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This question paper consists of 23 pages.



TIME: 3 hours

MARKS: 200

TOURISM

SEPTEMBER 2013

GRADE 12

**NATIONAL
SENIOR CERTIFICATE**

Province of the
EASTERN CAPE
EDUCATION



INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. The following table is a guide to help you allocate your time according to each section.

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

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, e.g. 1.1.21 A.

- 1.1.1 Dividing markets based on population statistics is ...
 A segment profiles.
 B emerging segments.
 C demographic segmentation.
 D untapped segments.
- 1.1.2 An itinerary specially designed for individuals, families or groups with individual needs is ...
 A a general itinerary.
 B a personalised itinerary.
 C a tour plan.
 D personal selling.
- 1.1.3 A writing system for visually impaired or sightless people, consisting of patterns of raised dots that are read by touch.
 A Braille
 B Blind writing
 C Crippled writing
 D Sightless people
- 1.1.4 A system that allows you to use your computer to send and receive messages.
 A Website
 B Webcam
 C Search engine
 D E-mail
- 1.1.5 Facilitates the growth and expansion of small and medium-sized businesses in the tourism industry, resulting in job creation and income generating opportunities.
 A BEE scorecard
 B Tourism industry
 C SMMEs
 D TEP

- 1.1.6 A region of about 15° longitude around the world where time is measured on a local scale.
- A GMT
B IDL
C Time Zones
D Jet Lag
- 1.1.7 The term used to describe a person starting a tourism business:
- A Tourism professional
B Tourism representative
C Tourism entrepreneur
D Tourism career
- 1.1.8 The 2011 Cop 17 was held in South Africa in this city:
- A Johannesburg
B Durban
C Cape Town
D Port Elizabeth
- 1.1.9 Halaal food is associated with this religious group.
- A ZCC
B Roman Catholic
C Jews
D Muslims
- 1.1.10 A business can practise responsible tourism if the business commits itself to ...
- A the protection of the environment.
B the development of the community.
C making a profit.
D All the above-mentioned are correct.
- 1.1.11 In teamwork the person responsible for documenting the group activities, is called the ...
- A leader.
B gatekeeper.
C scribe.
D clarifier.

- 1.1.12 King Shaka airport and OR Tambo airport are located in the following provinces respectively.
- A KwaZulu-Natal and Gauteng
B Eastern Cape and KwaZulu-Natal
C Gauteng and Free State
D Western Cape and Gauteng
- 1.1.13 This disease can be contracted by being bitten by a particular kind of a mosquito that carries a malaria parasite.
- A Yellow fever
B HIV/Aids
C Malaria
D H1N1
- 1.1.14 A ... will pose as a customer/client, experience the service and report back to the owner.
- A employer
B visitor
C tourist
D mystery customer
- 1.1.15 Global warming is an increase in the world's temperature believed to be caused in part by ...
- A the greenhouse effect.
B industrial activities.
C deforestation.
D All the above.
- 1.1.16 ... is when multiple tourism businesses advertise their tourism products and services together, thereby reducing costs.
- A Marketing
B Shot left
C Cooperative advertising
D Compulsory advertising
- 1.1.17 This assessment is conducted prior to the tourism development to evaluate its impact on the environment.
- A Environmental Management System
B Responsible Tourism
C Environmental Impact
D Environmental Affairs

1.1.18 A Jamaican couple touring South Africa is lost. They approach you for assistance. How should you react in order to ensure repeat visitation to our country?

- A Can't you see I'm in a hurry? Ask someone else.
- B I'm sorry but I don't speak to strangers.
- C I'm sorry you are lost. Let me see if I can help you.
- D I'm sorry but I don't speak your language.

1.1.19 One of the functions of this governmental organisation is ...



- A the conservation of South Africa's fauna and flora.
- B marketing South Africa.
- C providing funds to South African Tourism.
- D looking after the interests of tourism businesses.

1.1.20 Features of the Central Reservation System include:

- A The system checks and maintains availability for you, automatically.
- B You can enter all required information of guests.
- C You have complete control over what rooms are available over the internet.
- D All of the above.

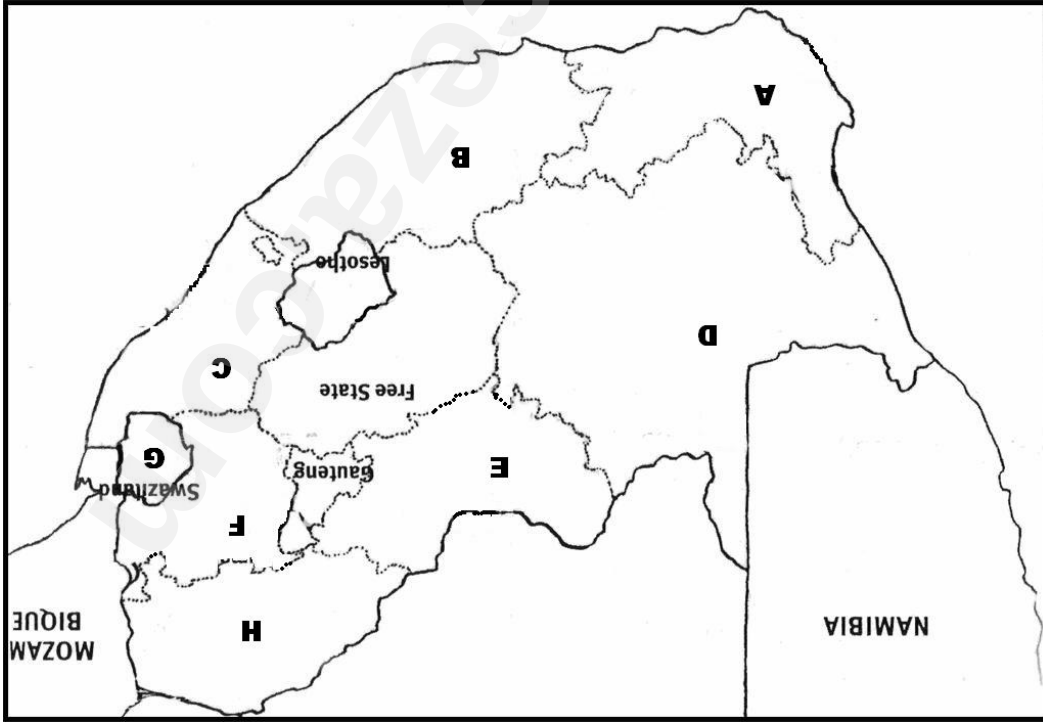
(20 x 1) (20)

1.2 Study the different market segments below and choose a statement in COLUMN B that best describes a market segment in COLUMN A. Write only the letter (A–F) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	Golden Active couples	A	Over the December holidays they love to go to Johannesburg with friends. There they always enjoy sports events such as soccer and the city nightlife for a week and find accommodation with friends or relatives
1.2.2	Well-off homely couples and families	B	They will take holidays for two weeks at a time when their grandchildren are on school holiday.
1.2.3	Independent young couples and families	C	They are planning a romantic holiday along the north coast of KwaZulu-Natal at a cosy self-catering cottage near the beach. They will spend a few days exploring the natural attractions and at times relax on the beach. The Mokwena brothers cannot wait to get away from their labouring jobs which do not pay them a lot in Gauteng. They take their wives and children to KwaZulu-Natal to stay with their kids. Their expenditure per trip is quite high since they save meticulously for family holidays. They usually stay for 5 nights. This segment has children over the age of 21.
1.2.4	Young and upcoming	D	The Mokwena brothers cannot wait to get away from their labouring jobs which do not pay them a lot in Gauteng. They take their wives and children to KwaZulu-Natal to stay with their kids. Their expenditure per trip is quite high since they save meticulously for family holidays. They usually stay for 5 nights. This segment has children over the age of 21.
1.2.5	Striving families	E	The Bentley family usually stays for about 10 days. They are not afraid to spend money since it is their main holiday of the year, so their trip expenditure is relatively high
		F	The Bentley family usually stays for about 10 days. They are not afraid to spend money since it is their main holiday of the year, so their trip expenditure is relatively high

(5) (5 x 1)

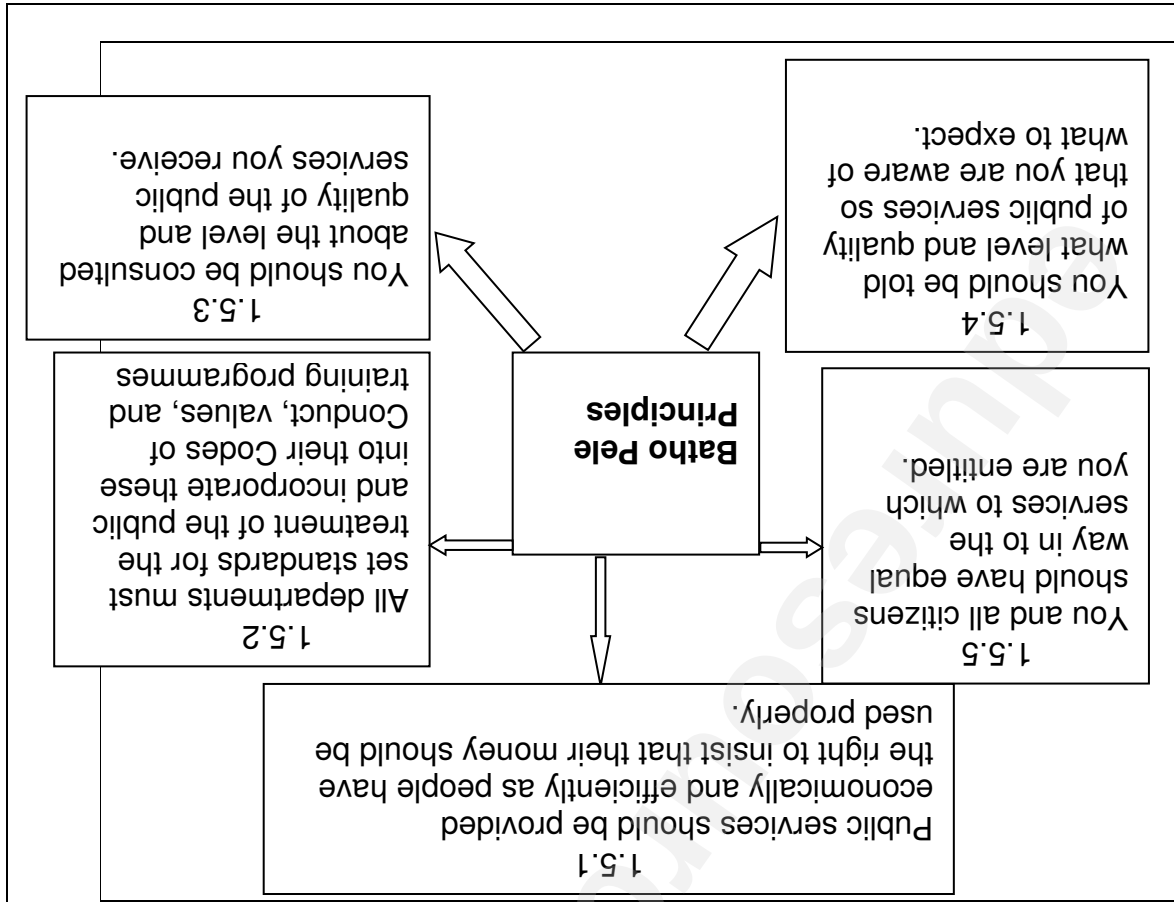
- 1.3.1 The first Indians arrived in South Africa in 1860 to work on the sugar cane plantations. They still celebrate the Festival of Lights once a year.
- 1.3.2 The annual festival of second New Year (*Tweede Nuwejaer*) is celebrated on 2 January with colourful costumes and music during street parades.
- 1.3.3 The National Arts Festival that is held annually in Grahamstown is one of the largest and most diverse art festivals in Africa.
- 1.3.4 Modjadj, the Rain Queen's main role to perform the mystical rituals that ensure good rains for the following year.
- 1.3.5 The cultural Calabash Festival is a youth art festival that takes place in the rural village of Taung, home of the famous Taung child skull found in the early 20th century.
- (5 x 1) (5)



