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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2013

MARKS: 200

TIME: 3 hours

This question paper consists of 22 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 in your ANSWER BOOK.
3. Start EACH question on a NEW page.
4. In QUESTION 6.4 show ALL calculations and round off to TWO decimal places.
5. In SECTIONS B, C, D and E write ALL the answers in complete sentences where necessary.
6. Non-programmable calculators may be used.
7. Write with black or blue ink only.

The table below is a guide to help you manage 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 2014 FIFA World Cup will be held in ...
- A England.
 - B South Africa.
 - C the USA.
 - D Brazil.
- 1.1.2 Marthinus van Schalkwyk has been the minister of this department since 2001:
- A CATHSSETA
 - B NDT
 - C SAT
 - D TEP
- 1.1.3 A gathering of heads of state or heads of government is called a ...
- A summit.
 - B conference.
 - C workshop.
 - D seminar.
- 1.1.4 The attraction sector in tourism includes careers such as entertainment manager, gaming operator and ...
- A bank manager.
 - B project manager.
 - C FOREX agent.
 - D tourist guide.
- 1.1.5 A 65-year-old couple from Cape Town enjoys seaside holidays in Durban. They belong to the ... segment of the Domestic Tourism Growth Strategy (DTGS).
- A striving-families
 - B well-off-homely-couples
 - C golden-active-couples
 - D young-and-upcoming

- 1.1.6 The following event in 2013 had a positive effect on domestic tourism in South Africa:
- A The London Olympic Games
 - B An earthquake in Japan
 - C The African Cup of Nations
 - D Political instability in Syria
- 1.1.7 Tourists who stay at an FTTSA certified establishment are assured that:
- 1. Their visit benefits local communities.
 - 2. Business profits are guaranteed to increase significantly.
 - 3. The business is operated ethically.
 - 4. The business is operated in a socially and environmentally responsible manner.
- A 1, 2, 3
 - B 1, 3, 4
 - C 2, 3, 4
 - D All the above-mentioned
- 1.1.8 Heritage tourism can include ...
- A bungee jumping.
 - B graveyard tours.
 - C hiking safaris.
 - D B and C are correct.
- 1.1.9 The explanation of symbols found on a map is known as ...
- A a legend.
 - B scales.
 - C distance indicators.
 - D icons.
- 1.1.10 The line of latitude that divides the earth into the Northern and Southern Hemispheres:
- A Equator
 - B Tropic of Cancer
 - C Tropic of Capricorn
 - D Universal Time Coordinate (UTC)

- 1.1.11 The type of aircraft indicated on a flight schedule informs the passenger of the ...
- A name of the carrier.
 - B price of the ticket.
 - C frequency of the flights.
 - D size of the aeroplane.
- 1.1.12 This is a common symptom of jet lag:
- A Increased appetite
 - B High energy levels
 - C Night blindness
 - D Disorientation
- 1.1.13 This European country does NOT use the euro as their unit of currency:
- A Greece
 - B Spain
 - C Italy
 - D England
- 1.1.14 The 1% levy collected from tourism businesses by TOMSA is used to ...
- A sponsor events.
 - B buy property.
 - C build new hotels.
 - D market South Africa.
- 1.1.15 A method used by tourism businesses to address their marketing objectives is a marketing ...
- A plan.
 - B tool.
 - C mix.
 - D action.
- 1.1.16 The ... market is the core market that forms the basis on which tourism growth in a country is built.
- A international
 - B emerging
 - C domestic
 - D established international

- 1.1.17 The category of tourist that is classified as part of MICE tourism:
- A Adventure tourist
 - B Business tourist
 - C Ecotourist
 - D Health tourist
- 1.1.18 Excellent customer service in the tourism industry is acknowledged by the ... Awards.
- A Welcome
 - B ETEYA
 - C Imvelo
 - D Kudu
- 1.1.19 This type of technology CANNOT be used to make a payment:
- A Automated teller machine
 - B Speedpoint machine
 - C Teleconference
 - D Telephone
- 1.1.20 In 2012 this event impacted NEGATIVELY on the image of South Africa as a potential inbound tourism destination:
- A The performance of the paralympic teams
 - B The poor performance of the rand
 - C The Marikana disaster
 - D The performance of the national rugby and soccer teams
- (20 x 1) (20)
- 1.2 Give ONE word/term/phrase for each of the following descriptions. Write only the word/term/phrase next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.
- 1.2.1 The currency code for South Africa's unit of currency (1)
- 1.2.2 The process of changing money from one currency to another (1)
- 1.2.3 The change in the value of a currency from one day to the next (1)
- 1.2.4 The value of one currency in comparison with another currency (1)
- 1.2.5 The total value of goods and services produced in a country over one year (1)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 passport.

