



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM
NOVEMBER 2016**

MARKS: 200

TIME: 3 hours

This question paper consists of 24 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 question on a NEW page.
4. In QUESTIONS 3.1 and 3.2, round off your answer to TWO decimal places.
5. Show ALL calculations where required.
6. You may use a non-programmable calculator.
7. Use the mark allocation at each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you 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

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Write down the question number (1.1.1–1.1.20), choose the answer and make a cross (X) over the letter (A–D) of your choice in the ANSWER BOOK.

EXAMPLE:

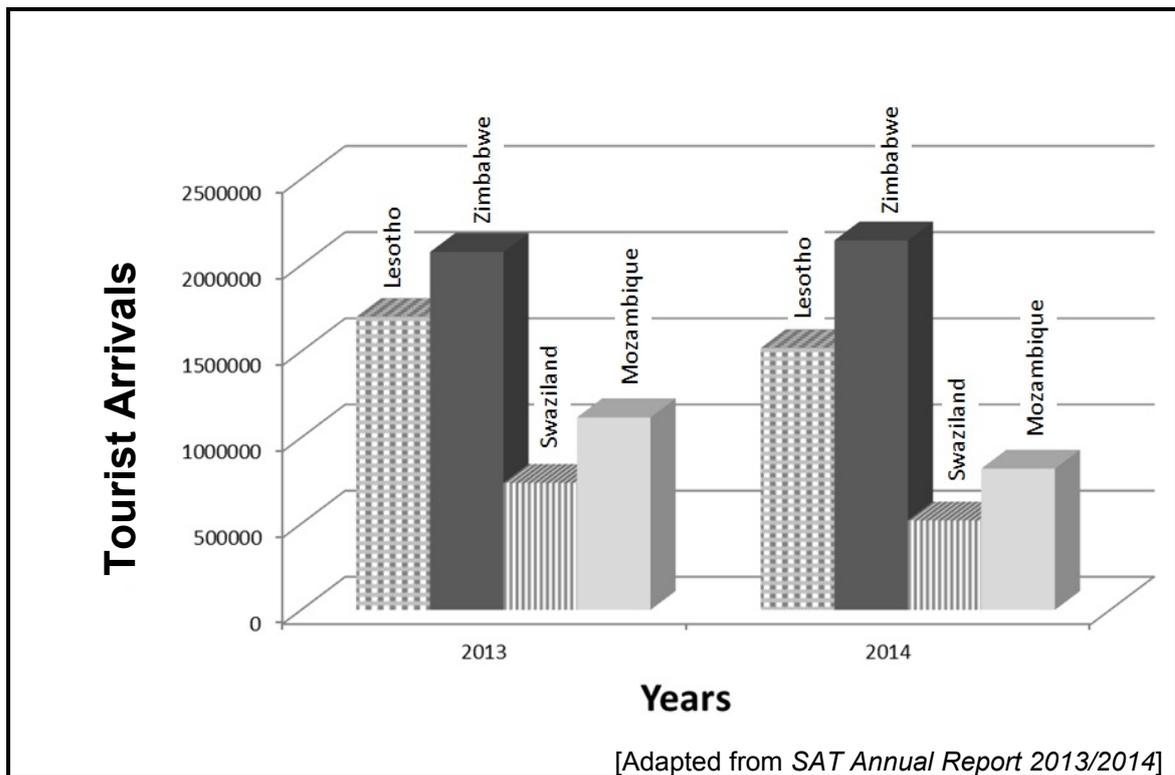
1.1.21 A B C D

- 1.1.1 The crowning of Rolene Strauss from South Africa as Miss World is an example of a ...



- A natural occurrence.
B global event.
C health indaba.
D tourism trade show.
- 1.1.2 A system used to transfer money from one country to another:
- A CAGR
B SWIFT
C CSIR
D IBAN
- 1.1.3 When travelling internationally, ... is a common criminal activity when cash is used as the main method of payment.
- A theft
B piracy
C phishing
D hacking

1.1.4 The bar graph below shows that this African land market remained a strong core market for the period 2013–2014.



- A Mozambique
- B Lesotho
- C Swaziland
- D Zimbabwe

1.1.5 The organisation responsible for collecting information on the arrival and departure of tourists to and from South Africa and which issues a report on its findings:

- A DTGS
- B Stats SA
- C DMOs
- D TGCSA

1.1.6 The United Kingdom practised DST from 1 March 2015 until 25 October 2015. The time difference between South Africa and the United Kingdom during this time was ...

- A two hours.
- B one hour.
- C three hours.
- D zero.

