



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

**TOURISM
NOVEMBER 2007
MEMORANDUM**

This memorandum consists of 15 pages.

SECTION A

1.1

1.1.1 D✓

1.1.2 B✓

1.1.3 A✓

1.1.4 A✓

1.1.5 C✓

1.1.6 B✓

1.1.7 B✓

1.1.8. D✓

1.1.9 B✓

1.1.10 D✓ (10)

1.2

1.2.1 Domestic tourist✓

1.2.2 NGO's✓

1.2.3 BEE✓

1.2.4 Rate of exchange✓

1.2.5 RETOSA✓ (5)

1.3

1.3.1 D✓

1.3.2 F✓

1.3.3 E✓

1.3.4 A✓

1.3.5 C✓ (5)

1.4

1.4.1 Intraprovincial travel✓

1.4.2 Limpopo and Mpumalanga✓

1.4.3 Secondary attractions✓

1.4.4 Biosphere✓

1.4.5 verbal✓

1.4.6 The demonstration effect✓ (6)

1.5

A Wildlife and Environment Society of South Africa✓

B The Blue Flag Campaign✓

C World Wild life Fund✓

D Coastcare✓ (4)

1.6

1.6.1 Pork✓

1.6.2 Meat✓

1.6.3 Beef ✓/ pork/ meat (any one)

1.6.4 No meat ✓

1.6.5 Shellfish / pork✓ (5)

1.7

1.7.1 Taj Mahal✓

1.7.2 Sydney Opera House✓

1.7.3 Eiffel Tower✓

1.7.4 Great Wall of China✓

1.7.5 Leaning tower of Pisa✓

(5)

TOTAL SECTION A (40)

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

- 2.1 2.1.1 (a) Letter 2 ✓
(b) Letter 1 ✓ (2)
- 2.1.2 She took it for granted that people are dishonest and would steal✓ her cellular phone, but she took a chance nevertheless✓ (2)
- 2.1.3 friendly ✓, helpful ✓, polite ✓ (also caring, ...) (3)
- 2.1.4 * Handed a bread roll covered in plastic with no plate ✓
* Expected more than just a bread roll for a snack on the flight✓
* Snack was unappetizing ✓
(also rude flight attendant) (3)
- 2.1.5 So their customers can voice their complaints in a quick and easy manner ✓ and that the airline will have the opportunity to improve their service delivery. ✓ (2) **[12]**

2.2

	Product	Sub-sector	
2.2.1	Whisky glass	Glass factory✓	
2.2.2	Uniform of flight attendant	Uniform factory✓/ fashion house/ designer	
2.2.3	Menu card	Printing company✓	
2.2.4	Alcohol / beverages	Breweries / soft drink factory✓/liquor distributers	
2.2.5	Training of flight attendant	Airline training dept/colleges✓	(5)

- 2.3 2.3.1 E ✓
2.3.2 C ✓
2.3.3 G ✓
2.3.4 A ✓
2.3.5 B ✓ (5)

- 2.4 2.41 GDP growth
Job creation
Transformation } any order (3)
- [13]**

- 3.1 3.1.1 **A. STRENGTHS (any ONE fact)**
 Studied tourism - has knowledge of hospitality industry✓
 Has experience as a receptionist
 Is a good cook

 Has a car / driver's licence
- B WEAKNESSES (any ONE fact)**
 Does not have experience in the running of a guest house✓
- C OPPORTUNITIES (any ONE fact)**
 Transport tourists from international airport✓
 A chef
 Train a chef
 Receptionist
- D THREATS (any ONE fact)**
 Large guest house in the vicinity ✓/competition
 May not be able to make enough money to repay the bank loans
 (or any suitable answer) (4)
- 3.1.2 The purpose of the Sho't Left campaign is to promote domestic
 tourism✓ and to make tourism accessible to all South (2)
 Africans✓
- 3.1.3 Large billboards next to highways ✓ (3)
 Send pamphlets in the post ✓
 E-mail advertisements directly to PC's✓
 Practical promotions
 Hand out advertising leaflets to motorists at robots
 (any acceptable answer)

3.2

3.2.1

SKILLS	KNOWLEDGE	VALUES & ATTITUDES
<ul style="list-style-type: none"> • communication ✓ 	<ul style="list-style-type: none"> • knows the menu / wine list ✓ 	<ul style="list-style-type: none"> • friendly disposition ✓
<ul style="list-style-type: none"> • computer literate • ability to handle difficult customers ✓ 	<ul style="list-style-type: none"> • cultural / dietary needs of tourists ✓ • general information about attractions/activities in the surrounding area 	<ul style="list-style-type: none"> • honest ✓ • reliable • highly motivated • positive • approachable • pleasant personality

(any acceptable answer)

(6)
[15]