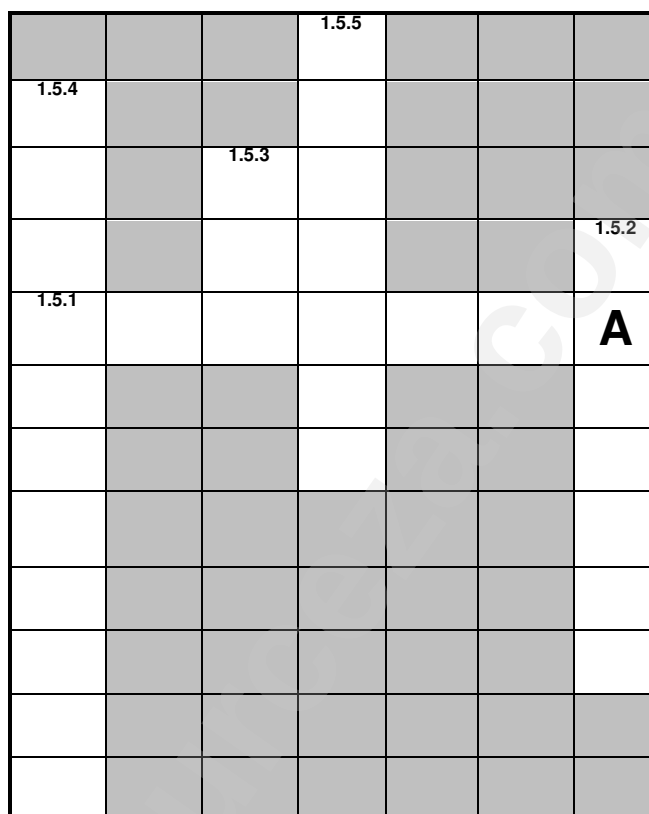
- 1.3.1 The colourful houses of the Bo-Kaap are associated with the (Greek/Malay) people. (1)
- 1.3.2 Beadwork and clothing are examples of tourism (products/services). (1)
- 1.3.3 Batho Pele is a phrase meaning (people first/proudly South African). (1)
- 1.3.4 The size of the environmental impact of tourism on business operations is known as its (carbon footprint/carbon copy). (1)
- 1.3.5 Xenophobic violence is an example of a (political situation/natural occurrence). (1)

1.4 Choose a job description from COLUMN B that matches a team member in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 J.

COLUMN A	COLUMN B
1.4.1 Scribe	A calm, reflective individual who summarises the group's discussion and conclusions
1.4.2 Leader	B the main skill is to have a clear writing style and an ability to organise information for easy access
1.4.3 Clarifier	C the person who deals with differences in the group, trying to bring peace among individuals
1.4.4 Gatekeeper	D the person who offers new ideas and suggests solutions
1.4.5 Harmoniser	E a person who has the energy, determination and initiative to overcome obstacles and bring competitive drive to the team
	F the person who will ensure that everyone has a role to play and works within the scope of the project

(5 x 1) (5)

- 1.5 Use the clues provided to complete the crossword puzzle below. Do NOT copy the puzzle into the ANSWER BOOK. Write only the question number (1.5.1–1.5.5) and the answer in the ANSWER BOOK.

**CLUES:**

	ACROSS	DOWN
1.5.1	Tourists are advised to avoid swimming in stagnant water to protect them from this water-borne disease.	—
1.5.2	—	This potentially deadly disease is mostly found in Mpumalanga and Limpopo.
1.5.3	—	The acronym for the organisation responsible for the monitoring of infectious diseases globally.
1.5.4	—	This precautionary measure is taken against yellow fever and hepatitis B.
1.5.5	—	Tourists are advised to drink ... water when travelling in foreign countries.