1.3 Indicate the provinces where the festivals or cultural activities below take place. Write only the letter (A–H) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.5.6 K.

TOTAL SECTION A: 40

(5) (5 x 1)



Access, Value for money, Consultation, Openness and transparency, Service Standards, Courtesy,

1.5 The flow diagram below illustrates the Batho Pele principles adopted to ensure quality service in the South African public sector.

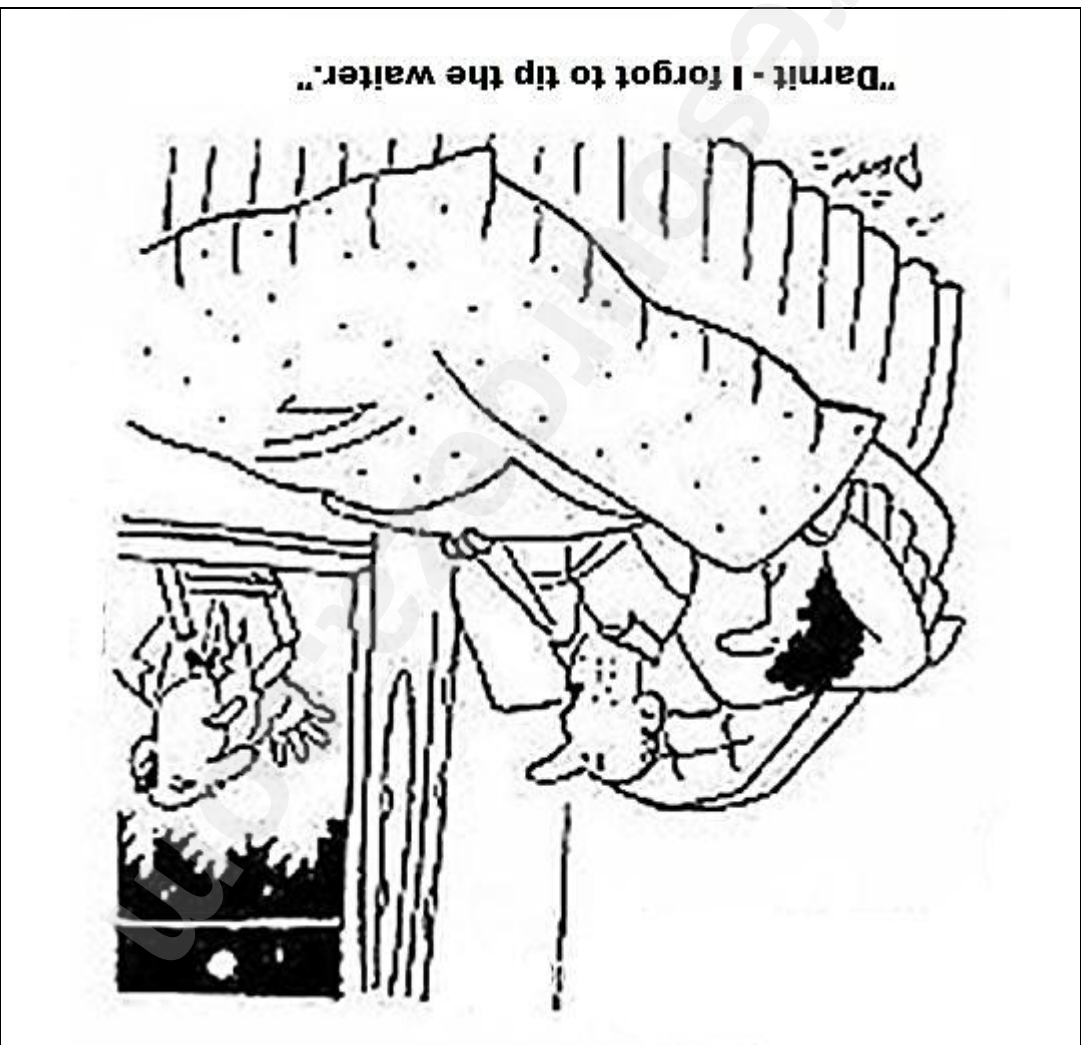
Complete the flow diagram by choosing a principle that has been described in each case from the list below. Write only the principle next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

(5) (5 x 1)

Crisis	Type of crisis
Tsunami	1.4.1
Tourists killed in hijacking	1.4.2
Outbreak of SARS (Severe Acute Respiratory Syndrome) that caused 775 deaths	1.4.3
Hurricane Sandy floods California and surrounding towns	1.4.4
Truck bombs explode almost simultaneously near two USA embassies	1.4.5

1.4 Complete the following table by stating next to each question number whether the world crisis is a **natural disaster**, **political situation** or a **crime**.

- 2.1 2.1.1 Briefly explain what the term "tip" means. (2)
- 2.1.2 Suggest ONE person who normally receives a tip in a restaurant. (1)
- 2.1.3 Provide TWO reasons why the person mentioned in QUESTION 2.1.2 is given a tip. (4)
- 2.1.4 Determine the reason why the customer is concerned or worried about forgetting to tip. (2)
- 2.1.5 State the sector represented by the cartoon. (1)



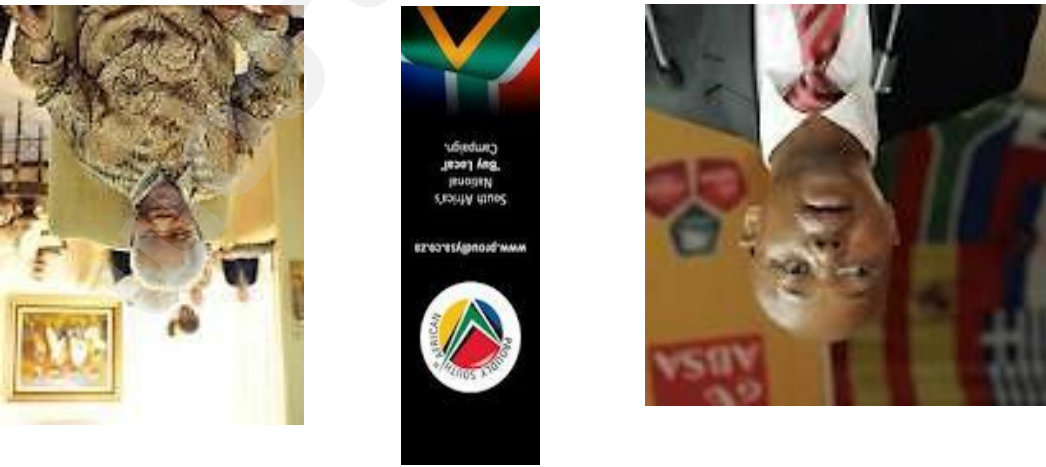
2.1 Study the cartoon below and answer the questions based on it.

QUESTION 2

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

- 2.2.1 In ONE sentence, describe what the aim of the PROUDLY SOUTH AFRICAN CAMPAIGN is. (2)
- 2.2.2 Discuss how buying local goods can assist the South African economy. (3 x 2) (6)
- 2.2.3 State ONE possible consequence of undermining THE PROUDLY SOUTH AFRICAN CAMPAIGN. (2)

PROUDLY SOUTH AFRICAN



South Africa's freedom became a reality in 1994 when Nelson Rolihlahla Mandela was inaugurated as the first democratically elected president. In 1998 he headed a job summit, where a movement was identified. It was a movement which identified the need to address South Africa's economic situation. The big four – government, business, labour and community – united and decided that this movement should be named Proudly South African.

