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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2018

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 and 3.2, round off your answer 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. 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 map below includes an itinerary that indicates the ...

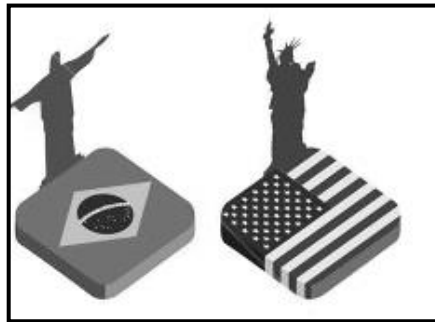


[Source; Adapted from Google Maps]

- A route of the tour.
B capital cities to be visited.
C provinces to be visited.
D casinos and spas on the tour.
- 1.1.2 A budget tourist would prefer this type of accommodation:
- A Luxury game lodge
B Backpacker hostel
C Exclusive spa and wellness resort
D Upmarket boutique hotel
- 1.1.3 Building a hotel in an area will result in employment of locals, opportunities for entrepreneurship and other essential services. This chain reaction is commonly referred to as the ... effect.
- A ripple
B multiplier
C balloon
D visual

- 1.1.4 Advice given to tourists before long-haul flights to minimise the impact of jet lag:
- A Eat a heavy meal before the flight.
 - B Do intense exercises before boarding.
 - C Enjoy a cup of strong coffee the night before.
 - D Get a good night's sleep before departure.
- 1.1.5 Beijing (+8) is ... Lima (-5).
- A ahead of
 - B on the same line of longitude as
 - C behind
 - D 5 lines of longitude west of
- 1.1.6 A mountain peak in the Swiss Alps:
- A Jungfrau-Aletsch
 - B Machu Picchu
 - C Auschwitz
 - D Alcazar of Segovia
- 1.1.7 The Dome of the Rock and the Wailing Wall attract many tourists to this country:
- A India
 - B Ireland
 - C Indonesia
 - D Israel
- 1.1.8 When visiting Arizona in the USA, tourists may want to see the ...
- A Statue of Liberty.
 - B Niagara Falls.
 - C Grand Canyon.
 - D Corcovado.
- 1.1.9 The Sydney Opera House is an Australian icon because of its unique ...
- A roof structure.
 - B ceiling paintings.
 - C marble walls.
 - D blue tiled roof.

1.1.10 The continents represented by the icons in the pictures below:



- A Africa and Australia
- B South America and North America
- C Asia and Australia
- D Europe and Asia

1.1.11 The public sector responsible for dealing with employee disputes (disagreements) in the hospitality and tourism industry:

- A Department of Transport
- B Department of Health
- C Department of Home Affairs
- D Department of Labour

1.1.12 The calendar below is used as the ... of a business or organisation.



[Adapted from www.southafrica.net]

- A legal documents
- B marketing material
- C customer services
- D product packaging

- 1.1.13 As part of the code of conduct, the Hilton Hotel group does NOT allow its employees to accept gifts from guests or suppliers. This practice ensures that employees maintain ...
- A good communication skills.
 - B professional appearance.
 - C leadership qualities.
 - D professional accountability.
- 1.1.14 Tourists going to an area to see the damage caused by an unforeseen natural occurrence is an example of ... tourism.
- A sustainable
 - B responsible
 - C disaster
 - D leisure
- 1.1.15 The promotion of indigenous flora and fauna is an example of this type of responsible and sustainable tourism:
- A Corporate social investment
 - B Environmental responsibility
 - C Economic responsibility
 - D Social responsibility
- 1.1.16 The public sector responsible for reviewing the White Paper on the Development and Promotion of Tourism in South Africa 1996:
- A SATSA
 - B NDT
 - C TBCSA
 - D DTI
- 1.1.17 An annual event hosted in South Africa:
- A Wimbledon
 - B Winter Olympics
 - C Tour de France
 - D Comrades Marathon

1.1.18 The photograph below shows ...



- A continental access.
- B the clean-our-beaches campaign.
- C a warning against shark attacks.
- D universal access.

1.1.19 A natural disaster where a huge wave of seawater destroys coastal tourist destinations:

- A Windmill
- B Snow storm
- C Tsunami
- D Waterslide

1.1.20 The owner of a guest house must consider the feedback on ... complaints obtained from surveys when developing a plan of action.

- A irrelevant
- B common
- C unfair
- D insulting

(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.

feedback; length of stay; credit card; expenditure; itinerary;
electronic fund transfer (EFT); climate change; HIV/Aids

- 1.2.1 A method of payment allowing a tourist to pay at the point of sale and settle the account at a later date
- 1.2.2 The convenience of using a computer or mobile device to make payments from home for concert tickets
- 1.2.3 A method used by tourism businesses to evaluate service delivery
- 1.2.4 The term that refers to the average spending by tourists per day
- 1.2.5 The focus of the COP 23 global summit held in 2017

(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 Cabin crew members can obtain information on the airline's uniforms in the (code of conduct/contract of employment).

