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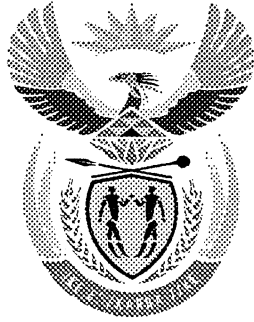
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**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

NOVEMBER 2011

POSSIBLE ANSWERS

MARKS: 200

This memorandum consists of 16 pages.

SECTION A**QUESTION 1**

1.1	1.1.1	C✓	LO 1 AS 1	
	1.1.2	A✓	LO 1 AS 3	
	1.1.3	B✓	LO 1 AS 1	
	1.1.4	D✓	LO 1 AS 2	

	1.1.5	C✓	LO 1 AS 2	
	1.1.6	B✓	LO 2 AS 2	
	1.1.7	D✓	LO 2 AS 1	
	1.1.8	C✓	LO 2 AS 2	

	1.1.9	A✓	LO 2 AS 2	
	1.1.10	B✓	LO 3 AS 6	
	1.1.11	D✓	LO 3 AS 1	
	1.1.12	Accept all options (A or B or C or D)✓	LO 3 AS 6	

	1.1.13	D✓	LO 3 AS 5	
	1.1.14	C✓	LO 3 AS 1	
	1.1.15	A or B✓	LO 4 AS 1	
	1.1.16	A or D✓	LO 4 AS 3	

	1.1.17	D✓	LO 4 AS 3	
	1.1.18	A✓	LO 4 AS 4	
	1.1.19	B✓	LO 4 AS 2	
	1.1.20	C✓	LO 4 AS 5	(20)

1.2	1.2.1	Curriculum Vitae✓ or CV	LO 1 AS 1	
	1.2.2	Contract of employment✓	LO 1 AS 1	
	1.2.3	Working hours✓ or remuneration	LO 1 AS 1	
	1.2.4	Remuneration ✓ or working hours	LO 1 AS 1	
	1.2.5	Code of Conduct✓	LO 1 AS 1	(5)

1.3	1.3.1	intangible✓	LO 1 AS 1	
	1.3.2	WSSD✓	LO 2 AS 2	
	1.3.3	Marketing plan✓	LO 2 AS 3	
	1.3.4	Boarding pass✓	LO 3 AS 2	
	1.3.5	TOMSA✓	LO 2 AS 3	(5)

1.4	1.4.1	B✓	LO 3 AS 6	
	1.4.2	F✓	LO 3 AS 6	
	1.4.3	A✓	LO 3 AS 6	
	1.4.4	E✓	LO 3 AS 6	
	1.4.5	D✓	LO 3 AS 6	(5)

1.5	1.5.1	SAT ✓ or SA Tourism or South African Tourism	LO 1 AS1	
	1.5.2	NDT ✓ or National Department of Tourism	LO 1 AS1	
	1.5.3	Stats SA ✓ or Statistics South Africa	LO 1 AS1	
	1.5.4	TEP ✓ or Tourism Enterprise Partnership	LO 1 AS1	
	1.5.5	THETA ✓ or CATHSSETA	LO 1 AS1	(5)

TOTAL SECTION A: 40

Markers must keep in mind that learners formulate their answers differently from the marking guideline; markers should therefore read answers carefully to determine where it can be linked to the marking guideline.