(1)

(1)

(1)

(1)

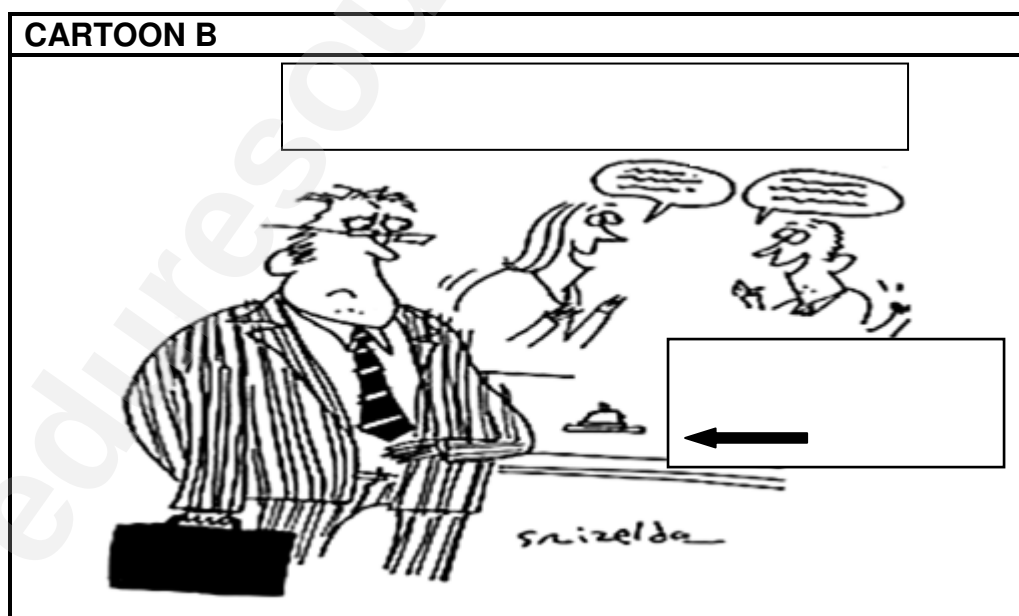
(1)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

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



- 2.1.1 Identify the product offered in CARTOON A. (1)
- 2.1.2 (a) Identify the quality of the service offered to the customer in CARTOON A. (1)
- (b) Give TWO reasons to substantiate your answer to QUESTION 2.1.2(a). (4)

- 2.1.3 (a) Explain TWO ways in which poor customer service in CARTOON B will impact negatively on South Africa's gross domestic product (GDP). (4)
- (b) Recommend TWO steps that the manager of EZEE Airlines can implement to improve customer service. (4)

2.2 Refer to the information below and answer the questions that follow.

WHITE PAPER THE DEVELOPMENT AND PROMOTION OF TOURISM IN SOUTH AFRICA GOVERNMENT OF SOUTH AFRICA DEPARTMENT OF ENVIRONMENTAL AFFAIRS AND TOURISM MAY 1996
THE ECONOMIC OBJECTIVES OF THE TOURISM WHITE PAPER Two of the eleven economic objectives listed in the White Paper are: • <i>To promote domestic tourism amongst all South Africans</i> • <i>To optimise (make the best use of) opportunities for SMMEs, specifically for emerging entrepreneurs</i>

- 2.2.1 Apart from the two economic objectives mentioned in the extract above, state the main aim of the Tourism White Paper. (2)
- 2.2.2 Study the economic objectives of the Tourism White Paper.
- (a) (i) Name ONE initiative/campaign introduced by the NDT that addresses this objective. (2)
- (ii) Explain how the initiative/campaign that you named in QUESTION 2.2.2(a)(i) addresses the objective. (2)
- (b) (i) Name ONE initiative introduced by the NDT that addresses the objective 'to optimise (make the best use of) opportunities for SMMEs, specifically for emerging entrepreneurs'. (2)
- (ii) Explain how the initiative/campaign that you named in QUESTION 2.2.2(b)(i) addresses the objective. (2)

2.3 The Tourism BBBEE scorecard and charter are used to measure the level of transformation of the tourism industry.

State THREE indicators used in the BBBEE scorecard to measure transformation within the tourism sector.

(6)
[30]

QUESTION 3

Study the conditions of employment and the advertisement of a vacancy in the hospitality sector below and answer the questions that follow.

BEACON STAR HOTEL: CONDITIONS OF EMPLOYMENT	
	Working hours: 45 hours per week Overtime: By arrangement only, not more than 10 hours per week overtime. Payment of overtime: Overtime should be paid at one and a half times the worker's wage. Work on Sundays: If a worker does not normally work on Sunday, the employer must pay double the normal rate. Public holidays: Workers work on a public holiday by agreement. Night work: Night work can only be performed by agreement. Leave: An employee is entitled to four types of leave, namely annual, sick, family responsibility and maternity. Gratuity: Employees keep gratuities (tips) received.

