



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2014

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 14 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

| | | | | |
|-----|--------|---------------------|--|---------------|
| 1.1 | 1.1.1 | C ✓ | | |
| | 1.1.2 | D ✓ | | |
| | 1.1.3 | C ✓ | | |
| | 1.1.4 | B ✓ | | |
| | 1.1.5 | D ✓ | | |
| | 1.1.6 | D ✓ | | |
| | 1.1.7 | A ✓ | | |
| | 1.1.8 | D ✓ | | |
| | 1.1.9 | D ✓ | | |
| | 1.1.10 | A ✓ | | |
| | 1.1.11 | B ✓ | | |
| | 1.1.12 | C ✓ | | |
| | 1.1.13 | B ✓ | | |
| | 1.1.14 | A ✓ | | |
| | 1.1.15 | D ✓ | | |
| | 1.1.16 | B ✓ | | |
| | 1.1.17 | D ✓ | | |
| | 1.1.18 | B ✓ | | |
| | 1.1.19 | A ✓ | | |
| | 1.1.20 | C ✓ | | (20 x 1) (20) |
| 1.2 | 1.2.1 | B ✓ | | |
| | 1.2.2 | D ✓ | | |
| | 1.2.3 | E ✓ | | |
| | 1.2.4 | A ✓ | | |
| | 1.2.5 | C ✓ | | (5 x 1) (5) |
| 1.3 | 1.3.1 | Passport ✓ | | |
| | 1.3.2 | Interests ✓ | | |
| | 1.3.3 | DST ✓ | | |
| | 1.3.4 | Strong ✓ | | |
| | 1.3.5 | Bank selling rate ✓ | | (5 x 1) (5) |
| 1.4 | 1.4.1 | Wailing Wall ✓ | | |
| | 1.4.2 | Opera House ✓ | | |
| | 1.4.3 | Chichen Itza ✓ | | |
| | 1.4.4 | Taj Mahal ✓ | | |
| | 1.4.5 | Red Square ✓ | | (5 x 1) (5) |
| 1.5 | 1.5.1 | C ✓ | | |
| | 1.5.2 | A ✓ | | |
| | 1.5.3 | E ✓ | | |
| | 1.5.4 | D ✓ | | |
| | 1.5.5 | B ✓ | | (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
- Tourism industry will benefit due to increased hours of daylight
- Economy will benefit due to longer shopping hours

(Any 2) (2)

- 2.1.2 (a) Buenos Aires -3
Johannesburg +2
Time difference: 5 hours ✓
Time in South Africa 16:00 – ✓ 5 hours = 11:00 ✓ on
Tuesday, 17 June ✓

OR

11:00 ✓✓✓✓ on Tuesday, 17 June ✓ (4)

- (b) Dallas -6 (+1 hour DST) ✓ = -5
South Africa +2
Time difference: 7 hours ✓
Time in South Africa 16:00 – ✓ 7 hours = 09:00 ✓ on
Tuesday, 17 June ✓

OR

09:00 ✓✓✓✓ on Tuesday, 17 June ✓ (5)

- 2.2 2.2.1 Dallas -6 (+1 due to DST) = -5
South Africa +2
Time difference: 7 hours
Time in Dallas 12:00 + ✓ 7 hours = 19:00 ✓ on Wednesday
2 July ✓

OR

19:00 ✓✓ on Wednesday, 2 July ✓ (3)

- 2.2.2 No, it will not be a suitable time ✓ as Ms Naidoo will not be at
work. ✓ (2)

- 2.2.3 Dallas -6 (+ 1 hour DST) = -5
 Johannesburg +2
 Time difference: 7 hours ✓
 20:00 (Dallas) +7 hours = 27:00 (24:00 + 3 hours) = 03:00 ✓
 in Johannesburg when the flight leaves Dallas
 03:00 + ✓ 18 hours 45 min = 21:45 ✓ on the following day/Monday,
 7 July ✓

OR

21:45 ✓✓✓ ✓ on the following day/Monday 7 July ✓ (5)

- 2.3 2.3.1
- 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 3) (3)
- 2.3.2
- Sufficient rest. ✓
 - Avoid alcohol/caffeine before and during the flight. ✓
 - Drink plenty of water. ✓
 - Blindfolds, ear plugs and neck rests during the flight.
 - Exercise by walking up and down the aisle.
 - Arm, leg and feet stretches.
 - Do not eat too much during the flight. (Any 3) (3)
- 2.4 2.4.1 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)
- 2.4.2 Business visa ✓ (1)
- 2.5 2.5.1 Passport ✓ (1)
- 2.5.2 Department of Home Affairs in South Africa ✓ (1)

- 2.6 2.6.1 He should go through the red channel. ✓ (1)
- 2.6.2 He is only allowed 50 ml of perfume and 2 l of wine. ✓✓
 • He is over the duty-free limit.
 • He has to declare the products that he has brought into the country. (Any 1) (2)
- 2.7
- Ensure that your luggage has tags with your contact details. ✓
 - Lock all luggage. ✓
 - If possible, have the luggage wrapped.
 - Do not leave luggage unattended.
 - Only use registered types of transport e.g. metered taxis.
 - Do not put valuables in checked-in luggage.
 - Follow the information boards when needing directions, do not ask strangers for directions. (Any 2) (2)
- 2.8 2.8.1 He will need to be vaccinated against yellow fever ✓ and take preventative medication for malaria. ✓ (2)
- 2.8.2
- Travel clinics ✓
 - Doctor (Any 1) (1)
- [40]**