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1	2.1.1	A point of entry into the country. ✓✓ <ul style="list-style-type: none"> • A point of departure from a country. 	LO 3 AS 3	(2)
	2.1.2	(a) Installed an improved customer care communication system called, the Viewing Deck. ✓ 100 iHELP customer service agents are positioned throughout the airports' terminals to assist passengers. ✓ <ul style="list-style-type: none"> • iHELP posters encourage customers to sms feedback to the viewing deck. • Instrument for customer complaints. (b) Better and improved service delivery makes ACSA more accessible for tourists. ✓✓ <ul style="list-style-type: none"> • Improves the efficiency • Provides quality service • Improves the communication between ACSA and their customers (i.e. quick response, immediate feedback, transparency, personalised responses) 	LO 1 AS 1	(2) (2)
	2.1.3	ACSA would be able to deal with the complaints immediately and attend to the problems. ✓✓ <ul style="list-style-type: none"> • It will be easier for ACSA to identify gaps (weaknesses / shortcomings) and to close the gaps. • A feedback tool • Quick and easy method to give feedback 	LO 1 AS 1	(2)
	2.1.4	(a) Ubuntu is an African philosophy meaning humanity towards others. ✓✓ <ul style="list-style-type: none"> • Respecting everyone's dignity. • Listening to what people have to say. • A spirit of selflessness. • Putting people first. (b) To ensure all employees are committed to delivering excellent service. ✓✓ <ul style="list-style-type: none"> • For employees to take care of the needs of others. • Unique South African hospitality • It provides employees with a spirit of pride. • It enhances their work ethic to deliver quality service. 	LO 1 AS 1	(2) (2)

	2.1.5	They now earn a salary and can afford to pay for basic needs such as food, health, clothes, shelter, education, et cetera, thereby leading to an improved quality of life . ✓✓ <ul style="list-style-type: none"> • It promotes skills development and training for further employment. • Sets the multiplier effect in motion. • It improves the socio economic standard of the people. • Alleviates poverty. 	LO 1 AS 1	(2)
	2.1.6	(a) Larger carrying capacity (the aircraft has more seats available for passengers) results in increased number of passengers . ✓✓ <ul style="list-style-type: none"> • Reduction in operational costs and fuel efficiency saves money. • Increased number of flights. • Increased turnover / profits. 	LO 1 AS 1	(2)
		(b) Increased tourist arrivals result in increased profits and therefore lead to an increased GDP . ✓✓ <ul style="list-style-type: none"> • The new Airbus will attract more tourists resulting in increased profits. • Promotes and encourages tourism to and within South Africa. 	LO 1 AS 1	(2)
2.2	2.2.1	Unemployment ✓✓ <ul style="list-style-type: none"> • lack of employment • poverty 	LO 1 AS 2	(2)
	2.2.2	Encourage entrepreneurship by promoting small business (SMMEs) ✓✓ (examples of SMMEs can also be accepted) <ul style="list-style-type: none"> • Development of skills which makes a person employable • Improvement of the infrastructure creates employment. • Promotion of tourist products leads to increased sales • Skills transfer/acceleration in career paths makes room for new employment. 	LO 1 AS 2	(2)
	2.2.3	The aim of the TEP is to support and / or guide/assist small and medium enterprises in the tourism sector ✓✓ <ul style="list-style-type: none"> • To create jobs, sustainability and transformation • TEP forms partnerships with existing and new emerging historically disadvantaged individual's (HDI) business by providing mentorship and support. 	LO 1 AS 2	(2)
				[24]

QUESTION 3

3.1	3.1.1	Most of the tourism jobs are part time ✓✓ <ul style="list-style-type: none"> • Skills gap of the employees • Workforce varies seasonally • Short term contracts • Female employees 	LO 1 AS 2	(2)
	3.1.2	Businesses are reluctant to invest in employees who are appointed on a part time basis. ✓✓ <ul style="list-style-type: none"> • Loss of time and money for the business. • Many jobs in tourism require low levels of skills or on the job training. 	LO 1 AS 2	(2)
	3.1.3	(a) Domestic Tourism Growth Strategy ✓✓ <ul style="list-style-type: none"> • DTGS • Sho't Left campaign • Community road shows 	LO 1 AS 2	(2)
		(b) By encouraging domestic tourists to travel during off-peak times . ✓✓ <i>Accept any other suitable products (like conference tourism) that can be used to fill the gaps during the off peak seasons</i>	LO 1 AS 2	(2)
3.2	3.2.1	Ability to operate emergency equipment ✓ The ability to assist passengers with medical problems and administer first aid ✓ <ul style="list-style-type: none"> • The ability to work with people from a diverse cultural background. • Good communication skills • Crisis management skills • Attention to detail skills 	LO 1 AS 3	(2)
	3.2.2	They often work in small and cramped conditions . ✓✓ <ul style="list-style-type: none"> • They spend a lot of time on their feet. • Bad weather can make flying conditions uncomfortable or dangerous. • They work long hours. • They cross many time zones. • They live out of their suitcases for long periods • They are away from home for long periods. • They deal with customers from different backgrounds and cultures. 	LO 1 AS 3	(2)