The five-star Beacon Star Hotel has a vacancy (job) for a porter.
The advertisement below appeared in a local newspaper.

VACANCY Beacon Star Hotel Cape Town ☆☆☆☆☆ PORTER Benefits: _____ _____ E-mail applications to mike@starhotel.co.za

- | | | |
|-----|--|-------------|
| 3.1 | Name TWO main duties of a porter. | (2) |
| 3.2 | State TWO working conditions of a porter at the Beacon Star Hotel. | (2) |
| 3.3 | Name TWO characteristics of a good porter. | (2) |
| 3.4 | Explain TWO benefits offered by the Beacon Star Hotel. | (4) |
| | | [10] |

TOTAL SECTION B: 40

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

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

WELCOME TO PHASA

Professional Hunters' Association of South Africa



Our Vision
To be the leading professional hunting authority making the best use of wildlife and professional hunting talent in South Africa to the benefit of all stakeholders and the community in an appropriate and sustainable manner, thereby conserving the resource base for generations to come.

Mission Statement
PHASA supports conservation and ecologically sustainable development and use of natural resources, for the benefit of current and future generations, through the promotion of ethical hunting.

HUNTING PRICES OF A HUNTING COMPANY IN SOUTH AFRICA	
TROPHY	PRICE
Baboon	US\$200
Black Wildebeest	US\$1 150
Blesbuck – common	US\$480

[Source: www.phasa.co.za]

- 4.1.1 Match each of the underlined terms or phrases in the extract above with the THREE pillars of responsible and sustainable tourism. (6)
- 4.1.2 (a) Do you think PHASA is protecting our wildlife? (1)
- (b) Give ONE reason for your answer to QUESTION 4.1.2(a). (2)
- 4.1.3 Suggest ONE way in which legal hunting in South Africa can uplift a community. (2)
- 4.1.4 Recommend ONE method to stop rhino poaching in South Africa. (2)
- 4.1.5 Give TWO reasons why the black wildebeest is more expensive to hunt than the other animals in the table above. (4)
- 4.2 4.2.1 What does the acronym *CITES* stand for? (2)
- 4.2.2 Discuss ONE way in which CITES is contributing to the protection of our rhino species. (2)

[21]

QUESTION 5

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

An entrepreneur has R7 million and wants to buy an established adventure tourism business for large groups of tourists. He has to compare the two adventure tourism properties below.

ADVERTISEMENT A
FOR SALE
Dullstroom, Mpumalanga
Small 200 ha farm. Fly fishing, horse trails, 4x4 routes, hiking trails, paragliding, camping facilities and a large ten-bedroom house with en suite facilities.
R6,2 million.
Contact Mervin: 072 633 5478

ADVERTISEMENT B
FOR SALE
Ballito, KZN North Coast
Large 1 000 ha working sugar cane farm, 50 km from Durban. Direct access to private beach. Small deep-sea fishing boat included. One cottage with two bedrooms. R5,9 million.
Contact Charne: 081 765 8293

- 5.1.1 Choose the most suitable property for adventure tourism and give ONE reason for your choice. (3)
- 5.1.2 Identify the advertisement which offers marine tourism potential. Give ONE reason for your choice. (3)
- 5.1.3 Give ONE possible reason why the entrepreneur wants to purchase an established tourism business. (2)
- 5.1.4 Give ONE reason why the phrase 'direct access to private beach' would appeal to the well-off-homely-couple market segment. (2)
- 5.1.5 Refer to ADVERTISEMENT A on the Dullstroom property.

Study the SWOT analysis below and complete the table by giving ONE example each at (a) and (b).

DO NOT copy the table into the ANSWER BOOK.

SWOT ANALYSIS	
Strengths	The farm is a small manageable size.
Weaknesses	The property is more expensive.
Opportunities	(a)
Threats	(b)

(2)
(2)

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

Siyanamukela Cultural Village

(*Siyanamukela: 'You are welcome'.)



'It's right here in South Africa.'

A Rainbow of Cultures

Our unique and diverse South African culture attracts many local and international visitors. Our cuisine, our wine, our arts and crafts and our hospitable people promise an unforgettable cultural experience. Most international visitors leave South Africa with a lasting impression of friendly, easygoing South Africans always ready for a laugh.

