



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**FEBRUARY/MARCH 2013**

**MEMORANDUM**

**MARKS: 200**

**This memorandum consists of 13 pages.**

**SECTION A: SHORT QUESTIONS****QUESTION 1**

1.1	1.1.1	A✓	LO 1 AS 1	
	1.1.2	A✓	LO 2 AS 3	
	1.1.3	C✓	LO 1 AS 1	
	1.1.4	B✓	LO 1 AS 1	
	1.1.5	B✓	LO 1 AS 1	
	1.1.6	C✓	LO 1 AS 3	
	1.1.7	D✓	LO 2 AS 2	
	1.1.8	B✓	LO 2 AS 3	
	1.1.9	B✓	LO 2 AS 3	
	1.1.10	D✓	LO 2 AS 3	
	1.1.11	C✓	LO 3 AS 3	
	1.1.12	D✓	LO 3 AS 1	
	1.1.13	B✓	LO 3 AS 1	
	1.1.14	D✓	LO 4 AS 1	
	1.1.15	A✓	LO 3 AS 4	
	1.1.16	B✓	LO 4 AS 3	
	1.1.17	D✓	LO 4 AS 1	
	1.1.18	D✓	LO 2 AS 2	
	1.1.19	B✓	LO 2 AS 3	
	1.1.20	B✓	LO 3 AS 1	(20 x 1)
1.2	1.2.1	Skills and Service Levels ✓	LO 1 AS 2	
	1.2.2	Marketing & Branding ✓	LO 1 AS 2	
	1.2.3	Quality Assurance ✓	LO 1 AS 2	
	1.2.4	Transport ✓	LO 1 AS 2	
	1.2.5	Redress past imbalances✓	LO 1 AS 2	(5)
1.3	1.3.1	Cape Town✓	LO 3 AS 6	
	1.3.2	Backpacking South Africa ✓	LO 3 AS 3	
	1.3.3	Spafari ✓	LO 3 AS 3	
	1.3.4	Table Mountain ✓	LO 3 AS 6	
	1.3.5	Man and Biosphere✓	LO 2 AS 3	(5)
1.4	1.4.1	E✓	LO 3 AS 3	
	1.4.2	D✓	LO 3 AS 3	
	1.4.3	F✓	LO 3 AS 3	
	1.4.4	C✓	LO 3 AS 3	
	1.4.5	B✓	LO 3 AS 3	(5)

1.5	1.5.1	flooding✓	LO 2 AS 2
	1.5.2	climate change✓	LO 2 AS 2
	1.5.3	transport✓	LO 2 AS 2
	1.5.4	greenhouse✓	LO 2 AS 2
	1.5.5	atmosphere✓	LO 2 AS 2
			(5)

**TOTAL SECTION A: 40**

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

2.1	2.1.1	(a) foreign exchange generation✓	LU 1 AS 1	(1)
		(b) rural development✓	LU 1 AS 1	(1)
		(c) poverty alleviation✓ (any order)	LU 1 AS 1	(1)
	2.1.2	More money is earned by the community✓ Their standard of living can improve✓ More jobs are created✓	LU 1 AS 1	(3)
	2.1.3	If a company delivers excellent service, more tourists will support the business,✓ a bigger income will be generated which means bigger profits.✓	LU 1 AS 1	(2)
	2.1.4	There must be fewer incidents of poor service rather than accepting poor service as the norm.✓✓	LU 1 AS 1	(2)
2.2	2.2.1	Broad Based Black Economic Empowerment✓✓	LU 1 AS 2	(2)
	2.2.2	Existing businesses needs to transform✓& more tourism business needs to get black ownership.✓	LU 1 AS 2	(2)
	2.2.3	They will not receive government contracts/tenders✓✓ They will not receive a tax reduction or funding for skills development programmes ✓✓	LU 1 AS 2	(4)
	2.2.4	Financial aid ✓✓ Business skills✓✓ • Marketing • Training • Mentorship	LU 1 AS 2	(4)
	2.2.5	(a) Domestic Tourism Growth ✓  (b) Affordable✓ • cheap		(1)  (1)
	2.2.6	It gives South Africans who were not previously exposed to the tourism industry the opportunity to become tourists. ✓✓ Increases in domestic travel, therefore more demand for tourism products and services resulting in more job opportunities and opportunities for entrepreneurship.✓✓ • It creates awareness of what our country has to offer by supplying information on products and services. • HDI product owners are given exposure.	LU 1 AS 2	(4)

**[28]**

**QUESTION 3**

- |     |  |              |                               |
|-----|--|--------------|-------------------------------|
| 3.1 | Any related management course in Tourism✓✓<br>• Event management<br>• Secretarial qualification<br>• Marketing qualification   | LO 1<br>AS 3 | (2)                           |
| 3.2 | Arranging of transport to and from the conference centre✓✓<br>Picking up and dropping off of delegates✓✓<br>• Liaising with service providers<br>• transport to various other places e.g. restaurants; attractions, shopping centres etc<br>• Informing delegates of transport arrangements, picking up and dropping off times.                  | LO 1<br>AS 3 | (4)                           |
| 3.3 | 3.3.1 Contract of Employment✓✓<br><br>3.3.2 Delegates may arrive after hours.✓✓<br>The conference times may exceed business hours✓✓<br>• To assist guests who require transport or any other assistance that may be required by delegates after the conference.<br>• To prepare the venue for the next day, thereby providing excellent service. | LO 1<br>AS 3 | (2)<br><br><br>(2)<br><br>(2) |

