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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2018

MARKS: 200

TIME: 3 hours

This question paper consists of 27 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 steps for the 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 numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 The travel document attached to a passport allowing entry into a foreign destination.

- A International driving license
- B Tourist visa
- C Yellow fever certificate
- D Birth certificate

1.1.2 Good advice given to a tourist regarding safety in a foreign country:

- A Always carry large amounts of cash.
- B Display expensive camera equipment.
- C Ensure visibility of room keys.
- D Carry copies of travel documents.

1.1.3 Travel allowances are part of ... regulations of a country.

- A visa
- B passport
- C customs
- D exchange

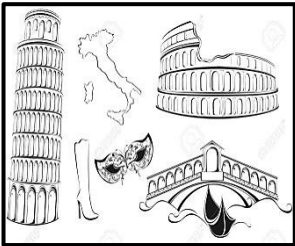
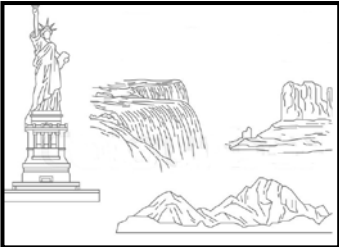
1.1.4 ... fluctuations in the exchange rate will impact on outbound tourists who purchase foreign currency just before their international flights.

- A Daily
- B Monthly
- C Quarterly
- D Annual

1.1.5 The downgrading of South Africa's economic status by certain rating agents in 2017 resulted in ...

- A the strengthening of the value of the rand.
- B a drop in the value of the United States dollar.
- C an increase in the exchange rate of the rand.
- D the economic recession in South Africa.

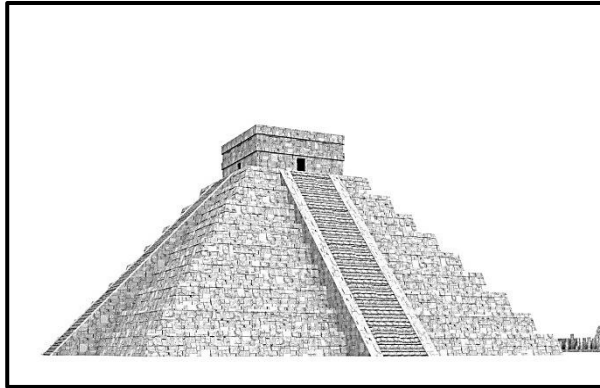
1.1.6 The icons found in France:

- A 
- B 
- C 
- D 

1.1.7 The highest mountain peak in the world which is part of the Himalayas:

- A Mount Fuji
B Swiss Alps
C Mount Everest
D Ayers Rock

1.1.8 The country where the icon below is located:



- A Brazil
- B Argentina
- C Rio De Janeiro
- D Mexico

1.1.9 The site where one of the largest genocides (mass killing of people) occurred during World War II:

- A Berlin Wall
- B Kremlin
- C Auschwitz
- D Red Square

1.1.10 A factor that contributes to Machu Picchu being a successful tourist attraction:

- A Machu Picchu limits the number of tourists visiting the attraction.
- B Tourists to Machu Picchu are offered free accommodation.
- C Tourists on wheelchairs are not allowed to visit Machu Picchu.
- D Machu Picchu does not advertise their tourist packages.

1.1.11 Human rights in the tourism industry can be explained as ...

- A steps taken during wage negotiations in the workplace.
- B treating all individuals in a respectful and fair manner.
- C a tourism company gaining economic benefits for itself.
- D consumer responsibilities when shopping at the mall.

1.1.12 Responsible and sustainable tourism focuses on ...

- A carrying prohibited products while on holiday.
- B promoting good international relationships and nation building.
- C driving recklessly in a foreign country.
- D saving and conserving resources for future generations.

1.1.13 Laura is a chef at a restaurant. The most appropriate dress code to accommodate her core duties would be:

A



B



C



D



- 1.1.14 Compulsory information included in an employment contract:
- A Previous employer
 - B Personal values
 - C Tax refunds
 - D Core duties
- 1.1.15 A factor that contributes to the professional image of a tourism business:
- A Environmental policies
 - B Bereavement policies
 - C Retirement policies
 - D Procurement policies
- 1.1.16 The demand for tourism will decrease in destinations where there is an increase in ...
- A civilian conflict.
 - B customer loyalty.
 - C social investment.
 - D local procurement.
- 1.1.17 The full term/name for G8 in the 2016 logo below is ...

