basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2014

MARKS: 200

TIME: 3 hours

This question paper consists of 22 pages.

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections: SECTIONS A, B, C, D and E.
2. Answer ALL the questions in the ANSWER BOOK.
3. Start EACH section on a NEW page.
4. In QUESTION 7.2, round off your calculations to TWO decimal places.
5. In SECTIONS B, C, D and E, write ALL the answers in complete sentences, where necessary.
6. You may use a non-programmable calculator.
7. Write with black or blue ink only.

The table below is a guide to help you manage your time according to each section.

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Tourism as an Interrelated System	40 marks	40 minutes
SECTION C	Sustainable and Responsible Tourism	40 marks	40 minutes
SECTION D	Tourism Geography, Attractions and Travel Trends	50 marks	50 minutes
SECTION E	Customer Care and Communication	30 marks	30 minutes

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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Four options are given as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK.

1.1.1 Due to tourism's contribution to the South African economy, it is often referred to as the new …

A platinum.
B silver.
C gold.
D diamond.

1.1.2 South Africa's Domestic Tourism Growth Strategy (DTGS) is aimed at people living in …

A all nine provinces in South Africa.
B South Africa and the Indian Ocean islands.
C the South African coastal provinces.
D the Southern African Development Community.

1.1.3 Employees who have direct contact with guests in a hotel:

A Finance personnel
B Front-line personnel
C Maintenance personnel
D Human resources personnel

1.1.4 The purpose of a code of conduct for employees in a tourism business is to …

A set out the conditions of employment of employees.
B regulate behaviour of employees while at work.
C give employees access to sensitive information about the company.
D give direction on procedures during emergency situations.

1.1.5 Soccer fans spent money on tickets, travelling, food, accommodation, memorabilia and entertainment during the African Cup of Nations (AFCON) in 2013.

This event therefore contributed to … growth in South Africa.

A RDP
B GNP
C GDP
D VAT

1.1.6 The economic, social and environmental objectives of tourism can be found in this document:

A National Tourism Service Excellence Initiative
B Domestic Tourism Growth Strategy
C White Paper on the Development and Promotion of Tourism in South Africa
D The National Department of Tourism Annual Report

1.1.7 The objective of this convention is to protect and conserve wetlands:

A WWF
B Ramsar
C Kyoto Protocol
D COP17

1.1.8 The organisation concerned with the protection of the world's cultural and natural heritage and its work in the natural science:

A UNESCO
B UNWTO
C WHO
D WESSA

1.1.9 A uniquely South African tourism product:

A World Heritage Sites
B Backpacking
C Game lodges
D Gugulethu township tours

1.1.10 Rock paintings of the San people can be found at the … World Heritage Site.

A Vredefort Dome
B Ukhahlamba Drakensberg Park
C Mapungubwe Cultural Landscape
D Robben Island

1.1.11 The time zone of a country situated on the 60° east line of longitude is …

A +6.
B -6.
C -4.
D +4.

1.1.12 The official marketing organisation of South Africa:

A NDT
B TOMSA
C RETOSA
D SAT

1.1.13 This event had a negative impact on the wine tourism industry in 2013:

A Africa Cup of Nations
B Comrades Marathon
C Farm workers' strike
D Marikana protests

1.1.14 Sixty per cent (60%) of all arrivals to South Africa come from neighbouring countries for …

A a holiday.
B shopping.
C ecotourism.
D cultural experiences.

1.1.15 This trade show, which is the largest in Africa, brings together and showcases Southern African tourism products and services:

A Getaway Show
B International Trade Show
C Indaba
D World Travel Market

1.1.16 Countries in the Northern Hemisphere, practising daylight saving time (DST) would usually begin the practice during the months of ...

A September/October.
B October/November.
C June/July.
D April/May.

1.1.17 A symptom of jet lag:

A Overweight
B Loss of appetite
C Overeating
D Sense of well-being

1.1.18 Germany, one of our biggest inbound markets, is regarded as a/an … travel market.

A emerging
B tactical
C existing
D watch-list

1.1.19 The following values are required for effective participation in a team:

A Respect; participation
B Questioning; arrogance
C Listening; dominance
D Sharing ideas; selfishness

1.1.20 The type of technology that provides immediate verbal communication:

A E-mail
B Text message
C Telephone
D Voicemail (20 x 1) (20)

1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

cholera; performance management; mystery customer; survey; manager; SWOT analysis; marketing mix; yellow fever

1.2.1 A business uses this person to evaluate the quality of service on its behalf

1.2.2 A monitoring system to establish the quality of work delivered by an employee

1.2.3 A form of customer feedback

1.2.4 The first step of a marketing plan

1.2.5 Tourists will need medication if they contract this water-borne disease (5 x 1) (5)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 passport.

1.3.1 A (concierge/connoisseur) looks after the needs of guests in a hotel.

1.3.2 Remuneration, working hours and leave of employees are dealt with in a company's (code of conduct/contact of employment).