1.3.2 Payment for overtime work may be regarded as (a fringe benefit/annual leave).

1.3.3 Personal (itineraries/insurance) is/are developed by travel agents.

1.3.4 A long-haul flight without crossing time zones will result in passengers experiencing (jet lag/jet fatigue).

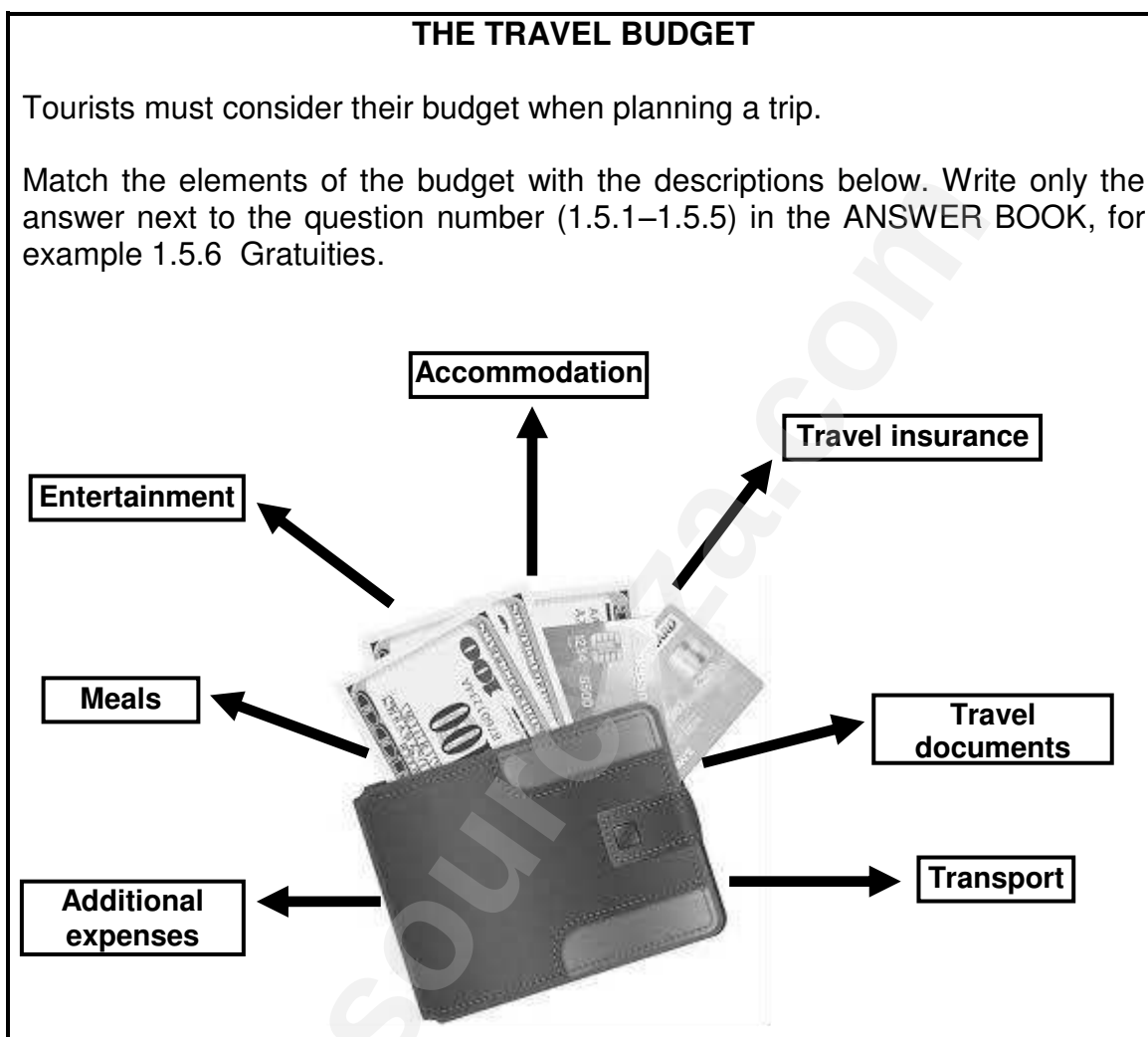
1.3.5 It is the responsibility of (ACSA/SAVRALA) to inform passengers about the safety of their luggage at airport terminals. (5 x 1) (5)

1.4 Choose the type of occurrence from COLUMN B that matches the description 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	The WHO issues a worldwide health warning on an outbreak of the Zika virus	A unrest B global recession
1.4.2	Violent service delivery protests across South Africa	C terrorism D civil war
1.4.3	On-going conflict in Syria between the government and opposing forces that led to a refugee crisis	E global warming F diseases
1.4.4	The weakening of major currencies across the world resulting in negative GDP growth	
1.4.5	Creating panic and fear by killing and injuring innocent people across the world	

