



# basic education

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

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM**

**NOVEMBER 2010**

**POSSIBLE ANSWERS**

**MARKS: 200**

**This memorandum consists of 14 pages.**

**SECTION A**  
**QUESTION 1**

|     |        |   |             |          |
|-----|--------|---|-------------|----------|
| 1.1 | 1.1.1  | D✓  | LO 4 AS 4.6 |          |
|     | 1.1.2  | C✓  | LO 1 AS 1.1 |          |
|     | 1.1.3  | B✓  | LO 4 AS 4.6 |          |
|     | 1.1.4  | D✓  | LO 2 AS 2.2 |          |
|     | 1.1.5  | D✓  | LO 1 AS 1.3 |          |
|     | 1.1.6  | C✓  | LO 1 AS 1.3 |          |
|     | 1.1.7  | D✓  | LO 1 AS 1.2 |          |
|     | 1.1.8  | A✓  | LO 1 AS 1.3 |          |
|     | 1.1.9  | B✓  | LO 2 AS 2.4 |          |
|     | 1.1.10 | A✓  | LO 2 AS 2.4 |          |
|     | 1.1.11 | A✓  | LO 2 AS 2.4 |          |
|     | 1.1.12 | D✓  | LO 2 AS 2.4 |          |
|     | 1.1.13 | A✓  | LO 2 AS 2.4 |          |
|     | 1.1.14 | C✓  | LO 3 AS 3.1 |          |
|     | 1.1.15 | D✓  | LO 4 AS 4.5 |          |
|     | 1.1.16 | C✓  | LO 4 AS 4.4 |          |
|     | 1.1.17 | B✓  | LO 3 AS 3.1 |          |
|     | 1.1.18 | C✓  | LO 3 AS 3.4 |          |
|     | 1.1.19 | D✓  | LO 3 AS 3.6 |          |
|     | 1.1.20 | B✓  | LO 3 AS 3.5 | (20 x 1) |
|     | 1.2.1  | vuvuzela✓   | LO 2 AS 2.4 |          |
|     | 1.2.2  | Desmond Tutu✓ ( Medal of Freedom – 2009 and Nobel Peace Prize winner)<br>Nelson Mandela (Nobel Peace Prize winner)<br><i>(Due to a technical error both answers are accepted)</i> | LO 3 AS 3.6 |          |
|     | 1.2.3  | jet lag✓  | LO 3 AS 3.1 |          |
|     | 1.2.4  | route map✓  | LO 3 AS 3.3 |          |
|     | 1.2.5  | Switzerland✓  | LO 3 AS 3.5 | (5)      |
|     | 1.3.1  | BRT – Rea vaya✓ OR BRT OR Rea vaya  | LO 3 AS 3.6 |          |
|     | 1.3.2  | CITES✓  | LO 2 AS 2.3 |          |
|     | 1.3.3  | Swazi✓  | LO 2 AS 2.4 |          |
|     | 1.3.4  | Code of conduct✓  | LO 1 AS 1.3 |          |
|     | 1.3.5  | Photocopying machine✓   | LO 4 AS 4.5 | (5)      |
|     | 1.4.1  | I✓ exchange rate  | LO 3 AS 3.5 |          |
|     | 1.4.2  | G✓ GSA magazines  | LO 3 AS 3.3 |          |
|     | 1.4.3  | A✓ visa   | LO 3 AS 3.3 |          |
|     | 1.4.4  | B✓ customs check  | LO 3 AS 3.3 |          |
|     | 1.4.5  | C✓ bank buying rates  | LO 3 AS 3.5 | (5)      |
|     | 1.5.1  | G✓  | LO 3 AS 3.6 |          |
|     | 1.5.2  | C✓  | LO 2 AS 2.4 |          |
|     | 1.5.3  | F✓  | LO 3 AS 3.6 |          |
|     | 1.5.4  | D✓  | LO 2 AS 2.4 |          |
|     | 1.5.5  | E✓  | LO 3 AS 3.6 | (5)      |

