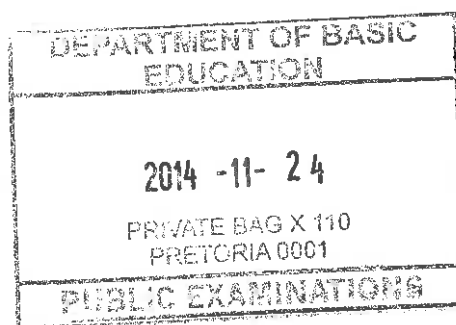


Topics in the Tourism CAPS		Abbreviations
Topic 1	Tourism sectors	TS
Topic 2	Map work and tour planning	MTP
Topic 3	Tourism attractions	TA
Topic 4	Sustainable and responsible tourism	SR
Topic 5	Domestic, regional and international tourism	DRI
Topic 6	Culture and heritage tourism	CH
Topic 7	Foreign exchange	FX
Topic 8	Communication and customer care	CC
Topic 9	Marketing	M



DLH

VP-2

DEPARTMENT OF BASIC EDUCATION
DBE/November 2014
2014 -11- 24
PRIVATE BAG X 110 PRETORIA 0001
PUBLIC EXAMINATIONS

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1	1.1.1	B✓ / USA	TA	
	1.1.2	C✓ / Big Ben	TA	
	1.1.3	D✓ /The host country co-organises the event, which has multi-country participation	DRI	
	1.1.4	B✓ / Terrorism	DRI	
	1.1.5	B✓ / Backpacker's lodge and public transport	MPT	
	1.1.6	B✓ / Drink bottled water	MPT	
	1.1.7	B✓ / To have more leisure daylight hours	MPT	
	1.1.8	A✓ / Informs tourists about health regulations	MPT	
	1.1.9	A✓ / gain a day by crossing the IDL	MPT	
	1.1.10	B✓ / The Wailing Wall	TA	
	1.1.11	B✓ / The percentage of foreigners who come to SA	DRI	
	1.1.12	A✓ / encourages fair and responsible business practice...	SR	
	1.1.13	B✓ / sustainability	SR	
	1.1.14	C✓ / discounted fair	TS	
	1.1.15	A✓ / A good value system	TS	
	1.1.16	D✓ / Grooming, personal hygiene, good communication...	TS	
	1.1.17	C✓ / people	SR	
	1.1.18	D✓ / social and economic	SR	
	1.1.19	D✓ / interpersonal	TS	
	1.1.20	A✓ / improving ethical behaviour of its staff members	TA	(20 x 1)
1.2	1.2.1	GDP✓/ Gross Domestic Product	FX	
	1.2.2	Multiplier effect✓	FX	
	1.2.3	Duty-free goods✓	MPT	
	1.2.4	Prohibited goods✓	MPT	
	1.2.5	Currency fluctuation✓	FX	(5 x 1)
1.3	1.3.1	Contract of employment✓	TS	
	1.3.2	Reliability✓	SR	
	1.3.3	TOMSA✓	M	
	1.3.4	Cash✓	FX	
	1.3.5	BBR✓	FX	(5 x 1)
1.4	1.4.1	C✓ / corporate social investment	SR	
	1.4.2	E✓ / cultural World Heritage Site	TA	
	1.4.3	A✓ / natural World Heritage Site	TA	
	1.4.4	B✓ / preferential procurement	SR	
	1.4.5	F✓ / marketing	TA	(5 x 1)
1.5	1.5.1	Egypt✓	TA	
	1.5.2	Italy ✓	TA	
	1.5.3	Netherlands ✓	TA	
	1.5.4	Australia✓	TA	
	1.5.5	India✓ (not the names of the icons)	TA	(5 x 1)

TOTAL SECTION A: 40

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SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE

QUESTION 2

2.1 2.1.1

Time Zones: Rio de Janeiro -3; Berlin +1
DST applies, therefore Berlin +2 ✓/1 hour added in calculation