1.3.3 The (ETEYA/Welcome) Awards are given to upcoming entrepreneurs in the tourism industry.

1.3.4 In teamwork the (initiator/gatekeeper) of a team offers new ideas and suggests solutions.

1.3.5 The (fax machine/computer) can be used to send hard copies of documents to customers in another city. (5 x 1) (5)

1.4 The descriptions listed below occur at international airports. Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–I) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 J.

COLUMN A		COLUMN B	
1.4.1	An example of a restricted item	A	bird flu
1.4.2	An example of a prohibited item	B	customs
1.4.3	Inbound tourists are warned about this disease when entering South Africa	C	wine
		D	weapon
1.4.4	No tax is charged on this item	E	malaria
1.4.5	A checkpoint for controlling restricted and prohibited items	F	immigration
		G	camera
		H	duty-free
		I	polio

(5 x 1) (5)

1.5 South Africa is often called the Rainbow Nation due to the many diverse cultures we have.

Below is a photograph showing one of the many South African cultural groups.

Complete the paragraph below by filling in the missing words. Write only the word(s) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

The photograph illustrates the (1.5.1) … cultural group. This cultural group is found in (1.5.2) … province and (1.5.3) … province in South Africa.

Their homes are unique because of their (1.5.4) … The colourful blankets and jewellery worn by the women indicate their (1.5.5) … status. (5 x 1) (5)

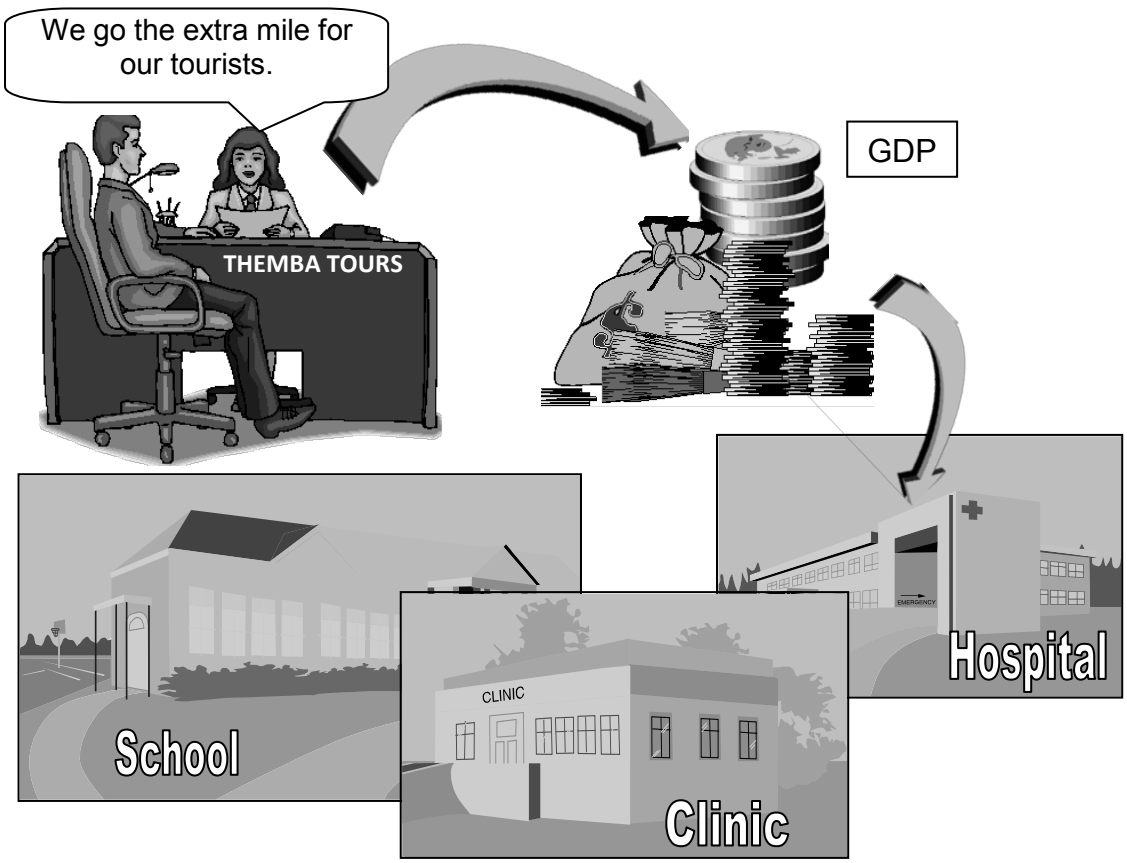
TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 Study the diagram below and answer the questions that follow.

HIGH STANDARDS ARE VITAL FOR THE DEVELOPMENT OF TOURISM IN COMMUNITIES



The government has identified tourism as one of the sectors in the economy that has the highest potential for growth.