**TOTAL SECTION A: 40**

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

- 2.1 2.1.1 Cave art ✓ (*the word "Art" is not acceptable*) LO 1  
AS 1.1
- Rock art
  - Rock paintings
  - Cave exploration
  - Cave Art
  - Cultural tourism
  - Guided tour
  - San Art
  - Ethno tourism
  - Eco tourism
- (1)
- 2.1.2 (a) They can sell local crafts to the tourists ✓✓ LO 1  
AS 1.1  
 They can act as tourist guides to the Rock Art sites ✓✓ (2 x 2)
- They can sell tourism products and services
  - They can perform traditional dances for the tourists
  - They can showcase their culture
  - Charge entry fees
- (*Two marks should be allocated for each of the products mentioned*)
- (b) uKhahlamba Drakensberg Mountains ✓ (1)
- uKhahlamba LO2,  
AS 2.4
  - Drakensberg
  - uKhahlamba Drakensburg World Heritage Site /National Park
  - "Barrier of spears"
- 2.1.3 The White Paper on the Development and Promotion of Tourism in South Africa – 1996 ✓✓ LO 1  
AS 1.1
- Development and Promotion of Tourism in South Africa – 1996 (2)
    - Tourism White Paper
    - White paper
- 2.2 2.2.1 Domestic tourism is referring to travel within the borders of one's own country. ✓✓ LO 1  
AS 10.1  
 (*It is acceptable if learners give examples of domestic tourism*) (2)
- 2.2.2 Global economic recession of 2008/2009 ✓ LO 1  
AS 1.1
- Recession (1)
- (*It is acceptable if learners give examples of the economic recession*)
- 2.2.3 To consult with role-players in the tourism industry about their needs. ✓✓ LO 1  
AS 1.1
- To communicate their strategy for revitalising the industry. (2)

- 2.2.4 (a) The Tourism Sector Plan ✓ LO 1  
AS 1.1 (1)
- 2020 Tourism Growth Strategy
- (b) South African Tourism ✓ (2)
- The National Department of Tourism (NDT) ✓
  - The South African Government
  - The private sector
  - DEAT
- 2.2.5 (a) Economic growth: LO 1  
AS 1.1
- Excellent service delivery will result in:
- Positive word of mouth (WOM) ✓✓ - positive publicity – increase profits
  - Repeat visits increased profitability ✓✓ (2 x 2)
- Improved standard of living
  - Increased foreign investment
  - Create more jobs
  - Make the product / service more sustainable/ creation of new markets
  - Stimulate growth in the tourism industry
  - Reduce crime
  - Sets the multiplier effect into motion ( social upliftment, economic upliftment ( GDP) and infrastructural development)
  - Promotion of our tourism industry through word of mouth / Improve image of SA
  - Became the preferred choice as a tourist destination thereby increasing demand and profitability
- (b) The development of communities: LO 1  
AS 1.1
- Develops new skills/ entrepreneurial opportunities .✓✓
- Develop a sense of pride in their local environment/culture ✓✓
- Sets the multiplier effect into motion ( social upliftment, economic upliftment ( GDP) and infrastructural development (2 x 2)
  - Builds cross-cultural relations
  - Promoting peace and stability in communities
  - Social upliftment of the community/ empowerment
  - Historically disadvantaged individuals (HDI's) get access to tourism
  - Development of transport infrastructure as well as infrastructure such as health, educational and recreational facilities
- 2.3 2.3.1 He received training ✓✓ LO 1  
AS 1.2
- He received financial support from government. ✓✓ (2 x 2)
- The government has created opportunities for him to become a tourism product owner.
  - The government helps to establish and promote tourism in areas which were previously disadvantaged.
  - Promotes ownership of and participation in tourism products and services