(5 x 1) (5)

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



The element of the budget that will pay for:

- 1.5.1 Flights, car hire, train tickets and boat trips
- 1.5.2 Passports, visas and health certificates
- 1.5.3 Unexpected events, such as flight cancellations, baggage loss, illness and death
- 1.5.4 Visits to theme parks, night clubs, and casinos
- 1.5.5 Optional tours, shopping and gifts

(5 x 1) (5)

TOTAL SECTION A: 40

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

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

Tony had just returned to South Africa after a holiday in India. At OR Tambo International Airport he entered the green channel at customs.

2.1.1 Name the public sector responsible for ensuring that travellers comply with the relevant customs regulations at South Africa's international airports. (1)

2.1.2 Give TWO reasons why Tony entered the green channel and NOT the red channel at customs control. (4)

2.1.3 During Tony's trip to India the temperatures ranged between 35°C and 40°C.

Advise Tony on the following:

(a) TWO reasons why he should drink only bottled water (4)

(b) TWO reasons why it is important to use sunscreen (4)

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

DREAM HOLIDAYS

Which destinations are at the top of your wish list?

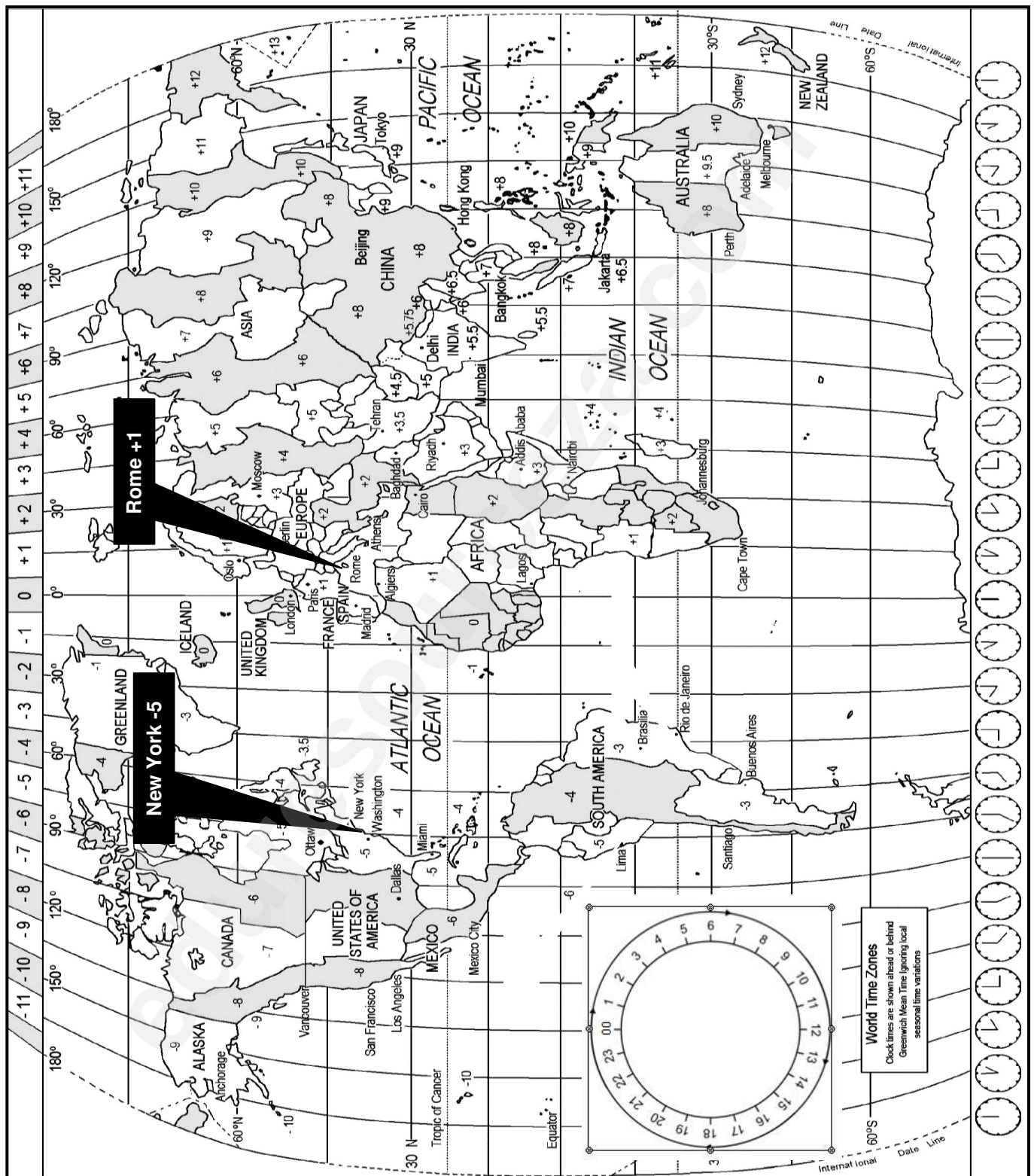
Wherever you dream of travelling next, trips to special places need careful planning. There is a good chance you will get there only once in your lifetime.

