



TOURISM

GRADE 12

REVISION QUESTIONS

TERM 3

TOPIC: SUSTAINABLE AND RESPONSIBLE TOURISM

All the questions in this document were sourced from previous DBE NSC and ECDoE provincial question papers.

This document consists of 32 pages.

TOPIC: SUSTAINABLE AND RESPONSIBLE TOURISM

NOV 2014 NSC

QUESTION 8

Study the extract below and answer the questions that follow.

CTi Couriers – Use us as your delivery service.
We deliver on time anywhere in the world.

CTi is a typical example of an auxiliary (support) service in tourism, predominantly servicing the MICE*/MESE sector.**

*MICE: Meetings, Incentives, Conferences, Exhibitions **MESE: Meetings, Exhibitions, Special Events

Leaving the planet a better place for future generations

CTi is committed to corporate social investment (CSI) and firmly believes that, as a global organisation, there are three main areas that help us achieve our goal of ensuring that we leave the planet a better place for future generations.

Our CSI strategies are: Delivering better lives, CTi *thinkgreen*, Moving your business

[Adapted from www.qo2uti.com]

8.1 What do you understand by CSI? (2)

8.2 8.2.1 Identify CTi's strategy with regard to environmental consciousness. (2)

8.2.2 Explain ONE way in which CTi can benefit from including an environmental strategy as part of its CSI. (2)

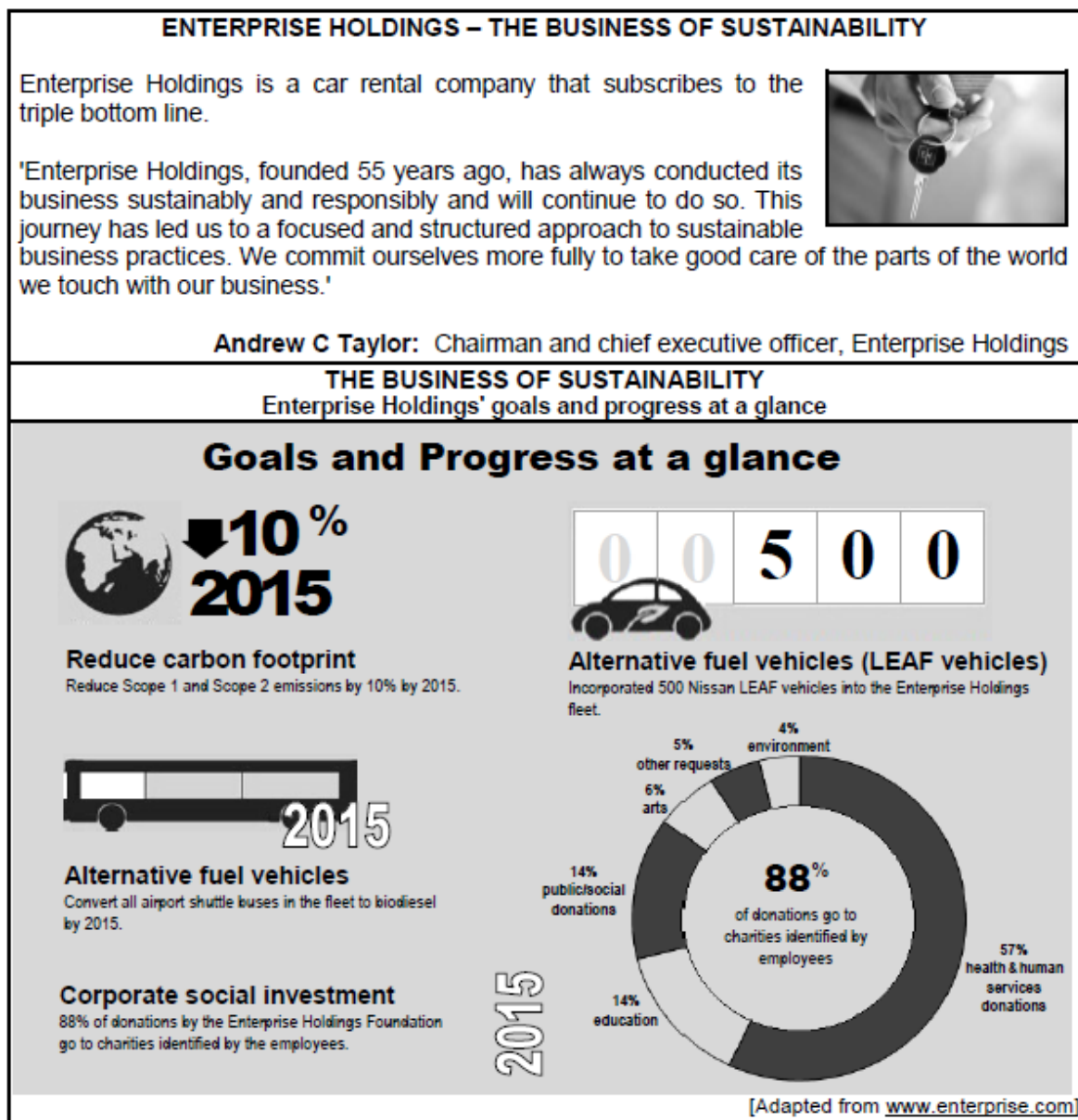
8.3 Due to the nature of CTi's business operations, they have a responsibility to reduce their carbon footprint.

Recommend THREE points that can be included in CTi's environmental policy with regard to its road transport. (6)

8.4 Identify the pillar of sustainable tourism from the diagram that 'Delivering better lives' refers to. (2)

NOV 2015 NSC QUESTION 8

Study the information below and answer the questions that follow.



- 8.1 One of the strategies of Enterprise Holdings is to reduce its carbon footprint by 10%.

Explain the term *reducing its carbon footprint*.

(2)

- 8.2 8.2.1 Apart from reducing its carbon footprint, identify ONE other strategy the company uses to protect the environment.