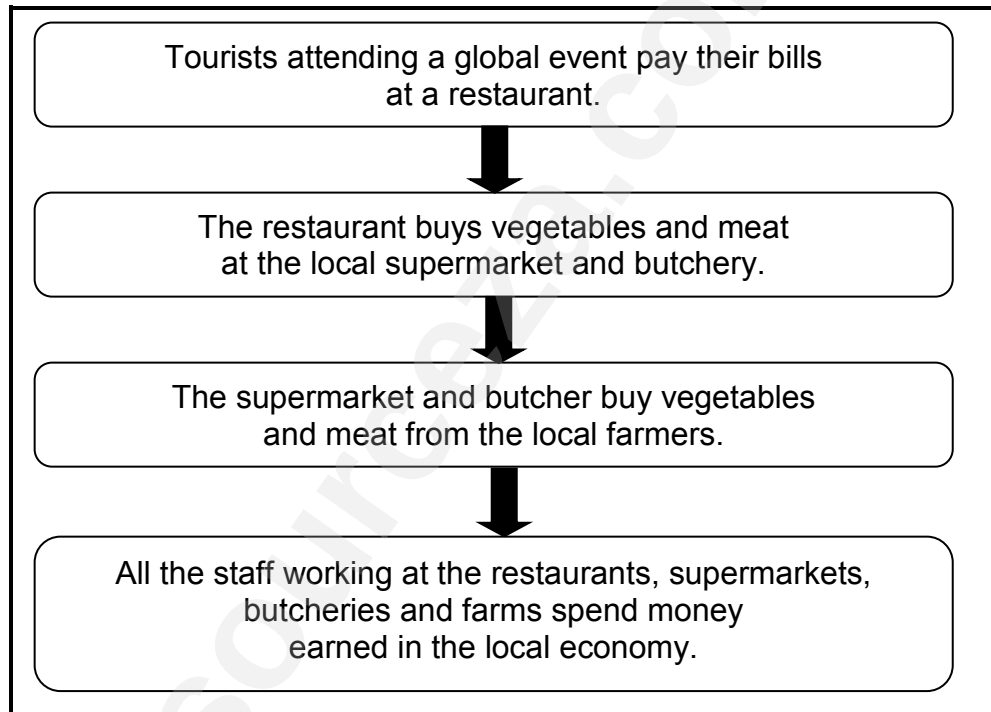


- A Gulf eight leaders.
 - B German top eight economies.
 - C Great eight countries.
 - D Gifts from eight governments.
- 1.1.18 Cultural tourists would prefer these activities to be included in their itinerary when they visit Mpumalanga:
- A Skiing and snow-boarding
 - B Game viewing and traditional dancing
 - C Going to the beach and snorkelling
 - D Swimming with dolphins and canoeing

1.1.19 By using a service delivery survey, the owner of a bed and breakfast establishment can establish the ...

- A number of tourists that will rent a car from them.
- B property value in order to sell the business.
- C satisfaction levels of guests at the establishment.
- D occupancy rates charged by competitors in the industry.

1.1.20 A heading that describes the process in the flow diagram below:



- A Voluntary donation
- B Economic upsets
- C Global recession
- D Multiplier effect

(20 x 1) (20)

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

Tower of London; Rio de Janeiro; equator; UNESCO; unforeseen event; UNWTO; UTC; Brazil; global sporting event; Eiffel Tower; latitudes
--

- 1.2.1 The organisation responsible for gathering tourism statistics on global travel (1)
- 1.2.2 The crown jewels are associated with this icon (1)
- 1.2.3 The term used to describe the 2023 Rugby World Cup (1)
- 1.2.4 This imaginary line is also referred to as the 0° line of longitude (1)
- 1.2.5 The Statue of Christ the Redeemer is found in this country (1)
- 1.3 Choose the correct word from those given in brackets. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, for example 1.3.6 passport.
- 1.3.1 (Toiletries/Meals) are calculated as part of the budget compiled by a travel agent. (1)
- 1.3.2 According to SATourism, tourists arriving from Mauritius are regarded as South Africa's (air/land) source markets. (1)
- 1.3.3 The Wimbledon Tennis Tournament has a positive impact on the economy of (London/New York) as the host city. (1)
- 1.3.4 Passengers flying from east to west, crossing the IDL, will (gain/lose) a day. (1)
- 1.3.5 The 2018 COP24 is a conference on (service delivery/ climate change). (1)

- 1.4 Choose the picture from COLUMN B that matches the factors contributing to the success of an attraction in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, for example 1.4.6 K

COLUMN A	COLUMN B
1.4.1 Crime prevention	A 
1.4.2 Appearance and upkeep of an attraction	B 
1.4.3 Marketing the attraction	C 
1.4.4 Universal access	D 
1.4.5 Efficient and ethical behaviour of staff	E 
	F 

(5 x 1)

(5)

1.5 Study the 'Frequently Asked Questions' page of the TOMSA booklet below.

Match the answers (in the block below) to the 'Frequently Asked Questions'. Write only the answer next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 accommodation.

marketing; 1%; 80%; SATourism; tourists;
accommodation establishments; airlines; compulsory;
voluntary; FTT

