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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2015

MARKS: 200

TIME: 3 hours

This question paper consists of 25 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

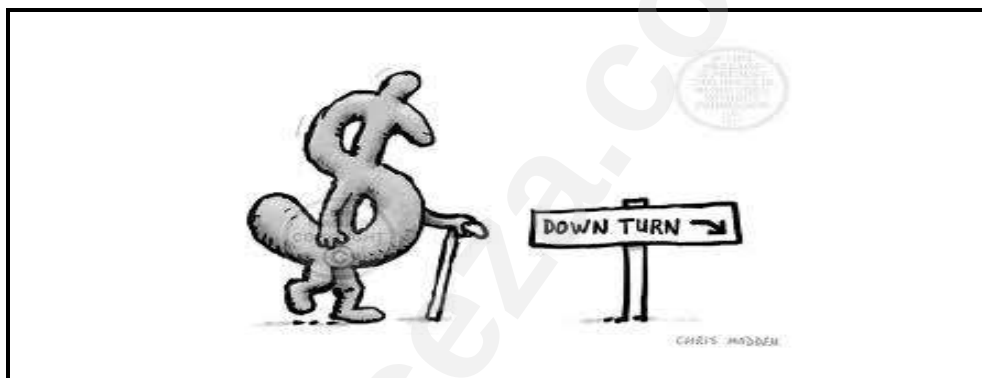
1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTIONS 3.1.2 and 3.1.3, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a calculator.
7. Use the mark allocation at each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	200	180

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Four options are provided 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, for example 1.1.21 D.

- 1.1.1 The cartoon below indicates ..., which is an unforeseen occurrence.



- A protest action
B general elections
C global recession
D general unrest
- 1.1.2 A negative impact of South Africa hosting the 2010 FIFA World Cup:
- A There were too many foreigners in South Africa.
B There was a decline in the value of the rand.
C There was a demand for tourism products and services.
D There was a decrease in domestic tourism.
- 1.1.3 The most suitable tourist activity to match the profile of an adventure tourist:
- A A visit to the National Women's Monument in Bloemfontein
B A sunset cruise on the Zambezi
C Shark-cage diving in Gansbaai
D A city tour on the Cape Town sightseeing open-top bus

- 1.1.4 A cost to consider when compiling a tour budget:
- A Personal insurance for international travel
 - B Transfer between terminals at the same airport
 - C Complimentary hotel shuttle service
 - D An itinerary drawn up by a travel agent
- 1.1.5 A South African applying for this travel document needs to submit a South African identity document, a completed application form and pay a fee:
- A Passport
 - B Health certificate
 - C International driving permit
 - D Visa
- 1.1.6 A travel agent explains to a tourist how to adjust his watch when DST is practised in a particular country:
- A Put his watch 1 hour forward
 - B Put his watch 1 hour back
 - C Leave his watch as is
 - D Change his watch to UTC time
- 1.1.7 Jet fatigue refers to ...
- A the aircraft being worn out after a long-haul flight.
 - B tiredness experienced by a passenger after a long-haul flight.
 - C discomfort experienced after crossing many time zones.
 - D passengers who are tired of moving from the landside to the airside of an airport.
- 1.1.8 The Alcazar, a large stone castle which is built in the shape of the bow of a ship, is located in ...
- A Portugal.
 - B Poland.
 - C Switzerland.
 - D Spain.
- 1.1.9 An advantage of using a preloaded foreign currency debit card:
- A Available in all the world currencies
 - B Gives tourists access to unlimited funds
 - C Can be used as proof of identity
 - D Can be used at the point of sale

- 1.1.10 One of the feedback methods that can be used by an airline to evaluate its levels of customer satisfaction:
- A SMS messages
 - B Teleconferencing
 - C Minutes
 - D Memos
- 1.1.11 The main symptoms of cholera:
- A Diarrhoea and vomiting
 - B Red eyes and coughing
 - C Swollen feet and aching back
 - D Increase in appetite and thirst
- 1.1.12 A code of conduct in the workplace:
- A Spelling out working conditions for employees
 - B Giving guidelines on customer behaviour
 - C Guiding employers on punishment procedures
 - D Guiding employees on ethical behaviour
- 1.1.13 South Africa is located ... of the UTC.
- A east
 - B west
 - C south
 - D north
- 1.1.14 The core business of this public entity is to market South Africa internationally:
- A NDT
 - B SATSA
 - C CATHSSETA
 - D SAT
- 1.1.15 ... can be regarded as a political situation that impacted negatively on the tourism industry in Kenya.
- A Diseases
 - B Earthquakes
 - C Terrorism
 - D A tsunami

- 1.1.16 A South African tourist should declare the following items before leaving his home country:
- A Cameras, laptops, iPads
 - B Perfumes, cosmetics, medicine
 - C Documents, magazines, files
 - D Fruit, meat products, dairy products
- 1.1.17 When travelling from Cape Town (+2) to Dallas (-6), the time difference is ...
- A 8 hours earlier.
 - B 6 hours earlier.
 - C 8 hours later.
 - D 6 hours later.
- 1.1.18 The term used for the amount of currency a South African tourist is permitted to take out of the country in one year:
- A Prohibited goods
 - B Travel allowance
 - C Restricted goods
 - D Travel allocation
- 1.1.19 An example of corporate social investment (CSI) activities that tourism businesses engage in:
- A Attending local and international trade shows
 - B Establishing new offices in foreign countries
 - C Donating tourism resources to local schools
 - D Purchasing the latest computer software for all their offices
- 1.1.20 This organisation certifies tourism businesses that practise sustainable tourism principles:
- A TEP
 - B FTT
 - C NDT
 - D SAT
- (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, for example 1.2.6 Fluctuation.

