



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 10

TOURISM

NOVEMBER 2006

This memorandum consists of **..12..** pages

SECTION A : SHORT QUESTIONS

Question 1

1.1 Multiple Choice

1.1.1 C ✓

1.1.2 C ✓

1.1.3 B ✓

1.1.4 A ✓

1.1.5 C ✓

1.1.6 B ✓

1.1.7 D ✓

1.1.8 B ✓

1.1.9 B ✓

1.1.10 D ✓

(10)

1.2 Missing Words

1.2.1 Endangered Species ✓

1.2.2 Flora / Fynbos ✓

1.2.3 RETOSA / Regional Tourism of Southern Africa ✓

1.2.4 Tourism Indaba / Indaba ✓

1.2.5 Road Maps ✓

(05)

1.3 Matching

1.3.1 c ✓

1.3.2 f ✓

1.3.3 d ✓

1.3.4 b ✓

1.3.5 a ✓

(05)

1.4

1.4.1 A business call should be answered within the first three (3) rings. ✓

- 1.4.2 The receptionist/ recipient ✓ should start by firstly greeting and identifying herself or himself.
- 1.4.3 Mass reproduction of a document at a travel agency is done using a photocopier/ CD copier ✓
- 1.4.4 All goals should be measurable, achievable and concrete/realistic/specific. ✓
- 1.4.5 The itinerary ✓ is the day today travel plan of a tourist. (05)

1.5 Classification

Ocean	Continent	River	Mountain	Desert
Pacific ✓	South America	Mississippi	Kilimanjaro	Sahara
Indian	Africa	Nile	Drakensberg	Kalahari

(10)

1.6 Appropriate Terms Selection

- 1.6.1 Customs ✓
- 1.6.2 Receptionist. ✓
- 1.6.3 Shebeen. ✓
- 1.6.4 Marina. ✓
- 1.6.5 Continental. ✓ (05)
- [40]

SECTION B: TOURISM AS AN INTERRELATED SYSYTEM

Question 2

- 2.1.1 outbound international ✓
- 2.1.2 domestic tourist ✓
- 2.1.3 regional tourist ✓
- 2.1.4 inbound international ✓ (4)
- 2.2 business ; VFR ; conference ; incentive ; religious ; space ; educational ; health ; leisure ; cultural (any four) (4)

2.3

SERVICES	SECTORS
2.3.1 airlines✓ taxi driver ✓ travel agents✓ porter✓ financial institutions✓ receptionist ✓	Transport✓ transport✓ Travel organizing sector✓ Auxiliary services✓ Support services✓ Support services ✓
	(any three)

(6)

2.3.2 The following need to be changed :-

- signboards, pamphlets, stationery, brochures, tickets ✓
 - advertisements ✓
 - airport codes worldwide
 - educate the public
 - function to launch and celebrate the name change
- (any two of the above or other relevant answers)

(2)

2.3.3 Always interacting with people and therefore should have a pleasant disposition and have a pleasant and approachable and personality.✓(1)
(ANY SUITABLE ANSWER)

2.3.4 uShaka Marine World ✓
The Suncoast Casino ✓
The Indian Market ✓

(3)

2.3.5 ground airport staff/personnel ✓
flight attendants ✓
passport control staff ✓
customs officer (any three)

(3)

2.4

2.4.1 Provincial Tourism Authority ✓

2.4.2 Regional Tourism Organisation✓

2.4.3 Community Tourism Organisation✓

(3)

2.5 Open ended , the following response is just a guideline

The tourist checks into a hotel. The owner of the hotel makes a profit, pays his employees who in turn use the money to build their homes. The builders employ staff and they will purchase clothing and groceries from local stores. The local stores pay their electricity to the municipality who use the money to upgrade the area.

(4)

TOTAL SECTION B : 30 MARKS

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

Question 3

- 3.1 Bagatla tribe ✓ (1)
- 3.2.1 They contributed artifacts to the museum. ✓ (2)
Training indigenous tourists guides ✓
- 3.2.2 Yes (2)
i) job creation ✓
ii) preservation of culture
iii) empowerment of knowledge and skills (any one)
- 3.3 cultural ecology ✓ (2)
- 3.4 Yes ✓
She is promoting and protecting the traditional culture of the community ✓, for example plant remedies, how to predict the weather and how to read the signs in the veld. ✓ (3)
- 3.5 i) Tourists must show respect for the local community. ✓
ii) Local resources to be used sustainably and waste avoided. ✓
iii) Natural diversity must be maintained and encouraged. ✓
iv) Do not litter the area, environmental responsibility and sustainability must be considered. (any three answers) (3)
- 3.6.1 A cultural World Heritage Site should :
a) represent an outstanding example of human creativeness
b) show an important relationship of human values over a period of time or within a cultural area
c) highlight a unique cultural tradition
d) be an outstanding example of a traditional human settlement which illustrates a culture or cultures
e) be directly related to events or living traditions, with ideas or beliefs
(any three answers) (3)
- 3.6.2 Positively , more tourists visit a site that has World Heritage Status. ✓
The site is marketed international and this in turn will bring money into the area, putting the multiplier effect into operation. ✓ (2)
- 3.6.3 UNESCO . ✓ (1)