So visit us at Dream Holidays where your itinerary will be planned carefully and your dreams will come true.

2.2.1 State TWO elements of an itinerary. (2)

2.2.2 Give TWO reasons why Dream Holidays believes a carefully planned itinerary is the key to a successful holiday. (4)

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



2.3.1

Karlien travelled from Johannesburg to Rome.

- Her flight from the OR Tambo International Airport departed at 14:00 on 6 February 2018.
- The flying time from Johannesburg to the Leonardo Da Vinci International Airport in Rome was 14 hours.

(a) Give the time difference between Johannesburg and Rome. (2)

(b) Calculate the time and date she will arrive in Rome.

Show ALL calculations. (5)

(c) It is 08:00 in Rome and Karlien wants to call her friend in New York.

Calculate the time her friend will receive the phone call in New York.

Show ALL calculations. (4)

2.3.2 London practises DST.

(a) Explain the term *daylight saving time (DST)*. (2)

(b) Discuss TWO positive impacts of daylight saving time for London (4)

[36]

QUESTION 3

Study the information and the forex table below and answer the questions that follow.

A South African university choir has been invited to perform at an international music festival held in London (UK).			
The members of the choir each received R610,00 spending money.			
EXCHANGE RATES			
COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	16,09	17,18
United States of America	USD	14.31	14.45

- 3.1 Calculate the amount in pounds that each student received when they exchanged R610,00 at the foreign exchange bureau at the OR Tambo International Airport.

NOTE: Round off your answer to TWO decimal places.
Show ALL the steps of your calculation.

(4)

- 3.2 When they returned to South Africa, one of the choir members exchanged £26,35 at a foreign exchange bureau at the OR Tambo International Airport.

Calculate the amount in rand he received.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation.

(4)

- 3.3 List SIX factors that may have an impact on exchange rate fluctuations in South Africa.

(6)
[14]

