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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

FEBRUARY/MARCH 2017

MARKS: 200

TIME: 3 hours

This question paper consists of 23 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 QUESTION 3.2, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of 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 Various options are provided as possible answers to the following questions. Write down the question number (1.1.1–1.1.20), choose the answer and make a cross (X) over the letter (A–D) of your choice in the ANSWER BOOK.

EXAMPLE:

1.1.21

A

B

C

~~B~~

- 1.1.1 This country played host to both the 2014 FIFA World Cup and the 2016 Summer Olympics:

- A England
- B India
- C Brazil
- D South Africa

- 1.1.2 A possible negative impact on the environment when a country hosts a global event:

- A Increased publicity
- B Investment opportunities
- C Job creation
- D Mass tourism

- 1.1.3 A card used by many tourists when travelling globally:

- A MasterCard
- B Wild Card
- C Loyalty card
- D Rewards card

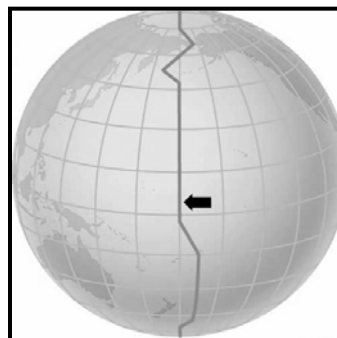
- 1.1.4 The ... recorded a decline in foreign arrivals to South Africa between 2013 and 2014.

TOURIST ARRIVALS	2013	2014
African land markets	6 394 380	6 957 843
African air markets	390 621	374 575
Americas	433 526	434 919
Europe	1 278 065	1 365 472

[Adapted from StatsSA, *South African Tourism Analysis, 2014*]

- A African land markets
- B African air markets
- C Americas
- D Europe

- 1.1.5 A consequence (result) of poor service delivery for a business:
- A Increased staff motivation
 - B Poor public image
 - C Poor personal hygiene
 - D Increased staff loyalty
- 1.1.6 Health advice a travel agent would give the team who would participate in the Tour de France cycle tour:
- A Know the road rules of this cycle tour.
 - B Be familiar with the route of the cycle tour.
 - C Carry a repair kit in case of punctured tyres.
 - D Ensure sunblock is worn when cycling during the day.
- 1.1.7 SARS confiscated US\$78 million hidden in luggage at the international arrivals terminal at the OR Tambo International Airport.
- The headline above appears in a local newspaper. This incident will be handled by the police and ... officials at the airport.
- A check-in
 - B custom
 - C duty-free
 - D health
- 1.1.8 Goods that require a permit when you enter South Africa:
- A Narcotics
 - B Endangered plant species
 - C 200 packets of cigarettes
 - D 3 litres of wine
- 1.1.9 The line shown on the globe below indicates the ...



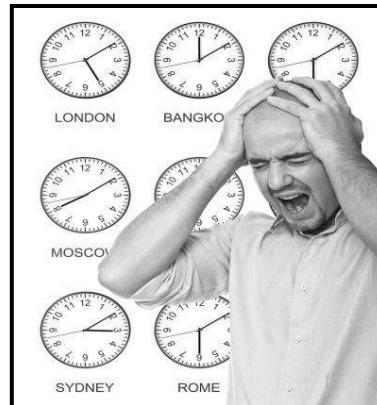
- A IDL.
- B DST.
- C GMT.
- D UTC.

- 1.1.10 A South African outbound tourist, who has local currency, visits a foreign exchange bureau before departing on his holiday. The bank will use the ... rate when conducting the transaction.
- A bank buying
 - B bank selling
 - C foreign exchange
 - D rand equivalent
- 1.1.11 The Great Pyramids of Giza are ...
- A tombs.
 - B fortresses.
 - C churches.
 - D aquariums.
- 1.1.12 The Kremlin is significant because it is ...
- A a religious site in Mecca where Muslim pilgrims visit.
 - B where the ancient Romans fought against gladiators.
 - C linked to very important historical events in Russia.
 - D the temple of a lost civilization in South America.
- 1.1.13 The success of an attraction is determined by ...
- A good management practices.
 - B global health regulations.
 - C counterfeit goods.
 - D immigration laws.
- 1.1.14 The event shown in the logo below is hosted in the ... annually.



- A Eastern Cape
- B Western Cape
- C Northern Cape
- D Southern Cape

- 1.1.15 The traveller in the photograph below suffers from jet lag. This condition was caused by travelling from ...