TOTAL SECTION B: 40

SECTION C : RESPONSIBLE AND SUSTAINABLE TOURISM

4.1 4.1.1

Name of attraction	Explanation of the attraction	Type of tourist
a) customary marriages/ lobola✓ (any one)	Different from western/eastern weddings. ✓ Lobola an expensive event because fathers must give between seven and 14 herd of cattle as payment.	cultural / ✓ ecotourist / historical
b) clothes /decoration of the huts✓ (any one)	Traditional clothing of Xhosa men and women is the red blanket.✓ Known also for wearing beads which serve as a means of communication. Huts – brightly coloured walls of the huts are unique to western/eastern culture	cultural/ecotourist✓
c) artefacts made from grass✓	Part of the Xhosa’s tradition and culture✓	cultural/ecotourist✓
d) visit to the chief	To understand the role and importance of the chief.	cultural/ecotourist

(3)

(3)

(3)

Any three suitable answers and reasons

[6]

4.2 horse riding ✓ / sight seeing on horesback

(1)

4.3 4.3.1 To ensure that development of any attraction should directly create local employment opportunities.✓✓
Development should provide training for local residents.✓✓
The community should be involved in the decision making/planning and development process.
Use the local community to establish tourists attractions.
Include community in the business.
Income generated needs to be reinvested in order to benefit the community.
They act as watchdogs.
(any two)

2x2

[4]

- 4.4 4.4.1 i) The local chief✓ 3x1
 ii) Dept of Local Government and Housing✓
 iii) Foreign Investors– Swiss Agency✓
 iv) The Community
 (any three)
- 4.4.2 The Local Chief
 i) No project or development will be able to take place without receiving the approval of the chief.✓✓
- Dept of Local Government and Housing
 ii) Control over land-use and land allocation.✓✓ 2x3
 Provision and maintenance of tourist services, sites and attractions
 Market and promote specific local attractions
 Facilitate the participation of local communities
 (any one)
- Foreign Investors– Swiss Agency
 iii) Will increase competition and improve standards as well as create employment and facilitate economic growth.✓✓
 Investments will transfer skills and technology to the locals.
 Will develop, promote and implement responsible tourism.
 Joint ventures with local partners and local communities.
 (any one)
- The Community [6]
 iv) Identify potential tourism resources and attractions in the area.
 Participate in all aspects of tourism, including being tourist.
 Support and promote responsible tourism and sustainable development.
 Seek partnership opportunities with the established tourism private sector.
 (any one response)
- 4.5 Improvement in the lives of the local community.✓✓ 2x2
 Self-esteem is enhanced because of the external recognition of the uniqueness and value of their culture, natural resources and their traditional knowledge.✓✓
 Tourism will bring in lasting gains to the local community.
 Funds raised are used for community development purposes.
 Empowerment of knowledge.
 (any two) [4]

4.6	4.6.1	national/secondary roads✓ chalets✓ (electricity , water , sanitation hiking/horse trails)	} not indicated on the map, but acceptable	(2)
	4.6.2	(any two) 4x4 trails – the landscape lends itself for tourist to explore the area with a 4x4 vehicle.✓✓ Information Centres/ signage indicating viewing points should be indicated on the map. (any suitable answer)		(2) [4]
<hr/>				
4.7	4.7.1	plant and animal diversity with its unique habitat on the mountain range ✓		(1)
	4.7.2	i) To ensure the protection of biological diversity which contribute to nature conservation and tourism.✓✓		(2)
		ii) The community will work towards enhancing the positive benefits of tourism✓ and businesses will be able to increase their profits.✓		(2)
		iii) Engage the community in environmental tourism awareness programmes.✓ There should be signposted walking trails ; litter bins ; and designated picnic areas.✓ Ensure that all future development and planning takes place in socially , economically and environmentally responsible and sustainable way. (any two)		(2) [7]
5.1	5.1.1	It gives one a feeling of belonging and a sense of pride.✓✓ It is preserved for future generations The site can be income generating (any one)		(2)
5.2	5.2.1	a) natural heritage site✓ b) cultural heritage site✓ c) mixed heritage site✓		(3) [5]
TOTAL SECTION C :				40

SECTION D : TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

6.1.	Airports ✓		
	Seaports / harbours ✓		1
	Railway stations ✓		1
	Land border crossings / border posts		1
			[3]
6.2.	6.2.1	The flight is available on a daily basis ✓ / Any answer implying that the flight is available everyday	1
	6.2.2	The flight departs Durban at 10:35 ✓	1
	6.2.3	The flight arrives in Kilimanjaro at 20:45 ✓	1
	6.2.4	SA546 flight number ✓ / SA546 carrier number	1
	6.2.5	It flies via / stops at OR Tambo International airport / Johannesburg ✓	1
			[5]
6.3	Water ✓		1
	Air ✓		1
	Land ✓		1
			[3]
6.4	•	Position of South Africa in relation to the outside world. South Africa is bordered by the Oceans and is accessible through all modes of transport ✓✓	2
	•	Lesotho is landlocked and is accessible by two modes of transport, that is land and air ✓✓	2
	•	South Africa has many major international airports while Lesotho has one major airport ✓✓	2
		Any other acceptable answer can be considered.	
			[6]