QUESTION 3

- 3.1 3.1.1 BSR (Bank Selling Rate) ✓ (1)
- 3.1.2 $R10\ 000 \div 1,72 = \text{ARS\$ } 5\ 813,95$ ✓ (3)
- 3.2 3.2.1 $R15\ 000 \div 10,05 = \text{USD\$ } 1\ 492,53$ ✓ (3)
- 3.2.2 $\text{USD\$ } 100 \times 9,73 = R\ 973,00$ ✓ (3)
- [10]**

TOTAL SECTION B: 50

**SECTION C: TOURISM ATTRACTIONS – CULTURAL AND HERITAGE
TOURISM; MARKETING**

QUESTION 4

- 4.1 4.1.1
- A tourist attraction that is world famous. ✓✓
 - An attraction that is known and easily recognised globally.
 - An attraction that has symbolic value.
 - An attraction that represents the country or city in which it is located.
 - An attraction that is closely associated with a particular destination (place, city or country) .
 - A 'must see' tourist attraction. (Any 1 x 2) (2)
- 4.1.2 (a) A – Big Ben ✓
B – Eiffel Tower ✓
D – Petra ✓ (3)
- (b) A – London ✓
B – Paris ✓
D – Petra ✓/Wadi Musa (3)
- 4.1.3 (a)
- The Vatican City or Holy See is the world's smallest independent city state. ✓
 - It is the headquarters of the Roman Catholic Church. ✓
 - The Vatican City is a World Heritage Site. ✓
 - It is one of the most sacred places in Christianity.
 - St Peter's Basilica in the Vatican City is the largest church in the world.
 - The Vatican City's St Peter's Square is where the Pope delivers his Easter message every Easter Sunday.
 - The Vatican Museums is the world's largest museum.
 - The Vatican Museums and St Peter's Basilica contain famous artworks e.g. *Pieta*.
 - The Sistine Chapel is famous for Michelangelo's wall and ceiling frescoes.
 - The Vatican City is completely surrounded by the city of Rome. (Any 3) (3)
- (b)
- The Pyramids of Giza were built 4 500 years ago. ✓
 - Pyramids were massive tombs for the Egyptian pharaohs. ✓
 - The Pyramids of Giza are a symbol of Egypt's history and culture. ✓
 - Pyramids were built to protect the mummified bodies of the pharaohs and their belongings.
 - The Pyramids of Giza is the only wonder of the ancient world that still exists.
 - The Pyramids are part of the World Heritage Site of the Pyramid fields of Giza and Dashur. (Any 3) (3)

- 4.1.4 (a) 47,2% ✓ (1)
- (b)
- France will earn valuable foreign exchange from the visitors. ✓
 - There will be an increase in profits for accommodation establishments, restaurants, transport providers and retail traders. ✓
 - Increased job creation and employment opportunities. ✓
 - Establishment of new businesses.
 - Upgrading or development of infrastructure.
 - It will set the multiplier effect in motion.
 - It will contribute to GDP growth. (Any 3) (3)
- 4.2
- Efficiency of staff and management. ✓✓
 - Ethical behaviour of staff and management ✓✓
 - General appearance and upkeep of the attraction ✓✓
 - Positive experience of visitors
 - Safety and crime prevention
 - Service delivery (Any 3 x 2) (6)
- [24]**

QUESTION 5

- 5.1 United Nations Educational, Scientific and Cultural Organisation ✓✓ (2)
- 5.2 5.2.1 protects ✓
- 5.2.2 preserves ✓ (2)
- 5.3
- Cradle of Humankind ✓
 - The Fossil Hominid Sites of Sterkfontein, Swartkrans, Kromdraai and Environs Cultural Site
 - Sterkfontein Caves (Any 1) (1)
- 5.4 Mrs Ples ✓
- Taung Skull
 - Little Foot (Any 1) (1)
- 5.5
- Cape Floral Kingdom/Cape Floral Protected Areas ✓
 - iSimangaliso Wetland Park ✓
 - Vredefort Dome (Any 2) (2)
- 5.6 (b) ✓✓
- To bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation, which is living or which has disappeared. (Any 1) (2)

- 5.7
- The site receives national and international recognition which will result in an increase in visitor numbers. ✓✓
 - An increase in tourist numbers will lead to the creation of job opportunities for local residents in tourism establishments. ✓✓
 - Tourism will stimulate the investment in infrastructure, e.g. roads.
 - Tourism will lead to economic growth for both the area and its people
 - The influx of tourists will increase the awareness of the site and promote conservation of the world heritage site.
 - Tourism will provide alternative income opportunities for people living in and around the protected area e.g. sale of locally-made goods
 - Tourism will generate income due to a demand for products and services e.g. accommodation, transport, entry fees, food, drink, etc.
 - The increase in tourism revenue may reduce poverty by stimulating business development and job creation as well as enhancing local services. (Any 2 x 2) (4)
- [14]**

QUESTION 6

- 6.1
- Indaba ✓
 - Tourism Indaba (Any 1) (1)
- 6.2
- The show is organised by the publishers of the Getaway magazine ✓
 - The trade show is open to the general public and members of the travel industry. ✓
 - It focuses on outdoor and adventure activities and destinations
 - It takes place annually in both the Western Cape and Gauteng. (Any 2) (2)
- 6.3
- To increase the annual volume of foreign arrivals in South Africa ✓
 - To increase the international awareness of South Africa as a tourist destination.
 - Increase in tourists' leads to an increase in foreign currency being spent in South Africa. (Any 1) (1)
- 6.4
- Television ✓
 - Cellphones ✓ OR *Smartphones*
 - Internet OR websites OR online
 - Social media (Any 2) (2)
- 6.5
- Tactical ✓ (1)

