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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2012

MARKS: 200

TIME: 3 hours

This question paper consists of 28 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections: SECTIONS A, B, C, D and E.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTION 7.3 answers should be rounded off correctly to TWO decimal places.
5. You may use a non-programmable pocket calculator.
6. Write neatly and legible.
7. 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.

- 1.1.1 The word associated with the tourism logo below:



- A Eish
B Ayoba
C Welcome
D Mzanzi
- 1.1.2 The 1996 document that provides the policy framework and guidelines for tourism development in South Africa:
- A The White Paper on the Promotion and Development of Tourism in South Africa
B The Green Paper on the Promotion and Development of Tourism in South Africa
C The Responsible Tourism Guidelines
D The Responsible Tourism Handbook
- 1.1.3 The Sho't left campaign is part of the ... Strategy of the NDT.
- A Safety and Security
B Energy Efficiency
C Culture and Heritage Development
D Domestic Tourism Growth
- 1.1.4 South Africa's only icon on the Seven Wonders of Nature list:
- A ISimangaliso Wetland Park
B Table Mountain
C Mapungubwe World Heritage Site
D Howick Falls

- 1.1.5 South African Tourism (SAT) uses the tourism levies (funds) collected by ... to market South Africa locally and internationally.
- A TOMSA
 - B SATSA
 - C FEDHASA
 - D ASATA
- 1.1.6 An example of a technical skill that is specific to doing a certain job in the tourism industry:
- A Listening carefully
 - B Communicating accurately in writing
 - C Being able to use a software programme to make reservations
 - D Speaking clearly and politely
- 1.1.7 This department addresses the economic, social and environmental objectives of tourism:
- A DEAT
 - B Department of Environmental Affairs
 - C National Department of Tourism
 - D Department of Home Affairs
- 1.1.8 The gathering and analysing of information in order to draw up an effective marketing plan:
- A Marketing mix
 - B Marketing segmentation
 - C Market research
 - D Marketing product
- 1.1.9 Heritage Day in South Africa is celebrated on ...
- A 16 June.
 - B 1 May.
 - C 24 September.
 - D 27 April.
- 1.1.10 Maize has been the basis of African cuisine (food) for many years and each cultural group has a different way of preparing and cooking it. This traditional meal is prepared with maize:
- A Samp and beans
 - B Bunny Chow
 - C Breyani
 - D Morogo

- 1.1.11 A South African passport holder requires a visa to travel to the following country:
- A The United Kingdom
 - B Zimbabwe
 - C Botswana
 - D Lesotho
- 1.1.12 South Africa takes its standard time from ...
- A +1.
 - B -1.
 - C -2.
 - D +2.
- 1.1.13 The line of longitude that determines whether a day is lost or gained is called the ...
- A UTC.
 - B IDL.
 - C DST.
 - D GMT.
- 1.1.14 An example of a duty-free item that will be cleared by customs when entering South Africa is ...
- A an endangered plant.
 - B 50 ml perfume.
 - C an undeclared camera.
 - D more than three litres of alcohol.
- 1.1.15 This disease is most commonly contracted in damp and swampy areas:
- A Malaria
 - B Hepatitis
 - C Swine flu
 - D Typhoid fever
- 1.1.16 The rate used by a bank when foreign currency is exchanged for local currency:
- A BSR
 - B Forex
 - C BBR
 - D Foreign exchange

- 1.1.17 The most effective method for a supermarket to measure customer satisfaction is to ...
- A get the customers' cellphone numbers and make short follow-up calls after the customers have left the supermarket.
 - B ask customers to complete long, written questionnaires before leaving the shop.
 - C approach customers and ask them about their shopping experience while they are shopping and give them a free product.
 - D Both A and C are effective methods
- 1.1.18 Lesotho is one of South Africa's major inbound markets. A possible reason for the high visitor volumes is that ...
- A many people from Lesotho visit South Africa to experience the many cultural tourist attractions.
 - B many people from Lesotho come to South Africa to do business.
 - C many people from Lesotho come to South Africa to visit friends and relatives.
 - D Both B and C are correct
- 1.1.19 The ... is used by some businesses to evaluate service standards.
- A tourism enterprise programme
 - B pro-poor tourism programme
 - C global travel and tourism programme
 - D mystery customer
- 1.1.20 The most economical technology for duplicating (making) large quantities (numbers) of a document:
- A Computer
 - B Fax machine
 - C Photocopier
 - D Scanner
- (20 x 1) (20)

- 1.2 Choose the acronym/abbreviation that matches the description from the list below. Write only the acronym/abbreviation next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

TGCSA; FTTSA; CATHSSETA; AA Travel Guides; SABS

- 1.2.1 The organisation responsible for the certification of businesses that practise responsible tourism
- 1.2.2 The responsibility of this council is to grade accommodation establishments
- 1.2.3 This private organisation offers additional grading of accommodation establishments
- 1.2.4 This organisation monitors and checks national standards and qualifications in tourism
- 1.2.5 This organisation sets and upholds the standards for many tourism-related products, including services such as food preparation and transportation (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.

- 1.3.1 (A website/E-mail) provides information about an organisation in electronic format that is accessible by the general public.
- 1.3.2 (Remuneration/Reimbursement) refers to an employee's salary and perks given by the employer for work done.
- 1.3.3 An alternative to the traditional form of marketing is (eMarketing/brochures).
- 1.3.4 A boutique owner travels to Bangkok to buy clothes for her shop. She is considered to be a (business tourist/leisure tourist).
- 1.3.5 (Lighthouse tourism/Business tourism) is an example of a niche market. (5 x 1) (5)

- 1.4 Choose a description from COLUMN B that matches the principle of FTTSA in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A	COLUMN B
1.4.1 Sustainability	A acceptance and understanding of different cultural practices
1.4.2 Respect	B involve all participants in the decision-making process
1.4.3 Transparency	C all participants involved in a tourism activity should get their fair share of the income from the project
1.4.4 Democracy	D wise use of available resources
1.4.5 Reliability	E sharing all information with participants
	F the tourism product must always provide value for money

(5 x 1)

(5)

- 1.5 Choose a word(s) from the list that matches the descriptions below. Write only the word(s) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

transit visa; holiday visa; student visa; business visa; foreign visa; diplomatic visa; medical visa; visitor's visa

- 1.5.1 Issued to a person who wants to attend an institution of higher learning in South Africa
- 1.5.2 Issued to a person requiring health treatment of less than three months
- 1.5.3 Issued to a person who wants to visit friends and family in South Africa
- 1.5.4 Issued to international tourists en route to a neighbouring country
- 1.5.5 Issued to a person linked to an embassy or High Commission

(5 x 1)

(5)

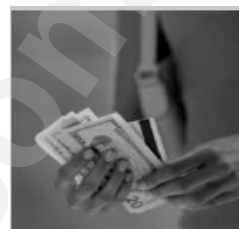
TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

2.1 Study the extract below and answer the questions that follow.

The importance of tourism to the South African economy and future growth cannot be underestimated.