6.5	6.5.1	A	Western Cape✓	1
		B	Eastern Cape✓	1
		C	North West✓	1
		D	KwaZulu-Natal✓	1
	6.5.2		Bus / Coach✓	
			Bus and train	1
6.6	(a)		Natural ✓: Zimbabwe / Zambia✓	2
	(b)		Natural ✓: Namibia✓	2
	(c)		Man-made✓: Malawi✓	2
	(d)		Natural✓: Tanzania✓	2
				[13]
6.7	6.7.1		Euro ✓	1
			Japanese Yen ✓	1
			British pound ✓	1
			US Dollar ✓	1
	6.7.2	(a)	R7.97 can buy 1 Euro ✓	1
		(b)	R0. 06 can buy 1 Japanese Yen ✓	1
	6.7.3		Japan: ✓	
			The exchange rate between the rand and the Japanese Yen is weak (1JPY = R0. 60) ✓✓	3
	6.7.4		Britain; England ✓	
			The exchange rate between the rand and the British Pound is strong (1GBP = R11.97) ✓✓	3

[12]

6.8	6.8.1	<ul style="list-style-type: none"> • Job creation✓ • Infrastructure development✓ • Investment opportunities✓ • Utilisation of resources✓ • Bringing the market closer home • Development of SMME's • Foreign exchange income • Businesses will make more profit • Marketing • <i>Any other relevant factor can also be accepted</i> 	4
	6.8.2	<p>A paragraph should contain any of the following facts</p> <ul style="list-style-type: none"> • Increase in prostitution ✓ • Vandalism ✓ • Increase in drug abuse✓ • deterioration of cultural values✓ • Noise pollution • people tend to work overtime and families are neglected (any other fact) 	4 [8]
TOTAL SECTION D:			50

SECTION E: CUSTOMER CARE AND COMMUNICATION

7.1 7.1.1 Religion✓, dress code✓, social customs, food and drink, language, dance, etc (any two suitable answers) (2)

7.2 7.1.2. Answers will vary please use your discretion. The following examples are a guide to possible answers. Allocate marks for the explanation and a suitable example

Religion – Different religions has different days of worship✓. E.g. Muslims✓ are required to fast during the month of Ramadan and would be very offensive to offer them anything to eat or drink during this period.

Dress Code – Most cultures have different dress codes. E.g. In some Eastern cultures a woman’s arms and legs must be covered in public.

Food and drink - Some cultural groups forbid certain food / drinks e.g. People of the Buddhist faith do not take alcoholic beverages. Jewish people do not eat shellfish etc.

Language – For many tourists English is not their first language and therefore you should try to communicate with a customer in his or her own language if possible.

Social customs –Depending on the culture the manner of greeting a stranger differs greatly e.g. the traditional form of greeting for Japanese people are a slight bow. In some Eastern cultures women do not shake the hands of strangers when greeting.

(2)

7.2.1. a. Direct ✓
b. Indirect✓
c. Direct ✓
d. (3)

7.2.2. a. Ask the customer to step into a private office to address his need.✓
b. Respond in writing and offer a solution to the customer ✓
c. Apologise to the customer and offer to move him to another room as soon as one becomes available. ✓ (3)

- 7.3 7.3.1.
- Dress and appearance✓
Dress and appearance covers everything from hairstyles clothes and accessories and footwear. E.g. no casual clothes, no sandals and running shoes, hair should be neat and tidy, minimal make up etc.✓
 - Personal hygiene✓
Ensure the highest standards of personal hygiene when working with customers. E.g. clean and tidy nails, clean body and fresh breath, no wild hairstyles, careful application of body perfume etc.✓
 - Posture✓
Body language is extremely important when dealing with customers. No slouching, leaning or stretching. rather stand or sit up straight.✓
 - Personality
Have a pleasant and caring personality.
 - Attitude
Display a positive attitude. Be enthusiastic when dealing with customers
 - Behaviour
Behave in a professional manner, be polite and attentive and Never ever shout at a customer
 - Communication
Communication refers to verbal and non-verbal communication. no slang or unfamiliar terminology must be used when communicating with internal or external clients.
- (any three aspects) (6)
- 7.3.2.
- Make sure you have a pen/pencil and a notepad ready✓
 - Answer calls within the first three rings✓
 - Greet the customer and identify your organisation and yourself✓
 - Ask how you can help✓
 - Be friendly and polite✓
 - Speak clearly
 - Use the correct tone of voice, remember a smile can be heard
 - Vary the tone of your voice
 - Be sure about the information you provide to a client.
 - If unsure, refer to the correct person or offer to call the customer back
 - Always follow up when you have referred a customer
 - Thank the customer for calling
- (any 5 points) (5)

7.3.3. Communication✓
Resources✓
Personality clashes✓
Cultural differences ✓ (4)

7.3.4. a. e- mail✓ or sms
b. fax machine✓ / scanner with e-mail
c. e- mail✓
d. internet✓ / DVD / video / Powerpoint presentation
e. photocopy machine/ photocopier ✓ (5)

TOTAL SECTION E: 30

GRAND TOTAL: 200