(2)

- 8.2.2 Give ONE example to explain how the company achieves the strategy identified in QUESTION 8.2.1.

(2)

- 8.3 As part of its corporate social investment (CSI), Enterprise Holdings invests in social upliftment and the environment.
- 8.3.1 Explain Enterprise Holdings' unique donation policy (2)
- 8.3.2 Give ONE example of how Enterprise Holdings is incorporating the social pillar of the triple bottom line in its donation policy. (2)
- 8.4 Calculate the percentage of Enterprise Holdings' donations that goes towards social upliftment. (2)

**NOV 2016 NSC
QUESTION 8**

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

SUSTAINABLE TOURIST ACCOMMODATION THE STARLIGHT HOTELS GROUP The Starlight Hotels group takes the sustainability of their hotels very seriously. The group ensures sustainable practices by reducing costs, being more energy efficient and less wasteful. Tourists may choose the 'no-cleaning green option' when they book accommodation at the hotel. The 'no cleaning green option' means the hotel room will not be cleaned or serviced for three consecutive (following) days during the guest's stay.	
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8.1.1 Identify ONE way in the information above in which the Starlight Hotels group practises EACH of the following pillars of the triple bottom line:

(a) Environmental pillar (2)

(b) Economic pillar (2)

8.1.2 The three Rs (reduce, re-use, recycle) are sustainable practices implemented by the Starlight Hotels group.

Explain FOUR ways in which the Starlight Hotels group reduces its carbon footprint through the 'no-cleaning green option'. (8)

8.1.3 Would you choose the 'no-cleaning green option' if you stayed at one of the hotels of the Starlight Hotels group? Give ONE reason for your answer. (2)

8.2 Read the statement below and answer the questions that follow.

Individuals who demonstrate environmentally friendly behaviour at home and in everyday life are likely to behave in the same manner when on holiday.
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8.2.1 Do you agree with the statement above? Motivate your answer. (2)

8.2.2 Give TWO examples of environmentally friendly behaviour by tourists visiting an ecologically sensitive area. (4)

**NOV 2017 NSC
QUESTION 8**

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

UNITED NATIONS DECLARES 2017 AS THE INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT 2017 has been declared the International Year of Sustainable Tourism for Development for the following reasons: • It is an opportunity to look at how the tourism industry is affected by climate change. • To determine how greenhouse gas emissions by the tourism industry can be limited. • Finding ways for the tourism industry to adapt to rising global temperatures. • As one of the world's leading employment sectors, the tourism industry provides important income opportunities, eradicates (reduces) poverty and promotes development. The tourism industry relies on the climate. Extreme weather conditions, such as storms, heat waves, droughts, fresh water loss and rising sea levels, threaten coastal resorts. Reduced snowfalls impact negatively on skiing resorts. The United Nations World Tourism Organisation (UNWTO) estimates that the tourism industry is responsible for about 5% of global CO₂ emissions. Tourists and tourism businesses are encouraged to reduce their carbon footprint.

THE TOURISM INDUSTRY'S CONTRIBUTION TO CO ₂ EMISSIONS	
ACCOMMODATION SECTOR	TRANSPORT SECTOR
20% of the emissions are from heating, air-conditioning and the maintenance of bars, restaurants and pools.	75% of the emissions are from air, car and rail transport. Part of the emissions can be avoided by choosing the most sustainable form of transport. [Adapted from www2.unwto.org]

- 8.1.1 Give TWO examples of climate change referred to in the article above. (2)
- 8.1.2 Suggest ONE way in which climate change can have an impact on the Swiss Alps as a tourist destination. (2)
- 8.1.3 Refer to the article above and explain how the tourism industry can be both beneficial and damaging to the environment. (2 x 2) (4)

8.2 Read the statement below and answer the questions that follow.

Destinations can play a part in supporting the International Year of Sustainable Development.

8.2.1 Explain, in a paragraph, how tourist destinations can use the triple bottom-line approach regarding:

- Transport
- Education
- Job creation

(6)

8.2.2 State TWO ways in which hotel guests can play a part in the responsible use of resources while staying at a hotel.

(4)

8.3 A successful B&B (Bed and Breakfast) is located one kilometre away from a school that offers Tourism as a subject.

Suggest TWO ways in which the owner of the B&B can support the Tourism learners by practising the principle of CSI.

(4)

NOV 2018 NSC QUESTION 8

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

BASOTHO CULTURAL VILLAGE – OUR HERITAGE  Being a responsible traveller is more than just words and intentions. It involves following a code of ethics and playing your part in creating a sustainable and caring approach to travel. After all, do your children not deserve to see this continent as you do today?
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- 8.1.1 Explain what is meant by a code of ethics for responsible tourist behaviour. (2)
- 8.1.2 Explain the meaning of '... do your children not deserve to see this continent as you do today?'. (2)
- 8.1.3 International visitors to South Africa want to experience a taste of the African lifestyle and history.
- Recommend THREE ways in which they can behave responsibly when visiting the Basotho Cultural Village. (6)

