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TOURISM

REVISION BOOK 4 QUESTION PAPER

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

GRADE 12



This book consists of 32 pages.

This Revision Book was compiled using questions from Tourism National
Senior Certificate examination papers from

2017 - 2021

THE RATIONALE BEHIND THE REVISION BOOKS

Question papers and marking guidelines from previous National Senior Certificate (NSC) examinations make valuable teaching and learning tools for teachers and learners. It becomes challenging for teachers and learners to handle different question papers and marking guidelines when they work with or compare questions within certain sections of the papers.

The Revision Books combine the different sections from National Senior Certificate (NSC) examination question papers over the last five years, into five individual books. The books should assist in facilitating revision, self-directed learning and setting of question papers.

The set of books consist of:

Book 1:	Section A:	Short Questions (2017 – 2021)
Book 2:	Section B:	Map Work and Tour Planning; Foreign Exchange (2017 – 2021)
Book 3:	Section C:	Tourism Attractions; Culture and Heritage Tourism; Marketing (2017 – 2021)
Book 4:	Section D:	Tourism Sectors; Sustainable and Responsible Tourism (2017 – 2021)
Book 5:	Section E:	Domestic, Regional And International Tourism; Communication And Customer Care (2017 – 2021)

HOW TO USE THIS BOOK

TEACHERS

Teachers can use this book ...

- to reinforce the content that has been covered in class.
- to structure their learners' revision of the content that has been covered.
- to identify questions to be completed by learners for classwork/homework.
- to expose their learners to the way in which questions are set in national papers.
- to access a variety of exemplars for a particular section of the question paper or marking guideline.

