



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
NOVEMBER 2008**

MARKS: 200

TIME: 3 hours

This question paper consists of 27 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH section on a NEW page.
4. A calculator may be used.
5. Number the answers correctly according to the numbering system used in this question paper.
6. The following table is a guide to help you allocate your time according to each section.

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Tourism as an Interrelated System	40 marks	40 minutes
SECTION C	Responsible and Sustainable Tourism	40 marks	40 minutes
SECTION D	Tourism Geography, Attractions and Travel Trends	50 marks	50 minutes
SECTION E	Customer Care and Communication	30 marks	30 minutes

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Four possible options are provided as answers to the following questions. Choose the answer and write only the letter (A – D) next to the question number, (1.1.1 – 1.1.15) in the ANSWER BOOK, for example 1.1.16 C.
- 1.1.1 The national Minister of the Department of Environmental Affairs and Tourism is ...
- A Pallo Jordan.
 - B Marthinus van Schalkwyk.
 - C Manto Tshabalala-Msimang.
 - D Valli Moosa.
- 1.1.2 If you display the accreditation symbol of the following organisation at your guesthouse, guests can be sure of good service levels:
- A IATA
 - B TGCSA
 - C SAVRALA
 - D TBC
- 1.1.3 If the contract of employment of a permanently employed worker in the tourism industry states that he or she has to work from 23:00 to 07:00 daily, such a worker is referred to as a ... worker.
- A temporary
 - B casual
 - C shift
 - D substitute
- 1.1.4 This strategy is the government's commitment to ensure that tourism support systems and services are made accessible to the people of South Africa:
- A South African Tourism's Domestic Tourism Growth Strategy
 - B White Paper on the Development of Tourism in South Africa
 - C Tourism Business Strategy
 - D The Poverty Relief Programme of DEAT
- 1.1.5 This organisation is responsible for regional marketing in Southern Africa:
- A CITES
 - B RETOSA
 - C UNESCO
 - D TOMSA

- 1.1.6 This ten-day African Cultural Festival is held in Bloemfontein and celebrates the best of African and international talent:
- A Splashy Fen
 - B Joy and Jazz
 - C Oppikoppi Bushveld Festival
 - D Macufe
- 1.1.7 The term used to describe tourists who visit a country for cultural, but not natural experiences, is known as ...
- A ethnotourism.
 - B ecotourism.
 - C adventure tourism.
 - D domestic tourism.
- 1.1.8 This cultural group is well known for their colourfully decorated houses made of mud, brick, plaster and thatch:
- A Tsonga
 - B Sotho
 - C Tswana
 - D Ndebele
- 1.1.9 This country has only ONE time zone:
- A United States of America
 - B South Africa
 - C Russia
 - D Australia
- 1.1.10 The majority of countries using Daylight Saving Time (DST) advance their local standard time by ... hour/hours.
- A 1
 - B 2
 - C 12
 - D 24
- 1.1.11 The international organisation that is responsible for collecting tourism statistics globally:
- A United Nations World Tourism Organisation (UNWTO)
 - B Africa Union (AU)
 - C World Health Organisation (WHO)
 - D Southern African Tourism Service Association (SATSA)

- 1.1.12 A silver plaque at the entrance of a graded hotel demonstrates ...
- A very good service.
 - B standard service.
 - C outstanding service.
 - D None of the above-mentioned
- 1.1.13 Batho Pele principles include the following:
- A Openness and transparency
 - B Information and redress
 - C Access and courtesy
 - D All the above-mentioned
- 1.1.14 ... is the way of collecting comments, suggestions and complaints from a variety of information sources to influence management decisions.
- A Assignment
 - B Feedback
 - C Market sales
 - D Benchmarking
- 1.1.15 A form of written communication that is used to convey a short message between people in the same organisation:
- A Report
 - B Fax
 - C Business letter
 - D Memorandum
- (15 x 1) (15)

- 1.2 Choose a word(s) from COLUMN B that matches the description in COLUMN A. Write only the letter (A – H) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.2.1	The disturbance to a person's bodily rhythms caused by crossing many time zones	A	South African Tourism
1.2.2	A term used to refer to any commercial transaction relating to the supply or purchase of currency other than that of one's own country	B	Department of Environmental Affairs and Tourism (DEAT)
1.2.3	This organisation is responsible for policies, regulations and the development of tourism in South Africa	C	foreign currency
1.2.4	This form of money is more secure than cash and can be refunded if lost or stolen	D	jet lag
1.2.5	Monetary units used by countries other than your own	E	foreign exchange
		F	traveller's cheque
		G	bank buying rate
		H	bank overdraft

(5 x 1)

(5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1 – 1.3.7) in the ANSWER BOOK, for example 1.3.8 Big Five.

- 1.3.1 (Cooperative advertising/Franchise advertising) involves using one brand of a product to advertise another non-competing brand.
- 1.3.2 (Agenda 21/The Earth Council) is a global action plan that sets out the priorities for sustainable development into the 21st century.
- 1.3.3 The organisation responsible for authorising the regulations governing travel health certificates globally is the (WHO/WTTC).