Tourism is a large and growing part of the South African economy. It provides foreign income, jobs and household income. All South Africans are part of the tourism sector whether they are travelling away from home, hosting guests, or simply giving directions to someone in the streets. Tourism affects all communities directly and indirectly.



Tourism is currently the largest exporter and does better than gold as a foreign income earner.

Unlike other export sectors, which make products and sell them overseas, tourism brings its customers to the country. The product that is sold is South Africa itself – the people, the places, the experiences, the food and the wine.



The tourism sector and communities work together for mutual benefit.

Communities welcome visitors in the spirit of ubuntu. The tourism sector works with communities to create an attractive and safe environment for visitors and residents.

Tourism is a people's industry.

Tourism is a service-based, labour-intensive sector. An increase in the number of visitors requires more people working in the industry to serve them. The tourism sector needs skilled people who are committed to delivering excellent service.

[Adapted from *Tourism Growth Strategy to 2014*]

2.1.1 Complete the sentence:

The gross domestic product (GDP) is the total value of ... and ... produced and used in a country in one year.

(2)

2.1.2 (a) From the extract explain what is meant by the words 'It provides foreign income ...'.

(2)

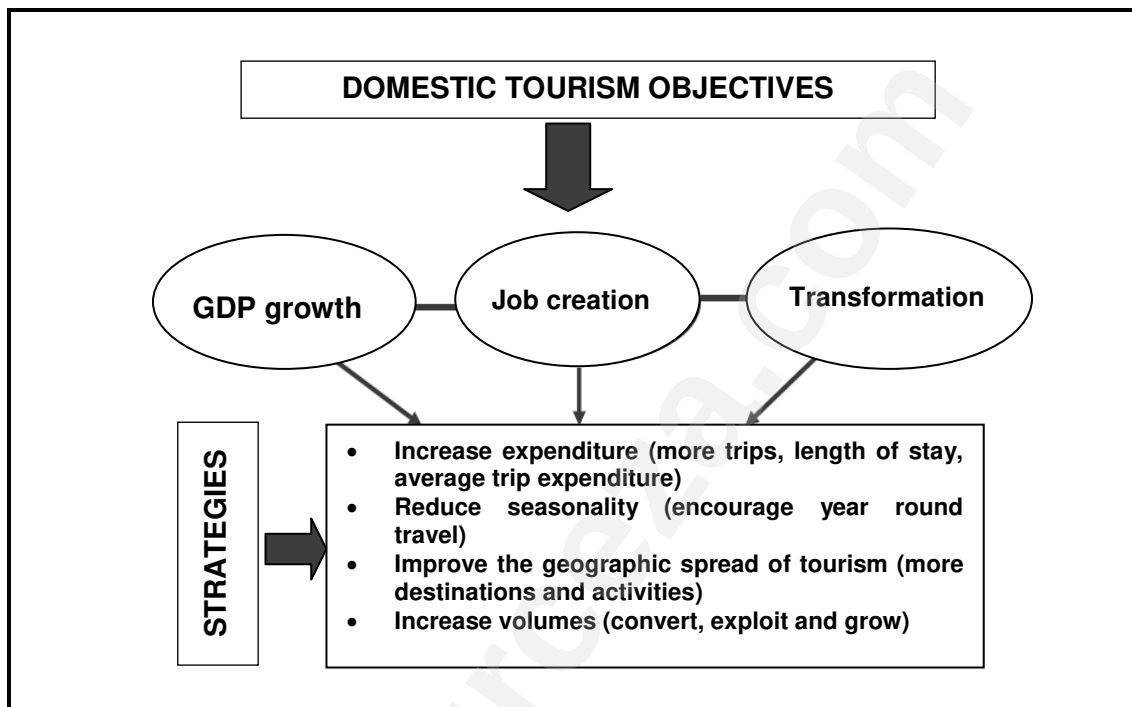
(b) The tourism sector needs skilled, service-orientated people.

Give ONE reason why the tourism industry is referred to as a 'people's industry'.

(2)

2.1.3 Give ONE reason why not all people who apply for work in the industry, are suitable. (2)

2.2 Study the flow diagram below and answer the questions.



The flow diagram shows how the three domestic tourism objectives will be met.

2.2.1 Explain what *increase volumes* means. (2)

2.2.2 From the flow diagram, identify TWO objectives that will be met if the number of domestic tourists within South Africa increases significantly. (2)

2.2.3 Suggest ONE way in which tourism businesses can reduce seasonality. (2)

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

South Africa is committed to furthering transformation and redistribution in the tourism industry.



Many South Africans did not have an opportunity to undertake holiday travel within their own country because of the apartheid laws. This resulted in mainly the historically disadvantaged South Africans not travelling.

[Adapted from the Department of Tourism, *Medium-Term Strategic Plan 2011/2012–2015/2016*]

Today the tourism industry still remains largely inaccessible (not available) to the majority of South African tourists. There is a growing need to make tourism more adaptable and accessible to all South Africans.

Empowerment and transformation will ensure new role-players entering the industry. Empowerment and transformation will also attract new markets and new products will be developed.

[Adapted from Department of Tourism, *TOURISM BEE CHARTER AND SCORECARD*]

2.3.1 Choose the correct option. Write down only the question number (2.3.1) and the letter (A–D) in the ANSWER BOOK.

BBBEE stands for ...

- A Basic Broad Black Economic Empowerment
- B Broad Black Basic Economic Empowerment
- C Black Broad Based Economic Empowerment
- D Broad-Based Black Economic Empowerment

(1)

2.3.2 Although there are strategies in place to include all South Africans in the tourism industry, many of the historically disadvantaged South Africans are still not travelling.