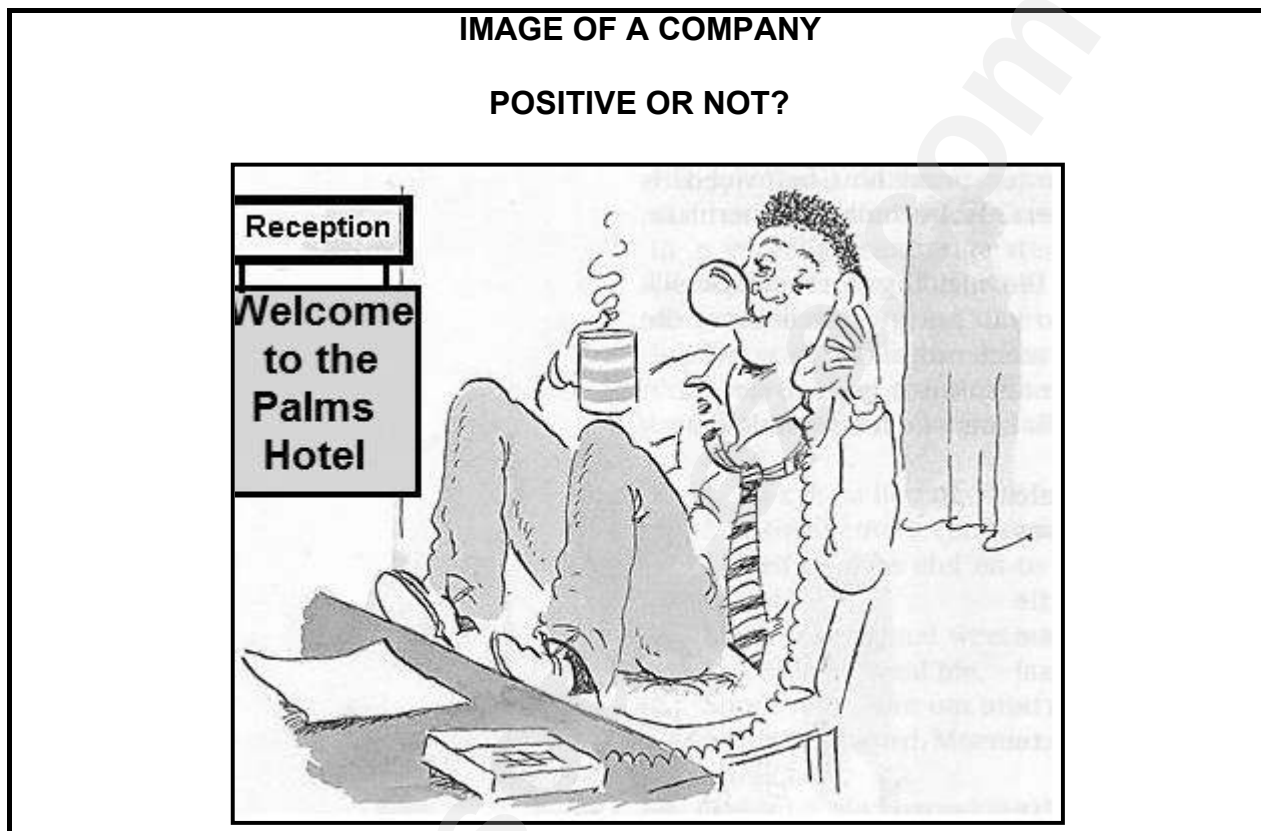
LEARNERS

Learners can use this book...

- for self-directed / self-regulated learning and learning at home.
- for revision of the work that has been completed in class.
- to prepare for the Trial and End-of-the-Year examinations.
- to reflect on their own learning process.

SECTION D: TOURISM SECTORS AND SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

Study the picture below and answer the questions that follow.

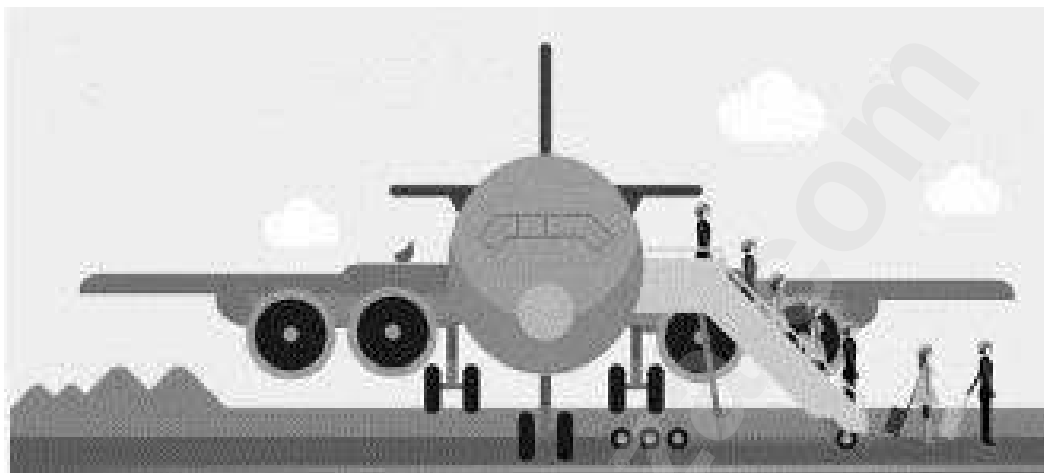


[Adapted from www.cartoonstock.com]

- 7.1 Identify the tourism industry sector shown in the picture. (2)
- 7.2 Explain the importance of personal appearance in the sector identified in QUESTION 7.1. (2)
- 7.3 The employee in the picture above does not comply with the code of conduct of the Palms Hotel.
- Identify THREE examples of unprofessional appearance/conduct by the employee in the picture. (6)
- 7.4 Suggest THREE intervention strategies to management that will improve this employee's conduct. (6)
- [16]**

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)
- [14]**

TOTAL SECTION D: 30

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

- 7.1 Refer to the extract from the website of South African National Parks below and answer the questions that follow.