2.2 Study the extract below and answer the questions based on it.

[Adapted from *Daily Dispatch*.]

community and provides accommodation in rondavels and chalets, as well as catering for conferences, functions and weddings. Another project that has grown from strength to strength on the back of IDC funding is the Masana Lodge, a 100% black-owned, three star lodge in Polokwane. Owned by Stanley and Takalani Mutamadzi, the lodge began operations in 2006 in a residential house that had been converted into a lodge with seven en-suite bedrooms, a restaurant, 130-seater conference centre and a 20-seater meeting room. The big break came when the Mutamadzis were granted a R3,5 million loan by the IDC to add another 20 bedrooms. The lodge has established a strong business on the back of the expansion and enjoys a healthy occupancy rate. The bulk of its business comes from government guests and conference goers. Other factors that have contributed to the success of the lodge are the lack of quality accommodation in the Polokwane area and the operational involvement of the owners. The company currently has 12 permanent employees and hopes to increase this number. The continued success of the venture is leading to the need for more facilities and a further expansion to bring the room count to 50 is planned.	The Limpopo Province offers many tourism activities and opportunities that take advantage of the region's natural heritage. The tremendous need for community and infrastructure development makes the region an obvious target for the IDC's tourism special business unit. The province also increased its attractiveness for domestic tourism recently, ranking as the most visited province in the first quarter of this year according to SA Tourism statistics, and in the two preceding years, when it attracted only 7% and 9% of visitors respectively. One of the success stories in the province is that of award winning entrepreneur Calvin Maphope, who developed the Mambedi Country Lodge in the rural village of Levhubu, just west of the northern reaches of the Kruger National Park. The lodge was established with an injection of Maphope's own R5 million and is based on his vision for top-class accommodation facilities that also to empower the community in which he grew up. His drive and vision were rewarded in 2006 when he was given the Emerging Tourism Entrepreneur of the year Award. Following this success, he approached the IDC for funding to expand his establishment to include conferencing facilities that now form an integral part of his business. Mambedi employs more than 30 staff from the local
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Read the extract below and answer the questions that follow.

2.3

TOTAL SECTION B: 40

[9]

- 3.3 Discuss TWO advantages of signing a contract of employment. (2 x 2) (4)
- 3.2 As a human resource manager in the Masana Lodge suggest THREE points which can be included in the Contract of Employment to be signed by the employees. (3)
- 3.1 Explaining the meaning of a *healthy occupancy rate*. (2)

The Masana Lodge has established a strong business on the back of the expansion and enjoys a healthy occupancy rate.

QUESTION 3

[31]

- 2.4 2.4.1 Indicate whether the IDC supports BEE or not. (1)
- 2.4.2 Refer to the extract to motivate your answer in QUESTION 2.4.1. (2)
- 2.3.3 Mambedi Country Lodge stimulates the multiplier effect. Use this extract to motivate this view. (2 x 2) (4)
- 2.3.2 Quote a sentence from the extract to prove that in Limpopo, tourism is used to develop rural areas as well. (2)
- 2.3.1 Define the concept *natural heritage*. (2)

SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 4

4.1 Read the extract below and answer the questions based on it.

RESPONSIBLE AND SUSTAINABLE TOURISM

With regard to responsible and sustainable tourism: it is well documented that tourism destinations are vulnerable to the multi-layered economic, political and environmental shocks associated with climate change. This is particularly true for destinations where the attractions that support tourism sectors are closely linked to the environment and climate itself (as is the case in South Africa). It goes without saying that energy is a vital resource for tourism development, as it is integral to accommodating and transporting tourists.

The sustainable use of energy within the tourism sector is pivotal for the competitiveness and sustainability of the tourism sector. This is important not only from a cost of doing business perspective, but from a consumer demand perspective as well, as consumers are increasingly becoming more inclined towards "green travelling". Responsible and sustainable tourism is not a foreign concept for South Africa.

ISSUED BY THE MINISTRY OF TOURISM: MELENE ROSSOUW

- 4.1.1 Explain the meaning of *sustainable tourism development*. (2)
- 4.1.2 Discuss the benefits of sustainable development. (4 x 2) (8)
- 4.1.3 Suggest TWO ways in which hotels can use energy in a responsible manner. (2 x 1) (2)
- 4.1.4 State the conference that was held in South Africa (Johannesburg) in 2002 to discuss issues on sustainable development. (1)
- 4.1.5 Consumers are increasingly becoming more inclined towards "green travelling". Explain the meaning of the above statement. (2)

- 4.2.1 Explain the meaning of *Blue Flag status*. (2)
- 4.2.2 Describe the conditions necessary for a beach to get Blue Flag status. (3 x 1) (3)
- 4.2.3 Supply THREE reasons behind this beach failing dismally to attain this status. (3 x 2) (6)
- 4.2.4 Predict the economic impact of this beach's condition to the tourism businesses in the surrounding communities. (2 x 2) (4)

[30]



4.2 Study the picture below and answer the questions based on it.

QUESTION 5

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

The Park has outstanding natural beauty, Africa's highest mountain range south of Kilimanjaro, and the largest and most concentrated series of rock art paintings in Africa – making it a World Heritage Site of both natural and cultural significance.

Preserved in the dramatic mountains are beautiful archaeological treasures on cave walls and rock shelters – hundreds of exquisite rock art paintings that tell the story of society that lived there until more recent times ...

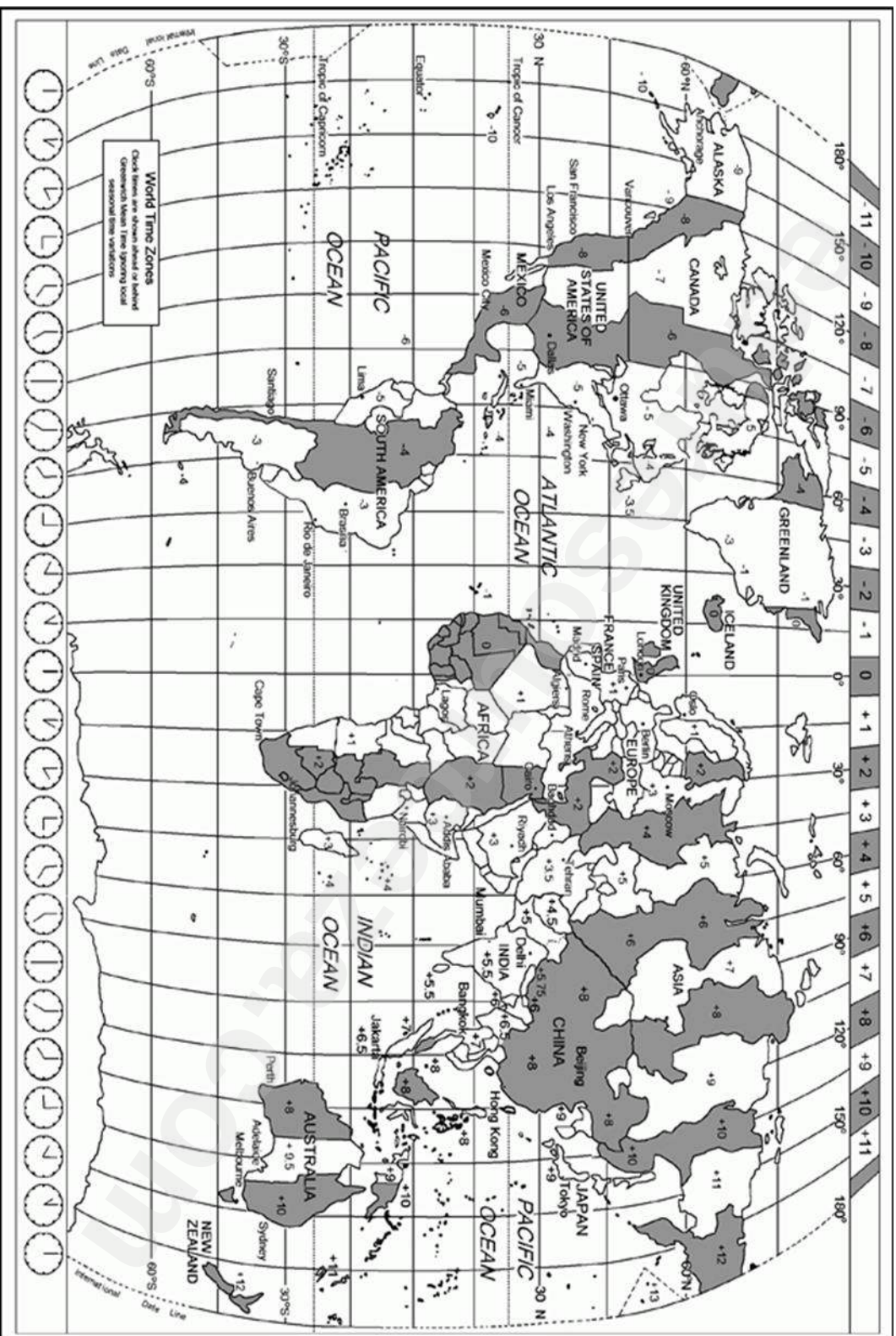
- 5.1.1 State the World Heritage Site referred to above. (1)
- 5.1.2 Indicate the province in which the World Heritage Site mentioned in QUESTION 5.1.1 is located. (1)
- 5.1.3 Name the body responsible for heritage sites in South Africa. (1)
- 5.1.4 State the cultural group that pioneered the occupying of the site. (1)
- 5.1.5 Highlight the importance of World Heritage Sites to the South African tourism industry. (3 x 2) (6)
- TOTAL SECTION C: 40**

[10]

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 Use the time zones provided to answer the following questions.



- 6.1.1 State the time difference between South Africa and the following cities.
- (a) Dallas (2)
 - (b) Delhi (2)
- 6.1.2 The blind musician, Clarence Carter, flew from New York on the 20th of August 2012 at 08:00. He had to endure a long journey as his plane had to drop him at Heathrow Airport where he had to catch a connecting flight. He spent 30 minutes at Heathrow before flying straight to Cape Town where he was expected to perform at the jazz festival. His journey took him 14 hours.
- (a) Calculate the arrival time and date of Clarence Carter in Cape Town. (4)
 - (b) Upon his arrival he wanted to immediately call his daughter back home. Calculate the time his daughter received the call and indicate if it was appropriate time to answer the phone or not and give reasons for your answer. (4)
 - (c) State the travelling document he needs in order to catch a connecting flight at Heathrow. (1)
- 6.1.3 Differentiate between a transit visa and an entry visa. (2)
- 6.2 Spain is the world's champions of the FIFA Soccer World Cup. They were crowned in South Africa after beating Netherlands by one goal to nil. They now automatically qualify to go and defend their title in Brazil by 2014.
- 6.2.1 Explain why the spectators from Spain will need the following information before their trip to Brazil.
- (a) Climate (2)
 - (b) Safety (2)
 - (c) Importance of travel insurance (2)
 - (d) Exchange rates (2)

6.3 Study the following exchange rate table and answer the questions that follow.

CURRENCY	WE BUY
£	14,50
\$	7,50
€	9,20

- 6.3.1 Explain the term *exchange rate*. (2)
- 6.3.2 On arrival in South Africa, a British business tourist decide to exchange 120 GBP to South African Rands. Calculate the total amount the tourist will receive in Rands. (3)
- 6.3.3 Having spent R500,00 of the amount he received in QUESTION 6.3.2, the tourist proceeded to the USA and converted the Rands to US dollars. Calculate the total amount of dollars received by the tourist. (4)
- 6.3.4 Suggest FOUR places where the tourist in QUESTION 6.3.3 can go to in the USA in order to exchange his money. (4)

[36]

QUESTION 7

Read the extract below and answer the questions based on it.

