



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2012**

**TOURISM  
MEMORANDUM**

**MARKS: 200**

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This memorandum consists of 10 pages.

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**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	<b>OPEN</b>		<b>CLOSED</b>		
	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)

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**QUESTION 3**

3.1

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

(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)

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**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 20<sup>th</sup> 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)

**[18]**

**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**