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Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2016

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 12 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 1.1.1 C ✓ Mapungubwe Cultural Landscape
 1.1.2 A ✓ yellow fever
 1.1.3 B ✓ TGCSA
 1.1.4 C ✓ duty free goods.
 1.1.5 D ✓ Russia
 1.1.6 B ✓ IDP
 1.1.7 A ✓ Portugal.
 1.1.8 C ✓ Confidence
 1.1.9 C ✓ total number of inbound travellers to the country.
 1.1.10 D ✓ www.sars.gov.za
 1.1.11 A ✓ Ebola
 1.1.12 B ✓ the multiplier effect.
 1.1.13 D ✓ Lilizela Awards
 1.1.14 D ✓ bank buying rate.
 1.1.15 B ✓ Agree on an action plan and launch the intervention process
 1.1.16 A ✓ 19:00
 1.1.17 A ✓ Venice
 1.1.18 C ✓ Type of vehicle that the receptionist drives
 1.1.19 A ✓ summit
 1.1.20 B ✓ Travel clinic (20 × 1) (20)
- 1.2 1.2.1 budget ✓
 1.2.2 route planning ✓
 1.2.3 day-by-day itinerary ✓
 1.2.4 tourist profile ✓
 1.2.5 package tour ✓ (5 × 1) (5)
- 1.3 1.3.1 Democratic Republic of Congo ✓
 1.3.2 Bilharzia ✓
 1.3.3 maxi tourist passport ✓
 1.3.4 environmental ✓
 1.3.5 local procurement ✓ (5 × 1) (5)
- 1.4 1.4.1 D ✓
 1.4.2 A ✓
 1.4.3 E ✓
 1.4.4 C ✓
 1.4.5 B ✓ (5 × 1) (5)
- 1.5 1.5.1 Internet payment/credit card/debit card ✓
 1.5.2 EFT/Electronic Funds Transfer ✓
 1.5.3 Credit card ✓
 1.5.4 Credit card ✓
 1.5.5 Preloaded foreign currency debit card/Cash Passport/Travel
 Wallet/International Travel Card ✓ OR Cash (5 × 1) (5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1 Johannesburg +2
 Washington -5 (+1 ✓ hour DST) = -4
 Time difference: 6 hours ✓
 Time in Jhb: 18:45 – ✓ 6 hours = 12:45 ✓
 12:45 + ✓ 17h40m = 29:85 – 24:00 = 5:85 = 06:25 ✓ on Sat, 5 November ✓
- OR
- 06:25 ✓✓✓✓✓ on Sat, 5 November ✓ (7)
- 2.1.2 Washington -5
 South Africa +2
 Time difference: 7 hours ✓
 Time in Washington 10:30 + ✓ 7 hours = 17:30 ✓ on 14 November ✓
- OR
- 17:30 ✓✓✓ on 14 November ✓ (4)
- 2.1.3
- Increased daytime hours can lead to increased productivity. Businesses have more daytime in which to accomplish all their tasks. ✓
 - DST leads to an increase in leisure hours. Tourists can enjoy more daytime activities. ✓ (2 × 1) (2)
- 2.1.4
- He should get enough rest before his departure. ✓✓
 - He should drink fluids during the flight (especially water) but not drink too much alcohol. ✓✓
 - He should try to get enough sleep on the flight, blindfolds, ear plugs, neck rests and blow-up pillows are all useful.
 - He should exercise by walking up and down the aisle, standing for spells and stretching (Any 2 × 2) (4)
- 2.1.5 (a) Department of Home Affairs ✓ (1)
- (b) A visa is an endorsement or stamp in the applicant's passport that gives the traveller permission to travel to enter, transit or remain in a foreign country. ✓✓ (2)
- (c)
- To supply proof that the traveller is employed as a journalist ✓✓
 - To confirm the traveller's return to his/her employment after the trip. (Any 1 × 2) (2)
- 2.1.6 He should choose the green channel as he has nothing to declare/he is not in possession of anything that he needs to declare. ✓✓ (2)

2.2 2.2.1 **Tour A:**

- Adventure tourist: ✓ the package offers opportunities for the tourist to take part in adventure activities such as hiking, a sunset paddle, canoeing, rock & surf fishing, ocean swimming & snorkelling opportunities. ✓
- Leisure tourist: the package will offer opportunities for the tourist to relax and enjoy leisure activities.
- Nature lover/Eco tourist: the package will offer opportunities for the tourist to enjoy nature and the outdoors. (Any 2 × 1) (2)

Tour B:

- Tourist interested in photography: ✓ the package will offer opportunities for the tourist to take photos. ✓
- Leisure tourist: the package will offer opportunities for the tourist to relax and enjoy leisure activities.
- Nature lover/Eco tourist: the package will offer opportunities for the tourist to enjoy nature and the outdoors. (Any 2 × 1) (2) (4)