- 2.3.2 The youth are being empowered and they acquire new skills. ✓✓ (2)
- Development of agritourism opportunities (niche markets).
  - Creating opportunities for the local youth to become involved in tourism ventures.
- 2.3.3 The Domestic Tourism Growth Strategy / DTGS ✓ LO 1 AS 1.2 (2)
- The Sho't Left Campaign✓
  - Tourism Enterprise Programme / Partnership (TEP)
  - The former DEAT's community road shows
  - Fair Trade in Tourism South Africa ( FTTSA)
  - The White paper on the Development and Promotion of Tourism in South Africa
- [32]**

**QUESTION 3**

- 3.1 Job creation ✓ LO 1 AS 1.3 (2)  
Economic growth / GDP✓
- 3.2 Skills development results in previously disadvantaged people getting employment opportunities. ✓✓ LO 1 AS 1.3 (2)
- Empowering the youth who will not have the finances to further their studies and get jobs.
  - Creates opportunities for ownership of and participation in tourism products.
- 3.3 Any three positive characteristics can be accepted (Skills, Knowledge, Attitudes and Values) e.g. LO 1 AS 1.3 (3)
- Knowledgeable✓  
Punctual ✓  
Professional ✓
- Professional dress code
  - Patience
  - Caring and understanding
  - Sense of humour
  - People's person
  - Excellent communication skills
- 3.4 Long hours ✓ LO 1 AS 1.3 (1)
- Irregular hours
  - Inconvenient /away from home often / living out of a suitcase
  - Sometimes have to travel long distances
  - Demand for work is seasonal
  - Salaries not competitive
  - Working with difficult / rude tourists
  - Handling of unforeseen incidents/circumstances
- [8]**

**TOTAL SECTION B: 40**

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

- 4.1 4.1.1 Modern Art✓✓ LO 2  
AS2.3
- New
  - African crafts
  - Jewellery
- (2)
- 4.1.2 Triple Bottom-Line Approach LO 2  
AS2.1
- Economic (Profit)✓ - creates work for disadvantaged communities. ✓
- People who make these products earn an income
  - Fair price
  - Development of new markets
- Social (People)✓ - Showcase of culture and tradition ✓
- Skills are being developed
  - Partnerships are being created through joint decision making
  - Committed to fair trade principles
- Environment (Planet)✓ – recycled crafts ✓
- hand made
  - natural material
- (6)
- 4.1.3 The people employed to produce these arts and crafts will not be exploited✓✓ LO 2  
AS2.1
- They will be paid a fair salary
- (2)
- 4.1.4 The partnership will result in mutual trust / benefit✓✓ LO 2  
AS2.1
- and cooperation
  - Will involve management, crafters and the community in the planning and decision-making processes
  - Develops a sense of ownership and pride
  - Will promote goodwill and help to improve quality of life.
  - Skills sharing
- (2)
- 4.1.5 The African Home website creates an awareness ✓✓ of the various cultural groups found in South Africa which will then encourage tourists to visit these various cultures. It creates a desire for the tourist to travel✓✓ LO 2  
AS2.3 (2 x 2)
- It creates and promotes a niche market

