SECTION A

1.1
1.1.1 B ✓
1.1.2 A ✓
1.1.3 A ✓
1.1.4 A ✓
1.1.5 B ✓
1.1.6 C ✓
1.1.7 C ✓
1.1.8 C ✓
1.1.9 C ✓
1.1.10 D ✓
1.1.11 D ✓
1.1.12 A ✓ (12)

1.2
1.2.1 Embassy ✓
1.2.2 visa ✓
1.2.3 transit ✓
1.2.4 icon ✓
1.2.5 foreign exchange ✓
1.2.6 xenophobia ✓ (6)

1.3
1.3.1 D ✓
1.3.2 A ✓
1.3.3 B ✓
1.3.4 F ✓
1.3.5 C ✓ (5)

1.4
1.4.1 Job specification ✓
1.4.2 fringe benefits ✓
1.4.3 skills ✓
1.4.4 scarce ✓
1.4.5 target market ✓
1.4.6 slogan ✓ (6)

1.5
1.5.1 A Great Wall of China ✓
1.5.2 B Table Mountain ✓
1.5.3 C Pyramids ✓
1.5.4 D Eiffel Tower ✓
1.5.5 E Victoria Falls ✓ (5)
### 1.6

<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>communicate from a distance✓</td>
</tr>
</tbody>
</table>

(6)

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

QUESTION 2

2.1  2.1.1 Nelly was disabled ✓ OR she was not able to walk up the plane’s steps ✓ OR she was a quadriplegic ✓

2.1.2 FLYTIME airline was not helpful at all and did not communicate well with customers. ✓ Example: The airline was not willing to book her a seat when the mother phoned. ✓

KALAHARI was very helpful / deliver good service ✓ Example: If flights are full, the airline will book the customer on an earlier or later flight. ✓

OPEN - any acceptable answer

2.1.3 KALAHARI ✓

They offered a free return ticket and got a lot of free publicity out of this incident. ✓

2.1.4 OPEN - any TWO reasonable answers

- disabled people need more attention than other passengers ✓
- in case of an emergency, disabled passengers will not be able help themselves or other passengers ✓
- wheelchairs can or other equipment needed by disabled people take up a lot of room in an aircraft.

2.1.5 OPEN - any reasonable answer

e.g. Yes ✓ poor service needs to be brought to the attention of the public. ✓ (or negative with a motivation)

2.2  2.2.1 • Increase tourism expenditure through more and longer holidays ✓
• The reduction of seasonality / encourage people to travel during off-peak times ✓
• Increase volumes (tourists numbers) by making tourists aware what their own country has to offer. ✓
• A more equal spread of tourism (all provinces must benefit from tourism, not only the already popular provinces)

(any THREE suitable answers)
2.3  2.3.1  • They are not as independent/experienced, especially those from previously disadvantaged communities ✓
• Little experience to tourism, they are ignorant about destinations planning/travel planning ✓

OR
• Financial constraints, cannot afford to travel
• Did not grow up in a holiday/tourism environment
  Never/seldom went on holiday.

OPEN - any reasonable answer

2.3.2  • Offer a variety of youth packages ✓
• Offer affordable travel ✓
• More aggressive marketing aimed at the youth
  • Involve the youth in tourism - this might encourage them to become tourists themselves. (any suitable answer) (2)

2.4  OPEN - any suitable answer
• Too few attendants to supply quality service ✓ (Appoint more attendants) ✓
• Area untidy ✓ (Clean the area up) ✓
• Keep customers waiting ✓ (Ensure that there are enough attendants to deliver fast service) ✓
• No control over direction of traffic flow (Make sure signs and notices are clear) ✓
2.5 2.5.1 Any suitable name for the business ✓

2.5.2 • People between the ages of 10 and 40 who love sports and
the outdoors could be a potential target market ✓
• Any adrenaline addict, irrespective of age or background ✓
  Adventure tourists / extreme sports enthusiasts
  (any suitable answer)

2.5.3 OPEN - any suitable description
I will have a bungee jumping adventure where people can jump
from an old mine shaft in the Baberton area. ✓ This adventure
will be different from other bungee jumping experiences
because the person who jumps will dive into a hole filled with
bits of sponge and will have the opportunity to dig into the
sponge for envelopes filled with large amounts of cash. ✓
The prices will double from R120 per person for single jumps
and R75 pp for tandem jumps.

