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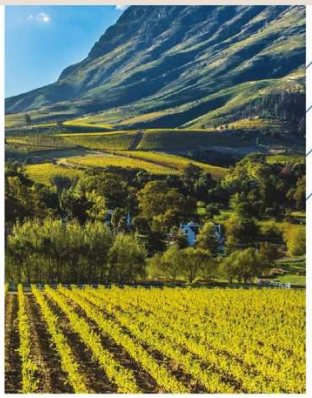
GRADE 12

Tourism

SELF STUDY GUIDE BOOKLET

Sustainable and Responsible Tourism



basic education
Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

Second Chance Matric Support Programme

NDP

NATIONAL EDUCATIONAL COLLABORATION TRUST

ETDP SETA

WOZA MATRICS 2021 CATCH UP

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PROTECT SOUTH AFRICA
TOGETHER WE CAN BEAT THE CORONAVIRUS

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1. INTRODUCTION

The declaration of COVID-19 as a global pandemic by the World Health Organisation led to the disruption of effective teaching and learning in many schools in South Africa. Many learners across grades spent less time in class due to the phased-in approach as well as, rotational / alternative timetables that were implemented across provinces. Consequently, most schools were not able to complete all the relevant content prescribed in Grades 10-12 in accordance with the Curriculum and Assessment Policy Statements for Tourism.

Part of the mitigation and intervention against the impact of COVID-19 in the current Recovery Plans in Grades 10-12, the Department of Basic Education (DBE) worked in collaboration with Subject Specialists from various Provincial Education Departments (PEDs) to develop this Self-Study Guide Booklet.

This Self Study Guide Booklet includes and covers topics, skills and concepts for **'Sustainable and Responsible Tourism'** prescribed in the Teaching plans for this topic in Grade 12. Content in this booklet is critical towards laying a strong foundation to better understand and improve the understanding of this topic.

The main aim of this booklet is to:

- Close existing content gaps in this topic
- Improve and strengthen a full understanding of the content prescribed for this topic
- Improve the performance in this topic in Grade 12.

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2. HOW TO USE THIS SELF STUDY GUIDE?

This Self-Study Guide Booklet covers the content on **Sustainable and Responsible Tourism.** The booklet is designed to explain and improve understanding of the topics that learners find challenging in the Grade 12 NSC Examinations. This booklet does not cover all the topics but includes only those topics that covers core content in each knowledge area.

Work your way through this Self Study Guide Booklet to:

- Improve your understanding of the content.
- Identify your areas of weakness and improve upon these weaknesses.
- Improve your techniques of how-to breakdown a question in order to answer it more accurately.

The selected **key concepts** are accompanied by **explanatory notes/summaries** and **assessment practice activities** to improve the process of answering questions in the NSC Examination. The guide also provides **relevant answers** and further provides guidance on **how to use the mark allocation and structure** of a question to develop an **accurate response.**

Further guidance is provided on Examination and Study Tips to better prepare yourself in this topic and this section of the National Senior Certificate Examination (NSC) question paper.
To ensure a good performance in Tourism, cover the remaining topics of the curriculum well, by using a textbook(s) and notes / summaries.

This Self Study Guide Booklet serves to ensure that you are prepared for the end-of-year NSC examination. **The importance of your success** cannot be over-emphasised towards preparing a bright future for yourself. **Accept this challenge** towards seeing yourself on the brink of taking the first steppingstone in preparing to participate in the future of the South African economy.

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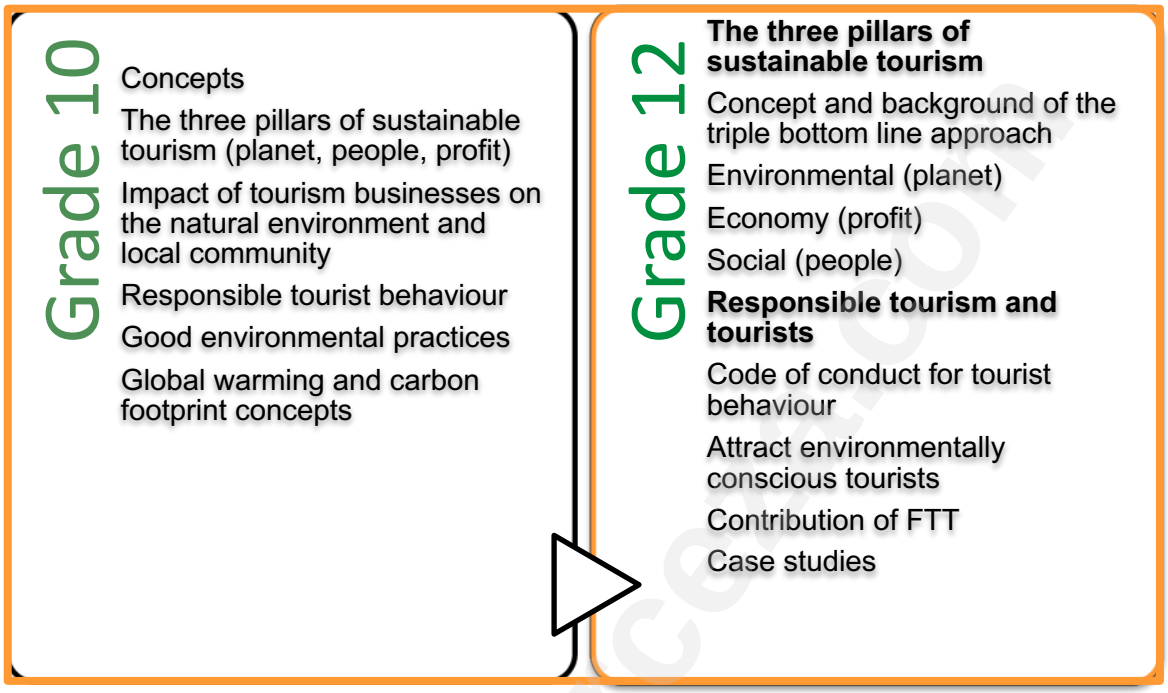
3. TOPIC: SUSTAINABLE AND RESPONSIBLE TOURISM

3.1 Notes/Summaries/Key Concepts



Grade 10

The elements of sustainability revolve around the three pillars: People, Planet and Profit. This section will take into consideration all these aspects that is the foundation of this topic.

Concepts

Sustainability
Sustainable tourism practices
Three pillars of sustainable tourism
Responsible tourism
Global warming
Carbon footprint

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Sustainable tourism

The concept of Sustainability

- Looking after the resources we have now, to make sure that we will still have them in the future.
- Preserving and protecting resources so that future generations can enjoy them.
- It is concerned with the well-being of the environment, people, and the economy.

Sustainable tourism practices

- When tourism in an area is developed, this will have an impact on the natural environment. It is often a negative one.
- The aim should be to conserve the natural environment and to minimise the negative impacts of tourism on the environment**.**
- Tourism businesses have a responsibility to ensure that tourism is managed in such a way that it will reduce the negative and increase the positive impacts of tourism.
- It should ensure that the environment is preserved, and tourism is sustainable.

The three pillars of sustainable tourism.

[Source: Greenswrm.com]

Sustainable practices can be broken into what are known as the 'three pillars of sustainability': environmental sustainability, social sustainability, and economic sustainability. These pillars are often also known as Planet, People, Profit (3P's) or Triple Bottom line (TBL). For any tourism business to be truly sustainable they need to take a holistic approach to their business practices that require a careful balance of each of the 3 pillars. Let's look at each pillar individually.

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[Source: future-fitout]

The impact of tourism businesses on local communities

Tourism businesses have a responsibility to ensure that tourism is managed to reduce the negative and increase the positive impacts of tourism. The three pillars of sustainable tourism which are refered to as **environment/planet ,social/people and economic/profit** are disscussed below.

Environmental Impacts

Impacts of tourism businesses on the natural environment.

There are both positive and negative impacts on the environment**.**

POSITIVE	NEGATIVE
• Nature conservation efforts • Increase in **biodiversity** e.g.: promotion of indigenous flora • Improvement of the man-made environment e.g.: environmentally friendly buildings • Improvement in resource management energy and water • Proper waste management e.g.: Reduce, reuse, recycle.	• Pollution: air, noise, and visual. • Increase of waste and littering • Degradation of **fauna** and **flora** • Pressure on resources as tourists tend to use more • Loss of natural habitat • Invasion of alien invasive plants • Traffic congestion • Vandalism of attractions

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Social Impacts

Impact of tourism businesses on local communities

There are both positive and negative impacts on the local community

POSITIVE	NEGATIVE
• Creates awareness of traditions, cultures & art forms • Promotes understanding between people from different cultures • Local communities absorb new ideas • Culture heritage is preserved and maintained • Local communities can generate income through entrepreneurship • Upliftment of the community from income generated. • Local communities take pride in their heritage	• Increase in crime and violence • Negative tourist behavior disrespect of local cultures, traditions etc. • Racial tensions between tourist and locals • Privacy of locals may not be respected • Cultural changes from host communities • Host communities adopting western cultures and forfeiting their own. • Sacred sites may be exploited

Economic Impacts

There are both positive and negative impacts on the economy

Impact of tourism businesses on local communities

POSITIVE	NEGATIVE
• It is an income generator • Creates job opportunities • Provides funding for conservation and local business ownership • Allow for the procurement of local goods and services. • Provides entrepreneurial opportunities	• Inflation • **Leakage** of financial resources • Overdependence on tourism • An increase of prices and costs of services

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An infographic on Sustainability

[Source: Pinterest.co.uk]

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[Source: Satsa.com]

Responsible tourism

Where practices are respectful of the natural and cultural environment and contribute to the local economic development.