|       |  |               |         |
|-------|--|---------------|---------|
| 4.1.6 | Product✓<br>Price✓<br>• Promotion<br>• Place<br>• People   | LO 2<br>AS2.3 | (2)     |
| 4.1.7 | Zulu ✓✓<br>• Xhosa, Ndebele, Swazi, Pedi, Tswana, Venda, Tsonga, Sotho   | LO 2<br>AS2.4 | (2)     |
| 4.1.8 | <b>Advantages</b><br>Shop at leisure ✓✓<br>• Can find all the information required about the product.<br>• Save petrol and time / cost effective<br>• Variety of products<br>• View the product at one's convenience before making the purchase<br><b>Disadvantages</b><br>The product may not be as expected ✓✓<br>• Online security risks<br>• No guarantee on the reputation and credibility<br>• Additional costs for packaging and posting.<br>• Postal delays and damage may occur during transit.<br>• Prices are non negotiable<br>• No personal interaction | LO 4<br>AS4.5 | (2 x 2) |
| 4.2   | 4.2.1 Climate Change✓✓<br>Also accept examples as depicted in the media for example: droughts, storms, hurricanes, tornados, earthquakes, tsunami, floods, rising sea levels<br>• Increase in temperature<br>• Outbreaks of diseases<br>• Change in biodiversity<br>• Severe erosion   | LO 2<br>AS2.2 | (2)     |
| 4.2.2 | <b><u>Buying local food</u></b><br>(a) Less use of transport, reduces CO <sup>2</sup> emissions✓✓<br>• Reduces your carbon footprint<br>• Local farming results in less chemical usage which reduces the carbon footprint<br>• Limited use of packaging, electricity and storage<br><br><b>Saving electricity</b><br>(b) Saving electricity reduces the need to burn fossil fuels and thereby reduces 'Greenhouse Gas' emissions ✓✓<br>• Reduce air pollution caused by burning fossil fuels to generate electricity   | LO 2<br>AS2.2 | (2)     |

- 4.2.3 The sun (solar heat) ✓✓ LO 2 (2)  
AS2.2
- wind (windmill)
  - water (hydro)
  - heat within the earth / geothermal
  - Bio - gas / bio - fuel / bio- energy
  - Ocean energy
  - Nuclear energy
- 4.2.4 Destruction and disappearance of tourist destination. ✓✓ LO 2 (2 x 2)  
AS2.2  
Damage to the infrastructure ✓✓
- Increases the threat of diseases/new diseases
  - Threat to destinations that are dependent on their climate as niche or specialised markets
  - Job losses and closure of tourism businesses
  - Habitat loss/ reduction in biodiversity/threat to flora and fauna
- [36]**

**QUESTION 5**

- It is a festival that does not take place anywhere else in the world ✓✓ LO 2  
AS2.3  
The cultural practices and activities does not take place anywhere else in the world ✓✓ [4]

**TOTAL SECTION C: 40**



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

- 6.1 6.1.1 Cape Town is closer to the 15° east line of longitude compared to the rest of South Africa. ✓✓ LO3  
AS 3.1 (2)
- Cape Town is west of the 30°line of longitude.
  - In Cape Town the sun rises later and therefore sets later

- 6.1.2 (a) South Africa +2 LO3  
New York -5 AS 3.1  
Time difference = 7 hours ✓  
New York is 7 hours behind South Africa  
12:00 – 7 hours = 5:00 ✓ ✓ (3)

OR

- New York 5:00 (*award full marks*)

- (b) South Africa +2  
Beijing +8  
Time difference = 6 hours ✓  
Beijing is 6 hours ahead of South Africa  
12:00 + 6 hours = 18:00 ✓ ✓

OR

- Beijing 18:00 (*award full marks*)

- 6.1.3 South Africa +2 LO3  
London is 0° AS 3.1  
London is 2 hours behind South Africa. ✓  
Departure time and date is 31 May 2010 20:00  
20:00 – 2hrs = 18:00 ✓  
18:00 + 12 hours flying time = 6:00 (1<sup>st</sup> June 2010) ✓  
6:00 + 1 hr (DST) ✓  
7:00 ✓ 01 June 2010 or the next) ✓ (6)  
OR
- 07:00 01 June 2010 or the next day (*award full marks*)

- 6.1.4 More opportunities for outdoor recreational activities. ✓ ✓ LO3  
Increases consumer spending in tourism ✓ ✓ AS 3.1 (2 x 2))
- Extension of tourism business hours.
  - Reduction in traffic congestion results in easier travel
  - A reduction in electricity usage

