Fishing
 - Rowing
 - Speed boat racing
- 4.1.2 Increased positive publicity of Thailand as a destination for travel ✓✓
Increased tourist arrivals to Thailand ✓ will result in ...
more job creation. ✓
more entrepreneurial opportunities. ✓
more foreign income. ✓ / more foreign investment. / (6)
greater contribution to the GDP.
- Film crews may extend their stay to experience the Thai lifestyle (extended stay benefits).
 - Potential for repeat visits.
 - Improvement of infrastructure.
 - Build relationships between cultures.
- 4.2 4.2.1 Both are situated in ancient city environments ✓✓ TA (2)
Both are situated ...
- in Europe / the same continent.
 - in cities that were the centre of ancient civilisation / societies.
 - in the northern hemisphere.
 - on the same time zone / longitude.
 - on the Mediterranean sea coastline.
 - in capital cities.
 - along the Adriatic sea.

- 4.2.2 Pollution from **vehicles** is damaging the ancient structures and its sculptures. ✓✓ TA
Acid rain caused by human industry damaging the ancient structures and its sculptures. ✓✓ (4)
 • Mass tourism

NOTE: Accept **any form of harmful human activity** in and around the site.

- 4.2.3 **Limit the number** of tourists to the Colosseum allowed at the site per day ✓✓ TA
(2)
 • Charge higher entrance **fees**.
 • Issue **permits** to tour operators.
 • **Increase security** measures e.g. employing more security guards, CCTV etc. to govern tourist behaviour.
 • Implement **environmentally friendly practices** at the site.
 • **Implement** management plans.

NOTE: Accept examples of environmentally friendly practices / measures used to reduce the impact of high visitor numbers.

- 4.3 4.3.1 **YES** TA
NOTE: No marks are awarded for Yes / No

The actual **number of visitors exceeded** all previous visitor figures and set a **new record**. ✓✓ (2)
 • The actual number of visitors on the day **exceeded** the **expected number**.
 • **More fees collected** from the record number of daily visitors than would have otherwise been the case.
 • The discovery of the **new fossil** increased the tourist numbers to the visitor centre.

OR

NO

NOTE: No marks are awarded for Yes / No

- Visitor numbers were **not limited** which could lead to mass tourism. This would show a lack of proper management plans.
- **Over consumption** could threaten this sensitive resource.

NOTE: The reason must be linked to the Yes / No.

- 4.3.2 Members of the local community are employed. ✓✓ TA (2)
- Upliftment of local living standards.
 - Poverty, crime and unemployment are reduced.
 - FTT will ensure that locals receive fair wages.
 - Development of skills / empowerment of the community.
 - Locals are involved in decision making processes.
- 4.3.3 **Strength:** TA (2)
- Maropeng visitor centre is accessible to wheel-chairs. ✓✓
- Accommodate people with special needs.
 - Provide safe equipment.
- Weakness:**
- Limited facilities for people with special needs. ✓✓ (2)
- [30]**

QUESTION 5

- 5.1 Limpopo ✓✓ CH (2)
- 5.2 Mapungubwe Cultural Landscape ✓✓ CH (2)
- Mapungubwe
 - A
- 5.3 Trading ✓✓ CH (2)
- Exchanging of goods / bartering
 - Farming / hunting / mining / manufacturing of artefacts and tools

NOTE: Any example must be linked to an economic activity.

- 5.4 Constant monitoring to maintain and protect the status of the World Heritage Sites ✓✓ CH (4)
- Provide support in terms of management plans. ✓✓
- Assistance with upgrading of facilities in the event of an unforeseen occurrence.
 - Financial aid is provided in cases of unforeseen occurrences.
 - Engage with relevant stakeholders when the World Heritage Sites are threatened.
 - Education / create awareness
 - Promote co-operation and development.
 - Encourage people to nominate sites to be included in the World Heritage Site list.
 - Support countries in building public awareness for the protection of World Heritage Sites.
 - Encourage the local population to preserve their cultural and natural heritage.

[10]

QUESTION 6**The role of SATourism****M**To **market** South Africa ✓✓

(2)

- For industry role players in South Africa to **network** with international role players.
- The **marketing efforts** of tourism businesses are **promoted**.
- To develop **strategies** to promote South Africa.