Responsible tourist behaviour

Tourist conduct that looks after the environment and respects the local community.

Rules and regulations

Tourists need to behave responsibly for tourism to be sustainable, below are some of the rules to guide tourist behaviour.

- Research the area you intend to visit
- Talk to locals and use local tour guides and stay in local accommodation.
- Learn a few words from a local language
- Respect the natural surroundings
- Ensure that you have the right equipment for the outdoors
- Stick to the designated pathways
- Donate to a local charity that supports community projects
- Dispose of litter in the correct bins
- Support local businesses and traders
- Experience local cuisine
- Follow the set speed limit
- Leave a light carbon footprint
- Use resources efficiently
- Do not feed or approach wild animals
- Read signs and obey them
- Do not drive cars on the beach
- Use public transport where possible.

[Source: hjlawform.com]

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Good environmental practices

Litter control

- Encourage tourists not to litter.
- Ensuring that there are enough bins and recycle containers available.

[Source: unescosustainable.travel]

Conserving water

- Shower instead of bathing.
- Ensure taps are turned off.
- Reuse towels.
- Use refillable containers to collect rainwater.
- Reusing grey water to wash cars, flush toilets and water gardens.

[Source: jbsa.mil]

Protecting scarce resources

- Support tourism businesses that contribute to the environment and conservation.
- Do not buy products at restaurants that are made from endangered species.
- Not supporting business that serve endangered species e.g. seafood on the red data list.

[Source: shutterstock.com]

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Save energy

- Switch off all electrical appliances at the plug points when not in use.
- Making use of public transport, walking, or riding a bicycle where possible.
- Using energy saving light bulbs and switching off lights when not in use.
- Use timers or day night sensors for lights, geysers etc.
- Use alternative sources of energy like solar power.
- Recycle as many bio-degradable wastes as possible.

[Source: alternative -energy tutorial]

Benefits of good environmental practice

- Attractions that are of importance for the country are preserved and maintained.
- Respect for the environment by not littering or removing keepsakes.
- Improve the image of the destination.
- Tourists will return to the place if it is properly maintained.
- Animal and plant life flourish.
- Supporting local upliftment projects.
- Considering fair labour practices.
- Reduce water and electricity consumption.

Responsible tourism pledge

Responsible tourism aims to conserve our cultural heritage to generate greater benefits and encourage meaningful connection with local communities.

RESPONSIBLE TOURISM PLEDGE

[Source: new.avianleisure.com]

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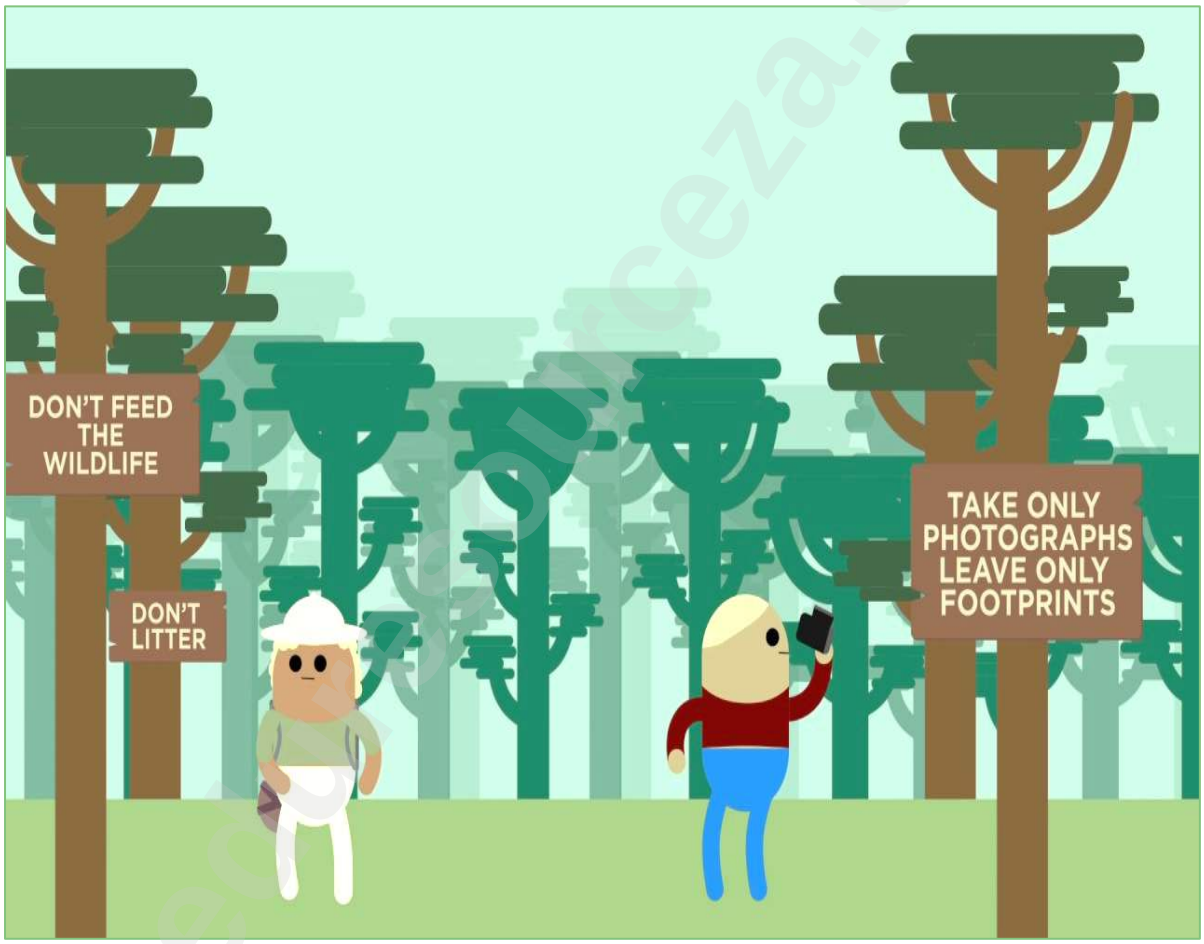
Some ideas on responsibility…

- Research the culture of the area before arriving.
- Stay in accommodation establishments invest in the local community.
- Learn some of the local languages.
- Respect the dignity and privacy of others.
- Make an effort to donate or volunteer to a local organisation.
- Purchase souvenirs directly from community markets.
- Experience local and regional cuisine.
- Be vigilant about protecting children from exploitation and prostitution.
- Pay a price that is fair for the seller.
- Dispose of matches and cigarette butts in the bins provided.
- Use water and electricity as efficiently as possible.



[Source: youtube.com]

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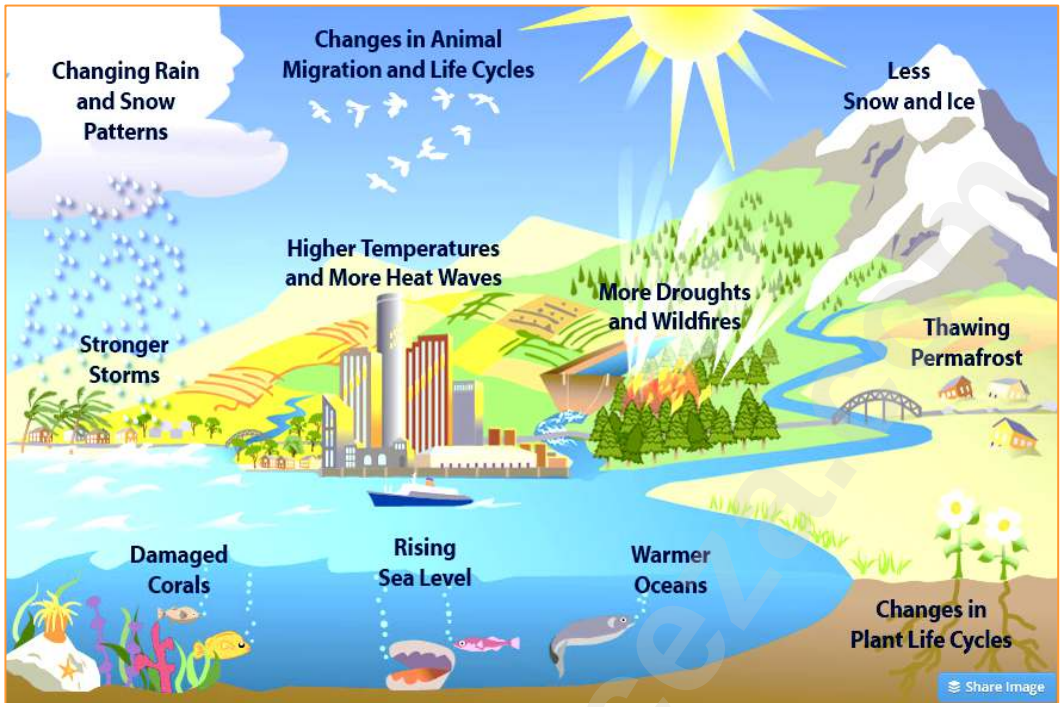
Global warming

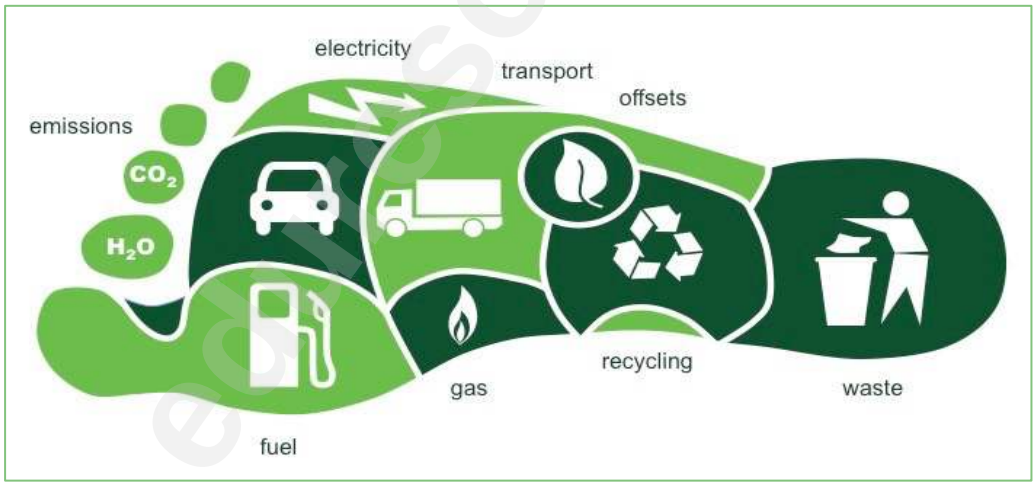
An increase in the earth`s temperature which causes change in the climate.