BSR; JPY; weakening rand; ¥; exchange rates; strengthening rand; foreign exchange; £; BBR; GBP

- 1.2.1 The term used when converting local currency into foreign currency (1)
- 1.2.2 Currency information displayed at reception areas in big hotels for the convenience of international guests (1)
- 1.2.3 The rate a bank will use to calculate the amount a British tourist in South Africa will receive when exchanging British pounds for ZAR (1)
- 1.2.4 When the rand shows a steady decline in comparison to the British pound (1)
- 1.2.5 Currency code for the Japanese Yen (1)
- 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 Applying for (FOREX/a visa) sometimes requires biometric scanning. (1)
- 1.3.2 The Wailing Wall and the Dome of the Rock are two major attractions in (Israel/India). (1)
- 1.3.3 A (mystery customer/concierge) is a feedback method used by a business to evaluate customer service. (1)
- 1.3.4 The euro is the currency used in (Switzerland/France). (1)
- 1.3.5 The (iSimangaliso Wetland Park/Vredefort Dome) is a World Heritage Site shared by the Free State and North West. (1)

- 1.4 Choose an attraction/icon from COLUMN B that matches the picture in COLUMN A. Write only the letter (A–G) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A		COLUMN B
1.4.1		A Parthenon
1.4.2		B Chichen Itza
1.4.3		C Petra
1.4.4		D Colosseum
1.4.5		E Machu Picchu
		F Ayers Rock
		G Sphinx

(5 x 1)

(5)

- 1.5 Use the pictures given as clues to complete the crossword puzzle. Fill in FIVE icons, cities OR countries that a tourist will visit.

Do NOT copy the puzzle into the ANSWER BOOK. Write only the question number (1.5.1–1.5.5) and the answer, e.g. 1.5.6 Pisa

TRAVEL THE WORLD: CROSSWORD PUZZLE

1.5.1 V ↓

1.5.2 W →

1.5.3 C ↓

1.5.4 E ↓

1.5.5 G →

1.5.6 P ↓

Answers: VEN, WINES, COL, ELEG, GLEN, PISA

(5)

TOTAL SECTION A: 40

SECTION B: MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE**QUESTION 2**

2.1 Careful planning of a route through South Africa or across a border will ensure a stress-free journey.

2.1.1 Explain TWO procedures to expect when crossing an international border by car. (4)

2.1.2 Give ONE reason why an itinerary is needed to ensure a stress-free journey. (2)

2.2 Read the scenario below and answer the questions that follow.

A South African father and his family fly to Livingstone in Zambia close to the Victoria Falls. He hires a car in Livingstone for the duration of their holiday. Zambia is a high-risk yellow fever area.

2.2.1 Apart from a passport, name TWO other official travel documents that the South Africans will require when travelling to Zambia. (2)

2.2.2 Advise the family on where they can obtain the required travel document that proves they have taken the necessary precautions against contracting yellow fever before their flight. (2)