- 6.6
- Job opportunities are created. ✓
 - More money flowing into the economy.
 - Increase in foreign exchange.
 - Generation of profits.
 - Unemployment is reduced.
 - More money will be spent.
 - Sets the multiplier effect into motion (social upliftment, economic upliftment (GDP) and infrastructural development).
 - Standards of living will be improved through money directly or indirectly earned by tourism.
 - An increase in the number of tourists will lead to an increase in spending on tourism products and services. (Any 1) (1)
- 6.7
- 6.7.1
- The Eteya Awards encourage emerging tourism entrepreneurs to provide outstanding levels of customer service and product offerings that meet and exceed expectations for local and international visitors. ✓✓
 - The Eteya Awards encourages emerging tourism entrepreneurs to strive for excellence in order to become more globally competitive. (Any 1) (2)
- 6.7.2
- The TGCSA is responsible for assessing and maintaining the standard of accommodation facilities in South Africa to ensure high standards of quality for local and international visitors. ✓✓
 - The Tourism Grading Council of South Africa (TGCSA) ensures that its members deliver outstanding quality services to local and international visitors. (Any 1) (2)

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

SECTION D: TOURISM SECTORS – SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

- 7.1 *Basic Conditions of Employment Act (No. 75 of 1997)* ✓ (1)
- 7.2
- A contract protects the employer and the employee. ✓
 - A contract defines the conditions under which the employee is employed.
 - A contract explains the core duties of the employee together with the working hours, uniform allowances, benefits, remuneration, leave benefits, etc.
 - A contract ensures that there is no misunderstanding between the employee and employer regarding employment issues. (Any 1) (1)
- 7.3
- 7.3.1
- A code of conduct guides the conduct of staff in a business. ✓✓
 - It guides staff on ethical matters in the workplace.
 - It assists in creating a co-operative atmosphere in the workplace.
 - It promotes integrity in the workplace.
 - It protects businesses from lawsuits.
 - It acknowledges different cultural practices.
 - Prescribes how staff should behave while at work.
 - Encourages employees to act responsibly. (Any 1) (2)
- 7.3.2
- The behaviour of employees when at work ✓
 - Confidentiality
 - Use of company assets
 - Obeying of laws and regulations
 - Honesty
 - Substance abuse
 - Appropriate dress
 - Integrity of staff (Any 1) (1)
- [5]**

QUESTION 8

- 8.1 8.1.1 Economic (Profit) ✓ – Job creation for the local community ✓
 Social (People) ✓ – Community upliftment ✓
 Environmental (Planet) ✓ – The hotel would be powered by four wind turbines and solar panels and would re-use grey water and have an eco-friendly sewerage system ✓ (6)
- 8.1.2 (a) • Ellaine Gogo and the members of the local community ✓
- OR
- National Empowerment Fund (NEF) and the Industrial Development Corporation (IDC) (1)
- (b) • Initiated the project ✓
- OR
- Provision of funding (1)
- 8.1.3 (a) • Use water and energy sparingly. ✓
 • Recycle, reduce and re-use. ✓
 • Leave only footprints.
 • Avoid any form of pollution.
 • Do not vandalise. (Any 2) (2)
- 8.1.4 • The hotel has an eco-friendly approach to tourism. ✓✓
 • The pillars of sustainable tourism are upheld.
 • The tourists and the hotel practice responsible behaviour. (Any 1) (2)
- 8.2 8.2.1 The support (contribution) that businesses give to the communities in which they operate. ✓✓ (2)
- 8.2.2 • Provision of space required by the administration of the school to perform their duties. ✓✓
 • It will assist the school in performing administrative duties for the learners. (Any 1) (2)
- 8.2.3 • The community will be more positively disposed towards SANParks and is more likely to support projects launched by SANParks. ✓
 • A donation of this type will improve the public image of SANParks. ✓ (2)

- 8.3 8.3.1 (a) Transparency: Businesses should be accountable to the community and all business dealings should be open to scrutiny by all stakeholders. ✓✓ (2)
- (b) Respect: The business and visitors should show respect towards the environment and local cultures. ✓✓ (2)
- 8.3.2 Fair share ✓ (1)
- 8.3.3
- Positive image of the FTTSA company ✓✓
 - The business will attract environmentally conscious tourists
 - Opportunities to interact with other FTTSA companies and stake holders
 - Exposure in international media
 - Inclusion in FTTSA directory (Any 1) (2)

[25]**TOTAL SECTION D: 30**

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM –
COMMUNICATION AND CUSTOMER CARE**

QUESTION 9

- 9.1 9.1.1 Terrorism ✓ (1)
- 9.1.2
- Events linked to the political circumstances within a country. ✓✓
 - Situations that occur as a result of problems with a country's government.
 - Situations that are linked to the government of a country. (Any 1) (2)
- 9.1.3 "just the premiere of Act 1" ✓✓ (2)
- 9.1.4
- Tourists might feel that Kenya is not a safe tourist destination. ✓✓
 - Tourists who planned to visit Kenya might cancel their trips. ✓✓
 - Tourists might postpone their trips. ✓✓
 - Tourists might choose another destination.
 - Airlines could suspend their flights to the country making travel to Kenya impossible.
 - The tourists own governments might advise them not to travel to Kenya. (Any 3 x 2) (6)
- 9.2 9.2.1 African land markets ✓ (1)
- 9.2.2
- The Americas ✓
 - Europe (Any 1) (1)
- 9.2.3 849 014 ✓✓ (2)
- 9.2.4 The portion of the inbound tourism market that a specific country controls. ✓✓ (2)
- 9.2.5
- The depreciation of the rand against the US dollar, Euro and pound had a positive impact on average spend per tourist. ✓✓
 - The South African Rand depreciated against all major currencies in 2012.
 - The ZAR weakened against these countries' currencies.
 - The currencies' of the Americas, Asia and Australasia as well as Europe strengthened against the ZAR. (Any 1) (2)