Give ONE reason why many historically disadvantaged South Africans still do not travel.

(2)

2.3.3 Study the logo in the extract above.

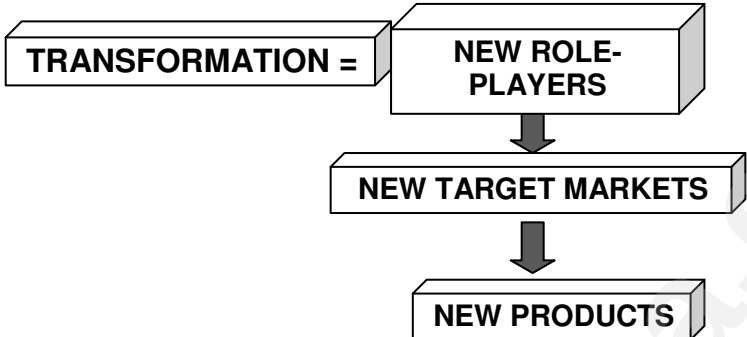
(a) Identify the sector of the tourism industry.

(1)

(b) Explain ONE way in which SAA can address the transformation needs of South Africa.

(2)

2.3.4 Study the information below.

COLUMN A	COLUMN B
ADVANTAGES OF TRANSFORMATION IN TOURISM BUSINESSES	EXAMPLES
 <pre> graph TD A[TRANSFORMATION =] --> B[NEW ROLE-PLAYERS] B --> C[NEW TARGET MARKETS] C --> D[NEW PRODUCTS] </pre>	GUGULETHU TOWNSHIP TOURS GRADUATED HDI* MANAGER SUCCESSFUL YOUNG COUPLES *HDI – Historically Disadvantaged Individual

Refer to the table above and select the most appropriate example from COLUMN B for the following:

- (a) A new role-player occupying a management position in the tourism industry (2)
- (b) A new target market in the tourism industry (2)
- (c) A new product in the tourism industry (2)
- [26]**

QUESTION 3

Read the extract below and answer the questions that follow.



Careers in green tourism and green jobs have increased in demand because of the increase in awareness about the planet. More people are supporting environmentally friendly and green businesses, which is of benefit to the tourism industry.

It has been found that tourists are willing to spend more to stay at an environmentally-friendly accommodation. As a result of this consumer trend businesses and entrepreneurs have noted the profitability of going green. This has led to an increase in green tourism jobs.

You're probably wondering what kinds of jobs exist in this field. Being a tourist guide is one such job that gives you the opportunity to connect with a wide range of people. You can educate them about environmental issues and what they can do about it.

Being a tourist guide can hardly be called a job as very few jobs allow you to enjoy scenic walks and showcase the beauty of your country. Being a tourist guide is definitely an enjoyable job, but it is also one of great responsibility.

If you wish to get started in this career, you can study Natural Sciences, Tourism, Hospitality Studies or Communication Studies.

- 3.1 Besides being a tourist guide, give ONE other example of a green tourism job. (2)
- 3.2 Explain why it is necessary for the tourism industry to go green. (2)
- 3.3 State TWO personal characteristics that a tourist guide needs in order to work effectively. (4)
- 3.4 There are many perks (advantages) to being a tourist guide. Name ONE travel benefit. (2)
- 3.5 State TWO responsibilities of a tourist guide. (4)
- [14]**

TOTAL SECTION B: 40

SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 4**

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




The Masiphumelele BicycleTour



The Masiphumelele Bicycle Tour is a new type of township tour which provides tourists with many opportunities to interact directly with the local Xhosa community.

Tourists direct their spending in the township by purchasing arts and crafts made by the locals. This also encourages the Xhosa people to showcase their culture to tourists.

Experiencing township life is enjoyed by many tourists. This benefits the community both socially and economically.

The use of bicycles during the tour has a low impact on the environment. Indigenous tree planting and organic farming are practised by the locals. The tour also promotes the three R's, that is recycling, reusing and reducing.

[Adapted from www.awol.com]

4.1.1 Identify the THREE pillars of responsible and sustainable tourism at **A**, **B** and **C** below.



(3)

- 4.1.2 Below are examples of how the Masiphumelele Bicycle Tour practises the three principles of responsible and sustainable tourism.

Name for each example the most appropriate principle of responsible and sustainable tourism that applies. Each principle can only be used ONCE.

- (a) Purchasing of arts and crafts
- (b) Organic farming
- (c) Displaying the local Xhosa culture (3)

- 4.1.3 Explain why it is important for tourists to spend their money in the townships. (2)

- 4.1.4 List THREE strategies used by the Masiphumelele Bicycle Tour to protect the environment. (6)

- 4.1.5 Explain why the use of bicycles has a low impact on the environment. (2)

- 4.1.6 Name the document that was signed in 1997 by many countries to limit greenhouse gases and reduce global warming. (2)

4.2 Marketing is important in tourism.

- 4.2.1 (a) Name the FOUR components of the marketing mix. (4)

- (b) Identify the component of the marketing mix that is not included in the Masiphumelele Bicycle Tour. (2)

- 4.2.2 Do you think the Masiphumelele Bicycle Tour has a competitive advantage over other township tours? Motivate your answer (3)

- 4.2.3 The Masiphumelele Bicycle Tour did a SWOT analysis before starting their business. Write down the missing words of the acronym in the ANSWER BOOK.

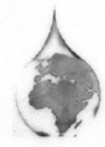
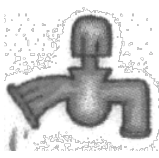
S _____
W _____
O _____
T _____

(4)
[31]

QUESTION 5

- 5.1 Water is a scarce resource in South Africa. As the owner of a B&B accommodation it is your responsibility to inform your guests not to waste water.

Write an instruction for each picture in the ANSWER BOOK on how guests should save water in the room. 5.1.1 is an example.

Zolelwa's Bed & Breakfast WATER SAVING TIPS 	
	5.1.1 Don't leave the tap running while you brush your teeth or shave – this can waste more than 5 litres of water per minute.
	5.1.2
	5.1.3
	5.1.4

(2)

(2)

(2)

- 5.2 The South African National Anthem is unique in that it showcases the diversity of languages spoken in South Africa. Name THREE languages that are used in our national anthem.