2.3 Study the picture below and answer the questions that follow.

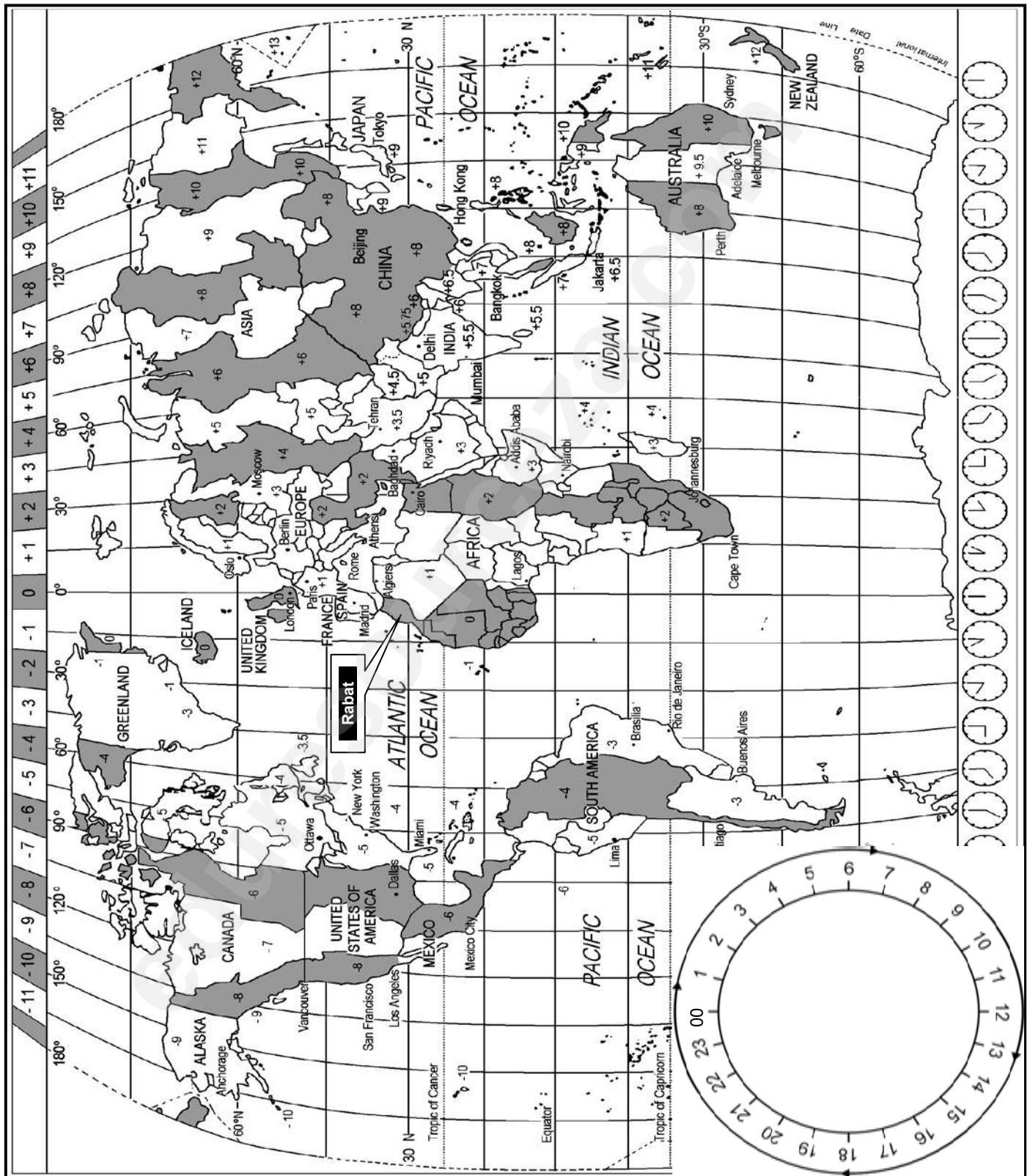


2.3.1 Explain the concept *duty-free shopping*. (2)

2.3.2 Apart from international airports, give TWO other examples where tourists can do duty-free shopping. (2)

2.3.3 Give ONE reason why a 250 ml bottle of perfume bought at a duty-free shop in Dubai, will be confiscated by South African customs officials. (2)

- 2.4 Study the World Time Zone Map, read the information given and then answer the questions that follow.



2015 NORTH AFRICAN TOURISM CONFERENCE

The 2015 North African Tourism Conference was held in Rabat, a city in Morocco. The opening ceremony of the conference was televised live to various countries on 17 January 2015 at 21:00. Moroccan time is at 0° UTC.

- 2.4.1 Calculate the time and date that the families of the delegates from Lima, Peru, watched the opening ceremony if the ceremony started at 21:00 in Rabat, Morocco.

Show ALL calculations.

(4)

- 2.4.2 A Japanese speaker was invited to the 2015 North African Tourism Conference. The flying time was 17 hours 30 minutes. He arrived in Rabat at 21:30 on 13 January 2015.

Calculate the local time and date that this flight left Tokyo Narita International Airport. Show ALL calculations.

(6)

- 2.4.3 After his long flight, the Japanese speaker felt disorientated.

Name the travel condition that caused this disorientation.

(2)

- 2.4.4 Morocco practises DST between March and October.

Give ONE advantage of practising DST for the Moroccan tourism industry.

(2)

[30]

QUESTION 3

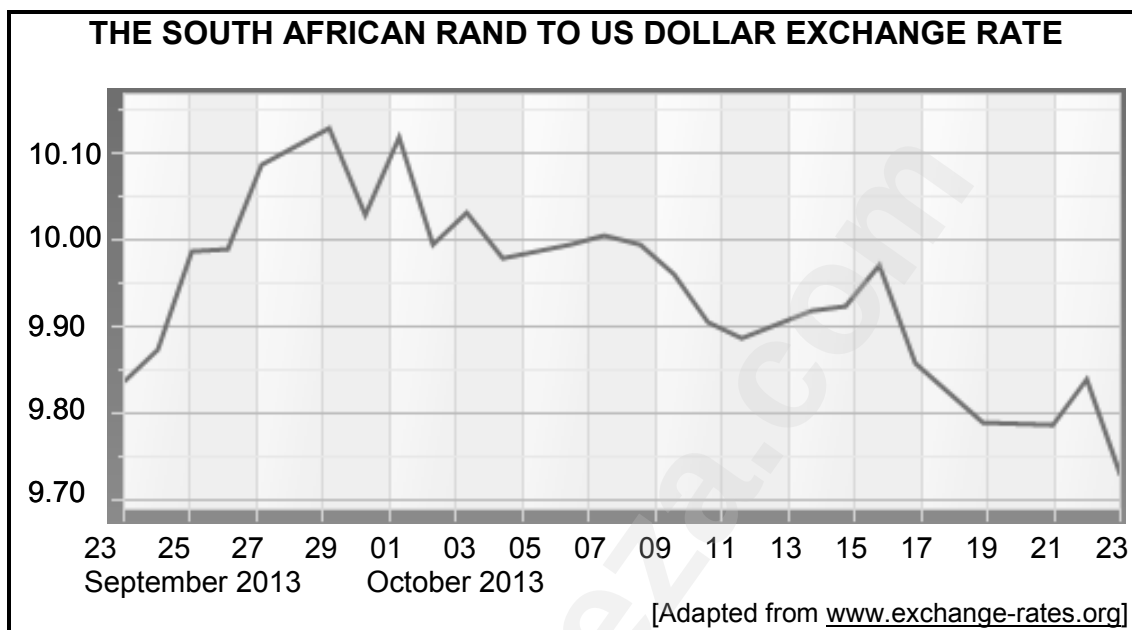
- 3.1 Study the exchange rate table and bank notes below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	15.32	16.06
European countries	EUR	13.09	13.70
USA	USD	9.57	9.89