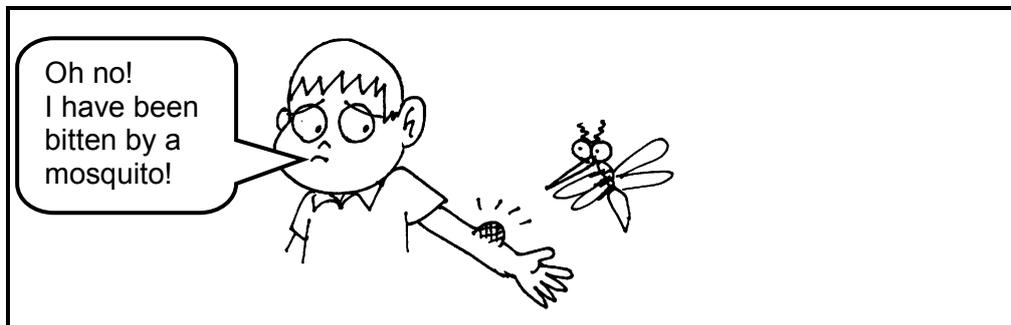
1.1.7 A passenger who flies on a 10 hour flight from South Africa to the United Kingdom will suffer from this travel-related condition:

- A Jet fatigue
- B Jet lag
- C Jet stress
- D Jet phobia

1.1.8 A tourist would like to carry his hunting rifle onto the aircraft as part of his hand luggage. The rifle will be regarded as a ... item.

- A prohibited
- B restricted
- C duty-free
- D checked

1.1.9 The incident depicted below may cause this disease:



- A Hepatitis
- B Bilharzia
- C HIV
- D Malaria

1.1.10 The currency that offers the best exchange rate when buying ZAR:

- A 1 British pound = ZAR21,50
- B 1 euro = ZAR15,34
- C 1 Canadian dollar = ZAR11,39
- D 1 US dollar = ZAR14,91

1.1.11 FTT (formerly FTTSA) certifies companies that ...

- A engage in unfair labour disputes.
- B practise sustainable tourism.
- C donate money to child welfare.
- D are BBBEE compliant.

- 1.1.12 This travel app (application) for Apple iPhones allows travellers to make responsible transportation choices based on their carbon footprint.



This app encourages ... travel.

- A cultural
 - B sustainable
 - C adventure
 - D educational
- 1.1.13 The ... virus, found mainly in South America, caused panic in the tourism industry in 2016.
- A bird flu
 - B SARS
 - C Ebola
 - D Zika
- 1.1.14 A code of conduct guides the behaviour of staff members in a business. The code of conduct is developed by the ...
- A trade unions and staff.
 - B managers and staff.
 - C staff members and the public.
 - D general public and management.
- 1.1.15 Corporate social investment refers to ...
- A businesses that invest their profits in foreign banks.
 - B individuals who arrange social events to market their products.
 - C businesses that give financial assistance to disadvantaged communities.
 - D individuals who invest money in order to get the highest possible interest.

1.1.16 This logo is displayed at all the World Heritage Sites:

A



B



C



D



1.1.17 The NDT Tourism Incentive Programme at Robben Island aims at enhancing (improving) sustainable practices in the tourism industry by ...

- A installing a solar energy system at the museum.
- B depending on diesel units for its power needs.
- C chopping down indigenous trees to generate electricity.
- D using coal for its power needs.

1.1.18 This icon was built to divide a city into two separate cities:

- A Great Wall of China
- B Auschwitz
- C Berlin Wall
- D Kremlin

1.1.19 The core business of SATourism is to ensure that ...

- A legislation for responsible tourism is enforced.
- B outbound South African tourists get value for money.
- C policy and legislation with regard to tourism are drafted.
- D the marketing efforts of tourism businesses are promoted.

1.1.20 The Getaway Show markets an outdoor lifestyle and adventure experiences for domestic tourists in the following provinces:

- A Western Cape and Gauteng
 - B Free State and KwaZulu-Natal
 - C Eastern Cape and North West
 - D Northern Cape and Limpopo
- (20 x 1) (20)

1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

medical emergencies; birth certificate; Black Forest; local time;
health certificate; cultural tourist; excursions; standard time; Big Ben

1.2.1 The cuckoo clock is a popular souvenir bought at this attraction.

1.2.2 A package tour may include these optional activities.

1.2.3 This document proves that the tourist has taken the necessary medical precautions before travelling.

1.2.4 This is the internationally recognised time of a region or country.

1.2.5 This type of traveller is interested in theatre and will visit the Sydney Opera House. (5 x 1) (5)

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

1.3.1 The river Seine in France can be classified as an (attraction/icon).

1.3.2 Tourists with an interest in architecture will visit (Petra/Auschwitz) in Jordan.

1.3.3 A positive experience by (employees/visitors) at an attraction contributes to the success of an attraction.

1.3.4 (Punctuality/Remuneration) is an example of professional accountability in the tourism industry.