[Source: joboneforhumanity.org]

Carbon footprint

A **carbon footprint** is the total amount of greenhouse gases (including **carbon** dioxide and methane) that are generated by our actions.



[Source: CO_2living.com]

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Food for thought…

[Source: oceanservice.noaa.gov]

Grade 12

Sustainable and responsible tourism

Sustainable tourism

To make sure that there will be tourism resources for the future generations. The focus is on having a positive impact on the community and environment.

The three pillars of Sustainable Tourism (people, planet profit)

[Source: shutterstock.com]

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Environmental (planet)

- Most of what South Africa has to offer to tourists is nature based, and many tourists travel to our country to enjoy its scenic beauty or to do activities that involve nature.
- The continued success of sustainable tourism, therefore, depends on the preservation of the natural environment.
- Uncontrolled development in the tourism industry can lead to damage / loss of the natural environment.
- Everyone involved in the tourism industry can reduce their negative impact on the planet and ensure sustainability through good environmental practices.

Good environmental practices

1. Resource management (energy and water)

Tourism businesses must reduce their energy usage to minimize pollution and protect our limited resources.

ENERGY	WASTE MANAGEMENT
○ Switch to energy-saving lights. ○ Switch off lights, appliances and equipment that are not in use. ○ Install sensors/timers in rooms that automatically switch lights off when people leave. ○ Switch off the geyser during the day and investing in a geyser blanket ○ Use wind or solar power.	○ Reduce, Reuse, Recycle. ○ Reusing shopping bags. ○ Buying items that are not over-packaged. ○ Composting kitchen waste. ○ Reuse water and waste materials such as plastic, glass and tin. ○ Recycle items that cannot be reused. ○ Provide facilities for recycling, so that guests can dispose of glass, plastic and paper in an environmentally friendly way.
WATER	**LITTER CONTROL**
○ Use water sparingly. ○ Use grey water systems for watering of gardens. ○ Collecting rainwater. ○ Fix all leaking taps. ○ Install taps that have sensors – automatically stops. ○ Encourage hotel guests to re-use towels instead of washing and replacing and washing daily. ○ Plant indigenous plants in the gardens.	○ Members of the tourism industry can organise or support environmental clean-up initiatives. ○ Ensure that there are enough bins and recycling containers. [Source: safetysigns4less.co.uk]

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POLLUTION CONTROL	ENVIRONMENTALLY FRIENDLY BUILDING
○ There are different types of pollution, e.g. air and water pollution. ○ Encourage guests to walk or cycle rather than drive. ○ Ensure that vehicles are energy efficient and scheduling transfers and tours to ensure that vehicles do not travel with only a few or no passengers. ○ Making sure that toxic substances are not washed down the drain. ○ Encouraging the use of biodegradable soaps and shampoos.	○ Use building materials that are not harmful to the environment. ○ Making sure that the buildings are well insulated so that they keep cool in summer and warm in winter, thus minimizing the need for heating and air-conditioning. ○ Make sure that your buildings and gardens are environmentally friendly. ○ Using modern energy-saving lights and solar panels to heat water. ○ Environmental impact assessment to be conducted before building a structure, a hotel or resort.

PROMOTION OF INDIGENOUS FAUNA AND FLORA	CONTROL OF ALIEN INVASIVE PLANTS
○ Support local conservation efforts. ○ Using alien plants in construction and for wood for fires which will not only protect the native flora from the alien invaders, but also from being destroyed for human use. ○ Develop responsible tourist behaviour guidelines for guests. ○ Educate the local community about the environment. ○ Avoid using chemicals and pesticides in gardens and parks.	○ Remove alien invasive plants. ○ Plant indigenous, water-wise plants!!! [Source: time.com]

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[Source:infometrics.co.nz]

Economy (Profit)

The Role of Business

- Tourism is labour intensive - it creates direct and indirect job opportunities.
- The economy of the area will be improved by employing local people, using local service providers and sourcing locally produced goods.
- This will motivate growth in other sectors in the area. (multiplier effect)
- If members of the local communities see that the business has the potential to improve, they will support it.
- The business will succeed, which will reduce leakages (money leaving the community).
- The lasting profits of supporting the local economy will lead to long-term growth for the business and create entrepreneurial opportunities.

Ways to increase economy in their local area:

Ownership	Procurement of local goods and services
• Help local businesses to obtain credit and start-up capital. • Consider providing micro-loans to local enterprises you work with. • Offer shares to local communities to share ownership of the tourism business.	• Buy goods and services from local businesses. • Pay fair prices for local goods and services. • Market local places of interest to guests. • Help local enterprises to source credit or money, and to draw up business plans. • Give money or support local business training programs.

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EMPLOYMENT	
• Increase the number of local people employed every year. • Follow fair employment practices. • Pay fair wages to staff and providing incentives and bonuses for excellent service.	 [Source: solarfeeds.com]

Social (People)

The Positive & Negative effects of tourism on local communities, culture and heritage.

POSITIVE EFFECTS ON COMMUNITIES, CULTURE AND HERITAGE	NEGATIVE EFFECTS ON COMMUNITIES, CULTURE AND HERITAGE
▪ Creates jobs. ▪ Entrepreneurial opportunities. ▪ Improves the standard of living and uplifts the community. ▪ Brings money into the area. ▪ Exposure to a community or country's culture, religion and heritage. ▪ Facilitates business relationships. between people of different cultures. ▪ Creates awareness of culture and heritage and enhances respect.	▪ Crime and violence may increase. ▪ Drug dealing. ▪ Money generated by tourism may not be used to improve the lives of the local people. ▪ Cultural changes may occur as locals may adopt tourist culture. ▪ Increase tension between tourists and locals ▪ Exploitation of cultural ceremonies of local communities.

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HOW TO ENSURE POSITIVE EFFECTS OF TOURISM	CORPORATE SOCIAL INVESTMENT (CSI) IN TOURISM:
▪ Tour operators need to include the local community in planned activities in their area. ▪ Trust and respect between the tour operators and the community. ▪ Helping with social development, so that sustainable tourism is possible.	▪ Investment by companies in development projects. ▪ Helps to improve the lives of people in the community, which will make the area safer and more attractive. ▪ Brings more business to the area.

Corporate Social Investment: Tour companies could provide financial or non-financial support to various projects:

FINANCIAL	NON-FINANCIAL
▪ Supporting and giving money to local education and development initiatives. ▪ Identify projects to support by involving the community. ▪ Giving attention to the health needs of staff and the community. ▪ Supporting local charities and community programs. 	▪ Start cooperative community structures that involve the community in decision making processes about the tourism in their area. ▪ Promote a local tourism culture in schools and the community. ▪ Support educational programs in the host community ▪ Negotiate tourists visits to the local communities and agreeing on etiquette for both sides. ▪ Respect local cultures and treating cultural heritage with dignity and respect. ▪ Making sure that tourists do not take any cultural objects. ▪ Support local charities and community programs.

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[Source: Satsa.com]

Codes of conduct for tourist behaviour (social, economic, environmental)

Social

- Involve local people in decisions that affect their lives.
- Encourage respect between tourists and locals and build local pride.
- Research the culture of the area you intend to visit.
- Learn some of the local languages.
- Respect the dignity and privacy of others.
- Be vigilant about protecting children from exploitation.

Economic

- Make an effort to donate to a local charity that supports community projects.
- Purchase souvenirs directly from community markets and crafters so that money goes directly to local businesses.
- Pay a price that is fair for the seller and producer of the product.

Environmental

- Make positive contributions to the conservation of the natural environment.
- Use water efficiently.
- Do not approach or feed wild animals.
- Do not take natural keepsakes.
- Use public transport when possible or take a walk tour.
- Make sure the seafood you want to buy and eat is not on the list of endangered species.
- Recycle, Reuse, Reduce.
- Do not litter.

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How can a tourism destination attract environmentally conscious tourists

Factors that will attract environmentally conscious tourists.

Support of the local community, upliftment of projects and local job creation
Reducing water and electricity consumption
Fair labour practice regarding all employees at a destination
Generate greater economic benefits for local people

Contribution of Fair Trade in Tourism (FTT) towards encouraging responsible and sustainable practices.

BEFORE

AFTER (BRAND LOGO AND TRADEMARK)

[Source: mojanation.co.za]

- Ensures that fair prices are paid for products and that workers are paid fair wages.
- Refers to how tourism businesses interact with the environment and local communities in tourist destinations.
- It is a Non-governmental organization (NGO) that promotes sustainable tourism development and responsible tourism.