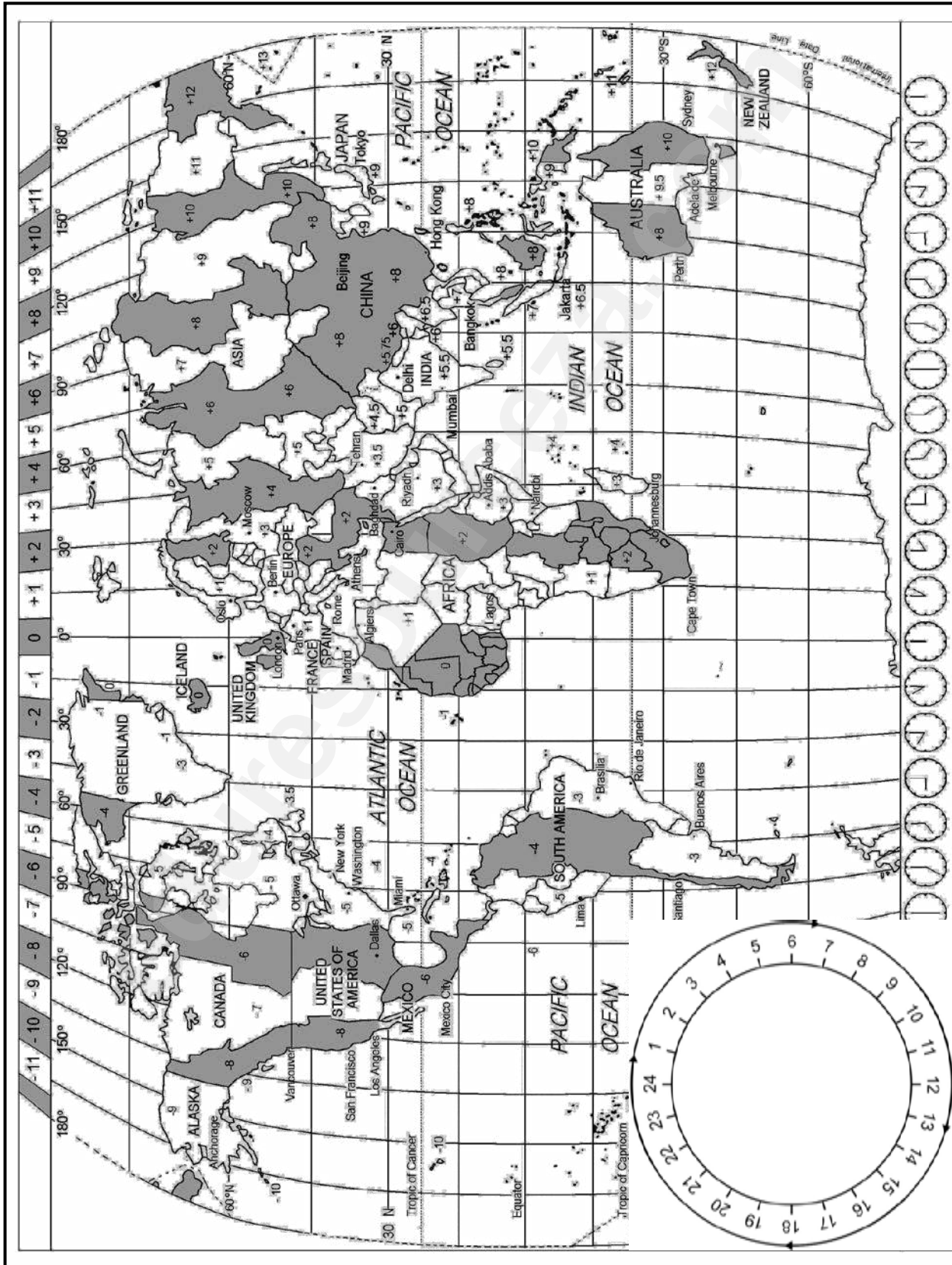
Nkosi Sikelel' iAfrika: South African National Anthem	
Lyrics	English translation
Nkosi sikelel' iAfrika Maluphakanyisw' uphondo lwayo,	God bless Africa Raise high its glory
Yizwa imithandazo yethu, Nkosi sikelela, thina lusapho lwayo.	Hear our prayers God bless us, her children
Morena boloka setjhaba sa heso, O fedise dintwa le matshwenyeho, O se boloke, O se boloke setjhaba sa heso, Setjhaba sa, South Afrika — South Africa.	God, we ask You to protect our nation Intervene and end all conflicts Protect us, protect our nation, our nation, South Africa — South Africa.
Uit die blou van onse hemel, Uit die diepte van ons see, Oor ons ewige gebergtes, Waar die kranse antwoord gee,	Ring out from our blue heavens, From our deep seas breaking round, Over everlasting mountains, Where the echoing crags resound,
Sounds the call to come together, And united we shall stand, Let us live en strive for freedom In South Africa our land.	

(3)
[9]

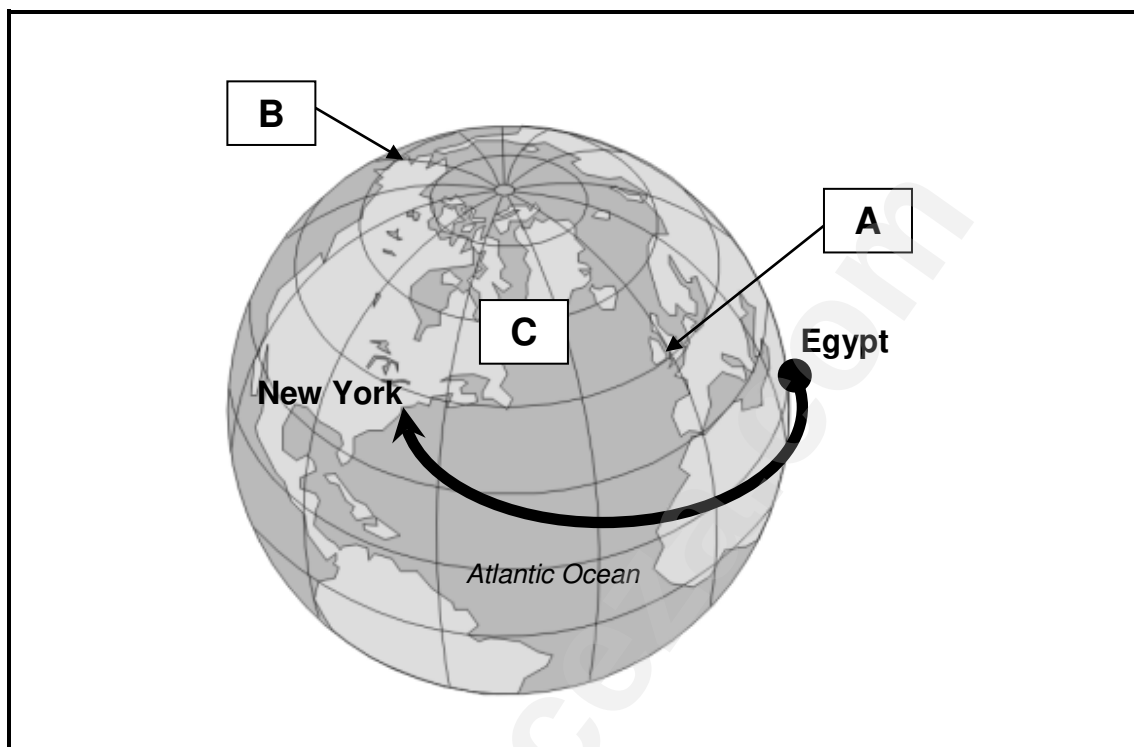
TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