1.3.5 The ITB is held in (London/Berlin). (5 x 1) (5)

- 1.4 Choose the name of the South African World Heritage Site from COLUMN B that matches a description in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Represents the Iron Age and is the site where the golden rhinoceros was found	A	uKhahlamba Drakensberg Park
1.4.2	Contains evidence of fossil remains dating back millions of years	B	Robben Island
1.4.3	Was once used as a hospital, military base and prison	C	Mapungubwe Cultural Landscape
1.4.4	A high-altitude site with rolling grasslands, steep-sided river valleys, rocky gorges and examples of rock art	D	iSimangaliso Wetland Park
1.4.5	A coastal site with the largest biodiverse estuarine (river mouth) system in the Southern Hemisphere	E	Cradle of Humankind
		F	Richtersveld Cultural and Botanical Landscape

(5 x 1)

(5)

1.5 Identify the international icons/attractions below. Write only the question number and the name of the icon in the ANSWER BOOK.

1.5.1 **EGYPT**



1.5.2 **INDIA**



1.5.3 **ISRAEL**



1.5.4 **NEPAL**



1.5.5 **RUSSIA**



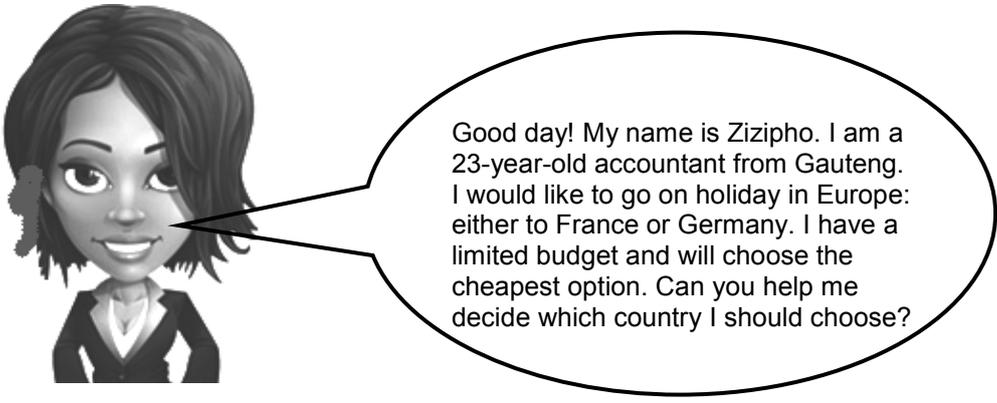
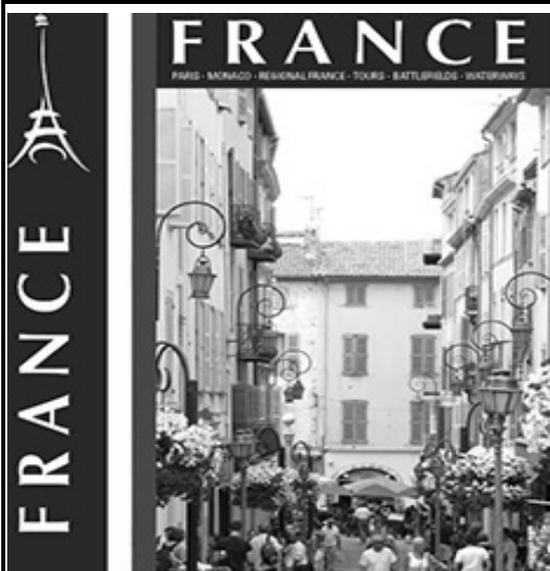
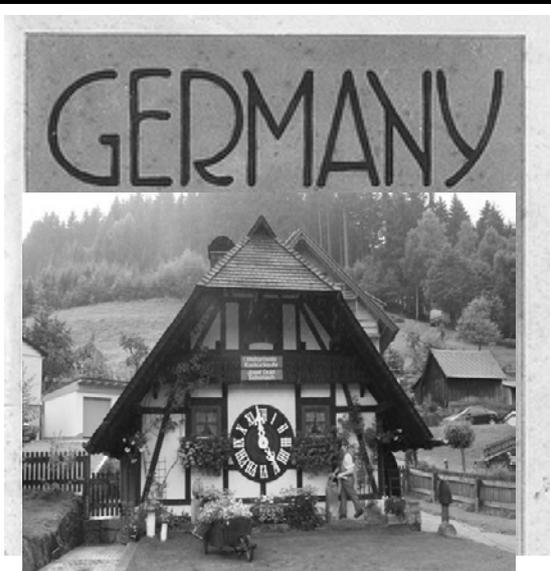
(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

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

 <p>Good day! My name is Zizipho. I am a 23-year-old accountant from Gauteng. I would like to go on holiday in Europe: either to France or Germany. I have a limited budget and will choose the cheapest option. Can you help me decide which country I should choose?</p>		
France?	OR	Germany?
		