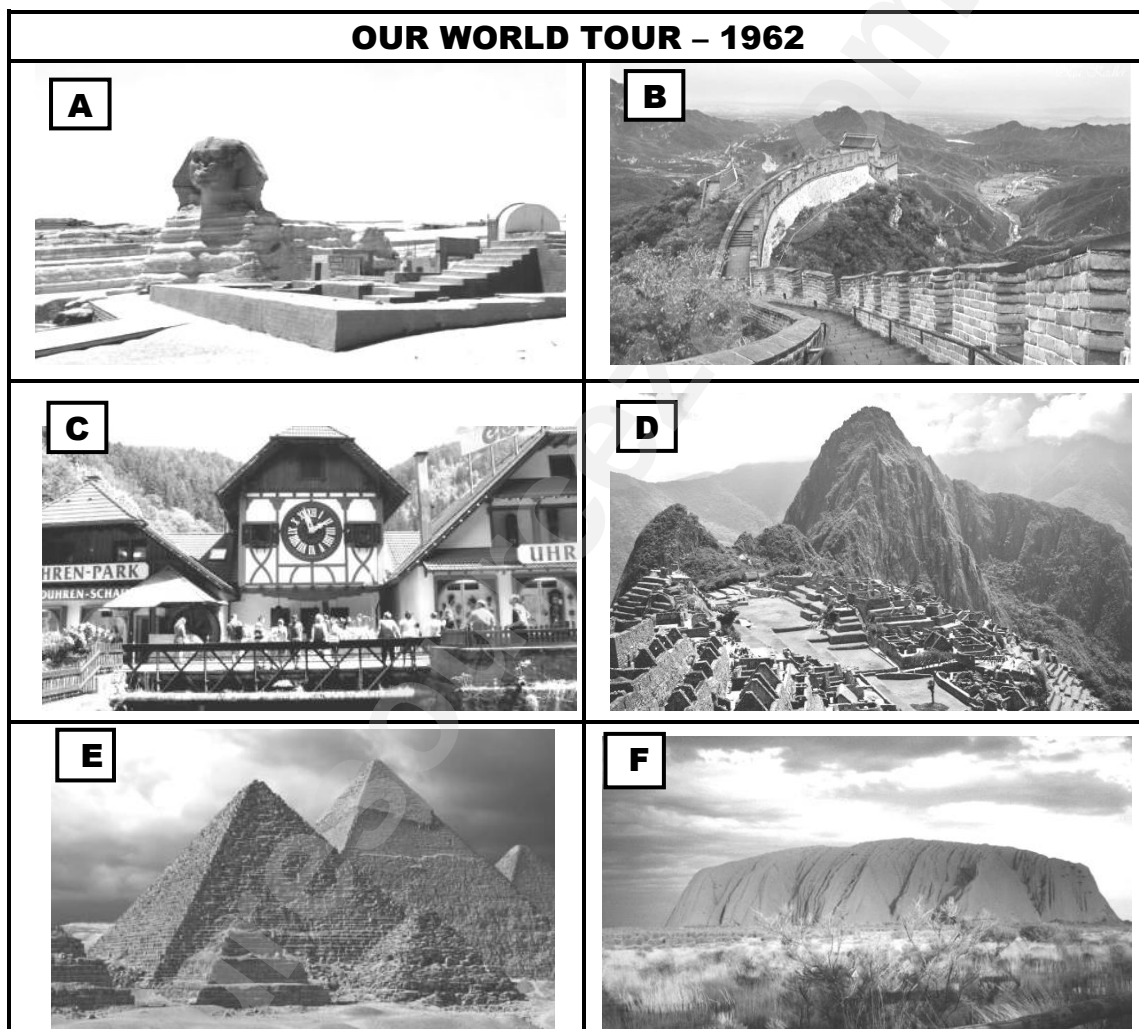
TOTAL SECTION B: 50

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

QUESTION 4

You came across an old photo album belonging to your grandmother.

Study the six photographs (A–F) of a world tour in her album below and answer the questions that follow.



[Adapted from www.placestoseeinyourlifetime.com]

- 4.1 Identify the icons and the countries in the photographs (A–E) that your grandmother visited on her world tour.

Write down only the letter (A–E) and the name of the icon and country next to the question number (4.1.1–4.1.5) in the ANSWER BOOK, for example J Statue of Liberty – USA

- 4.2 4.2.1 Give the number of countries your grandmother visited on her 1962 tour.
- 4.2.2 Name the continent she did NOT visit.
- 4.2.3 Identify ONE country she visited in the Southern Hemisphere.

(10)

(2)

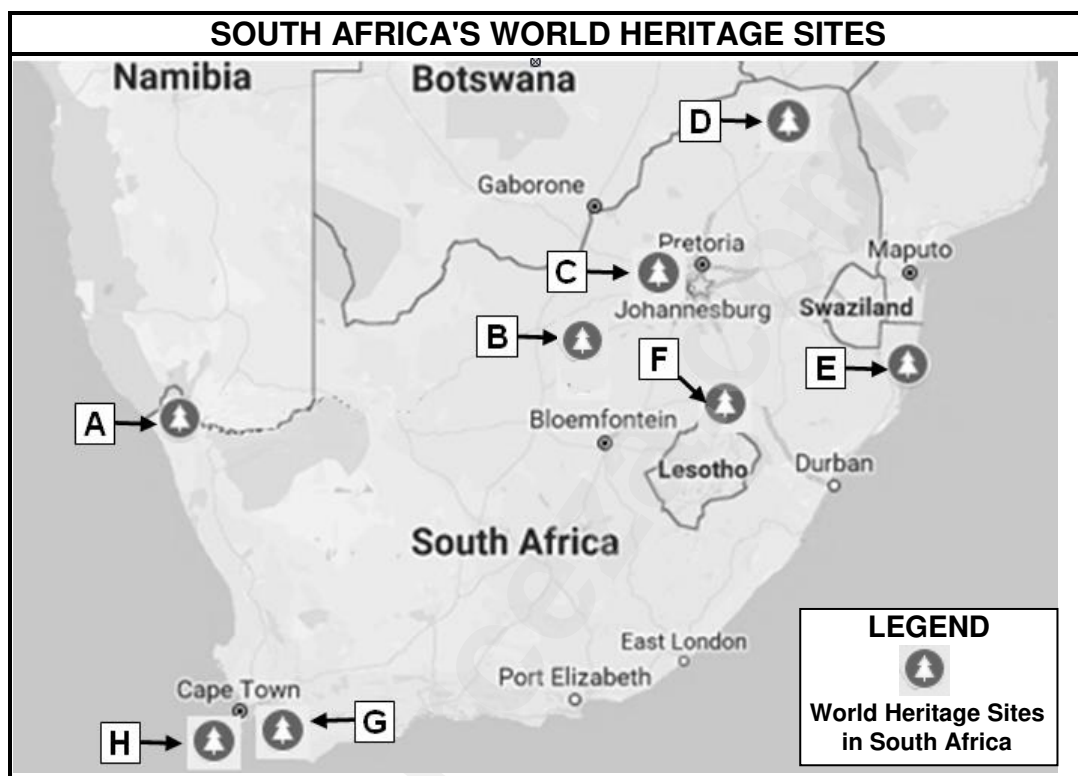
(2)

(2)

[16]

QUESTION 5

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



[Adapted from Google Maps]

Match the location of the World Heritage Sites (**A–H**) on the map with the names of the World Heritage Sites (5.1.1–5.1.5).

