



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
NOVEMBER 2011
MEMORANDUM**

MARKS: 200

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This memorandum consists of 16 pages.

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DEPARTMENT OF BASIC
EDUCATION

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Tourism

2
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DBE/November 2011

SECTION A

QUESTION 1

1.1	1.1.1	C✓		
	1.1.2	A✓	LO 1 AS 1	
	1.1.3	B✓	LO 1 AS 3	
	1.1.4	D✓	LO 1 AS 1	
			LO 1 AS 2	

	1.1.5	C✓		
	1.1.6	B✓	LO 1 AS 2	
	1.1.7	D✓	LO 2 AS 2	
	1.1.8	C✓	LO 2 AS 1	
			LO 2 AS 2	

	1.1.9	A✓		
	1.1.10	B✓	LO 2 AS 2	
	1.1.11	D✓	LO 3 AS 6	
	1.1.12	Accept all options (A or B or C or D)✓	LO 3 AS 1	
			LO 3 AS 6	

	1.1.13	D✓		
	1.1.14	C✓	LO 3 AS 6	
	1.1.15	A or B✓	LO 3 AS 1	
	1.1.16	A or D✓	LO 4 AS 1	
			LO 4 AS 3	

	1.1.17	D✓		
	1.1.18	A✓	LO 4 AS 3	
	1.1.19	B✓	LO 4 AS 4	
	1.1.20	C✓	LO 4 AS 2	
			LO 4 AS 6	(20)

1.2	1.2.1	Curriculum Vitae✓ or CV	LO 1 AS 1	
	1.2.2	Contract of employment✓	LO 1 AS 1	
	1.2.3	Working hours✓ or remuneration	LO 1 AS 1	
	1.2.4	Remuneration✓ or working hours	LO 1 AS 1	
	1.2.5	Code of Conduct✓	LO 1 AS 1	(5)

1.3	1.3.1	intangible✓	LO 1 AS 1	
	1.3.2	WSSD✓	LO 2 AS 2	
	1.3.3	Marketing plan✓	LO 2 AS 3	
	1.3.4	Boarding pass✓	LO 3 AS 2	
	1.3.5	TOMSA✓	LO 2 AS 3	(5)

1.4	1.4.1	B✓		
	1.4.2	F✓	LO 3 AS 6	
	1.4.3	A✓	LO 3 AS 6	
	1.4.4	E✓	LO 3 AS 8	
	1.4.5	D✓	LO 3 AS 6	
			LO 3 AS 8	(5)

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Tourism

3
NSC - Memorandum

DBE/November 2011

1.5	1.5.1	SAT ✓ or SA Tourism or South African Tourism	LO 1 AS1	
	1.5.2	NDT ✓ or National Department of Tourism	LO 1 AS1	
	1.5.3	Stats SA ✓ or Statistics South Africa	LO 1 AS1	
	1.5.4	TEP ✓ or Tourism Enterprise Partnership	LO 1 AS1	
	1.5.5	THETA ✓ or CATHSSETA	LO 1 AS1	(5)

TOTAL SECTION A: 40

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Markers must keep in mind that learners formulate their answers differently from the marking guideline; markers should therefore read answers carefully to determine where it can be linked to the marking guideline.

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1	2.1.1	A point of entry into the country. ✓✓ • A point of departure from a country.	LO 3 AS 3	(2)
	2.1.2	(a) Installed an improved customer care communication system called, the Viewing Deck. ✓ 100 iHELP customer service agents are positioned throughout the airports' terminals to assist passengers. ✓ • iHELP posters encourage customers to sms feedback to the viewing deck. • Instrument for customer complaints. (b) Better and improved service delivery makes ACSA more accessible for tourists. ✓✓ • Improves the efficiency • Provides quality service • Improves the communication between ACSA and their customers (i.e. quick response, immediate feedback, transparency, personalised responses)	LO 1 AS 1	(2)
	2.1.3	ACSA would be able to deal with the complaints immediately and attend to the problems. ✓✓ • It will be easier for ACSA to identify gaps (weaknesses / shortcomings) and to close the gaps. • A feedback tool • Quick and easy method to give feedback	LO 1 AS 1	(2)
	2.1.4	(a) Ubuntu is an African philosophy meaning humanity towards others. ✓✓ • Respecting everyone's dignity. • Listening to what people have to say. • A spirit of selflessness . • Putting people first. (b) To ensure all employees are committed to delivering excellent service. ✓✓ • For employees to take care of the needs of others. • Unique South African hospitality • It provides employees with a spirit of pride. • It enhances their work ethic to deliver quality service.	LO 1 AS 1	(2)