<ul style="list-style-type: none"> • France remains the world's number one tourist destination. • Some of the greatest beaches in Europe are found here. • They have the highest mountains. <p>[Source: www.about-france.com]</p>		<ul style="list-style-type: none"> • Germany is regarded as one of the most diverse destinations in the world. • It has large cities, good infrastructure, small towns and villages. • They have the natural Black Forest region. <p>[Source: www.holidaysonlocation.com]</p>

2.1.1 Give ONE element and an example of the element that would be included in Zizipho's client profile, for example:

Element of a client profile: Occupation
 Example: Accountant

(2)

2.1.2 Compare the flight information of TWO airlines below and answer the questions that follow.

FLIGHT INFORMATION			
Airline	Departure and arrival times and airports	Flight number	Cost of return airfare
 Air France	20:00–06:20 OR TAMBO INTERNATIONAL – CHARLES DE GAULLE INTERNATIONAL	AF298	ZAR10 310,25
 Lufthansa	19:00–05:30 OR TAMBO INTERNATIONAL – FRANKFURT INTERNATIONAL	LH573	ZAR9 858,72

Keeping Zizipho's client profile in mind, identify the airline whose prices will better suit Zizipho's budget.

(2)

2.1.3 Study the information on accommodation and attractions in the two countries below and answer the questions that follow.

FRANCE	GERMANY
Accommodation 	Accommodation 
Magendie: Paris R1 850,00 per night	Green City Hotel: Vauban, Black Forest Region R1 540,00 per night

(a) Calculate the total cost of ONE night's accommodation and a return flight (in ZAR) for EACH destination, as indicated in QUESTION 2.1.2.

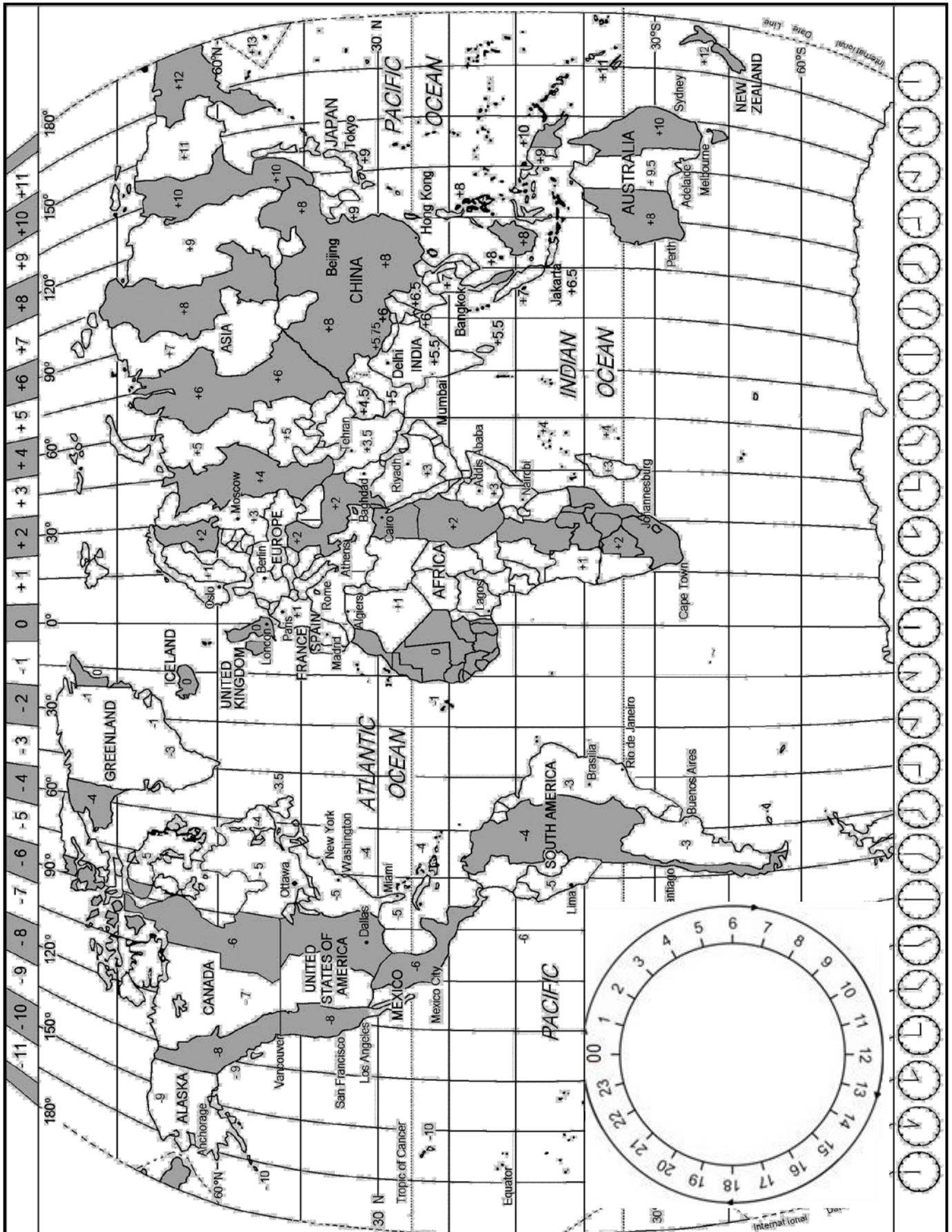
(4)

(b) Compare the two hotels.