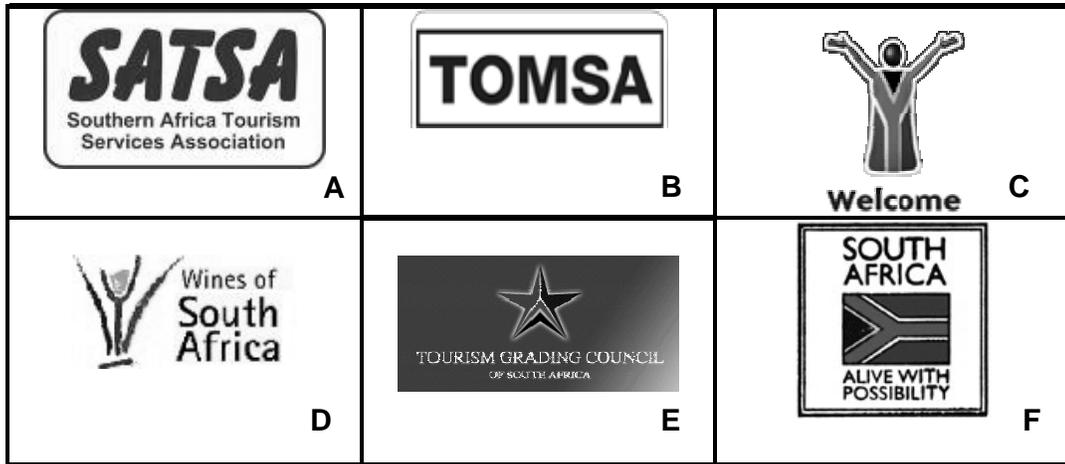
- 1.3.4 The lack of opportunities in the tourism industry which existed in the past are addressed and rectified in the (Domestic Tourism Growth Strategy/White Paper on the Development of Tourism in South Africa).
- 1.3.5 The (Greater St Lucia Wetland Park/uKahlamba World Heritage Site) is now called 'iSimangaliso'.
- 1.3.6 (THETA/IATA) manages the skills development process in a particular area of industry, for example the tourism industry.
- 1.3.7 (Visas/Passports) are obtained from the country of destination for permission to enter. (7 x1) (7)

1.4 Study the pictures below and identify the cultural group illustrated in each picture. Write the letter (A – E) and the cultural group in your ANSWER BOOK, for example F Xhosa cultural group.

A 	B 
C 	D 
E 	

(5)

1.5 Identify THREE logos from the options given that will ensure standards are maintained in the hospitality sector. Write only the letters in the ANSWER BOOK.



(3)

- 1.6 Find the correct terms from the shaded areas in the word search below to match the descriptions that follow. Write only the term next to the question number (1.6.1 – 1.6.5) in the ANSWER BOOK, for example 1.6.7 TRAVEL.

G	Y	P	D	Y	C	H	O	L	E	R	A
R	H	J	I	F	H	E	W	S	P	J	K
O	J	O	S	G	D	T	R	A	V	E	L
S	K	L	P	H	S	S	A	S	E	F	H
S	L	P	O	K	A	G	R	Q	A	C	L
D	W	H	S	G	N	P	T	E	T	A	M
O	Q	F	A	D	E	O	H	Y	I	K	N
M	Z	S	B	S	M	A	L	A	R	I	A
E	C	D	L	A	S	C	J	D	E	N	V
S	S	F	E	I	F	H	L	H	S	I	C
T	D	S	A	J	P	I	E	U	G	T	T
I	T	E	H	F	Z	N	O	N	V	I	
C	J	T	J	G	E	G	U	T	E	A	M
P	I	Y	K	P	T	U	F	I	N	T	B
R	E	C	Y	C	L	E	D	N	Y	O	C
O	O	U	P	Y	U	K	G	G	T	R	V
D	P	I	Q	T	N	J	E	D	E	V	Z
U	L	L	Z	Q	V	F	T	F	S	B	T
C	K	W	V	W	X	E	R	E	C	M	Y
T	U	I	N	C	O	M	E	I	V	R	P

- 1.6.1 The total value of goods produced and services provided in a country in one year
- 1.6.2 A disease caused by mosquitoes
- 1.6.3 This is the person in the team who offers new ideas and suggests solutions.
- 1.6.4 Resources that can be re-used
- 1.6.5 The illegal killing of animals (5)

TOTAL SECTION A: 40

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

2.1 Read the extract below and answer the questions which follow.

Service excellence – some points to ponder

Good service is what makes a great holiday experience and service to customers can be learned. Granted, it takes a real interest in people and a will to be of service, but there are some skills that can be acquired by even the newest member of staff who can make all the difference. All staff dealing with clients should receive training in such skills. If you want your company to be renowned for its high standards, everyone, from cleaners to sweepers, parking attendants, garbage collectors and cooks should be included in training programmes.

It is five times more expensive to win a new customer than it is to keep a current customer. In the tourism industry there is no such thing as 'It's not my job'. Your job description is 'Keep the guests happy'. It does not matter if you are a booking agent, hotel receptionist, guide, cook or driver or whether you are in the front line or the back office, a guest is YOUR guest.

You don't need to go on expensive courses – just pay attention to the details. Many of our top companies in inbound tourism are already praised for their high standards of service, but anyone can provide the best – and when we do in South Africa, we are up there with the world's best.

Great service guarantees word-of-mouth recommendations (worth millions in free advertising) and return trips. Staff can shine as the people who go the extra mile and are committed to the happiness and comfort of your clients. Take every opportunity to add the 'Wow' factor to your interactions with guests. Great service is not one grand gesture; it is a series of small signs that let the guests know they are in great hands. Guests will give you their undying loyalty if you can exceed their expectations.

Is it not high time your company's motto be ...

