



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2011

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 10 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D ✓	LO3 AS6	
	1.1.2	D ✓	LO1 AS1	
	1.1.3	A ✓	LO1 AS1	
	1.1.4	C ✓	LO1 AS2	
	1.1.5	A ✓	LO2 AS3	
	1.1.6	B ✓	LO1 AS1	
	1.1.7	C ✓	LO1 AS1	
	1.1.8	B ✓	LO3 AS6	
	1.1.9	A ✓	LO3 AS1	
	1.1.10	C ✓	LO4 AS5	
	1.1.11	C ✓	LO3 AS3	
	1.1.12	D ✓	LO3 AS3	
	1.1.13	B ✓	LO3 AS5	
	1.1.14	D ✓	LO3 AS4	
	1.1.15	B ✓	LO2 AS4	(15)
			(15 x 1)	
1.2	1.2.1	SOWETO ✓	LO3 AS4	
	1.2.2	SAHRA ✓	LO2 AS4	
	1.2.3	Team work ✓	LO4 AS4	
	1.2.4	SATSA ✓	LO1 AS2	
	1.2.5	Multiplier Effect ✓	LO1 AS2	(5)
			(5 x 1)	
1.3	1.3.1	USP ✓	LO2 AS1	
	1.3.2	SWOT ✓	LO3 AS4	
	1.3.3	Xenophobia ✓	LO4 AS3	
	1.3.4	Host Community ✓	LO2 AS1	
	1.3.5	Indigenous ✓	LO2 AS2	(5)
			(5 x 1)	
1.4	1.4.1	Gauteng ✓	LO3 AS4	
	1.4.2	Cultural ✓	LO3 AS4	
	1.4.3	Durban ✓	LO3 AS4	
	1.4.4	Man-made ✓	LO3 AS4	
	1.4.5	North West ✓	LO3 AS4	
	1.4.6	Rustenburg ✓	LO3 AS4	
	1.4.7	Northern Cape ✓	LO3 AS4	
	1.4.8	Man-made ✓	LO3 AS4	
	1.4.9	Port Elizabeth/Addo ✓	LO3 AS4	
	1.4.10	Natural ✓	LO3 AS4	(10)
			(10 x 1)	
1.5	1.5.1	D ✓	LO3 AS1	
	1.5.2	E ✓	LO3 AS1	
	1.5.3	G ✓	LO3 AS1	
	1.5.4	A ✓	LO3 AS1	
	1.5.5	C ✓	LO3 AS1	(5)
			(5 x 1)	

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

- 2.1 2.1.1 Excellent / Outstanding / Quality Service ✓ LO1 AS1 (1)
- 2.1.2
- Fast ✓
 - Efficiency ✓
 - Politeness ✓
 - Friendliness ✓
 - Professionalism
 - Cleanliness
 - Product knowledge (Any 4) LO1 AS1 (4)
- 2.1.3 (a)
- Receptionist ✓
 - Chef ✓
 - Waitress ✓
 - Cleaner ✓
 - Security staff
 - Kitchen Staff
 - Barman (Any 4) LO1 AS3 (4)
- (b)
- Honesty ✓
 - Punctuality ✓
 - A positive attitude ✓
 - Hardworking
 - Excellent personal presentation
 - Able to work under pressure during irregular hours
 - A peoples' person (Any 3) LO1 AS3 (3)
- (c)
- Decreased sales ✓✓
 - Lack of competition ✓✓
 - Fewer customers ✓✓
 - Unhappy staff ✓✓
 - Lack of customer loyalty
 - Lack of repeat business
 - Bad reputation
 - Less income generation (Any 4 x 2) LO1 AS2 (8)
- 2.1.4
- Hospitality ✓
 - Gaming and lotteries ✓
 - Conservation and tour guiding ✓
 - Tourism and travel services ✓
 - Sport recreation and fitness ✓
 - Horticulture and maintenance of sports facilities.(Any 5)
LO1 AS3 (5)

3.1 3.1.1 GDP – Gross Domestic Product ✓
The value of all goods and services ✓ produced in a country in a
period of a year. ✓ LO1 AS2 (3)

- | | | | |
|-------|-----|-------------------------|--|
| 3.1.2 | (a) | Job Creation: | Tourism creates jobs directly and indirectly. ✓ Various sectors such as accommodation, transport, tour operators, travel agencies, offer jobs linking workers directly with the tourists. ✓ Other people work in support services such as garages, shops, laundries who also provide employment. ✓ |
| | (b) | Multiplier effect: | Money spent by tourists to an area ✓ is re-spent in the local economy ✓ and thereby stimulating growth. ✓ |
| | (c) | Entrepreneurship: | People take risks to start tourism related businesses such as converting their homes into B&Bs ✓ and thus put food on their tables ✓ and shelter over their heads. ✓ |
| | (d) | Tourism Infrastructure: | Availability of good tourism related infrastructure such as roads, airports, accommodation ✓ attract more tourists ✓ and thus creating jobs and boosting the economy of the country ✓. |
- LO1 AS2 (12)