MORE TOURISTS VISITING SOUTH AFRICA.



South Africa saw exceptional growth in tourist arrivals in the first quarter of 2012, says Tourism Minister Martinus van Schalkwyk. Launching the latest tourist arrival figures in Pretoria on Sunday, Van Schalkwyk said that overall tourist arrivals to the country grew by 10,5% in the first quarter of 2012, with strong growth coming from all regions. The period from January to March 2012 saw a total of 2 267 807 tourist arrivals to South Africa – 216 031 more than the same period in 2011.

South Africa's biggest overseas source market, the United Kingdom, recovered from an overall decline in 2011 to post positive returns of 9,5% – with 1 337 299 tourists visiting South Africa in the first three months of 2012. Tourist arrivals from Germany maintained a strong positive growth trend, and with a 15,2% growth rate, the country was among the best-performing markets on the European continent.

“Robust sales and marketing partnerships across the region, South Africa's accessibility, and the exceptional value for money that the destination offers to European travellers were significant contributing factors to tourist arrivals growth from Europe,” he said. The United States also recorded excellent growth of 16,1% as South Africa maintained its status as a desirable and coveted leisure holiday experience for American travellers.

It is estimated that in the next decade, emerging market economies will contribute more to global economic growth than developed economies. The sector will then focus specifically on attracting visitors from BRICS countries.

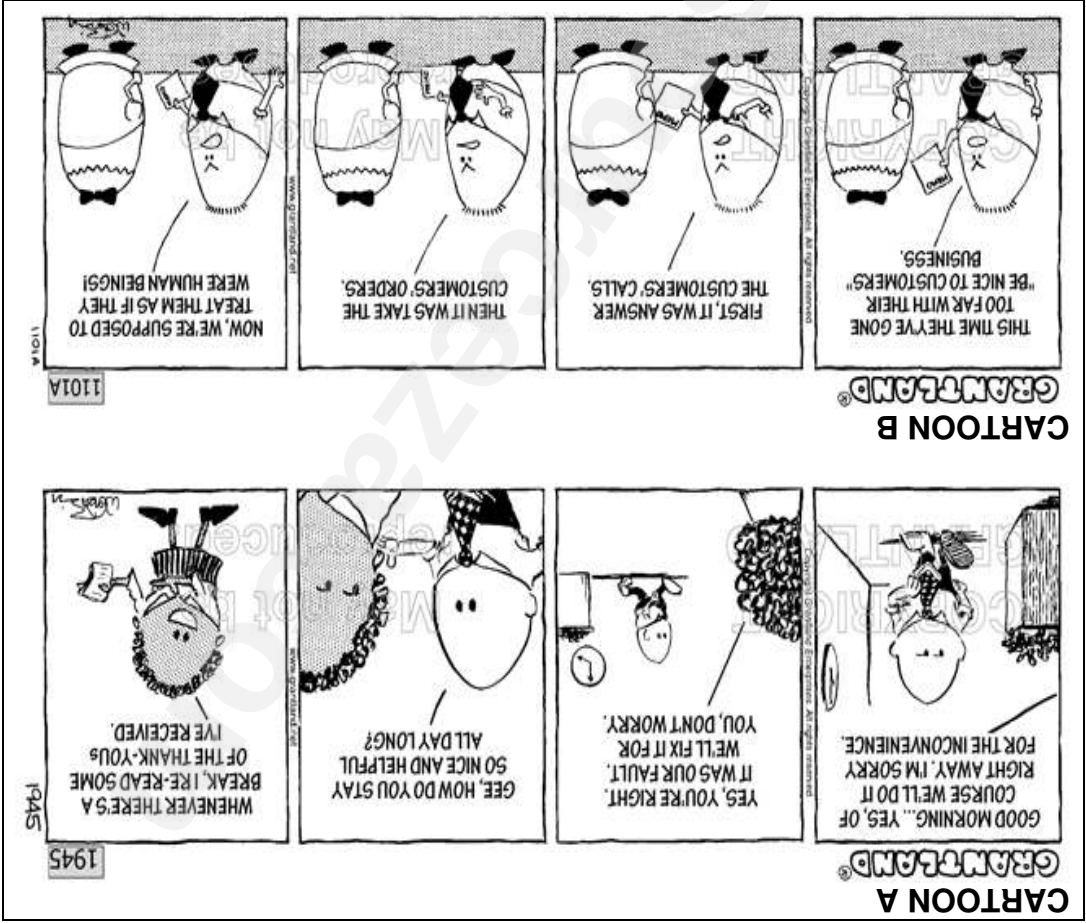
“We are extremely lucky to live in South Africa and to enjoy in our own backyard a destination that has grown tremendously in popularity and desirability all over the world. Let's work together and encourage each other to continue to make tourists feel safe and comfortable, to travel South Africa ourselves like tourists in our own country and to continue offering the excellent service, value for money and accessibility that have delivered these exceptional results, which we are optimistic will continue well into the future,” he said.

7.1	Explain the meaning of the term <i>marketing</i> .	(2)
7.2	State the difference in tourist arrivals between 2011 and 2012.	(1)
7.3	Mention THREE contributing factors towards growth in tourist arrivals from Europe.	(3)
7.4	From the extract write a phrase that means the same thing as: (a) Tourists feel at home (b) Domestic tourists	(2) (2)
7.5	It is estimated that in the next decade, emerging market economies will contribute more to global economic growth than developed economies. The sector will then focus specifically on attracting visitors from BRICS countries. Name any FOUR countries that have formed BRICS.	(4) [14]
TOTAL SECTION D:		50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

8.1 Study the cartoon below and answer the questions based on it.



- 8.1.1 State the cartoon (**A** or **B**) in which customers are treated with dignity. (1)
- 8.1.2 Motivate your answer given in QUESTION 8.1.1. (2 x 2) (4)
- 8.1.3 Describe the attitude displayed by the employee in Cartoon B. (2)
- 8.1.4 Discuss the impact that the attitude described in QUESTION 8.1.3 can have for any tourism business. (3 x 2) (6)
- 8.2 The best way to ensure the tourists' experiences are positive is to give them the opportunity to provide feedback and to ensure that their advice, criticism or opinions are valued. (2)
- 8.2.1 Explain what *Customer Feedback* means. (2)
- 8.2.2 Suggest THREE ways of obtaining customer feedback. (3)

TOTAL SECTION E: 30
GRAND TOTAL: 200

[8]
(1)

9.3 Describe the advantage of using the technology mentioned in QUESTION 9.2.

9.2 Identify the portable device being used in the picture. (1)

9.1.3 Pre-trip viewing of attractions (2)

9.1.2 Booking (2)

9.1.1 Communication (2)

9.1 Discuss how ICT can be used (by tourism businesses and customers) in the following areas:

The tourism industry has proved particularly suitable for the adoption of information technology because of its dependence upon the supply and exchange of information throughout the production and distribution chain. As an extremely information intensive industry, tourism is undergoing rapid and radical modern changes. A wide range of opportunities discover on daily basis through the use of information and communication technology.



Study the extract below and answer the questions based on them.

QUESTION 9

[22]
(4)

Provide advice to managers and employees on how to handle negative feedback. (2 x 2)

8.2.3 Some customers provide negative feedback for businesses.

8.2.3 Sommige kliënte voorsien negatiewe terugvoering aan besighede.

Verskaf advies aan bestuurders en werknemers oor hoe om negatiewe terugvoering te hanteer. (2 x 2) (4)
[22]

VRAAG 9

Bestudeer die onderstaande uittreksel en beantwoord die vrae wat daarop gebaseer is.



Die toerismebedryf het bewys dat dit veral geskik is vir die inligtingstechnologie as gevolg van hul afhanklikheid in die voorsiening en uitruiling van inligting in die vervaardigings-en-verspreidingsketting. Toerisme, as 'n uiters inligting-intensiewe bedryf, het vinnige en radikale moderne veranderinge ondergaan. 'n Wye verskeidenheid van geleenthede word op 'n daaglikse basis deur die gebruik van inligtings- en kommunikasietegnologie ontdek.

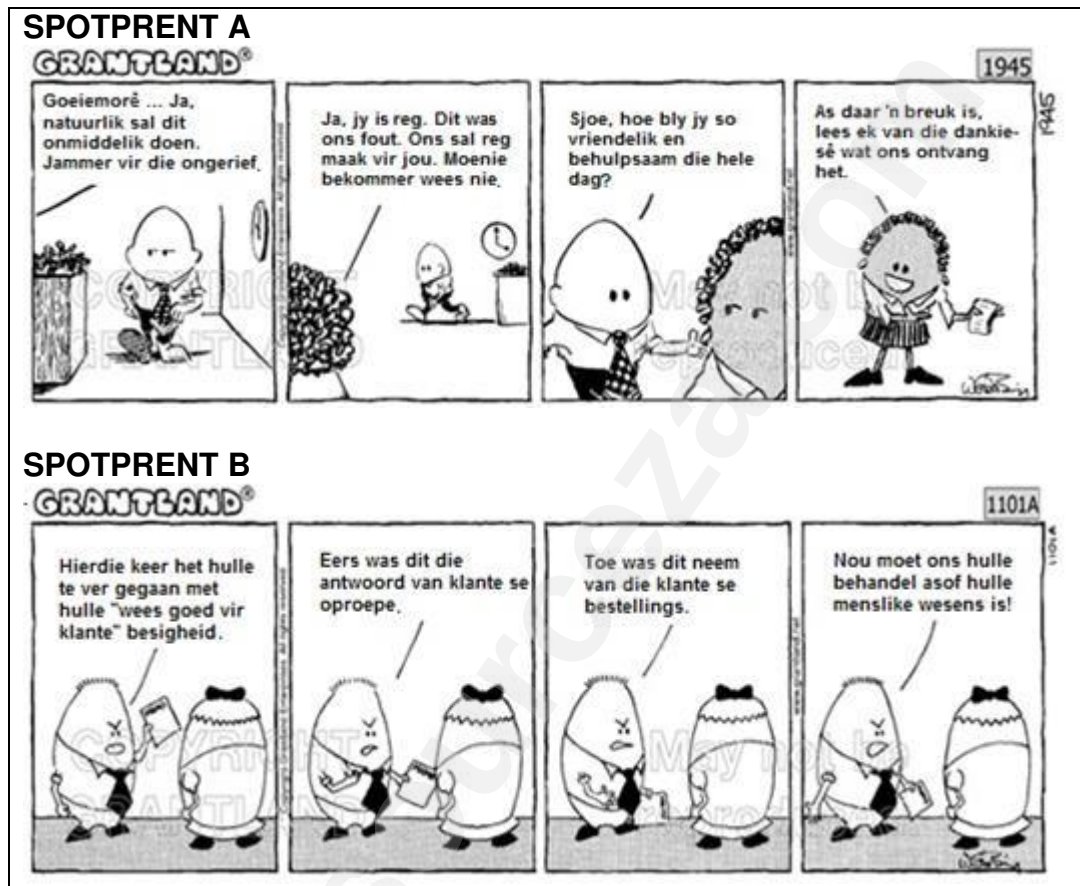
- 9.1 Bespreek hoe IKT (deur toerisme-ondernemings en kliënte) in die volgende areas gebruik kan word:
- 9.1.1 Kommunikasie (2)
 - 9.1.2 Bespreking (2)
 - 9.1.3 Vooraf-besigtiging van besienswaardighede (2)
- 9.2 Identifiseer die draagbare toestel wat in die prentjie wat gebruik word. (1)
- 9.3 Beskryf die voordele van die gebruik van die tegnologie wat in VRAAG 9.2 genoem is. (1)
[8]