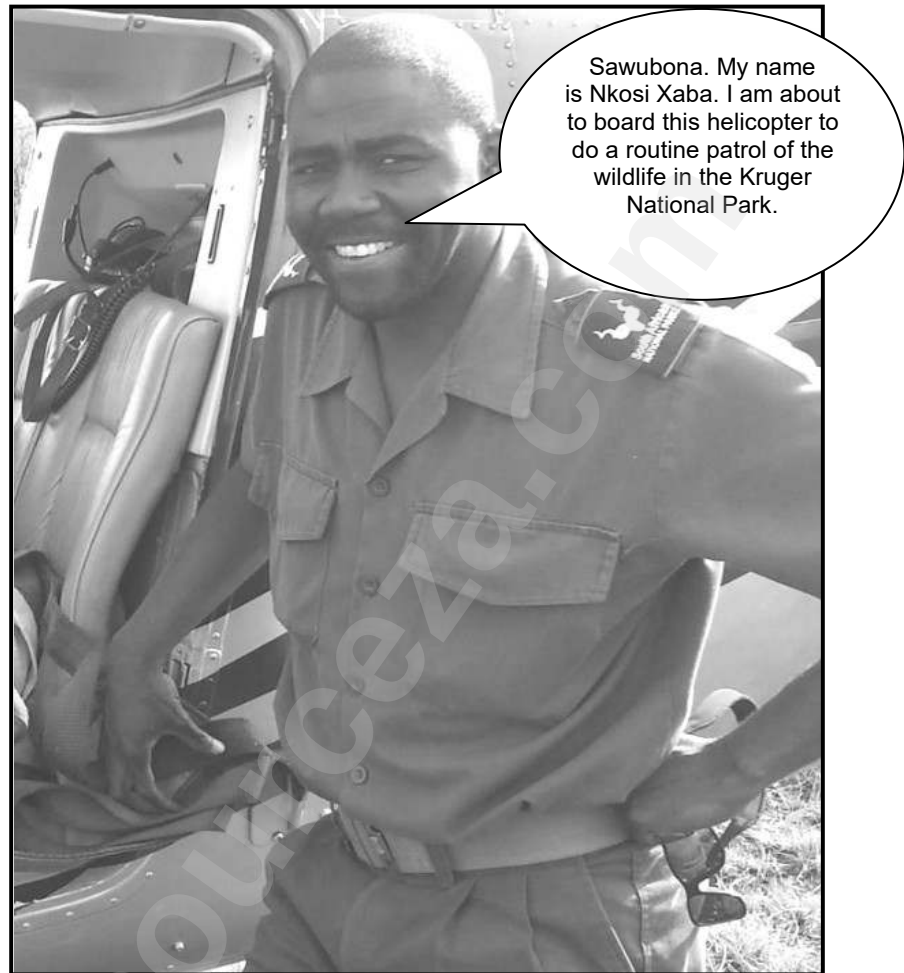


[Adapted from www.sanparks.org]

Choose an item from the extract that matches a description below. Write only the question number (7.1.1–7.1.4) and the letter (A–D) in the ANSWER BOOK, for example 7.1.5 E.

- 7.1.1 The logo of South African National Parks (1)
- 7.1.2 ONE aim of South African National Parks (1)
- 7.1.3 Information on South African National Parks (1)
- 7.1.4 Availability of accommodation at South African National Parks (1)

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



[Adapted from www.sanparks.org]

7.2.1 State TWO aspects of Nkosi Xaba's dress code that show the professional image of South African National Parks (SANParks). (2)

7.2.2 Refer to Nkosi's words in the speech bubble.

Discuss ONE way in which routine patrols show that SANParks has an environmental policy in place. (2)
[8]

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 CO₂ 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)

[22]

TOTAL SECTION D: 30

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

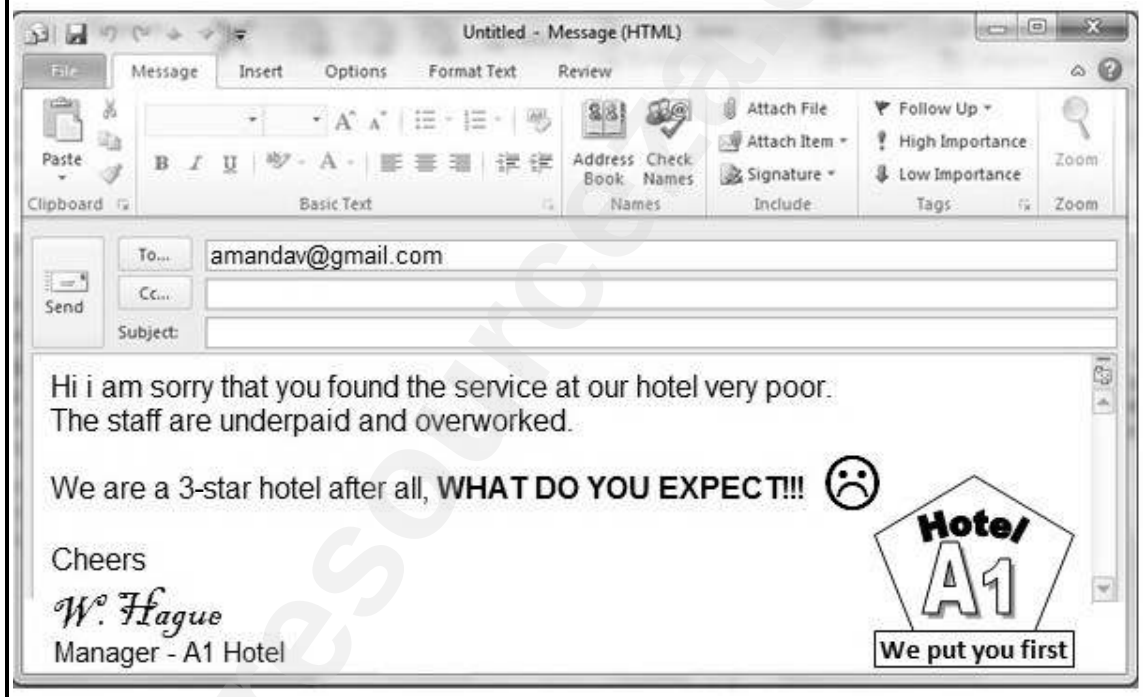
Study the information below and answer the questions that follow.