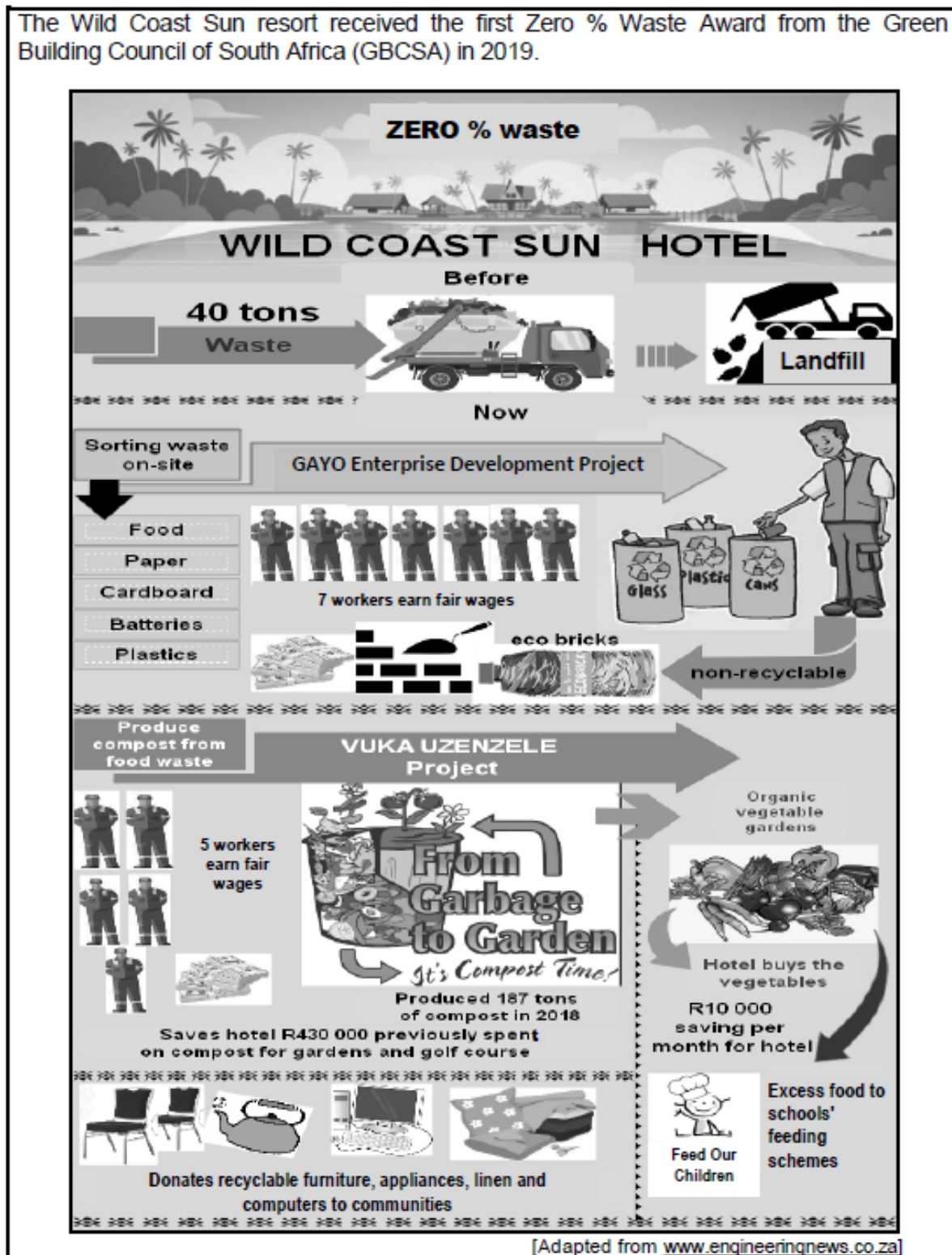
8.2 Read the case study below and answer the questions that follow.

CHANGING LIVES – WITH SOAP	
The Wilderness Adventure Camp in Namibia offers educational counselling and financial support to a community project in Katutura, run by six HIV-positive women. The project involves producing a soap with an olive oil base. The camp buys the soap from the community project for their guests. Some of the money received from the sales is directed back into the soap-making project. The women attend the counselling sessions offered by The Wilderness Adventure Camp. These sessions focus on supporting the health of the HIV-positive women and their children in the area.	 [Source: www.wildernessadventures.com]

- 8.2.1 (a) Identify the TWO pillars of sustainable tourism practices evident in this extract. (2)
- (b) Match each pillar of sustainable tourism identified in QUESTION 8.2.1(a) with ONE example in the extract. (2)
- 8.2.2 Discuss TWO ways in which the support offered by the Wilderness Adventure Camp is positively changing the lives of the HIV-positive women within the Katutura community. (4)

NOV 2019 NSC QUESTION 8

Study the infographic 'Award for Zero % Waste' below and answer the questions that follow.



- 8.1 State ONE change in their environmental policy that resulted in the Wild Coast Sun receiving an award in 2019. (2)
- 8.2 Discuss ONE economic benefit of the Vuka Uzenzele Project to the:
- 8.2.1 Wild Coast Sun resort (2)
- 8.2.2 Community around the Wild Coast Sun (2)
- 8.3 Identify ONE non-financial corporate social investment (CSI) initiative of the resort in the infographic. (2)
- 8.4 The Vuka Uzenzele Project fulfils the criteria of sustainability according to one of the principles of FTT.
- Discuss THREE ways in which their project 'From food waste to organic vegetable gardens to the restaurant' addresses the principle of sustainability. (6)

FEB-MARCH 2015 NSC QUESTION 8

Study the information below and answer the questions that follow.

FRACKING

(Hydraulic fracturing)

This is the method used by gas and oil companies to get natural gas from deep below the surface of the earth. They pump millions of litres of water and many harmful chemicals deep into the earth to cause severe explosions. The shale rock breaks up and the gas is then released.

[Adapted from www.treehugger.com]

Did you know?
SHALE rock contains natural gas deep below the surface of the earth.

Fracking in the Karoo would pose a serious threat to the environment – WESSA

According to the South African government, fracking could soon become a reality in South Africa.

The government has given permission to a major oil company to begin with hydraulic fracturing in the Karoo. The government, however, calmed the public by saying it will continue to protect the environment and water resources.

Tourism industry players and environmentalists warn this could have far-reaching effects on tourism.

Wessa conservation director, Garth Barnes, said: 'Any pollution or degradation (slow destruction) in the Karoo can lead to disastrous ecological, social and economic consequences.'

[Adapted from www.tourismupdate.co.za]

- 8.1 Study the fracking awareness poster below.



Interpret the image and the message about fracking shown in the poster above.

(4)

- 8.2 Study the diagram of the fracking process on the previous page.

Identify the most devastating impact of fracking on guest houses and hotels located in the area.

(2)

- 8.3 Fracking does NOT support the three pillars of sustainable tourism.