TOTAAL AFDELING E: 30
GROOTTOTAAL: 200

AFDELING E: KLIËNTEDIENS EN KOMMUNIKASIE

VRAAG 8

- 8.1 Bestudeer die onderstaande spotprent en beantwoord die vrae wat daarop gebaseer is.



- 8.1.1 In watter spotprent (**A** of **B**) word die kliënte met waardigheid behandel? (1)
- 8.1.2 Motiveer jou antwoord in VRAAG 8.1.1. (2 x 2) (4)
- 8.1.3 Beskryf die houding wat deur die werknemer in Spotprent B vertoon word. (2)
- 8.1.4 Bespreek die impak wat die houding wat in VRAAG 8.1.3 beskryf is, kan inhou vir 'n toerisme-besigheid. (3 x 2) (6)
- 8.2 Die beste manier om te verseker dat die toeriste se ervarings positief is, is om hulle die geleentheid te gee om terugvoering te gee en om te verseker dat hul advies, kritiek of menings gewaardeer word.
- 8.2.1 Verduidelik wat *kliëntediens-terugvoering* beteken. (2)
- 8.2.2 Stel DRIE maniere voor van hoe om terugvoering van kliënte te verkry. (3)

- 7.1 Verduidelik die term “*bemarking*”. (2)
- 7.2 Noem die verskil in toeriste-aankomste tussen 2011 en 2012. (1)
- 7.3 Noem DRIE bydraende faktore wat aanleiding gegee het tot die groei in toeriste-aankomste uit Europa. (3)
- 7.4 Vanuit die uittreksel, skryf ’n fase neer wat dieselfde betekenis het as: (2)
- (a) Toeriste voel tuis (2)
- (b) Binnelandse toeriste (2)
- 7.5 Daar word beraam dat in die volgende dekade opkomende mark ekonomieë meer sal bydra tot die wêreldwye ekonomiese groei as die ontwikkelde ekonomieë. Die sektor sal dan spesifiek fokus om besoekers van die BRICS-lande te lok. (4)
- Noem enige VIER lande wat deel van die BRICS-lande uitmaak. (4)

[14]**TOTAAL AFDELING D: 50**

VRAAG 7

Lees die uittreksel hieronder en beantwoord die vrae.

Meer toeriste besoek Suid-Afrika



Suid-Afrika het uitsonderlike groei in toeriste-aankomste gedurende die eerste kwartaal van 2012 beleef het die Minister van Toerisme, Marthinus van Schalkwyk gesê. Met die uitreiking van die jongste toeriste aankoms-syfers in Pretoria op Sondag, het Van Schalkwyk gesê dat die algehele toeriste-aankomste na die land met 10,6% gedurende die eerste kwartaal van 2012, met sterk groei uit verskillende streke. Die periode van Januarie tot Maart 2012 het 'n totaal van 2 267 807 toeriste-aankomste na Suid-Afrika gelok – 216 031 meer as in dieselfde tydperk in 2011.

Suid-Afrika se grootste buitelandse mark, die Verenigde Koninkryk, het herstel van 'n algehele afname in 2011 tot 'n positiewe opbrengs van 9,5% met 133 729 toeriste wat Suid-Afrika in die eerste drie maande van 2012 besoek het. Toeriste-aankomste uit Duitsland handhaaf 'n sterk positiewe groei tendens, en met 'n groeikoers van 15,2% was die land onder die bespresterende markte op die Europese vasteland.

“Met robuuste verkope en bemarking-vennootskappe oor die streek, Suid-Afrika se toeganklikheid, en die uitsonderlike waarde vir geld wat die bestemming Europese reisigers bied, was beduidende bydraende faktore tot toeriste-aankomste groei van Europa,” het hy gesê. Die Verenigde State het ook uitstekende groei van 16,1% aangeteken en het getoon dat Suid-Afrika sy status as 'n wenslike en gesogte ontspannings vakansie-ervaring vir Amerikaanse reisigers is.

Daar word beraam dat in die volgende dekade, opkomende mark ekonomieë meer sal bydra tot die wêreldwye ekonomiese groei as die ontwikkelde ekonomieë. Die sektor sal dan spesifiek fokus om besoekers van die BRICS-lande te lok.

“Ons is baie gelukkig om in Suid-Afrika te woon en om in ons eie agterplaas 'n bestemming geniet wat geweldig in gewildheid en wenslikheid oor die wêreld gegroei het. Laat ons saamwerk en mekaar aanmoedig om ons toeriste veilig en gemaklik te laat voel, dat onself as toeriste deur Suid-Afrika moet reis om die uitstekende diens, waarde vir geld en toeganklikheid ervaar wat hierdie uitsonderlike resultate gelewes het. Ons is optimisties dat hierdie uitstekende resultate in die toekoms sal voortgaan,” het hy gesê.

- 6.3 Bestudeer die volgende wisselkoerstabel en beantwoord die vrae wat volg.

GELDEENHEID	ONS KOOP
£	14,50
\$	7,50
€	9,20

- 6.3.1 Verduidelik die term *wisselkoers*. (2)
- 6.3.2 Met sy aankoms in Suid-Afrika, besluit 'n Britse sake-toeris om sy 120 GBP om te ruil vir Suid-Afrikaanse Rand. Bereken die totale bedrag wat die toeris in Rand sal ontvang. (3)
- 6.3.3 Nadat hy R500,00 van die bedrag wat hy ontvang het in VRAAG 6.3.2, bestee het, het die toeris na die VSA gereis en wissel sy Rande na VSA dollars. Bereken die totale bedrag in dollars wat die toeris sal ontvang. (4)
- 6.3.4 Stel VIER plekke voor waar die toeris in VRAAG 6.3.3 in die VSA kan gaan om sy geld te wissel. (4)

[36]

6.1.1 Noem die verskille in tyd tussen Suid-Afrika en die volgende stede:

(a) Dallas (2)

(b) Delhi (2)

6.1.2 Die blinde musikant, Clarence Carter, vlieg vanaf New York op 20 Augustus 2012 om 08:00. Hy moes 'n lang vlug verduur aangesien sy vliegtuig eers na Heathrow-lughawe moes vlieg waar hy vir 'n aansluitingsvlug moes wag. Hy spandeer 30 minute op Heathrow voor sy direkte vlug na Kaapstad waar hy verwag was om deel te neem aan die jazz-fees. Sy reis het 14 uur geduur.

(a) Bereken die aankomstyd en datum van Clarence Carter in Kaapstad. (4)

(b) Met sy aankoms, wou hy onmiddellik sy dogter by die huis bel. Bereken die tyd wat sy dogter die oproep sal ontvang en meld of dit 'n gepaste tyd was om die telefoonoproep te beantwoord of nie. Gee redes vir jou antwoord. (4)

(c) Noem die reisdokument wat hy benodig ten einde 'n aansluitingsvlug in Heathrow te neem. (1)

6.1.3 Onderskei tussen 'n transitovisum en 'n besoekersvisum. (2)

6.2 Spanje is die wêreldkampioene van die FIFA Wêreldbekersokker-toernooi. Hulle was as kampioene in Suid-Afrika gekroon nadat hulle Nederland met een doel teenoor nul gewen het. Hulle kwalifiseer outomaties om hul titel in Brasilië in 2014 te verdedig.