Write only the letters (**A–H**) next to the question number (5.1.1–5.1.5) in the ANSWER BOOK, for example 5.1.6 J.

- | | | |
|-------|---|-----|
| 5.1.1 | iSimangaliso Wetland Park | (2) |
| 5.1.2 | Vredefort Dome | (2) |
| 5.1.3 | Cradle of Humankind | (2) |
| 5.1.4 | Richtersveld Cultural and Botanical Landscape | (2) |
| 5.1.5 | uKahlamba-Drakensberg Park | (2) |

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

THE ROLE OF UNESCO UNESCO strives to build networks among nations and created the idea of World Heritage to protect unique sites across the world for future generations to enjoy.	
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5.2.1 Name TWO provinces in South Africa that do NOT have World Heritage Sites. (2)

5.2.2 State TWO aspects UNESCO looks for when considering sites for World Heritage Site status. (4)

5.2.3 **UNESCO'S CRITERION (iii)**

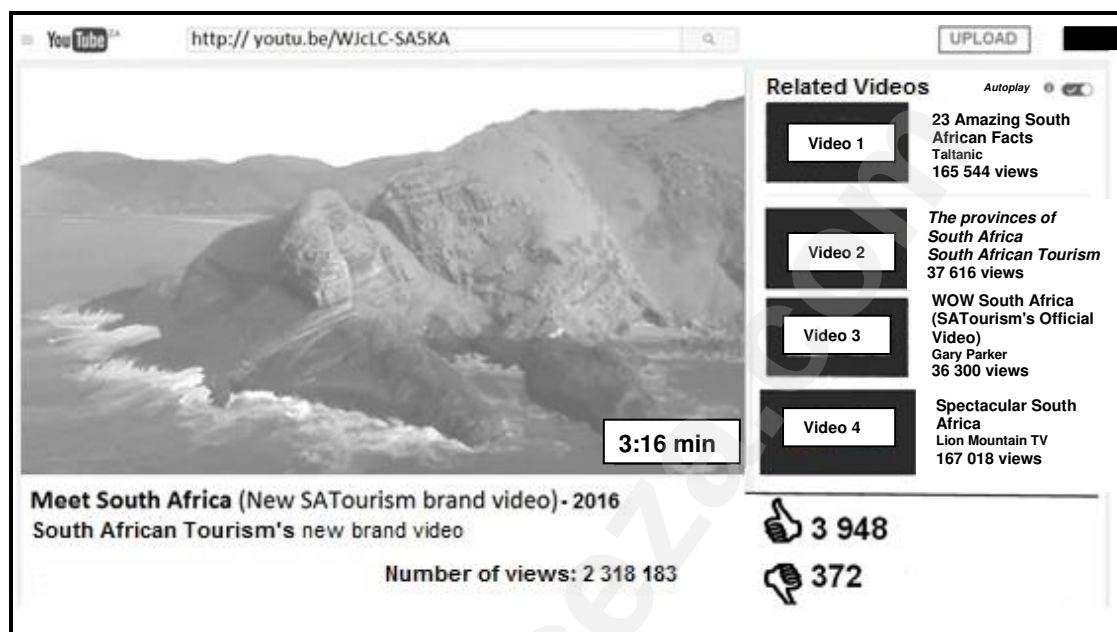
... to bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.

Name ONE South African World Heritage Site that matches the description in criterion (iii) above. (2)

5.2.4 Discuss TWO advantages for the South African tourism industry if South Africa is awarded another World Heritage Site. (4)
[22]

QUESTION 6

Study the screen shot (picture) of a video on YouTube.



[Adapted from <http://youtu.be/WJcLC-SA5KA>]

- 6.1 Name the organisation that uploaded this video to YouTube. (2)
- 6.2 Apart from the new brand video in the screen shot above, give the name of TWO similar videos uploaded to YouTube. (4)
- 6.3 In a paragraph, evaluate the use of this video as a marketing strategy to showcase South Africa as a tourism destination.