The role of TOMSA

A voluntary **1% tourism levy** is collected by tourism businesses (e.g. accommodation establishments, car hire companies etc.) from tourists. These funds **are paid to TOMSA** who makes the money available to **SATourism to** use for **marketing purposes**. ✓✓

(2)

ONE South African and ONE international travel tradeshow where South Africa is marketedSouth African travel trade show – **Indaba** ✓

- **Getaway Show**

International travel trade show – **ITB** ✓

(2)

- World Travel Market (**WTM**)

Elements found on South Africa's brand logo

The South African **flag** is used and is an internationally **recognised** representation associated with SA. ✓✓

(2)

- The country's **name** is written out in full, leaving no room for confusion.
- The flowing **font** the country's name is written suggests a relaxed and spirited holiday environment.
- The **slogan** being part of the brand logo indicates a creative destination offering a **variety of tourism attractions and activities**.
- Slogan: **Inspiring new ways**.
- The **colours** of the South African flag.

The importance of marketing South Africa as a destination of choice

Ensures that South Africa competes in and taps into a highly **competitive market** place. ✓✓

(2)

- It showcases the **attractiveness** of South Africa.
- It results in an **increase in inbound tourism**.
- It sets the **multiplier effect** into motion.

NOTE: Where only an example of the multiplier effect is given, it must be explained.

[10]**TOTAL SECTION C:****50**

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

- 7.1 A✓ Key car rental TS (2)
F✓ Sunset Air
- 7.2 Most customers / service providers book car hire and flights either through the internet, via telephone or email or on the respective websites. ✓✓ TS (2)
• Capture information accurately
- 7.3 The company's ... TS (4)
name✓
logo ✓ / pictures / photos
slogan✓
physical address✓
• contact details / email address / telephone and fax numbers / social media contacts
• ownership / management structure
• VAT number / company registration number / certification
• Website address
- 7.4 Improve the email skills of the staff through in-service training. ✓✓ TS (2)
• Avoid slang words, abbreviations and symbols such as smiley faces.
• Do not write emails when upset – use the “sleep on it” rule before responding.
• Prompt responses to incoming email messages.
• Apply formal business communication style.
• The tone must be diplomatic and professional.

[10]**QUESTION 8**

- 8.1 8.1.1 (a) Being more energy efficient✓✓ SR (2)
• Less wasteful / They offer ‘no-cleaning option’
• Aware of conservation legislation
• Applying sustainable practices
- NOTE: Accept examples of practices linked to the environmental pillar*
- (b) Reducing running costs✓✓ (2)
• Lowering expenses
• Saving money

NOTE: Accept examples of practices linked to the economic pillar

- 8.1.2 **Reducing its carbon footprint:** SR
- Reduced use of cleaning materials ✓✓
- Reduced water usage ✓✓
- Reduced energy usage ✓✓ / being more energy efficient
- Efficient use of human resources (can work with skeleton staff) ✓✓ (8)
- Promotes recycling
- Reduced ...
- waste
 - wear and tear
 - issue of amenities (shampoo, soap, body lotion, toilet paper etc.)

NOTE: Accept specific examples of practices that reduce the hotel's carbon footprint. Examples must be related to the 'no cleaning option'.

- 8.1.3 **YES** SR
- I agree with the initiative. I am a responsible tourist and support their greening initiatives and want to play a part in protecting the planet. ✓✓ (2)

NOTE: No marks are awarded for Yes / No.
Accept any reason that supports **positivity** towards environmentally conscious initiatives.

OR

NO

I do not agree with their initiative. It is merely a way of saving the hotel money to the discomfort of the guest.

- Tourists want to stay in a neat and clean environment.

NOTE: No marks are awarded for Yes / No.
Accept any reason that implies green washing practices / discomfort of the guest on the part of the hotel.

- 8.2 8.2.1 **YES** SR
- Environmental consciousness becomes part of the life style of environmentally friendly tourists. ✓✓ (2)
- Environmentally friendly behaviour will be practiced anywhere, not only at their homes.

OR

NO

Some individuals, when on holiday, behave irresponsibly.

- Some tourists do not care about the environment.