2.1.1 What does the acronym *GDP* stand for? (2)

2.1.2 Choose the statement below that shows how high standards are vital for the development of tourism in communities. Write only the letter (A, B or C) next to the question number (2.1.2) in the ANSWER BOOK.

A Tourism contributes to socio-economic development. It generates money, creates jobs, stimulates development and grows the economy for the benefit of all South Africans.

B Tourism contributes to socio-economic development. Service excellence will ensure repeat visits, which in turn will generate more money and result in the development of infrastructure in communities for the benefit of all South Africans.

C Tourism contributes to socio-economic development. It generates money, therefore the NDT can develop infrastructure in communities for the benefit of all South Africans. (2)

2.1.3 Explain the phrase: *We go the extra mile for our tourists*. (2)

2.1.4 Give TWO suggestions how members of a community can contribute to increasing international repeat visits to their village. (4)

2.2 Study the extract below and answer the questions that follow.

2.2.1 Explain ONE reason why the government, with the help of the private sector, had to introduce partnerships and programs such as the TEP. (2)

2.2.2 List THREE aims of the TEP. (3)

2.2.3 From the extract, identify TWO ways in which Larimore Guesthouse has benefitted from the services offered by the TEP. (2)

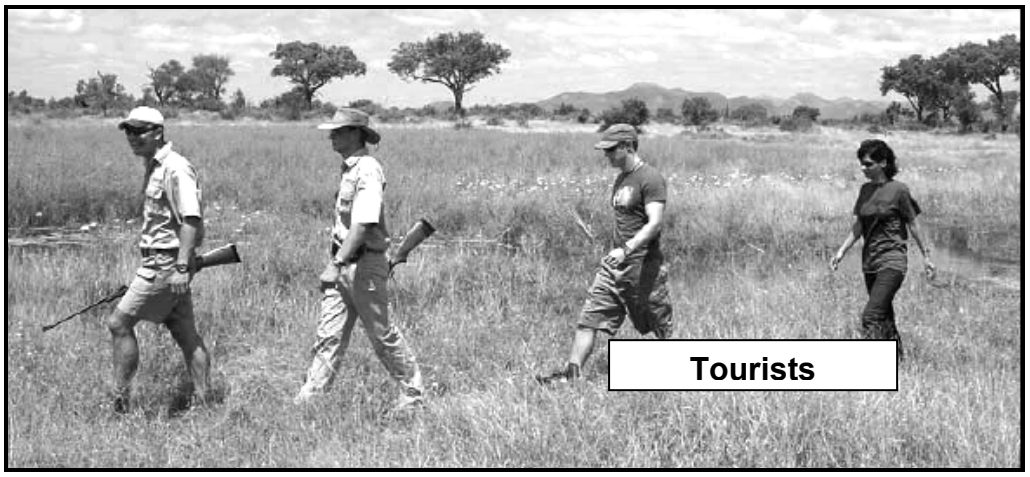
2.2.4 The TEP provided Larimore Guesthouse with assistance and access to in-depth research.

Give TWO suggestions how this helped the guesthouse to become successful. (4)

[21]

QUESTION 3

Study the photograph below and answer the questions that follow.



3.1 Name the tourism career shown in the photograph. (1)

3.2 List THREE tourism businesses that would employ the people in the photograph. (3)

The tourism industry needs skilled, dedicated and competent people in order to deliver the products and level of service required.

3.3 Name TWO skills the employees in the photograph must have to deliver quality service to tourists. (4)

3.4 Name the biggest risk associated with this job. (1)

3.5 Give TWO suggestions how the risks associated with this job can be minimised (reduced). (4)

The career in the photograph above requires employees to work irregular hours.