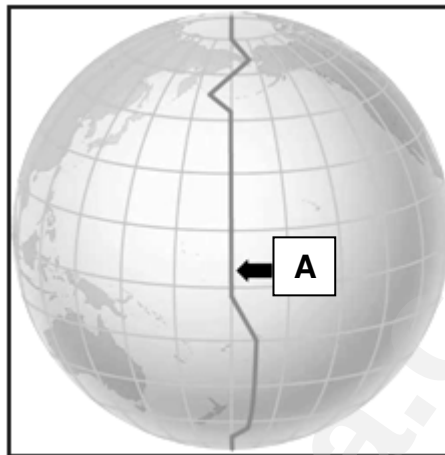
[Source: www.southafrica.net]

- 5.2.1 Identify THREE cultural aspects in the photograph that tourists can experience at Siyanamukela Cultural Village. (3)
- 5.2.2 Discuss ONE way in which Siyanamukela Cultural Village contributes to making South Africa a destination of choice. (2)
- [19]

TOTAL SECTION C: 40

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

6.1



6.1.1 Name the line of longitude at **A** in the illustration above. (1)

6.1.2 Comment on why the shape of this line is different from the shape of the other lines of longitude. (2)

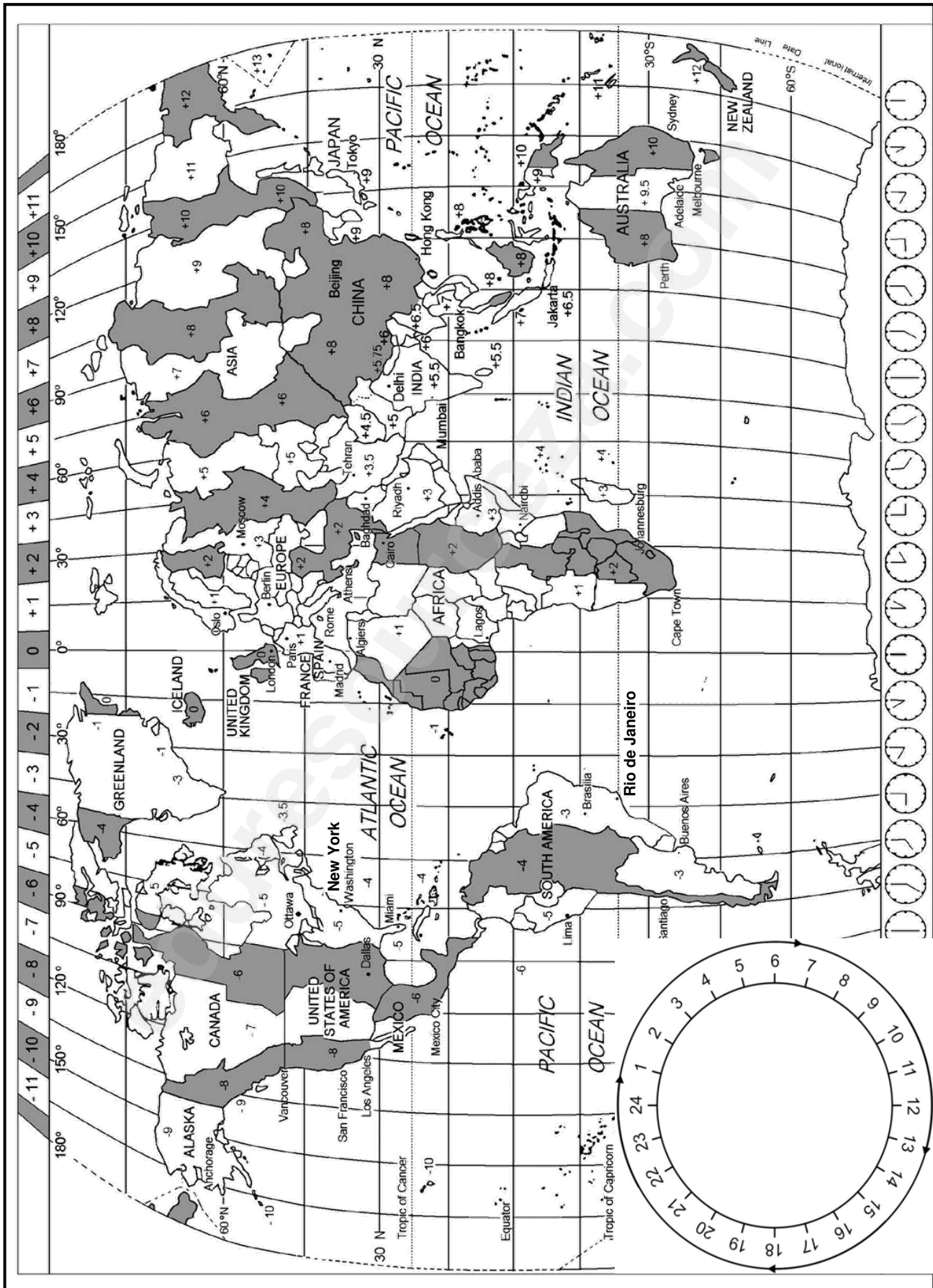
6.2 Study the cartoon below and answer the questions that follow.



