NATIONAL
SENIOR CERTIFICATE

GRADE 11

NOVEMBER 2012

TOURISM
MEMORANDUM

MARKS: 200

This memorandum consists of 10 pages.
SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 1.1.1 B √ LO1 AS1
1.1.2 D √ LO4 AS5
1.1.3 A √ LO3 AS3
1.1.4 C √ LO3 AS1
1.1.5 B √ LO3 AS6
1.1.6 C √ LO3 AS6
1.1.7 B √ LO3 AS4
1.1.8 C √ LO3 AS4
1.1.9 D √ LO1 AS1
1.1.10 D √ LO1 AS2
1.1.11 D √ LO1 AS2
1.1.12 A √ LO2 AS1
1.1.13 C √ LO4 AS5
1.1.14 B √ LO1 AS2
1.1.15 D √ LO1 AS2
1.1.16 B √ LO2 AS1
1.1.17 C √ LO3 AS2
1.1.18 A √ LO3 AS3
1.1.19 C √ LO4 AS1
1.1.20 D √ (20 x 1) LO2 AS1 (20)

1.2 1.2.1 Desert √
1.2.2 The Okavango Delta √
1.2.3 The Victoria Falls √
1.2.4 Lake Tanganyika √
1.2.5 Mount Kilimanjaro √ (5 x 1) LO3 AS3 (5)

1.3 1.3.1 E √
1.3.2 A √
1.3.3 F √
1.3.4 B √
1.3.5 D √ (5 x 1) LO4 AS3 (5)

1.4 1.4.1 Multiplier Effect √
1.4.2 SETA √
1.4.3 Shift Work √
1.4.4 Regulatory Body √
1.4.5 Employment Equity √ (5 x 1) LO1 AS3 (5)

1.5

<table>
<thead>
<tr>
<th>OPEN</th>
<th>CLOSED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Eye contact</td>
<td>Head down</td>
</tr>
<tr>
<td>Gestures</td>
<td>Arms folded</td>
</tr>
<tr>
<td>Facial expression</td>
<td></td>
</tr>
</tbody>
</table>

(5 x 1) LO4 AS5 (5)

TOTAL SECTION A: 40
SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 2.1.1 “Not many service providers realise that satisfied consumers become ambassadors for the destination and recommend it to friends and family.” √√ LO1 AS1 (2)

2.1.2
- Satisfied customers and greater job satisfaction for staff. √√
- Repeat business √√
- Customer loyalty √√
- Improved public image and reputation √√
- Stimulate the multiplier effect
- More visitors and increased sales (Any 3 x 2) LO1 AS1 (6)

2.1.3
- Customers will not recommend South Africa as a tourist destination √√ to their friends/Negative Word of Mouth. √√
- Tourists numbers drop √√
- Loss of repeat visitation √√
- Loss of foreign income
- Economy will drop/ less contribution by tourism to the GDP
- Unemployment will grow
- Multiplier effect will be negatively affected.
(Any 4 x 2) LO1 AS3 (8)

2.1.4
- TGCSA √/ FEDHASA √/ Chaine Des Rotisseur √/ SATSA √/
- SAACI √ (Any 4 x 1) LO1 AS3 (4)

2.1.5 “Zulu Kingdom. Exceptional” √ LO4 AS2 (1)

2.1.6
- To promote and market KwaZulu-Natal as an exceptional tourist destination. √√
- To improve the overall service delivery of tourism service providers. √√
- To encourage repeat visits by tourists. √√
- To create tourism related jobs.
- To increase tourism’s contribution to the GDP.
(Any 3 x 2) LO1 AS2 (6)

2.1.7 (a) Federated Hospitality Association of South Africa. √ (1)
(b) South African Association for the Conference Industry. √ LO1 AS1 (1)
## QUESTION 3