Time difference: = 5 hours ✓
Time in Rio de Janeiro: = 16:00 + ✓ 5 hours
Therefore time in Berlin: = 21:00 ✓ on 13 July 2014 ✓

OR

Time difference: = 4 hours ✓
Time in Rio de Janeiro: = 16:00 + ✓ 4 hours
Therefore time in Berlin: = 20:00 + 1 ✓ (DST)
= 21:00 ✓ on 13 July 2014 ✓

OR

21:00 ✓✓✓✓ on 13 July 2014 ✓

MTP

(5)

2.1.2 No, they are in the Southern Hemisphere and July falls in winter
DST does not apply. ✓✓ (no marks awarded for "NO" only)

MTP

(2)

2.1.3

Time difference: Rio de Janeiro -3; South Africa +2
= 5 hours ✓

Time at ORT: = 10:30
Time in Rio de Janeiro: = 10:30 – ✓ 5 hours
= 5:30 ✓

Flying time: = 5:30 + ✓ 14 hours
= 19:30 ✓

OR

Arrived at Rio de Janeiro at 19:30 ✓✓✓✓✓ (no marks awarded for a date)

MTP

(5)

2.1.4 After a long flight ✓✓ being seated in a confined cabin, the tourist will suffer from tiredness.

MTP

(2)

- Sitting for a long period on the flight

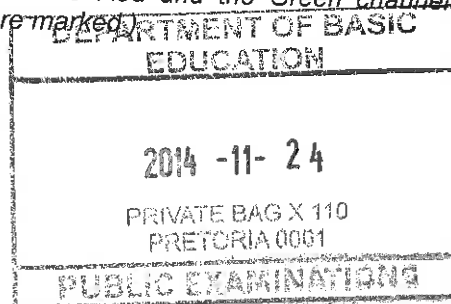
2.2

Red Channel	Green Channel
10 x designer jeans for a shop in Sandton ✓ Registered camera ✓ Firearm ✓ Cigarettes x 400 ✓	50 ml of perfume ✓ 1 bottle of wine ✓

MTP

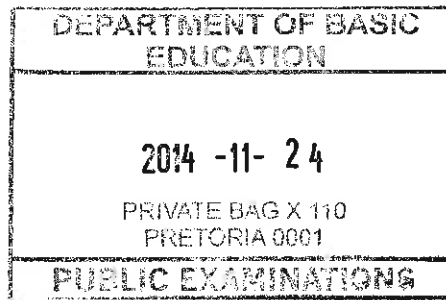
(6)

(If candidates listed all items in both the Red and the Green channels, only the first THREE responses in each column are marked)



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- 2.3 2.3.1 (a) International Driver's Licence ✓✓ (do not accept drivers licence) (2)
- International Driver's Permit
 - IDP (do not accept IDL)
- (b) Valid ✓✓ South African driver's licence (2)
- 2 Photographs MTP
 - Fees
 - Identity document (ID or passport)
 - Application form
 - Proof of residence
 - Valid driver's licence
- 2.3.2 To determine the travel time between attractions, activities, meals and accommodation ✓✓ (2)
- To plan the stops for meals and petrol MTP
 - To do logical planning of the route
 - To determine the fuel budget
 - To plan activities within the given time of travel
 - Reliable and accurate information using a distance calculator
 - Provide the tourist with the estimated time of arrival (ETA)
- 2.4 To get the required vaccinations ✓✓ (2)
- To get preventative malaria medication (do not accept injection for Malaria) MTP
 - To get medical examinations
 - To obtain health certificates
 - To get travel health advice (include recommended and compulsory medical requirements)



[28]

QUESTION 3

- 3.1 3.1.1 Euro/EUR/€ ✓ (1)
- 3.1.2 To simplify travelling and spending in neighbouring countries ✓✓ (2)
- To become a strong currency in the global market place; currency is stronger than other currencies.
 - To strengthen the regional economy
 - Eliminates fluctuation risks and exchange costs
 - Improved economic stability and growth – reduces uncertainty and encourages investment.
 - Able to compare tour prices from different tour operators across borders
- FX