7.1

Good communication is a key consideration for businesses when it comes to maintaining a professional image.

The manager of the A1 Hotel received an e-mail in which a hotel guest complained about the poor work ethic of some of the staff members at the hotel and the lack of good service delivery.

MANAGER'S RESPONSE TO THE COMPLAINT



- 7.1.1 Name the document employees have to sign when accepting a position in the hospitality industry. (2)
- 7.1.2 Explain why the owner of this hotel can take disciplinary action against the manager after seeing the e-mail above. (2)
- 7.1.3 Explain ONE reason why the hotel's slogan 'We put you first' will be included in the hotel's customer feedback policy. (2)
- 7.1.4 The manager of the A1 Hotel has poor business writing skills.
 - (a) Identify TWO examples of poor written communication in the manager's e-mail that should NOT be used in business communication. (2)
 - (b) Correct TWO examples of poor written communication identified in QUESTION 7.1.4(a). (2)

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

CAREER OPPORTUNITIES

MANAGER: YOUTH TOURISM / BACKPACKERS CLUB

Required: a hard-working, results-oriented and ambitious manager

Qualifications	Degree in Tourism from a recognised university Computer skills, such as MS Office, Internet and e-communication Marketing experience will be an advantage
Key skills	• Youth recruitment • Tour management • Event management • PowerPoint presentations
Age	25–35 years
Experience	minimum 3 years
Salary package	Negotiable

Send your application and CV to 12 Candy Street, Pretoria.
Closing date for applications: 30 June 2018

7.2.1 Refer to the advertisement above, name TWO values expected from the person applying for this position.

(2)

7.2.2 Name TWO communication skills that are required for this position.

(2)

[14]

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.

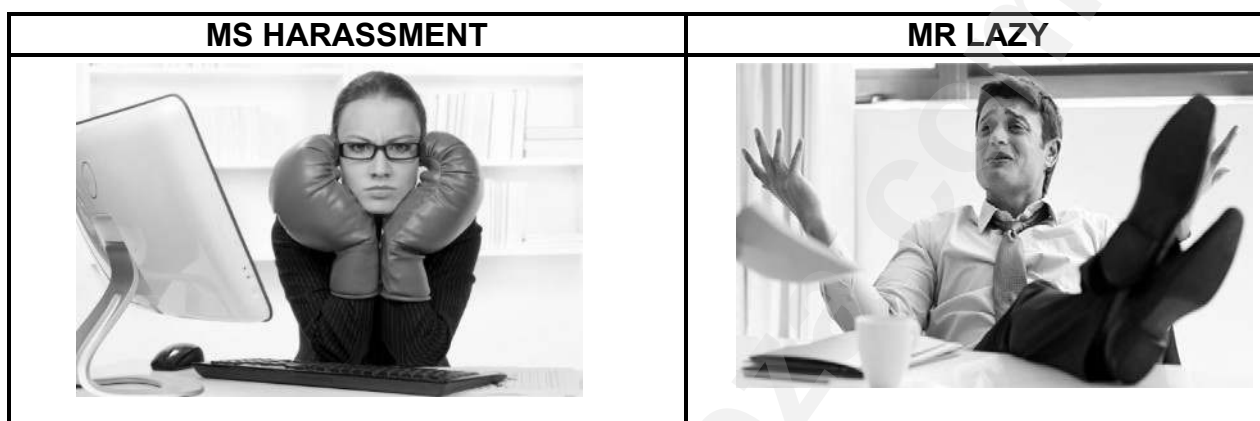
(4)

[16]**TOTAL SECTION D:****30**

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

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



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

QUESTION 8

Read the extract below and answer the questions that follow.