- 2.2.2
- Ask advice from a trustworthy source about which areas to avoid. ✓✓
 - Don't wear visible jewellery or carry cameras and bags over your shoulder.
 - Keep cell phones and wallets out of sight.
 - Carry valuables in a bag or a pouch or money bag that can be worn under clothes.
 - Don't go to remote places.
 - Be careful when using ATM machines, do not accept help from strangers.
 - Report stolen or lost credit or bank cards immediately.
 - Ensure that you take responsibility for your own luggage. (Any 1 × 2) (2)

[30]

QUESTION 3

- 3.1 3.1.1 (a) • They can exchange their ZAR at a commercial bank ✓✓ (2)
 • Foreign exchange bureau
- (b) $R15\ 000 \div \checkmark 16,65 \checkmark = \text{€ } 900,90 \checkmark$ **OR** $\text{€ } 900,90 \checkmark \checkmark \checkmark$ (3)
- 3.1.2 $\text{USD/US\$}150 \times \checkmark 14,83 \checkmark = R2\ 224,50 \checkmark$ **OR** $R2\ 224,50 \checkmark \checkmark \checkmark$ (3)
- 3.1.3 The best value money destination will be the USA because Mr and Mrs Mahoney will get the most foreign currency for their ZAR if they were to visit the USA. ✓✓ (1 × 2) (2)
- 3.1.4 • The money spent during Mr and Mrs Mahoney's holiday will contribute to the local economy of the destination that they choose to visit by generating an income for tourism product owners and service providers. ✓✓
 • The multiplier effect will come into play resulting in the money that is generated filtering through to the members of the local population in the area that they visit. ✓✓
 • Increased contribution of tourism to the GDP
 • Job creation
 • Reduction of unemployment
 • Increase in foreign exchange
 • Standards of living will be improved through money directly or indirectly earned by tourism
 • Generation of profits (Any 2 × 2) (4)
- 3.2 • Inbound tourism from the USA
 ○ Due to the increased value of the dollar in relation to the rand, South Africa will become a cheap, value for money destination for American citizens. ✓✓
 ○ Inbound tourism from the USA will increase as USA citizens will get more rand for their dollar. ✓✓
 ○ Tourists visiting South Africa will have more money to spend while in the country. (Any 2 × 2) (4)
- South African outbound tourism to the USA
 ○ Due to the decrease in value of the rand in relation to the US dollar, fewer South Africans will be able to afford to travel to the USA. ✓✓
 ○ Outbound tourism to the USA by South Africans will decrease. (Any 1 × 2) (2) (6)
- [20]**

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

QUESTION 4

- 4.1 4.1.1 A – Taj Mahal ✓✓
 B – Mount Everest ✓✓
 C – The Great Wall of China ✓✓
 D – Floating markets ✓✓ (8)
- 4.1.2 Agra ✓ (1)
- 4.1.3
- It is the world's longest built wall. ✓✓
 - It is the world's longest human-made defence structure.
 - The wall is a demonstration of ancient Chinese determination and engineering skills.
 - The wall was built between the 5th century BC and the 16th century AD.
 - The original wall stretched over 8 850km across northern China, crossing mountains, desserts and grasslands.
 - The wall is made up of different sections such as fortified towns, castles, temples, military bases, mountain passes, stronghold cities, city walls, watch towers and wall towers. (Any 1 × 2) (2)
- 4.1.4
- Mount Everest is the greatest challenge to mountain climbers as it is the highest/tallest mountain in the world. ✓✓
 - It takes two months to reach the summit of Mount Everest as mountain climbers need time to adjust their bodies to the high altitude.
 - At the summit mountain climbers have to endure temperatures that are always below freezing point.
 - At the summit mountain climbers have to endure hurricane force winds.
 - Mountain climbers are at risk of becoming sick due to the altitude and cold weather.
 - Mountain climbers are at risk of slipping, falling and suffering from frostbite.
 - Mountain climbers need specialised equipment to summit Mount Everest.
- Accept any appropriate examples that indicate an element of risk taking.*
 (Any 1 × 2) (2)
- 4.1.5
- The colourful and lively floating markets offer many photo opportunities ✓✓
 - The floating markets are the most photographed destinations in Thailand.
- Accept any appropriate examples of photo opportunities at the floating markets e.g. Tourists can photograph traders in small boats that are filled with tropical fruits, flowers and vegetables.*
 (Any 1 × 2) (2)