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FTT promotes sustainable and responsible tourism by:

- Advocacy of sustainable tourism issues to tourism authorities.
- Builds capacity through training.
- Creates awareness of sustainable tourism issues.
- Researching better ways of implementing and planning sustainable tourism.

FTT awards the use of a special label to qualifying businesses.

Fair Trade Principles

- Fair wages and better working conditions.
- Fair purchasing.
- Fair operations.
- Equitable distribution of benefits.
- Respect for human rights.
- Culture and the environment.
- By using the services of FTT certified organisations, tourists can be assured of contributing to responsible and sustainable tourism initiatives.

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GLOSSARY	
TERM	**EXPLANATION**
Alien	Plants that have been brought from other parts and can grow out of control and affect the indigenous flora.
Biodegradable	Refers to a product that can be broken down into natural elements, like water vapour.
Bottom line	The fundamental and most important factor, e.g. a company's net profit.
Carbon footprint	Amount of dangerous gases emitted by people or companies.
Climate change	A change in global climate patterns attributed largely to the increased level of atmospheric carbon dioxide.
Code of conduct	Set of rules to guide the behaviour and decisions.
Conservation	Protection and taking care of resources for future generations.
CSI	Investment by companies in development projects.
Endangered species	Types of plants and animals that are in danger of dying out.
Environment consciousness	Aware of the need to protect the environment.
Fair trade	Trade of goods where the people who make the goods have been treated fairly in terms of working conditions and payments.
Global warming	An increase in earth surface temperature.
Green practice	Practice that is good for the environment.
Green tourism	Tourism that encourages sustainable management of water and energy resources.
Impact	The influence businesses have on the environment, people and economy (Tourism).
Indigenous plants	Plants that grow naturally in a particular area.
Leakage	When financial resources leak away from one place to another.
Linkage	When different industries in a community link to one another.
Partnerships	An arrangement between two or more people to overseer business operations and share its profits and liabilities.
Procurement	Act of obtaining goods and services.
Recycle	Collection of waste materials to process and make them usable again.
Reduce/ reduction	To use less of something.
Regulation	Rules made to control the behavior of people or how something is done.
Resource	Materials, assets or expertise that can be used by a person or tourism business to function.

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Responsible Tourism	Is travelling and exploring a destination while respecting the culture, environment and people of the destination.
Reuse	Use something more than once.
Stakeholders	Persons or individuals that are interested, involved or affected by an activity or organization.
Sustainable practice	Actions or initiatives to protect the planet.
The 3 Ps	Planet, People, Profit.
The 3 Rs	Reuse, Reduce, Recycle.
Triple bottom line	It is when a business considers not only profit (economy), but also the social and environmental effects on society.
Voluntourism	When people volunteer their services while they travel to other countries or overseas.

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3.2 PRACTICE QUESTIONS

Grade 10: Sustainable tourism

1. Various 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 – 1.5) in the ANSWER BOOK, for example 1.6

1.1 The three pillars that sustainable tourism rests on, include …

A the planet, people and animals.
B the people, animals and culture.
C culture, people and the economy.
D people, planet and profit.

1.2 A cultural village was forced to cancel the planned outdoor dance programme for an international tour group. The cancellation of the outdoor dance programme had the following impact:

A Resulted in the economy losing income.
B Had a positive impact on the community.
C Enabled local procurement of services.
D It had no impact at all.

1.3 A restaurant that gets goods and services from communities close to it is commonly known as…

A expanding market share
B ensures customer satisfaction
C local procurement
D community ownership

1.4 The opening of a resort and creating jobs is an example of …responsibility.

A social
B economic
C environmental
D community

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1.5 The picture below is an example of …

A appropriate behaviour of tourists

B poor environmental practice

C negative social practice

D profit making initiative

(5)

Question 2

Match the community involvement in Column A to the benefits given in Column B. Write ONLY the number and the letter you have chosen CLEARLY.

	Column A: Community involvement		**Column B: Benefit achieved**
2.1	Exhibiting of handmade crafts	A	Helping to improve infrastructure
2.2	Recycling of rainwater	B	Sharing the culture and lifestyle with other people
2.3	Being involved in building a clinic	C	Preserving cultural heritage
2.4	Involvement in training projects	D	Conservation of resources
2.5	Conducting a traditional village tour	E	Upliftment of skills
		F	Breaking down barriers.

(5)

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Question 3:

3.1 Read the extract below and answer the questions that follow:

THE 2020 HERMANUS WHALE FESTIVAL WILL BE POSTPONED TO 2021 DUE TO GLOBAL CORONAVIRUS PANDEMIC

About 100,000 visitors had been expected to flock to Hermanus for South Africa's largest family event, which was set to run September 24 through to September 27 2020. Until the 2020 COVID-19 outbreak, which will postpone the Hermanus Whale Festival for a year, this popular family festival had weathered numerous setbacks without being cancelled or postponed. However, as concerns about coronavirus pandemic have led to the abandonment or postponement of major events around the world, the Hermanus Whale Festival now had to join that list for the first time since its inception in 1971.

Hermanus Whale Festival is an annual celebration of the return of the **Southern Right Whales** from their feeding grounds in Antarctica. Southern Right Whales frequent the South African waters from June to December to mate and to give birth to their offspring.

September… one of the BEST months to be whale watching on the Cape Whale Coast of South Africa! This time of year, spring flowers bloom, whale mating groups are abundant and whale calves are born. We are usually gifted sunny windless days after the Cape unleashed her furious storms and excitement runs high in preparation for our most famous visitors.

Over a period of 3 days, this fishing village will once again bursts into life when thousands of visitors descend upon the town to join in the festivities of this popular event. Accommodation establishments open their doors, restaurants dish up mouth-watering meals and the residents of Hermanus open their hearts in a warm welcome to visitors.
[Adapted from: https://hermanuswhalefestival.co.za/]

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3.1 Define the concept of sustainable tourism (2)

3.2 Explain the possible environmental impact of the increase in tourists to the town of Hermanus as follows:

3.2.1 The negative environmental impact due to the increase of tourists (2)

3.2.2 The positive environmental impact due to the increase of tourists (2)

3.3 Whale tourism impacts on the economy of Hermanus. Predict the consequences of the postponement of the Whale festival on the local economy. (4)

(10)

Responsible Tourism

Question 4

4.1 Match the pictures of irresponsible tourist behaviour with the correct rules for responsible tourist behaviour.
Write only the question number and the letter (A–E) in the answer book.

4.1.1

4.1.2

4.1.3

4.1.4

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4.1.5	4.1.6

RULES FOR RESPONSIBLE TOURISM
A. Do not pollute when enjoying the outdoors
B. Do not disturb animals in their natural habitat
C. Do not disturb dangerous animals in a game reserve
D. Stay on designated paths in ecologically sensitive areas
E. Respect rules and follow regulations in museums
F. Drive according to the speed limit

(6)

Question 5

Tourists have an impact on the country they visit. Tour operators should encourage a code of conduct, so that it has a positive impact. Refer to the infographic on responsible tourism and answer the questions that follow.

[Source: travel trek- Nepal]

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5.1 Explain the concept of responsible tourist behaviour. (1)

5.2 Mention TWO other tourist behaviours that should have a positive impact on a destination. (2)

5.3 Infer from the infographic one negative behaviour of tourists on a host community (2)

(5)

Question 6

Read the **Case study** below on Nelson Mandela Tours. Use the information provided to answer the questions that follow.

Stormsriver Adventures – Fair Trade in Tourism

Storms River Adventures is a professional adventure and activity company based in the heart of the Tsitsikamma Forest.
Our adventure team is made up of enthusiastic and trained local guides, who not only ensure the safety of all visitors, but also add interesting insights into the local surrounds, fauna, flora, and culture.
Storms River Adventures is more than just an adventure company and strives to enrich the surrounding environment and community by our commitments towards the people and environment.

Storms River Adventures was one of the 1st FTT accredited activity companies in 2003.

[Adapted from: https://www.stormsriver.com/about-stormsriver-adventures]

6.1 Storms River Adventures is a tour company with strong ethical principles. Identify from the case study the organization responsible for accrediting a tour / company that practices ethical behavior. (1)

6.2 State TWO triple bottom line aspects evident in the case study above. (2)

6.3 Suggest THREE negative impacts that tourism can have on the environment. (3)

(6)

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Question 7: Global warming

Refer to the case study below on New Green Tourism and answer the questions that follow.

NEW GREEN TOURISM INITIATIVE FOR CAPE TOWN

There are a few cities in the world that can boast a scenic train ride along a magnificent stretch of coastline offering whale spotting from the carriage windows and easy access to major tourist attractions within a 2km radius of train stations. Undertaken as a partnership project between Cape Town Tourism, Metrorail Western Cape and Green Cabs, this new initiative will offer an ecologically sensitive service that hopes to address the ever-increasing global need to travel responsibly.

Rail travel is known to be less harmful to the environment than many other forms of transport and working in association with the project partnership is Green Cab, Cape Town's first eco-transport offering. Green Cab has reduced their carbon footprint by converting its petrol component of its fleet to run on dual fuel, and the diesel component on Biodiesel which achieves a saving of 15 – 20% in carbon emissions.

Green Cabs will be available at stations to transport visitors to attractions, even as far down the Peninsula as Boulders Beach and Cape Point Nature Reserve.

[Adapted from: https://thegreencab.co.za/greencab-rail-ride-feature-cape-town-green-map/]

Refer to the case study above and your knowledge of global warming. Write a **paragraph** in which you consider the following points:

- The main cause of global warming. (1)
- Explain the concept of a carbon footprint. (2)
- The service mentioned in the case study travels along the coastline. Discuss how the consequences of global warming can affect tourism. (4)
- Apart from using environmentally friendlier transport, make ONE other recommendation of what tourists can do to reduce their carbon footprint. (1)

Make use of some of the helper words in the box below and underline them in your paragraph.