- A London to Sydney.
B Bangkok to Sydney.
C Rome to London.
D Moscow to Rome.
- 1.1.16 The term used when one takes care of one's personal appearance in order to create a professional image:
- A White washing
B Green washing
C Branding
D Grooming
- 1.1.17 A hotel that offers a complimentary shuttle service to the airport is an example of ...
- A professional misconduct.
B customer service.
C corporate social investment.
D global marketing.
- 1.1.18 Ethical behaviour in a business is addressed in the ...
- A code of conduct.
B remuneration policy.
C fringe benefits.
D travel benefits.
- 1.1.19 Educational support given to communities in the area where tourism business is conducted:
- A CRS
B GDP
C CSI
D GDS

1.1.20 An example of irresponsible environmental behaviour by a tourist:

- A Places rubbish in a bin
- B Removes plants or animals from their natural habitats.
- C Makes fires in designated areas
- D Supports environmental awareness campaigns (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 Bank buying rate.

UNWTO; transit visa; Mount Everest; logical sequence;
 Mount Fuji; Schengen Visa; travel documentation;
 WHO; company profit; dress code

1.2.1 An aspect that contributes to the professional image of a company (1)

1.2.2 The organisation responsible for informing the global community on issues relating to international public health (1)

1.2.3 An essential factor that influences the route planning of a tour plan (1)

1.2.4 This visa grants a tourist permission to stop over in a country for a short while before continuing on to his/her final destination (1)

1.2.5 The highest mountain peak in the world (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 event.

1.3.1 (UNESCO/SAHRA) is responsible for declaring World Heritage Sites in a country. (1)

1.3.2 The Mapungubwe Cultural Landscape is located in (Limpopo/North West). (1)

1.3.3 The Vredefort Dome was formed by the impact of a (meteorite/mining) explosion. (1)

1.3.4 The (iSimangaliso Wetland Park/Richtersveld Cultural Landscape) meets the criterion of being a living heritage of the Nama people. (1)

1.3.5 Robben Island was declared a World Heritage Site because it was Nelson Mandela's (retirement home/political prison). (1)

- 1.4 Choose an example from COLUMN B that matches a factor associated with the success of tourist attractions in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 G.

COLUMN A	COLUMN B
1.4.1 Efficient and ethical behaviour of staff	A The Lesedi Cultural Village showcases its uniqueness at the Indaba Trade Show.
1.4.2 Marketing	
1.4.3 Crime prevention	B The Kirstenbosch National Botanical Garden ensures that all sections of the garden are wheelchair-friendly.
1.4.4 Universal access	
1.4.5 Sustainable management	C The KwaZulu-Natal Sharks Board offers day tours for students.
	D Sipho reports to work on time every day.
	E uShaka Marine World has a list of valid ticket vendors at their entrance gates to avoid fraud.
	F The Shamwari Game Reserve offers small group tours to reduce the impact on the fauna and flora.

(5 x 1)

(5)

- 1.5 Read Sean's journal entry about his city tour of London below. Complete the entry by using the word(s) provided in the list below. Write only the word(s) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

Tower Bridge; Buckingham Palace; Big Ben;
Tower of London; changing of the guard

MY TRAVEL JOURNAL: TUESDAY 5 JULY 2016

Today's sightseeing was amazing. I truly felt like I was part of the royal family having visited the royal family home, (1.5.1) ... Here I saw the uniformed men in the service of the queen performing a ceremony known as the (1.5.2) ...

Liam, our tour guide, then led us to the iconic clock tower, (1.5.3) ..., known for being an excellent time-keeper.

The group then moved to the historic fortress in London, called the (1.5.4) ... It officially served as a royal palace, later as a prison and is a museum now.

After having the afternoon at leisure, we drove across the (1.5.5) ..., taking us to the other side of the Thames River.

I don't think my visit to London would have been complete without visiting all these iconic sites. It was a moving experience!