Study the World Time Zone map below and answer the questions that follow.



6.1 Study the globe below and answer the questions that follow.



6.1.1 Name the 0° line of longitude marked **A**. (1)

6.1.2 Name the 180° line of longitude marked **B**. (1)

6.1.3 Name the hemisphere marked **C**. (1)

6.1.4 A tourist flies from Egypt in Africa to New York in the USA.

(a) Name the condition a traveller may experience after this flight. (1)

(b) State ONE symptom of the condition identified in QUESTION 6.1.4(a) (1)

6.2 The opening ceremony of the London Olympics was broadcast live to many countries across the world on Friday 27 July 2012.

6.2.1 If the opening ceremony is viewed in New York at 15:30, calculate the time and the day the opening ceremony started in London. (4)

6.2.2 A sports tourist from Tokyo would like to attend one of the track events at the Olympic Games. The tourist arrives in London on Tuesday at 14:00; the flying time was 16 hours.

Calculate the time of departure from Tokyo. Ignore DST. (6)

- 6.3 An itinerary is an important part of tour planning. Study the extract from an itinerary below and answer the questions.

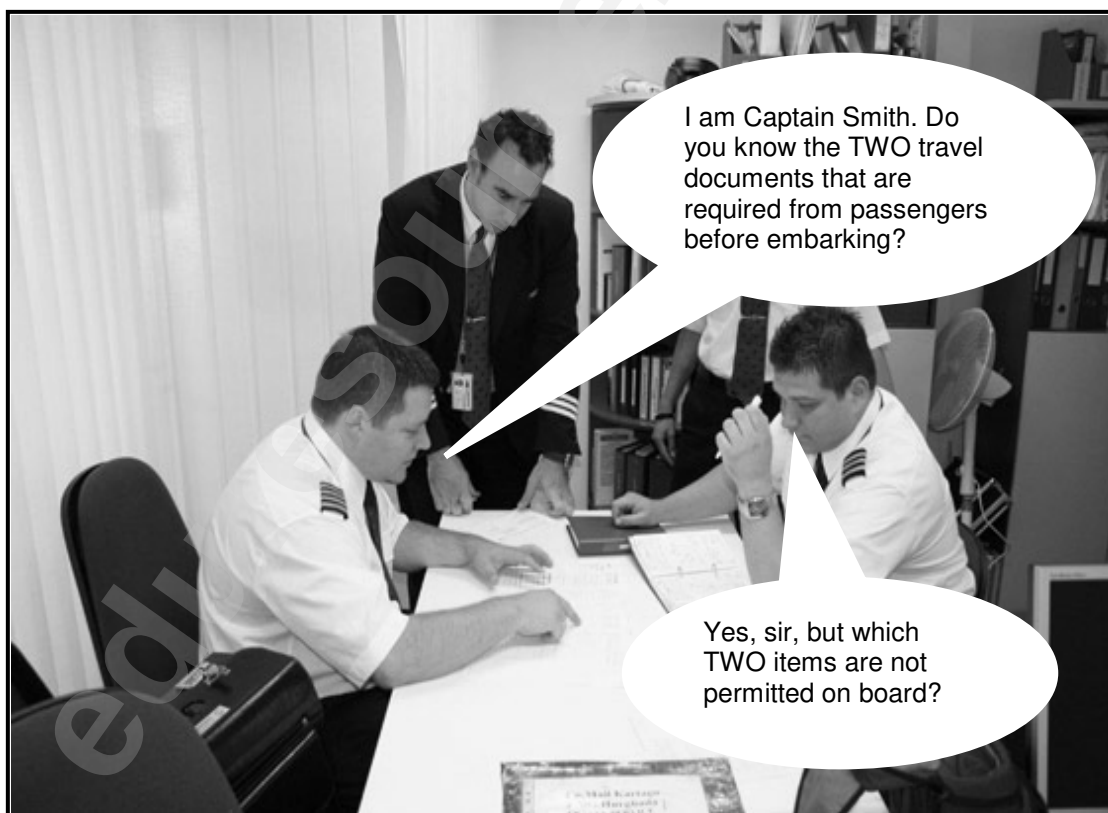
06:30–10:30	Breakfast is served in the restaurant.
09:00	Depart from the Boulevard Hotel on Moloji Tour bus for a half-day heritage tour of Soweto.
14:00	Lunch at a local restaurant before departing on the Cradle of Mankind tour.
19:30	Enjoy a unique South African braai at the Cradle of Mankind before departing back to the Boulevard Hotel.

Identify the FOUR most important pieces of information in the above itinerary that a tourist would need.

(4)

- 6.4 Read the scenario below and answer the questions that follow.

The captain of the MSC Sinfonia is briefing his crew on the procedures to follow.



- 6.4.1 Give the answer to the question asked by the captain. (2)
- 6.4.2 Provide a response to the crew member's question. (2)

6.5



6.5.1 Besides the warnings in the picture, state TWO other safety guidelines for tourists to follow to avoid becoming victims of hijackings.