Helper words

Can be defined as; is due to; because; it seems to me; consider the cause of; in; I conclude, have been; in my opinion; global warming.

(8)

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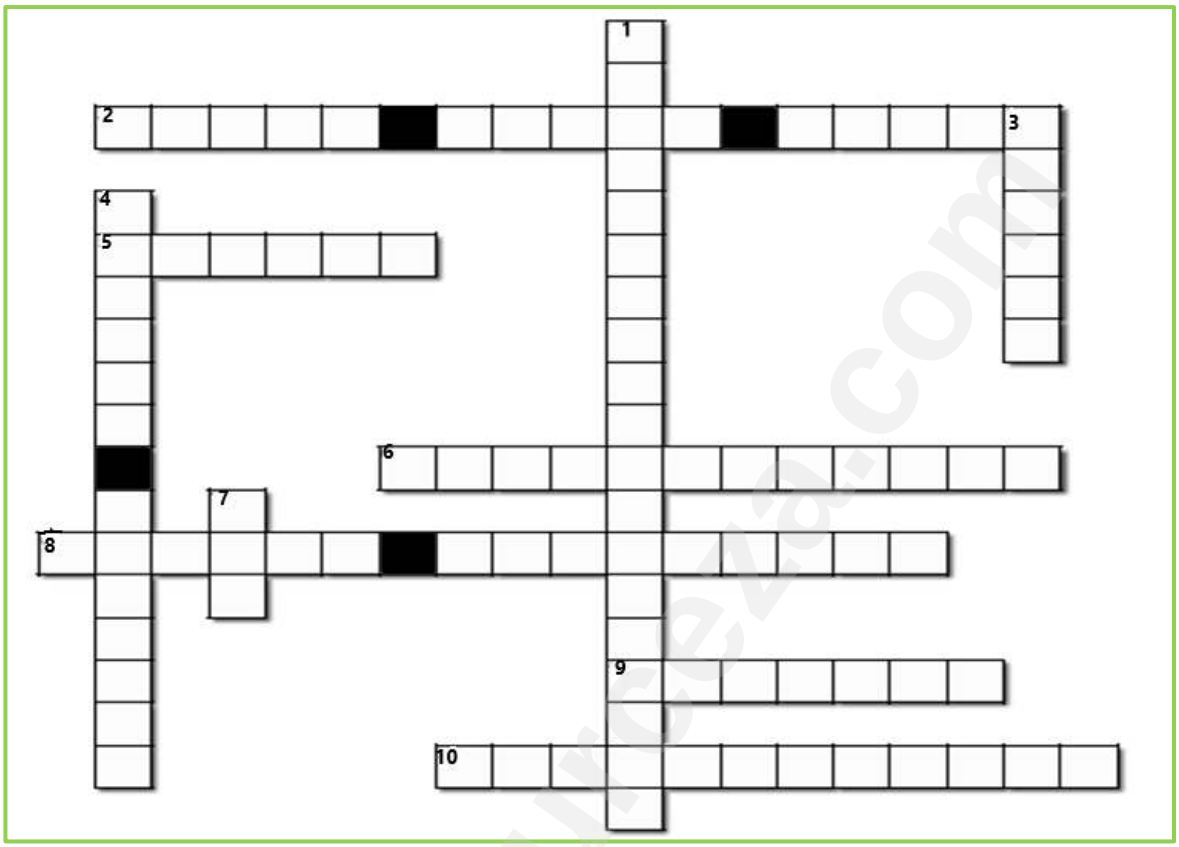
Question 8

Complete the crossword puzzle, using the clues provided below.



Clues

Across

2 Molecules that warm the earth's atmosphere

5 Negative tourist behaviour

6 Business that is affected by the tourism industry

8 The amount of carbon dioxide produced by an individual

9 Re-use of material

10 The protection and management of resources

Down

1 Actions and behaviour to minimize the negative impacts on the environment

3 Resources that are not plentiful

4 An increase in the earth's temperature

7 People, planet and profit. **(10)**

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Grade 12

Sustainable Tourism

Question 1

Choose the correct term/ word from those given in brackets. Write only the word/term next to the question number.

1.1 Corporate Social Investment (CSI) in tourism refers to the role of (tourism companies/ local communities).

1.2 The procurement of local goods and services is an example of the (social / economic pillar)

1.3 The approach to tourism that considers the social, environmental and economic impact of all activities (triple bottom line/ irresponsible role players)

1.4 The term used to describe resources 'leaking away' (linkage/ leakage)

1.5 Turning plastic into usable bags is an example of (recycling/ overuse)

1.6 Plants that do not naturally occur in an area (indigenous/ alien) **(6)**

Question 2

Unscramble these key concepts in the table below. Write down the unscrambled word and the correct definition.

SCRAMBLED WORD	UNSCRAMBLED WORD	DEFINTION
Gdiionnevs		
Obdirsiiykve		
Rlteitb roltnco		
Tplena		
Ebastsvanii		

(10)

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Question 3

Read the **Case study** on Jabulani luxury lodge below and answer the questions that follow.

[Source:safariguideafrica.com]

Jabulani Lodge is a luxury lodge located in the Kapama Private Game Reserve in the Greater Kruger Park. The 'real deal' for tour operators wanting to incorporate the range of eco-friendly experiences into their packages.
'Eco tourism is a way of life at Jabulani', says Sue Howells, Sales and Marketing for Jabulani. The lodge operations and guest contributions go beyond sustaining the rescued Jabulani elephant herd, extending into a variety of sustainable projects.
In addition, Jabulani has the Banagrass project and elephant dung eco-projects that include recycling elephant dung into compost to fertilize crops as well as its wormery project.
There is a strong focus on community and visitors can enjoy a trip with Hlokomela Community Tours. Jabulani also supports Jabuladies a new and inspirational project run by the Jabulani team.
'The project goal is to inspire, eradicate and empower women from Jabulani housekeeping team and their local communities to create a unique collection of Jabuladies hand – embroidered items that our guests can purchase. Their work provides an additional income, which in turn helps uplift their communities,' said Howells.
There are water conservation initiatives, foster parent partnerships (where guests can contribute to their favorite elephant)
'This programme allows travellers to make a lasting impact on the community by bringing goods from abroad to local communities – making a big difference in the lives of those living in the area', said Howells.
Guests can also enjoy a private VIP tour, led by the experienced Jabulani ranger, where they can learn about Jabulani's back story and discover a world of wildlife conservation and the incredible work being done with many other species.

[Adapted from: www.tourismupdate.co.za-article- Preserving SA's natural heritage]

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3.1	Recall your understanding of the term 'eco-tourism'	(1)
3.2	Identify one example of recycling that is being practiced at the lodge.	(2)
3.3	Discuss TWO ways in which the Jabulani team supports the local community.	(2)
3.4	Develop a 3-point responsible code of conduct (one for each pillar) for visitors to the lodge.	(3)
3.5	From the information provided above deduce if the lodge is a responsible tourism initiative. Quote from the extract to substantiate your answer.	(3)
3.6	Explain THREE ways (one for each pillar) in which the lodge can play a part in contributing to sustainability.	(6)

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Question 4

Read the **Case study** below and answer the questions that follow

Responsible travel

As a Fair Trade approved tour operator, we pride ourselves on delivering on the promise of responsible tourism in and around South Africa.

A world in one country, South Africa is one of the world's most diverse and fascinating countries, with a range of experiences to enthral every visitor, whether they are looking for a Big Five adventure in the Kruger, a cultural immersion, a culinary escape or an artistic revelation. And while the options for accommodation, activities and experiences are endless and travellers are spoilt for choice, with no real hard and fast rules about what is a "must-see", there is one rule that is easy to follow in South Africa: Sticking to the principles of Fair Trade Tourism.

The Fair Trade label stands for best practice responsible tourism – defined by fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits and respect for human rights, culture and the environment.

There are some amazing accommodation options around Southern Africa who are "going green" by using water pumped from nearby lakes, solar power for electricity, and wood and thatch for infrastructure and décor. The appeal of camping safaris is also on the up because these create much less of an impact on local environments.

11 Day South Africa Adventure & Safari

By choosing a Fair Trade accredited product or partner you are directly benefiting local communities and economies, and supporting tourism businesses committed to fair, responsible and sustainable tourism practices.

[https://www.southernafrica360.com/tours/topexperiences/responsible-travel/]

4.1 Complete the following sentence: The fair-trade label… (1)

4.2 Identify TWO fair trade principles that is applied by the tour operator (2)

4.3 Describe ONE green initiative from the case study. (2)

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4.4 Suggest TWO ways in which responsible travel can assist the following:

4.4.1 Supporting the local community (2)

4.4.2 Supporting tourism businesses (2)

(9)

Question 5

Read the scenario below and answer the questions that follow.

Source: twitter.com

Making a difference as part of the travel experience is a trend that is here to stay- whether it's about guests volunteering to be on 'plastic patrol', picking up litter on the beach, or learning about rhino relocation, the marketplace is being led by more socially -conscious travelers who are increasingly focusing on 'what can I give?' rather than 'what can I get"

[Source: tourismupdate.co.za]

Read the scenario above and write an evaluation paragraph. Consider the following points in your discussion.

- The concept of voluntourism (2)

Socially conscious travellers are concerned about sustainability.

- Explain TWO sustainable measures that can result from voluntourism. (4)

- Discuss the following statement: (4)

What can I give?' rather than 'What can I get'.