Explain ONE way in which fracking in the Karoo will have a negative impact on each of the following pillars:

8.3.1 Social

(2)

8.3.2 Environment

(2)

8.3.3 Economic

(2)

- 8.4 According to government fracking will have positive consequences.

Name the most commonly believed advantage of fracking.

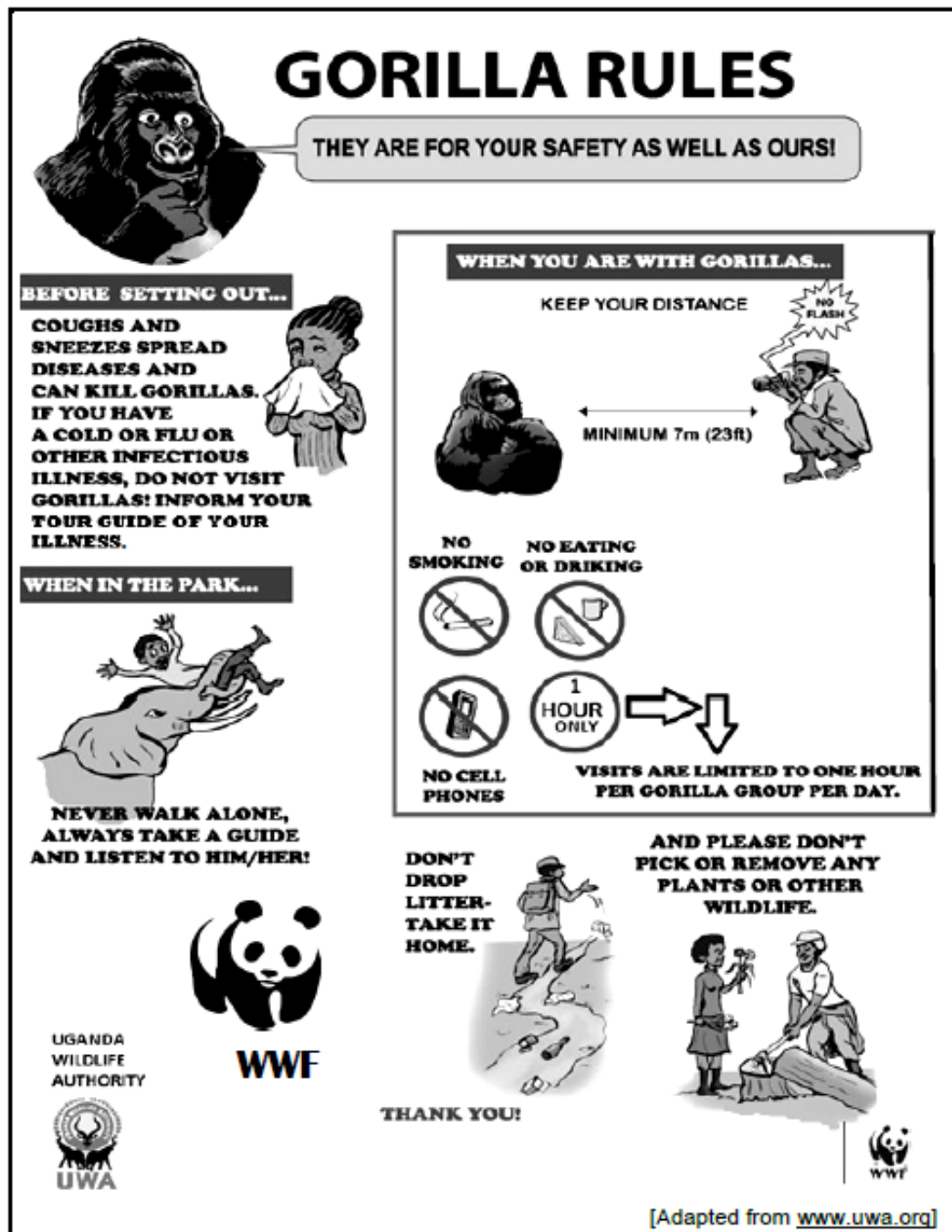
(2)

- 8.5 State TWO ways in which local communities and tourists can voice/show their dissatisfaction with the planned fracking activities in the area.

(4)

**FEB-MARCH 2016 NSC
QUESTION 8**

- 8.1 The poster below was put up at the entrance to a gorilla sanctuary. Study the poster and answer the questions that follow.



- 8.1.1 Give ONE reason why the international gorilla conservation programme saw the need to design and display this poster to tourists visiting the park.

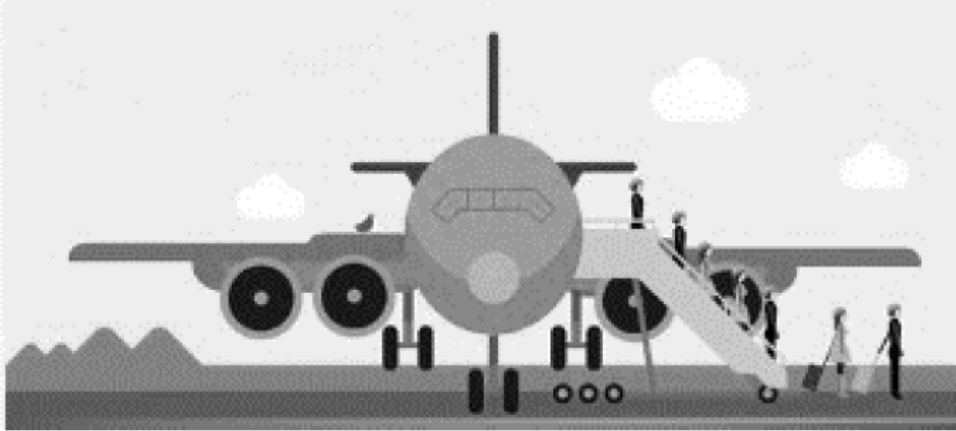
(2)

- 8.1.2 Referring to the poster, identify ONE environmental issue that is a concern to the management of the park. (2)
- 8.1.3 Give ONE reason why tourists should not use the flash of their cameras when taking photographs of the gorillas. (2)
- 8.1.4 Explain ONE reason why tourist groups are given a time limit to spend with gorillas. (2)
- 8.1.5 Give ONE course of action the management of the park can take against tourists who do not comply with the poster 'Gorilla Rules'. (2)
- 8.2 The park practises two of the pillars of the triple bottom line, namely the environmental and economic pillars.
- State TWO ways in which the park can also incorporate the social pillar into their sustainable tourism practices. (4)

**FEB-MARCH 2017 NSC
QUESTION 8**

Read the extract below and answer the questions that follow.