- 4.2 4.2.1 “the welfare of children who are expected to sell souvenirs and donkey rides at the expense of their education” ✓✓ (2)
- 4.2.2
- Do not use weak or injured animals to transport tourists. ✓✓
 - Make sure that the animals are properly fed and provided with water.
 - Have the animals regularly checked by a veterinarian.
 - Do not overload the animals.
 - Do not allow oversized people to ride on the animals. (Any 1 × 2) (2)
- 4.2.3
- Not to buy items from children or give them money, as this encourages them to stay out of school. ✓✓
 - Not use injured or weak animals to travel around the site to prevent animal suffering. ✓✓
 - To rather enjoy the monuments on foot. ✓✓
 - To avoid standing or climbing on the monuments.
 - Not to buy pieces of rock or antiquities illegally offered for sale.
 - Only buy items from legal souvenir shops. (Any 3 × 2) (6)
- 4.3 4.3.1
- Bad weather conditions may temporarily lead to the closure of rides ✓
 - Electrical storms
 - Rain
 - High winds (Any 1 × 1) (1)
- 4.3.2
- People are encouraged to join the new Ratanga Membership Club that offers frequent visitor benefits to members. ✓✓
 - The management offers incredible discounts and benefits for groups of 20 or more people who book and pre-pay for their visit. (Any 1 × 2) (2)
- 4.3.3
- Introduce a variety of restaurants, fast food outlets, retail outlets and cinemas. ✓✓
 - Sell Ratanga Junction merchandise e.g. T-Shirts, coffee mugs, toys and key rings.
 - Introduce a greater number of rides.
 - Sell official photographs taken of visitors while on the rides. (Any 1 × 2) (2)
- [30]

QUESTION 5

- 5.1 Robben Island ✓ (1)
- 5.2 Western Province ✓ (1)
- 5.3
- It is a place that has outstanding natural, cultural or historical value and has been awarded international recognition by UNESCO. ✓✓
 - It is a place that meets at least one of UNESCO's ten selection criteria. (Any 1 × 2) (2)
- 5.4
- Buildings on Robben Island bear stirring evidence to our history. ✓✓
 - Robben Island and its prison buildings symbolise freedom over oppression and democracy. ✓✓
 - Buildings on Robben Island were used at various times between the 17th and the 20th century as a prison, a hospital for socially unacceptable groups, and a military base.
 - Prison site where Nelson Mandela was detained for 20 years.
- Do not award marks for direct quotations from the cartoon if not substantiated.*
- (Any 2 × 2) (4)
- 5.5
- The site receives national and international recognition which will result in an increase in visitor numbers. ✓✓
 - An increase in tourist numbers will lead to the creation of job opportunities in tourism establishments.
 - Tourism will generate income due to a demand for products and services e.g. accommodation, transport, entry fees, food, drink, etc.
 - Increased visitor numbers will set the multiplier effect into motion. (Any 1 × 2) (2)
- [10]**

QUESTION 6

- 6.1
- Creates awareness of South Africa as a tourist destination ✓✓
 - Creates a positive image of South Africa ✓✓
 - Increases the possibility of considering South Africa as an attractive destination of choice ✓✓ (3 × 2) (6)
- 6.2
- Creates networking and trade opportunities ✓✓
 - Exposes South Africa as a destination of choice ✓✓
 - Better product development. (Any 2 × 2) (4)
- [10]**

TOTAL SECTION C: 50

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

- 7.1 Receptionist A does not portray a professional image. She looks cross and is shouting. ✓✓
 Receptionist B portrays a professional image. She is well presented and is friendly. ✓✓
 A positive image ensures that the guests have a positive perception of businesses in the hospitality industry. (Any 2 × 2) (4)
- 7.2 7.2.1
- Working hours ✓
 - Uniform allowance ✓
 - Leave benefits
 - Core duties
 - Fringe benefits
 - Deductions
 - Professional accountability and responsibility
 - Names of employer and employee
 - Employee's job title and the date of commencement of duty (Any 2 × 1) (2)
- 7.2.2
- A contract of employment protects the employee in the workplace ✓✓
 - An employment contract outlines all the main terms and conditions of employment
 - It stipulates exactly what is expected of the employee in the workplace
 - A contract explains the core duties of the employee together with the working hours, uniform allowances, benefits, remuneration, leave benefits, etc.
 - A contract ensures that there is no misunderstanding between the employee and employer regarding employment issues (Any 1 × 2) (2)
- 7.2.3
- A code of conduct spells out expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges in the workplace. ✓✓
 - A code of conduct guides the conduct of staff in a business.
 - It guides staff on ethical matters in the workplace.
 - It assists in creating a co-operative atmosphere in the workplace.
 - It promotes integrity in the workplace.
 - It protects businesses from lawsuits.
 - It acknowledges different cultural practices.
 - Prescribes how staff should behave while at work.
 - Encourages employees to act responsibly. (Any 1 × 2) (2)