THE 'SWOP SHOP' – HELPING CHILDREN TO CARE

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

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

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

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

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

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

[Adapted from www.whitesharkproject.co.za]

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

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

(2)

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

(6)

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

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

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

- 8.2.1 Supporting the local community

(4)

- 8.2.2 Protecting the environment

(4)

[16]

TOTAL SECTION D: 30

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

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

DISILLUSIONED!!!*

Megan has been employed at a restaurant as a waitron for the past six months. A contract of employment was signed after she accepted the position at the restaurant.

Although there are vacancies available at the restaurant, her employer refuses to hire new staff. As a result, she has to work double shifts and her responsibilities have increased. She has been working double shifts almost every day with no overtime pay. She is not allowed to sit during shifts. Her employer is often rude to her and other co-workers. There is no staff transport available when they finish working late at night.

In fear of losing her job she continues working without complaining.

*Disillusioned: A feeling of disappointment

- 7.1.1 Explain the term *contract of employment*. (2)
- 7.1.2 Identify ONE way in which Megan is being exploited at her place of employment in the extract above. (2)
- 7.1.3 Advise Megan and give TWO ways how her grievances in the workplace can be addressed. (4)
- 7.1.4 Discuss TWO ways in which the current working conditions can impact on Megan's work ethic. (4)
- [12]**

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?
--

- 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)
- [18]**

TOTAL SECTION D: 30

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

7.1 Read the information below and answer the questions that follow.

Zach, a qualified tour operator, wants to open up his own tour operating company. He is aware that the professional image of his company is important for the success of his business.

7.1.1 Explain how the following can contribute to the professional image of Zach's business:

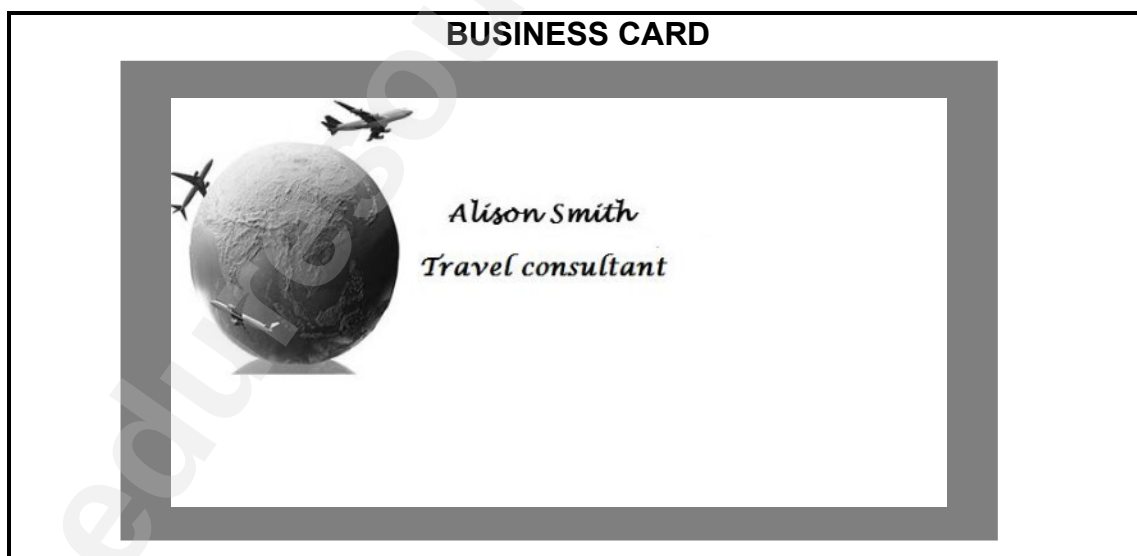
(a) Branded stationery (2)

(b) An appropriate name for the business (2)

7.1.2 Discuss TWO reasons why most tourism businesses prefer their staff to wear uniforms. (4)

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

A business card is an important communication and networking tool used indirectly for marketing but which is often not used effectively by companies.