RESPONSIBLE TOURIST BEHAVIOUR



CAN TRAVELLING BY AIR BE CONSIDERED TO BE SUSTAINABLE?

The aviation (airline) industry has a large impact on climate change. Air travel is considered to be the main contributor to global warming in the tourism industry. It is responsible for almost 40% of the total carbon emissions caused by the tourism sector.

The aviation industry has not done enough in terms of reducing their carbon emissions yet.

[Adapted from *Climate Change and Tourism: Responding to Global Challenges*, UNEP and UNWTO, 2007]

8.1 Explain your understanding of *environmental sustainability in the aviation (airline) industry*. (2)

8.2

At present the impact of air travel on climate change is not adequately controlled under national or international laws. It is therefore important that individuals and businesses reduce the impact of their air travel on the environment.

State TWO ways in which tourists can reduce their carbon footprint when travelling by air. (4)

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



[Adapted from www.faa.gov/airports]

Refer to the triple bottom line and give TWO examples EACH of how ACSA keeps airports sustainable in respect of the following:

- 8.3.1 The community in which it operates (4)
- 8.3.2 The impact on the environment (4)

FEB-MARCH 2018 NSC QUESTION 8

Study the information below and answer the questions that follow.

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

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

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



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

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



[Adapted from *Sawubona* magazine, September 2016]

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

(2)

8.2

The principles of FTT:

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

Read the principles of FTT above.

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

(2)

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

(4)

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

(2)

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

(2)

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

(4)

MAY-JUNE 2018 NSC QUESTION 8

Read the extract below and answer the questions that follow.

THE 'SWOP SHOP' – HELPING CHILDREN TO CARE

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

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

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

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

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

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

[Adapted from www.whitesharkproject.co.za]

- 8.1 8.1.1 From the above extract it is clear that the primary focus of the White Shark project is on the environmental and social pillar of sustainable tourism.

Identify ONE example of how the economic pillar is being practised at the Swop Shop.

(2)

- 8.1.2 Explain THREE ways, from an economic perspective, in which the White Shark Swop Shop project organisers empower the children of Masekhane to develop into self-sufficient individuals.

(6)

- 8.2 Read the slogan below and answer the questions that follow.

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

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

- 8.2.1 Supporting the local community

(4)

- 8.2.2 Protecting the environment

(4)

**MAY-JUNE 2019 NSC
QUESTION 8**

Study the extract below and answer the questions that follow.

SUN MOUNTAIN LODGE – THE SUCCESS STORY

The Sun Mountain Lodge believes they are on the right path in being responsible, sustainable and accountable. The Sun Mountain Lodge is located close to the Batlokoa community on the border between the Free State and KwaZulu-Natal.

Some of hotel's key initiatives to incorporate the pillars of sustainability include:

- The in-house newspapers given to guests are printed on recycled paper.
- Information on the general operations of the lodge is placed on sign boards rather than in information booklets to limit paper usage.
- Used cooking oil is donated to a local farmer (who is their vegetable supplier) to produce bio-diesel to run the delivery trucks.
- Local crafts people are given the opportunity to earn an extra income by redecorating the interior of the Sun Mountain Lodge.

The Sun Mountain Lodge is in the process of applying for their Fair Trade Tourism accreditation.

[Adapted from www.traveller24news.com]

8.1 Refer to the extract and identify ONE example of how the Sun Mountain Lodge practices effective waste management through the following:

8.1.1 Reducing (2)

8.1.2 Recycling (2)

8.1.3 Re-using (2)

8.2 Tourism businesses need to form partnerships with the community within which they operate.

Explain ONE way in which the Sun Mountain Lodge involves the local community in their business operations. (2)

SEPT 2014 EC
QUESTION 8

8.1 Read the following newspaper article and answer the questions.

**VILLAGERS' DREAMS REALISED WITH PLAN FOR
"GREEN" HOTEL**

Construction on a luxury R50-million hotel on a Wild Coast river estuary, which will be run entirely on green principles, will begin at the end of this month. The 100-room Nkanya Lodge will be situated at Qatywa Village on the Nkanya River. According to Eastern Cape Development Corporation (ECDC) project manager, Phakamisa George, the idea for the river and seaside hotel originated from four Nkanya Village residents who approached the ECDC for financial backing a few years ago.

Ellaine Gogo, daughter of one of the villagers, who sadly died before he could see his dream of a hotel alongside the Nkanya River estuary come true, said that she was excited that the hotel that her father had visualised when he bought the land in 1985 was becoming a reality. Gogo helped her father approach the ECDC for funding, but he died before his dream was realised. Funding for the hotel will come from the National Empowerment Fund (NEF) and the Industrial Development Corporation (IDC).

George said that the hotel would be powered by four wind turbines and solar panels and would re-use grey water and have an eco-friendly sewerage system.

Gogo said that her father would have been thrilled that locals, whom she described as "the poorest of the poor", would benefit in the form of jobs and community upliftment and their life-long dream of a "green hotel" will be fulfilled.