3.6 Explain, by giving ONE reason, why they have to work irregular hours. (2)

3.7 The people in the photograph are employed by you.

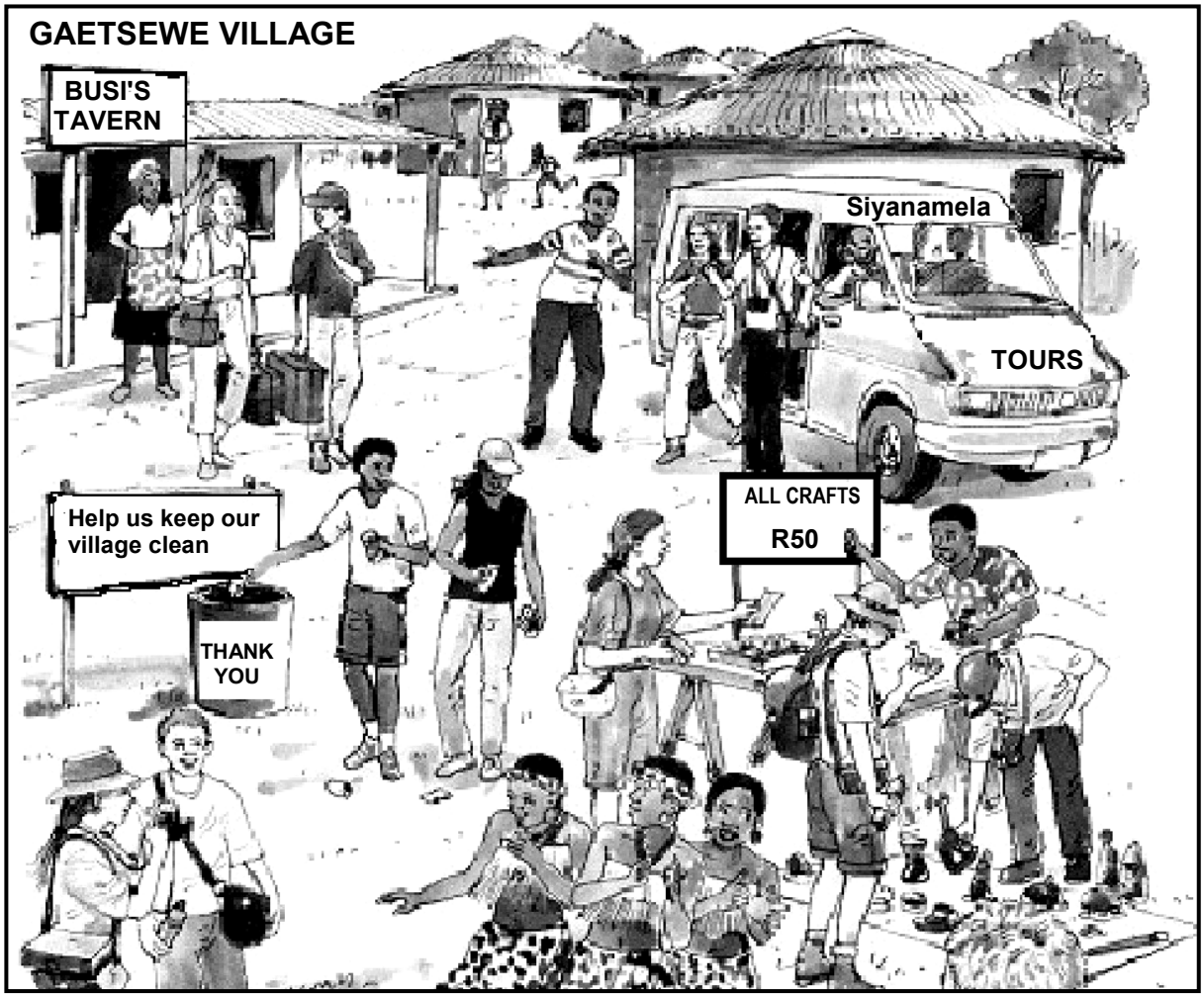
State TWO ways in which you can remunerate or compensate them (give back something) for working irregular hours. (4)
[19]

TOTAL SECTION B: 40

SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 4

Study the illustration below and answer the questions that follow.



4.1 Name the THREE pillars (triple bottom line) of sustainable tourism. (3)

4.2 Explain how the three pillars are applied at the Gaetsewe village. (6)

4.3 Name the award given to businesses that can show evidence of the triple bottom-line approach in their business practices. (2)

4.4 4.4.1 Identify a unique cultural experience offered by Siyanamela Tours. (2)

4.4.2 State ONE way in which tourists can be culturally sensitive to a particular culture. (2)

4.5 4.5.1 Identify TWO stakeholders in the illustration. (2)

4.5.2 Give ONE reason why a partnership is important between the stakeholders mentioned in QUESTION 4.5.1. (2)

4.6 4.6.1 Apart from the price, name TWO other elements of the marketing mix. (2)

4.6.2 Explain how EACH of the two elements mentioned in QUESTION 4.6.1 is demonstrated in the Gaetsewe village. (2)

4.7 Give ONE reason why it is important for Siyanamela Tours to ensure that they have an affordable pricing structure when developing a marketing strategy. (2)

[25]

QUESTION 5

5.1 Read the extract below and answer the questions that follow.

An eco-friendly travel survey conducted by TripAdvisor has found that the green travel trend is on the increase. 'Green initiatives are an increasing priority for hospitality businesses that are trying to reduce their carbon footprint.' The survey shows that TripAdvisor travellers are interested in eco-friendly practices.

[Source: TravelDailyNews.com]

5.1.1 Define *green travel*. (2)

5.1.2 Explain the concept of *measuring your carbon footprint*. (2)

5.1.3 Name the agreement that was signed by many countries to reduce their carbon footprint. (2)

5.1.4 List FOUR tips for eco-friendly transport. (4)

5.2 Read the extract below and answer the questions that follow.

TOWNSHIP FLAVOURS

SHISA NYAMA STYLE

HOW IT WORKS:

The best part about a shisa nyama is that it is informal and anything goes. Visitors pick their own meat, either from a menu or from an on-site butchery. They are able to relax, listen to music and have a drink while they wait for their meat to be braaied. The meal is then brought to the table, often accompanied by sides such as pap, salad and chakalaka.