[19]

QUESTION 10

- 10.1 Smartphones ✓ (1)
- 10.2
- Surveys ✓
 - Questionnaires ✓
 - Feedback cards
 - Follow-up calls
 - SMS messages on cellphones
 - Web-based responses (Any 2) (2)
- 10.3 Customers could win a dinner for two people if they submit a comment. ✓ (1)
- 10.4
- Study and capture the feedback data to determine the extent of the customer satisfaction. ✓
 - Identify the most common complaints. ✓
 - Decide on an action plan. ✓
 - Start the intervention process. ✓ (4)
- 10.5
- Customer loyalty and repeat business ✓
 - Fewer customer complaints ✓
 - Reduced marketing budget ✓
 - Increased sales
 - Improved public image
 - Edge over the competition
 - More effective employees
 - Motivated staff members (Any 3) (3)

[11]

TOTAL SECTION E: 30
GRAND TOTAL: 200

VRAAG 10

- 10.1 Slimfone ✓ (1)
- 10.2 Opnames ✓
 Vraelyste ✓
 Terugvoerkaart
 Opvolg-oproep
 SMS-boodskappe op selfone
 Webwert-gebaseerde terugvoering (Enige 2) (2)
- 10.3 Kliënte kan 'n gratis-aandete vir twee persone wen, indien hulle kommentaar instuur. ✓ (1)
- 10.4 Bestudeer en vaslegging van die data wat teruggevoer is sodat die vlak van kliëntebevreëdiging bepaal kan word. ✓
 Identifiseer die mees algemene klagtes. ✓
 Besluit op 'n plan van aksie. ✓
 Begin met ingrypsproses. ✓ (4)
- 10.5 Kliënteloyaliteit en herbesoek ✓
 Minder klagtes van kliënte ✓
 Verminderde bemarkingsuitgawes ✓
 Verkoop verhoog
 Beeld na buite verbeter
 Mededinging verbeter
 Meer effektiewe werkers
 Gemotiveerde personeel (Enige 3) (3)

TOTAAL AFDELING E: 30
 GROOTTOTAAL: 200

[11]
 (3)

**AFDELING E: PLAASLIKE-, STREEKS- EN INTERNASIONALE TOERISME
– KOMMUNIKASIE EN KLIENTEDIENS**

VRAAG 9

- 9.1 9.1.1 Terrorisme ✓ (1)
- 9.1.2 • Gebure wat met die politieke toestand van 'n land verband hou. ✓
 • Situasies wat as gevolg van die land se
 regeringsproblematiek ontstaan.
 • Situasies wat met die regering van die dag van 'n land verband hou. (Enige 1) (2)
- 9.1.3 "net die premiere van Toneel 1" ✓✓ (2)
- 9.1.4 • Toeriste mag dalk voel dat Kenia nie 'n veilige toeristebestemming is nie. ✓
 • Toeriste wat beplan het om Kenia te besoek, mag dalk hul toer kanselleer. ✓
 • Toeriste mag dalk hul toer uitstel. ✓
 • Toeriste mag dalk 'n ander bestemming kies.
 • Lugredery kan hul vlugte na die land opskort wat vervoer na Kenia onmoontlik maak.
 • Die toeriste se eie regering kan hulle adviseer om nie na Kenia te toer nie. (Enige 3 x 2) (6)
- 9.2 9.2.1 Afrika-Landmarke ✓ (1)
- 9.2.2 • Die Amerikas ✓
 • Europa (Enige 1) (1)
- 9.2.3 849 014 ✓✓ (2)
- 9.2.4 Die gedeelte van die inkomende toeristemark wat 'n spesifieke land beheer ✓✓ (2)
- 9.2.5 • Die waardevermindering van die rand teenoor die US dollar, Euro en pond het 'n positiewe impak op die gemiddelde besteding per toeris gehad. ✓
 • Die Suid-Afrikaanse rand het in 2012 teenoor al die belangrike buitelandse valuta in waarde verminder.
 • Die ZAR het verswak teenoor hierdie lande se geldeenhede
 • Die geldeenhede van die Amerika's, Asië en Australasië, asook Europa, vertoon sterker teenoor die ZAR. (Enige 1) (2)

[19]

| | | | | |
|-----|-------|-----|--|------------------------------|
| 8.3 | 8.3.1 | (a) | Deursigtigheid: Besighede moet verantwoordig doen aan die gemeenskap en alle saketransaksies moet oop wees vir ondersoek deur alle belanghebbendes. ✓ ✓ (2) | (2) |
| | 8.3.2 | | (b) Respek: Die besighede en besoekers moet respek teenoor die omgewing en die plaaslike kultuur toon. ✓ ✓ (2) | (2) |
| | 8.3.2 | | Billike deel ✓ (1) | (1) |
| | 8.3.3 | | <ul style="list-style-type: none"> • Positiewe beeld as FTSA-besighede ✓ ✓ • Die besighede sal omgewingsbewuste toeriste lok. • Geleentheid vir interaksie met ander FTSA-maatskappye • en belanghebbendes • Blootstelling in die internasionale media • Insluiting tot die FTSA-naamlys | (2) |
| | | | (Enige 1) | (2) |
| | | | | [25] |
| | | | | TOTAAL AFDELING D: 30 |