Your paragraph must include the following:

- Reasons for using YouTube to market South Africa
- Appropriateness of the title of the new brand video
- Viewership

(6)
[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

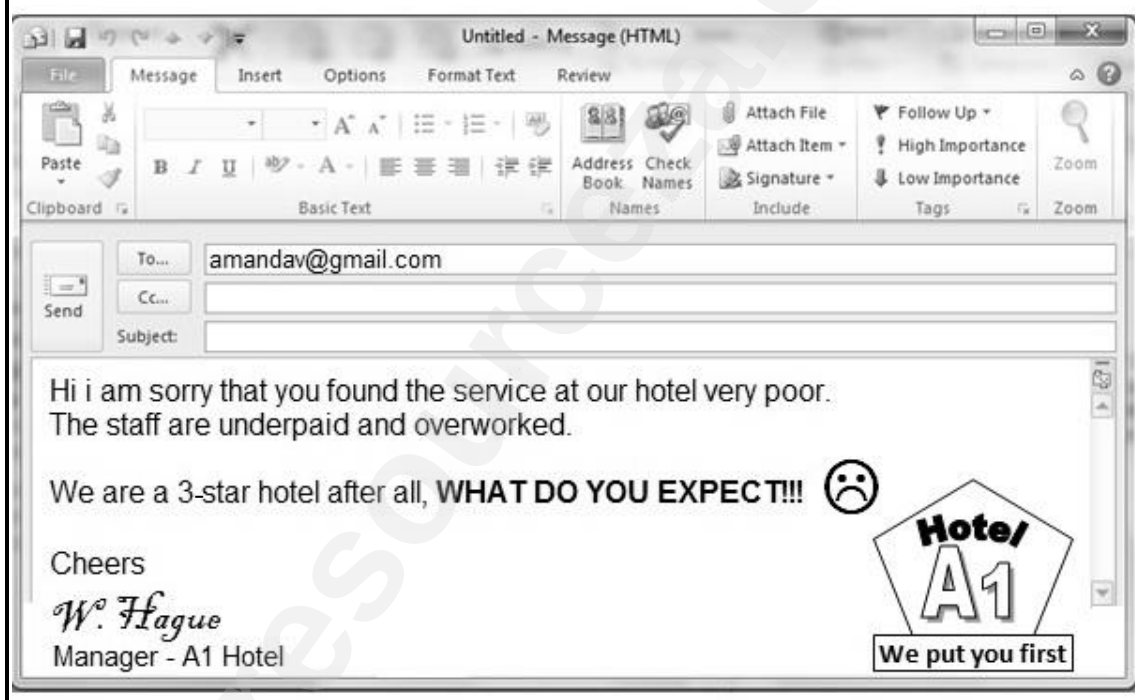
QUESTION 7

Study the information below and answer the questions that follow.

- 7.1 Good communication is a key consideration for businesses when it comes to maintaining a professional image.

The manager of the A1 Hotel received an e-mail in which a hotel guest complained about the poor work ethic of some of the staff members at the hotel and the lack of good service delivery.

MANAGER'S RESPONSE TO THE COMPLAINT



- 7.1.1 Name the document employees have to sign when accepting a position in the hospitality industry. (2)
- 7.1.2 Explain why the owner of this hotel can take disciplinary action against the manager after seeing the e-mail above. (2)
- 7.1.3 Explain ONE reason why the hotel's slogan 'We put you first' will be included in the hotel's customer feedback policy. (2)
- 7.1.4 The manager of the A1 Hotel has poor business writing skills.
- (a) Identify TWO examples of poor written communication in the manager's e-mail that should NOT be used in business communication. (2)
 - (b) Correct TWO examples of poor written communication identified in QUESTION 7.1.4(a). (2)

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

CAREER OPPORTUNITIES

MANAGER: YOUTH TOURISM / BACKPACKERS CLUB

Required: a hard-working, results-oriented and ambitious manager

Qualifications	Degree in Tourism from a recognised university Computer skills, such as MS Office, Internet and e-communication Marketing experience will be an advantage
Key skills	• Youth recruitment • Tour management • Event management • PowerPoint presentations
Age	25–35 years
Experience	minimum 3 years
Salary package	Negotiable

Send your application and CV to 12 Candy Street, Pretoria.
Closing date for applications: 30 June 2018

7.2.1 Refer to the advertisement above, name TWO values expected from the person applying for this position.

(2)

7.2.2 Name TWO communication skills that are required for this position.

(2)

[14]

QUESTION 8

Study the information below and answer the questions that follow.

**ARE YOU REALLY MAKING A DIFFERENCE?
THE STORY OF THE BLOOD LIONS**

This article is based on a documentary on Blood Lions that was broadcasted on television. It investigates the lion hunting industry and provides some disturbing realities which have made Fair Trade Tourism review its position on wildlife sanctuaries (places of safety).



The marketing manager of Fair Trade Tourism explains that the documentary reveals the following:

- Lion cubs are separated from their mothers at birth and sent to so-called 'lion sanctuaries'. This implies the cubs have been rejected by their mothers and are going to be re-introduced to the wild, which rarely happens.
- The tourists are very moved by the rejected lion cubs and are eager to hand over their dollars for a cuddle thinking they are helping to care for the cubs.
- When the lion cubs are 4 years old, they are sent to a hunting farm, where more international hunters are eager to hand over their dollars to hunt these lions.
- The sad story does not end there, the lion carcasses (dead lions) are then sold for R20 000 to R30 000 to the Far East for medicinal purposes.