5.2.1 Name ONE traditional South African dish mentioned in the extract. (1)

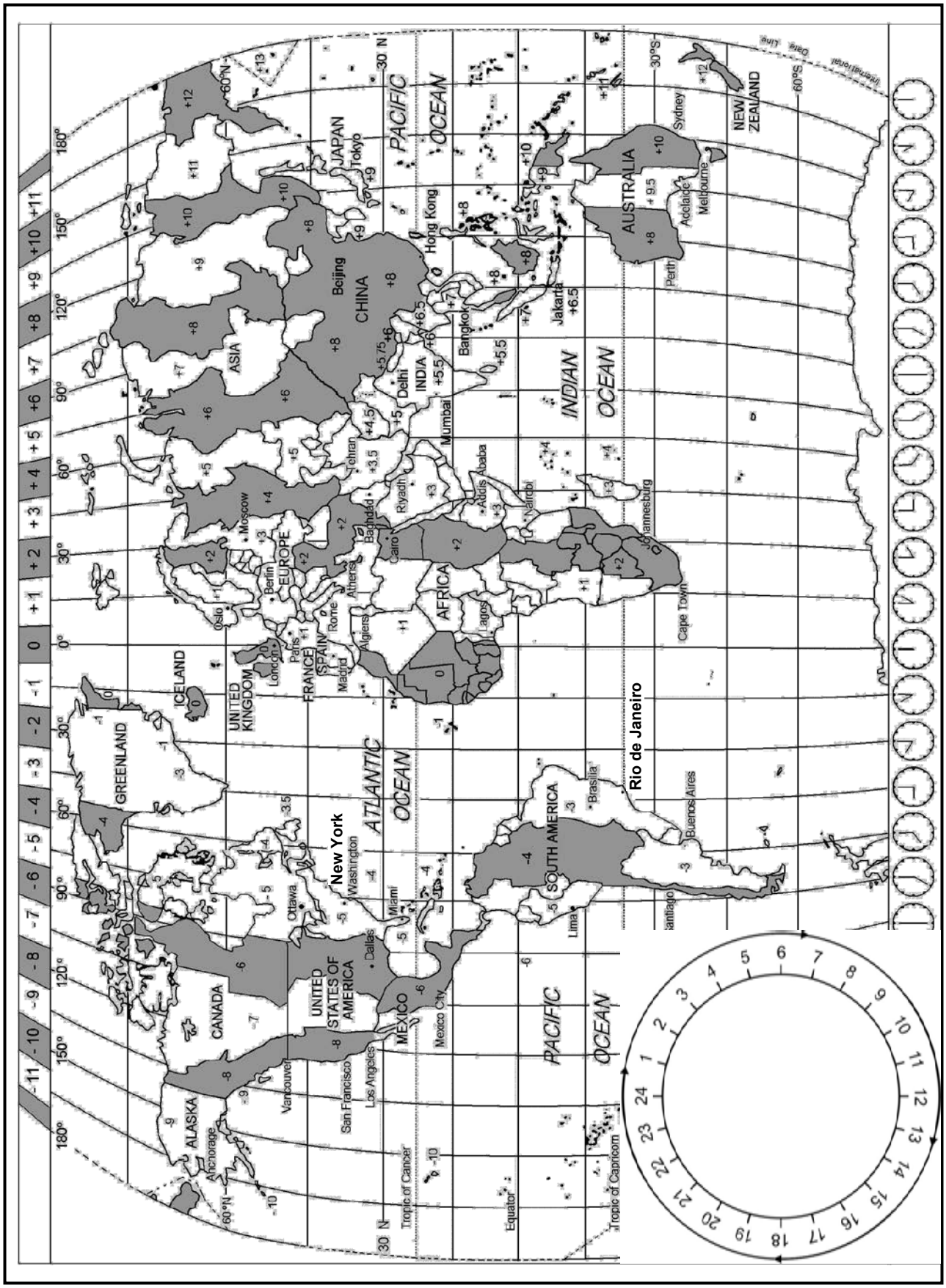
5.2.2 Explain TWO ways in which the experience of eating food shisa nyama style can promote both international and domestic tourism. (4)
[15]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

Study the World Time Zone Map below and answer the questions that follow.



6.1 Identify the number of time zones used by Australia. (1)

6.2 A group of tennis players from South Africa will attend a tennis tournament in Paris and Tokyo. They will depart from OR Tambo Airport on 22 June. The flying time between South Africa and Paris is 10 hours. On 29 June they will depart from Paris for Tokyo.

6.2.1 Calculate the time in South Africa if the plane arrives in Paris at 16:30. Ignore DST. (3)

6.2.2 Calculate the departure time and date from South Africa for the flight arriving in Paris at 16:30. Ignore DST. (4)

6.2.3 The group departs from Paris at 08:00 for Tokyo. The flying time from Paris to Tokyo is 13 hours. They have a two-hour stopover (transit time) in Dubai.