(2)

6.5.2 Keeping tourists safe is the responsibility of every South African.

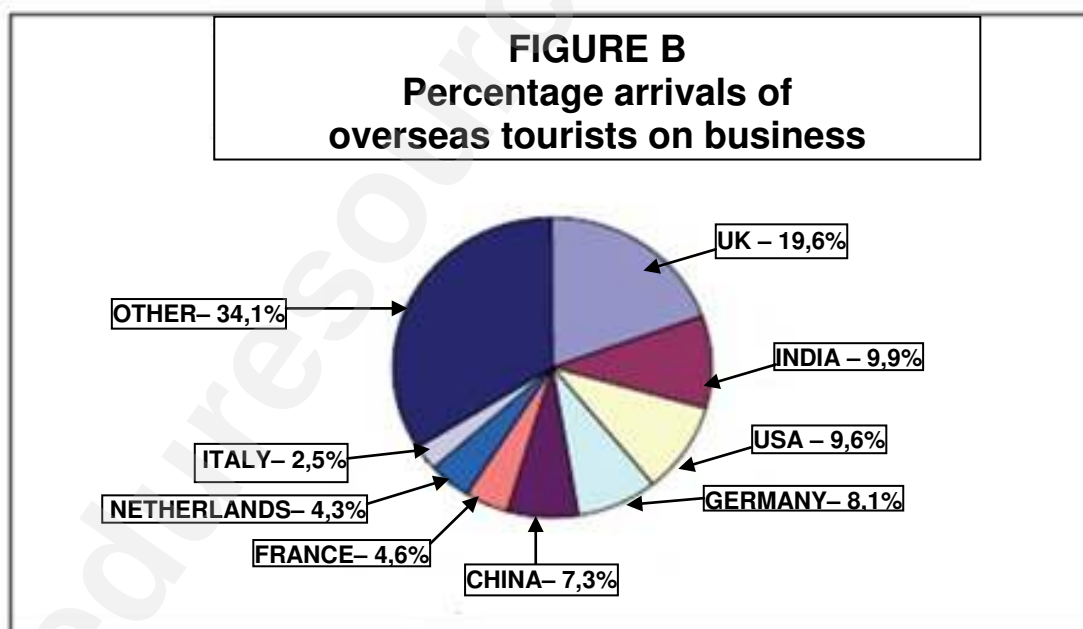
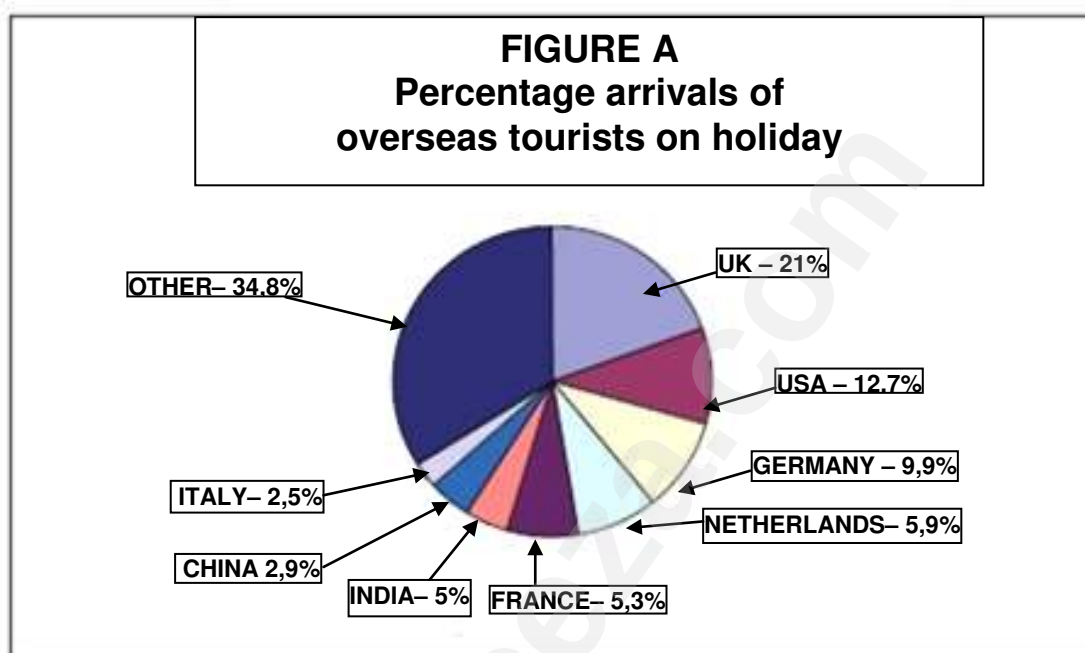
Explain TWO ways how ensuring the safety of tourists can lead to increased arrivals.

(4)

[29]

