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Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2012

MEMORANDUM

MARKS: 200

This memorandum consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	C✓	LO 1	AS 1	
	1.1.2	A✓	LO 1	AS 1	
	1.1.3	D✓	LO 1	AS 2	
	1.1.4	B✓	LO 3	AS 6	
	1.1.5	A✓	LO 3	AS 3	
	1.1.6	C✓	LO 4	AS 5	
	1.1.7	C✓	LO 2	AS 1	
	1.1.8	C✓	LO 2	AS 3	
	1.1.9	C✓	LO 2	AS 4	
	1.1.10	A✓	LO 2	AS 4	
	1.1.11	A✓	LO 3	AS 3	
	1.1.12	D✓	LO 3	AS 1	
	1.1.13	B✓	LO 3	AS 3	
	1.1.14	B✓	LO 3	AS 3	
	1.1.15	A✓	LO 3	AS 3	
	1.1.16	C✓	LO 4	AS 1	
	1.1.17	A✓ / C / D	LO 4	AS 2	
	1.1.18	B ✓ / C / D	LO 4	AS 1	
	1.1.19	D✓	LO 4	AS 2	
	1.1.20	C✓	LO 4	AS 5	(20 x 1)
1.2	1.2.1	FTTSA✓	LO 2	AS 2	
	1.2.2	TGCSA✓	LO 1	AS 2	
	1.2.3	AA TRAVEL GUIDES✓	LO 1	AS 2	
	1.2.4	CATHSSETA✓	LO 1	AS 2	
	1.2.5	SABS✓	LO 1	AS 2	(5)
1.3	1.3.1	Website✓	LO 4	AS 4	
	1.3.2	Remuneration ✓	LO 1	AS 3	
	1.3.3	e-Marketing✓	LO 2	AS 3	
	1.3.4	Business tourist✓	LO 2	AS 3	
	1.3.5	Lighthouse tourism✓	LO 4	AS 1	(5)
1.4	1.4.1	D✓	LO 2	AS 1	
	1.4.2	A✓	LO 2	AS 1	
	1.4.3	E✓	LO 2	AS 1	
	1.4.4	B✓	LO 2	AS 1	
	1.4.5	F✓	LO 2	AS 1	(5)
1.5	1.5.1	Student visa✓	LO 3	AS 3	
	1.5.2	Medical visa✓	LO 3	AS 3	
	1.5.3	Visitor visa✓ / Holiday visa	LO 3	AS 3	
	1.5.4	Transit visa✓	LO 3	AS 3	
	1.5.5	Diplomatic visa✓	LO 3	AS 3	(5)

TOTAL SECTION A: 40

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

2.1	2.1.1	Goods / products ✓ ; Services✓ <i>(in any order)</i>	LO 1 AS 1	(2)
	2.1.2	<p>(a) Foreign tourists spend money from their country (forex) when they pay for tourism goods / products and services while in South Africa. ✓✓</p> <ul style="list-style-type: none"> • Tourism generates foreign income / investment • Tourism brings in money from other countries which set the multiplier effect into motion. <p>(b) The services required by tourists can only be met through human interaction. ✓✓</p> <ul style="list-style-type: none"> • The tourism industry is made up of different kinds of service to people (tourists) and needs skilled people (employees) to deliver these services. • The tourism industry needs 'people's' people to effectively work in this service orientated environment. 	LO 1 AS 1	(2)
	2.1.3	<p>Not all people who apply to work in the tourism sector have the right skills, knowledge, attitude or and values (SKAVs) needed by the industry. ✓✓ <i>(examples may be accepted)</i></p> <ul style="list-style-type: none"> • In order to deliver excellent service, people need to have the right attitude and need to be trained in order to obtain necessary skills 	LO 1 AS 1	(2)
2.2	2.2.1	To attract or increase domestic tourists numbers ✓✓	LO 1 AS 1	(2)
		<i>(Do not accept international tourists)</i>		
	2.2.2	GDP growth ✓ & job creation ✓	LO 1 AS 1	(2)
		• Transformation		
		<i>(in any order)</i>		
	2.2.3	<p>Offer discounts ✓✓ during off peak (season) times</p> <ul style="list-style-type: none"> • Offer special packages to target markets who can travel during off-peak times • Creating niche markets during off peak times • Aggressive marketing (including WOM /social media) during off peak season • Add-ons and special offerings / incentives during off peak times <p><i>(Do not accept “encourage year round travel”)</i></p>	LO 1 AS 1	(2)
2.3	2.3.1	<p>D✓</p> <ul style="list-style-type: none"> • Broad Based Black Economic Empowerment 	LO 1 AS 2	(1)