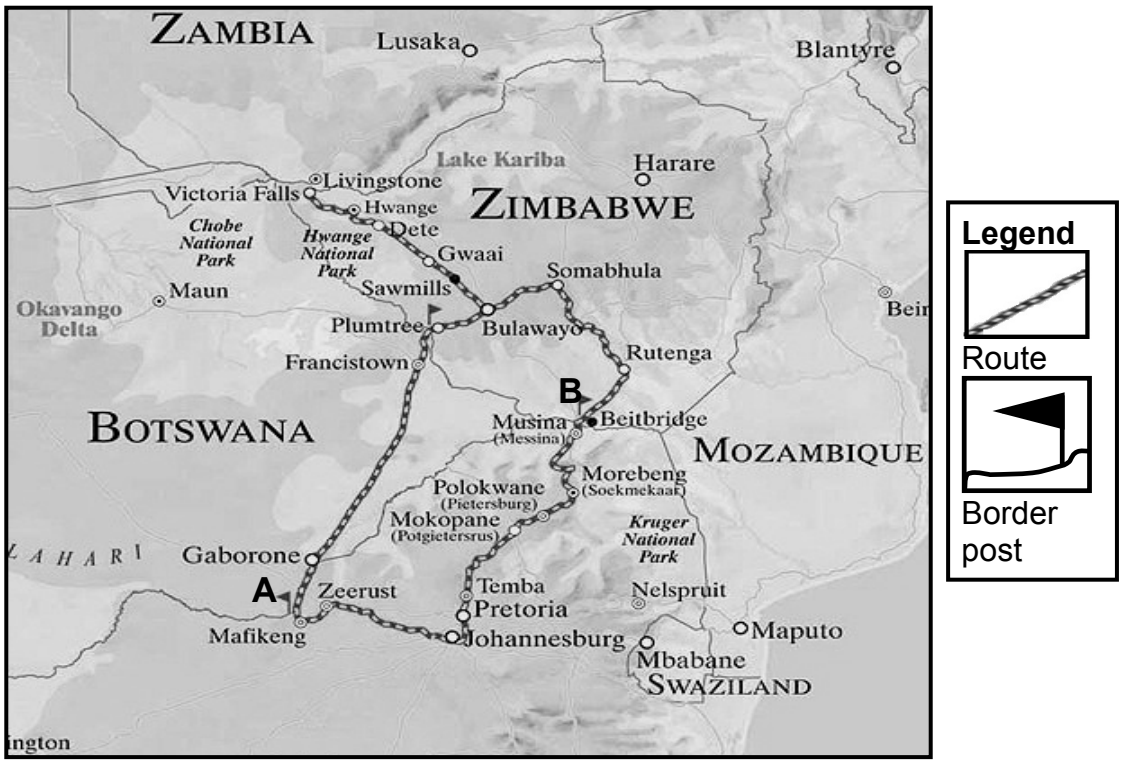
Calculate the arrival time and date in Tokyo.

NOTE: Paris is practising DST. (8)

6.3 Study the route map and the itinerary of Rovos Rail from Pretoria to the Victoria Falls in Zimbabwe below and answer the questions that follow.

ROUTE MAP OF ROVOS RAIL FROM PRETORIA TO THE VICTORIA FALLS IN ZIMBABWE

Experience a 1 600 km journey through truly African scenery as Rovos Rail meanders westward.



Note that, depending upon railway capacity, this journey could be routed northwards through Beitbridge and Zimbabwe.

PRETORIA TO THE VICTORIA FALLS – ITINERARY	
Thursday	
09:30	The train departs from the Rovos Rail Station in Capital Park, Pretoria.
13:00	Lunch is served en route to Zeerust.
19:30	Dinner is served as the train heads towards the first border post at town **A**.
Friday	
07:00	Breakfast is served in the dining car.
13:00	Lunch is served in the dining car.
17:00	Crossing the border at town **B**.
19:30	Dinner is served in the dining car.
Saturday	
07:00	Breakfast is served in the dining car.
13:00	Lunch is served in the dining car.
18:00	Arrive at the Victoria Falls where the Rovos Rail journey ends.
19:00	Transferred by shuttle to the hotel.