7.2.1 Identify TWO items that appear on the above business card. (2)

7.2.2 Explain TWO reasons why the above business card cannot be regarded as an effective communication and networking tool to promote a business. (4)

[14]

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)

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

FAIR TRADE IN TOURISM	
The organisation, Fair Trade in Tourism South Africa (FTTSA), changed its name to Fair Trade Tourism (FTT) in May 2013. The reason was to become a regional role player in tourism.	
OUT WITH THE OLD 	IN WITH THE NEW 

8.3.1 Give the function of the Fair Trade Tourism organisation. (2)

8.3.2 Recommend ONE way in which the manager of the Sun Mountain Lodge can implement the following Fair Trade principles:

(a) Fair wages (2)

(b) Fair working conditions (2)

(c) Transparency (2)

[16]

TOTAL SECTION D: 30

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

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

ARE WE HOT OR NOT?	
The physical appearance of a business contributes to a professional image. The pictures below show the room keys issued by each hotel to their guests upon check-in.	
HOTEL A: SUNSET HOTEL 	HOTEL B: DAWN HOTEL 

- 7.1.1 (a) In the pictures above, identify the hotel that values its professional image. (2)
- (b) Give ONE reason for your answer to QUESTION 7.1.1(a). (2)
- 7.1.2 Apart from room keys, recommend ONE way in which the professional image of hotel rooms can be improved. (2)

- 7.2 Study the extract of the core duties of a car rental agent below and answer the questions that follow.

CORE DUTIES – CAR RENTAL AGENT	
CORE DUTY A - Receive telephone calls and handle customer issues or direct messages to appropriate staff members. CORE DUTY B - Attend to calls and support customers efficiently.	CORE DUTY C - Communicate with customers waiting in line to assure them that they will be assisted as soon as possible. CORE DUTY D - Capture the correct information, provide the rates and terms of the agreement and give the required authorisation.
CORE DUTY E - Verify the accuracy of the information on the rental agreement. - Provide information on the various product offerings available.	CORE DUTY F Keep the workspace clean and free of clutter.

[Adapted from www.indeed.co.za]

- 7.2.1 (a) Name the document which indicates the core duties of a person working at a car rental agency. (2)
- (b) Explain ONE reason why the employee has to perform the core duties specified in the document in QUESTION 7.2.1(a). (2)

7.2.2 A client has instituted (started) legal proceedings against a car rental agent because the agent did not explain the terms and conditions of the rental agreement. A disciplinary hearing within the company is to be conducted to determine whether the rental agent is guilty or not.

- (a) Apart from the document named in QUESTION 7.2.1(a), suggest ONE other document that will be referred to during the disciplinary hearing. (2)
- (b) Refer to the core duties of a car rental agent and identify TWO sets of core duties in the extract that will be referred to during the internal disciplinary hearing.