[10]

QUESTION 8**8.1 8.1.1 Social pillar**

- The companies work closely with Dibanisa Football Foundation who coordinate a regular learning programme for youth in the Gansbaai area. ✓✓
- The companies support Eco Schools. (Any 1 × 2) (2)

8.1.2 Environmental pillar

- The companies run an African Penguin and Seabird Sanctuary, they do research into Great White Sharks and their conservation and run a project that focusses on the disposal of fishing line that can be harmful to sea life. ✓✓
- They also support Environmental Education by supporting Eco Schools. (Any 1 × 2) (2)

- 8.2
- The companies attract tourists who spend money in the local community generating an income for the local population. ✓✓
 - Job creation for the local community (Any 1 × 2) (2)

- 8.3 8.3.1
- Fair Trade in Tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism. ✓✓
 - The Fair Trade in Tourism Organisation is an organisation that ensures that their member organisations practice sustainable principles and in so doing adhere to the three pillars of sustainable tourism, otherwise known as the triple bottom line. ✓✓ (2 × 2) (4)

- 8.3.2
- A business that has Fair Trade certification will attract environmentally conscious tourists as they are more likely to support businesses that support the environment. ✓✓ (2)

- 8.4 8.4.1
- CSI is the support businesses give to the communities they operate in. The support can be financial or non-financial. ✓✓ (2)

- 8.4.2
- VWSA can benefit from supporting Dyer Island Conservation Trust through positive word of mouth advertising by the public and creating a positive perception of their business amongst environmentally conscious people. ✓✓ (2)

- 8.5
- Practise resource management by saving water and energy. ✓✓
 - Practise waste management by re-using, reducing and recycling. ✓✓
 - Encourage litter control.
 - Promote the indigenous flora. (Any 2 × 2) (4)

[20]**TOTAL SECTION D: 30**

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

QUESTION 9

- 9.1 9.1.1 Terrorism ✓✓ (2)
- 9.1.2 (a) • Tour operators suffered financial losses as a result of cancelled bookings ✓✓
• Tour operators had to make emergency travel arrangements for tourists who did not feel safe in Paris
• Tour operators did not receive new bookings or reservations due to security concerns by travellers (Any 1 × 2) (2)
- (b) The Eiffel Tower was forced to close and suffered financial losses ✓✓ (2)
- (c) • Security control measures at gateways were tightened/stepped up due to security concerns ✓✓
• Additional security control measures at gateways led to long passenger delays (Any 1 × 2) (2)
- 9.1.3 • Tourists will return as soon as the French government can ensure their safety. ✓✓
• Tourists will visit Paris, the most popular city in the world among international travellers, once calm is restored.
• After a while travellers will put this incident behind them and return to Paris. (Any 1 × 2) (2)
- 9.2 9.2.1 (a) Europe ✓ (1)
- (b) • Fears around the Ebola outbreak in West Africa ✓✓
• The introduction of stricter visa requirements
• The introduction of additional travel requirements for minors
• Concerns about safety and xenophobia
• Economic recession (Any 1 × 2) (2)

- 9.2.2 (a) Land markets are countries where at least 60% of arrivals from the country arrive by land ✓✓ (Botswana, Lesotho, Malawi, Mozambique, Namibia, Swaziland, Zambia and Zimbabwe) while air markets are those countries where at least 60% of arrivals from the country arrive by air. ✓✓ (2 × 2) (4)
- (b)
- Tourists from land markets spent, on average, more per day compared to tourists from air markets ✓✓ but their average length of stay was shorter compared to tourists from air markets. ✓✓
 - Tourists from air markets spent, on average, less per day compared to tourists from land markets but their average length of stay was longer compared to tourists from land markets. (Any 2 × 2) (4)
- [21]

QUESTION 10

- 10.1
- Results can be obtained in a short period of time ✓✓
 - Allows for the immediate exchange of feedback
 - Low cost implications
 - Effective way of getting feedback
 - Most people have cell phones (Any 1 × 2) (2)
- 10.2
- Restroom ✓
 - Bathroom
 - Washroom (Any 1 × 1) (1)
- 10.3
- Install toilet paper dispensers in the toilets ✓✓
 - Cleaning staff to check and clean the restroom on a regular basis ✓✓
 - Send cleaning staff on a training course
 - Install a check list that shows when the previous cleaning staff member checked or cleaned the restroom (Any 2 × 2) (4)
- 10.4
- Customers will be satisfied with the cleanliness of the restroom and return to Jimmy's Restaurant ✓✓
 - Customers will know that they will always have a pleasant experience when visiting the restroom in Jimmy's Restaurant (Any 1 × 2) (2)
- [9]

TOTAL SECTION E: 30

GRAND TOTAL: 200