Sean

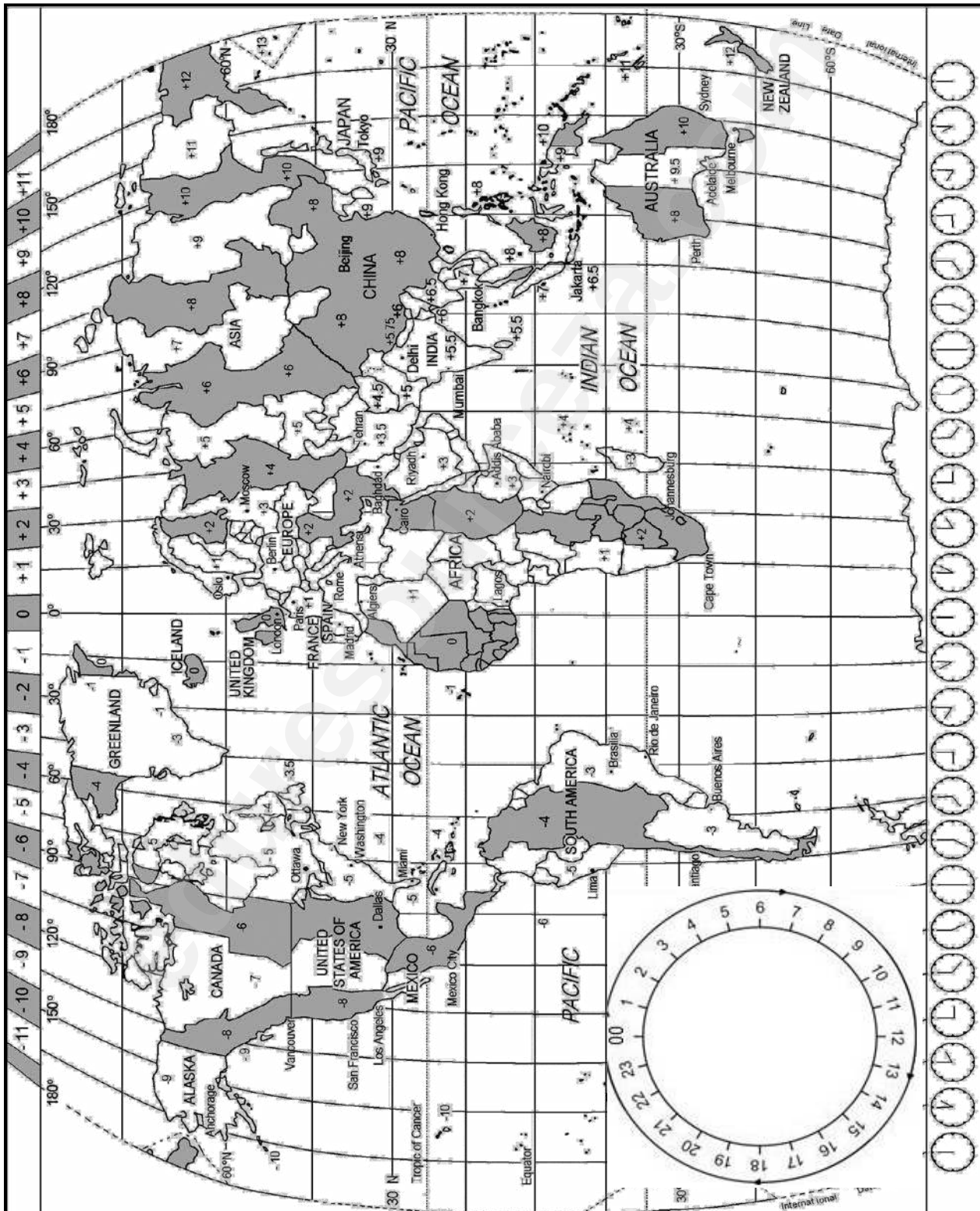
(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE

QUESTION 2

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



2.1.1 Identify the country in the Southern Hemisphere that has three time zones. (2)

2.1.2 Write TWO facts on the 0° (zero degree) line of longitude that will be of interest to a tourist. (4)

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

	The South African cyclist, Jacques Janse van Rensburg, participated in the 2016 Tour De France cycle race. Although most of the Tour De France cycle race takes place in France, some sections of the race take place in neighbouring countries. [Source: www.sport24.co.za]
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2.2.1 Jacques flew from Johannesburg to Paris, France. He departed from Johannesburg at 13:00 on 26 June 2016. He arrived in Paris at 23:00 on 26 June 2016.

Calculate his flying time from Johannesburg to Paris.

NOTE: Paris practises DST. (7)

2.2.2 While Jacques was in Paris, he wanted to phone his friend in New York. He made the call from Paris at 15:00 on 5 July 2016.

Calculate the time and date on which his friend would have received the call in New York.

NOTE: Do NOT consider DST as both countries practise DST. (4)

2.2.3 After the race Jacques flew from Paris to Dubai (+4) to recover from the race.

- His flight departed from Paris at 08:00 on 25 July 2016.
- His flying time from Paris to Dubai was 7 hours.

Calculate at what time Jacques arrived in Dubai.

NOTE: Dubai does NOT practise DST. (7)

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

	A Schengen Visa gives a tourist entry into 14 countries who are members of the European Union. Jacques has to go to the French Embassy to apply for a Schengen Visa. [Source: www.franceinfo.com]
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2.3.1 Give ONE reason why Jacques would require a Schengen Visa for the race. (2)

2.3.2 The Tour De France is a high-endurance race which may result in injuries and places stress on participants' health. The French government will not take responsibility for any accidents or injuries.