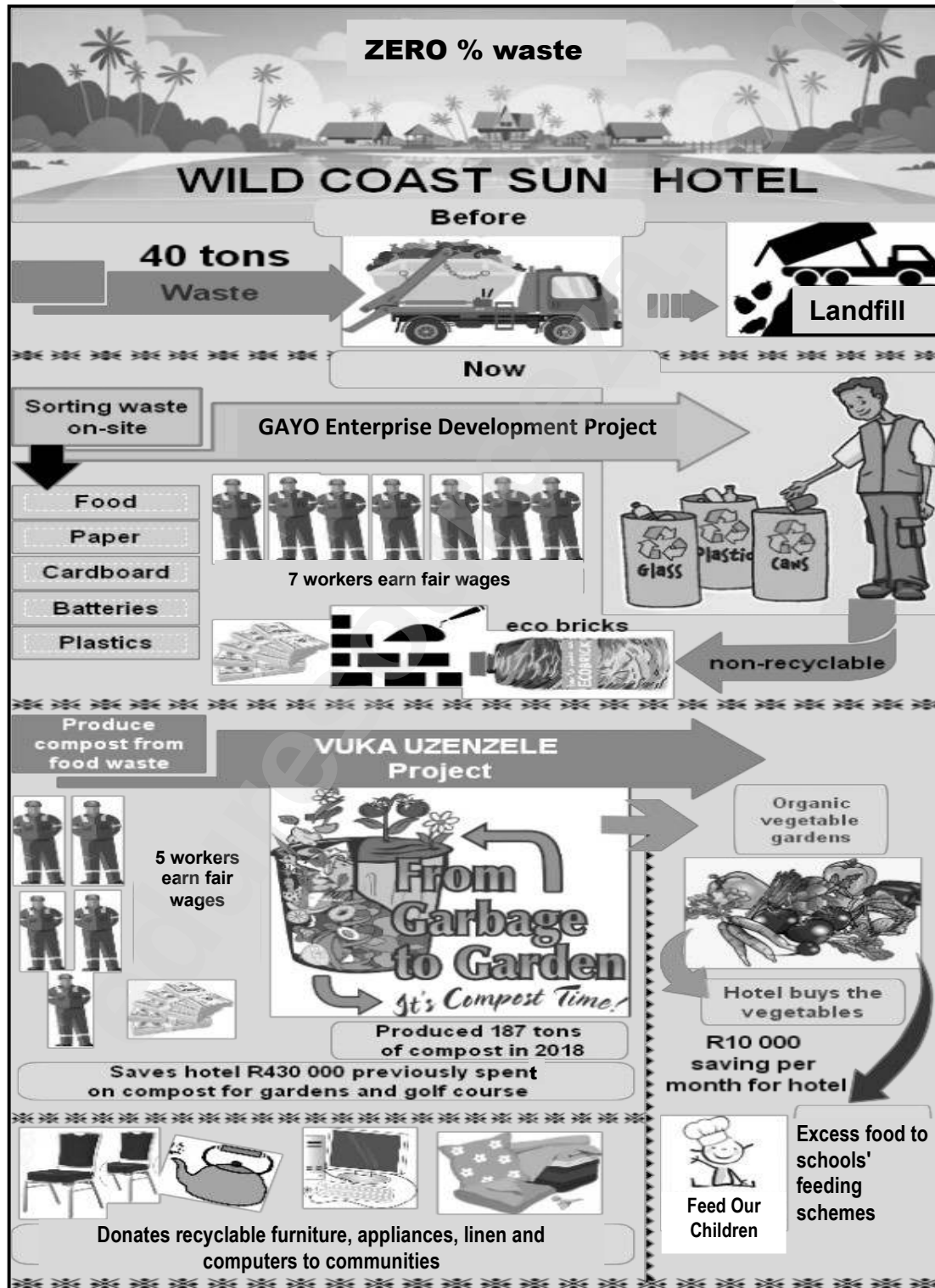
Write down only the letter (A–F) next to the question number, e.g. G.

(4)
[16]

QUESTION 8

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

The Wild Coast Sun resort received the first Zero % Waste Award from the Green Building Council of South Africa (GBCSA) in 2019.



[Adapted from www.engineeringnews.co.za]

- 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)
- [14]**
- TOTAL SECTION D: 30**

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

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

SERVICE ON TRACK

The waitrons below are employed by Exquisite Rail Luxury Train Company in South Africa. One of the conditions of employment is to portray a professional image at all times.



[Source: www.istockphoto.com]

7.1.1 In the picture, identify TWO ways in which the waitrons display professionalism in the workplace. (4)

7.1.2 The contract of employment specifies the dress code for the waitrons but does not include compensation (money) for uniforms. The waitrons in the above picture feel the only way they can adhere to the dress code is if they receive a uniform allowance.

Explain ONE reason why the two employees feel entitled to a uniform allowance. (2)

7.2 Read the dialogue below and answer the questions that follow.

DOING RIGHT BY OUR VALUED PASSENGERS

Passengers on Exquisite Rail deserve excellent standards. This includes the conduct of crew members employed by the company.

The conversation below is about the do's and don'ts for crew members working on a luxury train.

Trainee: How should crew members conduct themselves with the guests when working on a luxury train?

Trainer:

1. A crew member should never argue with a guest. Instead, any complaints lodged by a guest need to be reported to the supervisor immediately.
2. Never invite a guest into the crew quarters and never accept invitations to socialise with guests.
3. Be aware that parents with young children may misinterpret crew interaction with their children.
4. A crew member must be careful not to give too much attention to one particular guest when it comes to service delivery, as this can be misinterpreted.