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3.2 GBP300 x✓ 15,79✓ = R4 737✓ – R1 268,34
= R3 468,66✓ FX (4)

OR

R3 468,66✓✓✓✓

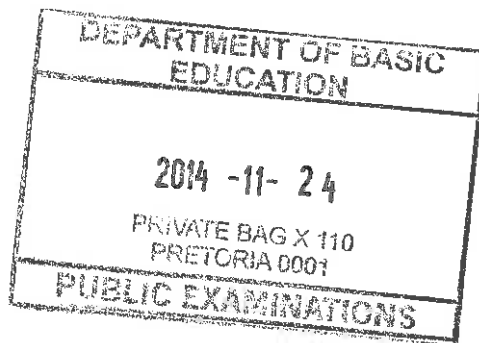
(Accept ZAR and R as currency code)

3.3 ZAR5 000 ÷✓ 0,11✓ = ¥45 454,55✓ FX
(currency symbol indicated)

OR

¥45 454,55✓✓✓
• ¥45 454,55 (3)

(Accept currency code and symbol)



Sh
W.P.

3.4 (To make the marking of the paragraph easier, the aspects are specified here under subheadings. No specific order of the aspects in the paragraph is prescribed.)

NEED FOR CURRENCY

When tourists travel to another country, they need to exchange their local currency for the foreign currency used in that country. ✓✓

(2)

EXCHANGE RATES

The exchange rate is used to determine the amount a tourist should get for his/her own currency when exchanging it for another currency. ✓✓

(2)

- In foreign exchange transactions, the amount is multiplied or divided by the current exchange rate.
- The exchange rate is the value of one currency expressed in terms of another currency. FX

CHANGES IN VALUE

The exchange rate changes (fluctuates) daily and is determined by trading on financial world markets. ✓✓

(2)

- Changes in the value of the exchange rate follow an upwards or downwards (strengthens and weakens) trend over an extended period of time (weeks/months/year).
- There are many factors that can effect the exchange rate, e.g. natural disasters; political instability.
- Determines the buying power.

IMPACT OF A WEAK RAND – INBOUND TOURISM

Increase of foreign visitors to South Africa ✓✓

(2)

- Increase in tourism spending – more value for money
- Increase in length of stay

IMPACT OF A WEAK RAND – OUTBOUND TOURISM

Fewer South Africans choose to travel overseas, because the weak rand makes foreign currency expensive. ✓✓

(2)

- South African outbound tourists spend less at international destinations.
- More South Africans will travel domestically- increase in domestic travel.
- May lead to over pricing of local goods and services.

PRE-LOADED CARDS

It is a much safer way of travelling with foreign currency than carrying foreign bank notes. ✓✓

(2)

- It is a convenient way of carrying funds to a foreign destination.
- Assists tourists to spend within their budget.
- A lost or stolen card can be easily replaced.
- Tourists do not have to be concerned about exchanging their money to the currency of their destination.

(Consider only logical responses that are directly linked to Tourism)

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[22]

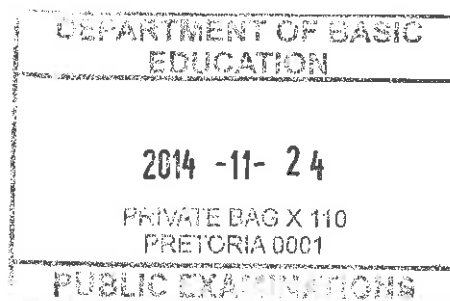
TOTAL SECTION B:

50

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**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE
TOURISM, MARKETING****QUESTION 4**

