



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2015

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 15 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	A ✓		
	1.1.2	C ✓		
	1.1.3	C ✓		
	1.1.4	C ✓		
	1.1.5	D ✓		
	1.1.6	B ✓		
	1.1.7	C ✓		
	1.1.8	D ✓		
	1.1.9	B ✓		
	1.1.10	A ✓		
	1.1.11	B ✓		
	1.1.12	B ✓		
	1.1.13	D ✓		
	1.1.14	A ✓		
	1.1.15	A ✓		
	1.1.16	C ✓		
	1.1.17	C ✓		
	1.1.18	A ✓		
	1.1.19	C ✓		
	1.1.20	B ✓		(20 x 1) (20)
1.2	1.2.1	C ✓		
	1.2.2	E ✓		
	1.2.3	D ✓		
	1.2.4	A ✓		
	1.2.5	B ✓		(5 x 1) (5)
1.3	1.3.1	buying power of a currency ✓		
	1.3.2	multiply ✓		
	1.3.3	currency fluctuation ✓		
	1.3.4	multiplier effect ✓		
	1.3.5	a weak rand ✓		(5 x 1) (5)
1.4	1.4.1	H ✓		
	1.4.2	F ✓		
	1.4.3	G ✓		
	1.4.4	A ✓		
	1.4.5	C ✓		(5 x 1) (5)
1.5	1.5.1	Reliability ✓		
	1.5.2	Fair share ✓		
	1.5.3	Respect ✓		
	1.5.4	Democracy ✓		
	1.5.5	Sustainability ✓		(5 x 1) (5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1
- Reduction of energy consumption. ✓
 - Increased productivity due to increased hours of daylight.
 - Increase in leisure hours.
 - Economy will benefit due to longer shopping hours.
- (Any 1 x 1) (1)

- 2.1.2 London 0 (+1 hour DST) ✓ = +1
 South Africa +2
 Time difference: 1 hour ✓
 Time in South Africa 12:00 – ✓ 1 hour = 11:00 ✓ on 31 May ✓

OR

11:00 ✓✓✓✓ on 31 May ✓ (5)

- 2.2 Johannesburg +2
 London 0 (+1 DST) = +1
 Time difference: 1 hour ✓
 Time in Jhb 19:50 – 1 hour ✓ = 18:50 in London when the flight leaves
 Jhb ✓
 18:50 + ✓ 11h35 m (flying time) = 29:85 – 24:00 = 05:85 = 06:25 ✓

OR

06:25 ✓✓✓✓✓ (5)

- 2.3 2.3.1 London 0 (+1 hour DST) ✓ = +1
 Sydney +10
 Time difference: 9 hours ✓
 Time in London 12:00 + ✓ 9 hours = 21:00 ✓ on the same
 day/Sunday, 8 June ✓

OR

21:00 ✓✓✓✓ on the same day/Sunday, 8 June ✓ (5)

- 2.3.2 Yes, ✓ it will be a suitable time as Dr Adams's sister is unlikely to
 be in bed as it is her birthday. ✓ (2)

- 2.4 Paris +1 (+1 DST) = +2
 Johannesburg + 2
 Time difference: 0 hours ✓
 Time in Paris when flight leaves: 18:30 ✓ (the same time in Jhb) + ✓
 13h05m = 31:35 – 24:00 ✓ = 07:35 ✓ on the following day
 (Saturday, 21 June)
- OR
- 07:35 ✓✓✓✓✓ on the following day (Saturday, 21 June) (5)
- 2.5 2.5.1 (i) Crossing time zones when flying a long distance (east to west or vice versa). ✓ (1)
- (ii)
 - Insomnia ✓
 - Fatigue
 - Irritability
 - Interrupted sleep
 - Discomfort in legs and feet
 - Struggle to concentrate
 - Constipation or diarrhoea
 - Confusion and disorientation
 - Dehydration
 - Headaches
 - Nausea
 - Loss of appetite
 - Dizziness Any 1 x 1 (1)
- (iii) Flying for many hours (from north to south or vice versa). ✓ (1)
- (iv)
 - Extreme tiredness ✓
 - Sleepiness (Any 1 x 1) (1)
- 2.5.2 The Adams couple are most likely to suffer from jet fatigue. ✓ (1)
- 2.6 2.6.1 A visa is a travel document that gives travellers permission to enter, transit or remain in a foreign country for a specific period of time. ✓✓ (2)
- 2.6.2 Dr and Mrs Adams must go to the embassy or consulate of the countries that they want to visit to apply for a visa. ✓ (1)
- 2.6.3 Schengen visa ✓/Tourist visa
 British visa ✓/United Kingdom visa (2)