- 3.1.1 Name the currency represented on the two bank notes in the photograph above. (2)
- 3.1.2 A South African returns from the country where the currency mentioned in QUESTION 3.1.1 is used.
- Add the value of the two bank notes together and then calculate the rand value when the South African exchanges his unused foreign currency at the bank.
- Show ALL calculations and round off your answer to TWO decimal places. (3)
- 3.1.3 A South African exchanges R7 000 before his departure to New York.
- Calculate the amount he would receive in US dollars.
- Show ALL calculations and round off your answer to TWO decimal places. (3)

- 3.2 Study the South African rand to US dollar exchange rate graph below and answer the questions that follow.



- 3.2.1 State the value of the South African rand in relation to the US dollar on 8 October 2013. (2)
- 3.2.2 The line graph shows daily changes in the rate of exchange.
Give the term used for these changes in the exchange rate. (2)
- 3.2.3 Determine the date and the value of the exchange rate when:
- (a) The rand was at its weakest (2)
 - (b) The rand was at its strongest (2)
- 3.2.4 Explain TWO ways in which the travel plans and budget of an inbound international tourist who visits South Africa will be affected by a weakening rand. (4)
- [20]**

TOTAL SECTION B: 50

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

4.1 Study the photographs of the TWO different types of tourists and the attractions/icons below.

4.1.1 Choose an attraction from COLUMN B that matches the type of tourist in COLUMN A. Write only the number (1–3) next to the question number (A and B) in the ANSWER BOOK, for example C 4.

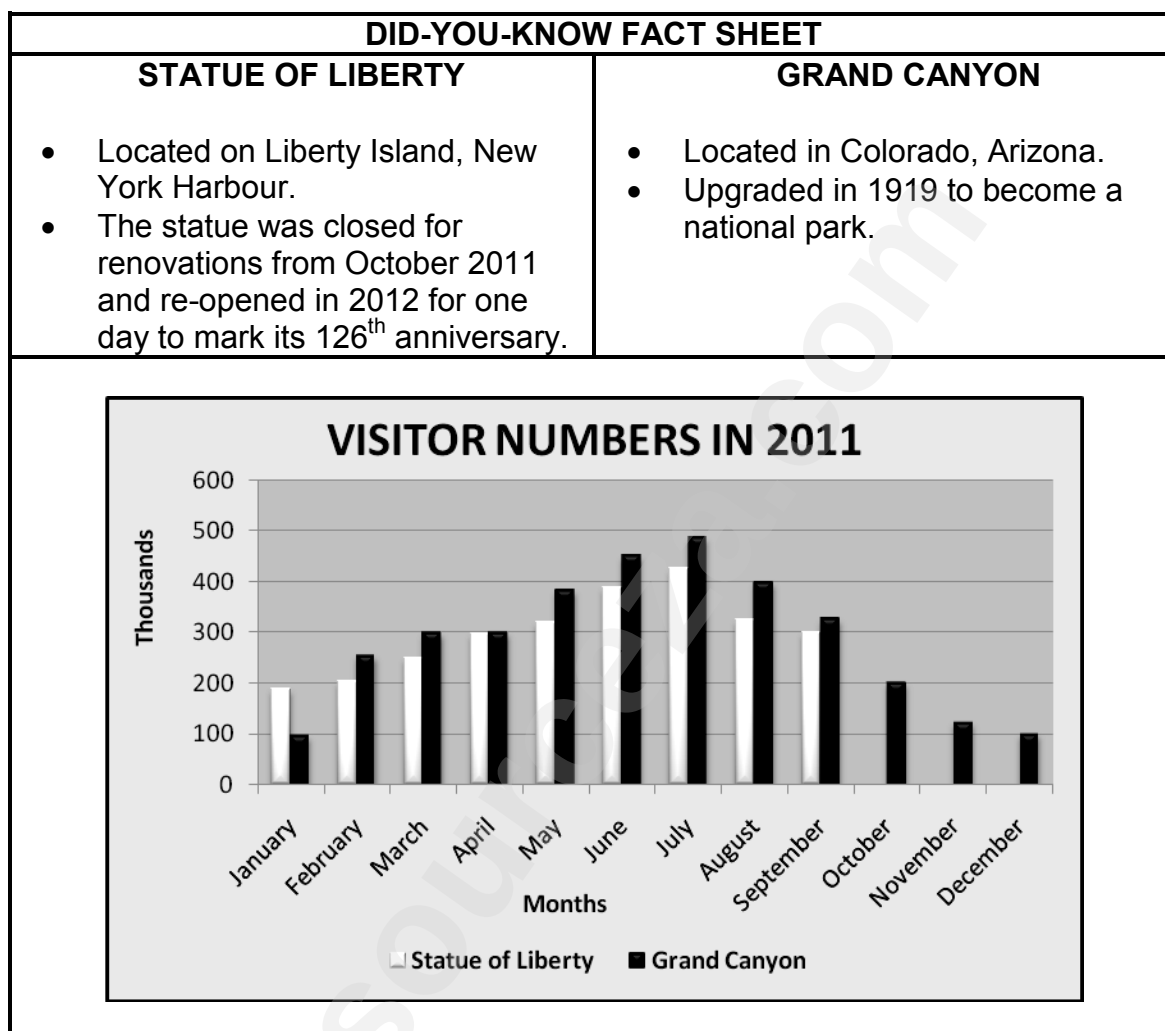
COLUMN A (TYPES OF TOURISTS)	COLUMN B (ATTRACTIONS)
A  [Source: aliexpress.com]	1  [Source: wirednewyork.com]
B  [Source: www.odt.co.nz]	2  [Source: www.istanbulvisions.com]
	3  [Source: www.tourismupdate.co.za]