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	2.1.5	<p>They now earn a salary and can afford to pay for basic needs such as food, health, clothes, shelter, education, et cetera, thereby leading to an improved quality of life. ✓✓</p> <ul style="list-style-type: none"> • It promotes skills development and training for further employment. • Sets the multiplier effect in motion. • It improves the socio economic standard of the people. • Alleviates poverty. 	LO 1 AS 1	(2)
	2.1.6	<p>(a) Larger carrying capacity (the aircraft has more seats available for passengers) results in increased number of passengers. ✓✓</p> <ul style="list-style-type: none"> • Reduction in operational costs and fuel efficiency saves money. • Increased number of flights. • Increased turnover / profits. 	LO 1 AS 1	(2)
		<p>(b) Increased tourist arrivals result in increased profits and therefore lead to an increased GDP. ✓✓</p> <ul style="list-style-type: none"> • The new Airbus will attract more tourists resulting in increased profits. • Promotes and encourages tourism to and within South Africa. 	LO 1 AS 1	(2)
2.2	2.2.1	<p>Unemployment ✓✓</p> <ul style="list-style-type: none"> • lack of employment • poverty 	LO 1 AS 2	(2)
	2.2.2	<p>Encourage entrepreneurship by promoting small business (SMMEs) ✓✓ (examples of SMMEs can also be accepted)</p> <ul style="list-style-type: none"> • Development of skills which makes a person employable • Improvement of the infrastructure creates employment. • Promotion of tourist products leads to increased sales • Skills transfer/acceleration in career paths makes room for new employment. 	LO 1 AS 2	(2)
	2.2.3	<p>The aim of the TEP is to support and / or guide/assist small and medium enterprises in the tourism sector. ✓✓</p> <ul style="list-style-type: none"> • To create jobs, sustainability and transformation • TEP forms partnerships with existing and new emerging historically disadvantaged individual's (HDI) business by providing mentorship and support. 	LO 1 AS 2	(2)
				[24]

QUESTION 3

3.1	3.1.1	Most of the tourism jobs are part time ✓✓ <ul style="list-style-type: none"> • Skills gap of the employees • Workforce varies seasonally • Short term contracts • Female employees 	LO 1 AS 2	(2)
	3.1.2	Businesses are reluctant to invest in employees who are appointed on a part time basis. ✓✓ <ul style="list-style-type: none"> • Loss of time and money for the business. • Many jobs in tourism require low levels of skills or on the job training. 	LO 1 AS 2	(2)
	3.1.3	(a) Domestic Tourism Growth Strategy ✓✓ <ul style="list-style-type: none"> • DTGS • Sho't Left campaign • Community road shows 	LO 1 AS 2	(2)
		(b) By encouraging domestic tourists to travel during off-peak times . ✓✓ Accept any other suitable products (like conference tourism) that can be used to fill the gaps during the off peak seasons.	LO 1 AS 2	(2)
3.2	3.2.1	Ability to operate emergency equipment. ✓ The ability to assist passengers with medical problems and administer first aid ✓ <ul style="list-style-type: none"> • The ability to work with people from a diverse cultural background. • Good communication skills • Crisis management skills • Attention to detail skills 	LO 1 AS 3	(2)
	3.2.2	They often work in small and cramped conditions . ✓✓ <ul style="list-style-type: none"> • They spend a lot of time on their feet. • Bad weather can make flying conditions uncomfortable or dangerous. • They work long hours. • They cross many time zones. • They live out of their suitcases for long periods • They are away from home for long periods. • They deal with customers from different backgrounds and cultures. 	LO 1 AS 3	(2)