	3.2.3	Have to be physically fit to work long hours standing on their feet ✓✓ <ul style="list-style-type: none"> • Able to cope with jet lag. • Carry heavy objects. • Physically assist passengers • Able to deal with stressful situations better 	LO 1 AS 3	(2)
	3.2.4	Discounted air tickets (incentives bonuses) ✓✓ <ul style="list-style-type: none"> • free accommodation when they work • travel to many destinations • meeting new people 	LO 1 AS 3	(2)
				[16]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1	4.1.1	Responsible tourism ✓ <ul style="list-style-type: none"> • Responsible tourism practices • Responsible and sustainable tourism • Sustainable tourism • The triple bottom line approach (TBL / 3BL) • Three pillars of sustainable tourism Accept any one of the three pillars of sustainable tourism (social or economic or environmental).	LO 2 AS 1	(1)
	4.1.2	Social ✓ or People or Society or Socio cultural Economic ✓ or Money or Financial or Profit Environmental ✓ or Environment or Planet or Nature or Physical Any order is acceptable	LO 2 AS 1	(3)
	4.1.3	(a) Social ✓ or people or community "The company encourages its employees to share in the upliftment of communities " ✓ <ul style="list-style-type: none"> • "The staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country." OR <ul style="list-style-type: none"> • Environment or Planet or Nature or Physical • "The staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country." 	LO 2 AS 1	(2)
		(b) Economic ✓ or Money or Financial or Profit "Motsethabo Tours is meeting this increased demand which is resulting in their improved economic situation. " ✓ <ul style="list-style-type: none"> • "By bringing more visitors to Alexandra local entrepreneurs get more opportunities to do business and generate an income." OR <ul style="list-style-type: none"> • Social or people or community • "More tourists are now interested in township tours." 	LO 2 AS 1	(2)
		(c) Environmental ✓ or environment or planet or nature "Visitors are constantly reminded to save water wherever they can." ✓ <ul style="list-style-type: none"> • "All waste is brought down from the top of the mountain." • "Recycling projects are in place." 	LO 2 AS 1	(2)

4.2	4.2.1	Illegal taking of flora and fauna ✓✓ • Killing the rhinos for their horns	LO 2 AS 2	(2)
	4.2.2	The poaching techniques . ✓✓ The vastness (96 000 hectares) of the game reserve that has to be protected. ✓✓	LO 2 AS 2	(4)
	4.2.3	Convention on International Trade in Endangered Species ✓ Regulatory body for the controlling and protection of endangered species. ✓✓	LO 2 AS 2	(3)
	4.2.4	WWF ✓✓ or World Wide Fund for Nature or (also accept former name: World Wildlife Fund) • IUCN (World Conservation Union; International Union for the Conservation of Nature) • TRAFFIC • Endangered Wildlife Trust • UNEP (United Nations Environment Programme) • CAWT (Coalition Against Wildlife Trafficking) • International Rhino Foundation	LO 2 AS 2	(2)
	4.2.5	To exchange information on rhino security and anti-poaching strategies. ✓✓ • To benefit from the experiences of other organisations. • Can make the right decisions and ensure that rhinos are still here for future generations . • To avoid duplication of research programmes and thereby save money. • Rhino poaching is a problem that requires a global solution	LO 2 AS 2	(2)
	4.2.6	Train community members in anti-poaching strategies . ✓✓ Educate the community that the rhino horn has no medical benefits . ✓✓ • Employ the community as watchdogs (security guards) to reduce poaching. • Community can be involved in fundraising opportunities • Offer rewards for information on poaching activities	LO 2 AS 2	(4)
				[27]