[Source: www.weekendpost.co.za]

- 8.1.1 If the Nkanya Lodge were to be viewed as a sustainable tourism destination it would have to adhere to the triple bottom line approach.
- Name the THREE pillars of sustainable tourism and provide an example of each from the extract. (6)
- 8.1.2 (a) Identify ONE of the role players involved in the development of Nkanya Lodge. (1)
- (b) State the responsibility of this role player. (1)
- 8.1.3 Upon completion, Nkanya Lodge will be an environmentally conscious destination.
- Suggest TWO types of responsible tourist behaviour that visitors should exhibit when visiting Nkanya Lodge. (2)
- 8.1.4 The extract above refers to a "green" hotel and "green" principles
- Explain what is meant by the use of the word "green" in this context. (2)

8.2 Read the following extract and answer the questions.

SANParks LAUNCHES COMMUNITY BENEFIT PROJECT




MPUMALANGA – On October 25 South African National Parks (SANParks) officially launched its first legacy Corporate Social Investment (CSI) project in Cork Village in Mpumalanga, on the border of the Kruger National Park (KNP).

The launch is part of SANParks' social ecology programme – started to change the management of protected areas towards an integrated approach.

SANParks CEO, Dr David Mabunda spoke at the sod turning for an administration block at Dumisani High School in Cork Village. The school, situated on the border of KNP, is the first beneficiary of the SANParks CSI project. David says the new approach ensures the establishment of mutually beneficial partnerships between locals and their neighbouring national parks.

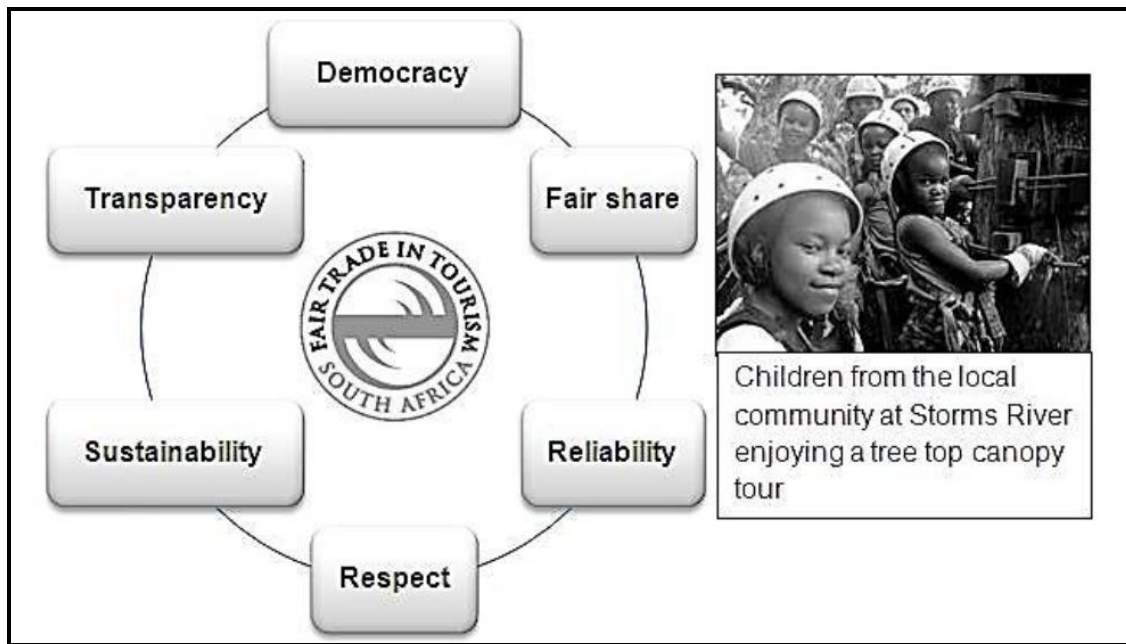
According to David a dedicated community levy (1% Community Levy on all reservations, introduced in 2011) was established to ensure SANParks' tangible benefit to communities living adjacent to national parks in improving their livelihoods. SANParks will invest resources in the establishment of legacy projects in communities, particularly in rural areas.

"These will include support through provision of infrastructure and related resources in areas of education, youth development, health and other areas as identified with stakeholders."

[Source: <http://sanpark.co.za>]

- 8.2.1 Explain your understanding of the term *Corporate Social Investment (CSI)*. (2)
- 8.2.2 Suggest how the building of an administration block could be advantageous to Dumisani High School. (2)
- 8.2.3 Discuss TWO advantages that this donation could have for SANParks in the Cork Village community. (2)

8.3 Study the diagram and picture below and answer the questions.



8.3.1 The diagram above shows the pillars of Fair Trade in Tourism South Africa (FTTSA).

Differentiate between the pillars below:

- (a) Transparency (2)
- (b) Respect (2)

8.3.2 Identify which pillar is represented in the picture of the children. (1)

8.3.3 Give ONE advantage to a business of being FTTSA accredited. (2)

SEPT 2015 EC QUESTION 8

Study the Tsogo Times back page newspaper article and answer the questions that follow.

THE TSOGO TIMES	
www.tsogocun.com	SOUTHERN AFRICA'S PREMIER GAMING, HOTEL AND ENTERTAINMENT GROUP NEWSPAPER
SUNcares INITIATIVE LAUNCHED	
Corporate Social Investment Tsogo Sun has a commitment to use its resources, experience and geographical footprint within the gaming, hospitality and entertainment industry to provide the platform for projects that achieve lasting results. To lead social projects that create lasting change in South Africa, Tsogo Sun has launched the SUNcares initiative. SUNcares is an initiator for change through sport, performing arts, hospitality training and consideration for the environment. SUNcares creates social change in communities through the following Academies and Programs:	SUNcares Performing Arts Academy Tsogo Sun has been a major role player in the revival of Theatrical Arts in South Africa through its over R250 million investment in theatre infrastructure at Montecasino and Gold Reef City. The SUNcares Performing Arts Academy was created to provide school going children in rural schools with extracurricular activities that encourage and promote the performing arts. Through the investments made in bringing theatrical productions to South African shores, Tsogo Sun has contributed to job creation in the Performing Arts industry.
SUNcares Sports Academy The SUNcares Sports Academy is active in ensuring that school going children in rural areas surrounding Tsogo Sun's casinos are given the opportunity to participate in extracurricular sports whilst at the same time being educated in various life skills programs. Tsogo Sun has partnered with the Dept. of Education, SAFA, Lions Rugby Club, Dolphins Cricket, local business and communities to create the SUNcares Sports Academy. To date the SUNcares Sports Academy has over 1 300 children enrolled in Soccer, Rugby and Swimming programs.	SUNcares Environmental Program Through its SUNcares Environmental Program, Tsogo Sun ensures that it supports the well-being of our planet and communities. Tsogo Sun has achieved measurable results with regards to water use reduction, reduction in energy consumption, improved waste recycling and community greening and sustainability.
	