- 2.3.2 Travelling is **still not affordable** for many South Africans✓✓ LO 1 AS 2 (2)
- Tourism for many South Africans is **limited to VFR** and **attending funerals**.
 - **Ignorance** about travelling, bookings and destinations and products available.
 - Many are **not aware** of the **opportunities** available in the tourism industry.
 - The **apartheid** legacy
 - **Insufficient time** to travel
- 2.3.3 (a) Transport✓/ Travel LO 1 AS 2 (1)
- (b) Ensure **BBBEE policies** are in place✓✓ AS 2 (2)
- Comply to the requirements of **BBBEE score card**
 - Create **equal opportunities** for all South Africans
 - **Employ** HDI's in management
 - Provide **training**
 - Preferential **procurement**
 - Affirmative action
- 2.3.4 (a) Graduated HDI manager✓✓ LO 1 AS 2 (2)
- (b) Successful Young Couples✓✓ LO 1 AS 2 (2)
- (c) Gugulethu Township Tours✓✓ LO 1 AS 2 (2)
- [26]**

QUESTION 3

- 3.1 Wildlife photographer✓✓ (2)
- Travel agent specialising in green tourism
 - Environmental officer
 - Game ranger
 - Field guides
 - Eco-tour operators
 - Conservationist
 - Chef in an organic restaurant
- (All other general positions must be qualified by mentioning the link to environmentally sustainable practises)*
- 3.2 **More tourists are environmentally conscious** and will support green tourism businesses.✓✓ LO2 AS2 (2)
- To conserve and protect the environment for future generations
 - The green label attracts tourists to a business
- 3.3 Need to be friendly✓✓ LO1 AS3 (4)
- A people's person✓✓
- have good self esteem and confidence
 - able to take control
 - delegate responsibilities in a group
 - be well organised
 - Need to enjoy the outdoors
 - Any positive characteristics
- (do not accept any examples of skills)*
- 3.4 Tourist guides travel with the group and all their **costs** like transport,✓✓ LO1 AS3 (2)
- accommodation, gate fees and meals are **free**
- They meet interesting and friendly people
 - They see many places
 - They are exposed to many different cultures
 - They experience a variety of travel products and services
- (only accept travel benefits)*
- 3.5 Always make sure of the **safety and convenience** of your tour group. ✓✓ LO1 AS3 (4)
- Communicate** with the group/s about the details of the tour ✓✓—departure time, place, destination, accommodation, transportation and costs
- Make sure all the members of the tour group **follow the schedules** set and record all incidents
 - **Arrange** and **coordinate** the necessary permits or letters of communication to the area of destination before the tour
 - **Inform** tourists of the attractions and destinations
 - **Be knowledgeable** about travel related issues
 - Be punctual
 - **Make** tourists **aware** about environmentally friendly practices
 - **Assists** tourist with special needs
 - Liaise with stakeholders

[14]**TOTAL SECTION B: 40**

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

4.1	4.1.1	A. environmental✓ / planet / nature B. social✓ / people / community C. economic✓ / profit / money (in any order)	LO2 AS1	(3)
	4.1.2	(a) economic✓ / profit / money (b) environmental✓ / planet / nature (c) social ✓ / people / community	LO2 AS1	(3)
	4.1.3	The profits generated from a sale will be directed back into the community. ✓✓ • it will create job opportunities • entrepreneurship opportunities • the multiplier effect • minimise leakages (profits will stay in the community) • reduce socio economic problems such as crime and poverty • leads to infrastructural improvement	LO2 AS1	(2)
	4.1.4	reducing✓✓, reusing✓✓ recycling✓✓ • indigenous tree planting • organic farming • the use of bicycles during the tour has a low impact on the environment	LO2 AS1	(6)
	4.1.5	The bicycle does not release carbon emissions / air pollution.✓✓ • Reduce noise pollution	LO2 AS1	(2)
	4.1.6	Kyoto Protocol✓✓	LO2 AS2	(2)
4.2	4.2.1	(a) Price ✓; Promotion✓ ; Place✓; Product ✓ • People • Package	LO2 AS3	(4)
		(b) Price✓✓	LO2 AS3	(2)

4.2.2

Yes✓

The bicycle tours is a **unique product**✓✓

LO2
AS3

(3)

- The tour has been awarded the FTTSA and SATSA **accreditation**.
- Tourists have the opportunity to **interact** directly with the locals
- It promotes an **environmentally friendly** way of travelling

OR

No

- it may **only appeal** to a niche market.
- it may **not appeal** to certain target markets
- because it is **weather dependent**