### 3.1

<table>
<thead>
<tr>
<th>NO.</th>
<th>EMPLOYEE</th>
<th>PERSONAL QUALITIES</th>
<th>CORE SKILLS</th>
<th>VOCATIONAL SKILLS</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1.1</td>
<td>Tour Guide</td>
<td>- Hard working√</td>
<td>- Good verbal communication skills √ - Good written communication skills</td>
<td>- Telephone skills √ - Computer literacy</td>
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<tr>
<td></td>
<td></td>
<td>- Reliability</td>
<td>- Knowledge of health and safety issues</td>
<td>- Product or destination knowledge</td>
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<td></td>
<td></td>
<td>- Honesty</td>
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<td>- First aid certificate</td>
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<td></td>
<td></td>
<td>- Well presented</td>
<td></td>
<td>- Health and safety qualification</td>
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<td></td>
<td>- Punctuality</td>
<td></td>
<td>- Foreign language skills</td>
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<td></td>
<td></td>
<td>- Respect</td>
<td></td>
<td>- A driving license</td>
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<td></td>
<td>- Air fares and ticketing skills</td>
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<tr>
<td>3.1.2</td>
<td>Travel Consultant</td>
<td>- Hard working√</td>
<td>- Good verbal communication skills √ - Knowledge of the Tourism Industry</td>
<td>- Knowledge of travel geography √</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Friendly</td>
<td>- Numeracy skills</td>
<td>- Air fare and ticketing skills</td>
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<tr>
<td></td>
<td></td>
<td>- Honesty</td>
<td>- An outgoing personality</td>
<td>- Selling skills</td>
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<td></td>
<td>- Well presented</td>
<td>- Common sense and patience</td>
<td>- Foreign language skills</td>
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<td>- Professional</td>
<td>- An eye for detail</td>
<td>- Customer service skills</td>
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<td></td>
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<td></td>
<td>- Being a good team player well</td>
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<td></td>
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<td></td>
<td>- Organised</td>
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<tr>
<td>3.1.3</td>
<td>Restaurant waiter</td>
<td>- Personal Presentation (professional dress) √</td>
<td>- Excellent verbal communication skills √ - Customer service skills</td>
<td>- Cooking skills √ - Stock taking skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Personal hygiene/cleanliness</td>
<td>- Knowledge of health and safety issues</td>
<td>- Basic skills for electricity and gas usage</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Positive attitude</td>
<td>- Well organised</td>
<td>- Telephone skills</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Friendly</td>
<td>- Knowledge of table arrangement</td>
<td>- Knowledge of food or wine served in his/ her restaurant.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>- Outgoing personality</td>
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<td>- Neatness</td>
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<td></td>
<td></td>
<td>- Hardworking</td>
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<td></td>
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<tr>
<td></td>
<td></td>
<td>- Reliable</td>
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</tbody>
</table>

#### 3.2

An information booklet or pamphlet that tells people about the service a business offers and how they can make a booking.

LO1 AS3

(3 x 3) LO1 AS3 (9)

TOTAL SECTION B: 40
SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1  4.1.1 Coffee Bay/Transkei/KwaBomvana √ (Any 1) LO2 AS1 (1)

4.1.2 • They mean that things are still done in pure traditional African way. √
      • People still live in huts and the wealth of a man is measured with the number of cows they own. √
      • People practice traditional rituals. √
      • Ancient tribal systems are still in place. (Any 3) LO2 AS4 (3)

4.1.3 Cultural Tours √ LO2 AS4 (1)

4.1.4 • Visiting a herb doctor, witch doctor (Isangoma). √√
      • Talking to abakwetha. √√
      • Enjoying traditional lunch and dinner. √√
      • Drinking umqombothi in the shebeen. √√
      • Enjoying the traditional dance and music.
      • Meeting the tribal authorities, chief or headman. (Any 4 x 2) LO2 AS4 (8)

4.1.5 • Coffee Shack employees and their guests do not degrade the environment. √√
      • Coffee Shack management has built schools and clinics in the area. √√
      • Guests offered homes to be used as guest houses or B&B.
      • Infrastructure gets improved.
      • Locals earn money through singing and dancing for the tourists.
      • Employs locals e.g. as tour guides.
      • Multiplier effect set in motion.
      • Standard of living of the locals improved. (Any 2 x 2)LO2 AS3 (4)