6.2.1 Identify the practice illustrated by the cartoon above. (1)

6.2.2 Name ONE positive impact this practice has on a country's tourism industry. (2)

6.3 Study the world time zone map below and answer the questions.



- 6.3 Use the time zone map and the information below to answer the questions that follow. Show ALL calculations and apply DST where necessary.

A couple from South Africa is planning a trip to Rio de Janeiro in Brazil. The couple will depart from OR Tambo International Airport. They will fly for 10 hours and arrive in Rio de Janeiro at 11:00 on 10 June.

- 6.3.1 Calculate the departure time and day or date from OR Tambo International Airport. (Ignore DST.) (6)
- 6.3.2 Name the travel-related condition that the couple may experience on arrival in Rio de Janeiro. (1)
- 6.3.3 The next leg of the couple's journey will be New York. They will arrive in New York at 08:00 on 30 June. On arrival they will call their children in South Africa.

NOTE: New York is practising DST.

Calculate the time and date the children will receive the call in South Africa. (6)

- 6.4 Study the currency table below and answer the questions that follow.

RAND EQUIVALENT AS AT 2 NOVEMBER 2013

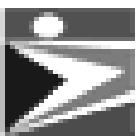
CURRENCY	BBR	BSR
1 British pound (£)	13,30	13,90

BBR: The bank buying rate is used when banks buy foreign currency.

BSR: The bank selling rate is used when banks sell foreign currency.

A South African couple has R21 500 for their holiday to London.

- 6.4.1 Calculate how much they will receive in British pounds for their R21 500. (3)
- 6.4.2 A German tourist searched the Internet for the price of a return air ticket from Frankfurt to Johannesburg on South African Airways (SAA).

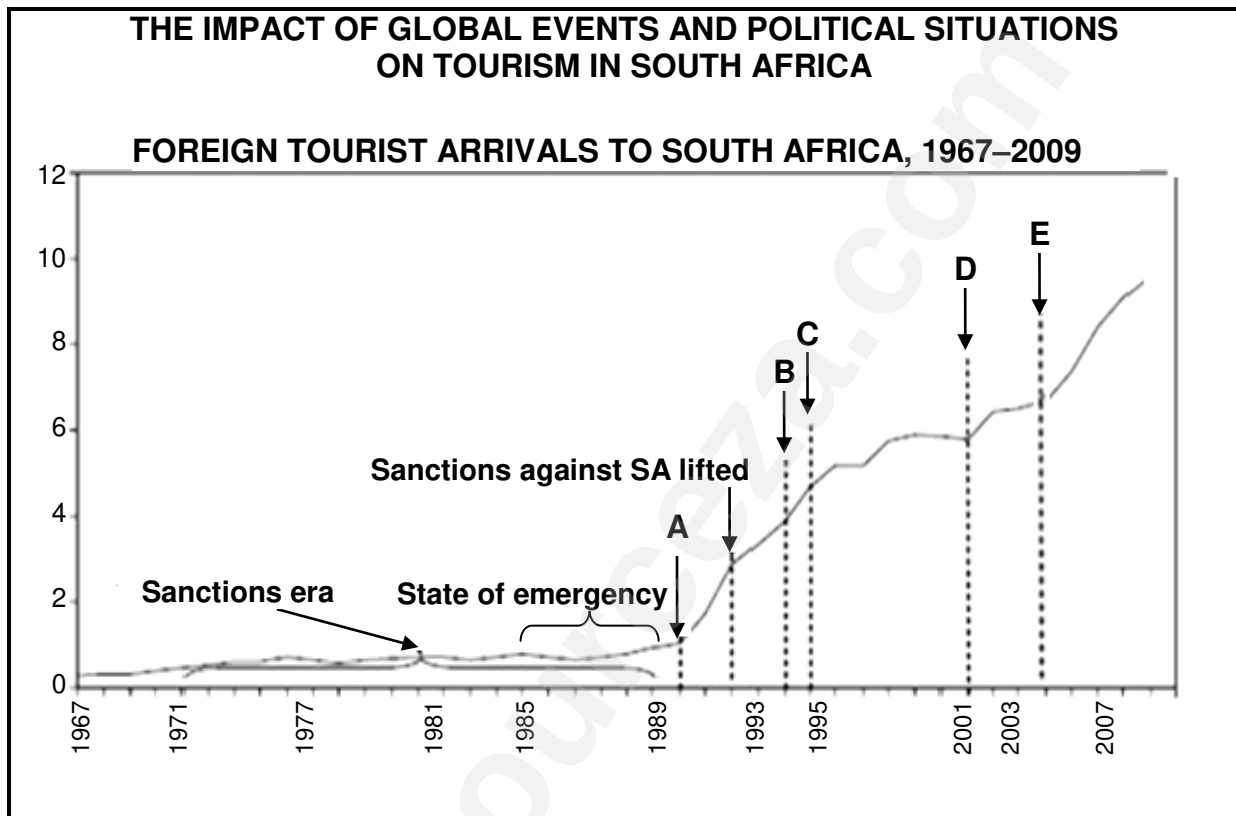
	TOTAL PRICE (INCLUDING ALL TAXES)	DEPARTURE TIME	ARRIVAL TIME
	€1 191,86	20:05	+07:30