- 4.1 4.1.1 (a) A - Eiffel Tower✓ TA
B - Parthenon✓ (2)
- (b) A - Paris✓ TA
B - Athens✓ (2)
- 4.1.2 **Icon A** TA
Structure of steel/metal/iron ✓✓ (2)
- A freestanding tower made out of metal crafted into different shapes
 - An architectural achievement housing restaurants on the first and second levels.
 - A structure housing a broadcasting station and an observation tower.
 - Visitors can visit three levels of the tower with the use of stairs or lifts.
- (consider responses that give specifications)*
- Icon B** TA
Ancient construction of plain rock columns ✓✓. (2)
- Interiors and exteriors elaborately decorated.
 - Built up with a palace and temples that embodies Greek architecture.
- (consider responses that give specifications)*
- 4.2 4.2.1 Existence of many industries found around the attraction – TA
contributing to pollutant levels. ✓✓ (4)
High volumes of road traffic a significant problem around the attraction. ✓✓
- Increased pollutant levels caused by omissions from oil refineries.
 - Coal is used as the primary source of energy.
 - Negative impact of mass tourism.
 - Air pollution
 - Marble cancer
- 4.2.2 (a) To protect and preserve the Taj Mahal's cultural TA
heritage/WHS✓✓ (2)
- UNSECO is the custodian of all WHSs.



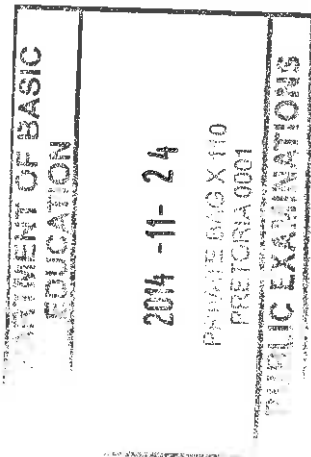
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- (b) To help minimise the effects of marble cancer at the Taj Mahal. ✓✓ TA
 The use of eco-friendly cleaning products will lessen the environmental impact. ✓✓ (2 x 2) (4)
- Cleaning products will be less harmful to the health of the maintenance staff.
 - Ensure the products are safe and easy to use
 - The cleaning products must not damage the marble

4.2.3 Maintain the general appearance and cleanliness of the attraction ✓✓ TA (2)

- Ensure policies and implementation of policies are in place
- Ensure there are measures in place to protect the site.
- Include programmes to encourage repeat visits/marketing
- Encourage the signing of a visitor's pledge book upon entry to the attraction to ensure on-going sustainability of the attraction.
- Control ticket sales/operating times to avoid mass tourism
- Have a visitor's code of conduct
- Introduce penalties/fines for the violation of the code of conduct
- Security guards to ensure tourist behave in a responsible manner
- Ensure that the Taj Mahal is universally accessible.
- Apply the Triple Bottom Line to ensure sustainability of the attraction.



4.3 4.3.1 (a) Graffiti ✓ TA (1)

- Vandalism ; writing on the rocks; scribbling
 (Accept a response that refers to writing that obscures and damages the art.)

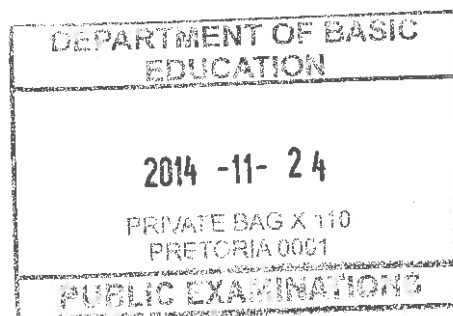
- (b) Inform the police or contact the South African Heritage Resource Agency (SAHRA) if damage to the paintings has been witnessed. ✓✓ TA (2)
- Compulsory tour guide to escort visitors to the attraction.
 - Raise educational awareness on treating rock art with care and respect.
 - Visitors must observe rules and procedures at the sites.
 - Increase security.
 - Install security cameras
 - Installation of barriers that will prevent tourists from getting too close to the rock art.
 - Offer a reward for reporting the crime
 - Impose fines.