Frequently Asked Questions

1.5.1 How much is the tourism levy?

1.5.2 What is the tourism levy used for?

1.5.3 What tourism business collects the levy?

1.5.4 Is collection of the tourism levy compulsory or voluntary?

1.5.5 Who pays the tourism levy?

TOMSA
Tourism Levy South Africa
Adding Value to Tourism

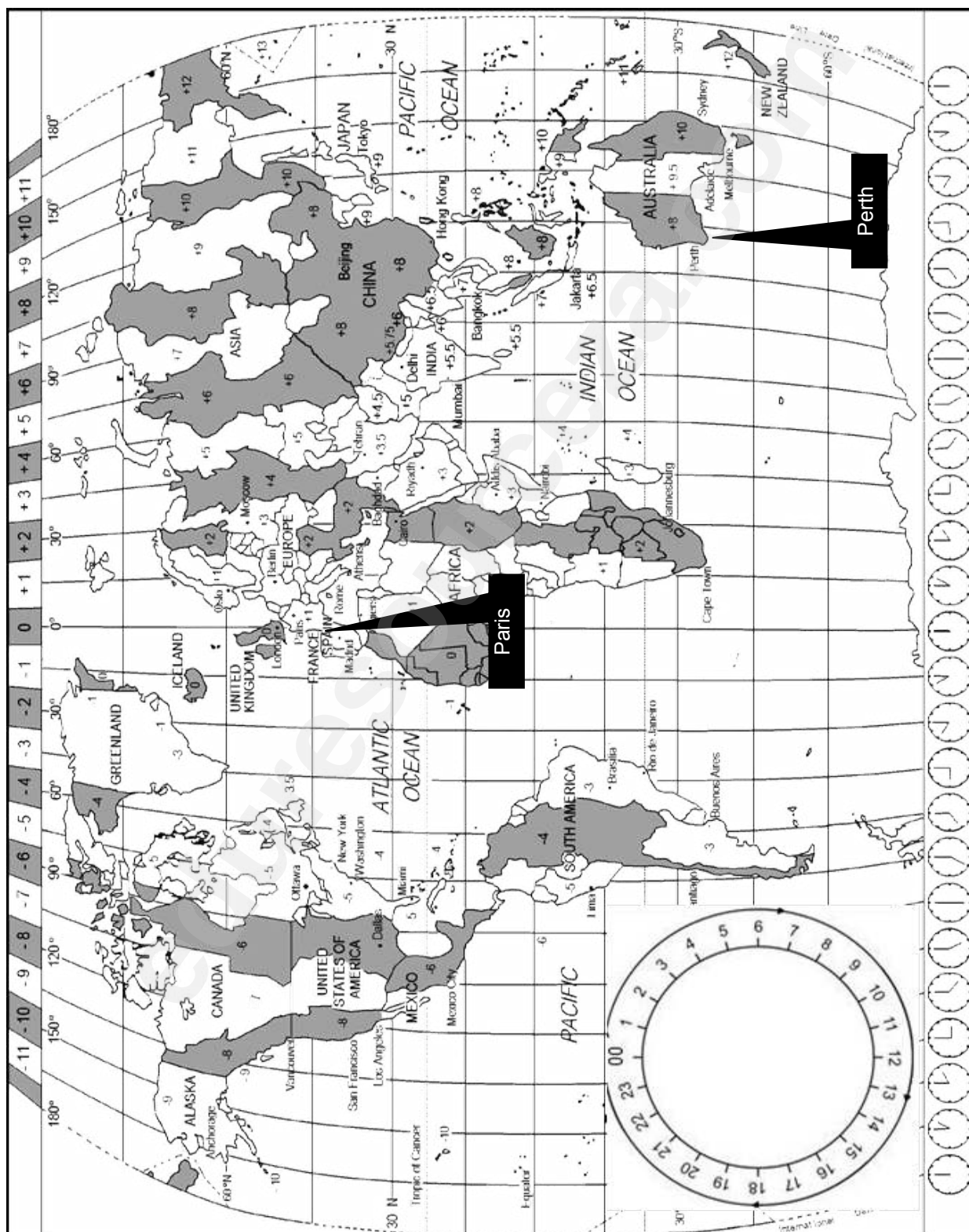
(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone map below, read the information and answer the questions that follow.



THE 2019 FIFA WOMEN'S WORLD CUP

South African soccer fans will fly to Paris, France, to watch some of the World Cup matches. They will depart from OR Tambo International Airport at 20:00 on Wednesday, 5 June 2019. Their total flying time will be 11 hours. They will remain in France for the duration of the World Cup. Thereafter they will spend a few days in three north-eastern European countries that share borders with France.

NOTE: France is practising DST.