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 4**

- 4.1 4.1.1 A transfrontier park is a conservation area that crosses from the borders of one country to another ✓ and as a result the countries involved manage the area together. ✓ LO2 AS1 (2)
- 4.1.2 South Africa ✓ and Botswana ✓ LO3 AS3 (2)
- 4.1.3 Natural resources must be managed so as to meet the multiple ✓ and immediate needs of different local communities and households. ✓ LO2 AS1 (2)
- 4.1.4
- Create job opportunities for countries involved ✓✓
 - Boost economic development ✓✓
 - Stimulate foreign trade ✓✓
 - Facilitate the development of infrastructure
 - Stimulate entrepreneurship development (Any 3)
- LO2 AS1 – 3 (6)
- 4.1.5 Social fragmentation ✓✓ and Intra-community conflicts ✓✓ LO2 AS3 (4)
- 4.1.6 San/Bushman ✓ LO2 AS3 (1)
- 4.1.7
- The San and Mier were allocated the land. ✓
 - They get employed in the park. ✓
 - Locals are involved in decision making at the park. ✓
- LO2 AS1 (3)
- [20]**

QUESTION 5

- 5.1 5.1.1
- The full story of Nelson Mandela ✓
 - His life and times ✓
 - Exhibition of gifts he received from all over the land.
- (Any 2) LO2 AS4 (2)
- 5.1.2 The statement is valid.
- Mthatha airport is small and not properly fenced. ✓✓
 - Poor road maintenance in the city. ✓✓
- LO2 AS3 (4)
- 5.1.3 **Infrastructure:** The basic facilities needed ✓ for a country to develop ✓ e.g. roads, telephone lines, sewers. LO2 AS3 (2)

- 5.1.4 Must be outstanding examples representing:
- The major stages of world's evolutionary history ✓
 - Significant geological and biological processes and human's interaction with their natural environment. ✓
 - Interesting formations or features of the most important ecosystems or areas of exceptional natural beauty.
 - The most important natural habitats of endangered fauna and flora. (Any 2) LO2 AS4 (2)
- 5.1.5 SAHRA ✓ LO2 AS4 (1)
- 5.1.6
- St Lucia Wetland Park/ Isimangaliso ✓
 - Drakensberg Heritage Site ✓
 - Vredefort Dome ✓
 - Mapungubwe Heritage Site
 - The Cradle of Human kind
 - Cape Floral Region
 - Richtersveld Botanical Gardens (Any 3) LO2 AS4 (3)
- 5.2 Price, ✓ Place, ✓ Promotion, ✓ Product and People LO3 AS4 (3)
- 5.3 Co-operative advertising → Business in an area get together to advertise under one banner so as to save costs. ✓✓✓ (3)
- TOTAL SECTION C: 40**

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6****6.1 6.1.1 ROBBEN ISLAND**

- It is world heritage site found in the Western Cape of South Africa. ✓
- The former apartheid prison used especially for freedom fighters (like Nelson Rholihlahla Mandela, Robert Mangaliso Sobukwe and many others) and now used as Museum. ✓
- Has different fauna and flora, very popular for its rabbit species and penguins. ✓
- Popular to international and domestic tourists (couples) who want to tie the knot especially on a Valentine's Day (14 February). (Any 3) LO3 AS1 (3)

6.1.2 THE FISH RIVER CANYON IN NAMIBIA

- Second largest canyon in the world ✓
- 161 km long up to 27 km wide and reaches depths of 550 m. ✓
- Popular as a hiking destination. The hike is 86 km long and takes about five days. ✓ LO3 AS1 (3)

6.1.3 OKAVANGO DELTA IN BOTSWANA

- World's largest inland delta ✓
- This delta is in the middle of Kalahari desert. ✓
- Can extend over up to 15 000 km² of the desert. ✓
- Habitat for crocodiles and hippos around which there are herds of animals like elephants, giraffe, antelope, lion, leopards, hyenas, and the wild dogs. (Any 3) LO3 AS1 (3)

- 6.2 6.2.1 (a) South Africa ✓
 (b) Botswana ✓
 (c) Zimbabwe ✓
 (d) Namibia ✓
 (e) Mauritius ✓ LO3 AS3 (5)

- 6.2.2 Just as many towns and cities; streets and buildings in South Africa whose names are associated with the apartheid propellers have been changed, ✓ Pretoria was changed to Tshwane. ✓ LO3 AS4 (2)

- 6.2.3 O.R. Tambo international airport ✓ LO3 AS2 (1)