(8)

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Question 6

Study the **web article** from *theworldcounts.com* below and answer the questions that follow:

Negative environmental impacts of tourism

Exponential growth of tourism

In 1950 there were 25 million international tourist arrivals, in 1970 the number was 166 million, and by 1990 it had grown to 435 million. From 1990 to 2018 numbers more than tripled reaching 1.442 billion. By 2030, 1.8 billion tourist arrivals are projected.

Negative environmental impacts of tourism

The negative environmental impacts of tourism are substantial. They include the depletion of local natural resources as well as pollution and waste problems. Tourism often puts pressure on natural resources through over-consumption, often in places where resources are already scarce. Tourism puts enormous stress on local land use, and can lead to increased pollution, natural habitat loss, and more pressure on endangered species. *These effects can gradually destroy the environmental resources on which tourism itself depends.*

Tourism and climate change

Tourism contributes to more than 5 percent of global greenhouse gas emissions, with transportation accounting for 90 percent of this. By 2030, a 25% increase in CO_2-emissions from tourism compared to 2016 is expected. From 1,597 million tons to 1,998 million tons.

The alternative: Eco-tourism

Eco-tourism offers a greener alternative. Eco-tourism is a rapidly growing industry, with potential benefits for both the environment and the economies of the tourist destinations.

[adapted from: https://www.theworldcounts.com/challenges/consumption/environmental-impacts-of-tourism/story]

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6.1 State the expected number of tourist arrivals in 2030. (1)

6.2 From the extract, identify TWO negative impacts of tourism on the environment. (2)

6.3 Read the statement below and answer the question that follow.

> These effects can gradually destroy the environmental resources on which tourism itself depends

Discuss this statement. Motivate your answer from the case study (3)

6.4 Read the statement below and answer the question that follow.

> According to the author, eco-tourism is the alternative.

6.4.1 Provide a clear explanation of the term: eco-tourism. (2)

6.4.2 Discuss TWO reasons why this be an alternative. (4)

[12]

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3.3 ANSWERS

Grade 10

Question 1 Multiple choice answers

1.1 D ✓
1.2 A ✓
1.3 C ✓
1.4 B ✓
1.5 B ✓ (5)

Question 2: Matching the column

2.1 C ✓
2.2 D ✓
2.3 A ✓
2.4 E ✓
2.5 B ✓ (5)

Question 3: Case study

3.1 Looking after the resources that we have now, to make sure that we still have them in the future. ✓✓
Is to preserve and protect the resources so that the future generation may also have the opportunity of enjoying them.
Concerning the well-being of the environment, people and economy. (2)

3.2.1 It can lead to an increase in the levels of **pollution** in the town. ✓✓

- **air pollution**- due to the increase in cars that enter the town
- **congestion** of cars and people
- **Increase** in solid waste and littering
- **Pressure** on the resources off the town eg: water, electricity etc
- **Destructive** behaviour of tourists like vandalism
- Tourist may **disrespect** local cultures. (2)

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3.2.2 Programmes that can be established to practice the 3 R's. ✓✓

Reduce - visible litter bins that litter can be disposed of, wise use of resources like water and electricity

Reuse - reusing of plastic and glass containers.

Recycle - of paper and plastic waste into usable material, keeping separate bins to dispose of plastic, paper and other waste

Conserving scarce and sensitive resources by having dual flushing toilets, recycling of water to clean cars, solar power heating systems, energy saving lightbulbs. (2)

3.3 **Negative**

Reduction in the number of tourists ✓

Loss of income to local business that depend on the tourists ✓

Cancellation of accommodation reservations

OR

Positive

Preservation of resources ✓

Less congestion and littering ✓

Decrease in negative tourist behaviour e.g.: vandalism

Less traffic – less air pollution. **(10)**

Question 4

4.1.1 C - do not disturb animals in a game reserve ✓

4.1.2 A - do not pollute the environment ✓

4.1.3 D - stay on designated paths ✓

4.1.4 E - respect rules and follow regulations ✓

4.1.5 B - do not disturb animals in their natural habitat. ✓

4.1.6 F– driving according to the speed limit. ✓ (6)

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Question 5

5.1 Practice actions and behaviour to minimise the negative economic, social, and environmental impacts of tourism. ✓ (1)

5.2 Talk to locals and ask people if you may take photos of them ✓
Learn some of the local language and you will be embraced as a guest ✓
Do not pick plants or feed wild animals
Listen to local people to see if you have made a mistake or offended them.
Be aware that the country you are visiting has different cultures and traditions than your own. (2)

5.3 Disrespecting the local community and their privacy ✓
Not taking the time to learn about local cultures and traditions ✓
People are diverse; therefore, their values and customs are different than your own. This makes it different, not wrong.
Not supporting the local community in the following ways:

- staying in accommodation outside of the area
- not using local guides

shopping outside of the area you are visiting
Disregarding rules concerning environmental upkeep of the host community e.g. disposing of litter into bins provided. (2)

Question 6

6.1 FTT ✓ (1)

6.2 Social - trained local guides, ✓
Economic - jobs for local guides✓
Environmental – local guides add interesting insights into the local surrounds, fauna, flora, and culture and (2)

6.3

- Pollution / noise pollution / visual pollution / air ✓
- Increase in solid waste and littering ✓
- Increase in liquid waste ✓
- Degradation of fauna and flora
- Pressure on the resources
- Loss of natural habitat
- Congestion
- Vandalism (**Any 3 relevant).** (3)

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Question 7- Paragraph

Greenhouse gas emissions ✓ (1)

Carbon footprint is a way of expressing the amount of CO2 emitted because of a person's daily activities. ✓✓ (2)

Global warming causes the sea level to rise✓✓ the area on which the service now operates may eventually become flooded and won't be able to continue. ✓✓ (4)

- Take fewer and longer holidays ✓
- Take holidays closer to home
- Use tourism service providers that are committed to reducing their carbon footprint.
- Support tree planting and conservation projects
- Use as little electricity as possible (switch off what you don't need)
- Use warm water sparingly
- Use laundry services sparingly **(Any 1 relevant)** (1)

Question 8: Crossword

Across

8.2 Greenhouse gases ✓
8.5 Litter ✓
8.6 Stakeholders ✓
8.8 Carbon footprint ✓
8.9 Recycle ✓
8.10 Conservation ✓

Down

8.1 Responsible tourism ✓
8.3 Scarce ✓
8.4 Global warming ✓
8.7 3BL ✓ (10)

Grade 12: ANSWERS

Question 1 Choosing the correct word in brackets

1.1 Tourism companies ✓
1.2 Economic pillar ✓
1.3 Triple bottom line ✓
1.4 Leakage ✓
1.5 Recycling ✓
1.6 Alien ✓ (6)

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Question 2 Unscramble the words

SCRAMBLED WORD	UNSCRAMBLED WORD	DEFINTION
Gdiionnevs	Indigenous ✓	Something originating an area✓
Obdirsiiykve	Biodiversity✓	Variation of life forms✓
Rlteitb roltnco	Litter control ✓	Correct disposal of waste ✓
Tplena	Planet ✓	Concerns our natural environment ✓
Ebastsvanii	Sustainable ✓	The ability to use a resource without depleting it ✓

(10)

Question 3: Case study on Jabulani lodge

3.1 It is responsible travel to natural areas in a way that protects the environment.✓ (1)

3.2 Elephant dung is recycled into compost to fertilize crops.✓✓ (2)

3.3 The visitors can enjoy a trip with the local Hlokomela community tours.✓✓

- A new project empowers women to create hand embroidered items which guests can purchase
- Visitors can bring in goods from abroad for local communities (2)

3.4 **Social**
Be culturally sensitive to the community ✓
- Learn a few words of the local language.
- Pay a fair price.

Economic
Buy locally made items✓
- Use local tours
- Ensure that the local communities benefit from your visit (3)

Environmental
Do not buy crafts made from endangered species ✓
- Use water sparingly
- Do a walking tour instead of driving

3.5 Yes ✓ all efforts are directed at conservation and sustainability

'eco -tourism is a way of life' ✓✓

'lodge operations and guest contributions extend into a variety of sustainable projects'

'there is a strong focus on community'

'there is water conservation initiatives' (3)

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3.6 **People** ✓

Support local women by buying handmade items ✓ as this creates additional source of income

Visitors can bring goods from abroad for local communities

Planet ✓

Conservation efforts for the elephant orphanage ✓

Endangered species center- cheetahs, rhinos etc.

Water conservation efforts

Recycling efforts

Profit ✓

Tour operators include a range of eco- friendly tour packages.✓

Guest contributions go into a variety of sustainable projects. (6)

Question 4: Case study on FTT

4.1 …stands for the best practice responsible tourism ✓ (1)

4.2 Fair wages and working conditions ✓

Fair purchasing and operations ✓

Equitable distribution of benefits

Respect for human rights, culture and the environment (2)

4.3 Water that is being pumped from nearby lakes ✓✓

Solar power electricity

Wood and thatch used for infrastructure and décor

Camping safaris. (2)

4.4 4.4.1 Buy locally made handcrafts and products.✓✓ (2)

Respect the livelihood of local vendors by paying fair prices for their products.

Empowering the local community to be self-sufficient

4.4.2 Do not buy counterfeit (fake) products/ items prohibited by the destination's laws and regulations. ✓✓

Support local businesses (2)

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Question 5: Paragraph

- Voluntourism – a form of tourism, where tourists participate in voluntary work. ✓✓ It is usually meant to uplift impoverished communities or assist in nature conservation. (2)
- It can help to solve existing problems in the community.✓✓ It can be water saving solution/ alternative power source- which can benefit all members. (4)
- Skills development- ✓✓Volunteers may impart skills & knowledge that help to develop and uplift members of a community.
- May build on existing experience and improve knowledge of community. This has a lasting impact.

