

basic education

Department: Basic Education REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2011

MEMORANDUM

MARKS: 200

This memorandum consists of 16 pages.

S. THOMAS Internal Wooderat

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DEPARTMENT OF BASIC

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Tourism

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SECTION A

QUESTION 1

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`	1.1.11	D-/	LO 3 AS 6
	1.1.12		LO 3 AS 1
		Accept all options (A or B or C or D)✓	LO 3 AS 6
	1.1.13		
	1.1.14		LOBASS
	1.1.15	A or B	LO 3 AS 1
	1.1.16	A or D	LO 4 AS 1
			LO4AS3
	1.1.17	D✓	
<u> </u>	1 1 18	A	LO 4 AS 3
	1.1.19	8	LO 4 AS 4
	1.1.20	C.	LO4AS2
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	1.2.2	Curriculum Vitae or CV	LO 1 AS 1
	1.2.3	Contract of employment✓	LO 1 AS 1
		Working hours or remuneration	LO 1 AS 1
	1.2.4	Remuneration Vor working bours	LO 1 A8 1
-	1.2.5	Code of Conduct	·
1.3	1.3.1		LO 1AS 1 (5)
	1.3.2	intangible	LO 1 AS 1
		WSSD-	LO 2 AS 2
	1.3.3	Marketing plan✓	LO 2 AS 3
	1.3,4	Boarding pass✓	LO 3 A62
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	1.5.2	SAT ✓ or SA Tourism or South African Tourism NDT✓ or National Department of Tourism	LO 1 A61	7
<u> </u>		- Tourism Department of Tourism	oLO 1 A87	
		Stats SA or Statistics South Africa	LO 1 AS1	
L	1.5.5	TEP or Tourism Enterprise Partnership THETA or CATHSSETA	LO 1 A61	
		O OATHOSETA	LO 1 A51	(5)

TOTAL SECTION A:

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Markers must keep in mind that learners formulate their answers differently from the marking guideline; markers should therefore read answers carefully to determine where it can be linked to the marking guideline.

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

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	It provides employees with a spirit of pride. It enhances their work ethic to deliver quality service.		
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new employment. 2.2.3 The aim of the TEP is to support and / or guide/assist small and medium enterprises in the tourism sector / enterpr			Improvement of the information makes a person employable		(2)
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QUESTION 3

3.1	3,1.1	The county of the country of the party of th	7	
	1 .	I Third gap of the employees	LO	[] (2
	.	VVORKTORCE varies seasonally		
,		Short term contracts		·
	 -	• Female employees		
	3,1,2	Pusis	-	
	0,1,2	The state of the s	LO 1	
		appointed on a part time basis.	AS 2	1
		Loss of time and money for the business. Many jobs in tourism and money for the business.	1	$\int (2)$
	_	 Many jobs in tourism require low levels of skills or on the job training. 		1
	3.1.3	(a) Domestic Tourism Growth Strategy		 -
,		• DTGS	101	(2)
•	}	Sho't Left campaign	A\$ 2	()
	<u> </u>	Community road shows	,	
_	<u> </u>	·		
	1 ''	(b) By encouraging domestic tourists to travel during off-peak		
	1 1	times. 🗸 🗸	LO 1	,
		Accept any other suitable products (like conference tourism) that	~ ~	(2)
	+	can be used to fill the gaps during the off peak seasons	٠ ا	
<u>-</u> -	3.2.1	Ability As	∤	
		Ability to operate emergency equipment	LO 1	
		THE POINT IN ASSESSED RESERVED TO THE PROPERTY OF THE PROPERTY	AS 3	
		The ability to work	·	(2)
']		The ability to work with people from a diverse cultural background.	'	(-)
	 	Good communication skills		
	•	Crisis management skills		
		Attention to detail skills		
—↓	l			
	3.2.2 T	hey often work in small and cramped conditions.		
	•		01 \$3	2)
1	•	Bad Weather can make flying conditions	• 5	•
	1			
	} •	They work long hours	İ	
,	•	I ney cross many time zones		
	•	I ney live out of their suitages for law.		, ,
		구. '	. 1	
		TOTAL SEE MANAGE ILOUD DOMA PARTIES		
		They are away from home for long periods. They deal with customers from different backgrounds and cultures.		