6.3.1 Use the route map to identify border posts **A** and **B** indicated on the itinerary. (2)

6.3.2 Identify and list the THREE SADC countries that the train travels through during this tour. (3)

6.3.3 Name TWO travel documents that will be required by international inbound tourists at border posts **A** and **B**. (2)

6.3.4 Explain the difference between the two documents mentioned in QUESTION 6.3.3 in terms of its use to a tourist. (2)

6.3.5 Explain ONE reason why it is important to give an itinerary to each passenger on the Rovos Rail. (2)

6.3.6 Calculate the duration of the trip from Pretoria to the Victoria Falls. (2)
[29]

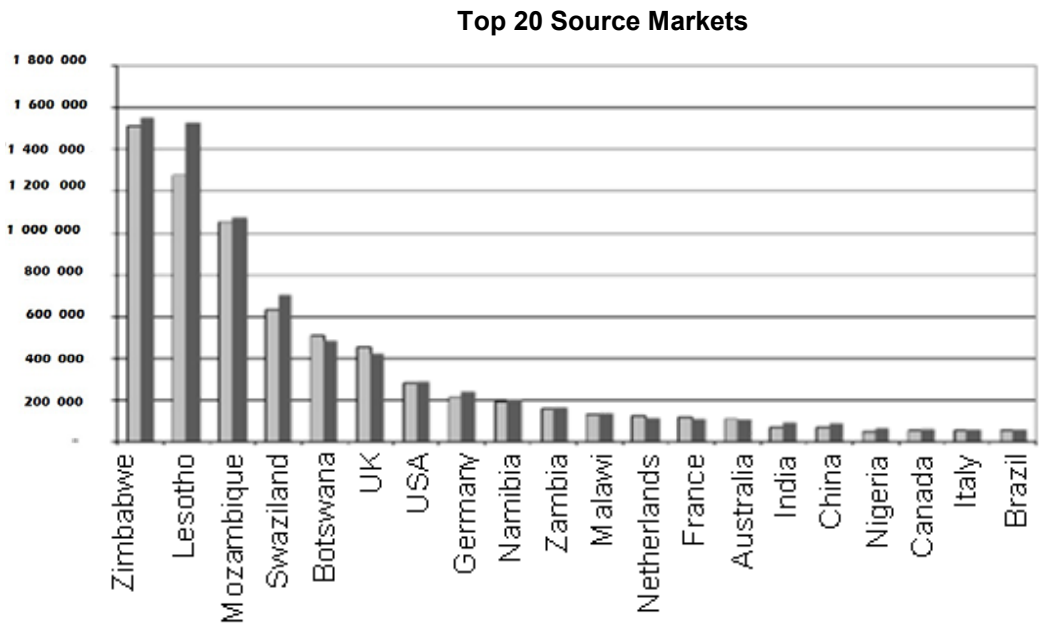
QUESTION 7

7.1 Read the extract below and study the graph before answering the questions that follow.

2011 ANNUAL TOURISM REPORT

Foreign tourist arrivals to South Africa grew by 3,3% over 2010, an additional 265 802 tourist arrivals. Despite the growth in tourist arrivals, revenue generated from foreign tourism decreased by 2,2% (R1,6 billion) during the same period.

SOURCE MARKETS OF FOREIGN ARRIVALS TO SOUTH AFRICA



[Adapted from *2011 Annual Tourism Report*]

7.1.1 Explain the term *source market* as used in the tourism industry. (1)

7.1.2 Name South Africa's biggest source market for foreign arrivals. (1)

7.1.3 Give ONE reason why the country mentioned in QUESTION 7.1.2 is the biggest source market. (2)

7.1.4 Name the biggest source market outside Africa. (2)

7.1.5 Despite the growth in tourist arrivals, revenue (income) generated from foreign tourism decreased by 2,2% (R1,6 billion) during the same period.

Give ONE reason for the trend mentioned in the statement above. (2)

7.2 Study the exchange rate table below and answer the questions that follow. Show all calculations.

COUNTRY	CURRENCY CODE	BBR	BSR
USA	USD	R8,70	R8,90
UK	GBP	R13,80	R14,00

BBR – The bank buying rate is used when banks buy foreign currency.

BSR – The bank selling rate is used when banks sell foreign currency.

A group of friends from the USA and the United Kingdom visit South Africa to attend an environmental conference. The cost of the conference, including meals and accommodation, is R17 800. The events company also offers a one-week all-inclusive tour at a cost of R15 400.

7.2.1 Calculate how much US dollars the Americans would need to pay for the conference. (4)

7.2.2 The British tourist would like to extend his stay for one week. He brought £1 200 with him for a tour after the conference.

(a) Calculate how much he would receive in ZAR. (4)

(b) State whether he will be able to afford the tour. (1)

7.3 Study the text and picture below and answer the questions that follow.

Successful global sporting events like the Soccer World Cup can be very beneficial (positive) for increased international tourism and to improve the economy of the host country.

Write a paragraph to explain TWO ways in which the contribution of tourism to the GDP can be improved by a successful global event. (4)

[21]

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

8.1 State FOUR aspects that businesses should consider when addressing the cultural needs of inbound tourist markets. (4)

8.2 Study the page from a website below and answer the questions that follow.

File Edit View History Bookmarks Tools Help

hellopeter.com

book peter | home Login

Hello

How hellopeter.com works

As a customer …

Report good and bad service from any supplier – aywhere.
Click on **Write a report** and **register**.