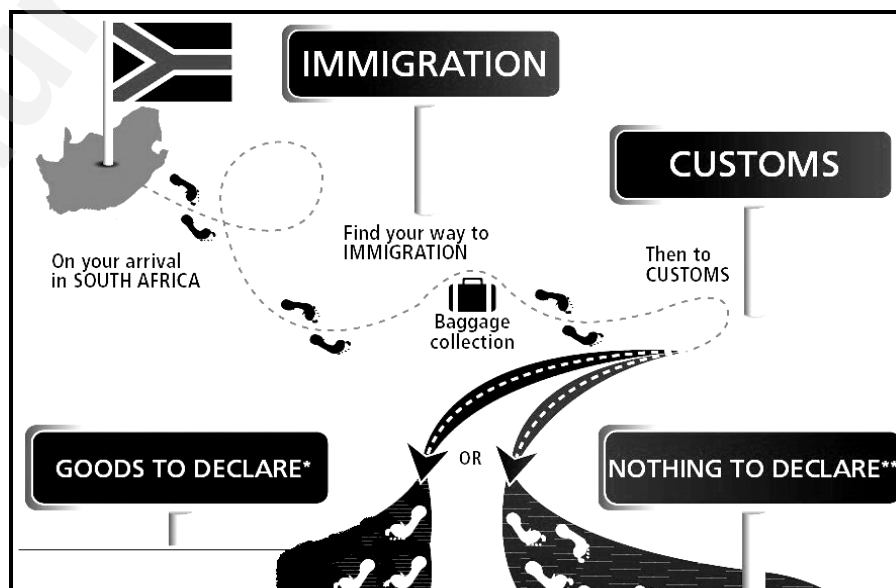
Name ONE compulsory document that Jacques must include in his visa application in view of the statement above. (2)

2.3.3 After the terror attacks in Paris, most hotels in France provide their hotel guests with safety measures to follow in the event of such an attack.

State TWO safety measures that hotels would include in their in-room information booklet. (4)

2.3.4 Use the diagram below and inform Jacques of the logical route he needs to follow when he enters the airport in South Africa.

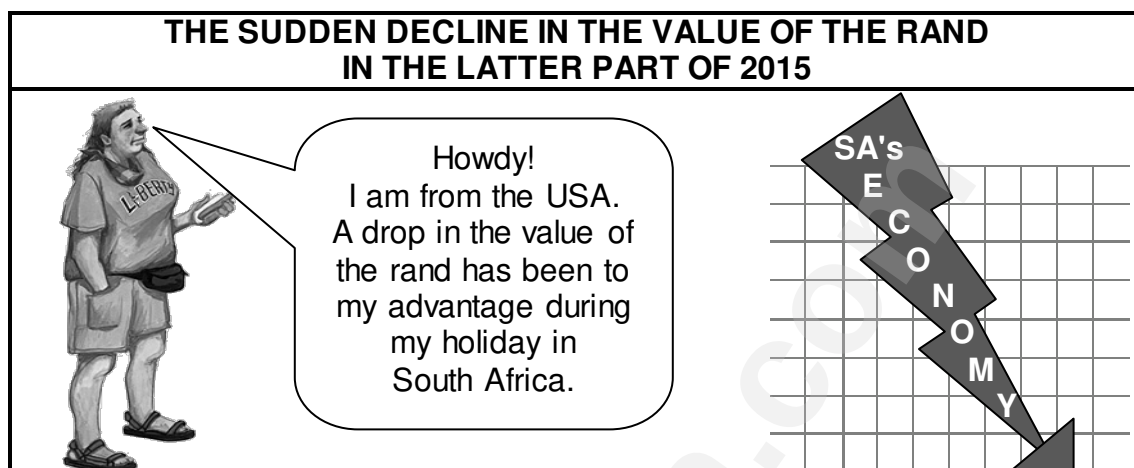
Jacques is carrying only his cycling equipment, his clothes, 50 ml of perfume and 1 litre of wine.