8.1 SUNcares is the vehicle whereby Tsogo Sun implements its corporate social investment (CSI) programme.

8.1.1 Explain what is meant by the term *corporate social investment (CSI)*. (2)

8.1.2 Identify the THREE components of the CSI programme and explain how each of these components assists Tsogo Sun in fulfilling their CSI obligations. (3 x 2) (6)

8.1.3 Evaluate what the benefit of the afore-mentioned CSI programme can be to Tsogo Sun. (2 x 1) (2)

8.2 Tsogo Sun practises a sustainable business approach.

Discuss this statement by referring to the THREE pillars of sustainable tourism and indicating how Tsogo Sun adheres to each pillar. (3 x 2) (6)

8.3 Suggest TWO ways in which Tsogo Sun can attract environmentally conscious tourists to its establishments. (2 x 2) (4)

SEPT 2016 EC

QUESTION 8

Read the extract and answer the questions that follow.

 Marine Dynamics SHARK TOURS	 Dyer Island Cruises WHALE & ECO TOURS
Marine Dynamics is a Shark Cage Diving company in Kleinbaai, a small harbour town, part of Gansbaai in the Western Cape. This area is well known for sightings of Great White Shark and the best place in the world to see and dive with these creatures. Sister company Dyer Island Cruises is a boat based Eco-Marine Tourism Company, allowing visitors an unforgettable experience to see the Marine Big Five - whales, dolphins, seals, penguins and sharks, as well as many species of rare birds that live close to the shore. Marine Dynamics Tours and Dyer Island Cruises practice responsible tourism and have been Fair Trade certified since 2008. Conservation efforts, supported by VWSA as part of their corporate social investment programme, include an African Penguin and Seabird Sanctuary, research into conservation of Great White Sharks and a project that focusses on the disposal of fishing lines that can be harmful to sea life. The companies contribute to Environmental Education by supporting Eco Schools. They also work closely with Dibanisa Football Foundation who coordinate a regular learning programme for youth in the Gansbaai area. The Great White House, a guest house located near the beach, is owned by both companies and offers tourists relaxing accommodation after a day spent on the boat whale watching and shark diving.	

[Adapted from: www.sharkwatchsa.com]

- 8.1 Give ONE example of how the two companies have incorporated the triple bottom line into their business by referring to the ...
- 8.1.1 social pillar. (2)
- 8.1.2 environmental pillar. (2)
- 8.2 Suggest ONE way how Marine Dynamics Tours and Dyer Island Cruises can contribute to the economic pillar of the triple bottom line. (2)
- 8.3 8.3.1 Explain the concept “Fair Trade certified”. (2 x 2) (4)
- 8.3.2 Discuss how the Fair Trade certification of the two companies can assist in attracting environmentally conscious tourists to the Kleinbaai area. (2)
- 8.4 8.4.1 Explain the term corporate social investment (CSI). (2)
- 8.4.2 Discuss ONE way in which CSI can benefit the VWSA company. (2)
- 8.5 Suggest TWO ways in which the Great White House could exercise good environmental practices in their day to day management of the guest house. (2 x 2) (4)

**SEPT 2017 EC
QUESTION 8**

Read the extract and answer the questions that follow.

Lion Sands

SABI SAND

Lion Sands Private Game Reserve

Lion Sands, part of Sabi Sands located in the Kruger National Park, is one of a few hand-picked, Southern African safari lodges that are committed to the conservation of African wildlife, the environment and the development of local communities while offering authentic big game safari experiences. All of these safari lodges are linked to the organisation, Open Africa, and encourage visitors to practice responsible tourism.

Lion Sands Game Reserve forms part of the largest conservation area in Southern Africa. In this area, the balance between nature and its use for commercial purposes requires that ecosystems are carefully monitored and managed.

Lion Sands Private Game Reserve shares a relationship with the local community geared toward mutual benefit and social development that is sustainable and eco-friendly. One of the initiatives funded by Lion Sands is the Henna Pre-School that was founded in 1991 with 20 pupils. This met with the need for education and healthy meals for the local children.

With further assistance from Lion Sands the pre-school has grown significantly and now accommodates 250 children. Some of the major projects thus far have been the construction of classrooms, renovation of the kitchen and setting up borehole water for the school. Lion Sands also hosts the annual graduation ceremony for the children, which encourages them to understand the importance of knowledge and education.