4.1.6 • They should introduce skills development programmes for the local employees. √√
      • Organise internships for school learners. √√
      • Teach unemployed locals how to make crafts to sell to tourists. √√
      • Organise traditional food for the tourists.
      • Organise an arts and crafts market where locals can sell their products to the tourists. (Any 3 x 2) LO2 AS4 (6)
QUESTION 5

5.1 5.1.1 (a) United Nations Educational, Scientific and Cultural Organisation (2)

(b) • To recognise places in the world that is rich in heritage. √
• To protect and preserve these places for future generations. √

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• To protect and preserve these places for future generations. √

LO2 AS4 (2)

5.1.2 Any THREE of the following:
• Provide job opportunities for local people. √√
• Generate income from tourists spending money. √√
• Infrastructure improves e.g. roads. √√
• Ubuntu effect
• Living standards improve.
• Exposure; the place becomes well-known (famous).
• Acquisition of skills.
• Multiplier effect. (Any 3 x 2) LO2 AS4 (6)

5.1.3 (a) Heritage: is made up of natural, indigenous, historical and cultural inheritance that makes communities unique. Communities wish to preserve this rich history for future generations. √√ LO2 AS4 (2)

(b) Diversity: differences amongst people, species, environments, religions and backgrounds. It is important to recognise and appreciate one another’s uniqueness. √√ LO4 AS1 (2)

5.1.4 • Drakensberg/Ukhahlamba Heritage Site √ LO2 AS4 (1)

5.1.5 (a) Gauteng √ (1)

(b) KwaZulu-Natal √ LO3 AS4 (1)

TOTAL SECTION C: 40
SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 6.1.1 In both cities visitor numbers have increased with Cape Town a bit slower. \(\checkmark\) \(\checkmark\) LO3 AS3 (2)

6.1.2 Cape Town/Mother City attracts huge number of foreign/inbound international tourists \(\checkmark\) and Durban/KwaZulu Natal is the busiest domestic holiday destination in the whole country. \(\checkmark\) \(\checkmark\) LO3 AS3 (3)

6.1.3 (a) • Durban is easily accessible to domestic tourists. \(\checkmark\) \(\checkmark\) • Durban has climate and weather that appeals to South Africans. \(\checkmark\) \(\checkmark\) • The Durban coast is warm throughout the year and therefore appeals to beachgoers. (Any 2 x 2) LO3 AS3 (4)

(b) • Cape Town is difficult to access to the locals. \(\checkmark\) \(\checkmark\) • Cape Town is well marketed to international tourists.\(\checkmark\) \(\checkmark\) • Cape Town’s weather is hostile. (Any 2 x 2) LO3 AS3 (4)

6.1.4 • There have safety plans in place. \(\checkmark\) \(\checkmark\) • Metro police do regular patrols in the city. \(\checkmark\) \(\checkmark\) LO3 AS6 (4)

6.2 6.2.1 Domestic flight \(\checkmark\) LO3 AS2 (1)

6.2.2 Date : 20/11/2008 \(\checkmark\)

Departure Time : 05h55 \(\checkmark\)

Day : Thursday \(\checkmark\) LO3 AS2 (3)

6.2.3 Comfort \(\checkmark\) LO3 AS2 (1)

6.2.4 When demand is high the prices of the ticket may fall/drop. \(\checkmark\) \(\checkmark\) LO3 AS2 (2)

6.2.5 (a) **Gateway:** A place, often a city or town, \(\checkmark\) that people need to go through in order to reach their destination./An entry or exit point into/from a country. \(\checkmark\) \(\checkmark\) LO3 AS2 (3)
(b) (i) Seaports √

(ii) Airports √

(iii) Land border crossings √

(iv) Railway stations in border towns (Any 3 x 1) LO3 AS2 (3)

6.3 6.3.1 TABLE MOUNTAIN

- Found in South Africa, Table Mountain is Cape Town’s famous landmark. √
- Its flat summit measures nearly 3 km from one end to the other and is 1 086 m above sea level. √
- Wildlife includes small mammals, reptiles and birds as well as the rare and secretive ghost frog that is found in a few perennial streams on the top of the mountain. √
- The most popular route to the top of the mountain is by cable car.