- 3.7.1 Arbor Day , the learners must realise the importance of protecting our trees (natural) environment✓ Once we have destroyed our natural resources, such as trees, it will take a very long time for these resources to recover. ✓ Deforestation will increase global warming and influence the Green House Effect . ✓ (3)
- 3.7.2 Heritage Day, our heritage contains knowledge that can give us valuable information about where we come from and who we are.✓ It is the diverse heritage in our country that makes so unique and attractive to visitors. The cliché of the Rainbow nation is often used, but it is true in South Africa we bring together the East and West different cultures and many different race groups. . ✓ It is important to constantly remind and inform the learners about the past. ✓ (3)
- 3.8.1 Open ended question, consider the following :
First it impacts negatively,✓ service delivery cannot be as effective for example, if one needs to access flight information, hotel bookings etc.
Tourists hesitate to travel to an area knowing that there is a power shortage, they could get stuck in a lift, they may find themselves confined to their hotel etc.✓ (2)
- 3.8.2 i) regularly measured and monitored all energy usage ✓
ii) installed energy saving bulbs and other power saving devices (e.g. timers)✓
iii) used renewable energy (e.g. solar)
(or any other suitable answer) (2)
- 3.9
- 3.9.1 uKhalamba-Drakensberg Park ✓
 - 3.9.2 Kwa-Zulu Natal . ✓
 - 3.9.3 Limpopo Province ✓
 - 3.9.4 Cultural ✓
 - 3.9.5 Cradle of Humankind / Sterkfontein caves ✓
 - 3.9.6 Cultural ✓ (6)
- 3.10 The site will have both outstanding natural and cultural values.✓ ✓ (2)

- 3.11 The Vredefort dome is the oldest and largest clearly visible meteorite impact site in the world. Formed an estimated 2000 million years ago when a gigantic meteorite (asteroid) hit the earth. ✓✓ (2)

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 4

- 4.1.1 Botswana ✓ (1)
Zimbabwe ✓ (1)
4.1.2 Soweto ✓ (1)
4.1.3 Free State ✓ (1)
4.1.4 Orange River ✓ (1)
4.1.5 KwaZulu-Natal ✓ (1)
Eastern Cape ✓ (1)
Western Cape ✓ (1)
Northern Cape ✓ (1)
4.1.6 Limpopo River ✓ (1)

4.2

4.2.1

Durban	-	Johannesburg	=	0578	✓	(1)
Johannesburg	-	Bloemfontein	=	0398	✓	(1)
Boemfontein	-	Durban	=	0634	✓	(1)
TOTAL				1610	✓✓	(2)

4.2.2

Durban – Johannesburg – Bloemfontein = 976 km ✓✓ (1 for route + 1 for KM)
(2)

Durban – Bloemfontein = 634 km ✓✓ (1 for route + 1 for KM)
(2)
= **342** ✓ (1)

4.3 South Africa AND Southern African Development Community✓

4.3.1 South Africa; Namibia; Botswana; Lesotho; Swaziland; Mozambique; Tanzania; Zimbabwe;; Malawi; Madagascar; Mauritius; Angola as well as the new ones that have joined. (Any four) (4)

4.3.2

- Keeping the region safe and peaceful✓✓
- Protecting the environment✓✓
- Helping people who are poor
- encourage member countries to work together
- creating jobs for people in the region
- Helping the SADC region to develop.
- Marketing and promoting the region internationally
- Facilitating international and regional transport
- Tourism training
- Quality control and maintenance of standards
- Encouraging and facilitating the movement of tourists in the region.

(Discussion of any two of the points above) 2x2 (4)

4.3.3 Southern African Development Community✓ (2)

4.4 ANSWERS BASED ON FIGURE 3

4.4.1 Northern Cape✓
Eastern Cape✓
Limpopo ✓ (3)

4.4.2 Mpumalanga ✓ (1)
Western Cape✓ (1)
Gauteng✓ (1)
KwaZulu-Natal✓ (1)

4.4.3 4 days x R1000-00 = **R4 000 -00** ✓✓ (2)

4.5 FOREIGN EXCHANGE AND ECONOMY

4.5.1 Tourists come with foreign currency ✓. For foreign tourists things appear cheaper in South Africa if they use their currency ✓ Any reasonable explanation must be credited. (2)

4.5.2

- Job opportunities ✓✓
- Foreign currency inflow ✓✓
- Development of different tourism economic sectors
- Increase in both the GDP and GNP

Any other reasonable answers (4)

4.6 Classify the following occurrences as global event, political situation or unforeseen occurrence, eg.a. 2010 Soccer World Cup: Global Event

4.6.1 Rivonia Trial : Political situation ✓

4.6.2 Inauguration of Dr. Mandela as S.A. President : Global Event ✓

4.6.3 1996 Africa Cup of Nations : Global Event ✓

4.6.4 Foot and Mouth Disease in South Africa : Unforeseen Occurrence ✓

4.6.5 1994 First Democratic Elections in South Africa.: Global Event ✓ (5)

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 5**

5.1.