VRAAG 8

| | | | |
|-----|-------|--|-----|
| 8.1 | 8.1.1 | Ekonomie (Wins) ✓ – Werkskepping vir die plaaslike gemeenskap ✓ Sosiaal/Maatskaplik (Mense) ✓ – Opheffing van gemeenskap ✓ Omgewing (Planee) ✓ – Die hotel se krag sal deur vier windturbines en sonpanele opgewek word en gebruikte water sal hergebruik word en daar sal ook 'n eko-vriendelike rioolstelsel wees. ✓ | (6) |
| | 8.1.2 | (a) • Elaine Gogo en lede van die plaaslike gemeenskap ✓ | OF |
| | | • Nasionale Bemagtigingsfonds (NEF) en die Industriële Ontwikkelingskorporasie (IDC) | (1) |
| | | (b) • Inisieer die projek ✓ | OF |
| | | • Befondsing van projek | (1) |
| | 8.1.3 | (a) • Gebruik water en energie spaarsamig. ✓ • Herwin, verminder en hergebruik. ✓ • Laat net jou voetspore agter. • Vermyn enige vorm van besoedeling. • Moenie vandalsies optree nie. | (2) |
| | 8.1.4 | • Die hotel handhaaf 'n eko-vriendelike bestuurstyl in die toerismebedryf. ✓ ✓ • Die pilare van volhoubare toerisme word ondersteun. • Die toeriste en hotel tree verantwoordelik op. | (2) |
| | 8.2 | 8.2.1 Die ondersteuning (skenkings) van plaaslike besighede aan die gemeenskap gee. ✓ ✓ | (2) |
| | 8.2.2 | • Ruimte sal beskikbaar wees vir administratiewe personeel van die skool om hul take te verrig. ✓ ✓ • Dit sal die skool in die uitvoering van hul leeders se administratiewe take help. | (2) |
| | 8.2.3 | • Die gemeenskap openbaar 'n meer positiewe gesindheid teenoor SANParke en daarom sal hul meer gewillig wees om projekte wat deur SANParke geloods word te ondersteun. ✓ • Sulke skenkings sal die professionele/openbare beeld van SANParke versterk. ✓ | (2) |

AFDELING D: TOERISME SEKTORE – VOLHOUBARE EN VERANTWOORDELIKE TOERISME

VRAAG 7

- 7.1 *Wet op Basiese Diensvoorwaardes (Nr. 75 van 1997)* ✓ (1)
- 7.2
- in Dienskontrak beskerm die werkgewer en die werknemer. ✓
 - in Dienskontrak spesifiseer die werknemers se werksomstandighede.
 - in Dienskontrak verduidelik aan die werknemer sy kernpligte asook inligting rondom werksure, uniformtoelae, voordele, salaris, vakansie voordele ensovoorts.
 - in Dienskontrak verseker dat daar geen misverstand tussen die werkgewer en werknemer aangaande werkskewessies bestaan nie.
- (1) (Enige 1)
- 7.3
- 7.3.1
- in Gedragskode gee aan die personeel van 'n besigheid riglyne hoe om op te tree. ✓ ✓
 - Gee aan die personeel etiese riglyne vir die werksituasie.
 - Dit help om 'n samehorigheidsgevoel in die werksplek te kweek.
 - Dit bevorder integriteit in die werksplek.
 - Dit beskerm besighede teen enige regsgeeding.
 - Dit respekteer kulturele diversiteit.
 - Skryf personeel se optrede tydens werksure voor.
 - Moedig werknemers aan om verantwoordelik op te tree.
- (2) (Enige 1)
- 7.3.2
- Die gedrag van die werknemer tydens werksure ✓
 - Vertroulikheid
 - Die gebruik van die besigheid se bates
 - Toepassing van reëls en regulasies
 - Eerlikheid
 - Gebruik van verbode middele
 - Fatsoenlike kleding
 - Integriteit van personeel
- (1) (Enige 1) [5]

50 TOTAAL AFDELING C:

[12]
(2)

(Enige 1)

- Die TGSSA is verantwoordelik vir assessering en handhawing van standarde by akkommodasie-fasiliteite in Suid-Afrika sodat hoë standarde vir plaaslike en internasionale besoekers verseker kan word. ✓ ✓
- Die Toerisme Graderingsstelsel van Suid-Afrika (TGSSA/TGCSSA) verseker dat sy lede uitstaande en kwaliteit diens aan plaaslike en internasionale besoekers lewer.

(2) (Enige 1)

- Die Eteya-toekennings moedig opkomende toerisme entrepreneurs aan om uitstaande vlakke van klientedienste en produkte te lewer wat aan die verwagtinge van die plaaslike en internasionale toeriste, voldoen en dit oortref. ✓ ✓
- Die Eteya-toekennings moedig opkomende toerisme entrepreneurs aan tot uitnemendheid ten einde meer wêreldkompetierend te wees.