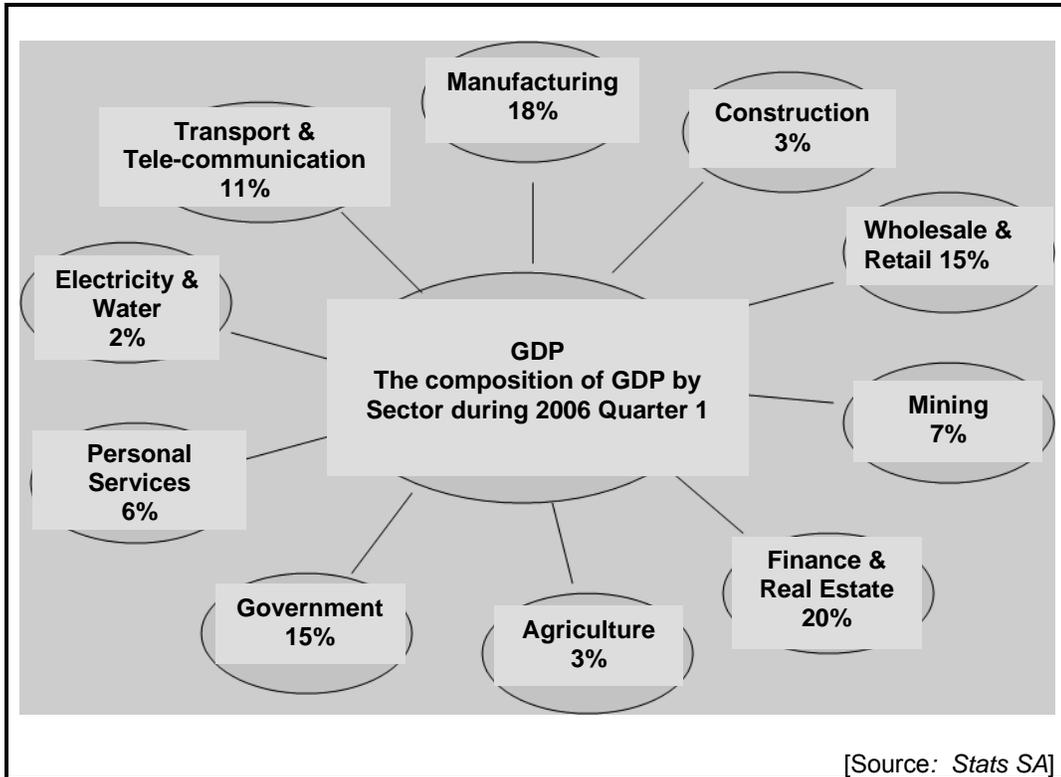
'We don't aim to satisfy our clients – we aim to dazzle them!'

[Adapted from: *Tourism Tattler*, Issue Three 2006]

- 2.1.1 From the extract above, identify TWO very important personal qualities employees in the tourism industry should have in order to deliver excellent service. (2)
- 2.1.2 Explain what is meant by the following: 'It is five times more expensive to win a new customer than it is to keep a current customer.' (3)
- 2.1.3 Explain why front-line staff deals more frequently with customer complaints than other staff members. (2)
- 2.1.4 Discuss how positive 'word-of-mouth' recommendations are worth millions to the development of South African communities and economic growth in South Africa. (6)

2.2 Read the passage and then refer to the diagram to answer the questions that follow.

Tourism is an important industry of the economy. Although tourism does not produce a definite product, it is integrated into other industries or sectors. When looking at the impact of tourism on the domestic economy as a whole, there are many sectors that impact directly or indirectly on the tourism industry.
 [Adapted from: *Pan-African Investment & Research Services (Pty) Ltd, www.pan-african.co.za*]



Use the diagram above to identify the largest sector of the GDP that is associated with the following sectors, sub sectors and role players of the tourism industry:

- 2.2.1 Time-share accommodation (2)
- 2.2.2 Tourist guides (2)
- 2.2.3 Craft centres (2)
- 2.2.4 International marketing (2)

2.3 Study the extract taken below from the BEE website and answer the questions that follow.

TOURISM BEE CHARTER TOOLS		TOURISM BEE CHARTER Council 
Businesses and individuals can select an option from this website to find or post information in order to economically empower all South Africans.		
A 	<u>Black Talent CVs</u> Compose your CV and add it to the Black Talent database.	
B 	<u>Black Talent Jobs</u> Search and apply for tourism jobs. Register your organisation to advertise positions.	
C 	<u>BEE Self-Assessment</u> What is your organisation's BEE status? Find out now and begin your transformation journey!	
D 	<u>BEE Suppliers</u> How do you find BEE Suppliers? Search our database of organisations and add your details to source new opportunities!	
E 	<u>Empowerment Partners</u> Finding the right empowerment partner can make all the difference. Post your empowerment objectives and credentials. Search our partner database!	
F 	<u>CSI Projects</u> Non-profit initiatives require funding. Find projects that meet your CSI objectives or post projects in need of funding!	
G 	<u>Enterprise Development Case Studies</u> Celebrate successful transformation and learn from what others are doing. Post your organisation's success stories here!	

[Source: www.beecharter.co.za]

Use the information above to select the best option for each individual, business or organisation described below. Write only the letter (A – G) next to the question number (2.3.1 – 2.3.4), for example 2.3.5 H.

2.3.1 The Protea Hotel group is looking for a taxi company that complies with the BEE charter to transport all their guests.