(6)
[38]

QUESTION 3

3.1 Study the cartoon below and answer the questions that follow.



3.1.1 Explain what the artist is addressing with regard to the value of the rand in the cartoon above. (2)

3.1.2 Discuss ONE way in which the value of the rand has benefitted the American tourist during her visit to South Africa. (2)

3.2 Study the currency rate table below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
United States of America	USD	15.90	16.50
Great Britain	GBP	23.57	23.95

3.2.1 A British tourist has 2 800,00 GBP and would like to change the GBP to ZAR for a holiday in South Africa. On arrival at OR Tambo International Airport the tourist visits the foreign exchange bureau to exchange the currency.
Calculate how much the tourist will receive in rands. (4)

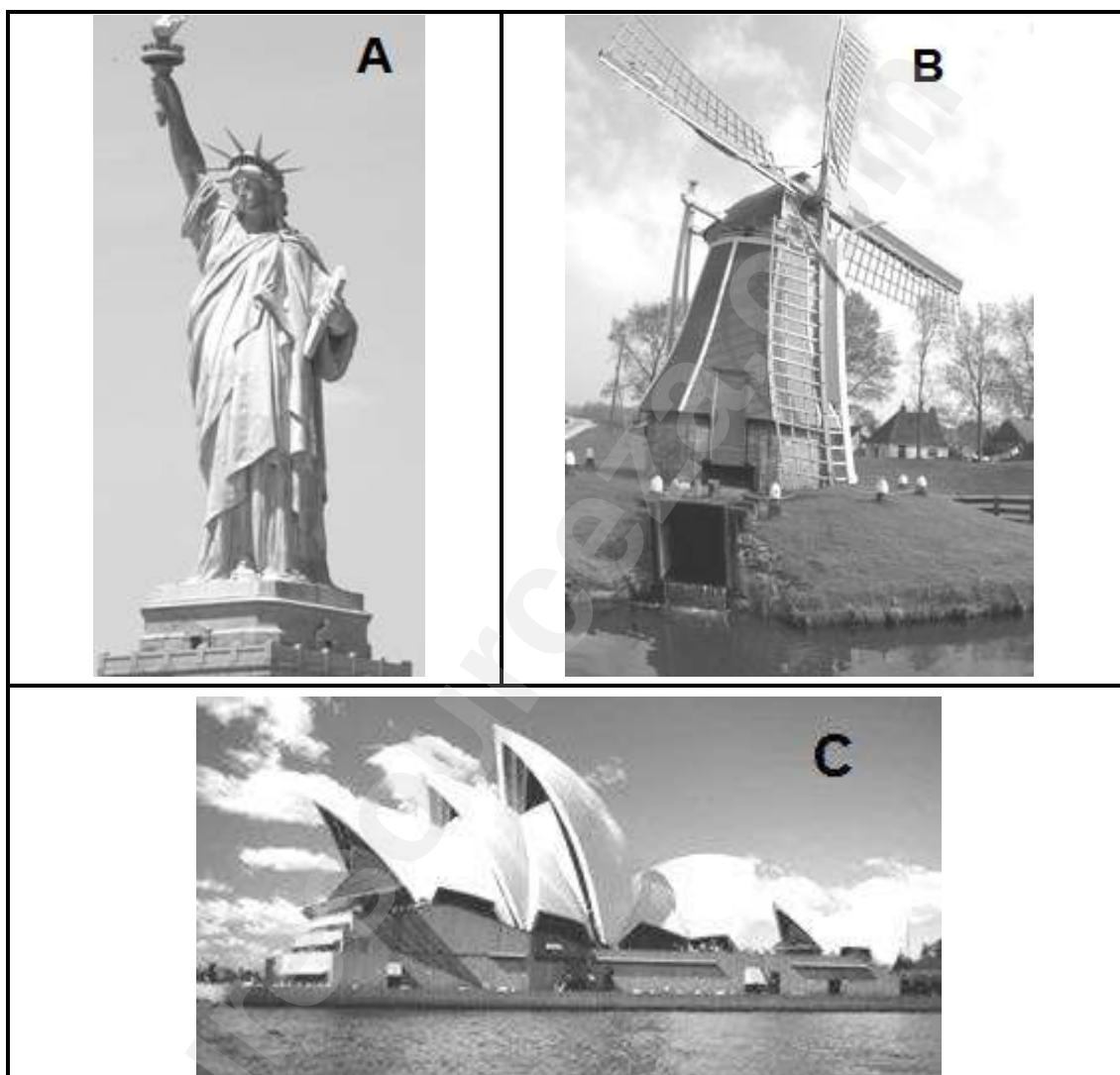
3.2.2 Pume, a South African, is attending a conference in the United States of America. Her company has given her R15 500,00 for any extra expenses. She goes to a foreign exchange bureau to load this money onto a preloaded foreign currency debit card.
Calculate how much she will receive in US dollars on the preloaded card. (4)
[12]

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING

QUESTION 4

4.1 Study the icons below and answer the questions that follow.



- 4.1.1 Identify icon **A**. (2)
- 4.1.2 Icon **A** was given to the United States as a gift.
Name the country that gave this icon to the United States. (2)
- 4.1.3 Give ONE reason why this gift was given to the United States. (2)
- 4.1.4 Name the countries where icons **B** and **C** are located. (4)
- 4.1.5 Icons **B** and **C** were both originally built for a particular purpose.
Give ONE reason why the following icons were built:
- (a) Icon **B** (2)
- (b) Icon **C** (2)

- 4.2 Read the extract below and answer the questions that follow.