- (a) Using the exchange rate of 1 euro = R10,56, convert the price of the air ticket into rand. (2)
- (b) What does the plus sign (+) in front of the arrival time indicate? (1)

[25]

QUESTION 7

- 7.1 Study the graph and the list of global events and political situations below that had a huge impact on tourism trends in South Africa and answer the questions that follow.



tsunami in South-East Asia; first democratic elections in South Africa;
Nelson Mandela released; World Trade Centre bombings in New York (9/11);
Rugby World Cup

- 7.1.1 Match FIVE global events and political situations in the list above with the date lines in the graph. Write only the letter (A–E) and the answer in the ANSWER BOOK. (5)
- 7.1.2 Discuss TWO reasons why there was little growth in tourist arrivals from 1981 to 1989. (4)
- 7.1.3 The bombing of the World Trade Centre in New York caused an increase in foreign arrivals to South Africa.
- Write a paragraph, discussing THREE reasons for this phenomenon (occurrence or trend). (6)

7.2

THE ROLE OF SA TOURISM IN MARKETING SOUTH AFRICA

The core of South African Tourism's (SA Tourism) business is marketing in the **leisure** and **business** tourism markets.

- 7.2.1 Give ONE reason why South African Tourism focuses its marketing on business tourism. (2)
- 7.2.2 Suggest TWO ways in which a business tourist can be convinced to spend more money in South Africa. (4)
- 7.2.3 SA Tourism is always looking for new and emerging international markets to promote South Africa as a destination.
- Explain the TWO most important aspects South African Tourism will consider before they decide to spend money on international marketing. (4)
- [25]**

TOTAL SECTION D: 50

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

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



- 8.1.1 Identify the strategy used in the cartoon which aims to improve the quality of service in this business. (2)
- 8.1.2 Explain the TWO steps that will be used in the quality control process identified in QUESTION 8.1.1. (4)
- 8.1.3 Describe TWO advantages of quality control in a tourism business. (4)
- 8.1.4 Besides the strategy identified in QUESTION 8.1.1, name TWO other ways in which tourism businesses can achieve and maintain quality service. (4)
- 8.1.5 Suggest TWO methods that the company can use to turn an unhappy customer into a happy customer. (4)

8.2 Name ONE possible method that an accommodation establishment can use to meet the expectations of the following guests:

