This memorandum consists of 10 pages.

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(Internal Moderator)  
252 -05- -14

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14/05/2012
SECTION A

QUESTION 1

1.1
1.1.1 A ✓
1.1.2 B ✓
1.1.3 A ✓
1.1.4 D ✓
1.1.5 C ✓
1.1.7 B ✓ ✓
1.1.8 C ✓ ✓
1.1.9 A ✓ ✓
1.1.10 B ✓ ✓

1.2
1.2.1 B ✓
1.2.2 D ✓
1.2.3 A ✓
1.2.4 C ✓
1.2.5 F ✓

1.3
1.3.1 Leaning Tower of Pisa ✓
1.3.2 Eiffel Tower ✓
1.3.3 Taj Mahal ✓
1.3.4 Sugar Loaf ✓
1.3.5 Statue of Liberty ✓
1.4
1.4.1 Self-catering ✓
1.4.2 Itinerary ✓
1.4.3 Jet lag ✓
1.4.4 Porter ✓
1.4.5 Endangered ✓

TOTAL SECTION A: 30

SECTION B: GLOBAL PERSPECTIVES IN TOURISM AND INTERNATIONAL TRENDS IN ECOTOURISM

QUESTION 2

2.1 - Enjoying natural beauty ✓ ✓
- Attending world class conferences ✓ ✓
- Enjoying good weather throughout the year ✓ ✓
- Exploring adventure activities
- Watching wildlife
- Discover the nations struggle for freedom
- Participating in different sporting codes ✓ ✓

(8)

2.2 2.2.1 997 960 ✓ ✓ 855222 = 142 738 ✓ ✓
2.2.2 The Soccer World Cup that was hosted by South Africa attracted many visitors ✓ ✓

(4)

2.3 - The marketing campaign, with regard to products, should be more aggressive ✓ ✓
- Ensure that there is safety and security ✓ ✓
- Political situation should be kept calm
- Improve customer service (experience) / excellent service/ rendering of good service
- Hosting more similar global events
- Build more infrastructures that appeal to tourists.

(4)

DEPARTMENT OF BASIC EDUCATION

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2.4 REASONS FOR OVERSEAS VISITORS TO SOUTH AFRICA

![Pie chart showing reasons for overseas visitors to South Africa]

NOTE: Any other graph, NO MARKS.
No heading, NO MARKS
Award (1) mark if candidate has the "legend" even if it does not correspond with the names on the pie graph
MARK ALLOCATION:

- Constructing a pie graph ✓
- Slices of a pie clearly indicated ✓
- Legend key clearly indicating the reasons for visiting ✓
- Heading – Reasons for overseas visitors to South Africa ✓
- Correct numbers given for slices in a pie graph ✓

(7)

QUESTION 3

3.1 This is the event that is known all over the world, the participants come from all over the world. ✓ ✓

or

It is an issue/problem/challenge which is high on everyone’s (all the countries/world-wide) priority list and how to tackle it, e.g. climate change

3.2 Maite Nkoana-Mashabane ✓ ✓ (2)

3.3 - Governments ✓ (All levels)
- Local people ✓
- Non Governmental Organisations (NGOs) ✓
- Private Sector/Industry

(3)
3.4 Examples in a nutshell:
- Recycling ✓
- Re-use ✓
- Reduce (each of the above three with an example) ✓
- Waste management / Litter
- Water: Save, pollution
- Packaging: little or no packaging, type that you can use again
- Transport: Lift club, walk, bicycle, public transport
- Energy: energy saving, avoid fire (air pollution), no coal as alternative source, switch off electricity when not in use
- Planting indigenous trees
- Use ozone friendly products

3.5 Give only (1) mark if no explanation is given.
Example: It puts a business at risk (1) How?
It threatens the environment (1); How?
- Increase the average temperature ✓ / global sea levels rise ✓ / includes changes in rainfall patterns / changes in extreme weather events / leading to storms, floods, fires and droughts
- Floods may destroy tourism infrastructure ✓
- Droughts may affect the supply of food / reduce food security / may result in ✓
- Water shortage because droughts are more intense and longer
- Diseases – Climate change may lead to spread of diseases, e.g. cholera
- Tourism attractions – the industry relies on good weather, but this is negatively affected by climate change, e.g. snow cover for skiing, cold days, cold nights and frost less frequent, hot days, hot nights and heat waves

3.6 It is generally believed that people who are poverty stricken use alternative measures to survive, e.g. wood that they use as a source of energy which leads to air pollution and ✓ ✓

Deforestation (chopping down of forests) leads to an increase in the greenhouse effect.

Lack of dumping sites in informal settlements lead to uncontrolled littering. Informal housing along river streams lead to river pollution.

A lack of resources contributes to the difficulty of dealing with climate change.

OR

Impact on human wellbeing
A bigger increase potential for the spread of diseases such as cholera ✓ ✓

More negative impact on food security – malnutrition, higher potential for contracting disease
3.7 **COP 17** aims to address the climate challenge and lead the way. It is responsible for implementing climate change response measures, creating public awareness and helps us to cope with the effects.
Show the enormous carbon footprint and how to reduce carbon emissions.
Help vulnerable people to adapt to the effect of a climate – uncertain future.
Ensure that we have a safe world to live in.

Eco-tourism hold similar principles of COP 17 to protect the environment conserve it and create sustainable living for future generations. / Ecotourism refers to ways (sustainable and responsible) of protecting the environment for future generations.

Eco-tourism and COP 17 both have an ultimate aim to protect and conserve the environment for future generation. They both address environmental threats and how to deal with them.