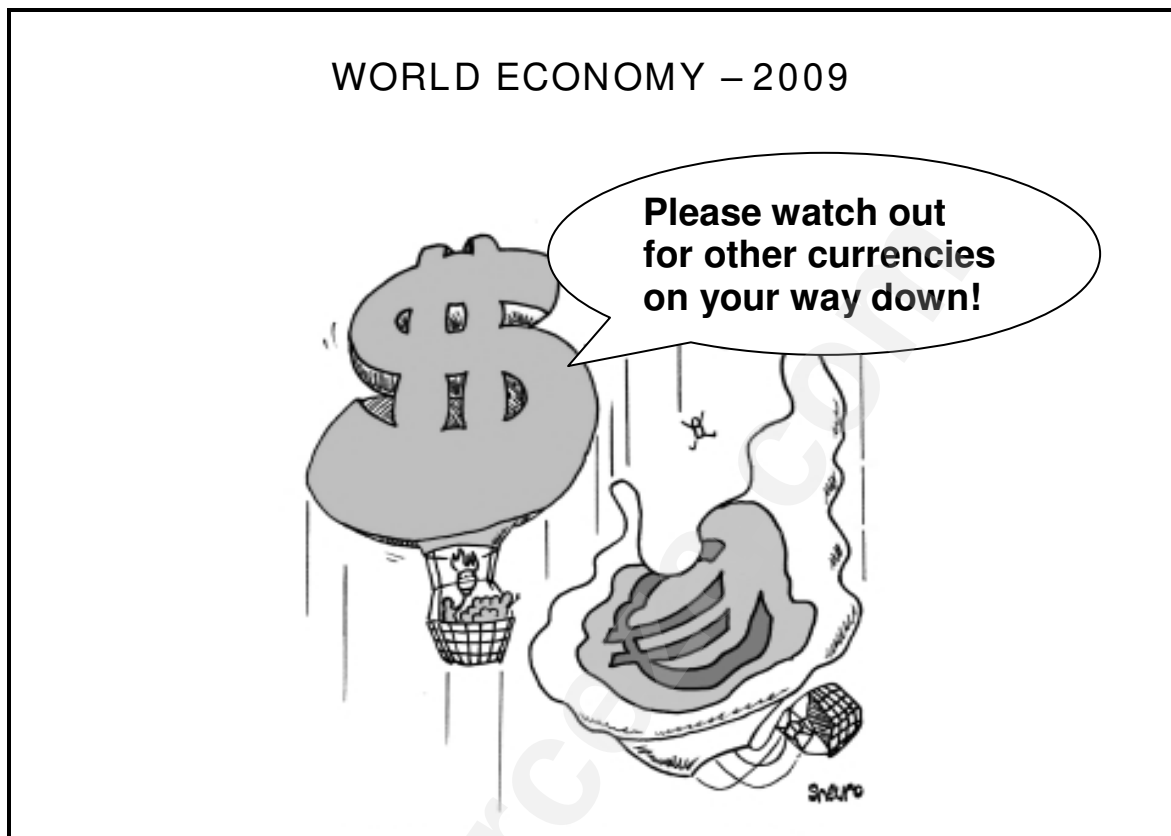
QUESTION 7

7.1 Study the arrival statistics below and answer the questions that follow.



- 7.1.1 Compare the graphs in FIGURE A and FIGURE B. Identify the country that has more business arrivals than holiday arrivals. (2)
- 7.1.2 Study the arrivals of tourists from the UK in FIGURES A and B.
Do you think South African Tourism should focus on leisure tourists or business tourists from the UK? Give ONE reason for your answer. (3)
- 7.1.3 India can be regarded as an emerging holiday market. Explain the term *emerging market*. (2)

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



7.2.1 Identify the global occurrence illustrated (shown) in the picture. (2)

7.2.2 The global occurrence displayed in the picture above will have a negative effect on tourism in South Africa and ultimately the economy.

- (a) State whether you agree or disagree with this statement. (1)
- (b) Justify your answer by giving ONE reason how this will impact on the South African tourism industry. (2)

7.3 Study the exchange rate table below to answer the questions that follow. Round off your answer correctly to TWO decimal places and indicate your currency in your final answer. Showing ALL calculations can be to your advantage.

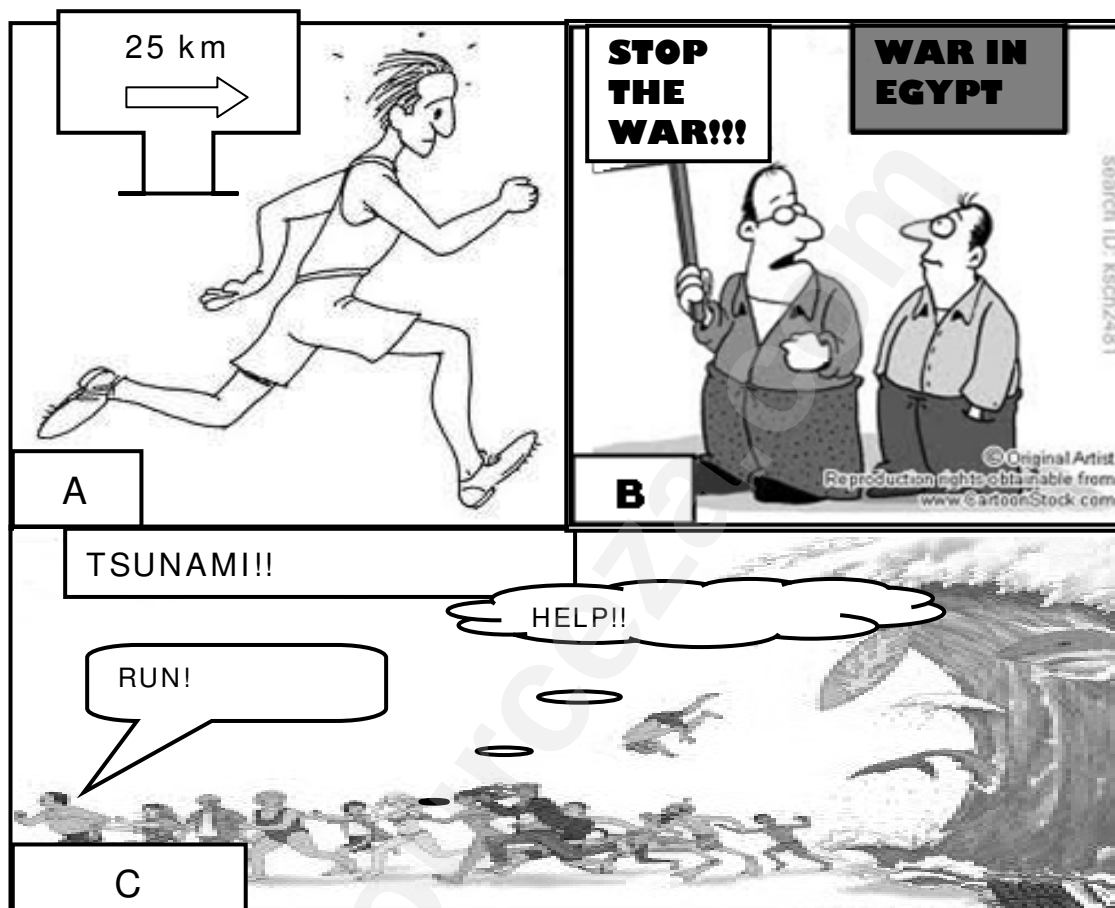
Currency	BBR	BSR
US\$	R7,70	R8,50

A tourist exchanges 2 500 US dollars for ZAR to pay for accommodation, attractions, meals and spending money during a visit to South Africa.