Give ONE reason why the Green City Hotel suits Zizipho's client profile.

(2)

2.2 Study the World Time Zone Map below, read the information given and then answer the questions that follow.



2.2.1 Two students have enrolled for an e-learning course in Tourism Management. An online lecture (webinar) will start at 13:00 on 30 November 2016 in Madrid, Spain.

Calculate the time and date when EACH student will have to log in, in his/her country, to participate in the lecture.

<p>(a)</p> 	<p>Jo Li from Tokyo</p>	<p>(4)</p>
<p>(b)</p> 	<p>Brydon from San Francisco</p>	

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

<p>DALLAS HOSTED THE 2016 WTTC GLOBAL SUMMIT</p> <p>The WTTC Global Summit was held on 6–7 April 2016 in Dallas, Texas, at the Renaissance Dallas Hotel.</p>	
<p>The Minister of Tourism in South Africa, Mr Derek Hanekom, attended the summit. As the travel agent for the summit, you were required to book his flight and inform the shuttle service in Dallas about his time and date of arrival.</p> <p>NOTE: Dallas and London are both practising DST at this time of the year.</p>	

The flight details for Mr Hanekom from London to Dallas:

<p>FLIGHT PLAN</p>					
<p>Airline</p>	<p>Departure date</p>	<p>Departure city and airport</p>	<p>Departure time</p>	<p>Flying time</p>	<p>Arrival city and airport</p>
<p>DELTA airlines</p>	<p>Monday 5 April 2016</p>	<p>London – Heathrow International Airport</p>	<p>11:00</p>	<p>8 hours</p>	<p>Dallas – Dallas International Airport</p>

[Source: www.gsa.com]

- (a) Write out the abbreviation *DST*. (2)
- (b) Calculate the time and date of Mr Hanekom's arrival in Dallas. (6)

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

NEW VISA LAWS INTRODUCED BY THE DEPARTMENT OF HOME AFFAIRS
<ul style="list-style-type: none"> • Travellers to South Africa must appear in person at a consulate or an embassy to provide biometric data (electronic scanning of fingerprints and retinal scanning of the eye) when applying for visas. • Children travelling under the age of 18 must carry their unabridged (complete) birth certificate.
<p>Reasons for the new visa laws include:</p> <ul style="list-style-type: none"> • To avoid child trafficking • To prevent divorced parents from taking their children under the age of 18 out of the country without the permission of both parents • To reduce the number of illegal immigrants <p>These laws were relaxed (lessened) in the latter part of 2015 due to the decline in inbound international tourists.</p>

[Source: www.ft.com]

In a paragraph of 50 words, discuss the impact of these visa and travel laws on:

- South Africa's tourism industry
 - South Africa's national security
 - Criminal activities in South Africa
- (3 x 2) (6)

2.3.2 Study the picture below and answer the questions that follow.


<p>Pepper spray is an aerosol sprayed into the eyes of an attacker to temporarily blind the person. Many tourists carry pepper spray to protect themselves.</p>

Explain TWO reasons why pepper spray is a prohibited item and passengers are not allowed to carry it onto an aircraft.

(4)
[36]

QUESTION 3

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

A South African visited the United Kingdom in 2015 and in 2016. He bought fish and chips from the menu below on both trips.



Compare the value of the rand on both trips in the table below.

2015	2016
£1 = R22,55	£1 = R24,69

3.1.1 Calculate the cost of the fish and chips in ZAR:

NOTE: Show ALL calculations. Round off the answer to TWO decimal places.

- (a) In 2015 (2)
- (b) In 2016 (2)

3.1.2 State the year in which the tourist received the best value for his rand. (2)

3.2 Study the currency table below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
USA	USD	10,20	10,90

NOTE: Show ALL calculations. Round off the answer to TWO decimal places.

3.2.1 Mr Small, an American tourist, arrives in South Africa with USD12 600,00.

Calculate how much he will receive in rand when he exchanges his foreign currency at a foreign exchange bureau. (4)

3.2.2 Mr Small would like to exchange his remaining rands before he leaves South Africa. He goes to a foreign exchange bureau to exchange R2 750 for US dollar.

Calculate the amount that he will receive in US dollar. (4)

[14]

TOTAL SECTION B: 50

**SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM;
MARKETING**

QUESTION 4

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

Two contestants from South Africa are participating in the 2016 water-themed Awesome Race. The pictures and map below show international icons and attractions the contestants will visit during the race.