'What can I give'- the change in perception will assist travelers to help those in need ✓ (4)

- I can give my time, money and expertise.✓
- Help to fundraise / build or fix something.
- Be part of a change and continue support of the community.
- Build positive relationships and help someone in need.

'What can I get'

- there are positive effects for the volunteer as well. ✓
- get to learn about a different culture. ✓
- be a part of a community.
- Make a difference in a host community by providing much needed help.
- Improve my social skills/ personal growth.
- Be more conscious of the world around me.

Learners must display an understanding of the difference in the statements

Question 6 case study on web article

6.1 (1.8 billion)✓ (1)

6.2 Depletion of local natural resources✓
Pollution of the environment✓

- Waste problems in the area.
- Pressure on natural resources.
- Over-consumption of the resources.
- Stress on local land use.
- Natural habitat loss.
- Pressure on endangered species. (2)

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6.3 In most cases tourism needs the environmental resources as they are attractions / drawcards for the tourists.✓ So, if the number of tourists is too high and it is over-consumption✓ then they can destroy the very attraction that attracted the tourists in the first place. ✓ (3)

6.4 6.4.1 Tourism in harmony with the environment to the advantage of the surrounding communities. ✓✓

- A combination of tourism and the environment. (2)

6.4.2 It is a greener alternative because it is tourism that is not degrading the environment.✓✓
Eco-tourism is a rapidly growing industry with benefits to the environment and the economy of the areas.✓✓

- Eco-tourism is an environmentally friendly type of tourism. (4)

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3.4 EXAMINATION TIPS: SUSTAINABLE TOURISM

How to prepare or study for the examination on this topic

- Back to the basic concepts of sustainable and responsible tourism
- Generic answers are not catered for as the questions are set with a specific context in mind.
- Broaden vocabulary and use the correct terminology.
- Use case studies.
- Teachers should expose learners to more case studies and examples of different scenarios e.g. cultural villages, national parks, entertainment parks. Learners wrote the textbook answers and did not apply it to the case study e.g. wrote about not feeding animals.
- Important key phrases / words must be highlighted with a different colour Koki as a means of analysing the question first before its being.
- Remember you must be able to link the three pillars to practices that are done in the tourism business.
- Know how tourists should behave according to the three pillars (Environment, Social, Economy) when at tourist attractions.

Typical examination questions / what to expect in the examination

- Learners must demonstrate an understanding of the concept and background of triple bottom line approach.
- Learners will be expected to apply their knowledge to various given sources, make recommendations and provide solutions on how to implement triple bottom line in business.
- Learners to be familiar with terminology and concepts of the section.
- Learners must be able to evaluate and assess the role of corporate social investment practised by businesses and organisations.
- Identify key words: Circling or underlining key words helps to narrow down the question's meaning.
- Take note of the action verbs to help interpret and analyse the questions correctly.

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Examples on how to use the action verbs:

ACTION VERBS EXAMPLE 1:

Question 3.2

FTT certification depends on tourism businesses meeting specific criteria. **List any THREE criteria of the named specifics listed by the FTT.**

To answer this question:

STEP 1: Find the **action verb**:

FTT certification depends on tourism businesses meeting specific criteria. **List any THREE criteria of the named specifics listed by the FTT.**

The action verb used **here is 'list'.** List require you to **write down a list of items.**

STEP 2: Identify the **content**:

FTT certification depends on tourism businesses meeting specific criteria. **List any THREE criteria of the named specifics listed by the FTT.**

You must write down a list of any THREE criteria **of the named specifics listed by the FTT.** Look at the picture again and link it to the FTT criteria.

STEP 3: Identify **the instruction** linked to the **action verb**:

FTT certification depends on tourism businesses meeting specific criteria. **List any THREE criteria of the named specifics listed by the FTT.**

The instruction is linked to the action verb, in this question is:

List any THREE criteria

ACTION VERBS EXAMPLE 2:

Question 4.3

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

4.3.1: Supporting the local community

4.3.2: Protecting the environment

STEP 1: Find the **action verb**:

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

4.3.1: Supporting the local community

4.3.2: Protecting the environment

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The action verb used **here is** **'suggest'** – you are required to consider or imply or indicate. For this question it will be consider and indicate and to make your own suggestion based on your pre-knowledge.

STEP 2 Identify the **content**:

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

4.3.1: Supporting the local community
4.3.2: Protecting the environment

You must write down information as a **suggestion** as to how tourists can support the local community and protect the environment while travelling.

2.3 Identify **the instruction** linked to the **action verb**:

Suggest TWO ways in which tourist can put back into travel what they get from it.

The instruction is linked to the action verb, in this question the instruction is to: **Suggest TWO ways that travel impacts on**

Local community

Protection of the environment

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3.5 EXAMINATION PREPARATION

Past paper short questions

Question 1

Four options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A – D) next to the question number for example 1.1.21 D.

1.1 Corporate social investment (CSI) in tourism refers to the role of…

Source: Gauteng 2016 prelim

A tourists in exchanging foreign currencies.

B government in the protection of the environment

C tourism companies in supporting local communities

D local communities in saving money to go on holiday

1.2 Waste management at an attraction is considered a/an … factor in contributing to the success of the attraction

Source Gauteng Prelim 2017

A social

B environmental

C political

D promotional

1.3 Identify the negative effect of tourism on the local community:

A Enables the community to preserve the environment

B Supports job creation and entrepreneurship

C Limited access to natural and cultural resources

D Promotes skills development

1.4 Responsible and sustainable tourism focus on…

A carrying prohibited products while on holiday.

B promoting good international relationships and nation building.

C driving recklessly in a foreign country.

D saving and conserving resources for future generations.

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1.5 The demand for tourism will decrease in destinations where there is an increase in…

A civilian conflict
B customer loyalty
C social investment
D local procurement

1.6 The Sunshine Hotel group supports the local youth empowerment programme. This programme is part of the Sunshine Hotel group's …
Source: Past exam paper May-June 2019
A CSI
B SAT
C DST
D GDP

1.7 This pillar of sustainability creates positive awareness of cultural heritage and national pride.

A Economic
B Social
C Environmental
D Political

1.8 For good environmental management practices in a nature reserve, the park employees should remove all …
Source: past exam paper November 2019
A alien plants.
B indigenous flora.
C local wildlife.
D volcanic rocks.

1.9 If a tourism business practices the triple bottom line approach it will lead to … tourism
Source: past exam paper November 2018

A irresponsible
B practical
C sustainable
D friendly

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1.10 An example of irresponsible environmental behaviour by a tourist:

Source: past exam paper February 2017

A Places rubbish in a bin

B Removes plants or animals from their natural habitats

C Makes fire in designated areas

D Supports environmental awareness campaigns

Answers

1.1	C✓
1.2	B✓
1.3	C✓
1.4	D✓
1.5	C✓
1.6	A✓
1.7	B✓
1.8	A✓
1.9	C✓
1.10	B✓

Longer questions

Question 2

Source Gauteng Prelim 2017

Read the following case study and answer the questions that follow.

Welcome to the Working for Water Webpage (WfW)

Alien species that are not indigenous to the area are causing billions of rands of damage to South Africa's economy every year, and are the single biggest threat to the country's biodiversity.

Alien species are plants, animals and micro-organisms that are introduced into countries, and then outcompete the indigenous species. Alien species act as a direct threat to the water security, the relation of the living organisms to one another and the productive use of land. The fight against invasive alien plants is led by the Working for Water (WfW) programme.

Since its inception in 1995, the programme has cleared more than one million hectares of invasive alien plants, providing jobs and training to approximately 20 000 people from among the most marginalized sectors of society. WfW creates a supportive environment for skills training. It is investing in the development of communities wherever it works. It also implements HIV and AIDS projects.

[Adapted from *Triple wins for Sustainable Development-UNDP*, June 2012]

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2.1 In a **paragraph** format explain how working for water promotes the triple bottom line approach. Your paragraph should include ONE example linked to each relevant pillar. Each pillar should be underlined. (6)

2.2 Water is becoming a scarce resource. Mention THREE ways in which water can be better conserved in hotels. (6)

Question 3

Study the images below and answer the questions that follow

3.1 Singita Private Game Reserve is a member of Fair Trade in Tourism South Africa. Briefly explain the significance of this certification to eco tourists. (3)

3.2 FTT certification depends on tourism businesses meeting specific criteria. List any THREE criteria of the named specifics listed by the FTT. (3)

3.3 Discuss TWO ways in which FTT can contribute to sustainable tourism (4)

Answers

2.1 The WfW supports the triple bottom line approach by being socially, economically and environmentally responsible by acting and participating in various projects. It promotes the social pillar ✓ by enabling an environment for skills training. It also implements HIV and AIDS projects ✓ It promotes the economic pillar ✓ by creating jobs ✓ for over 20 000 people mostly from marginalised societies. WfW promotes the environmental pillar ✓ by removing over 1 million hectares of alien plants thus ensuring sustainable growth of indigenous species and promoting the country's biodiversity ✓. It also improves water security (6)

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2.2 Capture the harvest rainwater in tanks✓✓
Install low flow dual flushing toilets that use less water✓✓
Install low flow shower heads that allow less water to go through them ✓✓

- Use grey water from showers and baths to water gardens.
- Some hotels are encouraging the use of showers only.
- Encourage hotel guests to re-use towels
- Use energy star appliances. (Mention any 3) (6)

3.1 FTT certification indicates to eco- tourists that Singita Private Game reserve is committed to responsible tourism✓ and that their trip directly benefits the local communities ✓ and local economies ✓ (3)

3.2 FTT assesses on the following criteria:
Fair operations✓
Fair purchasing ✓
Fair wages and working conditions ✓

- Sustainable culture and environment
- Equitable distribution of benefits and respect for human rights (Any 3) (3)

3.3 FTT can assist local entrepreneurs to prepare business plans and to fund proposals that will benefit them ✓✓
FTT can encourage tourism business to buy local goods and services thereby supporting the local community's income ✓✓

- FTT can also support community tourist projects through funding.
- FTT can provide guidelines on how to travel responsibly thus promoting sustainable tourism (4)

Source Senior certificate 2018

Question 4

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]

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4.1 From the above extract the primary focus of the White Shark project is on the environmental and social pillar of sustainable tourism. (2)
Identify ONE example of how the economic pillar is being practised at the Swop Shop.