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

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

4.1	4.1.1	Tourism development must protect the environment and bring social and economic benefits to host communities.✓✓	LO 2 AS 3	(2)
	4.1.2	(a) Unprincipled tourism developers can exploit the community✓✓ <ul style="list-style-type: none"> <li>• There can be loss of privacy.</li> <li>• Cultures can be diluted to suit the needs of the tourists.</li> <li>• Forced removals will result in breakdown of family units and loss of culture</li> <li>• If the culture is not part of the tourism programme it can lose its value.</li> </ul>	LO 2 AS 3	(2)
		(b) Tourism development should not rely on foreign expertise to meet its skilled labour requirements as this would result in tourism generated revenue leaking out of the country.✓✓ <ul style="list-style-type: none"> <li>• When the local people are not employed by the tourism project, they do not earn an income from it and the profits are taken out of the area.</li> </ul>	LO 2 AS 1	(2)
	4.1.3	When communities participate in the decision-making process they work towards improving the positive benefits of tourism development.✓✓ <ul style="list-style-type: none"> <li>• support and promote responsible tourism and sustainable development</li> <li>• participate in all aspects of tourism, including being tourists</li> <li>• do not agree on developments that are harmful to the local environment and culture of the community</li> <li>• work closely with NGOs to educate communities concerning tourism and create tourism awareness</li> </ul>	LO 2 AS 2	(2)
4.2	4.2.1	planning process✓	LO 2 AS 1	(1)
		policies and strategies✓	LO 2 AS 1	(1)
		monitoring and reporting ✓	LO 2 AS 1	(1)
		implementation by various stakeholders✓	LO 2 AS 1	(1)

- |       |   |              |                    |
|-------|---|--------------|--------------------|
| 4.2.2 | (a) Responsible Tourism Guidelines✓✓<br>• White Paper on the Development and Promotion of Tourism   | LO 2<br>AS 1 | (2)                |
|       | (b) COP 17✓✓ Convention of Parties 17   | LO 2<br>AS 2 | (2)                |
|       | (c) Imvelo Awards✓✓   | LO 2<br>AS 1 | (2)                |
|       | (d) FTTSA✓✓<br>• Fair Trade in Tourism South Africa.  | LO 2<br>AS 1 | (2)                |
| 4.2.3 | They contribute to the development of policies and plans for the tourism industry and assist the government in developing a standard for responsible tourism ✓✓<br>• assist the government, private sector and communities in implementing, monitoring and evaluating responsible tourism<br>• attract funding from donor agencies to develop specific community-based tourism projects<br>• assist communities and community groups in organising themselves, preparing themselves for tourism and implementing tourism projects<br>• assist the government in conducting tourism and environmental awareness programmes among communities and the tourism industry at large<br>• liaise between the private sector and communities to generate more community involvement in the tourism sector and stronger private sector commitment<br>• deliver education, training and bridging courses to local communities | LO 2<br>AS 1 | (2)<br><b>[22]</b> |

**QUESTION 5**

- |     |   |                              |            |
|-----|---|------------------------------|------------|
| 5.1 | 5.1.1 Car hire✓<br>• Vehicles for hire  | LO 2<br>AS 3                 | (1)        |
|     | 5.1.2 Place – the company Budget has car hire outlets throughout South Africa, making them accessible✓✓<br>Price – the advert states affordable which makes the price attractive to customers✓✓ | LO 2<br>AS 3<br>LO 2<br>AS 3 | (2)<br>(2) |
|     | 5.1.3 The slogan, 'Dream it. Do it. You can with Budget'✓ creates the impression that the packages they offer are affordable that makes it possible to travel.✓✓                                | LO 2<br>AS 3                 | (3)        |
|     | 5.1.4 It can be expensive to publish✓✓<br>• The advert can be misinterpreted  | LO 2<br>AS 3                 | (2)        |
|     | 5.1.5 Profits made minus the cost of advertising ✓✓   | LO 2<br>AS 3                 | (2)        |

5.2	5.2.1	Cape Minstrel Carnival ✓ • Second New Year/Tweede Nuwejaar	LO 2 AS 4	(1)
	5.2.2	Cape Town ✓	LO 2 AS 3	(1)
	5.2.3	National Arts Festival ✓	LO 2 AS 3	(1)
	5.2.4	Africa's largest and most colourful cultural event offers a choice of the very best of both indigenous and imported talent and includes all the arts, crafts, music and dance. ✓	LO 2 AS 3	(1)
	5.2.5	Bloemfontein ✓	LO 2 AS 3	(1)
	5.2.6	The biggest, most culturally balanced showcase of African arts and culture in the world. ✓	LO 2 AS 3	(1)
				<b>[18]</b>