(2)

- 2.3.2 Bingo Car Hire needs to employ a qualified rental sales agent at one of their offices in Midrand. (2)
- 2.3.3 A lecturer at a university, who is doing research on the success of the BEE charter, is looking for information. (2)
- 2.3.4 Susan Kotze is interested to know if her restaurant business complies with the regulations in the BEE charter. (2)
- 2.4 List the THREE aims jointly stated by South African Tourism and DEAT in their Domestic Tourism Growth Strategy which redresses past imbalances in South Africa. (3)
[32]

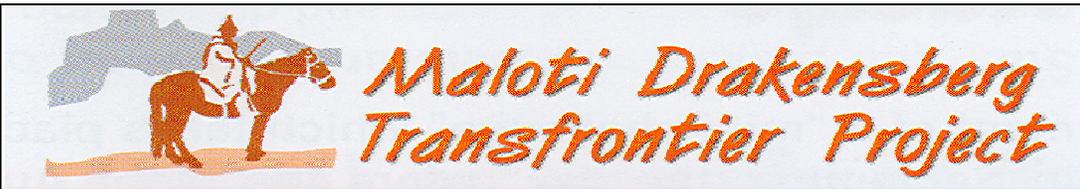
QUESTION 3

- 3.1 Explain why it is important for a business to have a code of conduct. (3)
- 3.2 The following is one of the rules found in ASATA's code of conduct:
- Absolute integrity in the handling of customers' monies and the refunding of customers' monies.
- Explain why ASATA would include this rule in their code of conduct for their employees. (3)
- 3.3 Indicate why it is important for any worker in the tourism industry to have a contract of employment. (2)
[8]

TOTAL SECTION B: 40

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

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



Restoring nature by breaking borders

The Maloti Drakensberg Transfrontier Project (MDTP) was established to explore ways in which South Africa and Lesotho can work together to conserve the Maloti and Drakensberg mountain ranges. The mountains have significant biodiversity with both countries being committed to eradicating (removing) alien vegetation. They also contain world-renowned rock art and other cultural heritage features which tell stories of the many people they have supported through the ages.

Of particular importance is looking for ways in which the mountains can continue to support the many people who live in and depend on them. One possibility is through nature and culture-based tourism.

The MDTP is working with a number of partnership groups who are establishing community-based tourism projects. Communities from the region are starting to get excited about what the region has to offer the traveller – craft centre, hiking, birding, fly fishing and a variety of extreme sports. Meeting the people of the region is an additional highlight and there are also many opportunities to learn about the people who have lived there through the ages.

[Adapted from: MDTP NEWS Quarterly Vol. 2 No.4, December 2006, Sunday Tribune, August 5, 2007]

- 4.1.1 Identify the TWO SADC countries involved in MDTP. (2)
- 4.1.2 Explain the subheading 'Restoring nature by breaking borders'. (2)
- 4.1.3 Apart from creating jobs and job opportunities, state ONE positive economic factor of transfrontier parks. (2)
- 4.1.4 Explain how the local community is successfully involved in the following aspects of sustainable development: (6)
- (a) The environment
 - (b) Social
 - (c) Economic