(2)

4.1.2 Give ONE reason for EACH of your choices in QUESTION 4.1.1. (2 x 2)

(4)

4.2 Study the fact sheet and bar graph below and answer the questions that follow.



4.2.1 The Grand Canyon attracts millions of tourists annually.

Give TWO reasons why the Grand Canyon is so popular.

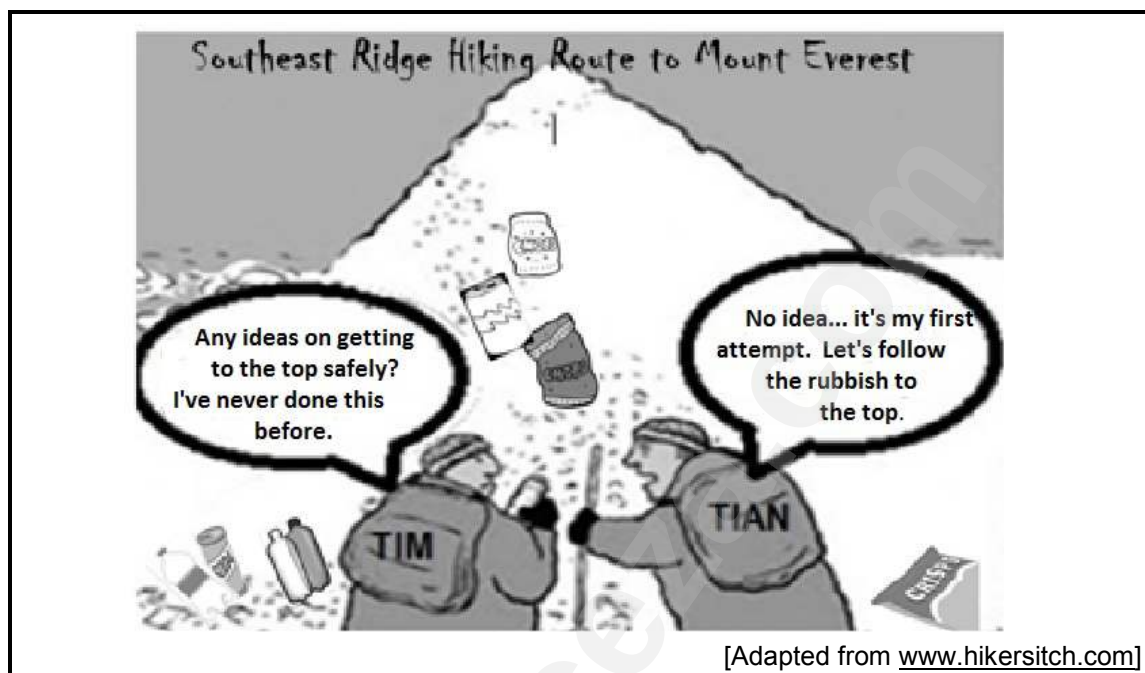
(4)

4.2.2 From the above graph, a decline is noted in the number of visitors to the Statue of Liberty in 2011.

Refer to the fact sheet and give ONE reason for this decline.

(2)

- 4.3 Study the cartoon and the dialogue below and answer the questions that follow.



The message above portrays a threat to Mount Everest as a tourist attraction.

It is clear that Tim and Tian are disappointed about the litter found on the hiking trail. If the authorities do not act responsibly towards the environment, tourism to this attraction is likely to fail.

Write a paragraph suggesting FIVE ways in which this environmental problem can be addressed.

(5 x 2)

(10)

4.4 Read the case study below and answer the questions that follow.

**Visitors guaranteed of a mind-blowing sea world experience**

The Durban uShaka Marine World continues to enjoy success with an annual increase of visitors. The upgraded beachfront, public walkway and committed staff have helped with this positive trend.

New attractions include:

- New look shops that sell a new line of products
- Additional water slides
- Variety of sea life in the aquarium
- A dolphin show and wet area for children

There are different ticket packages for *in-* and *off-season* periods. The theme park launched a new website allowing interaction with visitors via Facebook and Twitter.

The uShaka Marine World offers night entertainment. They also sponsor visits for learners, pensioners and charity groups. Dedicated staff spend hours maintaining pools and exhibits whilst volunteers give up their time to help visitors get the most out of their sea world experience.