- 6.2 6.2.1 A: Danger of hijackings. ✓  
 • Danger of crime. LO3 AS 3.3 (3)
- B: Danger of attacks by wild animals. ✓  
 C: Road safety ✓
- 6.2.2 Yes ✓ LO3 AS 3.3  
 Tourists will perceive South Africa as a crime-riddled country and they may be afraid of coming here. ✓✓  
 OR  
 No ✓  
 Tourists would be made aware of the danger of hijackings and will therefore be more cautious. ✓✓ (3)  
 • Warn tourists against high incidences of hijackings.
- 6.3 6.3.1 Participation in trade shows within SADC. ✓ LO3 AS.3.4 (2)  
 Conducting ongoing research into the SADC markets. ✓  
 • Establishment of transfrontier parks  
 • Collaborating with SADC governments to alleviate poverty  
 • Removal of visa restrictions to make travelling easier  
 • Creation of tourism products that will appeal to tourists visiting the SADC.  
 • Participating actively in RETOSA  
 • Different strategies to cater for different SADC target markets  
 • Trade shows like INDABA.  
 • Working more closely with South African ambassadors in SADC with regard to marketing South Africa in SADC.
- 6.3.2 Increased tourism arrivals to the region will result in job creation and therefore alleviating poverty ✓✓ LO3 AS.3.4  
 Rural areas will develop ✓✓ (2 x 2)  
 • Foreign tourists bring in foreign currency  
 • Any business that generates an income will contribute to economic, social and political stability within the SADC countries
- 6.4 6.4.1 Germany. ✓ LO3 AS.3.5 (3)  
 Introducing new products that will appeal to this market ✓✓  
 • Encouraging South Africans to learn German for communication purposes.  
 • Conducting ongoing research about the interests and needs of the market.  
 • Ongoing marketing  
 • Creating affordable packages  
 • Introducing niche markets and new markets
- 6.4.2 (a) ✓✓ LO3 AS.3.5 (2)  
 • 2,5 million NZD  
 • NZD2 500 000
- 6.4.3 (b) ✓✓ LO3 AS.3.5 (2)  
 • R8,875 million

- 6.4.4 (a)  $R5\,000 \div \checkmark 4,26$   
 $= \text{BRL } 1\,173,71\checkmark$   
 •  $\text{BRL } 1\,173,70$  LO3  
AS.3.5  
(2)

OR

$\text{BRL } 1\,173,71 \times 15\,000 = 17\,605\,650,00 \text{ BRL}$   
 •  $\text{BRL } 1\,173,70 \times 15\,000 = 17\,605\,500,00 \text{ BRL}$

- (b)  $R5\,000 \div \checkmark 13,06$   
 $= \text{£}382,85\checkmark$  (2)  
 •  $\text{£}382,84$

OR

$\text{£}382,85 \times 120\,000 = \text{£ } 45\,942\,000,00$   
 •  $\text{£}382,84 \times 120\,000 = \text{£ } 45\,940\,800,00$

- (c) The British ✓  
 The tourist will pay less in terms of British pounds while the Brazilian will pay more in terms of BRL. ✓✓ (3)  
 • The British tourist has a stronger currency

- 6.5 6.5.1 Swine flu is highly contagious and can be fatal; therefore tourists will hesitate to visit a destination where their lives are threatened. ✓✓ LO3  
AS.3.6  
(2)

- 6.5.2 Potential spectators would not come to the 2010 World Cup because of financial difficulties caused by the recession ✓✓ LO3  
AS.3.5  
(4)  
 Some spectators could not buy soccer tickets in time because business activity had slowed down. ✓✓

- Some spectators cancelled their reservations to South Africa due to affordability.
- Expensive accommodation in South Africa
- High airfares
- Less favourable exchange rate, especially for European visitors.
- Spend less money in South Africa
- Not all South Africans received returns on their investments