(1) (Enige 1)

- Verhoging in toeristegedrag sal lei tot meer geld wat aan toerisme toerisme verdien word.
- Lewensstandarde verbeter deur geld wat direk of indirek deur ekonomiese opheffing/groei (BBP) en ontwikkeling van infrastruktuur).
- Vermenigvuldigingseffek tree in werking (sosiale opheffing, Verkoosheid verminder.
- Meer geld word spandeer.
- Algehele wins verbeter.
- Meer buitelandse valuta.
- Meer geld vir die ekonomie.
- Verkgelentheid word geskep. ✓

[14]

(4)

- Nasionale en internasionale erkenning van die terrein, sal die besoekersgetalle laat styg. ✓ ✓
- Die groei in besoekersgetalle sal werksgeleenthede vir die plaaslike inwoners van die toerisme-gemeenskap skep. ✓ ✓
- Toerisme sal beleggings in infrastruktuur stimuleer/aanmoedig, bv. paaië
- Toerisme sal lei tot ekonomiese groei in beide die area en vir sy gemeenskap.
- Die instroming van toeriste sal 'n bewusmaking van die terrein aanwaker asook die bewaring daarvan as Wêrelderfenisterrein
- Toerisme sal alternatiewe inkomste geleenthede vir die gemeenskap wat in en om die beskermde area woon skep (entrepreneurskap), bv. verkoop van plaaslik vervaardigde produkte.
- Toerisme sal inkomste genereer deurdat daar 'n aanvraag sal wees vir produkte en dienslewering, bv. akkommodasie, vervoer, toegangstooi, spyseniering (kos en drank), ens.
- Groter toeriste-inkomste kan armoede verlig deur die aanmoediging van besighheidsontwikkeling, werkskepping en die verbetering van plaaslike dienste.

VRAAG 6

- 6.1 Indaba ✓
- Toerisme-Indaba (Enige 1) (1)

- 6.2 Die skou word deur die uitgewers van die *Getaway* tydskrif gereël. ✓
- Die handelskou is oop vir die algemene publiek en lede van die toerismebedryf. ✓
- Klem word geleë op buitelig- en avontuuraktiwiteite en bestemmings. Word jaarliks in die Wes-Kaap en Gauteng gehou. (Enige 2) (2)

- 6.3 Sodat die jaarlikse getal van buitelandse aankomste in Suid-Afrika kan groei. ✓
- Sodat die internasionale bewuswording van Suid-Afrika as 'n toeristebestemming kan groei.
- Toename in toeristegetalle lei tot meer buitelandse valuta wat in Suid-Afrika spandeer word.

- 6.4 Televisie ✓
- Selfone ✓ OF *Slimfone*
- Internet OF webwerwe OF aanlyn dienste (online)
- Sosiale media (Enige 2) (2)

- 6.5 Taktiese ✓ (1)

4.1.4 (a) 47,2% ✓ (1)

- Frankryk se ekonomie sal baat deur waardevolle buitelandse valuta wat deur besoekers gebring word. ✓
- Die wins van akkommodasie-instellings, restaurante, vervoerdienste en die kleinhandelbedryf sal styg. ✓
- Verhoging in werkskepping en werkgeleenthede. ✓
- Oorig van nuwe besighede.
- Opgradering/verbetering en ontwikkeling van infrastruktuur.
- Dit sal die vermenigvuldigingseffek in werking stel.
- Sal bydra tot groei van die BBP. (Enige 3)

4.2 • Uitnemende diens van personeel en bestuur ✓ ✓
 • Eitiese gedrag van personeel en bestuur ✓ ✓
 • Algemene voorkoms en onderhoud/versorging van die attraksie ✓ ✓
 • Besoekers moet dit as 'n positiewe ervaring beleef
 • Veiligheid en misdaadvoorkoming
 • Dienslewering
 (Enige 3 x 2) (6) [24]

VRAAG 5

5.1 Verenigde Nasies se Opvoedkundige, Wetenskaplike en Kulturele Organisasie (United Nations Educational, Scientific and Cultural Organisation) ✓ ✓ (2)

5.2 5.2.1 beskerms ✓ (2)

5.2.2 bewaar ✓ (2)

5.3 • Wieg van die Mensdom ✓
 • Die Fossilhominied-terrein in Sterkfontein, Swartkrans, Kromdraai en Omgewing Kultuurterrein
 • Sterkfonteingrotte (Enige 1) (1)

5.4 Mrs Ples ✓
 • Taung Kopbeen
 • Little Foot (Enige 1) (1)

5.5 • Kaapse Blommeryk/Kaapse Floristiese Streek/Kaapse Blommeryk
 • Beskermsde Streke ✓
 • !Simangaliso Vleilandpark ✓
 • Vrededorfkoepel (Enige 2) (2)

5.6 (b) ✓ ✓
 • 'n Unieke, of ten minste buitengewone, getuigenis wees van 'n kulturele tradisie of 'n samelewing wat tans bestaan of verdwyn het. (Enige 1) (2)