Tournament details

Host country	France
Dates	7 June – 7 July
Teams	24 (from 6 confederations)
Venue(s)	9 (in 9 host cities)
Opening Ceremony: 7 June 2019 at 18:00	



- 2.1.1 Name the visa that South Africans will have to apply for to enter France. (1)
- 2.1.2 List THREE supporting documents that must be submitted with the application for the visa in QUESTION 2.1.1. (3)
- 2.1.3 (a) Calculate the time at which the viewers in Perth, Australia, will be able to watch the opening ceremony live on television. (5)
- (b) Calculate the time at which the South African fans will arrive in Paris, France.
- NOTE:** Show ALL calculations. (7)

2.2

DAYLIGHT SAVING TIME

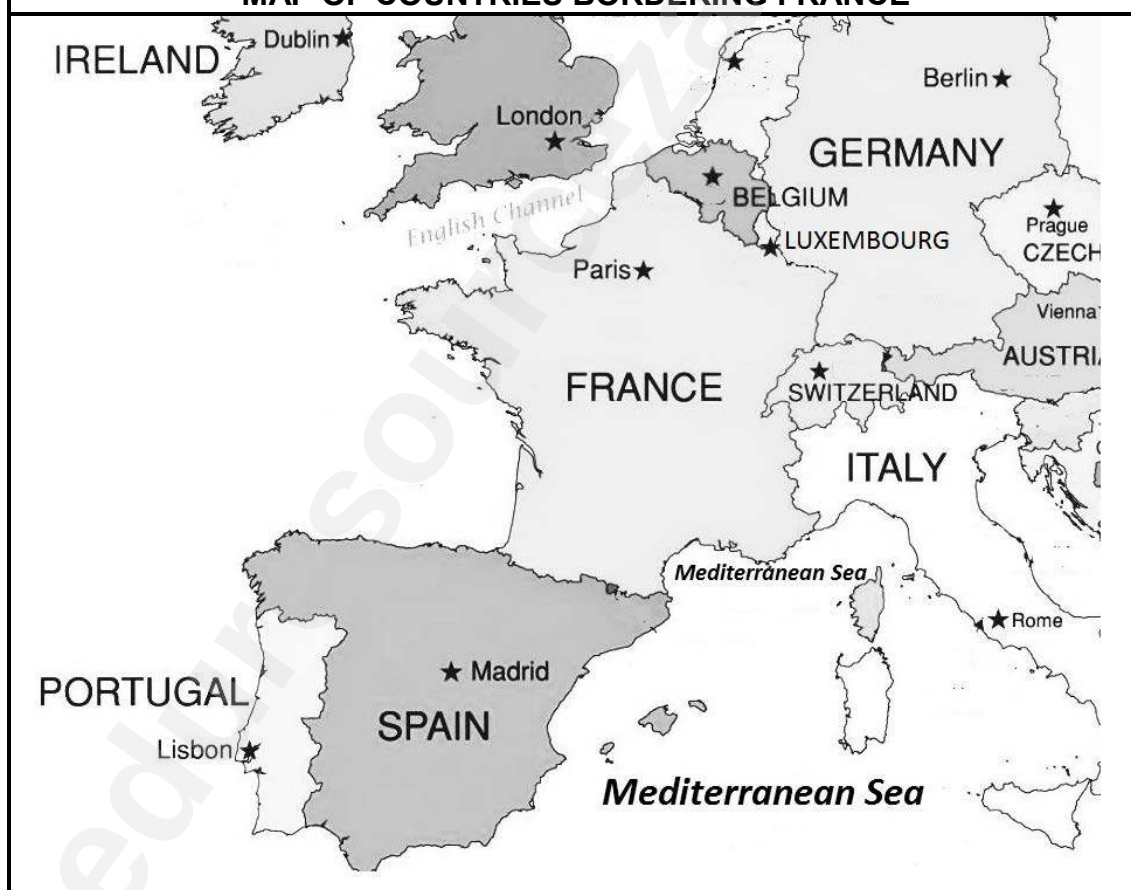
Daylight saving time 2019 in France starts at 02:00 on **Sunday 31 March** and will end at 03:00 on **Sunday 27 October**.

- 2.2.1 Explain ONE reason why South African soccer fans who will attend the World Cup have to be aware of DST in their travel planning. (2)
- 2.2.2 Explain TWO time-related benefits for South African fans while they are at the 2019 FIFA Women's World Cup in Paris. (4)

2.3

Study the map below and answer the questions that follow.

The soccer fans from South Africa want to extend their stay in Europe after the 2019 FIFA Women's World Cup. They plan to visit THREE countries in the north-east of Europe that share borders with France. They are going use the Eurorail to travel to these countries.

MAP OF COUNTRIES BORDERING FRANCE

[Adapted from <http://nissanmaxima.me>]

- 2.3.1 Logical route planning is an important consideration for international travel.
Select THREE countries in north-eastern Europe which share a border with France, that the South Africans may choose to visit.
Write only the question number and the names of the countries. (3)
- 2.3.2 Name the bordering country that does NOT use the euro as its currency. (1)

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



[Source: <http://www.huffingtonpost.co.za>]

- 2.4.1 Explain the difference between *jet lag* and *jet fatigue*. (4)
- 2.4.2 (a) Refer to the picture and give TWO symptoms of jet lag. (4)
- (b) State TWO ways in which the symptoms given in QUESTION 2.4.2(a) can be minimised. (4)
- [38]**

QUESTION 3

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

GRATUITIES (TIPPING)

An international visitor left a tip for the waitron on the table in a restaurant in South Africa.



COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	16.00	16.06
European countries	EUR	13.60	13.70

- 3.1.1 Identify the currency that was left on the table for the waitron. (1)
- 3.1.2 (a) Add the total value of the foreign currency notes and coins left on the table. (1)
- (b) Calculate how much the waitron could expect in rand when the owner of the restaurant exchanges the currency on behalf of the waitron. (3)
- 3.2 A British tourist left 27 British pounds on the table for the waitron.
- 3.2.1 Calculate the amount the waitron received in rand. (3)
- Show ALL calculations and round off your answer to TWO decimal places.
- 3.2.2 (a) Compare the two scenarios above in terms of the value of the tips the waitron has received. (2)
- (b) Explain how the gratuities (tips) received by the waitron can add to the multiplier effect in the nearby community. (2)

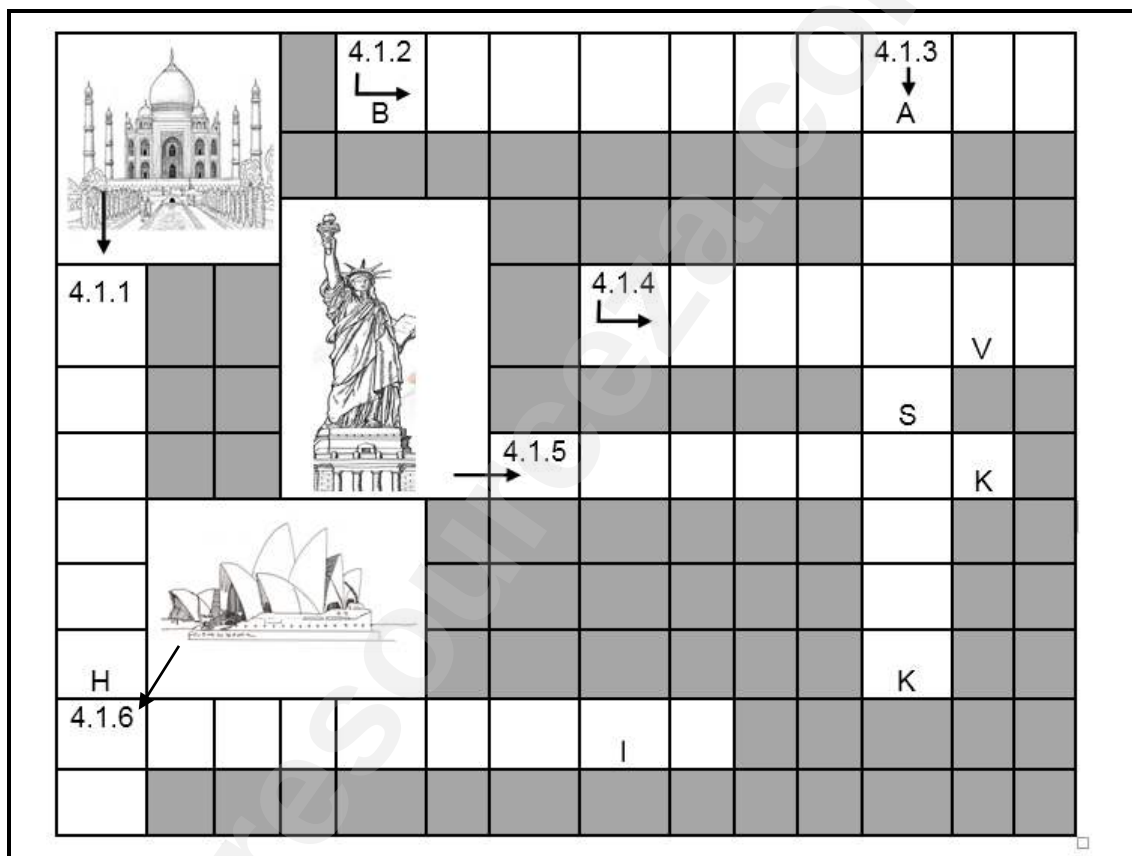
[12]**TOTAL SECTION B: 50**

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

QUESTION 4

4.1 Refer to the clues below and complete the crossword puzzle.

Write only the answer next to the question numbers (4.1.1 to 4.1.6) in the ANSWER BOOK, for example 4.1.7 Eiffel Tower.



CLUES

DOWN	ACROSS
4.1.1 Built in memory of the sultan's wife	4.1.2 The structure demolished (broken down) to symbolise the fall of communism
4.1.3 Tourist attraction also called Uluru	4.1.4 Icon in Portugal
	4.1.5 City where this statue is located
	4.1.6 Country where this multi-art centre is located

(6 x 1)

(6)

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

FINDERS KEEPERS?