6.2.1 Verduidelik waarom toeskouers van Spanje die volgende inligting benodig voor hul reis na Brasilië.

(a) Klimaat (2)

(b) Veiligheid (2)

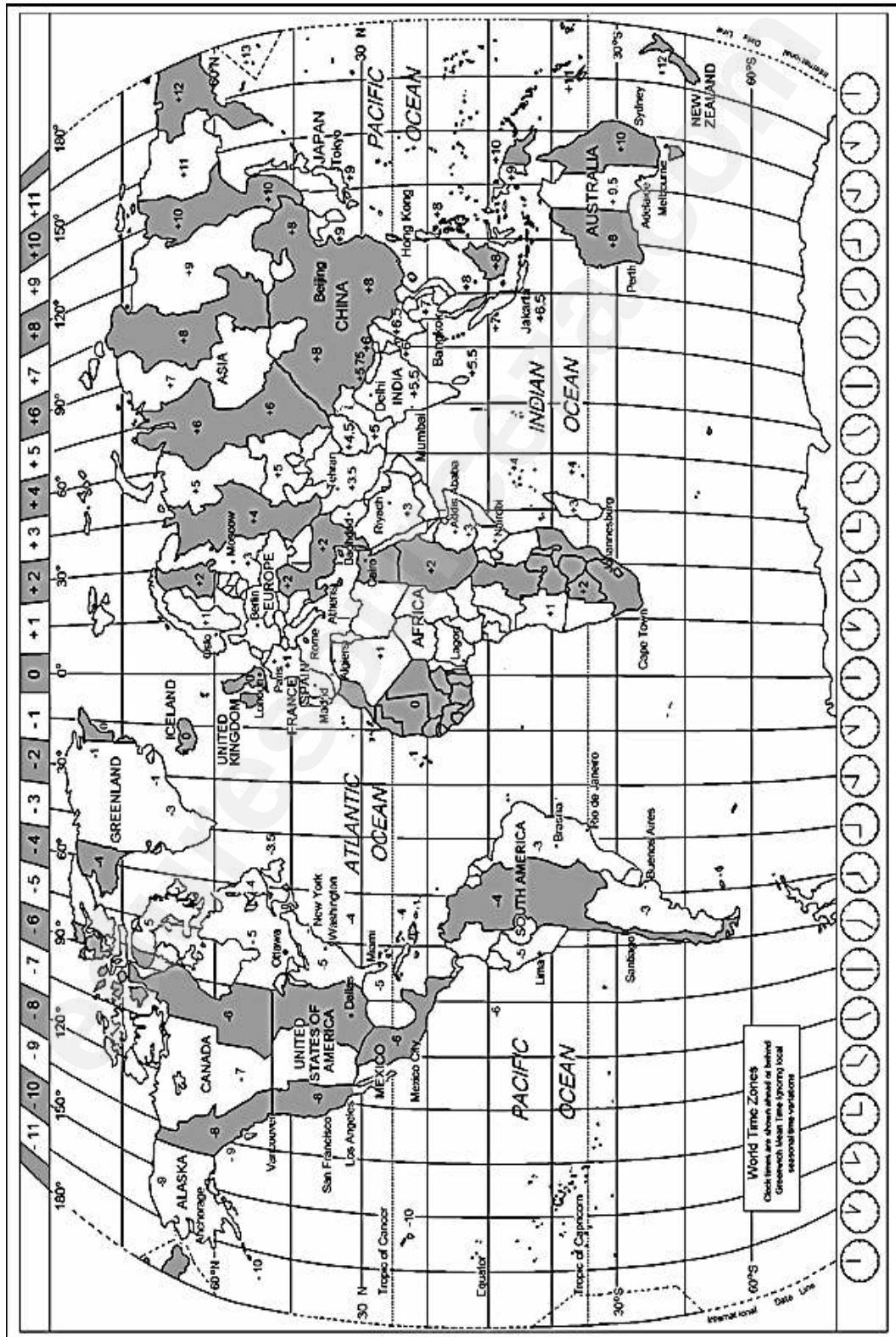
(c) Die belangrikheid van reisversekering (2)

(d) Wisselkoerse (2)

AFDELING D: TOERISME AARDRYKSKUNDE, BESIENSWAARDIGHEDEN EN REISNEIGINGS

VRAAG 6

- 6.1 Gebruik die tydsone-kaart wat verskaf word om die volgende vrae te beantwoord.



VRAAG 5

5.1 Lees die onderstaande uittreksel en beantwoord die vrae wat volg.

Die Park het uitstaande natuurlike skoonheid, Afrika se hoogste bergreeks suid van Kilimanjaro, en die grootste en mees gekonsentreerde reeks van rotstekeninge in Afrika – maak dit 'n wêrelderfenisterrein van beide natuurlike en kulturele betekenis.

Bewaar in die dramatiese berge is pragtige argeologiese skatte bymekaar gemaak op die mure van grotte en rotsskuilings – honderde van die pragtigste rotstekeninge wat die verhaal vertel van 'n gemeenskap wat tot onlangse tye nog daar gewoon het.

- 5.1.1 Noem die Wêrelderfenisterrein waarna hierbo verwys word. (1)
- 5.1.2 Dui die provinsie aan waarin die wêrelderfenisterrein genoem in VRAAG 5.1.1 geleë is. (1)
- 5.1.3 Gee die naam van die organisasie wat verantwoordelik is vir erfenisterreine in Suid-Afrika. (1)
- 5.1.4 Noem die kulturele groep wat die terrein aanvanklik beset het. (1)
- 5.1.5 Noem die belangrikheid van wêrelderfenisterreine vir die Suid-Afrikaanse toerismebedryf. (3 x 2) (6)
- [10]**

TOTAAL AFDELING C: 40

4.2 Bestudeer die prentjie hieronder en beantwoord die vrae wat volg.



- 4.2.1 Verduidelik die betekenis van “Blou Vlag-status”. (2)
- 4.2.2 Beskryf die toestande wat nodig is vir ’n strand om Blou Vlag-status te verkry. (3 x 1) (3)
- 4.2.3 Verskaf DRIE redes waarom hierdie strand klaaglik misluk het om hierdie status te bereik. (3 x 2) (6)
- 4.2.4 Voorspel die ekonomiese impak van die strand se toestand aan die toerisme-ondernemings in die omliggende gemeenskappe. (2 x 2) (4)
- [30]**

AFDELING C: VOLHOUBARE EN VERANTWOORDELIKE TOERISME**VRAAG 4**

- 4.1 Lees die uittreksel hieronder en beantwoord die vrae wat daarop gebaseer is.

VERANTWOORDELIKE EN VOLHOUBARE TOERISME

Met betrekking tot verantwoordelike en volhoubare toerisme: Dit is wel gedokumenteerd dat toerisme-bestemmings kwesbaar is vir die multi-gelaagde ekonomiese, politieke en omgewingsskotte wat verband hou met klimaatsverandering. Dit is veral waar vir bestemmings waar die toerisme-aantreklikhede die toerisme sektore ondersteun, en nou gekoppel is aan die omgewing en die klimaat self (soos die geval in Suid-Afrika). Sonder om dit te noem, is energie 'n belangrike bron vir die ontwikkeling van toerisme aangesien dit 'n integrale rol speel in die akkommodasie en vervoer van toeriste.

Die volhoubare gebruik van energie in die toerisme-sektor is deurslaggewend vir die mededingendheid en volhoubaarheid van die toerisme-sektor. Dit is belangrik, nie net uit 'n koste perspektief van hoe om besigheid te doen nie, maar sowel vanuit 'n verbruikersvraag perspektief, omdat verbruikers meer geneig is tot "groen reise". Verantwoordelike en volhoubare toerisme is nie 'n vreemde konsep vir Suid-Afrika nie.

[UITGEREIK DEUR DIE MINISTERIE VAN TOURISME: MELENE ROSSOUW]

- 4.1.1 Verduidelik die betekenis van *volhoubare toerisme ontwikkeling*. (2)
- 4.1.2 Bespreek die voordele van volhoubare ontwikkeling. (4 x 2) (8)
- 4.1.3 Stel TWEE maniere voor hoe hotelle energie op 'n verantwoordelike manier kan gebruik. (2 x 1) (2)
- 4.1.4 Noem die beraad wat in Suid-Afrika (Johannesburg) in 2002 gehou was om kwessies oor volhoubare ontwikkeling te bespreek. (1)
- 4.1.5 Verbruikers is toenemend meer geneig tot "groen reise".
Verduidelik die betekenis van bogenoemde stelling. (2)

- 2.3.1 Definieer die konsep *natuurlike erfenis*. (2)
- 2.3.2 Haal 'n sin aan uit die uittreksel om te bewys dat toerisme in Limpopo gebruik word om sowel die landelike gebiede te ontwikkel. (2)
- 2.3.3 Mambedi Country Lodge stimuleer die vermenigvuldigingseffek.
Gebruik hierdie uittreksel om die standpunt te motiveer. (2 x 2) (4)
- 2.4 2.4.1 Meld of die IDC SEB ondersteun of nie ondersteun nie. (1)
- 2.4.2 Haal aan uit die uittreksel om jou antwoord in VRAAG 2.4.1 te motiveer. (2)
- [31]**

VRAAG 3

Die Masana Lodge het sterk gegroei na aanleiding van grootskaalse uitbreidings en geniet 'n gesonde okkupasie (besettings)-koers.

- 3.1 Verduidelik die betekenis van 'n *gesonde okkupasie-koers*. (2)
- 3.2 As 'n menslike hulpbronbestuurder by die Masana Lodge, stel DRIE punte voor wat ingesluit kan word in die Diensooreenkoms/Werkskontrak wat deur die werknemers onderteken moet word. (3)
- 3.3 Bespreek TWEE voordele deur 'n werkskontrak te onderteken. (2 x 2) (4)
- [9]**

TOTAAL AFDELING B: 40

2.3 Lees die uittreksel hieronder en beantwoord die vrae wat volg.

Die Limpopo Provinsie gebruik die streek se natuurlike erfenis om die talle toerisme aktiwiteite en geleenthede te bied. Die geweldige behoefte vir gemeenskap- en infrastruktuur ontwikkeling maak die streek 'n outomatiese teiken vir die IDC se spesiale toerisme sake-eenheid. Die provinsie het ook onlangs sy aantreklikhede vir binnelandse toerisme verhoog en volgens statistieke van SA Toerisme tel die provinsie onder die voorste provinsies wat gedurende die eerste kwartaal van hierdie jaar besoek was, vergeleke met die voorafgaande twee jaar, toe die streek slegs 7% en 9% van besoekers onderskeidelik gelok het. Een van die sukses verhale in die provinsie, was die toekenning van die entrepreneur prys aan Calvin Maphope, wat die Mambedi Country Lodge in die landelike dorpie van Levhubu, wes van die noordelike deel van die Kruger Nasionale Park ontwikkel het. Die lodge was gebou met 'n finansiële inspuiting van R5 miljoen, Maphope se eie geld, en is gebaseer op sy visie vir top-klas akkommodasie fasiliteite en die bemagtiging van die gemeenskap waarin hy grootgeword het. Sy dryfkrag en visie was in 2006 beloon toe hy aangewys was as die Opkomende Toerisme Entrepreneur van die jaar. Na aanleiding van hierdie sukses, het hy die IDC genader vir die befondsing van konferensie fasiliteite om sy onderneming uit te brei, en wat tans 'n integrale deel van sy onderneming uitmaak. Mambedi verskaf werk aan meer	as 30 mense van die plaaslike gemeenskap en voorsien akkommodasie in rondawels en chalets. Hy voorsien ook spyseniering vir konferensies, funksies en troues. Nog 'n projek wat van krag tot krag gegaan het te danke aan die befondsing van die IDC, is die drie ster Masana Lodge in Polokwane, wat 100% in swart besit is. Die lodge behoort aan Stanley en Takalani Mufamadi. Die lodge het met sy werksaamhede in 2006 in begin, 'n residensiële huis wat omskep was in 'n lodge, met sewe en-suite slaapkamers, 'n restaurant, 130-sitplek konferensie sentrum en 'n 20-sitplek vergaderingskamer. Hul groot deurbraak het gekom toe die IDC 'n R3,5 miljoen lening aan die Mufamadis toegestaan het om nog 20 slaapkamers by te voeg. Die lodge het sterk gegroei na aanleiding van grootskaalse uitbreidings en geniet 'n gesonde okkupasie (besettings) koers. grootste persentasie kom van regeringsgaste en konferensie-gangers. Ander faktore wat bygedra het tot die sukses van die lodge is die gebrek aan kwaliteit akkommodasie in die Polokwane-gebied en die operasionele betrokkenheid van die eienaars. Die maatskappy het tans 12 permanente werknemers en hoop om hierdie getal te verhoog. Die voortgesette sukses van die onderneming hang af van verdere uitbreiding van fasiliteite en daar word beplan om die slaapkamers tot 50 uit te brei.
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[Vrylik vertaal en aangepas vanuit *Daily Dispatch*.]