- a. Wine Cellar ✓
- b. Theatre ✓
- c. Hiking trail/ Hikers ✓
- d. Crocodile farm ✓
- e. Seaside resort/ Beach resort ✓ (5)

5.2.1. The ability to speak Chinese to ensure effective and meaningful communication. ✓ (1)

5.2.2.1. Stereotyping ✓ (1)

5.2.2.2.

- Stereotyping customers according to our own perceptions lead to bad customer service. ✓
- The tourism industry is a very competitive industry and Mr. Woo will take his business elsewhere. ✓
- This negative stereotyping will result in visitors that do not return to the hotel ✓

- Fewer visitors translate into less profit, which can in turn translate into job losses. ✓
- Make provision for other logical answers. (4)

5.3. Answers should include any 5 of the following:

- A positive attitude ✓✓

To offer excellent service, the attitude of all staff members must be positive. They need to be friendly, outgoing, helpful and polite.

- Warm greeting ✓✓

Tourists expect to be greeted warmly and sincerely by their hosts. Greeting the client must be seen to be a pleasure and not a duty.

- Approachability ✓✓

Tourists expect to find their hosts approachable and accessible. This means if they have a question or a complaint, they should feel free to approach their hosts to solve the problem or answer the question. Even if the employee cannot help them he should refer them to the correct person in a friendly manner.

- Using understandable and appropriate language ✓✓

Employees should use normal everyday language, not jargon, technical language or slang.

- Respectful

Tourists want their cultural practices respected. They like service providers to be aware of and understand their cultures and their specific needs. The worst thing a staff member can do is to laugh at a tourist because they do things differently.

- Presentable

Employees must always be presentable. Clothes must be clean, neat and tidy. Many clients do not like employees eating or smoking in front of them.

- Professional

This means working efficiently and knowing what you are doing. If a customer request information a professional employee will quickly supply the information. Dirty coffee mugs and an untidy workstation give a negative image to the client.

- Honest and reliable

Service providers need to be honest with their clients. If a product is unavailable the client must be told. Every promise made must be kept.

- Sensitive to customers needs

Not all customers are the same. A physically challenged or elderly have specific needs that fit, young people do not have. Go out of your way to accommodate their requests and requirements.

- **Motivated**

Clients need motivated staff to deal with them. If you are unhappy or upset, do not show this to the client.

- **Confidentiality**

Employees' should not reveal personal detail of customers to anyone else. Never discuss personal details when other people are about. Always speak softly when discussing anything personal with a customer.

- **Good verbal skills**

Employees should speak clearly, especially with guests who struggle with English. Do not speak with your hand in front of your mouth and always look the customer in the eye when speaking to him or her. They should try to speak in the language that the client addresses them in or find a staff member that speaks the language.

- **Attentive listener**

It is poor service to do something else when attending to a customer. Do not have private conversations or talk on the telephone while assisting a customer. If you have to do something else first, alert the customer and get to them as soon as possible.

- **Swift response to complaints**

When something is wrong, clients expect a swift response to their complaints.
(10)

5.4.

Type of Equipment/Technology	Advantage	Disadvantage
INTERNET✓	Able to send communication within minutes✓ Access to information is quick and easy	Subscription payable to a service provider✓ Needs electricity to function
FAX MACHINE	Send & receive written information almost immediately over long distances.	Can be costly Needs electricity to function.
COMPUTER	Can store large pieces of information. Access to information is quick and easy	Equipment is expensive Needs electricity Viruses can result in annoying delays and loss of data.

(3 X 3 = 9)

5.5.1. Answers may vary but should include the following

Team members should

- Display a positive and competitive attitude✓
- Support each other✓
- Encourage each other✓
- Sacrifice own needs to achieve a common goal✓
- Compensate for each others shortcomings
- Evaluate new ideas
- Listen to each other
- Do not sabotage others efforts by their own behaviour
- Use time effectively

(4)

5.5.2. Any 3 of the following roles with an appropriate responsibility

Chairperson/ Team leader/ Taskmaster

- To listen to ideas and suggestions of members
- Give credit to deserving members
- Support individual members
- Coordinate the members to ensure the smooth running of the team
- Diffusing tension and refocusing the team to the task

Energiser

- Continuously encourages the group
- Urges them on to achieve the outcome

Timekeeper/ Gatekeeper

- Ensure that the team achieve the outcome in the required time
- Ensure that progress is made by reminding the group to stay focused

Scribe/ Summariser/ Secretary

- Take notes and recap on decisions or courses of action decided upon

(2 X 3 = 6)

TOTAL 40

GRAND TOTAL : 200