4.2.3

Strengths✓

Weaknesses✓

Opportunities✓

Threats✓

LO2
AS3

(4)

[31]

QUESTION 5

5.1	5.1.2	Close all taps after using. ✓✓ <ul style="list-style-type: none"> • Don't leave taps dripping. • Report leaking taps or defects to management 	LO2 AS2	(2)
	5.1.3	Rather shower than bath ✓✓. <ul style="list-style-type: none"> • Do not leave the water in the shower running unnecessary • Don't have long showers 		(2)
	5.1.4	Fill the kettle only with the amount of water needed ✓✓. <ul style="list-style-type: none"> • Ensure that the kettle is correctly placed to avoid spillage 		(2)
5.2		IsiZulu ✓ / Zulu	LO2 AS4	(1)
		IsiXhosa ✓ / Xhosa	LO2 AS4	(1)
		Sotho ✓ / Sesotho / South Sotho	LO2 AS4	(1)
		<ul style="list-style-type: none"> • English • Afrikaans 		
		<i>(do not accept "Nguni languages", or "Northern Sotho")</i>		
				[9]
		TOTAL SECTION C:		40

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

- | | | | | |
|-----|-------|---|------------|-----|
| 6.1 | 6.1.1 | UTC✓(Universal Time Coordinate)
<ul style="list-style-type: none"> • Greenwich meridian • Prime Meridian | LO3
AS | (1) |
| | | (do not accept "Greenwich" only or Greenwich mean time) | | |
| | 6.1.2 | International date line / IDL✓ | LO3
AS1 | (1) |
| | 6.1.3 | Northern hemisphere ✓ | LO3
AS1 | (1) |
| | 6.1.4 | (a) Jet lag✓ | LO3
AS1 | (1) |
| | | (b) Nausea✓ | | (1) |
| | | <ul style="list-style-type: none"> • Vomiting • Dehydration • Loss of appetite • Disorientation / Dizziness • Disruption of sleeping patterns • Tiredness / Fatigue • Headaches • Sinus irritation • Flu like symptoms • Irritability | | |
| 6.2 | 6.2.1 | New York = -5
London = 0
Time difference = 5 hours✓
15:30 (+✓) 5 hours = 20:30✓ the same day✓ / Friday / 27 July
<p style="text-align: center;">OR</p> 20:30✓✓✓the same day✓ / Friday / 27 July | LO3
AS1 | (4) |
| | | (Do not accept am / pm / 23h30 or o'clock) | | |
| | 6.2.2 | London = 0
Tokyo = + 9
Time difference = 9 hours✓
14:00 (+✓)9 hours=23:00✓(-16✓hours flying time) = 7:00✓✓
<p style="text-align: center;">OR</p> 07:00✓✓✓✓✓✓ | LO3
AS1 | (6) |
| | | (Do not accept am / pm 7h00 or o'clock) | | |
| 6.3 | | Time✓
meals✓
transport✓
accommodation✓ | LO3
AS2 | (4) |
| | | <ul style="list-style-type: none"> • Attractions • Activities | | |
| | | (accept appropriate examples taken from the itinerary) | | |

- | | | | | |
|-----|-------|---|------------|-----|
| 6.4 | 6.4.1 | Passport✓
Ticket✓ <ul style="list-style-type: none"> • Cruise boarding pass • Visa • Health certificate | LO3
AS3 | (2) |
| | 6.4.2 | Food✓
Alcohol or other beverages✓ <ul style="list-style-type: none"> • Illegal substances like drugs, • Any weapons • Perishables • Plants • Animals • Seeds • Flammable items | LO3
AS3 | (2) |
| 6.5 | 6.5.1 | Take precautionary measures before and during the journey✓
Do not offer lifts to strangers✓ <ul style="list-style-type: none"> • Plan your route in advance • Avoid driving at night to unknown places • Always have emergency contact numbers to call for help in case of a breakdown • Travel during the day • Be alert and aware of your surroundings • Ensure that the car you drive is in good working order | LO3
AS3 | (2) |
| | 6.5.2 | Tourist will spread positive WOM about our country✓✓
More tourists will visit South Africa✓✓ which leads to increased arrivals. <ul style="list-style-type: none"> • repeat visits • a positive experience will improve the image of South Africa resulting in us becoming a destination of choice | LO3
AS3 | (4) |

[29]