Mh
[Signature]

- 4.3.2 (a) He exploits tourists by abusing his position at the attraction. ✓✓ TA (2)
- The security guard is taking advantage of his position by getting extra money from tourists
- (b) Enforce the code of conduct. ✓✓ TA (2)
- Apply disciplinary measures (*accept examples of disciplinary measures*)
 - Train staff on issues concerning ethical behaviour.
- [27]**

QUESTION 5

- 5.1 5.1.1 (a) A - Cape Floral Region/Kingdom ✓ CH (2)
B - Robben Island ✓
- (b) Western Cape ✓ (*do not accept Western province*) CH (1)
- 5.1.2 (a) Mapungubwe Cultural Landscape ✓ - 4 ✓ CH (2)
- (b) iSimangaliso Wetlands Park ✓ - 7 ✓ CH (2)
(*do not accept St Lucia Wetlands Park*)
- 5.2 5.2.1 An outstanding example of a landscape which illustrates an important stage in human history of the Nama people. ✓✓ CH (4)
Outstanding example of traditional human settlement/land use representative of the Nama culture which became vulnerable under the impact of modernisation. ✓✓
- Cultural site protects the living heritage of the Nama people
- 5.2.2 Influx of visitors to visit the site will lead to increased tourism revenue for the province. ✓✓ CH (2)
- A sense of ownership/pride of the heritage within the local Nama people will develop.
 - Income generated in the area will lead to better quality of life for the local community.
 - Economic boost, benefiting everyone.
 - Experience the multiplier effect – jobs are created.
 - Nama people showcasing their culture
 - Partnership is formed amongst the various stakeholders

[13]

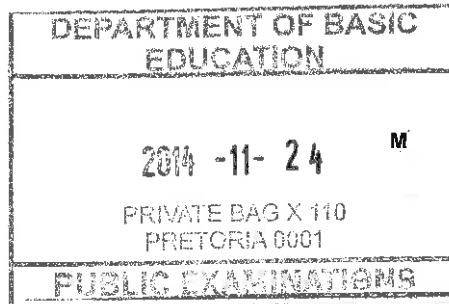



QUESTION 6

6.1 Make 'tourism everyone's business' ✓✓
Work together ✓✓

- Provide excellent service
- Meet the needs and expectations of tourists.
- Showcasing our unique tourism experiences.
- To create positive perceptions about the country.
- Applying the principles of Ubuntu.

(Consider responses that inspire positive behaviour and shows pride in South Africa.)



(4)

M

(6)

6.2 Helps create a positive, unified image of South Africa. ✓✓
A brand that is built on pride. ✓✓

A recognisable brand to promote South Africa on an international platform. ✓✓

- It enables South Africa to function as a competitive destination in the global arena.
- A strong brand positions our country as an attractive destination partner for trade and investment.
- A recognisable global brand inspires positive thoughts and feelings about the country will convince people to travel to South Africa
- It showcases South Africa's successes and motivates investor confidence. *(Accept this response when candidates make reference to the pictures in the spider diagram)*

TOTAL SECTION C:

**[10]
50**

SECTION D: TOURISM SECTORS AND SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 7.1.1 Logo: The business was founded in 1977 and has retained its logo, which makes them recognisable. ✓✓

TS

(2)

7.1.2 Name: Steak Beef Ranch shows that the restaurant specialises in Beef products ✓✓

(2)

- The name has not changed in the last 30 years and therefore it has become more recognisable and trustworthy.
- Franchise has grown -over 200 restaurants

7.1.3 Physical appearance: The restaurants will be similar in their appearance. This gives customers a sense of confidence in the quality of the food and the service in a familiar environment. ✓✓

(2)

- Creates a professional image.