Five thousand artefacts* excavated (taken from the ground) at Machu Picchu many years ago, have been kept at Yale University's museum in the USA. This was because when it was first discovered, Yale University bought the ownership rights of the artefacts from the Peruvian government in the 1900s.

Peruvian academics at the time were so intrigued (fascinated) by their ancient culture and heritage that they were opposed (against) to seeing the artefacts leave the country. Some Peruvians thought it was an insult for them to have to go to North America to study what was once in Peru and part of the history of their ancestors.

Several years ago, negotiations began between Yale University and the Peruvian government to return some of the artefacts to the newly restored museum at Machu Picchu. Yale, however, is reluctant (hesitant) to return some of the artefacts, claiming they have legal ownership of the artefacts. Peru has threatened a lawsuit against Yale if an agreement is not reached. As yet no agreement has been reached and the battle to have the artefacts returned to its rightful owners is ongoing.

*Cultural objects of significance (importance)

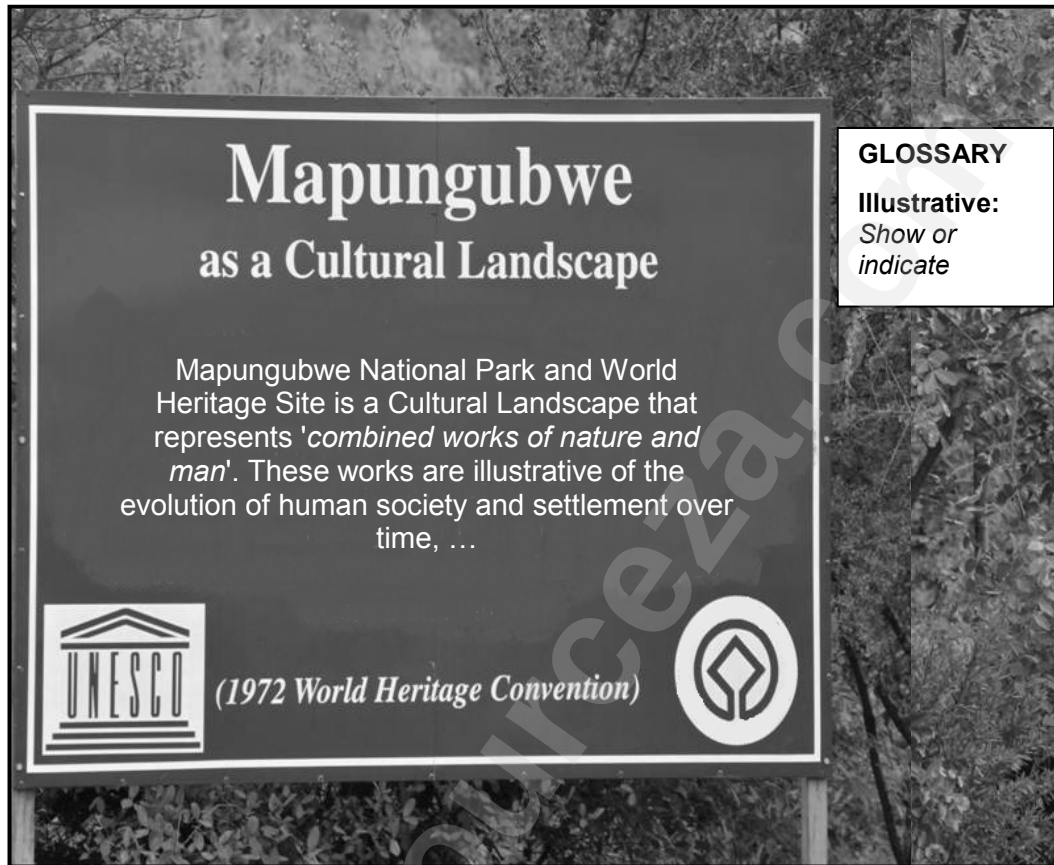
[Adapted from www.kimmacquarrie.com/peru-yale]

- 4.2.1 Name the ancient cultural group associated with Machu Picchu. (1)
- 4.2.2 Name the continent where Machu Picchu is located. (1)
- 4.2.3 Explain why this icon was built. (2)
- 4.2.4 This icon was discovered high up in the Peruvian mountains.
Discuss ONE reason why this cultural group would have chosen to live so high up in the mountains. (2)
- 4.2.5 Identify TWO ways in the article in which the Peruvian government is trying to revive the importance of this icon. (4)
- 4.2.6 In a paragraph, explain the disagreement surrounding the artefacts of Machu Picchu.
Your paragraph should focus on the following:
 - A discussion on the disagreement between Yale and Peru surrounding the icon. (2 x 2)
 - ONE argument in favour of Peru's point of view. (2)**NOTE:** ONE mark will be awarded for paragraph format containing complete, well-constructed sentences without bullets or numbers. (1)