NOTE: No marks are awarded for Yes / No
The correct reason must be linked to the Yes / No

- 8.2.2 Do not litter✓✓ SR
Do not remove any plants or animals from it natural habitat.✓✓ (4)
- Do not feed animals.
 - Do not make fires unless in designated areas.
 - Report non-compliers to park authorities.
 - Follow the visitors' code of conduct displayed at the attraction.
- NOTE:** Accept examples of environmentally friendly behaviour. **[20]**
- TOTAL SECTION D: 30**

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

- 9.1 9.1.1 The timeline / history of events shows how many global events were hosted in South Africa. ✓✓ DRI (2)
- The timeline indicates successful hosting of events which has led to a positive image. This has resulted in further hosting of other global events.
 - The Global events hosted by South Africa from 1995 to 2016
- 9.1.2 (a) **Investments** DRI
- Good publicity and enhanced reputation during and after the events led to increased investor confidence and business opportunities. ✓✓
- Created new partnerships between South Africa and major world investors. ✓✓ (4)
- Increased foreign investments led to GDP growth.
 - Introduce projects that will attract foreign investors
 - New businesses opened up, entrepreneurship encouraged
 - Investment in sport.
- (b) **Infrastructure** DRI
- There was major infrastructural development, e.g. stadiums, sports villages for the country in preparation for the events. ✓✓
- Upgrades of existing infrastructure occurred. ✓✓ (4)
- Improved infrastructure served as an incentive / motivation for hosting future events.
 - Locals enjoy the improvements made in respect of improved accessibility when travelling around.

NOTE: Accept examples of infrastructural development and upgrades.

- 9.1.3 Maintain **good service standards** in all sectors. ✓✓ DRI
Increase marketing to showcase the country as a destination of choice. ✓✓
Maintain the country's **attractiveness** and its cultural diversity. ✓✓ (6)
- Ongoing **infrastructural development** and upgrading existing infrastructure.
 - Maintaining **political stability**
 - Ensuring the **economy is strong / stable**.
 - **Practising sustainable tourism** and attracting discerning tourists.
 - Attracting **investment**
 - **Bid to host** global events
 - Improving **safety and security** image of the country
 - Reducing **corruption and crime**
 - On-going **training and skills development**
 - Maintains good **international relations**
- 9.2 9.2.1 55 years and older ✓✓ DRI (2)
- 9.2.2 It is more **convenient** to use credit cards as it is more widely accepted and available in all countries. ✓✓ DRI
 It is a **safer** option. ✓✓ (4)
- This age group qualifies for a better credit rating and **access to more funds**.
 - This age group will have peace of mind when travelling knowing that they have **access to funds** in case of **emergencies**.
 - **Rewards** and other **perks** when using the credit cards.
 - Linked to **travel insurance**.
 - It is a common payment method required by car hire companies.
- [22]**

QUESTION 10

- 10.1 To **improve** the **business** ✓✓ cc (2)
- To **get information from customers** on their levels of satisfaction with the service or product that they have experienced.
 - Used as a source by the company **for future improvement** (SWOT analysis).
 - Increased **profit** for the company.
 - To **inform and empower staff** to improve their customer service delivery.
 - Create opportunities for **in-service training** in the problem areas as indicated by the feedback.
 - To **compliment staff** on their exemplary delivery of service.
 - To encourage the **staff to do better**.

10.2	<p>Questionnaires✓ Online surveys✓</p> <ul style="list-style-type: none"> • face to face e.g. focus groups / mystery customers • in-store direct feedback • follow-up calls • cell phone calls / SMS messages • emails • social media (accept examples e.g. Facebook / Twitter etc.) • customer feedback card • web-based responses • suggestion boxes 	cc	(2)
10.3	<p>Regular training workshops will ensure that the staff will be better equipped to serve customers.✓✓ Feedback can alert employees / employers to areas that need improvement.✓✓</p> <ul style="list-style-type: none"> • Managers can utilise the customer's feedback to put incentive programmes into place to motivate employees. • Creates opportunities for self-development for e.g. learning from own mistakes / weaknesses 		(4)
			[8]
TOTAL SECTION E:			30
GRAND TOTAL:			200