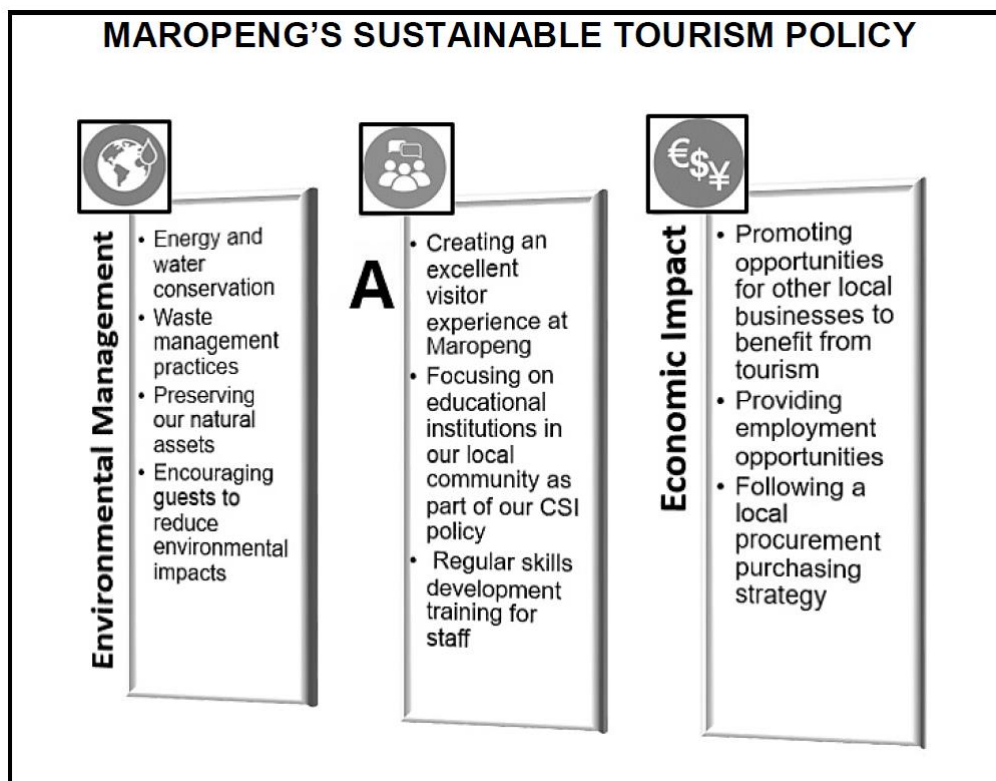
Lion Sands has united with both the government and the community in the fight against HIV/Aids. The reserve provides support to its employees as well as to a local home based care initiative for HIV sufferers. Guests at Lion Sands are given an option to tour the local community and are encouraged to make a donation to this worthy cause. Lion Sands is also involved in the annual activities held on World Aids Day in which HIV orphans and other vulnerable children from the community are given food parcels and school necessities.

[Adapted from: www.openafrica.org]

- 8.1 Lion Sands Private Game Reserve can be regarded as a tourism business that has incorporated the triple bottom line in their business practices.
- 8.1.1 Discuss this statement by referring to their commitment to the environmental and social pillars of the triple bottom line. (2 x 2) (4)
- 8.1.2 Suggest ONE manner in which Lion Sands Private Game Reserve could show their commitment to upholding the economic pillar of the triple bottom line. (2)
- 8.2 List TWO examples of responsible tourism practices that could be included in a code of conduct for responsible tourists visiting the Lion Sands Private Game Reserve. (2 x 2) (4)
- 8.3 Suggest TWO strategies that Lion Sands Private Game Reserve could implement in order to attract environmentally conscious tourists. (2 x 2) (4)
- 8.4 Lion Sands Private Game Reserve has a corporate social investment programme.
- 8.4.1 Explain the term *corporate social investment*. (2)
- 8.4.2 Describe TWO initiatives by which Lion Sands Private Game Reserve has realised their corporate social investment programme in their local community. (2 x 2) (4)

SEPT 2018 EC
QUESTION 8

Study the images below and answer the questions that follow.



- 8.1 Identify the pillar of sustainable tourism labelled A. (2)
- 8.2 Give TWO examples of good environmental practices that Maropeng management could implement in order to ensure that they adhere (keep) to their environmental management strategy. (2 x 2) (4)
- 8.3 Explain how Maropeng's local procurement purchasing strategy could result in a positive economic impact for the local community. (2)
- 8.4 Suggest TWO online marketing platforms that the management of Maropeng could use that will attract environmentally conscious visitors to the World Heritage Site. (2 x 2) (4)
- 8.5 Suggest TWO examples of responsible tourist behaviour, other than those listed in the extract, which the management of Maropeng could include in their code of conduct for responsible tourism. (2 x 2) (4)

SEPT 2019 EC QUESTION 8

Read the case study and answer the questions that follow.

ONE OF A KIND HANDMADE PRODUCTS USING RECYCLED TEA BAGS AS WORKS OF ART – ORIGINALTEABAG DESIGNS

For a group of previously disadvantaged people in Hout Bay near Cape Town, South Africa, one cup of tea has provided the community with excitement, financial security and hope.

ORIGINAL
T BAG
DESIGNS

Original Teabag Designs was started as a crafting and employment project. Today, the project is an excellent example of waste reduction, employment creation for the poor and social upliftment through skills development and life skills support.

Original Teabag Designs offers a range of high quality, exclusive handmade products by making use of used tea bags which are dried, emptied, ironed and then painted by local artists. The artists receive payment for every finished tea bag. These finished products are then attached to wooden trays, placemats, material items, wall decorations and many more.

Cape Town City Sightseeing's hop-on hop-off tour busses stop regularly at Original Teabag Designs business premises at Kronendal. Products are also available from a stall at the Craftmarket at the V&A Waterfront.



[Adapted from www.tbagdesigns.co.za and resource.capetown.gov.za]

- 8.1 Original Teabag Designs can be regarded as a business that practices responsible and sustainable tourism.

Write a paragraph in which you discuss this statement. In your paragraph pay attention to the following:

- Identify the three pillars of sustainable tourism (3 x 1) (3)
- Link each of the three pillars of sustainable tourism to an example from the text to demonstrate (show) how Original Teabag Designs practises each of the pillars. (3 x 2) (6)

NOTE: In your paragraph you must indicate to which pillar each of the examples given, links.

- 8.2 Explain how the local community could benefit should Original Teabag Designs apply a local procurement strategy in their business. (2 x 2) (4)
- 8.3 Suggest TWO strategies that Original Teabag Designs could implement to attract environmentally conscious tourists to visit the outlets (shops) at Kronendal and the V&A Waterfront. (2 x 2) (4)