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**SECTION C: BASIC CALCULATIONS FOR FOREX, BUDGETING AND TIME ZONES, REGIONAL TOURIST MARKETS, TECHNOLOGY IN TOURISM AND WORKPLACE EXPERIENCE**

**QUESTION 4: REGIONAL TOURIST MARKETS**

4.1 - Economic harmony and growth ✓✓
- Sharing of resource ✓ ✓
- Exposure as a tourist destination ✓ ✓
- Promote peace and security
- Promote self sustaining programmes / Alleviate poverty
- Achieve sustainability of natural resources

4.2 NOTE: There will be repetition of answers to 4.2.1, 4.2.2 and 4.2.3: Award marks to candidates.

4.2.1 - Tourists are afraid to go to these countries. e.g. Zimbabwe, DRC /not a safe environment.
- Economy of the country suffers ✓✓
- Negative image of the country is portrayed ✓
- Tourism potential for the country has decreased / business will close
- Foreign investors will be discouraged
- Unemployment / loss of jobs

4.2.2 - Regional tourists are afraid to visit other countries because of fear of attacks ✓
- Negative image of the country is portrayed / negative word-of-mouth ✓✓
- Cultural networking among countries is deprived ✓
- Foreign investment is discouraged.
- Decline in the number of visitors / tourists will stay away

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4.2.3 - Tourist is afraid to travel to these countries because of fear of climatic conditions e.g. Mozambique✓
- Country loses its attraction✓
- Spread of diseases ✓
- Damages infrastructure
- Economy of the country is affected negatively

4.3
4.3.1 - Flu-like symptoms ✓
- High fever/ night sweats ✓
- Loss of appetite ✓
- Loss of weight
- Vomiting
- Stomach aches

4.3.2 - Take anti-malaria tablets before entering an infected area. ✓
- Use a mosquito repellent ✓
- Use a mosquito net when sleeping
- Use long pants and long sleeved shirts
- Keep your fan on high speed.
- Remain indoors between dusk and dawn
- Close windows and doors at dusk
- Visit the destination in winter

4.4
4.4.1 Yes ✓

4.4.2 Visa — it is an endorsement in a passport to allow tourists into restricted countries. It gives a reason for travelling to other countries. It is obtained from the embassy ✓✓

Passport — an official document that is issued by the government to a resident of that country which allows that person to travel outside his or her own country, it is obtained from Home Affairs and valid for ten years. ✓✓
QUESTION 5

5.1
5.1.1 USD 5 000 X 7.00 = R 35 000.00 ✓

5.1.2 (a) R10 000 ÷ 12.00 = 833.33 ✓ British pounds / or symbol ✓
(b) R10 000 ÷ 9.00 = 1111.11 ✓ Euro’s / or symbol ✓

5.1.3 R1765 ÷ 2.50 = 706 ✓ BWP / Pula ✓

5.2
5.2.1 45 ø - 30 ø = 15 ø (1 hour) ✓
15:00 + 1 hour time difference = 16:00 ✓
16:00 + 9 hours elapsed time ✓ = 01:00 ✓ Friday ✓

Credit ALL with (1) as the question failed to provide a date.

5.2.2 01:00 — 1 hour time difference ✓ = 24:00 ✓

5.2.3 (a) 09:30 ✓
(b) 12:00 ✓
(c) 17:00 – 09:30 ✓ = 7 hours 30 minutes / 7½ ✓ or

(2) 09:30 to 12:00 = 2 hours 30 min ✓ x 2 = 5 hours ✓
(For travelling time only)
QUESTION 6

6.1
6.1.1 Global Distribution Systems or (GDS) ✓
Central Reservation System or (CRS) ✓ (2)

6.1.2 It enables the agent to make bookings with principals ✓ ✓
Gives you access to many tourism products ✓ ✓
Saves time
Convenient: from your workplace /home (4)

6.2 Convenient, fast/quick and efficient means with which to communicate ✓ ✓
Allows businesses to communicate directly with their target market ✓ ✓
Give travellers personalised and unique itineraries
Tourism businesses advertise on web pages
Messages are relatively safe
Online bookings
Inexpensive
Paperless travel (4)

6.3
6.3.1 NOTE: In the airline industry
Pilot ✓ ✓
Flight attendant
Flight engineer
Security personnel
Ticket sales personnel
Cabin crew
Flight controller
Baggage attendant (2)

6.3.2 Self-confidence ✓ ✓
Well-spoken ✓ ✓
Well qualified
Professional
Friendly / Polite
Positive attitude
Approachable
A people’s person with good communication skills
Dedicated to quality and good service
Good organisational skills
A team player
Flexible to work long hours
Willing to work away from home (4)
6.3.3 Exposure to the tourism industry / exploring education and career opportunities✓✓
   First hand experience / develop the necessary skills of the career✓✓
   Can inform future career decision
   To gain knowledge on the career
   Better understanding of the demands of the career / learn to solve problems
   Can complete projects that are work related in the workplace like
   Assists learners to become self-assured
   Developing entrepreneurial opportunities
   Learn to be a team player / work in a team

6.4
6.4.1 Develop her self-confidence✓✓

6.4.2 Yes✓

6.4.3 The letter of appreciation serves as customer satisfaction✓✓
   Friendly staff
   Approachable and easy to talk to
   Neatly dressed staff
   Helpful
   Positive attitude
   Warm welcome

(4)
(2)
(1)

[25]

TOTAL SECTION C: 75
GRAND TOTAL: 150