7.1.4 Special draw card:
Family restaurant ; children friendly ✓✓

- Tasty, nutritious food

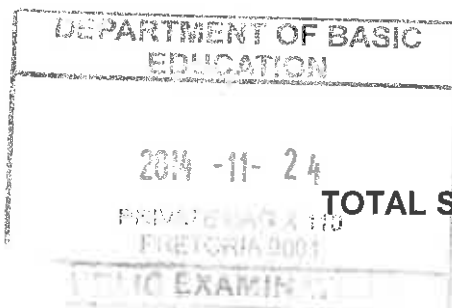
(2)

- Special menus for children (*accept examples*)
- Opportunities to celebrate special occasions: singing, balloons, sparkles, special occasion menus, etc.
- Professional and friendly staff
- Value for money

7.2	Customers associate the brand image with positive eating experience/ trust. ✓✓ It will ensure repeat visits. ✓✓	TS
	(2 x 2)	(4)
	<ul style="list-style-type: none"> • It distinguishes the business from other competitors/ competitive edge • It creates confidence and trust among customers who know they can rely on a standard menu and service. 	
7.3	Waitrons employed by Steak Beef Ranch must be dressed in official Steak Beef Ranch uniforms when on duty. ✓✓ Waitrons should be neatly groomed. ✓✓ (<i>accept examples</i>)	TS
	(2 x 2)	(4)
	<ul style="list-style-type: none"> • Wearing of name badges 	
		[16]

QUESTION 8

8.1	A concept whereby companies decide voluntarily to contribute to a better society ✓✓ (<i>do not accept corporate social investment</i>)	SR
	<ul style="list-style-type: none"> • A concept whereby companies integrate social and environmental concerns in their business operations and in their interaction with their stakeholders on a voluntary basis. 	(2)
8.2	8.2.1 CTI - Think Green ✓✓	SR
	<ul style="list-style-type: none"> • Making the planet a better place for future generations • Environmental action 	(2)
	8.2.2 They are showing their commitment to environmental consciousness, thereby getting the support of like-minded businesses. ✓✓	SR
		(2)
8.3	Find responsible ways of re-using and recycling old tyres. ✓✓ Use fuel-efficient vehicles. ✓✓ Use motorcycles/bicycles/ to service short-distance deliveries. ✓✓	SR
	<ul style="list-style-type: none"> • Ensure that vehicles are mechanically sound, no oil spills, etc. • Washing vehicles in a responsible manner by saving water. • Ensure economical route planning. • Tracking and monitoring of proper use of vehicles. • Use larger vehicles/bulk transportation to minimise trips 	(6)
8.4	Social ✓✓	SR
	<ul style="list-style-type: none"> • People • Community involvement 	(2)



TOTAL SECTION D:

M

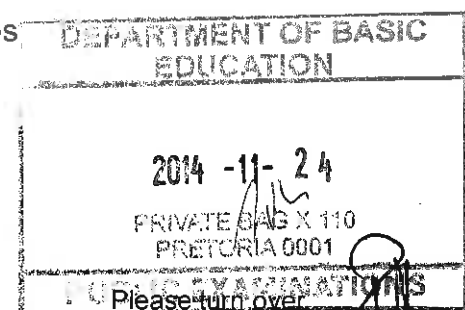
[14]

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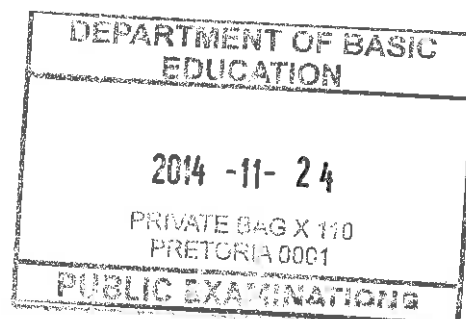
**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM,
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