- 6.2.4 Places, often a city or town that tourists pass through to their destinations, ✓ this can be by air (airports), land (rail and road) or by water (port or harbour). ✓ LO3 AS2 (2)
- 6.2.5 (a) The one from the UK. ✓ (2)
- (b) • South Africa becomes a cheap destination to visit and thus attracts more tourists. ✓✓
 • Tourists stay longer and spend more. ✓✓
 • More jobs are created. ✓✓
 • The multiplier effect is set in motion
 • Entrepreneurship initiatives develop as tourists buy more SA goods.
 • Exports increase.
 • Economy grows as tourism contributes more to GDP
 (Any 3 x 2) (6)
- (c) £20 000 x R11,35 ✓
 = R227 000 ✓ LO3 AS5 (2)
- 6.3 6.3.1 Saturdays ✓ (1)
- 6.3.2 11:00 and 14:00 ✓ (1)
- 6.3.3 06:00 ✓ LO3 AS2 (1)
- 6.3.4 Return ticket is a ticket used by passenger who flies to a particular destination and flies back with the same ticket. ✓✓
 One way ticket is meant for those people who are not aiming at flying back with the same ticket. ✓✓ LO3 AS2 (4)
- 6.4 6.4.1 Theft/robbery ✓ (1)
- 6.4.2 • Ensuring police visibility. ✓
 • Advising tourists to walk in groups not as individuals. ✓
 • Advising tourists to keep their valuables such as jewellery in locked safes in their rooms. ✓
 • Ensuring that car windows are always locked.
 • Advising tourists to avoid walking with huge sums of money.
 • Advise them not to ask directions from strangers but from police or hotels.
 • Advise tourists to use taxis recommended by hotels in which they sleep.
 (Any 3) LO4 AS1 (3)
- 6.4.3 • Tourists will be scared to come to South Africa and thus tourists' numbers would decrease. ✓✓
 • There would be no repeat business. ✓✓
 • The income generated by tourism related businesses would decrease. ✓✓
 • Tourism industry's contribution to the GDP would decrease.
 • There would be job losses. LO4 AS1 (6)

6.5 (a) **ACCESSIBILITY**

Cape Town unlike Durban is far from the rest of provinces. ✓
 It then becomes difficult, especially for low income earners to visit as
 it is expensive to travel to and takes longer especially by road. ✓ (2)

(b) **WEATHER AND CLIMATE**

Cape Town is next to the Atlantic Ocean which is cold due to the
 influence of cold Benguella current unlike Durban which is warm due
 to the warm Mozambique current. ✓ In winter Cape Town receives
 cold frontal rains, that scares away tourists even more but Durban
 remains relatively warm throughout the year. ✓ LO3 AS4 (2)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

7.1 7.1.1 **Culture** is the way in which people live ✓ – their language, ✓
 beliefs, ✓ customs, behaviour, clothing, literature and
 religion (aspects). LO4 AS1 (3)

7.1.2 Attempt to speak their language. ✓ If you cannot speak their
 language, speak slowly and clearly (but not loudly or in an over
 exaggerated way) ✓. OR refer him/ her to another person who
 can speak their language. (Any 2) LO4 AS1 (2)

7.2 7.2.1

- Introduce yourself properly and state the company for which
 you work. ✓✓
- Speak clearly. ✓✓
- Take notes. ✓✓
- Identify the caller's needs.
- Listen carefully.
- Explain what is happening, if for example, you transfer the
 caller to someone else, state what you are doing.

(Any 3 x 2) LO4 AS5 (6)

7.2.2 Verbal communication ✓ LO4 AS5 (1)

[12]

QUESTION 8

- 8.1 8.1.1 Teamwork is a group of people who work together in an effective way ✓ to achieve tasks or goals. ✓ LO4 AS4 (2)
- 8.1.2 A competitive advantage is a benefit that one tourism product, service or destination ✓ has over others that offer the same. ✓ LO4 AS3 (2)
- 8.1.3 “employees are standing around talking amongst themselves and not attending to their guests’ needs.” ✓✓ LO4 AS2 (2)
- 8.1.4 (a) “a feeling of self worth” ✓✓ (2)
(b) “dealing with conflicts as they arise” ✓✓ LO4 AS4 (2)
- 8.2 LOGO: Small design or picture ✓ that is the official sign of an organisation or company. ✓ LO4 AS3 (2)
- SLOGAN: Catchy phrase made up by advertising companies ✓ to promote and market a product ✓. LO4 AS3 (2)
- 8.3
- ISP (Internet Service Provider) ✓
 - A computer/ laptop ✓
 - A modem ✓
 - Power ✓ (electricity, solar or battery)
 - Relevant software e.g. Internet Explorer
 - Telephone line
- (Any 4) LO4 AS5 (4)

TOTAL SECTION E: 30

GRAND TOTAL: 200