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	 .3 Have to be physically fit to work long hours standing on their feet√√ Able to cope with jet lag. Carry heavy objects. Physically assist passengers Able to deal with stressful situations better 	LO 1 AS 3	(2)
3.2		LO 1 AB 3	(2)

TOTAL SECTION B: 40

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SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

4.1	4.1.1	Responsible tourism		1
· ·		 Responsible tourism practices Responsible and sustainable tourism Sustainable tourism The triple bottom line approach (TBL / 3BL) Three pillars of sustainable tourism Accept any one of the three pillars of sustainable tourism (social or economic or environmental). 	LO 2 AS 1	
	4.1.2	Social ✓ or People or Society or Socio cultural Economic ✓ or Money or Financial or Profit Environmental ✓ or Environment or Planet or Nature or Physical Any order is acceptable	LO Z AB 1	(3)
	4.1.3	(a) Social or people or community "The company encourages its employees to share in the upliftment of communities" or "The staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country."	LO 2 AS 1	(2)
		Environment or Planet or Nature or Physical "The staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country." (b) Economic Vor Money or Fig.		

•	 (b) Economic ✓or Money or Financial or Profit "Motsethabo Tours is meeting this increased demand which is resulting in their improved economic situation." ✓ "By bringing more visitors to Alexandra local entrepreneurs get more opportunities to do business and generate an 	LO2 As 1	- 1
 	OR Social or people or community "More tourists are now interested in township tours."		
	(c) Environmental✓ or environment or planet or nature "Visitors are constantly reminded to save water wherever they	LO Z A6 1	-
 	 "All waste is brought down from the top of the mountain." "Recycling projects are in place" 		(2)

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4.2.2 The poaching techniques. ✓✓ The vastness (96 000 hectares) of the game reserve that has to be protected. ✓✓ 4.2.3 Convention on International Trade in Endangered Species ✓ Regulatory body for the controlling and protection of endangered species. ✓✓ 4.2.4 WWF ✓✓ or World Wide Fund for Nature or (also accept former name; World Wildlife Fund) IUCN (World Conservation Union; International Union for the Conservation of Nature) TRAFFIC Endangered Wildlife Trust UNEP (United Nations Environment Programme) CAWT (Coalition Against Wildlife Trafficking) International Rhino Foundation 4.2.5 To exchange information on rhino security and anti-poaching Lo22 strategies, ✓✓	4.2	4,2.1	 Illegal taking of flora and fauna√√ Killing the rhinos for their horns 	16	2
The vastness (96 000 hectares) of the game reserve that has to be protected. 4.2.3 Convention on international Trade in Endangered Species Regulatory body for the controlling and protection of endangered species. 4.2.4 WWF // or World Wide Fund for Nature or (also accept former name: World Wildlife Fund) IUCN (World Conservation Union; International Union for the Conservation of Nature) TRAFFIC Endangered Wildlife Trust UNEP (United Nations Environment Programme) CAWT (Coalition Against Wildlife Trafficking) International Rhino Foundation 4.2.5 To exchange information on thino security and enti-poaching strategies, To benefit from the experiences of other organisations. Can make the right decisions and ensure that thinos are still here for future generations. To avoid duplication of research programmes and thereby save money. Rhino poaching is a problem that requires a global solution 4.2.6 Train community members in anti-poaching strategies. Educate the community that the mino hom has no medical benefits. Educate the community as watchdogs (security guards) to reduce poaching. Community can be involved in fundralsing opportunities Offer rewards for information on poaching activities				AS	2
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			Offer rewards for information on poaching activities		
					

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