- 9.1 9.1.1 Economic injection (*accept examples such as income generation; infrastructural development; job opportunities; skills development; procurement of local goods*)✓✓ DRI (2)
- Showcasing their culture
 - Publicity for the country
 - Encourages partnerships between countries.
 - Encourages cooperation between countries.
 - Gives stability and credibility to countries.
 - Addresses MDG goals.
 - The citizens will be aware of the importance of tourism in respect of the Triple Bottom Line
 - Increases foreign revenue
 - Builds good relationships between participating countries
- 9.1.2 The country can showcase its unique African culture and thereby increasing the potential to attract cultural tourists.✓✓ DRI (2)
- Promotes cross-cultural understanding.
- 9.1.3 Creates an awareness of the possible prospects that growing the tourism industry has globally.✓✓ DRI (4)
- Emphasises the enormous scale in size, prospects and benefits of the tourism industry globally.✓✓ (2 x 2)
- More revenue is generated through tourism-related activities than any other industry.
 - This revenue then creates opportunities for job creation.
 - Entrepreneurship
 - Upgrading of facilities, skills development and infrastructural development for the host country.
- 9.2 9.2.1 The safety of tourists/human life is always the number one priority.✓✓ DRI (2)
- Tourists will know what to do in the event of an earthquake or tsunami.
 - Tourists will be aware that they are entering a high-risk zone and will be more cautious.
 - It will be easier to manage the disaster as most people would have followed instructions and will be safe.
- 9.2.2 Destruction of infrastructure✓✓ DRI (2)
- Destruction of flora, fauna and ecosystems
 - Cancellation of flights, rail, cruises and road trips
 - Cancellation of holidays
 - Fewer tourists will visit the destination
 - Less revenue will be generated
 - Job losses



- 9.3 9.3.1 UK✓✓ DRI (2)
 • United Kingdom
- 9.3.2 Yes, there has been no or little growth✓✓ in the number of tourists from 2011 to 2012; therefore they need to showcase the country's attractions to grow this market. DRI (2)
 • Increase the number of tourists from that country.
- OR**
- No, it is an existing market; SAT should invest in markets that show growth potential✓✓
 (Do not award marks for the Yes or No. The reason given must qualify the Yes or No response)
- 9.4 9.4.1 This information will help them to find ways to increase the length of stay.✓✓ DIR (2)
 • Determine if there are adequate tourism products and services available.
 • To plan marketing strategies
 • To measure the success of their business
- 9.4.2 Create attractive package deals.✓✓ A (2)
 • Offer discounts.
 • Create niche market opportunities.
 • Establish the need to be on the provincial tourism authority's database for marketing purposes.
 • Be part of the national tourism marketing strategies.
- 9.5 9.5.1 Money is transferred electronically from one account to another. ✓✓ DRI (2)
 • Transfer of money on-line
 • Internet banking
 • SWIFT transfer
- 9.5.2 Convenient as a type of payment method as clients can transfer money when it suits them. ✓✓ DRI (2)
 • Money can be transferred anywhere in the world.
 • Easy to pay for items as you can transfer money electronically instead of having to be physically present.
 • Safer than carrying cash around.

[24]

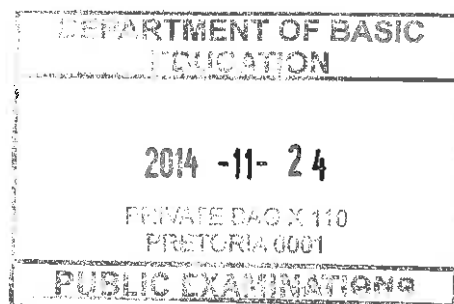


QUESTION 10

- 10.1 **A** – Electronic/Online survey /questionnaire via website, tablet, computer, cell phone instead of having to be physically present✓ cc
- Survey using technology
- B** – handwritten questionnaire ✓ (2)
- Survey
 - Feedback cards
- 10.2 Many people are too busy to do an evaluation, even if it is online.✓✓ cc (2)
- A business cannot force a customer to do the survey and therefore evaluating customer satisfaction becomes more difficult.
 - Data /information can get delayed or lost
 - Do not have access to the internet/WIFI
 - Do not have the technology on hand
- 10.3 The customer is present. ✓✓ cc (2)
- A staff member can be used for more personal interaction with the customer.
 - A user friendly survey
 - Immediate feedback and immediate action can be taken.

[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200



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ve Jh