7.3.1 Calculate how much ZAR the tourist will receive. (3)

7.3.2 Before the tourist leaves South Africa, he wants to exchange an amount of R1 824,50. Calculate how many US dollars the tourist will receive. (3)

7.4 Study the pictures of global occurrence below and answer the questions that follow.



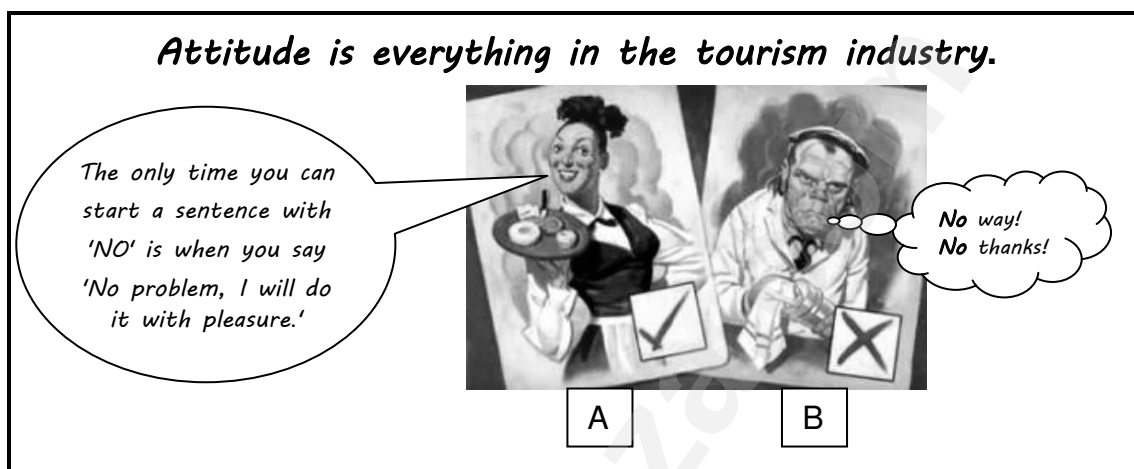
Identify the type of global occurrence represented by each of the pictures marked **A**, **B** and **C**. Write the type of event next to the letter (A–C) in the ANSWER BOOK.

(3)
[21]

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 8**

8.1 Study the picture below.



- 8.1.1 From the picture above select the person that will be most suitable to employ as front-line staff in your restaurant. (1)
- 8.1.2 Give ONE reason for your answer to QUESTION 8.1.1. (2)
- 8.1.3 Name TWO skills required to become a waitron. (4)
- 8.1.4 Explain why excellent customer service is important in a restaurant. (2)

8.2 Read the extract below.

Taking Guest Satisfaction into the 21st Century

Getting feedback from guests is regarded as one of the most valuable tools to maintain service standards in the tourism industry. Accommodation providers need to know how customers rate their service, the quality of their rooms and whether expectations are being met. Get the most advanced customer feedback programme now, **eGuestSurv**.

Businesses use eGuestSurv's survey results in **staff performance management** programmes.

Buy and download the **eGuestSurv** now for your company!!

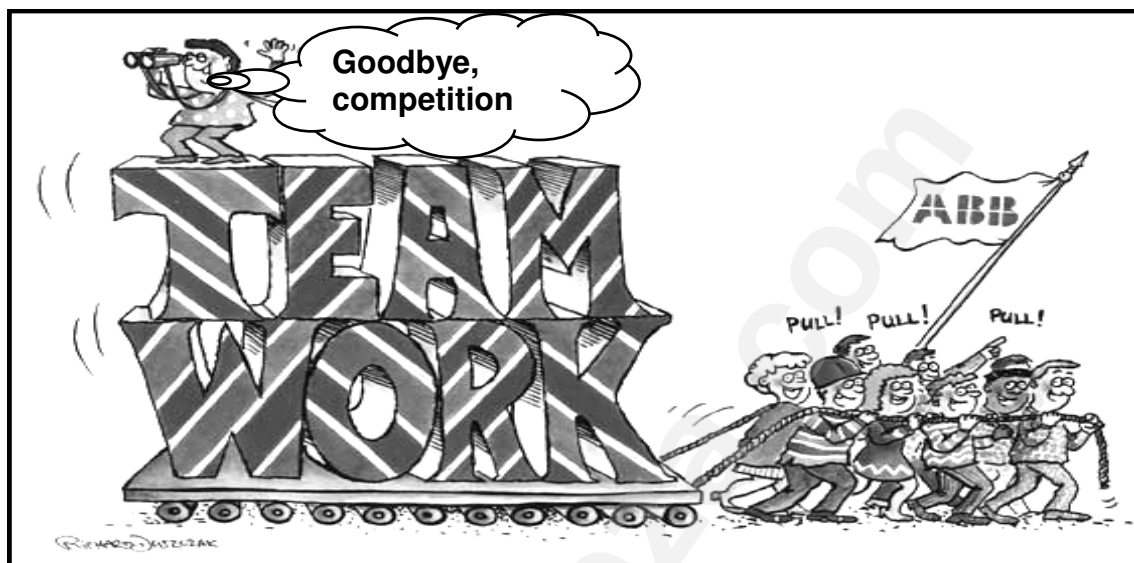
eGuestSurv Online guest satisfaction surveys Features: *instant results *real time 24/7	
--	---

Get feedback from your customers instantly on your website.

- 8.2.1 Identify the type of product that is being advertised above. (2)
- 8.2.2 Identify the sector in the tourism industry that provides catering services and that may be interested in buying this product. (1)
- 8.2.3 State TWO ways in which businesses can benefit from buying and using this product. (4)
- 8.2.4 Explain why it is important that the product can be used 24/7. (2)
- 8.2.5 Discuss ONE way in which positive feedback from customers can be used to the advantage of a business. (2)
- [20]

QUESTION 9

9.1 Study the cartoon below.



9.1.1 Name the following role-players in a team:

- (a) The person who is responsible for keeping written records of all discussions (1)
- (b) The person responsible for ensuring the completion of the project (1)
- (c) The person who will ensure there is no friction and conflict within the team (1)

9.1.2 Explain why the leader of the team says 'Goodbye, competition'? (2)

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



9.2.1 Complete the sentence: All the functions listed above are applicable to tourists who want to travel by ... (1)

9.2.2 Identify the TWO types of technology used to access the functions listed in the picture. (4)

[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200