Tourism

7
NSC - Memorandum

DBE/November 2011

	3.2.3	Have to be physically fit to work long hours standing on their feet ✓✓ <ul style="list-style-type: none"> • Able to cope with jet lag. • Carry heavy objects. • Physically assist passengers • Able to deal with stressful situations better 	LO 1 AS 3	(2)
	3.2.4	Discounted air tickets (incentives bonuses) ✓✓ <ul style="list-style-type: none"> • free accommodation when they work • travel to many destinations • meeting new people 	LO 1 AS 3	(2)
				[16]

TOTAL SECTION B: 40

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SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1	4.1.1	Responsible tourism ✓ <ul style="list-style-type: none"> Responsible tourism practices Responsible and sustainable tourism Sustainable tourism The triple bottom line approach (TBL / 3BL) Three pillars of sustainable tourism <i>Accept any one of the three pillars of sustainable tourism (social or economic or environmental).</i>	LO 2 AS 1	(1)
	4.1.2	Social ✓ or People or Society or Socio cultural Economic ✓ or Money or Financial or Profit Environmental ✓ or Environment or Planet or Nature or Physical <i>Any order is acceptable</i>	LO 2 AS 1	(3)
	4.1.3	(a) Social ✓ or people or community "The company encourages its employees to share in the upliftment of communities " ✓ <ul style="list-style-type: none"> "The staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country." OR Environment or Planet or Nature or Physical "The staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country." 	LO 2 AS 1	(2)
		(b) Economic ✓ or Money or Financial or Profit "Motsethabo Tours is meeting this increased demand which is resulting in their improved economic situation ." ✓ <ul style="list-style-type: none"> "By bringing more visitors to Alexandra local entrepreneurs get more opportunities to do business and generate an income." OR Social or people or community "More tourists are now interested in township tours." 	LO 2 AS 1	(2)
		(c) Environmental ✓ or environment or planet or nature "Visitors are constantly reminded to save water wherever they can." ✓ <ul style="list-style-type: none"> "All waste is brought down from the top of the mountain." OR "Recycling projects are in place" 	LO 2 AS 1	(2)

Tourism

9
NSC - Memorandum

DBE/November 2011

4.2	4.2.1	Illegal taking of flora and fauna ✓✓ • Killing the rhinos for their horns	LO 2 AS 2	(2)
	4.2.2	The poaching techniques. ✓✓ The vastness (96 000 hectares) of the game reserve that has to be protected. ✓✓	LO 2 AS 2	(4)
	4.2.3	Convention on International Trade in Endangered Species ✓ Regulatory body for the controlling and protection of endangered species. ✓✓	LO 2 AS 2	(3)
	4.2.4	WWF ✓✓ or World Wide Fund for Nature or (also accept former name: World Wildlife Fund) • IUCN (World Conservation Union; International Union for the Conservation of Nature) • TRAFFIC • Endangered Wildlife Trust • UNEP (United Nations Environment Programme) • CAWT (Coalition Against Wildlife Trafficking) • International Rhino Foundation	LO 2 AS 2	(2)
	4.2.5	To exchange information on rhino security and anti-poaching strategies. ✓✓ • To benefit from the experiences of other organisations. • Can make the right decisions and ensure that rhinos are still here for future generations. • To avoid duplication of research programmes and thereby save money. • Rhino poaching is a problem that requires a global solution	LO 2 AS 2	(2)
	4.2.6	Train community members in anti-poaching strategies. ✓✓ Educate the community that the rhino horn has no medical benefits. ✓✓ • Employ the community as watchdogs (security guards) to reduce poaching. • Community can be involved in fundraising opportunities • Offer rewards for information on poaching activities	LO 2 AS 2	(4)
				[27]

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