4.2 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)

4.3 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 tourist can 'put back into travel what they get from it' by:

4.3.1 Supporting the local community (4)

4.3.2 Protecting the environment (4)

Answers

4.1 Swopping goods for points ✓✓
- trading (2)

4.2 Teaching them trading skills✓✓
Teaching them to save to be able to afford their basic living expenses✓✓
Teaching them to make responsible choices in life✓✓
- Teaching them to practice sustainable living by earning an income. (6)

4.3 4.3.1 Buy locally made handcrafts and products ✓✓
Respect the livelihood of local vendors by paying fair prices for their products.✓✓
- Do not buy counterfeit (fake) products / items prohibited by the destination's laws and regulations.
- Support local businesses.
- Empowering the local community to be self sufficient (4)

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4.3.2 Reducing water and energy consumption whenever possible.✓✓
Leave only the minimum footprint (no littering) ✓✓ (4)

- Respecting the wildlife in their natural habitats.
- Purchasing products that are not made from endangered plants or animals.
- In protected areas. Accessing only places that are open to visitors.
- Remaining on designated hiking trails.
- Make donations to support conservation programmes.
- Volunteering in environmental projects.
- Recycle, Reduce, Re-use.

SENIOR CERTIFICATE MAY 2019

Question 5

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]

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

5.1.1 Reducing (2)

5.1.2 Recycling (2)

5.1.3 Re-using (2)

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5.2 Tourism businesses need to form partnerships with the community within which they operate. (2)

Explain ONE way in which the Sun Mountain Lodge involves the local community in the business operations.

5.3 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**

5.3.1 Give the function of the Fair Trade organisation. (2)

5.3.2 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)

Answers

5.1 5.1.1 Information on general operations of the lodge appear on sign boards rather than in information folders to limit paper usage.✓✓ (2)

5.1.2 Guests are given in-house newspapers printed on recycled paper.✓✓ (2)

5.1.3 Old cooking oil is donated to a local farmer (who is their vegetable supplier) to produce bio diesel to run the delivery trucks.✓✓ (2)

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5.2 Donation of oil to the local farmer to produce diesel to run his delivery trucks.✓✓ (2)

- Inclusion of the local crafts people during the refurbishment of the hotel's interior
- Purchasing vegetables from the local farmer

5.3 5.3.1 They promote and support responsible and sustainable tourism practices of tourism businesses in terms of economic, social and environmental factors in South Africa.✓✓ (2)

- Ensures the tourism industry is fair and acts responsibly towards the local community

5.3.2 a) The employment of the local people for current and future Mountain Lodge projects must meet the minimum wage agreements.✓✓ (2)

- Wage payments must be market related and aligned to the relevant wage bracket.

5.3.2 b) Ensure the health and safety of workers is always a top priority.✓✓ (2)

- No child labour employment practices
- No discrimination
- Ensuring that labour practices are in keeping with the Labour law Act

5.3.2 (c) Sharing of profits, benefits and losses must be clear in all business transactions.✓✓ (2)

- Employees must have access to information that concerns their participation in projects.
- The ownership of business transactions must be clearly defined.
- Co-ownership with employees.

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4. GENERAL EXAMINATION TIPS

How to prepare/study for the Tourism examination.

In preparing for your final exams work through as many past examination papers as you can. Remember, your success in the final exam will depend on how much extra time you put into preparing.

1. Have all your materials ready before you begin studying – pencils, pens, highlighters, paper, etc.
2. Be positive. Study time must become a habit - keep reminding yourself why you are studying.
3. Self-discipline is key. Be strict with yourself.
4. Draw up a study timetable. Include enough sleep and break times. During break times take a walk outside.
5. Break up your learning sections into manageable parts. Trying to learn too much at one time will only result in a tired, unfocused, and anxious brain.
6. Keep your study sessions short but effective and reward yourself with short, constructive breaks.
7. Teach your concepts to anyone who will listen. It might feel strange at first, but it is worth reading your revision notes out loud.
8. When you make notes remember your brain learns well with colours when you underline, highlight, circle key words.
9. You can also use Mnemonics – words, or short sentences to help you remember.
10. Be confident with the learning areas you know well and focus your brain energy on the sections that you find more difficult to take in.
11. Repetition is the key to retaining information you must learn. Keep going – don't give up!
12. Sleeping at least 8 hours every night, eating properly, and drinking plenty of water are all important things you need to do for your brain. Studying for exams is like strenuous exercise, so you must be physically prepared.
13. Use the correct terminology and subject language as you are preparing, that way you are used to them by the time you are writing exam (e.g. correct names for icons)
14. Compile a glossary in your notebook for all the sections of the work.
15. Practise writing paragraph type questions using complete sentences when working through past examination papers.

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16. Engage with resources like the ones used in the examination papers while you are studying. For example: study the picture and ask yourself questions like: what is the topic of the picture? (look at the heading). What is the resource telling me? Does it show a positive or negative impact?
17. It is important that you practise how to present your answers in a logic way that show logical reasoning. That is when you write down how your thoughts led you to an answer.
18. How to study definitions: Break the word or words up into understandable parts e.g. inter (between) national (nations/ countries) thus international means between different countries.

The Tourism examination

Format of the exam paper

- The Tourism examination paper consists of a 3-hour paper of 200 marks.
- There are five sections and all the questions are compulsory.
- The format of the exam is shown on the table below. Use the table as a guide to allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	**200**	**180**

What to expect in the Tourism examination

Section A

Section A must not be mistaken as the 'easy' part of the question paper. All topics and sub-topics in Grade 12 CAPS may be assessed in this section.

Type of questions you can expect in this section:

TYPE OF QUESTION	TIPS HOW TO ANSWER THIS QUESTION
Multiple choice questions	• Read through all the distractors • Cancel out the ones that are totally wrong • Read the other distractors again • Decide which one if correct, don't guess
Matching items	• Read all choices before selecting an answer • Try to predict the correct answer before you look at the choices offered

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	• Match the easy ones first using the process of elimination • Look for clues to help match
Choose the correct word from the options given	• Know the tourism terminology / abbreviations and acronyms well • Read the entire question then answer it in your mind first • Eliminate the wrong answers • Read the question again using your selected answer • Answer the questions you know first

Section B

Type of questions you can expect:

- Each question will cover a new topic.
- It can be shorter answers or longer answers and include paragraph-type questions.
- Source-based questions like tables, pictures, maps, flow diagrams, case studies, infographics and cartoons.
- It will cover from remembering question to understanding and problem-solving questions.

How to answer these questions:

1. Read through the paper carefully during the 10 minutes reading time.
2. Read the questions at least twice and underline the important words in the questions. This helps you to focus on what is really asked and to understand the question better. Break up the questions.
3. Read carefully, then re-read them again, to check if you understood. Learners lose marks because they misread exam questions.
4. Engage with the resources in the paper, ask questions like - What is it about (look at the heading), what is it telling me? To which topic does it relate?
5. Questions with short answers
   - Give one word only if you are asked to do so.
   - Don't write full sentences unless you are asked to do this.
6. Questions that require longer answers.
   - Look at the mark allocation as your guide.
   - Understand the instructions, for example do you have to explain or compare.
   - Highlight/ underline the most important word as your guide.
   - Plan your answer.
   - Make a few notes.
   - Usually your answer should be in full sentences.
7. Use the time at the end of the paper to reflect on your answers

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Question words to help you answer questions

It is important to look for the question words (the words that tell you what to do) to correctly understand what the examiner is asking. Use the words in the following table as a guide when answering questions.

QUESTION WORD	WHAT IS REQUIRED OF YOU
Analyse	Separate, examine and interpret
Classify	Divide into groups or types so that things that are similar, are in the same group
Comment	Write generally about
Compare	Point out or show both similarities and differences
Define	Give a clear meaning
Describe	List the main characteristics of something
Discuss	Consider all information and reach a conclusion
Evaluate	Express an opinion based on your findings
Explain	Make clear, interpret and spell out
Forecast	Say what you think will happen in the future
Give/provide	Write down only facts
Identify	Name the essential characteristics
Interpret	Give the intended meaning of
List	Write a list of items
Mention	Refer to relevant points
Name	State something – give, identify or mention
State	Write down information without discussion
Suggest	Offer an explanation or solution

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REFERENCE:

Past exam papers:

1.Gauteng Prelim paper – 2016

2.Gauteng Prelim paper – 2017

3. Senior Certificate May/ June 2018

4. Senior Certificate May/ June 2019

Textbooks:

Via Afrika grade 12 Learners book – ISBN:978-1-41542-323-3

Via Afrika grade 12 Teachers guide - ISBN 978-1-41542-324-0

Focus Grade 12 - ISBN 978-0-636-14196-4

Solutions for all Grade 12 – ISBN 978-1-4310-1498-9

Spot On Grade 10- ISBN 978-0-796-23670-8

Via Afrika Grade 10 learners' book – ISBN 978-141542 3097

The South African Dictio-Pedia - ISBN 978-0-620-84094-1

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