[Adapted from www.durban.gov.za]

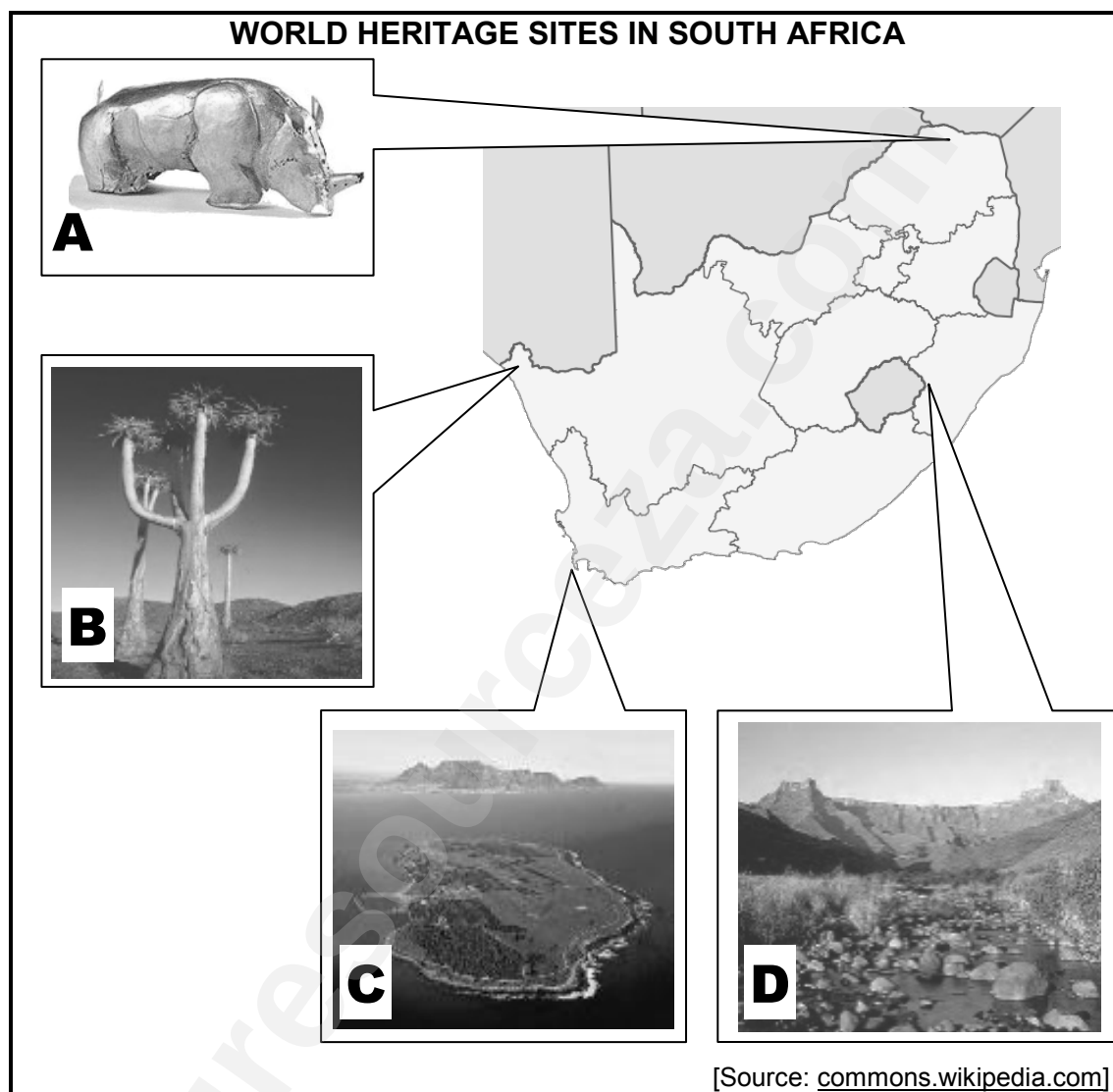
Refer to the case study and identify ONE example of how the theme park can consider each of the following factors:

4.4.1 Marketing of the attraction (2)

4.4.2 Creating positive experience for visitors to the attraction (2)
[26]

QUESTION 5

5.1 Study the map and pictures below and answer the questions that follow.



5.1.1 Refer to the pictures above and identify the World Heritage Sites (A to D) on the map. Write only the name of the World Heritage Site next to the letter (A–D) in your ANSWER BOOK. (4)

5.1.2 State ONE cultural criterion met by Site A and ONE cultural criterion met by Site C to have been declared World Heritage Sites. (2 x 2) (4)

5.2 Discuss THREE ways in which the South African tourism industry benefits from having eight World Heritage Sites. (3 x 2) (6)

[14]

QUESTION 6

Study the cover page of the *INDABA* newsletter and answer the questions that follow.

INDABA DAILY NEWS – 2013/14

Issue: 3 13 May 2013



INDABA 2014
Africa's Top Travel Show 10 - 13 May

A DYNAMIC Marketing Opportunity for South Africans

South Africa
Inspiring new ways



'It is time to modernise and expand **INDABA**. Our vision as government and South African Tourism is that **INDABA** must be the platform for exhibitors and buyers, not only in and from South Africa, but also for the whole African continent.'