- 2.7 2.7.1 Mrs Adams must go to the red channel when arriving at customs. ✓ (1)
- 2.7.2 She is not allowed to take biltong into the country and is over the limit of amount of wine that she can take through customs. ✓✓ (2)
- 2.8 2.8.1
- On arrival, determine exactly where you are expected to park before unloading luggage from the car. ✓
 - When unloading luggage from a car or tour bus always keep it well within sight.
 - If someone offers to carry luggage, first verify that the person is a staff member of the hotel.
 - It is advisable to take full responsibility for all valuables by carrying them yourself.
 - Once in the hotel, store valuables in safe storage facilities.
 - Ask to see the designated safe storage facilities offered by your hotel, lodge or bed and breakfast establishment.
 - Keep rooms locked also when inside, and do not open unless the person at the door can be identified.
 - If travelling alone, especially in the case of women, it is best not to mention this to strangers.
 - Note the emergency number provided or the front desk number.
 - Have your room key ready when going to the room so that you do not have to search for it.
 - The safest spot in a lift is near the door. (Any 1 x 1) (1)
- 2.8.2
- Ask for advice from a trustworthy source about which areas to avoid. Some areas in major cities are more risky than others. ✓
 - Do not wear visible jewellery or carry cameras and bags over your shoulder. They are a temptation to criminals.
 - Keep cellphones and wallets tucked away where no one can see them.
 - Plan excursions thoroughly to avoid carrying large sums of money.
 - If it is necessary to take a large amount in cash, divide it into smaller amounts and keep it in different places.
 - Do not use handbags and outside pockets to carry valuables. Rather use inside pockets, a strong shoulder bag or a pouch or money bag that can be worn under clothes.
 - Do not go to remote places where there are few people.

- When using automatic teller machines (ATMs), take the same generally accepted safety precautions as you would in your own country.
- Report stolen or lost credit or bank cards immediately.
- Never accept an offer from a stranger to help you with your transaction.
- If your ATM card is withheld by the machine, ask a bank employee to release it or call the help-line number that can be found on all ATMs.
- Keep pin numbers secure.
- When using a credit card in restaurants, ask the waiter to bring a portable credit card machine to your table.
- Do not accept or carry packages for strangers. (Any 1 x 1) (1)

2.9 International Drivers Licence ✓ (1)
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QUESTION 3

- 3.1 Dr Adams can exchange his currency at a Bureau de Change, commercial banks and at major hotels. ✓✓ (2)
- 3.2 3.2.1 $ZAR15\ 000 \div \checkmark 18,18 \checkmark = \pounds 825,08 \checkmark$ (3)
- 3.2.2 $ZAR35\ 000 \div \checkmark 15,00 \checkmark = \text{€}2333,33 \checkmark$ (3)
- 3.3 $\text{€}15 \times \checkmark 14,39 \checkmark = ZAR215,85 \checkmark$ (3)
[11]

TOTAL SECTION B: 50

- 4.4
- It has unique architectural or construction features. ✓
 - It has a sense of magic and mystery. ✓
 - It has a unique location high in the Andes Mountains.
 - It withstood the elements for many centuries.
 - It has a distinctive and impressive shape.
 - It attracts a certain number of visitors each year. (Any 2 x 1) (2)
- 4.5
- 4.5.1 New York ✓ (1)
- 4.5.2
- Families with young children. ✓
 - Elderly visitors. ✓
 - Visitors who have difficulty in walking.
 - Visitors with visual impairments. (Any 2 x 1) (2)
- 4.5.3 A tourist attraction that provides universal access will be able to attract different types of visitors regardless of their race, religion, age or disability. ✓ Every visitor will be able to enjoy all the facilities, experiences and sights on offer. ✓ (Allow 1 mark if an example of universal access at an attraction is given.) (2 x 1) (2)
- 4.5.4
- Brochures, leaflets and site maps should be up to date and readily available. ✓✓
 - Staff in the visitor centre must be easily identifiable and deal promptly and politely with all visitor enquiries. ✓✓
 - Signage in the visitor centre should be clear and visible to all categories of tourists.
 - Additional staff members should be on hand to minimise long queues and waiting periods. (Any 2 x 2) (4)

[24]