2016 WATER-THEMED AWESOME RACE

A

B

C

KEY:
- - - - -> Route
—————> Location of icon

Atlantic Ocean

Africa

Europe

Asia

Indian Ocean

Australia

- 4.1.1 Give the contestants the following information before the start of the race:
- (a) The continent from where they will depart (2)
 - (b) The name of the icons/attractions at **A** and **C** (4)
 - (c) ONE water-based activity the contestants will participate in at attraction **B** (2)

4.1.2 The film crew of the Awesome Race will follow the contestants to film the Asian leg of the race.

Write a paragraph discussing THREE ways in which the filming of the Awesome Race will impact positively on Thailand as a tourist destination. (6)

4.2 Compare the two extracts on historical icons below taken from a travel website and answer the questions that follow.

PARTHENON	COLOSSEUM
770 000 tourists per year	Four million tourists per year
	
<p>The Parthenon is an ancient Greek temple. The sculptures and the temple have been damaged by acid rain and car pollutants.</p>	<p>The Colosseum is one of the finest surviving examples of Roman architecture. However, it has been severely damaged by earthquakes and stone robbers.</p>

[Adapted from www.newworldencyclopedia.org]

- 4.2.1 Name ONE similarity between the two icons in terms of their location. (2)
- 4.2.2 Refer to the description of the Parthenon and state TWO ways in which human activities have led to the destruction of this icon. (4)
- 4.2.3 Suggest ONE measure to reduce the impact of four million visitors per year to the Colosseum. (2)

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

CRADLE OF HUMANKIND

The Cradle of Humankind is a large area situated in Gauteng and North West where many fossils (remains of old skeletons) are found.

MAROPENG VISITOR CENTRE AT THE CRADLE OF HUMANKIND

Maropeng is situated within the Cradle of Humankind, a short drive from the Sterkfontein Caves. It is a visitor centre with permanent displays of replicas (exact copies) of fossils found at the Sterkfontein Caves.

On 24 September 2015, Heritage Day, a record number of 2 500 tourists visited Maropeng to see the newly discovered fossil called *Homo naledi*.

The Maropeng visitor centre practises responsible tourism.

Examples include:

- Regular training of staff
- Providing safe equipment
- Creating job opportunities for the local community
- Practising Fair Trade Tourism (FTT) principles
- Sustainable waste management
- Wheelchair accessible

[Adapted from www.maropeng.co.za]

4.3.1 The visitor centre at the Cradle of Humankind could be regarded as a successful tourist attraction on Heritage Day 2015.

Do you agree with this statement? Motivate your answer. (2)

4.3.2 Explain how Maropeng's preferential (favoured) employment policy affects the local community. (2)

4.3.3 Discuss ONE strength and ONE weakness of universal access at Maropeng. (4)

[30]

QUESTION 5

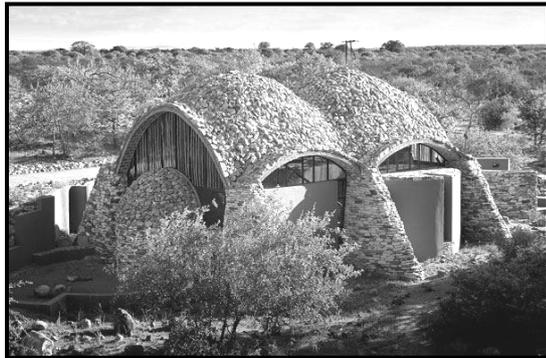
Study the website article below and answer the questions that follow.

CULTURAL WORLD HERITAGE SITES IN SOUTH AFRICA

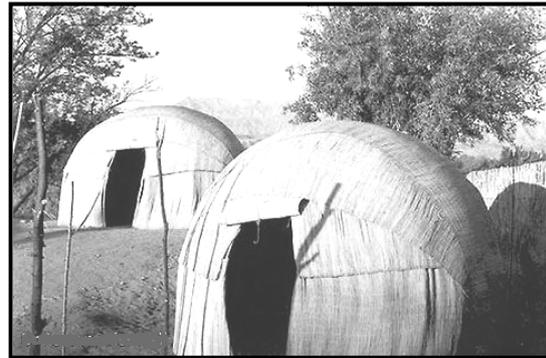
South Africa's cultural World Heritage Sites protect the cultural heritage of both present and past traditions and cultures.

Examples of cultural World Heritage Sites in South Africa:

A. Mapungubwe Cultural Landscape



B. Richtersveld Cultural and Botanical Landscape



[Adapted from www.whc.unesco.org]

- 5.1 Name the province where cultural World Heritage Site **A** is located. (2)
- 5.2 From the examples above, identify the South African World Heritage Site that used to be the largest kingdom on the African subcontinent. (2)
- 5.3 Give ONE economic activity that was practised by the culture identified in QUESTION 5.2. (2)
- 5.4 State TWO functions of the global organisation that oversees (watches over) the World Heritage Sites in South Africa. (4)
- [10]**

QUESTION 6

As the communications officer of SATourism, write an article focusing on how South Africa is marketed as a destination of choice.