- 7.2.1 Choose the correct option within brackets.
The training above forms part of the company's (code of conduct/
annual service bonus). (2)
- 7.2.2 Explain ONE reason why Exquisite Rail conducts this type of
training session regularly. (2)
- 7.2.3 Identify TWO examples of crew behaviour in the dialogue that
could be considered a violation of the code of conduct. (4)
- [14]**

QUESTION 8

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

VOLUNTEER AFRICA Fair Trade Tourism certified  INBOUND SKILLS SECURING A BETTER FUTURE International volunteers and interns become involved in volunteer programmes in rural schools in the Eastern Cape.	
Various voluntours available Combining travel with a week of volunteering	The volunteer programme Teaching computer skills in rural schools; assisting learners to become more employable after completing school
Volunteers take part in Community development initiatives: • Adult computer literacy • Youth sports development	Other programmes include • Community preschool programme • Orphanage project

[Adapted from www.volunteerforever.com]

8.1.1 Explain the term *voluntourism*. (2)

8.1.2 Identify the pillar of the triple bottom line highlighted in the volunteer programmes. (2)

8.1.3 Explain the role of Fair Trade Tourism in this programme. (2)

8.1.4 In a paragraph, discuss the impact of voluntourism on community development.

The paragraph must include:

- Education
 - Skills development
 - In the Spirit of *Ubuntu*
- (3 x 2) (6)

- 8.2 Read the code of conduct for responsible tourism below and answer the questions that follow.

CODE OF CONDUCT FOR INBOUND INTERNATIONAL TOURISTS	
A 	• Research South Africa before arrival. • Learn a few words in the local language. • Learn about the cultures of the area.
 B	• Support locally made crafts. • Support community outreach programmes. • Support local businesses.

- 8.2.1 Explain ONE way in which a tourist shows responsible behaviour by learning a few basic words in the local language. (2)
- 8.2.2 Give ONE reason why supporting local businesses in **B** is economically responsible. (2)
- [16]**

TOTAL SECTION D: 30

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the information below and answer the questions that follow.

THE CONTIKI RESTAURANT	
The conversation between the newly appointed manager (to the left) and the owner, who is also the chef of the restaurant (to the right):	
DAY 1 AT WORK	DAY 2 AT WORK
	

[Source: Own design]

- 7.1 Give ONE reason why the owner of the restaurant requested the manager to cover his arms. (2)
- 7.2 Do you think the owner's request is fair? Give TWO reasons for your answer. (4)
- 7.3 State TWO ways in which the manager could have reacted negatively to the owner's request. (4)
- [10]**

QUESTION 8

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

 UNWTO GLOBAL CODE OF ETHICS FOR TOURISM	
The Global Code of Ethics for Tourism (GCET) consists of ten Articles. These Articles guide key players in responsible and sustainable tourism development. It assists the key players, e.g. governments, the tourism industry, communities and tourists, to maximise the sector's benefits, while minimising the negative impact on the environment, cultural heritage and communities.	
	

ARTICLE 3	ARTICLE 5
 Tourism, a factor of sustainable development	 Tourism, a beneficial activity for host countries and communities
Tourism infrastructure and activities should be designed in such a way that it protects the natural heritage in order to preserve endangered species of wildlife.	Tourism policies should be applied in such a way to help raise the standard of living and meet the needs of the local people.
[Source: www.unwto.org/global-code-of-ethics-for-tourism]	

- 8.1.1 Identify TWO role players who would benefit from the GCET. (2)
- 8.1.2 Identify the two pillars of the triple bottom line represented by: (2)
- (a) Article 3 (2)
- (b) Article 5 (2)
- 8.1.3 Explain THREE ways in which Article 5 will prevent exploitation (taking advantage) of communities. (6)

- 8.2 Study the extract and picture below and answer the questions that follow.

SUSTAINABLE TOURISM BUSINESS PRACTICES

The King Committee on Corporate Governance (established in 1993) is responsible for promoting ethical business practices. The King Committee has published many reports over the years, known as King I, II, III and IV.

King III of 2009 emphasised how businesses should be managed sustainably in terms of their finances, their responsibility towards the community where they do business and the protection of the environment. King III formed the basis of the triple bottom-line approach of doing business.

THE STAFF OF PATELS TRAVEL ESTABLISHES A COMMUNITY FOOD GARDEN



[Adapted from www.call2care.org.za]

- 8.2.1 Identify the business concept driven by King III in the picture above. (2)
- 8.2.2 State THREE outcomes this initiative aims to achieve within the community. (6)
- [20]**

TOTAL SECTION D: 30