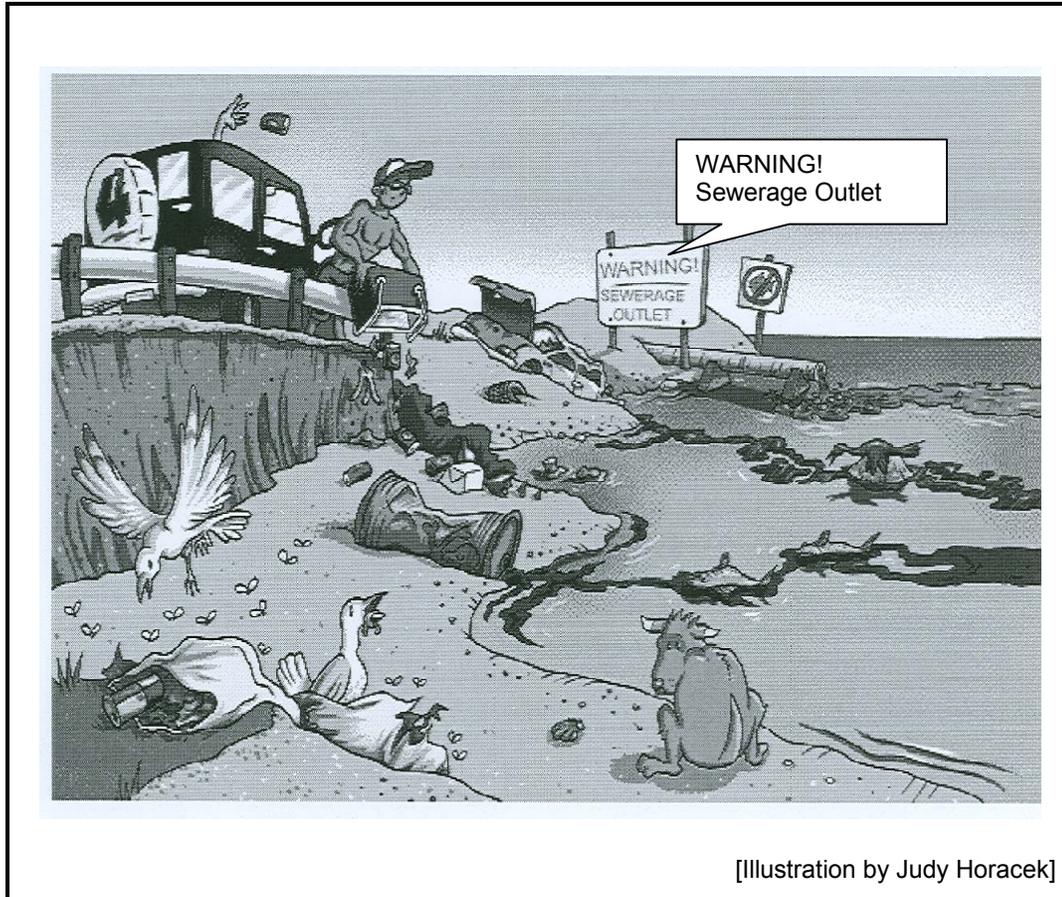
- 4.2

Respect for the local culture and support for social developments are essential for responsible tourism practice. However, uncontrolled development can destroy entire communities.

- 4.2.1 Discuss how uncontrolled development of the MDTP can have a negative social impact. (4)
- 4.2.2 List TWO steps that can be taken to prevent the social destruction of the area. (2)
- 4.3 It is suggested that through nature and culture-based tourism, it will be possible to sustain this project.
- 4.3.1 Explain how you think the MDTP plans to sustain the project through nature and culture-based tourism. (4)
- 4.3.2 Suggest THREE ways in which the craft centre can be improved so that it can be competitive with other businesses in the area. (3)
- 4.3.3 Identify TWO tourism attractions from the case study that have the potential to develop into unique tourism businesses. (2)
- 4.4 Give ONE example of good environmental practice from the case study. (1)
- [28]**

QUESTION 5

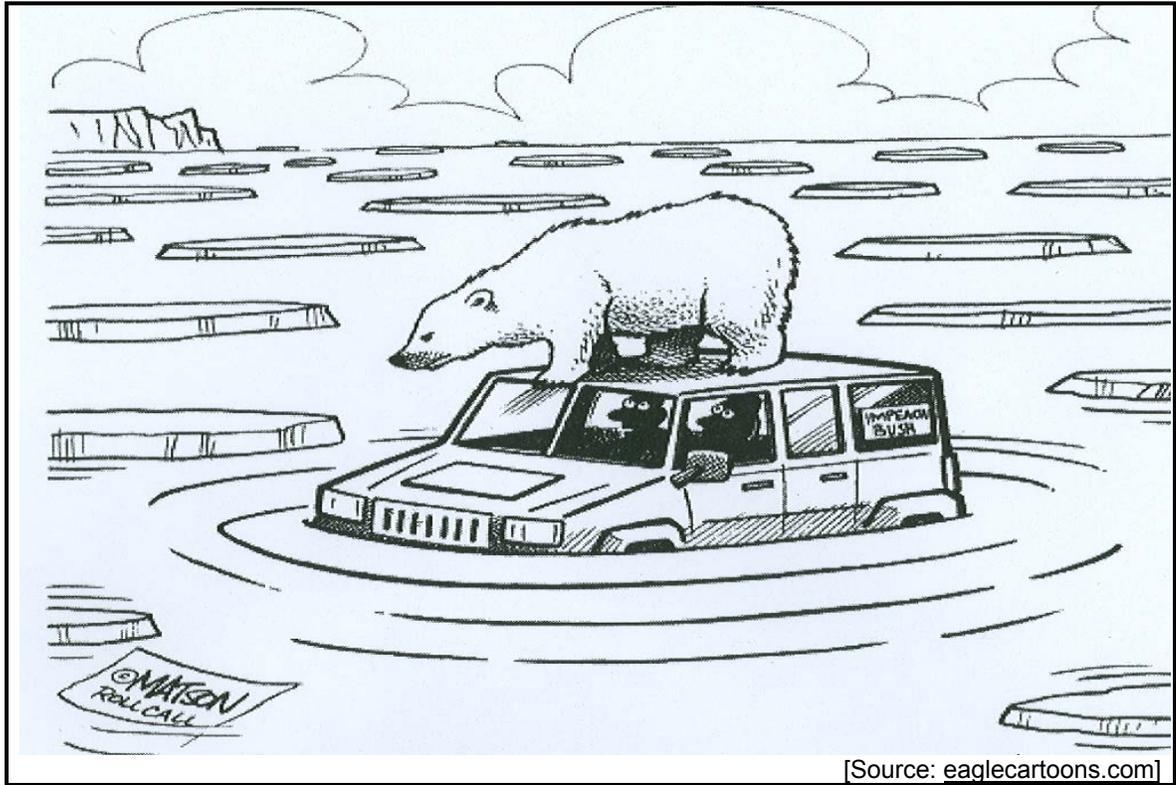
- 5.1 Study the picture and the information provided below to answer the questions that follow.



Blue Flag status is awarded to any beach that provides safety and security, adequate facilities and amenities and maintains a high standard of hygiene, cleanliness and water quality.