8.2.1 A guest in a wheelchair (1)

8.2.2 A guest that smokes (1)

8.2.3 A frequent (regular) guest (1)

8.2.4 A family with young children (1)

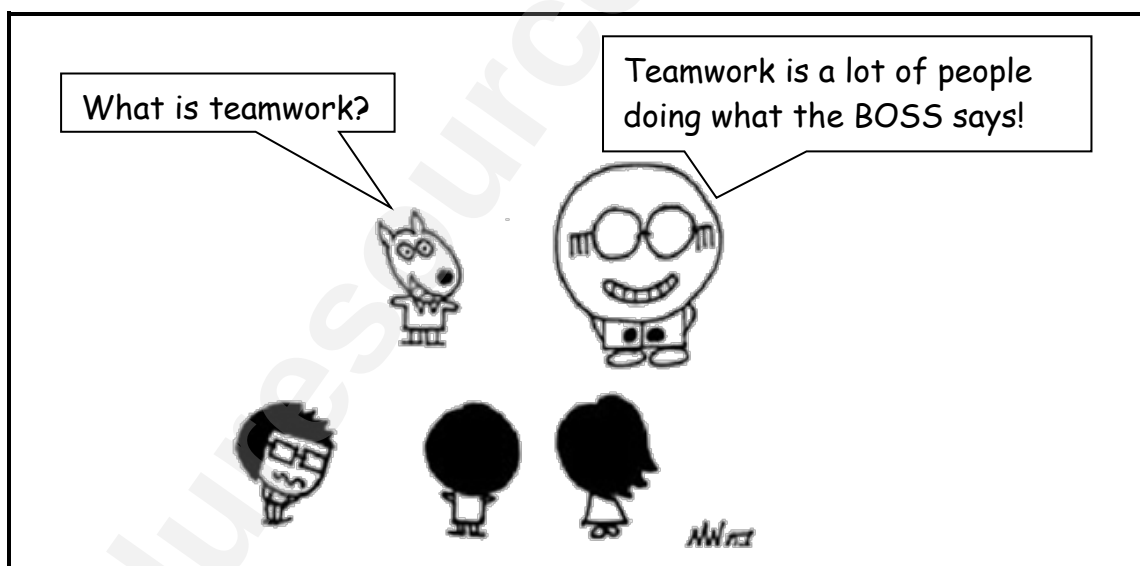
8.3 The African continent represents the biggest inbound tourist market.

Name TWO cultural needs that a tourism business should consider when dealing with this market.

(2)
[24]

QUESTION 9

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

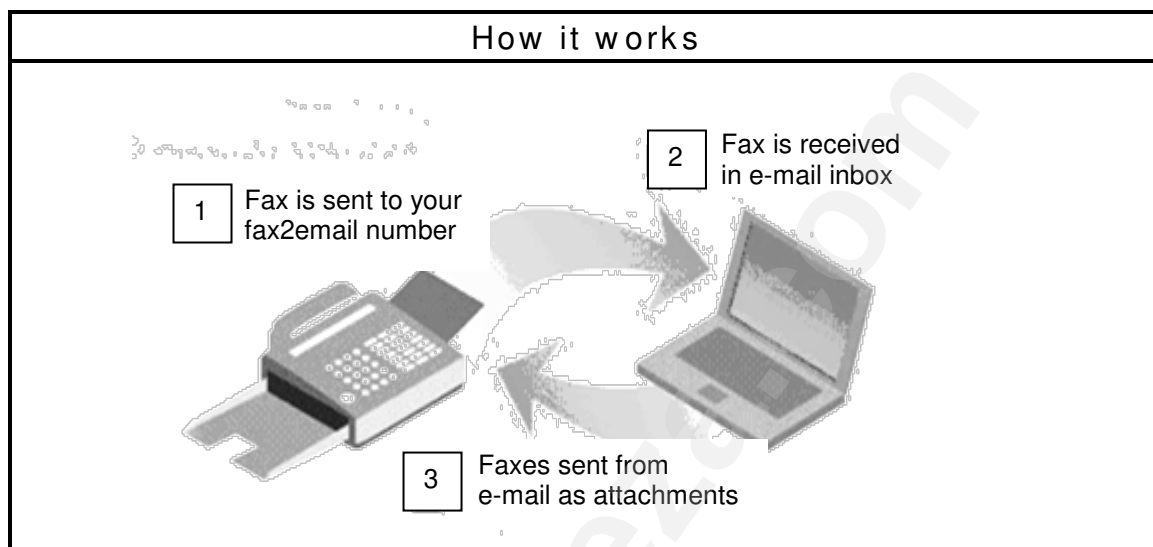


Teamwork goes beyond what the 'boss says'.
Give your understanding of *teamwork*.

(2)

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

Fax2email is a new product that makes it possible to receive faxed documents as e-mail attachments.



9.2.1 Besides the technology in the diagram above, name ONE other form of technology that can be used to receive a fax electronically. (2)

9.2.2 Explain ONE advantage of fax2email for a business tourist. (2)
[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200