According to Fair Trade Tourism, since 1 June 2016, any organisation wanting to be certified by FTT may not allow any physical interaction between tourists and captive animals.



[Adapted from *Sawubona* magazine, September 2016]

- 8.1 Explain the contradiction (opposing views) highlighted in the documentary about lion sanctuaries.

(2)

8.2 The principles of FTT:

- Ethical business practices
- Respect for human rights, culture and environment
- Fair wages and working conditions
- Fair distribution of benefits
- Fair operations, including procurement (buying from local suppliers)
- Sustainable practices

Read the principles of FTT above.

Identify the TWO principles of FTT NOT being practised by these lion sanctuaries. (2)

8.3 Discuss how EACH of the TWO principles identified in QUESTION 8.2 are in conflict with the practices exposed in the documentary. (4)

8.4 Discuss the main motivation for the abuse of these lions, according to the documentary. (2)

8.5 Suggest ONE way how FTT have tried to resolve (repair) this exploitation (abuse) in order to promote responsible and sustainable tourism. (2)

8.6 Explain TWO negative impacts this documentary can have on ecotourists wanting an authentic (real) South African wildlife experience in South Africa. (4)
[16]

TOTAL SECTION D: 30

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

QUESTION 9

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

IMPACTS OF FIFA WORLD CUPS		
		
The funding for a FIFA World Cup is spent on the construction of new and existing infrastructure that will support the event. South Africa spent more money than initially planned on the 2010 FIFA World Cup. The five stadiums that were built for the event are not all able to sustain themselves. In Brazil some of the stadiums and projects remain incomplete after the FIFA World Cup. Russia, however, reduced the cost of infrastructural development for the 2018 FIFA World Cup. [Adapted from www.duke.edu]		

- 9.1.1 Refer to the extract, state ONE positive economic impact for countries hosting the FIFA World Cup. (2)
- 9.1.2 It is not guaranteed that hosting the FIFA World Cup will generate economic benefits.
- Discuss ONE reason why the host country would risk overspending knowing that there could be financial loss in hosting the FIFA World Cup. (2)
- 9.1.3 Recommend ONE way how the non-profitable stadiums in South Africa can be converted into income-generating venues. (2)

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

HOTEL BURIED IN SNOW	
	After heavy snow storms and powerful earthquakes, an avalanche hit a hotel in Italy in 2017, killing 29 tourists and injuring 11 people.
[Adapted from www.news.sky.com]	

9.2.1 Identify the type of unforeseen occurrence. (2)

9.2.2 Discuss TWO impacts the occurrence above may have on the ski resort in Italy. (4)

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

CASH SHORTAGE IN ZIMBABWE
Tourists in Zimbabwe may not be able to withdraw cash from ATMs due to a cash shortage in the country.
[Adapted from www.ftwonline.co.za]

9.3.1 Explain ONE challenge tourists in Zimbabwe will experience when they want to withdraw cash at the ATM. (2)

9.3.2 Advise a tourist travelling to Zimbabwe on TWO ways to overcome the challenge in QUESTION 9.3.1. (4)

9.4 Study the information and answer the questions that follow.

TOP 5 FOREIGN ARRIVALS BY AIR IN DECEMBER 2016		NEW AIRLINE IN SOUTH AFRICA  Eurowings Eurowings is a budget airline owned by Lufthansa (National Airline of Germany). The South African authorities granted Eurowings permission to operate a direct seasonal flight between Cape Town and Cologne, Germany, from 5 November 2017 until 18 March 2018. [Adapted from www.eurowings.com]
AIR MARKETS	ARRIVAL NUMBERS	
France	13 952	
Germany	31 603	
The Netherlands	14 986	
United Kingdom	53 462	
United States of America	31 309	
[Adapted from www.southafrica.net]		

- 9.4.1 From the statistics, identify the air market from which South Africa receives its biggest foreign market share. (2)
- 9.4.2 With the introduction of the Eurowings flights, identify the existing air market that will show an increase in tourist arrivals to South Africa. (2)
- 9.4.3 Discuss ONE reason why the South African authorities granted Eurowings permission to operate in South Africa. (2)
- [24]**

QUESTION 10

Study the extract below and answer the questions that follow.

A RESTAURANT GETS IT RIGHT



Customers at the restaurant have complained about slow service and the quality of food. The restaurant therefore introduced an SMS feedback system. Customers are given a card with the restaurant's cell number requesting feedback via SMS.

On receiving a complaint via SMS, the manager of the restaurant responds within 10 minutes. He sends back an SMS message, assuring the customer the complaint will be addressed and offers a 20% discount on their next visit.

[Adapted from www.marketingminefield.co.uk]

- 10.1 In the extract above, identify TWO advantages of using feedback via SMS. (4)
- 10.2 Give ONE other feedback method where customers can use technology for their complaints. (2)
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200