**TOTAL SECTION C: 40**



**QUESTION 7**

- 7.1 7.1.1 Europe was one of the countries that were hardest hit with the economic recession, limiting the number of arrivals✓✓ LO3  
AS 3.4
- The economic meltdown
  - The economic recession
- (2)
- 7.1.2 (a) LO3  
AS 3.4
- Definition of each market**
- Air markets**  
These are markets where 60% of the arrivals are mainly by air.✓
- Land markets**  
Markets where 60 % of the arrivals are mainly by land. The countries are Botswana, Lesotho, Mozambique, Malawi, Namibia, Swaziland, Zambia and Zimbabwe. ✓
- Average spend per day**
- Land markets**  
Each tourist spends approximately R8 200 per tourist✓
- Air markets**  
These tourists spend approximately R11 100 per tourist.✓
- Average length of stay**
- Land markets**  
The average length of stay was 4.6 nights.✓
- Air markets**  
They stay 17.3 nights ✓ (6)
- (b) Africa✓✓ LU3  
AS 3.4 (2)
- (c) **Land Markets** – To visit friends and family✓✓ LU3  
AS 3.4
- shopping
  - business
  - medical
- (2)

7.2	(a)	Bank Selling Rate/BSR✓	LO3 AS 3.5	(1)
	(b)	Bank Buying Rate/BBR✓	LO3 AS 3.5	(1)
7.3	7.3.1	70 GBP x✓ 12.11= R✓847.70✓	LO3 AS 3.5	(3)
	7.3.2	R15 800 ÷ ✓ R12.11 = 1304.71✓ GBP ✓ • £	LO3 AS 3.5	(3)
7.4	7.4.1	Potential tourist will stay away out of fear of being kidnapped leading to a decrease in tourism arrivals✓✓ • Less money will be earned from tourism✓✓ • The contribution of tourism to the GDP of the country will decrease • There will be less money available to maintain, develop and improve tourism infrastructure products and service	LO3 AS 3.6	(4)
	7.4.2	Increase security (more police, visible police, tourist police) around tourist attractions ✓✓ Re – route tourist to other attractions in Kenya✓✓ Educate surrounding communities about the value of tourism for Kenya Offer special prices/packages to attract more tourists	LO3 AS 3.6	(4) <b>[28]</b>

**TOTAL SECTION D: 50**

**SECTION E: CUSTOMER CARE AND COMMUNICATION****QUESTION 8**

- 8.1 8.1.1 (a) No ✓ LO 4  
AS 1 (1)
- (b) A backpacker's lodge normally has dormitory style accommodation which includes bunker type beds making it difficult for the elderly and the less able. ✓✓
- It is a double storey building, and if there are no elevators, it would make accessibility difficult.
  - The lodge would have communal facilities which would limit the need for privacy. (2)
- 8.1.2 A ramp or lift can be installed to make accessibility easier. ✓✓ LO 4  
AS 2  
The entrance of the bus should be wider. ✓✓
- The bus should be more spacious to accommodate this type of tour group.
  - Toilet facilities must be adapted to accommodate people with disabilities. (4)
- 8.1.3 (a) The purpose of the feedback box is to give tourists the opportunity to give their views ✓ on aspects such as activities, the guide and the overall experience. ✓ (2)
- (b) No ✓ LO 4  
AS 2 (1)
- (c) The tourists cannot give feedback on something they have not yet experienced. ✓✓ LO 4  
AS 2 (2)
- 8.1.4 Performance management allows companies to identify gaps and weaknesses in delivery of service. ✓✓ LO 4  
AS 3
- The business can take appropriate action like retraining and development programmes to rectify gaps, which will ultimately improve service delivery.
  - Employees abide by the norms and criteria knowing that they will be assessed, therefore always providing excellent customer care. (2)

8.2	8.2.1	It creates the impression that the customer is not important✓✓ The needs and expectations of the customer are not met.✓✓ • The customer may feel he does not get value for his money.	LO 4 AS 3	(4)
	8.2.2	(a) He can take her parcels/the child/the baby from her.✓✓ • He can pull up a baby chair	LO 4 AS 3	(2)
		(b) She can ask someone to take the tourist there. ✓✓ • She can show him on the computer using an electronic mapping system.	LO 4 AS 3	(2)
				<b>[22]</b>

**QUESTION 9**

9.1	So they can bond (gel) as a team and with management. ✓✓ • So they can interact with other members of staff on a different level. • So that they can get to know colleagues better on another level. • So that natural leaders can be identified. • To build relationships.	LO 4 AS 4	(2)	
9.2	9.2.1	(a) info@tourismupdate.co.za✓  (b) www.tourismupdate.co.za✓  (NOTE: Spelling and format must be correct.)	LO 4 AS 5  LO 4 AS 5	(1)  (1)
	9.2.2	It is an electronic mailbox used to receive electronic mail or messages✓ via email or Facebook. ✓	LO 4 AS 5	(2)
	9.2.3	Faster✓ More secure✓ • More convenient • Cheaper • Greener (less paper is used)	LO 4 AS 5	(2)
				<b>[8]</b>

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**