- 5.1.1 Indicate why the beach in the picture above would not qualify for Blue Flag status. (2)
- 5.1.2 Explain how a Blue Flag Award can contribute to sustainable and responsible tourism. (4)

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



- 5.2.1 Identify the environmental problem illustrated in the cartoon. (2)
- 5.2.2 Name the global wildlife organisation that currently focuses on the above environmental problem. (2)
- 5.2.3. Provide ONE suggestion as to how the problem in QUESTION 5.2.1 can be solved. (2)
- [12]**

TOTAL SECTION C: 40

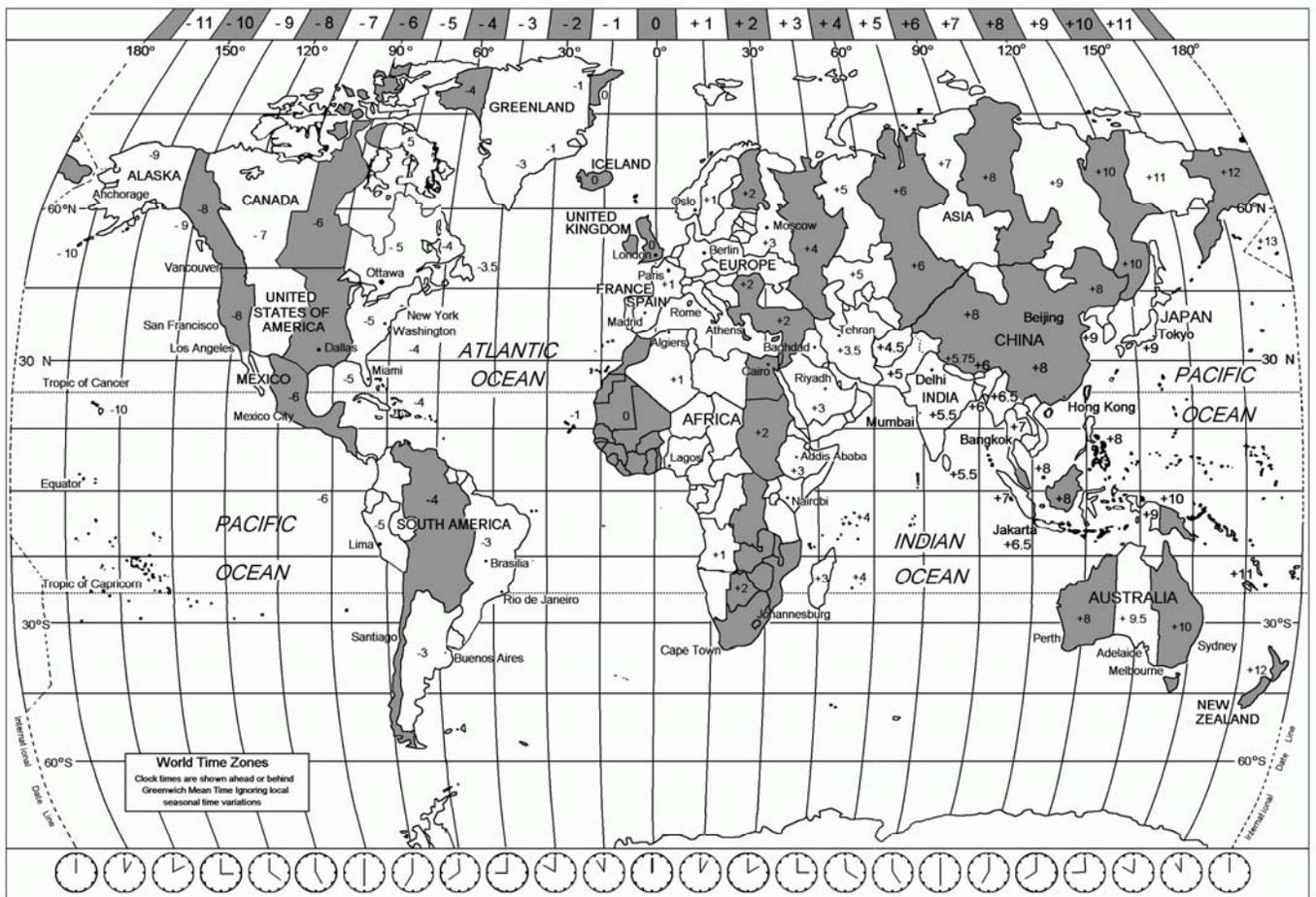
SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 Read the case study and use the time zone map below to answer the questions.

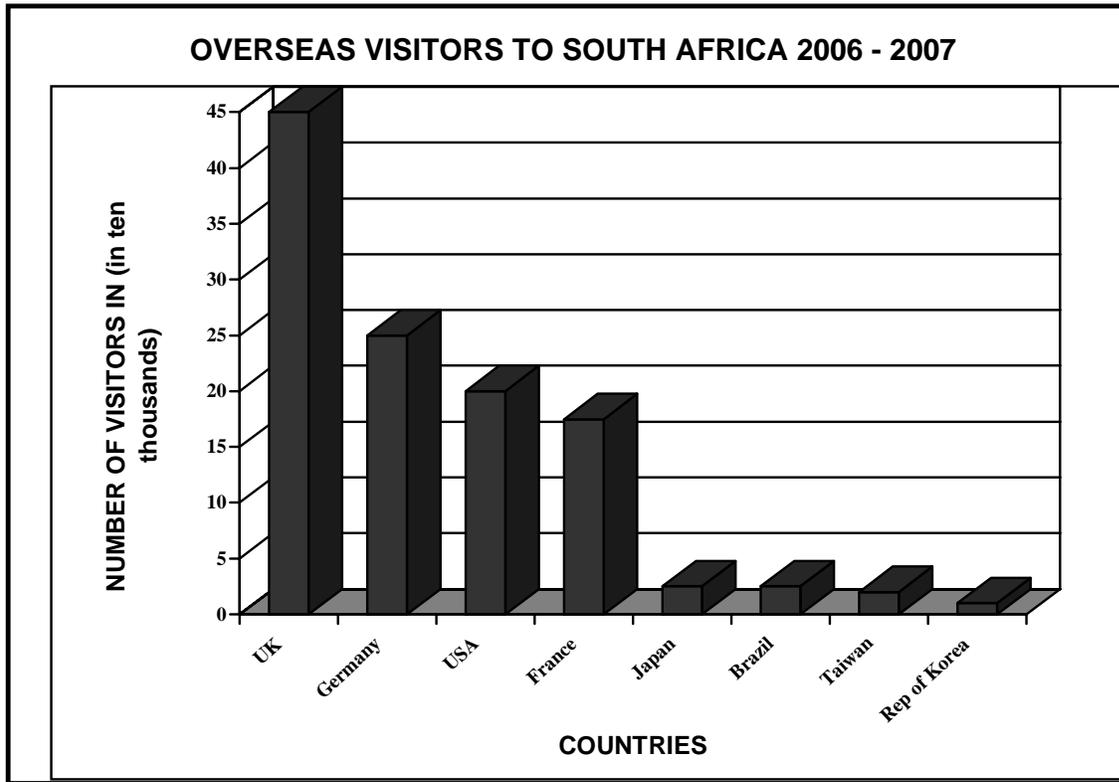
A group of South African athletes are interested in participating in an Open Championship Athletics Meeting to be held in Dallas in July 2009. Dallas is practising Daylight Saving Time during this period. The South African athletes' travelling plan is organised by Tshwane Travel Agency in South Africa. The athletes are interested in the following information:

- The number of time zones they are going to cross
- Whether South Africa is ahead or behind time compared to Dallas
- Whether they will suffer from jet lag when they arrive in Dallas



- 6.1.1 Calculate the number of time zones between Johannesburg and Dallas. (3)
- 6.1.2 State whether South Africa's time is ahead or behind Dallas. Give reasons for your answer. (2)
- 6.1.3 Tshwane Travel Agency wants to make a call to the organisers of the athletics meeting at 16:00.
- (a) Calculate the time the call will be received in Dallas keeping in mind that Daylight Saving Time is practised. (3)
- (b) Explain why the Tshwane Travel Agency will make the call at 16:00 South African time and not earlier. (2)
- 6.1.4 Give TWO benefits of Daylight Saving Time that are enjoyed in Dallas. (2)
- 6.1.5 Explain how jet lag will impact negatively on the South African athletes and what advice you will give them to overcome jet lag? (4)
- 6.2 Health, security and safety are important elements that determine the success or failure of the tourism industry at a global level. Countries that fail to guarantee the health, security and safety of its visitors always face different kinds of problems when it comes to tourism.
- Name TWO resources a tourist can use to obtain information about health, security and safety of a country. (2)
- 6.3 In preparation for the forthcoming 2010 FIFA Soccer World Cup, South Africa must start considering the safety and security of disabled sport lovers.
- 6.3.1 State TWO ways in which you can improve facilities that cater for disabled travellers in the accommodation sector. (2)
- 6.3.2 State TWO ways in which you can improve facilities that cater for disabled travellers in sports stadiums. (2)

6.4 Study the graph below and answer the questions that follow.



- 6.4.1 Explain the term *existing market* and by referring to the graph, give an example of the South Africa's largest existing market. (2)
- 6.4.2 Explain the term *new market* and state which market has the most potential for growth in South Africa. (2)
- 6.4.3 State TWO methods South African Tourism uses in its marketing when seeking new markets. (2)
- 6.4.4 Explain why it is necessary for South African Tourism to conduct ongoing research on tourists visiting South Africa. (2)

- 6.5 Study the following exchange rate table and answer the questions that follow.

EXCHANGE RATE TABLE

CURRENCY	WE BUY
£	14.50
US\$	7.50
€	9.20

- 6.5.1 Explain the difference between the *bank selling rate* and the *bank buying rate*. (4)
- 6.5.2 On arrival in South Africa, a British tourist decides to exchange GBP 120 to South African rands. Calculate the total amount the tourist received in rands. (2)
- 6.5.3 Having spent R500.00 of the amount he received in QUESTION 6.5.2, the tourist proceeded to the USA and converted the rest to US dollars. Calculate the total amount of dollars received by the tourist. (4)

- 6.6 Global political, historical and sport events, as well as natural disasters, impact positively or negatively on the tourism industry. The recent formation of the African Union has not been an exception to such a global event.

On 9 September 1999 the Organisation of African Unity issued a declaration (the Sirte Declaration) calling for the establishment of an African Union. The reasons for this establishment included accelerating (speeding up) the process of integration on the continent to enable it to play its rightful role in the global economy while addressing many kinds of social, economic and political problems.