THE BLACK FOREST

The Black Forest region is not very big, about 150 km long and 50 km wide. It has amazing scenery. Small towns and villages and local traditions can be explored by car in just a few days.

The Black Forest region is known for cuckoo clocks, cherry cakes, farmhouses, rolling hills of dark evergreen forests and deep valleys.

The area's first commercial industry was timber and wood production. In the winter months the farmers turned to woodwork. And thus the famous cuckoo-clock industry and the manufacturing of musical instruments developed. These industries still provide jobs, but income is now mainly generated through tourism. The tourism industry is an all-year-round industry due to tourists visiting ski resorts and spa facilities.

[Adapted from www.roughguides.com]

- 4.2.1 (a) Name the continent where the famous Black Forest is located. (2)
- (b) Explain how the Black Forest got its name. (2)
- 4.2.2 Identify TWO activities in the extract above that tourists can engage in when they visit the Black Forest during winter. (4)
- 4.2.3 Explain THREE ways in which the activities identified in QUESTION 4.2.2 may impact positively on the tourism industry in the Black Forest. (6)
- [28]

QUESTION 5

Study the information on the uKhahlamba-Drakensberg Park below and answer the questions that follow.

UKHAHLAMBA-DRAKENSBERG PARK

The uKhahlamba-Drakensberg Park is a World Heritage Site. This World Heritage Site protects the mountain wilderness area and ancient rock art.

Activities in the mountainous park include hiking along the footpaths, exploring caves with rock art, having a picnic, swimming in rock pools, taking photographs, visiting a culture restaurant, abseiling, rock climbing and ice climbing in winter. Various adventure tour operators offer guided activities and tours.

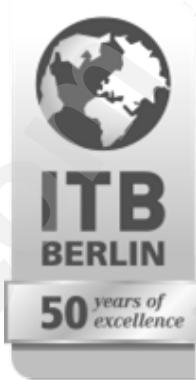
Some visitors to the uKhahlamba-Drakensberg Park will be required to complete the mountain rescue registers at certain entry points to ensure their safety.

[Adapted from www.zulu.org.za]

- 5.1 Name the cultural group whose legacy resulted in the uKhahlamba-Drakensberg Park receiving World Heritage Status. (2)
- 5.2 Explain how the cultural group named in QUESTION 5.1 still contributes to the popularity of the uKhahlamba-Drakensberg Park area. (2)
- 5.3 According to UNESCO World Heritage Sites are classified as natural, cultural and mixed heritage sites.
- 5.3.1 Give the classification of the uKhahlamba-Drakensberg Park. (2)
- 5.3.2 Give ONE reason from the extract to explain your answer to QUESTION 5.3.1. (2)
- 5.4 Explain TWO ways in which the safety of adventure activities at the uKhahlamba-Drakensberg Park is managed. (4)
- [12]**

QUESTION 6

Study the information below and answer the questions that follow.