2.5.4 OPEN - any suitable answer
• Strategy 1: I will advertise on all local radio stations. I will
  put emphasis on the cash that could be won. ✓
• Strategy 2: I will have information leaflets printed with
catching photographs and have this distributed to all guest
houses, hotels and back packers establishments, tourism
info offices & restaurants in the area. ✓
• Strategy 3: I will advertise in major adventure magazines ✓

2.6 2.6.1 Knowledge ✓
2.6.2 Attitude ✓
2.6.3 Value ✓
2.6.4 Skill ✓

2.7 2.7.1 B ✓
2.7.2 C ✓
2.7.3 A ✓

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

QUESTION 3

3.1
3.1.1 National roads/roads/cars/tour bus
3.1.2 self catering cottages; caravan park; hotels (any two)
3.1.3 Attractions - game viewing; African style ambience; hiking trails (any two)
Activities - hiking; wine tours; game viewing (any two)

3.2
Advert 1 - rustic tented suites
Advert 2 - Hot minerals bath / hydro

3.3
Advert 2 - Hot minerals bath / hydro
3.3.1 2 hours away from Johannesburg
3.3.2 Health Spa - relief from the stress of modern life

3.4
Creates job opportunities
Improves the standard of living within the community
Community will be equipped with skills (any two)

3.5
They should open up a health shop; restaurant (any suitable response)

[15]

QUESTION 4

4.1 Private Sector (Palabora Foundation); Government; Tourists; Local Community; conservationist (any two)

4.2
4.2.1 Conservationist - will not want the hotels to be built because their objective is environmental rather than commercial. They would like to see the area remain in its natural state so that wildlife habitats are unaffected by developments.

OR
Community - if they are not involved in the decision making process, they would have little respect for the development and environment.

4.2.2 Before any development could occur the role players would need to meet and discuss how they could have their objectives met, therefore by working together they could resolve their differences.

4.3
Yes
They aim to assist the communities to be self-reliant; through education and the foundation's policy is one of sustainability.
4.4 The development must blend in with the environment so as to minimize the negative environmental impacts. Locals will be given training as guides so that they will be able to apply for employment at the center - their earnings will remain in the area so minimizing negative economic impacts.

4.5

4.5.1 Through the protection of resources.

Sustainable development practices

Building of the community integrity (any two)

4.5.2 When conservationist's interests are focused only on the environment and neglect the interest of the rural population. This can result in a lack of social acceptance of conservation actions. This will undermine the sustainability of environmental protection.

4.5.3 Creatively and aggressively utilize modern computer and communications technologies to effectively market, promote and distribute tourism products, services and information domestically and internationally.

QUESTION 5

5.1

5.1.1 SAHRA

5.2 Local heritage encompasses the heritage of all people who live or lived within the boundary of a specified community.

5.3 buildings, churches or monuments of cultural significance; traditional music and dance; rock art older 100 years (any other suitable answer)

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

6.1 The following is just a guide, any relevant fact should be considered.

6.1.1 The Okavango Delta
- A unique ecosystem
- Plenty of wildlife species which can be viewed at close range from a mokoro
- The water is very clean
- Birds and animals attract the most visitors

6.1.2 Victoria Falls
- The Zambezi River plunges over 100 m into a ravine
- Famous for commercial white river rafting
- Mosi - Oa - Tunya National Park
- Largest falls in the world
- The spray can be seen from 30 km away

6.1.3 Fish River Canyon
- The second largest Canyon in the world
- Extreme summer heat
- 161 km long ravine
- Extreme hiking trails, need medical clearance

6.1.4 Mount Kilimanjaro
- Highest mountain in Africa
- Highest freestanding mountain in the world
- Five different types of terrain
- Many mountain climbing routes

6.1.5 The Great Ruins of Zimbabwe
- The largest complex in Africa
- Hand-crafted bricks are the remains of the town
- The town flourished between the 13th and 15th centuries
6.2
6.2.1 (a) Saturday ✓ 1
  Sunday ✓ 1

6.2.1 (b) X67 – except Saturday and Sunday ✓ ✓ (2)

6.2.2 Any two of the following:

SA462 / SA1019 ✓ (2)
SA1406 / SA1007 ✓
SA476 / SA1013 ✓
SA1408 / 1015 ✓

6.2.3 Any two of the following:

SA464 / SA1019 1
SA476 / SA1013 1
SA1408 / SA1015 1

6.2.4 Flight SA 8481 has one stop, that is, Bloemfontein, while the rest of the flights fly via Johannesburg International Airport or OR Tambo International Airport ✓ ✓ 2

OR

Accept any answer relating to the one stop or via reasoning ✓ ✓ [10]