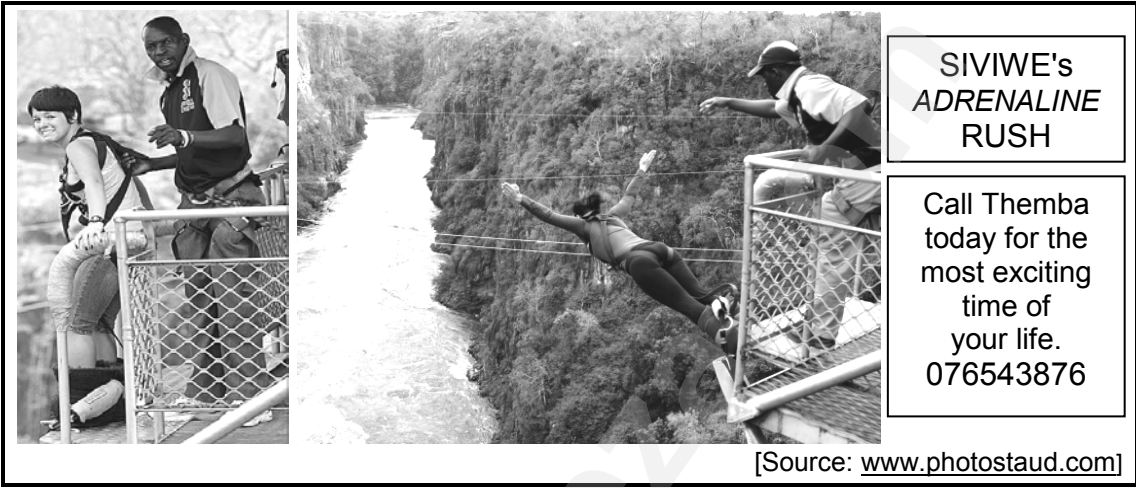
Marthinus van Schalkwyk
Former South African Minister of Tourism

- 6.1 State the main target market of the Indaba Travel and Trade Show. (2)
- 6.2 Beside the Indaba, name ONE local trade show and ONE international trade show during which South Africa is promoted to the world. (2)
- 6.3 Refer to the comment made by Marthinus van Schalkwyk, former Minister of Tourism.
- State THREE ways in which his comment will promote tourism to South Africa. (3 x 2) (6)
- [10]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

7.1 Study the advertisement below and answer the questions that follow.



SIVIWE's
ADRENALINE
RUSH

Call Themba
today for the
most exciting
time of
your life.
076543876

[Source: www.photostaud.com]

- 7.1.1 Identify the type of tourism activity shown in the photographs above. (2)
- 7.1.2 Themba is employed by a company called Siviwe's Adrenaline Rush.
Name ONE work-related risk that Themba is exposed to daily. (2)
- 7.1.3 Explain TWO ways in which Themba's employer can ensure that Themba's safety is not at risk while he is doing his job. (4)
- 7.1.4 Siviwe's Adrenaline Rush conducts most of its business outdoors.
State TWO ways in which they can incorporate the environmental pillar of sustainable tourism into their business. (4)
- [12]**

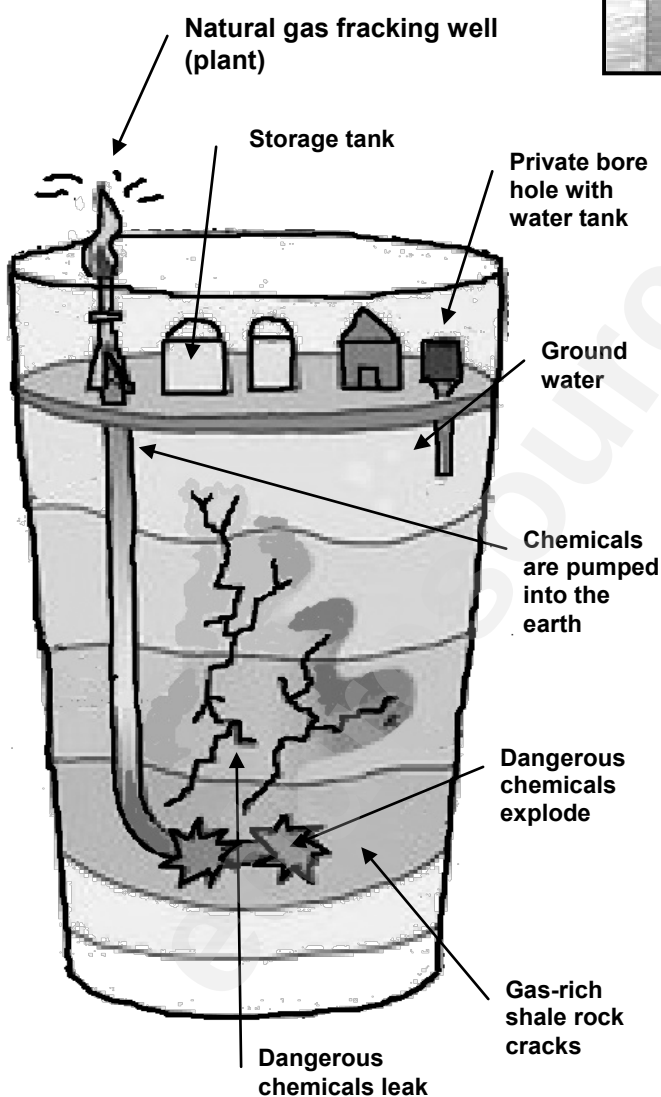
QUESTION 8

Study the information below and answer the questions that follow.

FRACKING

(Hydraulic fracturing)

This is the method used by gas and oil companies to get natural gas from deep below the surface of the earth. They pump millions of litres of water and many harmful chemicals deep into the earth to cause severe explosions. The shale rock breaks up and the gas is then released.



[Adapted from www.treehugger.com]

**Did you know?**

SHALE rock contains natural gas deep below the surface of the earth.

Fracking in the Karoo would pose a serious threat to the environment – WESSA

According to the South African government, fracking could soon become a reality in South Africa.