AFDELING C: TOERISME ATTRAKSIES – KULTUUR- EN ERFENISSTOERISME; BEMARKING

VRAAG 4

- 4.1 4.1.1 • 'n Toeriste-aantreklikheid wat wêreldbekend is. ✓ ✓
 • 'n Aantreklikheid wat bekend is en wêreldwyd maklik herkenbaar is.
 • 'n Aantreklikheid met simboliese waarde.
 • 'n Aantreklikheid wat 'n land/stad waarin dit geleë is, verteenwoordig.
 • 'n Aantreklikheid wat met 'n spesifieke bestemming (plek, stad of land) geassosieer word.
 • 'n 'Moet sien'-toeriste aantreklikheid. (Enige 1 x 2) (2)
- 4.1.2 (a) A – Big Ben ✓
 B – Eiffeltoring ✓
 D – Petra ✓ (3)
- (b) A – Londen ✓
 B – Parys ✓
 D – Petra ✓/Wadi Musa (3)
- 4.1.3 (a) • Die Vatikaanstad of Heilige Stoel is die wêreld se kleinste onafhanklike staat. ✓
 • Dit is die hoofkwartier van die Rooms Katolieke Kerk ✓
 • Die Vatikaanstad is 'n Wêrelderfenissterrein. ✓
 • Een van die mees heiligste plekke vir die Christendom.
 • St. Peter's Basilika in die Vatikaanstad is die grootste kerk in die wêreld.
 • Die Pous lewer sy Paasboodskap vanaf die St. Peter's Plein in die Vatikaanstad elke Paassondag.
 • Die Vatikaanmuseum is die grootste museumkompleks te wêreld.
 • Die Vatikaanmuseum en St. Peter's Basilika huisves beroemde kunswerke bv. *Pieta*.
 • Die Sistynse-kapel is bekend vir die Michelangelo muur- en platoonskildery.
 • Die Vatikaanstad word deur Rome omring. (Enige 3) (3)
- (b) • Die Piramides van Giza is 4 500 jaar gelede gebou. ✓
 • Piramides is 'n massiewe grafmonument gebou vir Egiptiese farao's. ✓
 • Die Piramides van Giza is die simbool van Egiptiese geskiedenis en kultuur. ✓
 • Piramides was gebou sodat die gebalsemde liggame van die faraos asook hul besittings bewaar kon word.
 • Die Piramides van Giza is die enigste oorblywende wonder van die antieke tyd.
 • Die Piramides vorm deel van die Wêrelderfenisgebied van die piramidevelde van Giza en Dashur. (Enige 3) (3)

50 TOTAAL AFDELING B:

[10]

| | | |
|-----|-------|--|
| (3) | 3.2.2 | USD\$ 100 x ✓ \$ 9,73 = R ✓ 973,00 ✓ |
| (3) | 3.2 | 3.2.1 R15 000 ÷ ✓ 10,05 = USD\$ ✓ 1 492,53 ✓ |
| (3) | 3.1.2 | R10 000 ÷ ✓ 1,72 = ARS\$ ✓ 5 813,95 ✓ |
| (1) | 3.1 | 3.1.1 BVK (Bankverkoopkoers) ✓ |

VRAAG 3

[40]

| | | | |
|-----|-----------|-------|---|
| (1) | (Enige 1) | 2.8.2 | <ul style="list-style-type: none"> • Reisklinieke ✓ • Dokter |
| (2) | | 2.8.1 | Hy moet inenting teen geelkoors kry ✓ en medikasie drink vir voorkoming van malaria. ✓ |
| (2) | (Enige 2) | 2.7 | <ul style="list-style-type: none"> • Maak seker dat alle bagasie-etiketke kontakting op het. ✓ • Sluit alle bagasie. ✓ • Indien moonlik, maak gebruik van die bagasie-toedraafasiliteit. • Moenie jou bagasie of saamdra-items onbewaak laat nie. • Maak van bekende, geregistreerde vervoer gebruik bv. huurmotors. • Moenie waardevolle items in jou bagasie plaas nie. • Volg die inligtingsbode indien inligting of rigting verlang word, moet nie vreemdelinge vra vir aanduidings nie. |
| (2) | (Enige 1) | 2.6.2 | <ul style="list-style-type: none"> • Hy word toegeleat om slegs 50 ml partuum en 2 ♀ wyn saam te bring. ✓ ✓ • Hy verreek die dooanewy-regulasies. • Hy moet die items wat hy saamgebring het verklaar. (Enige 1) |
| (1) | | 2.6 | 2.6.1 Hy behoort die rooi uitgang te volg. ✓ |

| | | | | |
|-----|-------|---|---|-----|
| | | | Dallas -6 (+ 1 DBT) = -5 | |
| | | | Johannesburg +2 | |
| | | | Tydsverskil: 7 ure ✓ | |
| | | | 20:00 (Dallas) +7 ure = 27:00 (24:00 + 3ure) = 03:00 ✓ in | |
| | | | Johannesburg met vertrek van vlug uit Dallas | |
| | | | 03:00 + ✓ 18 ure 45 min = 21:45 ✓ die volgende dag/ Maandag 7 | |
| | | | Julie ✓ | |
| | | | OF | |
| | | | 21:45 ✓ ✓ ✓ ✓ die volgende dag/Maandag 7 Julie ✓ | (5) |
| 2.3 | 2.3.1 | • Slaaploosheid ✓ • Moegheid/sonder energie ✓ • Geïrriteerd/prikkebaar ✓ • Onreëlmatige slaappatroon • Geswede bene en voete • Gebrek aan konsentrasie • Hardlywigheid of diarree (ontstelde maag) • Gevoel van disorientasie en geheueprobleem (deurmekaar) • Dehidrasie • Hoofpyn • Naarheid • Verlies aan eetlus • Lighoofdig | | (3) |
| | 2.3.2 | • Voldoende rus. ✓ • Vermyn alkoholiëse- en kateëndrankies voor en gedurende die vlug. ✓ • Drink baie water. ✓ • Ontspan op vlug deur oogklappe op te sit, oorpluisies en nekussing gedurende vlug te gebruik. • Doen oefening deur in kajuitgange te loop tydens vlug. • Doen arm-, been- en voetsstrekoefeninge tydens vlug. • Eet magtig/lig gedurende die vlug. | | (3) |
| 2.4 | 2.4.1 | • n Visum is n reisdokument wat aan reisigers toestemming gee om n ander land te betree of te wag vir aansluiting na land van bestemming. Hierdie verblyf is slegs vir n spesifieke tydperk. ✓ ✓ | | (2) |
| | 2.4.2 | • Besighheids-/sake visum ✓ | | (1) |
| 2.5 | 2.5.1 | • Paspoort ✓ | | (1) |
| | 2.5.2 | • Departement van Binnelandse Sake in Suid-Afrika ✓ | | (1) |