QUESTION 5

5.1	5.1.1	A✓ B✓ C✓ D✓ • E • F • G	LO 2 AS 3	(4)
	5.1.2	The Grahamstown National Arts Festival: Africa's largest and most colourful cultural event offers a choice of the very best of both indigenous and imported talent✓✓ • The festival offers: Opera, cabaret, drama, jazz ,stand-up comics, folk music, theatre to dance, fine art to craft art, classical music, poetry readings and lectures.	LO 2 AS 4	(2)
	5.1.3	Price✓ Product✓ Place✓ Promotion or Advertising✓ • People • Packaging	LO 2 AS 3	(4)
	5.1.4	(a) Competition- based pricing✓ (b) The Craft Shop owner will charge the same price for their items as the other craft shops on the same tourist route✓✓ OR Demand – based pricing The craft shop can price his goods based on the demand and supply principle • Price can be based on seasonality	LO 2 AS 3	(1) (2)
				[13]

TOTAL SECTION C: 40

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

6.1	6.1.1	10 hours✓	LO 3 AS 3.1	(1)
	6.1.2	Avoid alcohol and caffeine ✓ Exercise moderately during the flight✓ <ul style="list-style-type: none"> • Drink lots of water • Eat light meals during the flight • Set your wrist watch to the destinations local time • Fly earlier to allow recovery time (travel planning) • Sleep during the flight 	LO 3 AS 3.1	(2)
	6.1.3	It would change his arrival time by one hour✓✓ <ul style="list-style-type: none"> • He would arrive one hour earlier 	LO 3 AS 3.1	(2)
	6.1.4	SA +2 Delhi + 5.5 Time difference: 3.5 hours✓ 17:00 (+ ✓) 3.5 hours = 20:30 ✓ 26 November 2011✓ (do not accept the day i.e. same day or Saturday) OR 20:30 ✓✓✓ 26 November 2011✓	LO 3 AS 3.1	(4)
	6.1.5	SA = +2 New Zealand = +12 Time difference = 10 hours✓ 06:30 (– ✓) 10 hours = 20:30 ✓ on Sunday or previous day 20:30 + 19 hours = 15:30 ✓ on Monday✓ or same day OR 15:30✓✓✓✓ on Monday ✓ or same day (do not accept a date)	LO 3 AS 3.1	(5)
				[14]
6.2	6.2.1	Sun City Casino✓	LO 3 AS 3.2	(1)
	6.2.2	Robben Island ✓	LO 3 AS 3.2	(1)
	6.2.3	Hotel Bahia ✓	LO 3 AS 3.2	(1)
	6.2.4	Kloofzicht Lodge ✓	LO 3 AS 3.2	(1)
	6.2.5	Avis Rental car ✓ or rental car	LO 3 AS 3.2	(1)
	6.2.6	Translux bus ✓ or bus	LO 3 AS 3.2	(1)
				[6]

6.3		Accept help from identifiable staff only✓ Do not leave your luggage unattended in public areas✓ <ul style="list-style-type: none"> • Store valuables in a safety deposit box • Keep your room locked at all times • Hand in your room keys every time you leave the hotel • Tell reception where you are going • If someone knocks, check who it is before you open the door • Check where the emergency exit are • Use designated parking areas • Keep your personal information confidential • Don't make it obvious when you are not in your hotel room 	LO 3 AS 3.3	(2)
6.4	6.4.1	Central and South America✓✓	LO 3 AS 3.4	(2)
	6.4.2	1. North America✓, 2. Asia✓ 3. Australia✓ (<i>must be in correct sequence</i>)	LO 3 AS 3.4	(3)
	6.4.3	(a) <u>Existing markets</u> Africa✓✓ <ul style="list-style-type: none"> • Europe • North America • Asia • Australasia (b) <u>New markets</u> Central and South America✓✓ <ul style="list-style-type: none"> • Middle East • Indian Ocean islands 	LO 3 AS 3.4	(2)
				[9]
6.5	6.5.1	R8400,00 (÷✓)10,07 ✓= 834,16 Euro✓ or 834.16 Euro ✓✓✓ (<i>no mark should be awarded for the final answer if currency has been omitted or is incorrect</i>)	LO 3 AS 3.5	(3)
	6.5.2	€250 (x ✓) 9,70✓ = R2425,00✓ or R2425,00 ✓✓✓ (<i>no mark should be awarded for the final answer if currency has been omitted or is incorrect</i>)	LO 3 AS 3.5	(3)
	6.5.3	£35x3= £105 ✓ x ✓11,39✓= R1195,95✓ or R1195,95 ✓✓✓✓ (<i>no mark should be awarded for the final answer if currency has been omitted or is incorrect</i>)	LO 3 AS 3.5	(4)