- 2.2 Bestudeer die uittreksel hieronder en beantwoord die vrae wat daarop gebaseer is.

**TROTS SUID-AFRIKAANS
(PROUDLY SOUTH AFRICAN)**



Suid-Afrika se Vryheid het 'n werklikheid in 1994 geword toe Nelson Rolihlahla Mandela as die eerste demokratiese verkose president ingehuldig was. In 1998 was hy aan die hoof van 'n werksberaad, wat 'n behoefte geïdentifiseer het. Dit was 'n behoefte om die ekonomiese situasie in Suid-Afrika aan te spreek. Die groot vier – die regering, besighede, arbeid en die gemeenskap – het bymekaar gekom en besluit dat die naam van hierdie beweging TROTS SUID-AFRIKAANS moet wees.

- 2.2.1 Beskryf in EEN sin, wat die doel van die TROTS SUID-AFRIKAANSE veldtog is. (2)
- 2.2.2 Bespreek hoe die koop van plaaslike goedere die Suid-Afrikaanse ekonomie kan help. (3 x 2) (6)
- 2.2.3 Noem EEN moontlike gevolg as die TROTS SUID-AFRIKAANSE veldtog ondermyn word. (2)

AFDELING B: TOERISME AS 'N INEENGESKAKELDE SISTEEM**VRAAG 2**

- 2.1 Bestudeer die onderstaande spotprent en beantwoord die vrae wat daarop gebaseer is.



- 2.1 2.1.1 Verduidelik kortliks wat die term “*footjie*” beteken. (2)
- 2.1.2 Noem EEN persoon wat gewoonlik 'n footjie in 'n restaurant kry. (1)
- 2.1.3 Verskaf TWEE redes waarom die persoon genoem in VRAAG 2.1.2 'n footjie kry. (4)
- 2.1.4 Bepaal die rede waarom die kliënt bekommerd is omdat hy vergeet het om 'n footjie te laat. (2)
- 2.1.5 Dui die sektor wat deur die spotprent verteenwoordig word. (1)

- 1.4 Voltooi die onderstaande tabel deur te meld langs elke vraagnommer of die wêreld-krisis 'n **natuurlike ramp, politieke situasie of misdaad** is.

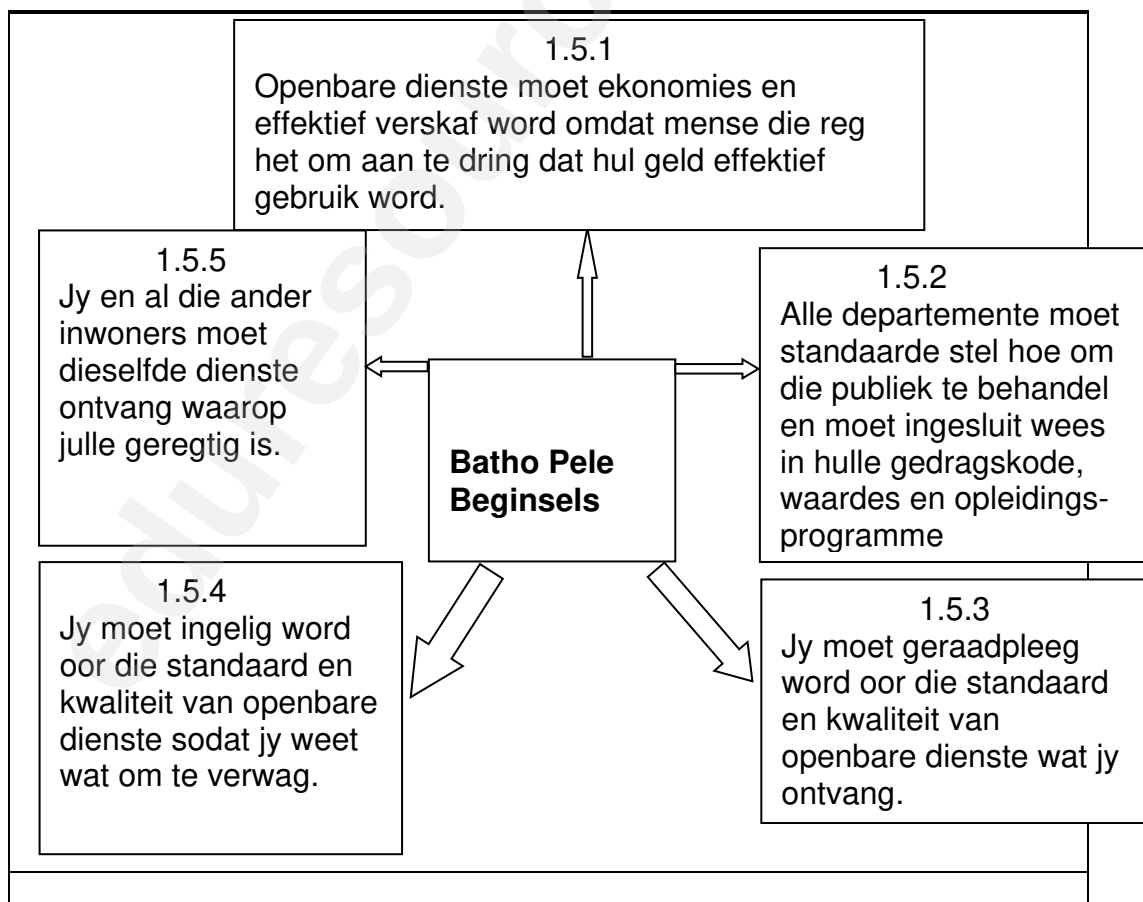
Krisis	Tipe krisis
Tsoenami	1.4.1
Toeriste vermoor gedurende 'n kaping	1.4.2
Uitbreek van SARS (Ernstige Akute Respiratoriese Sindroom) wat 775 sterftes veroorsaak het	1.4.3
Orkaan Sandy veroorsaak vloede in Kalifornië en omliggende gebiede	1.4.4
Vragmotorbomme ontplof byna gelyktydig naby twee VSA ambassades	1.4.5

(5 x 1) (5)

- 1.5 Die vloeiagram hieronder illustreer die Batho Pele-beginsels wat aanvaar is om is om kwaliteit diens in die Suid-Afrikaanse openbare sektor te verseker.

Voltooi die vloeiagram deur 'n beginsel te kies wat in die onderstaande lys beskryf word. Skryf slegs die beginsel langs die vraagnommer (1.5.1–1.5.5) in jou ANTWOORDEBOEK neer.

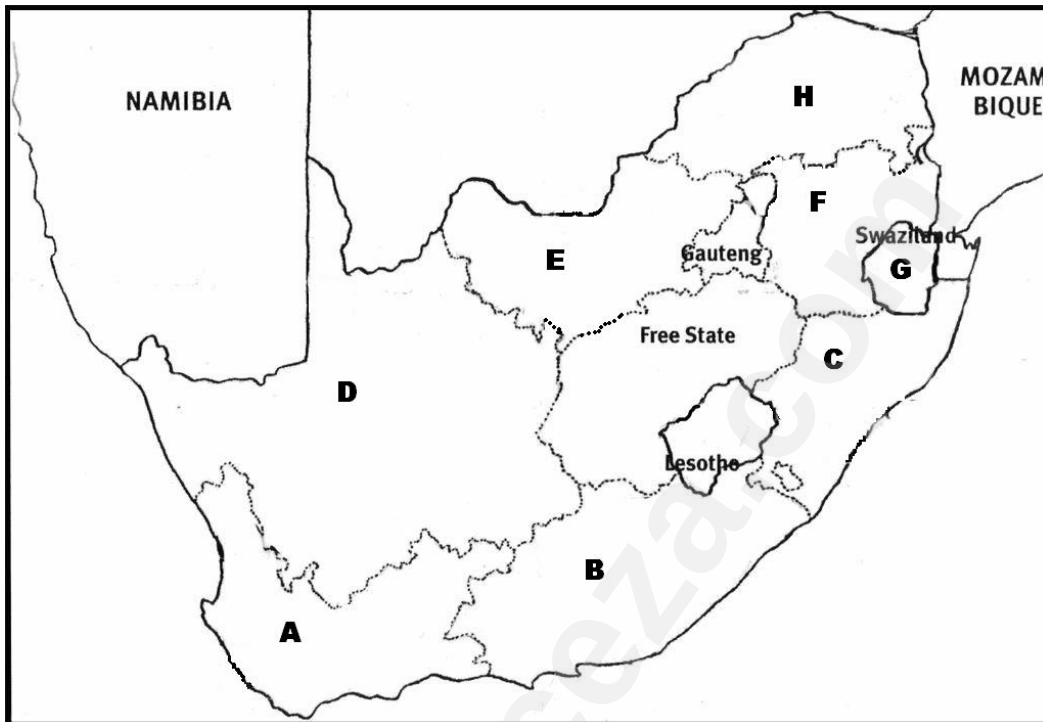
Toeganklikheid, Waarde vir geld, Raadpleging, Openheid en deursigtigheid, Diensstandaarde, Hoflikheid



(5 x 1) (5)

TOTAAL AFDELING A: 40

- 1.3 Dui die provinsies aan waar die feeste of kulturele aktiwiteite hieronder plaasvind. Skryf slegs die letter (A–H) langs die vraagnommer (1.3.1–1.3.5) in jou ANTWOORDEBOEK neer, byvoorbeeld 1.5.6 K.