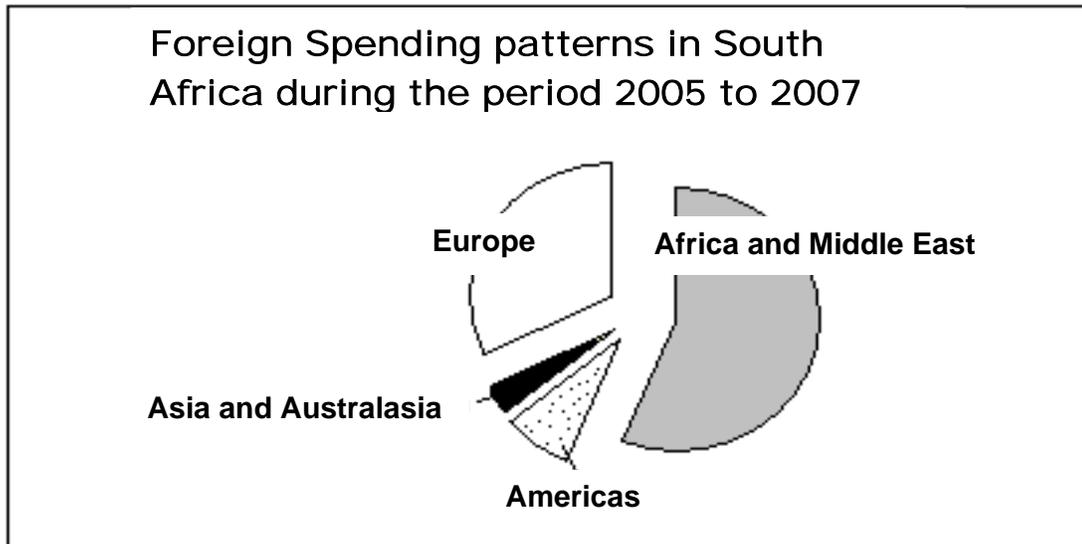
[Source: www.dfa.gov.za]

- 6.6.1 Explain the term *global event*. (2)
- 6.6.2 State TWO positive impacts of tourism in Africa that you think has resulted through the formation of the African Union. (4)
- 6.6.3 State TWO negative impacts of tourism in Africa that you think has resulted through the formation of the African Union. (4)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

7.1 Study the following graph and answer the questions that follow.



[Adapted from: *South African Tourism Quarterly Review, Q1 2007 (Jan –Mar.)*]

- 7.1.1 Identify the region that spent the most while visiting South Africa during the period 2005 to 2007. (1)
- 7.1.2 Give a reason why you think this region is a major inbound market for South Africa. (2)
- 7.1.3 Identify the region that spent the least amount of money while visiting South Africa. (1)
- 7.1.4 Suggest ONE way how this spending pattern can be increased. (2)

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

COMPLAINT BY A CUSTOMER TO FRIED CHICKEN CUSTOMER CARE PROGRAMME	SUPPLIER'S RESPONSE
<p>I'm really curious to know if the customer care division even reads people's complaints. It seems that there is a generic (general) response to every complaint sent out. People are enquiring about buying sauce and the same responses are given.</p> <p>Am I the only one noticing this?</p> <p>I don't expect a response from Fried Chicken on this one ... just wondering.</p>	<p>Thank you for the feedback regarding your query and your comments. Each complaint and compliment is read and then the correct feedback is provided to the customer. The customer is then contacted and a personal approach is taken. Telephonic feedback and correspondence is a better tool to reply to the customer. Once again, thank you for your comments and suggestions.</p> <p>Kind regards Fried Chicken Customer Care</p>
[Source: www.hellopeter.com]	

- 7.2.1 Identify the customer's complaint from the given extract. (2)
- 7.2.2 Explain the importance of customer feedback in any business. (2)
- 7.2.3 The customer sent the complaint via e-mail.
List TWO other methods businesses can use to obtain customer feedback. (2)

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

	<p>ADDRESS DELIVERED BY THE DEPUTY PRESIDENT, PHUMZILE MLAMBO NGCUKA, AT THE TOURISM INDABA 6 MAY 2006</p>	 <p>Welcome</p>
<p>I want to, again, emphasise the importance of customer care and building of lasting relationships with our visitors on the back of an already well-established world-class brand that we are.</p> <p>Our customer care has to be the best. South Africans love visitors. We love to make them happy and comfortable in our midst. It is also said that a heavenly experience is an experience where South Africans are taking care of hospitality. When we welcome someone in our homes we always encourage them to stay longer.</p> <p style="text-align: right;"><small>[Adapted from the internet: <i>News and Events</i> (www.dfa.gov.za)]</small></p>		

- 7.3.1 Explain why the deputy president believes that customer care is so important. (2)
- 7.3.2 Our Deputy President says that South Africa loves visitors and we love to make them happy.
- Give FOUR reasons why it is important for all South Africans to work as a team in developing correct attitudes towards customer care. (4)
- 7.3.3 One of South Africa Tourism's slogans is 'Tourism is everyone's business, play your part'.
- Suggest TWO ways in which you will play your part in welcoming tourists to South Africa. (2)
- [20]**

QUESTION 8

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




Pelican
Air Services

Tel: 0027 (0)11 973 3649
Cell: 0027 (0)83 375 2008
Fax: 0027 (0)11 395 3054

info@pelicanair.co.za
www.pelicanair.co.za

[Adapted from: *GSA Travel Marketing Magazine*, September 2006]

- 8.1.1 Give the e-mail address of Pelican Air Services and give your understanding of e-mail. (2)
- 8.1.2. Give the website address of Pelican Air Services and state why you would need to use this address. (2)
- 8.1.3 Explain the digits (grouping of numbers) of the following telephone number:

0027 (0)11 9733649
 └───┘ └───┘ └───┘
 A B C (3)

8.2 Choose the most appropriate mode of communication for each person below:

telephone; cellphone; fax; e-mail; photocopier

- 8.2.1 Xiang needs to communicate verbally with his partner in another city (1)
- 8.2.2 IT Travels urgently requires a copy of a reservation ticket (1)
- 8.2.3 A German tourist requires flight confirmation from a South African travel agency before he departs from Germany. (1)

TOTAL SECTION E: 30

GRAND TOTAL: 200