6.3
6.3.1 Water ✓ 1
  Air ✓ 1
  Land ✓ 1

6.3.2 Accept any definition related to the following:
Infrastructure is the basic man-made and natural utilities that not only support the local residents but also the tourists in determining the extent to which the area is / has developed. ✓ ✓ The examples maybe the following: roads; railway lines; harbours; airports; water; electricity; other power supplies; sewerage disposal systems; (One tick for example given even if more than one ✓)

Acceptable definition without an example only two marks ✓ ✓ (3)
6.3.3 Kenya Natural Attraction (a) One of the following: Mt. Kilimanjaro; Serengeti National Park
Zimbabwe Natural Attraction (b) Victoria Falls
Botswana Natural Attraction (c) Okavango Delta Kgalagadi Transfrontier Park
Malawi Natural Attraction (d) Lake Malawi

6.4
6.4.1 Any two of the following with one mark each:
- Theme parks ✓
- Trading ✓
- Medical ✓
- Sporting ✓
- Health ✓

6.4.2 Tourists spend more when shopping in South Africa because of the exchange rate. ✓ ✓
or
South Africa has memorabilia from different South African cultures

Any other reasonable explanation can be accepted

6.5 The advertisement must at least have the following:
- Name of the holiday resort ✓
- Slogan ✓
- Logo or motto or branding ✓
- AIDA (Attention, Interest, Desire, Action) ✓
- What is offered in the holiday resort ✓
- Location ✓
- Transport service
- Contact number (fax, e-mail, website phone)
Any other marketing tips that can be included in a newspaper
At least three for full marks
6.6

6.6.1 United Kingdom
United States of America
France
Botswana

6.6.2 The visitor from the United Kingdom

6.6.3 Due to the favourable exchange rate, the United Kingdom visitor will receive much more value for his money, he will have more money to spend while in South Africa

6.7 Any 5 of the following:
- Hotels
- Guest house
- Bed and Breakfast establishments
- Motels
- Inns
- Youth Hostels
- Lodges

(4)
(1)
(5)
SECTION E: CUSTOMER CARE AND COMMUNICATION

7.1

7.1.1 Never shake hands, just bow slightly✓
7.1.2 Do not offer a welcoming drink containing alcohol to your guests✓
7.1.3 Suggest only vegetarian dishes✓
7.1.4 Hotel/ restaurant/transport has facilities to accommodate a disable tourists✓
7.1.5 Airline to inform the ground crew and flight attendants so that they could make the necessary arrangements✓(5)

7.2

7.2.1 Answers will vary; use the following as a guide.
- Show that you are listening carefully, maintain eye contact✓
- Do not interrupt the customer✓
- Apologise unconditionally✓
- Do not blame anyone, accept full responsibility✓
- Establish and confirm the facts✓
- Take immediate control of the situation✓

Let the customer know that the incident will be fully investigated✓
Offer an immediate solution e.g. move them to a clean room, offer a free meal, offer a better room, offer an extra day✓(8)
Keep a database of the complaints and all the customer details

7.2.2 Direct complaints✓ – A formal written complaint / a verbal face to face complaint✓
Indirect complaint✓ – Attitude or body language / Expressing dissatisfaction to nearby customers✓(4)

7.2.3

<table>
<thead>
<tr>
<th>Member of staff</th>
<th>Role/ Function</th>
</tr>
</thead>
<tbody>
<tr>
<td>Housekeeping</td>
<td>Clean the room, change the linen on beds✓</td>
</tr>
<tr>
<td>Front office</td>
<td>Apologise for the inconvenience, Ensure that the relevant departments are instructed to clean✓</td>
</tr>
<tr>
<td>Manager</td>
<td>Apologise, Ensure that instructions a carried out immediately✓</td>
</tr>
<tr>
<td>Porter</td>
<td>Keep the customers belongings safe and deposit them in the clean room afterwards✓</td>
</tr>
<tr>
<td>Restaurant manager</td>
<td>Offer a complimentary drink/meal while the cleaning process is underway✓</td>
</tr>
</tbody>
</table>
7.3 Ensure that the guesthouse is neat and tidy✓
Design a company LOGO and slogan✓
Obtain quality stationary with the correct details✓
Develop and Implement policies and procedures✓
Ensure the staff presentation is appropriate e.g. dress code, uniform, posture, gesture, hygiene etc✓
Use communication effectively, verbal and non verbal✓
(Any 5 suitable strategies)

(5)

7.4

7.4.1 Video Conferencing✓
7.4.2 Internet; Central Reservation System (CRS)✓
7.4.3 Email✓

(3)

TOTAL SECTION E: 30

GRAND TOTAL: 200