QUESTION 7

7.1	7.1.1	India✓✓ • China	LO3 AS4	(2)
	7.1.2	The holiday market✓ / leisure To sustain the existing market✓✓ OR The business market To grow / increase / develop the market	LO3 AS4	(1) (2)
	7.1.3	Emerging markets are markets that presents the largest potential for growth ✓✓	LO3 AS4	(2)
7.2	7.2.1	Currency fluctuation✓✓ • The falling Euro value • Economic instability / depression / recession / meltdown • The Euro weakening against the US Dollar • Global recession	LO3 AS4	(2)
	7.2.2	(a) Yes ✓/ Agree (b) Tourist numbers will drop✓✓ • This will lead to less tourist arriving on our shores and the county earning less GDP . • Tourists will spend less • Less profits for businesses • Possible job losses • Europe is one of our biggest inbound markets and if their currency loses value, they may be forced to cancel their intended holidays .	LO3 AS4	(1) (2)
7.3	7.3.1.	2 500 USD x ✓ (R7.70) ✓ = R19 250.00✓ OR R19 250.00✓✓✓ <i>(no marks allocated to currency symbol)</i>	LO3 AS5	(3)
	7.3.2	R1 824.50 ÷ ✓ (R8.50)✓ = 214.65✓ USD OR USD 214.65✓✓✓ <i>(no marks allocated to currency symbol)</i>	LO3 AS5	(3)
7.4	7.4.1.	A – Sporting event ✓ (Comrades, Olympics, New York marathon, Boston City marathon, London City marathon, World Athletic Championships, B - Political event ✓/ unrest / protest, (War in Egypt, any recent war) C - unforeseen occurrences ✓ /natural disaster (Tsunami)	LO3 AS6	(3) [21]

TOTAL SECTION D: 50**SECTION E: CUSTOMER CARE AND COMMUNICATION****QUESTION 8**

8.1	8.1.1	The lady✓ / (A)	LO 4 AS 1	(1)
	8.1.2	She has the right attitude to work successfully in the tourism industry✓✓ <ul style="list-style-type: none"> • She has a positive disposition • She is friendly • Willing to go the extra mile 	LO 4 AS 1	(2)
	8.1.3	Good communication skills ✓✓ Technological skills ✓✓ <ul style="list-style-type: none"> • Mathematical skills • Problem solving skills • Conflict management skills • Basic first aid skills • Multitasking skills <i>(only accepts skills not knowledge, values or attitudes (KVAs)</i>	LO 4 AS 1	(4)
	8.1.4	In order for customers to return to the restaurant ✓✓ <ul style="list-style-type: none"> • Spreading of positive word of mouth • Positive image of the restaurant • Ensure customer loyalty • Ensure an competitive advantage 	LO 4 AS 3	(2)
8.2	8.2.1	Online / electronic customer service survey✓✓ <i>(Do not accept software or eGuest Surve)</i>	LO 4 AS 2	(2)
	8.2.2	Hospitality✓ <ul style="list-style-type: none"> • Accommodation • Food and beverage 	LO 4 AS 2	(1)
	8.2.3	They can get immediate written feedback from customers✓✓ They can rectify any problems immediately✓✓ <ul style="list-style-type: none"> • Assess their service standards / staff performance • Can ensure a competitive advantage • Offer paperless feedback • Assist them in their marketing research 	LO 4 AS 2	(4)
	8.2.4	Guest can send their comments at their convenience.✓✓	LO 4 AS 2	(2)
	8.2.5	Good comments from customers can be used to market the business.✓✓ <ul style="list-style-type: none"> • Can contribute to receiving awards • More return business / loyalty results in higher revenue • Displaying of positive customer feedback will give customers more confidence in the business • Determine their strengths and are able to maintain it • Promotes a better work environment 	LO 4 AS 3	(2)

[20]

QUESTION 9

9.1	9.1.1	(a) scribe✓/ note taker / secretary / record keeper	LO 4 AS 4	(1)
		(b) gatekeeper✓		(1)
		<ul style="list-style-type: none"> • Team leader • Team manager • Coordinator • Chair person • Project manager 		
		(c) Pacifier✓		(1)
		<ul style="list-style-type: none"> • Peacemaker • Harmoniser • Mediator • Arbitrator • Conflict resolver 		
	9.1.2	When a team works well together, they will be better than their competitors ✓✓	LO 4 AS 4	(2)
9.2	9.2.1	Air ✓/ air travel	LO 4 AS 4	(1)
	9.2.2	Computer / Laptop computer✓✓ Cell phone / Smartphone✓✓	LO 4 AS 4	(4)
		<ul style="list-style-type: none"> • PDA (Personal Digital Assistant) • Tablet • iPad • Handheld computer • Computer with internet 		
		(Do not accept “printer” or “internet” only)		
				[10]
		TOTAL SECTION E:		30
		GRAND TOTAL:		200