**TOTAL SECTION D: 50**

**SECTION E: CUSTOMER CARE AND COMMUNICATION****QUESTION 7**

- 7.1 7.1.1 Tourists' needs: (Do not accept one word answers) LO4  
AS.4.1  
Tourists' needs refer to basic things required by tourists for example transport, accommodation, food and information ✓ ✓
- Tourists' expectations:  
What the tourist can expect to experience from their trip, e.g service delivery and the quality of the tourism product ✓ ✓ (2 x2 )
- 7.1.2 (a) **Brazilian Cultural needs** LO4  
AS.4.1  
Take the following into account:  
their communication needs ✓ and meal preferences ✓
- Religious needs (2)
  - Recreational needs
  - Accommodation needs
  - Show respect
- (b) **Algerian Cultural Needs:**  
Take the following into account:  
their communication needs ✓ and meal preferences ✓ (2)
- Religious needs
  - Recreational needs
  - Accommodation needs
  - Show respect
- 7.1.3 It showcased Africa as a viable tourist destination. ✓ ✓ LO4  
AS.4.1 (2)
- Free advertising for Africa
  - Repeat visits
  - Development of infrastructure
  - Able to host large events
- 7.2 7.2.1 Dancing / Culture ✓ LO 1  
10.1 (1)
- Cultural dances
  - Eco-tourism
  - Community tourism
- 7.2.2 The cultural dances were advertised as 'dances', however, only one dance was offered. ✓ LO 4  
4.1 (1)
- Tourists expected that their needs would be met - the need for more dances.
  - Their expectations with regard to service excellence were not met.

## NSC – Memorandum

- 7.2.3 It will result in financial losses or even result in closure. ✓✓ LO 4  
Negative word of mouth ✓✓ 4.3 (2 x 2)
- Drop in customer loyalty results in loss of income
- 7.2.4 (a) The glum (unfriendly/ no smile) look on the waitron's face ✓ LO 4  
and he had his back turned towards the customers while 4.1  
speaking to them. ✓ (2)
- Slouching / lazy posture
  - Frown on his face/ angry facial expression
  - Poor body language
- (b) He should always have a smile on his face ✓
- He should always make eye contact when speaking to customers. ✓ (2)
- He should walk up straight
  - He should have a friendly facial expression
  - Display a positive body language

**[20]**

**QUESTION 8**

|                         |       |  |               |            |
|-------------------------|-------|--|---------------|------------|
| 8.1                     | 8.1.1 | This gives people a chance to use their <u>diverse</u> backgrounds to achieve a common goal. ✓✓  | LO 4<br>AS4.4 | (2)        |
|                         |       | <ul style="list-style-type: none"> <li>• People from different cultures will use their strengths (work, life experiences, viewpoints and talents) to enhance the decision making process.</li> <li>• Healthy teamwork will unify the team to become a pleasant working unit.</li> <li>• Promotes cross cultural understanding and better cooperation</li> </ul>  |               |            |
|                         | 8.1.2 | Ensuring that team members are knowledgeable about each others' cultures. ✓✓   |               | (2)        |
|                         |       | <ul style="list-style-type: none"> <li>• Cultivate respect and understanding of each individual's culture</li> <li>• Organise team building activities</li> <li>• Identify common goals</li> <li>• Keep the team focused</li> <li>• Promoting a uniform company culture</li> </ul>   |               |            |
| 8.2                     | 8.2.1 | C✓<br>A✓<br>D✓<br>B✓   | LO 4<br>AS4.5 | (4)        |
|                         | 8.2.2 | For businesses to advertise their product or service.✓<br>To communicate with their clients.✓  | LO 4<br>AS4.5 | (2)        |
|                         |       | <ul style="list-style-type: none"> <li>• To provide more information on their products or services.</li> <li>• For easy and convenient on-line shopping irrespective of the location of the client.</li> <li>• To stay abreast with the technological needs of their clients.</li> <li>• To give them the competitive edge over other businesses.</li> <li>• The business is able to update its website on a regular basis at a minimal cost.</li> <li>• To reach more clients</li> <li>• Extends business hours</li> <li>• Cheaper form of advertising</li> <li>• Can be used as a feedback tool</li> </ul> |               | [10]       |
| <b>TOTAL SECTION E:</b> |       |  |               | <b>30</b>  |
| <b>GRAND TOTAL:</b>     |       |  |               | <b>200</b> |