



Province of the
EASTERN CAPE
EDUCATION

**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 border="1"> <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>		OPEN	CLOSED	Eye contact ✓	Head down ✓	Gestures ✓	Arms folded ✓	Facial expression ✓				
OPEN	CLOSED												
Eye contact ✓	Head down ✓												
Gestures ✓	Arms folded ✓												
Facial expression ✓													
			(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)

[29]

QUESTION 3

3.1

NO.	EMPLOYEE	PERSONAL QUALITIES	CORE SKILLS	VOCATIONAL SKILLS
3.1.1	Tour Guide	<ul style="list-style-type: none"> • Hard working√ • Reliability • Honesty • Well presented • Punctuality • Respect 	<ul style="list-style-type: none"> - Good verbal communication skills √ - Good written communication skills - Knowledge of health and safety issues 	<ul style="list-style-type: none"> - Telephone skills √ - Computer literacy - Product or destination knowledge - First aid certificate - Health and safety qualification - Foreign language skills - A driving license - Air fares and ticketing skills
3.1.2	Travel Consultant	<ul style="list-style-type: none"> • Hard working√ • Friendly • Honesty • Well presented • Professional 	<ul style="list-style-type: none"> - Good verbal communication skills √ - Knowledge of the Tourism Industry - Numeracy skills - An outgoing personality - Common sense and patience - An eye for detail - Being a good team player well - Organised 	<ul style="list-style-type: none"> - Knowledge of travel geography√ - Air fare and ticketing skills - Selling skills - Foreign language skills - Customer service skills
3.1.3	Restaurant waiter	<ul style="list-style-type: none"> • Personal Presentation (professional dress)√ • Personal hygiene/ cleanliness • Positive attitude • Friendly • Outgoing personality • Neatness • Hardworking • Reliable 	<ul style="list-style-type: none"> - Excellent verbal communication skills√ - Customer service skills - Knowledge of health and safety issues - Well organised - Knowledge of table arrangement 	<ul style="list-style-type: none"> - Cooking skills √√ - Stock taking skills - Basic skills for electricity and gas usage - Telephone skills - Knowledge of food or wine served in his/ her restaurant.

(3 x 3) LO1 AS3

(9)

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

(2)

[11]

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)

[23]

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. ✓ 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)
- [17]**

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. √√ LO3 AS3 (2)
- 6.1.2 Cape Town/Mother City attracts huge number of foreign/inbound international tourists √ and Durban/KwaZulu Natal is the busiest domestic holiday destination in the whole country. √√ LO3 AS3 (3)
- 6.1.3 (a) • Durban is easily accessible to domestic tourists. √√
• Durban has climate and weather that appeals to South Africans. √√
• 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. √√
• Cape Town is well marketed to international tourists. √√
• Cape Town's weather is hostile. (Any 2 x 2) LO3 AS3 (4)
- 6.1.4 • There have safety plans in place. √√
• Metro police do regular patrols in the city. √√ LO3 AS6 (4)
- 6.2 6.2.1 Domestic flight √ LO3 AS2 (1)
- 6.2.2 Date : 20/11/2008 √
- Departure Time : 05h55 √
- Day : Thursday √ LO3 AS2 (3)
- 6.2.3 Comfort √ LO3 AS2 (1)
- 6.2.4 When demand is high the prices of the ticket may fall/drop. √√ LO3 AS2 (2)
- 6.2.5 (a) **Gateway:** A place, often a city or town, √ that people need to go through in order to reach their destination./An entry or exit point into/from a country. √√ 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** (1)

- 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. LO3 AS1 (3)

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** (1)

- 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 $R40\ 000,00 \div R12,16 \checkmark = R3\ 289,00 \checkmark$ LO3 AS5 (3)

6.4.2 • $EU\text{€}10\ 000,00 \checkmark \times R10,50 \checkmark = R105\ 000,00 \checkmark\checkmark$ 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)

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