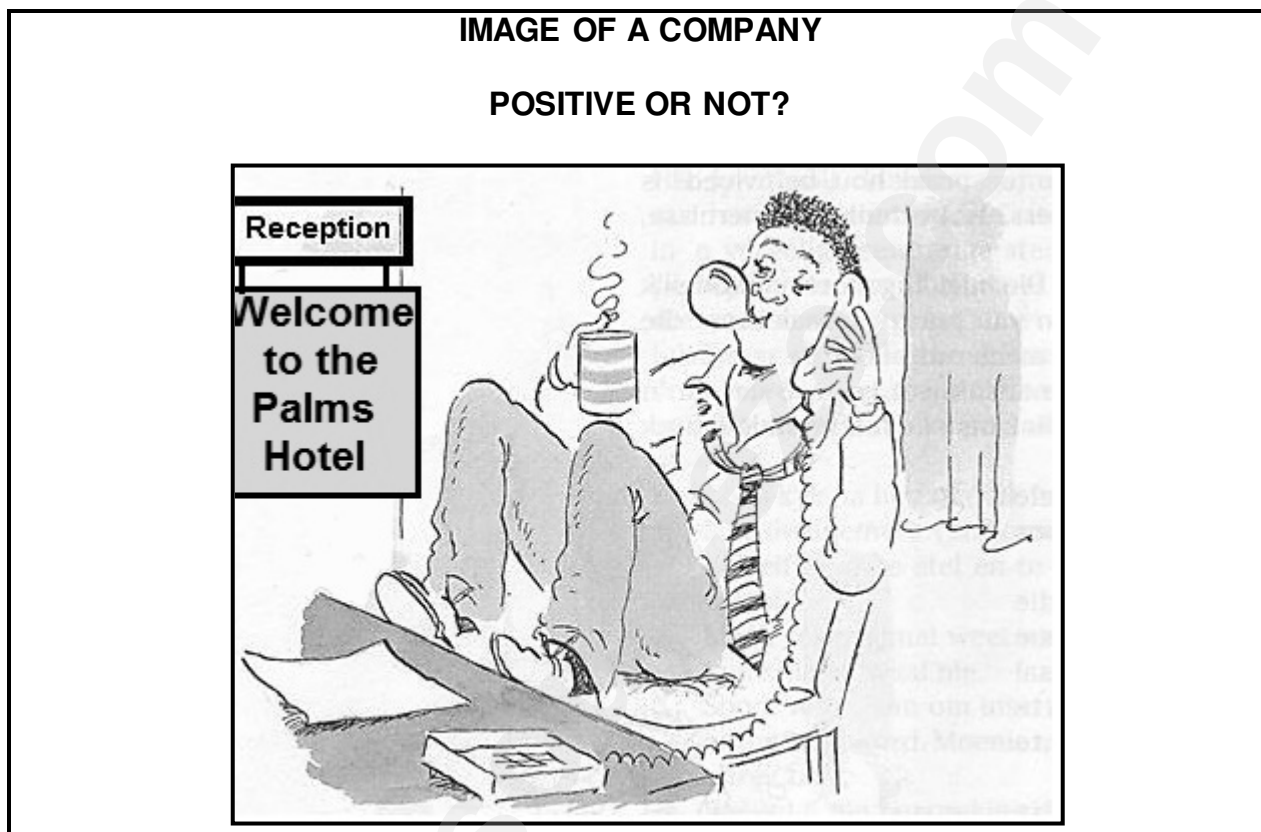
SOUTH AFRICA'S INVOLVEMENT AT THE ITB	
• SATourism has a stand at the ITB Berlin. • Fifty tourism companies from South Africa exhibit at the SATourism stand. • Exhibition space at the ITB is expensive. • South Africa will exhibit once again at the next ITB from 8 to 12 March 2017.	
[Adapted from www.itb50.com]	

- 6.1 Name the type of tourism event that takes place at the ITB Berlin. (2)
- 6.2 Name ONE role that SATourism plays at the ITB Berlin. (2)
- 6.3 Explain TWO ways in which South Africa is advantaged by SATourism's activities at the ITB Berlin. (4)
- 6.4 State ONE way in which TOMSA collects money from tourism businesses in South Africa to fund SATourism's marketing activities. (2)
- [10]**

TOTAL SECTION C: 50

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

Study the picture below and answer the questions that follow.

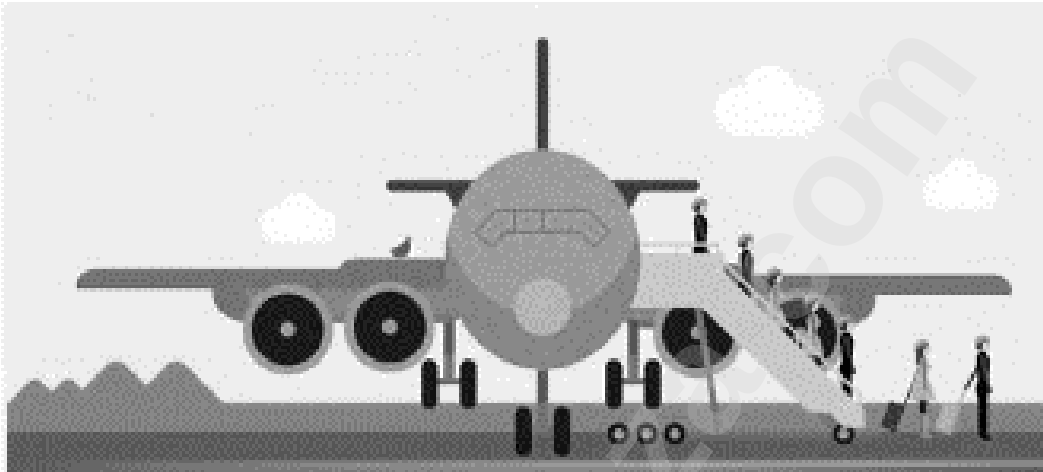


[Adapted from www.cartoonstock.com]

- 7.1 Identify the tourism industry sector shown in the picture. (2)
- 7.2 Explain the importance of personal appearance in the sector identified in QUESTION 7.1. (2)
- 7.3 The employee in the picture above does not comply with the code of conduct of the Palms Hotel.
- Identify THREE examples of unprofessional appearance/conduct by the employee in the picture. (6)
- 7.4 Suggest THREE intervention strategies to management that will improve this employee's conduct. (6)
- [16]**

QUESTION 8

Read the extract below and answer the questions that follow.