Include the following subheadings in your article:

- The role of SATourism (2)
 - The role of TOMSA (2)
 - ONE South African and ONE international travel trade show where South Africa is marketed (2)
 - The elements found on South Africa's brand logo (2)
 - The importance of marketing South Africa as a destination of choice (2)
- [10]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the brand images of companies below and answer the questions that follow.

The professional image of a company is more than just a recognisable and trustworthy brand. It is portrayed (shown) in many ways other than the physical appearance of the buildings and the staff.

A	B	C
		
D	E	F
		

- 7.1 Identify TWO tourism companies above where the staff must have excellent telephone skills and e-mail writing skills when making transport bookings.
(2)
- 7.2 Give ONE reason for your choice in QUESTION 7.1
(2)
- 7.3 List FOUR elements that must appear on the letterhead of Sunset Air that will project a professional image.
(4)
- 7.4 Give ONE example of how the companies in QUESTION 7.1 may improve their e-mail writing skills to promote their professional image.
(2)

[10]

QUESTION 8

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

SUSTAINABLE TOURIST ACCOMMODATION**THE STARLIGHT HOTELS GROUP**

The Starlight Hotels group takes the sustainability of their hotels very seriously.



The group ensures sustainable practices by reducing costs, being more energy efficient and less wasteful.

Tourists may choose the 'no-cleaning green option' when they book accommodation at the hotel. The 'no cleaning green option' means the hotel room will not be cleaned or serviced for three consecutive (following) days during the guest's stay.

8.1.1 Identify ONE way in the information above in which the Starlight Hotels group practises EACH of the following pillars of the triple bottom line:

- (a) Environmental pillar (2)
- (b) Economic pillar (2)

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

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

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

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

Individuals who demonstrate environmentally friendly behaviour at home and in everyday life are likely to behave in the same manner when on holiday.

8.2.1 Do you agree with the statement above? Motivate your answer. (2)

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

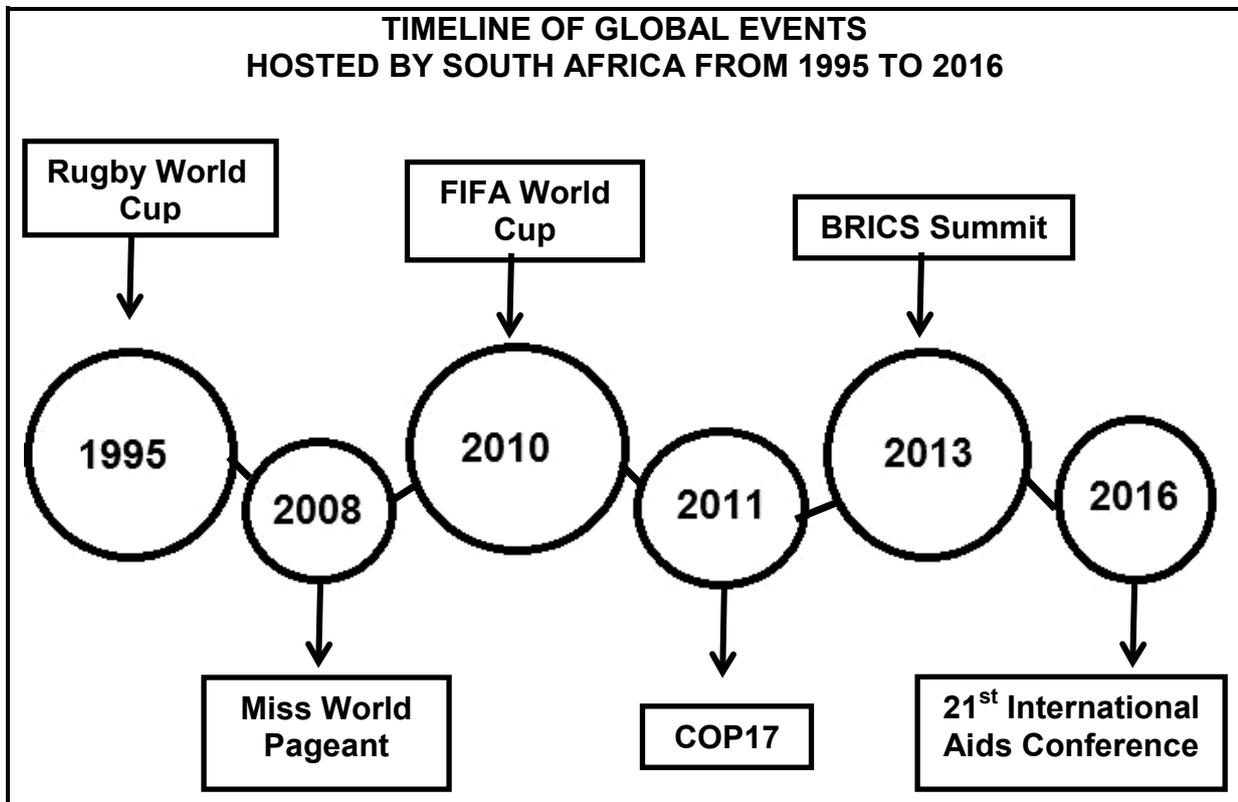
[20]