(7)
[23]

QUESTION 5

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



[Adapted from www.unesco.org]

- 5.1 State the type of World Heritage Site shown on the information board. (1)
- 5.2 Name the province where the site in QUESTION 5.1 is located. (1)
- 5.3 Give ONE reason why the UNESCO logos appear on the information board. (2)
- 5.4 On the information board above UNESCO states, 'These works are illustrative of the evolution of human society and settlement over time ...'.
Suggest TWO characteristics of this site which illustrates the evolution of human society. (4)
- 5.5 Explain TWO ways in which this site has global significance for future generations. (4)

[12]

QUESTION 6

Study the information taken from the TOMSA booklet below and answer the questions that follow.

**Our Initiatives:**

- The Tourism Safety Initiative (TSI) is a national crime prevention and victim support programme for the tourism industry in South Africa. TSI assists in removing crime in our industry and country as a whole by using combined resources with the South African Police Services.
- To promote the growth and development of the tourism sector, increase marketing budget, thereby increasing the number of tourists to South Africa.
- Strengthening relationships with the Tourism Business Council of South Africa (TBCSA)
- Offering levy collectors a 10% discount when exhibiting at local and international trade shows as part of the South African exhibition stand.

- 6.1 Name the organisation represented in the logo. (1)
- 6.2 State TWO ways in which the Tourism Safety Initiative will benefit tourism businesses. (4)
- 6.3 From the information, identify the following:
- 6.3.1 ONE public entity that partners with South Africa's marketing body to grow and develop the tourism industry in South Africa (1)
- 6.3.2 ONE organisation that partners with South Africa's marketing body to grow and develop the tourism industry in South Africa (1)
- 6.4 Discuss TWO ways how tourism businesses will benefit from the initiatives in the article. (4)

6.5 Name the following:

6.5.1 The international travel trade show in Germany where South Africa is marketed (1)

6.5.2 The local travel trade show in Durban (1)

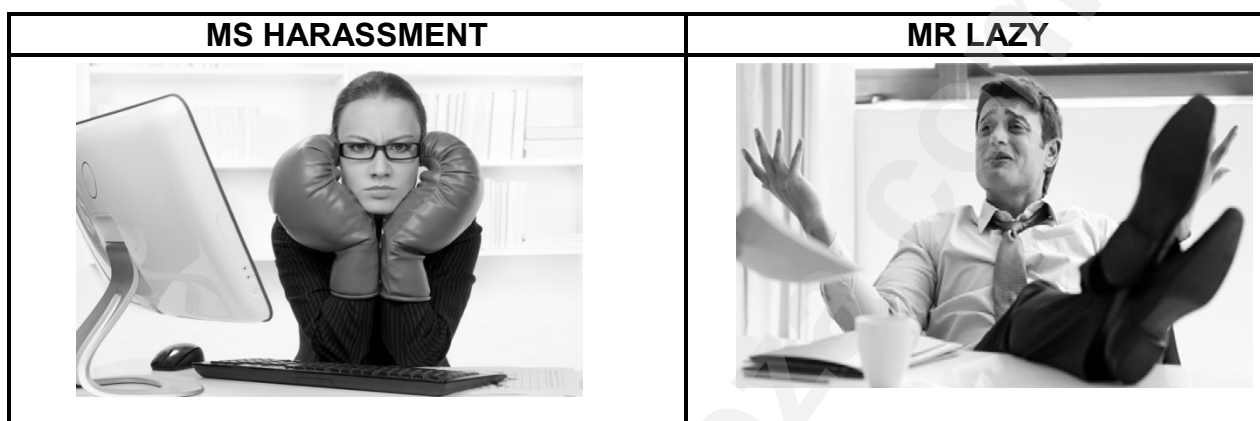
6.6 Give TWO examples of e-marketing used to market South Africa as a destination of choice. (2)
[15]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the pictures of employees at a travel agency below and answer the questions that follow.



- 7.1 Explain the importance of a code of conduct at a travel agency. (2)
- 7.2 Discuss TWO ways in which the unprofessional behaviour of the staff members in the pictures above can impact negatively on the work ethics of the other staff members at the travel agency with regard to:
- 7.2.1 Harassment (4)
- 7.2.2 Laziness (4)
- 7.3 Explain TWO ways in which the employer can deal effectively with the above cases of unprofessional behaviour to ensure productivity at the travel agency. (4)
- [14]**

QUESTION 8

Read the extract below and answer the questions that follow.

THE 'SWOP SHOP' – HELPING CHILDREN TO CARE

Tourist visiting Gansbaai for shark cage diving are encouraged to visit the Gansbaai White Shark Swop Shop.

The Swop Shop has been in operation since November 2007 promoting development within the local community.

The children of Masekhane collect bottles, tins, plastics and other recyclables in bags to be delivered to the Swop Shop. In return, they earn buying points that they get to spend in the shop. The shop carries stock such as stationery, basic food supplies and clothing.