QUESTION 5

- 5.1 A • The Cradle of Humankind ✓
• The fossil hominid sites of Sterkfontein, Swartkrans, Kromdraai and surrounding areas, and the Makapan Valley and Taung Skull fossil site
• The Sterkfontein Caves (Any 1 x 1) (1)
- B Robben Island ✓ (1)
- 5.2 • Such sites have outstanding universal natural, cultural or historical value. ✓✓
• Such sites meet at least one of UNESCO's ten selection criteria. (Any 1 x 2) (2)
- 5.3 • The Vredefort Dome landscape, with a radius of 190 km, was formed by the impact of a massive meteorite that hit the earth over two thousand million years ago. ✓✓
• It is the oldest, biggest and most deeply eroded meteorite crater in the world. ✓✓
• It is estimated that the meteorite was 10 km in diameter and it left a crater that is 300 km in diameter and stretches from Johannesburg to Welkom.
• The Vredefort Dome landscape is regarded as one of the biggest and oldest clearly visible meteor impact structures on Earth. (Any 2 x 2) (4)
- 5.4 • During the Iron Age, the ancient Kingdom of Mapungubwe was the largest known kingdom in the African sub-continent. ✓✓
• The Kingdom of Mapungubwe was a flourishing city and traded gold and ivory with China, India and Egypt. ✓✓
• In the 1400's it appears that all the citizens of the kingdom left leaving palaces and the settlements behind.
• It is believed that the climate in the area changed, which made it much harder to grow crops and feed animals, this might have caused the civilization to move. (Any 2 x 2) (4)

[12]

QUESTION 6

- 6.1
- It is a market that supplies the majority of tourist arrivals to a destination country. ✓✓
 - It is a market that provides the main source of tourists for a destination country.
 - It is a market that the destination country spends most of its resources on to develop further (Any 1 x 2) (2)
- 6.2
- Increase in annual volume of foreign arrivals to South Africa. ✓✓
 - Increase in international awareness of South Africa as a travel destination. ✓✓ (2 x 2) (4)
- 6.3
- ITB ✓ (International Tourism Exchange, Berlin)
WTM ✓ (World Travel Market, London) (2 x 1) (2)
- 6.4
- Tourists will associate the brand logo with the destination. ✓✓
 - Tourists will recognise the destination through the brand logo
 - Branding can give South Africa an edge over other competitive markets. (Any 1 x 2) (2)
- 6.5
- TOMSA is a private sector initiative created to raise additional funds for marketing South Africa internationally. ✓✓
 - TOMSA collects a 1% Tourism Levy, voluntarily paid by customers, from participating tourism businesses e.g. tour operators, car rental companies and accommodation establishments. ✓✓
 - The Tourism Business Council of South Africa (TBCSA) administers TOMSA and transfers the collected funds to S.A. Tourism for international marketing (Any 2 x 2) (4)

[14]**TOTAL SECTION C: 50**

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- 7.1 “To this end we source the best people, and then reward and retain them, and remove any stumbling blocks which may stop them from reaching their full potential” – Marcel von Aulock, CEO Tsogo Sun. ✓✓ (2)
- 7.2
- Employees have to work long hours. ✓
 - Employees have to do shift work. ✓
 - Employees have to spend long hours on their feet.
 - Employees have to handle complaints from dissatisfied customers and remain friendly. (Any 2 x 1) (2)
- 7.3
- A code of conduct will guide the relationships and attitudes that an employee should have in the work place. ✓✓
 - It acknowledges different cultural practices and guides the staff in ethical matters. ✓✓
 - Prescribes how staff should behave while at work.
 - Creates a co-operative atmosphere in the work place.
 - Protects businesses from law suits.
 - Encourages employees to act responsibly. (Any 2 x 2) (4)
- 7.4
- Clients will perceive that they will receive service excellence. ✓
 - If the business premises looks neat and professional this will encourage potential clients to visit the establishment. ✓
 - Potential clients will be encouraged to visit Tsogo Sun businesses if they see that the staff is dressed professionally. (Any 2 x 1) (2)
- [10]**