NSC -

	6.5.4	Debit cards✓ (accept examples of travel debit cards) <ul style="list-style-type: none"> • Credit cards (e.g. VISA / MASTER) • Traveller's cheques <p>It is the safest way to carry foreign currency. ✓✓</p> <ul style="list-style-type: none"> • If stolen or lost it can be replaced • It is PIN protected 	LO 3 AS 3.5	(3)
				[13]
6.6	6.6.1	An unpreventable natural (beyond human control) event ✓✓ <ul style="list-style-type: none"> • An event that affects a particular area that leads to loss of life and destruction of nature. 	LO 3 AS 3.6	(2)
	6.6.2	Destroyed: the buildings or property, ✓ infrastructure ✓ <ul style="list-style-type: none"> • telecommunication • disrupted transport 	LO 3 AS 3.6	(2)
	6.6.3	Tourists would stay away and this will lead to loss of profits for the business✓✓ <ul style="list-style-type: none"> • Small airlines may close down • Profit losses may lead to job losses • Cancellation of flights due to the destruction of airport infrastructure 	LO 3 AS 3.6	(2)
				[6]

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1	7.1.1	The need for a different or unique experience or activity. ✓✓ <ul style="list-style-type: none"> • The need to participate in an activity in a foreign country. • The need to go on a gondola trip. • The need to see the city from a gondola. • The need for transportation. 	LO 4 AS 1	(2)
	7.1.2	To be treated fairly ✓✓ <ul style="list-style-type: none"> • To get value for their money • To get a good overall experience • Display prices 	LO 4 AS 1	(2)
	7.1.3	(a) No ✓	LO 4 AS 1	(1)
		(b) The gondolier overcharged them at first. ✓✓		(2)
		OR		
		Yes		
		Although the gondolier overcharged them at first, they eventually paid a fair price.		
	7.1.4	This will ensure repeat business which will increase profits and help the business grow. ✓✓ It will build customer loyalty , confidence and trust. ✓✓ <ul style="list-style-type: none"> • The business will develop good relationships with repeat customers • The business will become the supplier of choice for the customer. • There will be positive WOM which will lead to free advertising and an increase in the customer base. 	LO 4 AS 1	(4)
				[11]
7.2	7.2.1	Customer feedback gives businesses the opportunity to improve their products and services. ✓✓ <ul style="list-style-type: none"> • To improve business profitability • The overall rating was average, indicating room for improvement • If not addresses it would have a negative impact on the business 	LO 4 AS 1	(2)

QUESTION 8

8.1	8.1.1	(a) Yes ✓	LO 4 AS 4	(1)
		(b) A good team spirit unifies the staff. ✓✓ <ul style="list-style-type: none"> • Will result in better productivity. • Teams will work faster and more effectively. • Creates better outcomes which will improve service delivery. • Better productivity will result in higher profits. • A good team spirit will ensure a pleasant working environment. • A good team spirit will enhance the decision making process. • When teams work well customers can feel it – it provides value to the customer. • They can draw from each others strengths 	LO 4 AS 4	(2)
	8.1.2	The team leader ✓✓ <ul style="list-style-type: none"> • manager • harmoniser • motivator 	LO 4 AS 4	(2)
				[5]
8.2	8.2.1	Photo copier ✓✓	LO 4 AS 5	(2)
	8.2.2	Computer ✓✓ (also accept: email / internet)	LO 4 AS 5	(2)
	8.2.3	Computer ✓ <ul style="list-style-type: none"> • Skype Fax machine ✓ <ul style="list-style-type: none"> • tele - fax machine • answering machine 	LO 4 AS 5	(2)
				[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200