The project organisers believe the collections in return for something in the shop teach the local children valuable life lessons such as:

- Trading skills
- The importance of recycling
- Taking pride in the cleanliness of their surroundings
- Making choices on what to buy in the shop
- Managing their buying points and saving for bigger items in the shop

The White Shark Swop Shop CSI initiative combines conservation, social improvement and education in a unique way.

[Adapted from www.whitesharkproject.co.za]

- 8.1 8.1.1 From the above extract it is clear that the primary focus of the White Shark project is on the environmental and social pillar of sustainable tourism.
- Identify ONE example of how the economic pillar is being practised at the Swop Shop. (2)
- 8.1.2 Explain THREE ways, from an economic perspective, in which the White Shark Swop Shop project organisers empower the children of Masekhane to develop into self-sufficient individuals. (6)
- 8.2 Read the slogan below and answer the questions that follow.

**RESPONSIBLE TRAVEL:
PUT BACK INTO TRAVEL WHAT YOU GET FROM IT**

Suggest TWO ways in which tourists can 'put back into travel what they get from it' by:

- 8.2.1 Supporting the local community (4)
- 8.2.2 Protecting the environment (4)
- [16]**

TOTAL SECTION D: 30

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

Read the newspaper article below and answer the questions that follow.

**FIVE FORMER PRESIDENTS OF THE UNITED STATES OF AMERICA
RAISE FUNDS AFTER DEVASTATING HURRICANES**

The five living former US presidents appeared together on stage at a fundraiser event.

In 2017 Hurricane Harvey hit Texas, Hurricane Irma struck Florida and Hurricane Maria devastated parts of the Caribbean Islands, causing several hundreds of deaths and billions of dollars in damage.

Funds were raised during this event for those affected by these hurricanes.

[Adapted from www.theguardian.com]

- | | | | |
|-----|-------|--|-----|
| 9.1 | 9.1.1 | Give a description of a hurricane. | (2) |
| | 9.1.2 | Discuss TWO reasons why part of the money raised by the former presidents should be spent on tourism infrastructure in areas affected by the hurricanes. | (4) |

- 9.2 In recent years South Africa has had its own share of natural disasters, such as the devastating wildfires in Knysna during 2017.

Suggest THREE ways in which the tourism industry in Knysna could recover from the wildfire disaster.

(6)

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

JOHANNESBURG COMES UP TOPS		
According to MasterCard, Johannesburg was the most visited destination city out of 13 cities in Africa for the fourth year in 2016.		
2015	2016	YEAR-ON-YEAR GROWTH
3,39 million visitors	3,6 million visitors	6,2% increase

The top source markets to Johannesburg, visitor volumes and expenditure are given in the table below.

TOP 5 CITIES FROM WHERE JOHANNESBURG'S VISITORS CAME IN 2016	ESTIMATED INTERNATIONAL OVERNIGHT VISITOR VOLUMES	INTERNATIONAL VISITOR EXPENDITURE IN US DOLLAR
1. London (United Kingdom)	373 000	USD285 million
2. Harare (Zimbabwe)	294 000	USD106 million
3. Frankfurt (Germany)	233 000	USD84 million
4. Maputo (Mozambique)	185 000	USD41 million
5. Paris (France)	163 000	USD155 million

[Adapted from www.newsroom.mastercard.com]

- 9.3.1 Name the company that compiled the statistics in the information above. (1)
- 9.3.2 Give the payment method associated with the company in QUESTION 9.3.1. (2)
- 9.3.3 (a) State whether the top 5 source markets are ranked according to visitor volumes or expenditure. (1)
- (b) Give ONE reason for the answer to QUESTION 9.3.3(a). (2)
- 9.3.4 Identify the following markets:
- (a) The market with the lowest expenditure (1)
- (b) The market with the highest expenditure (1)
- 9.3.5 State ONE way in which city of Johannesburg can increase the spending patterns of markets with the lowest expenditure. (2)

[22]

QUESTION 10

Read the article below and answer the questions that follow.

HOTELS MUST MANAGE THEIR ONLINE REPUTATIONS

Most tourists read online reviews as part of their trip planning. They visit websites from where reviews and ratings are listed alongside rates and booking options.

These online reviews will influence the tourist's choice of accommodation. Therefore a hotel must manage its online reputation by responding to all reviews posted on the internet.

[Adapted from www.reknown.com]

- 10.1 State ONE way in which customer feedback influences travel planning. (2)
- 10.2 Suggest ONE way in which a hotel should respond to the following:
- 10.2.1 A positive online review about the hotel (2)
- 10.2.2 A negative online review about the hotel (2)
- 10.3 Explain ONE reason why responding to online reviews in QUESTION 10.2 is a way of managing a hotel's online reputation. (2)
- [8]**

TOTAL SECTION E: 30
GRAND TOTAL: 200