QUESTION 8

- 8.1 8.1.1 Corporate Social Investment (CSI):
The support/A contribution that businesses give to the communities in which they operate. ✓✓ (2)
- 8.1.2 **SUNcares Sports Academy:** ✓ active in ensuring that school going children in rural areas surrounding Tsogo Sun's casinos are given the opportunity to participate in extracurricular sports whilst at the same time being educated in various life skills programs. ✓
SUNcares Performing Arts Academy: ✓ created to provide school going children in rural schools with extracurricular activities that encourage and promote the performing arts. ✓
SUNcares Environmental Program: ✓ ensures that it supports the well-being of our planet and communities. ✓ (3 x 2) (6)
- 8.1.3
- The community will be positively disposed towards the Tsogo Sun businesses in their community ✓ and will be more likely to support them. ✓
 - CSI programmes create an awareness of the business and support for the business. (Any 1 x 2) (2)
- 8.2 **Economic (Profit):** ✓ Through the investments made in bringing theatrical productions to South African shores Tsogo Sun has contributed to job creation in the Performing Arts industry. ✓
Social (People): ✓ School going children in rural areas surrounding Tsogo Sun's casinos are given the opportunity to participate in extracurricular sports whilst at the same time being educated in various life skills programs. ✓
Environmental (Planet): ✓ Tsogo Sun has achieved measurable results with regards to water use reduction, reduction in energy consumption, improved waste recycling and community greening and sustainability projects. ✓ (3 x 2) (6)
- 8.3
- Tsogo Sun can advertise their environmental CSI programme, this will attract the environmentally conscious guests. ✓✓
 - Tsogo Sun can offer special deals/packages to environmentally conscious groups. ✓✓
 - Tsogo Sun can make tourists more aware of their environmentally friendly successes.
 - By making it known to the public that in the last 2 years they have reduced their energy consumption by 11,3%. (Any 2 x 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 (a)
 - It is an event that occurs without a warning. ✓
 - It is an event that is unpredictable.
 - It is an event that is unexpected. (Any 1 x 1) (1)
(Do not award marks for examples.)
- (b)
 - The lives of the tourists' would be endangered. ✓✓
 - The tourists' accommodation might have been destroyed. ✓✓
 - Tourists affected by the disaster would have attempted to leave as soon as possible.
 - Tourists might have been stranded as a result of the destruction of infrastructure e.g. roads, airports etc.
 - Flights might have been cancelled due to airport and runways being destroyed.
 - Tourists might have been killed during the disaster. (Any 2 x 2) (4)
- 9.1.2
 - The community could not see how the expensive new infrastructure would benefit them after the event. ✓✓
 - Public transport (bus, train, and metro) ticket prices increased due to the hosting of the World Cup resulting in an increase in the cost of living of residents residing in host cities. ✓✓
 - High poverty levels in Brazil led to frustration and disappointment with inadequate provision of social services while government spent huge sums of money on the world cup.
 - The money spent on the event was desperately needed elsewhere.
 - Community members objected to large numbers of tourists coming into their areas and polluting their facilities.
 - Thousands of people were forced to relocate against their will as more roads and buildings were constructed.
 - Road closures during the event would inconvenience local residents. (Any 2 x 2) (4)

- 9.2 9.2.1
- Mpumalanga ✓
 - Northern Cape ✓
 - Free State (Any 2 x 1) (2)
- 9.2.2 Western Cape ✓
Eastern Cape ✓ (2 x 1) (2)
- 9.2.3 (a) Limpopo ✓ (1)
- (b) Limpopo had an increase of 19,5% ✓ while Gauteng had an increase of 6,2%. ✓ (2 x 1) (2)
- 9.2.4 **Statistics are used by SAT to:**
- Show tourism trends and indicate changes over a specific period of time. ✓✓
 - Assist in the planning of future marketing strategies.
 - Assist in the identification and targeting of new markets.
 - Advise service providers on the needs of tourists.
 - Revisit some policies relating to tourism in South Africa.
 - Measure demand against supply.
 - Sustain and/or develop existing markets.
 - Determine and/or increase the contribution of tourism to the GDP. (Any 1 x 2) (2)
- 9.3 9.3.1
- Cash Passport ✓✓
 - Travel Wallet
 - Preloaded foreign currency debit card (Any 1 x 2) (2)
- 9.3.2 A traveller can only spend the amount loaded on the card and cannot run into debt as can happen when using a credit card. ✓✓ (2)
- [22]**

QUESTION 10

10.1 Feedback card ✓ (1)

- 10.2
- To identify areas of customer service that need improvement. ✓✓
 - To adapt their service to accommodate changing customer needs. ✓✓
 - Positive feedback serves as staff motivation to deliver excellent service.
 - It can prevent the company from losing customers to competitors.
- (Any 2 x 2) (4)

10.3 10.3.1 Reception ✓ (1)

- 10.3.2
- The reception staff should receive additional training OR new staff training methods should be adopted to improve efficiency. ✓
 - The management should consider introducing new technology to assist the staff at reception to improve the check-in and check-out efficiency. ✓
 - Corrective measures should be implemented as a matter of urgency.
- (Any 2 x 1) (2)
- [8]**

TOTAL SECTION E: 30
GRAND TOTAL: 200