When you report the service of a Company Who Responds, 54 hours after submitting your report, we will ask you to rate the supplier's response to you. You will also be asked if you would like to change your Complaint to a Compliment.

As a customer, you make this site work, so everything you do on the site is **FREE**. **Write reports**, browse other people's reports and **search** for reports about a particular supplier or industry.

As a Supplier/Company that Responds …

Subscribing gives you the opportunity to interact directly with your customers. We'll notify you by e-mail within 13 seconds of the report appearing on the site. You can also elect to be notified by SMS. You have the right to reply, both to the person reporting on your service, and on the site.

[Source: Hellopeter.com]

8.2.1 Give ONE reason why this website can be considered as more than just a form of customer feedback to companies. (2)

8.2.2 Give ONE reason why it will be beneficial for businesses to regularly read the information on this website. (2)

8.2.3 State ONE consequence for a company if they ignore customer complaints on this website. (2)

8.3 Study the information below and answer the questions that follow.

All people working in the tourism industry should understand their own contribution towards achieving service excellence.

'Treat other people like you would like to be treated.'

This is the motto by which Dina van Zyl, senior manager responsible for airlines at the Eastgate Airport near Hoedspruit in Limpopo, lives.

Her passion is to solve problems for people and to turn angry, upset customers into happy customers. She hardly ever loses her cool, which is something she believes makes her good at what she does.

[Adapted from *Tourism Update Magazine*]

8.3.1 Write down Dina van Zyl's motto with regards to delivering excellent service to customers. (1)

8.3.2 Explain TWO ways how this motto contributes to service excellence. (4)

8.3.3 State ONE way in which Dina can 'turn angry, upset customers into happy customers'. (2)
[17]

QUESTION 9

9.1 Read the extract below and answer the question that follows.

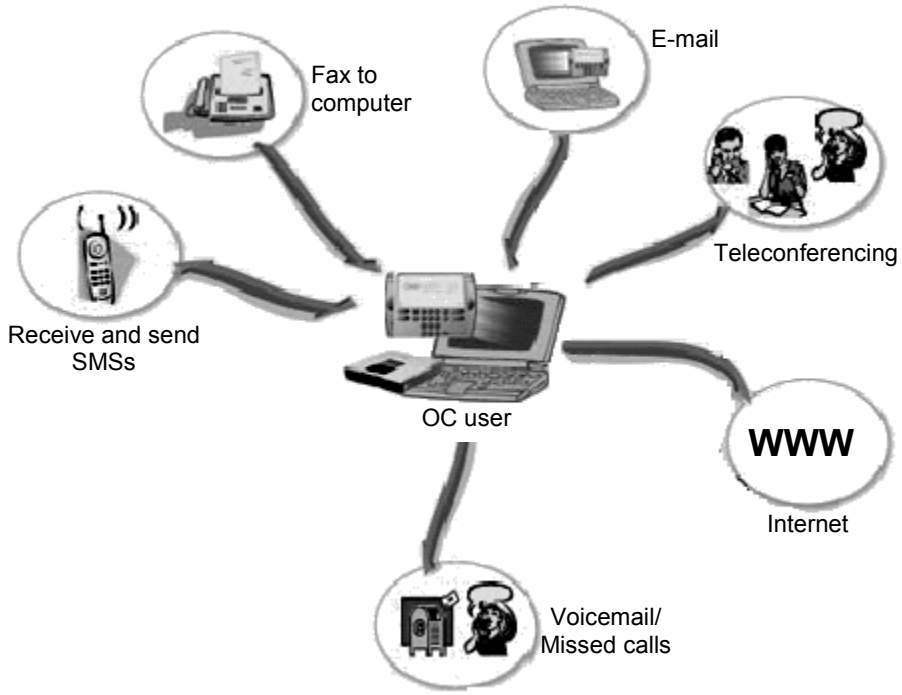
Lightleys Holiday Houseboats
KNYSNA

Knysna in the Western Cape is fast becoming one of the most popular destinations for business conferences and teambuilding in South Africa. The Lightleys Holiday Houseboats crew has put together a new teambuilding experience, based on the television programme, *The Amazing Race*, where teams and their leaders find clues along the Knysna lagoon to determine their direction.

Write a paragraph discussing THREE important reasons how participation in teambuilding activities organised by Lightleys Holiday Houseboats can benefit tourism businesses. (6)

9.2 Examine the mind map below and answer the questions that follow.

OC IS A SOFTWARE PROGRAM ENABLING PRIVATE BUSINESSES TO ENJOY A VARIETY OF SERVICES.



9.2.1 From the mind map, identify TWO types of services that a tourism business, using the OC software programme, will have access to. (2)

9.2.2 Teleconferencing is a valuable type of technology in the business world.

Give ONE reason why this type of communication can have a negative impact on global tourism. (2)

9.2.3 The fax machine is fast becoming outdated.

(a) State whether you agree with this statement. (1)

(b) Give ONE reason for your answer. (2)
[13]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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