**AFDELING B: KAARTWERK EN TOERBEPLANNING – BUITELANDSE
VALUTAVERHANDELING**

VRAAG 2

- 2.1 2.1.1 2.1 • Energiebesparing ✓
• Produktiwiteit verhoog omrede meer ure as dagligtyd ✓
• Meer ontspanningstyd tuis
• Toerismebedryf baat daarby a.g.v. meet dagligure
• Dra by tot ekonomiese groei omrede daar meer inkopietyd is
(Enige 2) (2)
- 2.1.2 2.1.2 (a) Buenos Aires -3
Johannesburg +2
Tydsverskil: 5 ure ✓
Tyd in Suid-Afrika 16:00 – ✓ 5 ure = 11:00 ✓ op Dinsdag,
17 Junie ✓
- OF
- 11:00 ✓ ✓ ✓ op Dinsdag, 17 Junie ✓ (4)
- (b) Dallas -6 (+1 uur DBT) ✓ = -5
Suid-Afrika +2
Tydsverskil: 7 ure ✓
Tyd in Suid-Afrika 16:00 – ✓ 7 ure = 09:00 ✓ op Dinsdag,
17 Junie ✓
- OF
- 09:00 ✓ ✓ ✓ ✓ op Dinsdag, 17 Junie ✓ (5)
- 2.2 2.2.1 2.2.1 Dallas -6 (+1 omrede DBT) = -5
Suid-Afrika +2
Tydsverskil: 7 ure
Tyd in Dallas 12:00 + ✓ 7 ure = 19:00 ✓ op Woensdag 2 Julie ✓
- OF
- 19:00 ✓ ✓ op Woensdag, 2 Julie ✓ (3)
- 2.2.2 2.2.2 Nee, ✓ aangesien me. Naidoo nie by die werk sal wees nie. ✓ (2)

AFDELING A: KORTVRAE

VRAAG 1

| | | | | |
|-----|--------|---------------------|--------|---------------|
| 1.1 | 1.1.1 | C ✓ | 1.1.1 | (5) |
| | 1.1.2 | D ✓ | 1.1.2 | |
| | 1.1.3 | C ✓ | 1.1.3 | |
| | 1.1.4 | B ✓ | 1.1.4 | |
| | 1.1.5 | D ✓ | 1.1.5 | |
| | 1.1.6 | D ✓ | 1.1.6 | |
| | 1.1.7 | A ✓ | 1.1.7 | |
| | 1.1.8 | D ✓ | 1.1.8 | |
| | 1.1.9 | D ✓ | 1.1.9 | |
| | 1.1.10 | A ✓ | 1.1.10 | |
| | 1.1.11 | B ✓ | 1.1.11 | |
| | 1.1.12 | C ✓ | 1.1.12 | |
| | 1.1.13 | B ✓ | 1.1.13 | |
| | 1.1.14 | A ✓ | 1.1.14 | |
| | 1.1.15 | D ✓ | 1.1.15 | |
| | 1.1.16 | B ✓ | 1.1.16 | |
| | 1.1.17 | D ✓ | 1.1.17 | |
| | 1.1.18 | B ✓ | 1.1.18 | |
| | 1.1.19 | A ✓ | 1.1.19 | |
| | 1.1.20 | C ✓ | 1.1.20 | (20) (20 x 1) |
| 1.2 | 1.2.1 | B ✓ | 1.2.1 | (5) |
| | 1.2.2 | D ✓ | 1.2.2 | |
| | 1.2.3 | E ✓ | 1.2.3 | |
| | 1.2.4 | A ✓ | 1.2.4 | |
| | 1.2.5 | C ✓ | 1.2.5 | (5) (5 x 1) |
| 1.3 | 1.3.1 | Paspoort ✓ | 1.3.1 | (5) |
| | 1.3.2 | Belangstellings ✓ | 1.3.2 | |
| | 1.3.3 | DBT ✓ | 1.3.3 | |
| | 1.3.4 | Sterk ✓ | 1.3.4 | |
| | 1.3.5 | Bank verkoopkoers ✓ | 1.3.5 | (5) (5 x 1) |
| 1.4 | 1.4.1 | Chichen Itza ✓ | 1.4.1 | (5) |
| | 1.4.2 | Taj Mahal ✓ | 1.4.2 | |
| | 1.4.3 | Operahuis ✓ | 1.4.3 | |
| | 1.4.4 | Klaagmuur ✓ | 1.4.4 | |
| | 1.4.5 | Roof Plein ✓ | 1.4.5 | (5) (5 x 1) |
| 1.5 | 1.5.1 | C ✓ | 1.5.1 | (5) |
| | 1.5.2 | A ✓ | 1.5.2 | |
| | 1.5.3 | E ✓ | 1.5.3 | |
| | 1.5.4 | D ✓ | 1.5.4 | |
| | 1.5.5 | B ✓ | 1.5.5 | (5) (5 x 1) |

TOTAAL AFDELING A: 40

Hierdie memorandum bestaan uit 14 bladsye.

PUNTE: 200

**TOERISME
MEMORANDUM**

SEPTEMBER 2014

GRAAD 12

**NASIONALE
SENIOR SERTIFIKAAT**