RESPONSIBLE TOURIST BEHAVIOUR**CAN TRAVELLING BY AIR BE CONSIDERED TO BE SUSTAINABLE?**

The aviation (airline) industry has a large impact on climate change. Air travel is considered to be the main contributor to global warming in the tourism industry. It is responsible for almost 40% of the total carbon emissions caused by the tourism sector.

The aviation industry has not done enough in terms of reducing their carbon emissions yet.

[Adapted from *Climate Change and Tourism: Responding to Global Challenges*, UNEP and UNWTO, 2007]

8.1 Explain your understanding of *environmental sustainability in the aviation (airline) industry*. (2)

8.2 At present the impact of air travel on climate change is not adequately controlled under national or international laws. It is therefore important that individuals and businesses reduce the impact of their air travel on the environment.

State TWO ways in which tourists can reduce their carbon footprint when travelling by air. (4)

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



[Adapted from www.faa.gov/airports]

Refer to the triple bottom line and give TWO examples EACH of how ACSA keeps airports sustainable in respect of the following:

- 8.3.1 The community in which it operates (4)
- 8.3.2 The impact on the environment (4)
- [14]**

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM,
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

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

DURBAN'S COMMONWEALTH GLORY

The Durban 2022 Commonwealth Games will have a Madiba magic to it with the opening ceremony set for 18 July 2022 – the birthday of the late Nelson Mandela.

The CEO of the Commonwealth Games said, 'Hosting the 2022 Games will be beneficial and inspiring to all South Africans.'

South Africa will need more than 10 000 volunteers to assist at the Games which will take place from 18 to 29 July 2022. The Moses Mabhida Stadium will host the opening and closing ceremonies.

Public, private and non-governmental stakeholders have committed to providing greater financial support to the South African athletes in preparation for the upcoming Games.



[Adapted from *Sunday Times*, 14 February 2015]

9.1.1 The opening ceremony of the Commonwealth Games is set for 18 July 2022.

Give TWO reasons why the organising committee feels this date, 18 July 2022, will add value to the Commonwealth Games. (4)

9.1.2 The Commonwealth Games will be widely marketed to attract as many visitors as possible.

Suggest TWO positive and TWO negative impacts the Commonwealth Games will have on the economy of the host city. (8)

- 9.2 Study the foreign tourist arrivals in South Africa in the table below and answer the questions that follow.

FOREIGN TOURIST ARRIVALS IN SOUTH AFRICA JUNE 2014/JUNE 2015			
COUNTRY	JUNE 2014	JUNE 2015	% DIFFERENCE
Germany	22 830	14 640	34%
United Kingdom	37 749	29 825	21%
China	8 123	6 694	18%
United States of America	21 687	18 776	13%
India	7 494	5 808	22%

[Adapted from www.tourismupdate.co.za]

- 9.2.1 Identify the TWO BRICS countries that showed a significant decline in tourist arrivals in South Africa for the period above. (4)
- 9.2.2 The tourism industry is of the opinion that changes to South Africa's visa laws have been responsible for the decline in tourist arrivals from core and emerging markets.
- Discuss THREE ways in which the changes to the visa laws have impacted on South Africa's tourism industry. (6)
- [22]

QUESTION 10

Read the general manager's message to all guests at the Trinity Hotel below and answer the questions that follow.



TRINITY HOTEL
174 Longhorn Drive, Livingstone
Tel. 033 489 6373
manager@trinity.co.za
www.trinityhotel.co.za



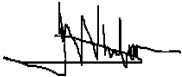
20 November 2016

Dear Guest

We are delighted to have you with us and hope you are pleased with our facilities and services. It is our aim to create and maintain a pleasant and friendly atmosphere for your convenience.

We are always looking for guest feedback and would appreciate it if you could take some time to complete our feedback card in your room. We assure you that it will receive our special attention and follow-up.

Thank you for your kind support.


Jerry Weezel
General Manager

OR →


Scan this QR code with
your smartphone to give
us feedback on your
stay.

10.1 A hotel guest, Mr Roberts, has already checked out of the hotel. He would like to provide feedback on his stay at the hotel.

Identify TWO electronic methods mentioned in the message above that he can use to give feedback. (4)

10.2 Explain TWO reasons why the Trinity Hotel uses various methods to obtain customer feedback. (4)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200