- 1.3.1 Die eerste Indiërs het in 1860 in Suid-Afrika aangekom om op suikerplantasies te werk. Hulle vier steeds die Fees van Ligte een maal per jaar.
- 1.3.2 Die jaarlikse viering van Tweede Nuwejaar word op 2 Januarie tydens straatparades met kleurvolle kostuums en musiek gevier.
- 1.3.3 Die nasionale kunstefees wat jaarliks in Grahamstad gehou word, is een van die grootste en mees diverse kunsbyeenkomste in Afrika.
- 1.3.4 Modjadji, die Reënkoningin, se hoofrol is om die jaarlikse mistieke rituele uit te voer om goeie reën vir die volgende jaar te verseker.
- 1.3.5 Die kulturele Kalbasfees is 'n jeugkunstefees wat in die plattelandse dorpie van Taung plaasvind, tuis van die bekende Taungkinderskedel wat vroeg in die 20^{ste} eeu gevind is.

(5 x 1) (5)

- 1.2 Bestudeer die verskillende marksegmente hieronder en kies 'n stelling in KOLOM B wat die marksegment die beste in KOLOM A beskryf. Skryf slegs die letter (A–F) langs die vraagnommer (1.2.1–1.2.5) in jou ANTWOORDEBOEK neer.

KOLOM A		KOLOM B	
1.2.1	Goue aktiewe paartjies	A	Hulle is lief om gedurende die Desember-vakansies met hul vriende na Johannesburg te reis. Hulle geniet vir 'n week sportsoorte soos sokker en die stads-naglewe. Hulle vind akkommodasie by vriende en familie.
1.2.2	Wel-af huislike egpare en gesinne	B	Neem vakansie vir twee weke op 'n slag met hul kleinkinders wanneer dié skoolvakansies het.
1.2.3	Onafhanklike jong egpare en gesinne	C	Hulle beplan 'n romantiese vakansie langs die noordkus van KwaZulu-Natal by 'n gesellige selfsorg-huisie op die strand. Hulle sal vir 'n paar dae die natuurlike aantreklikhede besigtig en ander tye op die strand ontspan.
1.2.4	Jonk en opkomend	D	Die Mokwena broers kan nie wag om weg te kom van hul veeleisende werk in Gauteng wat nie goed betaal nie. Hulle neem hul vrouens en kinders na KwaZulu-Natal vir 'n vakansie. Hulle reiskoste is redelik hoog en hulle het pligsgetrou gespaar vir die familie-vakansie.
1.2.5	Strewende families	E	Hulle bly gewoonlik vir 5 nagte. Hierdie segment het kinders oor die ouderdom van 21 jaar.
		F	Die Bentley familie bly gewoonlik vir 10 dae. Hulle is nie bang om geld te spandeer nie, aangesien dit hul belangrikste vakansie van die jaar is. Hul vakansie uitgawes is redelik hoog.

(5 x 1)

(5)

1.1.18 'n Jamaikaanse paartjie wat deur Suid-Afrika toer, is verdwaal. Hulle nader jou vir hulp. Hoe behoort jy op te tree ten einde herhaalde besoeke na ons land te verseker?

- A Kan jy nie sien ek is haastig nie? Vra iemand anders.
- B Ek is jammer, maar ek praat nie met vreemdelinge nie.
- C Ek is jammer julle het verdwaal. Laat ek kyk of ek julle nie kan help nie.
- D Ek is jammer, maar ek praat nie julle taal nie.

1.1.19 Een van die funksies van hierdie regerings-organisasie, is die ...



- A bewaring van Suid-Afrika se fauna en flora.
- B bemaking van Suid-Afrika.
- C voorsiening van fondse aan Toerisme Suid-Afrika.
- D om te omsien na die belange van die toerisme-ondernemings.

1.1.20 Eienskappe van die Sentrale Besprekingsstelsel sluit die volgende in:

- A Die stelsel outomaties kontroleer en handhaaf die beskikbaarheid van besprekings.
- B Jy kan al die nodige inligting van gaste invul.
- C Jy het volle beheer oor die beskikbaarheid van kamers oor die internet.
- D Al die bogenoemde.

(20 x 1) (20)

- 1.1.12 King Shaka-lughawe en die OR Tambo-lughawe is onderskeidelik in die volgende provinsies geleë:
- A KwaZulu-Natal en Gauteng
 - B Oos-Kaap en KwaZulu-Natal
 - C Gauteng en Vrystaat
 - D Wes-Kaap en Gauteng
- 1.1.13 Hierdie siekte kan verkry word deur die byt van 'n sekere soort muskiet wat die malaria-parasiet dra.
- A Geelkoors
 - B MIV/Vigs
 - C Malaria
 - D H1N1
- 1.1.14 'n ... sal homself/haarself voordoen as 'n kliënt, die diens ervaar en aan die eienaar terug rapporteer.
- A Werkgewer
 - B Besoeker
 - C Toeris
 - D Geheime kliënt
- 1.1.15 Aardverwarming is 'n toename in die wêreld se temperatuur wat gedeeltelik veroorsaak word deur die ...
- A kweekhuis-effek.
 - B industriële aktiwiteite.
 - C ontbossing.
 - D Al die bogenoemde.
- 1.1.16 ... is wanneer verskeie toerisme ondernemings hulle toerisme-produkte en-dienste saam adverteer om sodoende koste te bespaar.
- A Bemarking
 - B *Sho't left*
 - C Koöperatiewe bemarking
 - D Verpligte advertering
- 1.1.17 Die assessering/studie word uitgevoer voordat toerisme-ontwikkeling plaasvind om die impak daarvan op die omgewing te evalueer.
- A Omgewingsbestuur sisteem
 - B Verantwoordelike Toerisme
 - C Omgewingsimpak
 - D Omgewingsake

- 1.1.6 'n Streek van ongeveer 15° lengtegraad regoor die wêreld waar tyd op 'n plaaslike skaal gemeet word.
- A GMT
 - B IDL
 - C Tydsones
 - D Vlugvoosheid
- 1.1.7 Die term wat gebruik word om 'n persoon te beskryf wat 'n toerisme-besigheid begin.
- A Toerisme professionele persoon
 - B Toerisme verteenwoordiger
 - C Toerisme entrepreneur
 - D Toerisme loopbaan
- 1.1.8 Die 2011 Cop 17 wat in Suid Africa gehou was, is in die stad gehou:
- A Johannesburg
 - B Durban
 - C Kaapstad
 - D Port Elizabeth
- 1.1.9 Halaal-kos word met hierdie godsdienstige groep geassosieer.
- A ZCC
 - B Rooms-Katoliek
 - C Jode
 - D Moslems
- 1.1.10 'n Onderneming kan verantwoordelike toerisme beoefen indien die onderneming homself verbind aan ...
- A die beskerming van die omgewing.
 - B die ontwikkeling van die gemeenskap.
 - C om 'n wins te maak.
 - D Al die bogenoemde is korrek.
- 1.1.11 By spanwerk, is die persoon wat verantwoordelik vir die dokumentering van groepsaktiwiteite in 'n span, die ... genoem.
- A leier
 - B hekwagter
 - C skriba
 - D uitklaarder (clarifier).

AFDELING A: KORTVRAE**VRAAG 1**

- 1.1 Vier opsies word as moontlike antwoorde vir die volgende vrae gegee. Kies die antwoord en skryf slegs die letter (A–D) langs die vraagnommer (1.1.1–1.1.21) in die ANTWOORDEBOEK neer, bv. 1.1.21 A.
- 1.1.1 Verdeling van markte gebaseer op bevolkingsstatistiek is ...
- A segment profiele.
 - B opkomende segmente.
 - C demografiese segmentering.
 - D onontginde segmente.
- 1.1.2 'n Reisplan wat spesiaal opgestel word vir individue, gesinne of groepe met spesiale behoeftes is ...
- A 'n algemene reisprogram.
 - B 'n persoonlike reisplan.
 - C 'n toerplan.
 - D persoonlike verkope.
- 1.1.3 'n Geskrewe stelsel vir gesiggestremde of blinde mense, bestaande uit patrone van verhewe stippels wat deur aanraking gelees kan word.
- A Braille
 - B Blinde skrif
 - C Kreupel skrif
 - D Blinde mense
- 1.1.4 'n Stelsel wat jou toelaat om 'n rekenaar te gebruik om boodskappe te stuur en te ontvang.
- A Webwerf
 - B Webkamera
 - C Soekenjin
 - D E-pos
- 1.1.5 Fasiliteer die groei en uitbreiding van klein- en mediumgrootte ondernemings in die toerismebedryf, wat tot werkskepping en inkomste-generende geleenthede lei.
- A SEB–telkaart
 - B Toerisme industrie
 - C KMMO's / SMME's
 - D TEP

INSTRUKSIES EN INLIGTING

Lees die instruksies noukeurig voordat die vrae beantwoord word.

1. Hierdie vraestel bestaan uit VYF afdelings.
2. AL die vrae in AFDELINGS A, B, C, D en E is VERPLIGTEND.
3. Begin ELKE VRAAG op 'n NUWE bladsy.
4. Jy mag 'n nieprogrammeerbare sakrekenaar gebruik.
5. Skryf netjies en leesbaar.
6. Die volgende tabel is 'n riglyn om jou te help om jou tyd volgens elke afdeling in te deel.

AFDELING A	Kortvrae	40 punte	20 minute
AFDELING B	Toerisme as 'n Interverwante Stelsel	40 punte	40 minute
AFDELING C	Volhoubare en Verantwoordelike Toerisme	40 punte	40 minute
AFDELING D	Toerisme-aardrykskunde, Besienswaardighede en Reisneigings	50 punte	50 minute
AFDELING E	Kliëntediens en Kommunikasie	30 punte	30 minute



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GRAAD 12

SEPTEMBER 2013

TOERISME

PUNTE: 200

TYD: 3 uur



Hierdie vraestel bestaan uit 23 bladsye.