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE**

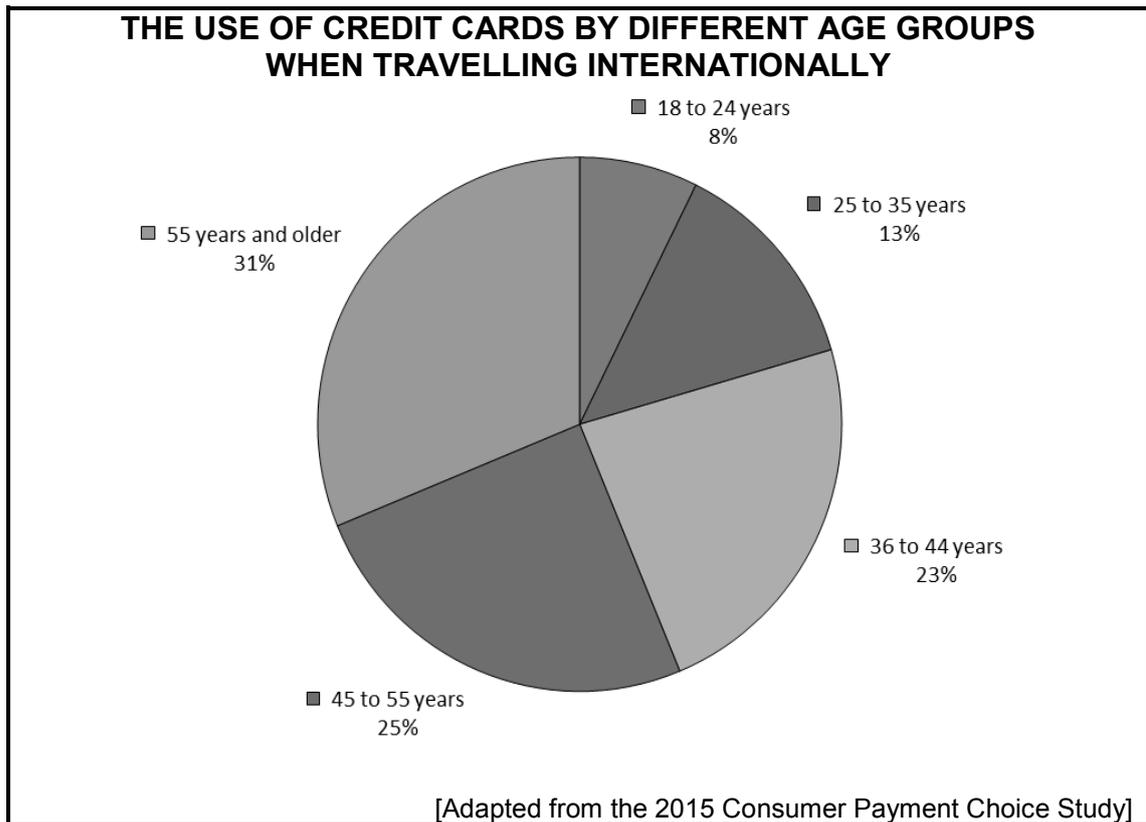
QUESTION 9

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



- 9.1.1 Explain the heading 'Timeline of Global Events Hosted by South Africa from 1995 to 2016'. (2)
- 9.1.2 Apart from job creation and skills development, discuss TWO other positive impacts the above events had on the economy of South Africa regarding:
- (a) Investments (4)
- (b) Infrastructure (4)
- 9.1.3 Discuss THREE ways in which South Africa can maintain its competitive edge in order to host future global events. (6)

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



- 9.2.1 Identify the age category where credit cards are the preferred method of payment when travelling internationally. (2)
- 9.2.2 Give TWO reasons why the age group identified in QUESTION 9.2.1 prefers to use credit cards. (4)
- [22]**

QUESTION 10

- 10.1 Give ONE reason why it is important for businesses to get feedback from their customers. (2)
- 10.2 Give TWO examples of customer surveys used by businesses. (2)
- 10.3 Explain TWO ways in which feedback from customers may inform and empower staff to improve their customer service delivery. (4)
- [8]**

TOTAL SECTION E: 30
GRAND TOTAL: 200