6.3.2 THE PYRAMIDS AND SPHINX

- The pyramids that were built as tombs for the pharaohs of ancient Egypt are the only ones still standing. √
- Egyptian pyramids were built out of massive blocks of limestone. √
- The great pyramid at Giza is made from more than 2,3 million blocks and took about 20 years to build. √
- The triangular outline represented the mound on which the Sun God stood when he created the other gods. LO3 AS1 (3)

6.3.3 SYDNEY OPERA HOUSE

- Located in Sydney harbour, Australia. √
- Most distinctive and famous buildings of the 20th century. √
- Presents theatre, musicals, opera, contemporary dance, ballet, every form of music from symphony concerts to jazz.
- Attracts up to two million audiences a year. LO3 AS1 (3)

6.4 6.4.1 \( \text{R}40\,000.00 \div \text{R}12.16 \ = \text{£}3\,289.00 \) √ LO3 AS5 (3)

6.4.2 \( \text{EU\€10}\,000.00 \ \sqrt{\times} \ \text{R}105\,000.00 \ = \text{R}105\,000.00 \) √√ LO3 AS5 (4)

6.4.3 • Bank/Commercial banks √

• Travel Agents √

• Major hotels and cruise ships √

• Foreign exchange kiosks at airports √

• Bureaux de Change.

• Foreign exchange dealers (Any 4) LO3 AS5 (4)
SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1    7.1.1    Unprofessional √  LO4 AS3  (1)

7.1.2
- Did not greet the customer. √
- She is not friendly (not smiling). √
- Made no attempt to find the customer’s name so that she could use it.
- She knows nothing about the service/product and this shows no preparedness for the job.
- There is no respect displayed, for instance, 'I don’t know/ mama/sisi'. (Any 2 x 1)  LO4 AS5  (2)

7.1.3
- The manager must train the staff. √√
- The importance of customers, respect, and professionalism must be emphasised. √
- Prices for products must be written on products and/or on the walls. √√ (Any 2 x 1)  LO4 AS4  (2)

7.1.4
In that case, maybe I should rather ask at the stall next door. Perhaps they will be more helpful. √√  LO4 AS2  (2)

7.2    7.2.1
(a) Written Complaint (letter, e-mail, fax) √  LO4 AS2  (1)

(b)  
- Can be directed to a specific person (manager). √√
- Complainant can rationally formulate the complaint. √√
- Gives the business the opportunity to investigate and correct the action. √√  LO4 AS2  (6)

OR

Oral (Telephonic) complaint  LO4 AS2  (1)

- Can speak to the correct person directly. √√
- Fast reaction possible. √√
- Makes it possible for a business to address the issue immediately. √√  LO4 AS2  (6)

7.2.2  
- By providing training and up-skilling the employee. √√
- Formulate a policy which can prescribe employees. √√
- By compiling procedures/guidelines according to which tasks need to be completed. (Any 2 x 2)  LO4 AS4  (4)

[18]
QUESTION 8

8.1 8.1.1 • His attire shows **unprofessionalism**. √√
• Eating around computers (keyboard) is **untidy**. √√
• Talking on the phone and eating is **disrespectful**. √√
• Important papers and opening *Facebook* at the same portrays **disorganisation**. √√
• Music at work can be manifestation of **lack of training** and **proper skills**. (Any 4 x 2) LO4 AS3 (8)

8.1.2 Disorganised, √ untidy, disrespectful, unprofessional, untidy, rude. LO4 AS3 (1)

8.2 8.2.1 This statement means that where teamwork is concerned there is no individualism √√ but group work is more important. √ LO4 AS4 (1)

**TOTAL SECTION E:** 30

**GRAND TOTAL:** 200