The government has given permission to a major oil company to begin with hydraulic fracturing in the Karoo. The government, however, calmed the public by saying it will continue to protect the environment and water resources.

Tourism industry players and environmentalists warn this could have far-reaching effects on tourism.

Wessa conservation director, Garth Barnes, said: 'Any pollution or degradation (slow destruction) in the Karoo can lead to disastrous ecological, social and economic consequences.'

[Adapted from www.tourismupdate.co.za]

8.1 Study the fracking awareness poster below.



Interpret the image and the message about fracking shown in the poster above.

(4)

8.2 Study the diagram of the fracking process on the previous page.

Identify the most devastating impact of fracking on guest houses and hotels located in the area.

(2)

8.3 Fracking does NOT support the three pillars of sustainable tourism.

Explain ONE way in which fracking in the Karoo will have a negative impact on each of the following pillars:

8.3.1 Social

(2)

8.3.2 Environment

(2)

8.3.3 Economic

(2)

8.4 According to government fracking will have positive consequences.

Name the most commonly believed advantage of fracking.

(2)

8.5 State TWO ways in which local communities and tourists can voice/show their dissatisfaction with the planned fracking activities in the area.

(4)

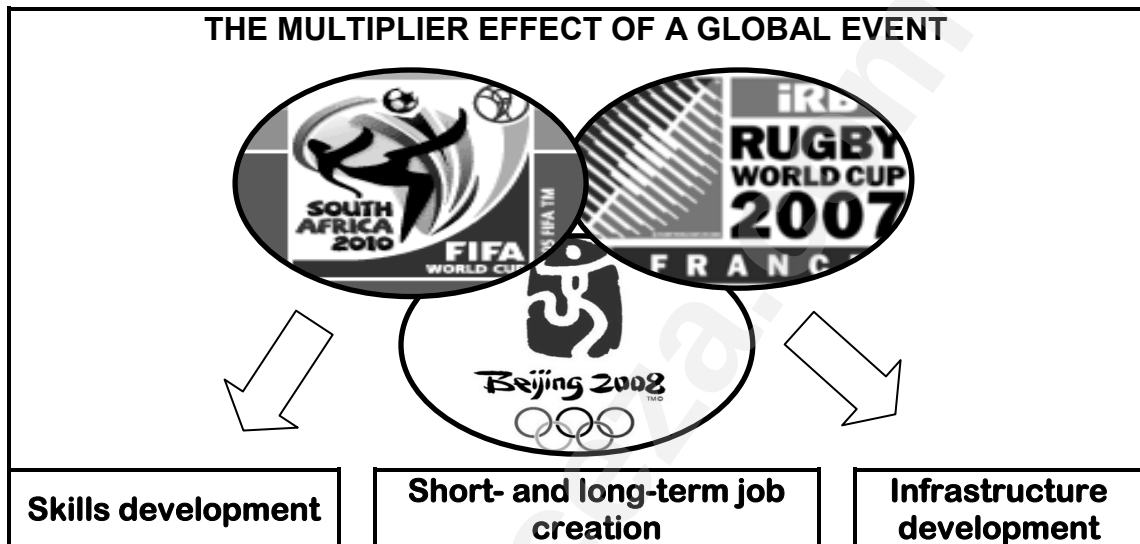
[18]

TOTAL SECTION D: 30

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

QUESTION 9

9.1 Examine the flow chart below and answer the question that follows.



Refer to the diagram above.

Using the THREE benefits shown in the diagram, discuss the multiplier effect of a global event on a host country.

(6)

9.2 Any global event can be negatively impacted on by changing weather patterns.

State THREE negative impacts that heavy snowfall can have on a global event.

(3)

9.3 Study the table below and answer the questions that follow.

GLOBAL FOREIGN TOURISM MARKET 2011			
	World	Africa	South Africa
Size	980 mn*	50 mn*	8,34 mn*
Direct spend tourism receipts	US\$ 1,030 bn*	US\$ 32,6 bn*	US\$ 7,8 bn*
Daily spend	-	-	R1 070
Average stay (nights)	-	-	8,3 nights
mn* million/bn* billion			

[Adapted from www.statssa.gov.za]

9.3.1 State the size of the world tourism market and the size of South Africa's tourism market.

(2)

9.3.2 Recommend TWO ways in which tourism businesses can increase the average daily spending of tourists.

(4)

[15]

QUESTION 10

Study the information below and answer the questions that follow.

<i>Please rate our hotel for the following services:</i>	HOTEL JACARANDA			
	Excellent	Very Good	Good	Poor
Pleasant greeting and being helped by doorman	☒	☐	☐	☐
Minimal waiting time in queue at check-in	☒	☐	☐	☐
Courteously greeted at front desk	☒	☐	☐	☐
Housekeeping services timely and efficient during your stay	☐	☐	☐	☒
A quality room amenities package (shampoo, soaps, etc.)	☐	☐	☐	☒
Prompt room service delivery	☐	☐	☐	☒

- 10.1 Identify the business practice addressed by this questionnaire. (2)
- 10.2 Give ONE reason why this hotel has implemented the business practice identified in QUESTION 10.1 (2)
- 10.3 Discuss the guest's feedback to the hotel. (2 x 2) (4)
- 10.4 Recommend TWO intervention plans that the hotel should implement to improve their service delivery. (4)
- 10.5 As a business consultant, state THREE negative impacts that a poor review could have on this hotel. (3)
- [15]**

TOTAL SECTION E: 30
GRAND TOTAL 200