



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

FEBRUARY/MARCH 2013

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: SECTIONS A, B, C, D and E.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTION 7.3 answers should be rounded off correctly to TWO decimal places.
5. You may use a non-programmable pocket calculator.
6. Write neatly and legible.
7. 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	Sustainable and Responsible 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 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 (1.1.1–1.1.20) in the ANSWER BOOK.
- 1.1.1 The ... is responsible for national tourism policy and regulation, and development of tourism in South Africa.
- A NDT
 - B TEP
 - C DTI
 - D SAT
- 1.1.2 South African Tourism is the national tourism body responsible for marketing South Africa as a tourism destination of choice ...
- A both internationally and domestically.
 - B only internationally.
 - C only domestically.
 - D None of the above-mentioned
- 1.1.3 A tourist visa is issued by the ...
- A country where you are born.
 - B country where you are living.
 - C country to be visited.
 - D All the above-mentioned
- 1.1.4 The total value of goods and services produced and consumed in a country in a given year:
- A Tourism Satellite Account
 - B Gross Domestic Product
 - C National Tourism Sector Strategy
 - D National Tourism Service Excellence Initiative
- 1.1.5 ... is now called CATHSSETA as the official organisation responsible for skills development in tourism.
- A MERSETA
 - B THETA
 - C ETDP SETA
 - D TETA

- 1.1.6 An employee at a five-star hotel whose job is to assist guests by making theatre and restaurant reservations as well as tour and travel arrangements:
- A Manager
 - B Receptionist
 - C Concierge
 - D Porter
- 1.1.7 This annual award is given to best performing small emerging businesses:
- A Imvelo Awards
 - B SANParks Kudu Awards
 - C Welcome Awards
 - D ETEYA Awards
- 1.1.8 IsiXhosa-speaking people are predominantly found in these two provinces:
- A KwaZulu-Natal and Limpopo
 - B Eastern Cape and Western Cape
 - C North West and Limpopo
 - D Free State and Mpumalanga
- 1.1.9 The amount of carbon dioxide (CO₂) that an individual contributes to the environment in his/her daily activities is referred to as ...
- A the carbon footprint calculator.
 - B his/her carbon footprint.
 - C carbon tax.
 - D carbon dioxide.
- 1.1.10 The aim of the organisation represented by this logo is to ...



- A collect tourism statistics globally.
- B regulate travel-related health issues globally.
- C regulate international trade in endangered species.
- D stop the destruction of the planet's natural environment.

- 1.1.11 The ... is responsible for supporting the development and growth of SMMEs in the tourism sector.
- A GDP
 - B CATHSSETA
 - C TEP
 - D FTTSA
- 1.1.12 The country with the most time zones:
- A Australia
 - B United States of America
 - C New Zealand
 - D Russia
- 1.1.13 The practice of getting more sunlight hours in a day in summer is called....
- A IDL.
 - B DST.
 - C UTC.
 - D GMT.
- 1.1.14 This is the logo of the ...



- A South African Developing Community.
 - B Southern African Developing Community.
 - C South African Development Community.
 - D Southern African Development Community.
- 1.1.15 The organisation responsible for collecting tourism levies in South Africa:
- A TOMSA
 - B NDT
 - C SA Tourism
 - D Gauteng Tourism

- 1.1.16 This organisation monitors the quality of accommodation and conference venues throughout South Africa:
- A FTTSA
 - B TGCSA
 - C SAACI
 - D ASATA
- 1.1.17 Service excellence includes ...
- A making an effort to ensure that the person receiving the service is happy.
 - B working with a smile and delivering quality work with a good attitude and respect.
 - C exceeding the needs and expectations of the consumer about the products and services by going the extra mile.
 - D All the above-mentioned
- 1.1.18 An element of the marketing mix that includes advertising, trade exhibitions, public relations and direct marketing:
- A Price
 - B Place
 - C Product
 - D Promotion
- 1.1.19 This city in South Africa hosted COP17 in 2011:



- A Cape Town
- B Durban
- C Bloemfontein
- D Johannesburg

1.1.20 A time difference of 5,5 between two countries on a time zone map means ...

- A 5 hours 50 minutes.
- B 5 hours 30 minutes.
- C 5 hours 15 minutes.
- D 5 hours 45 minutes.

(20 x 1) (20)

1.2 Different role players work together to ensure a successful tourism industry. Each has a special function in the tourism industry.

Give ONE function of each of the following role players by choosing a function from the list below. Write only the answer next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

products and SMME; transport; marketing and branding; skills and service levels; quality assurance; redressing past imbalances; safety
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1.2.1 CATHSSETA and NDT

1.2.2 South African Tourism (SAT)

1.2.3 The Tourism Grading Council of South Africa (TGCSA) and the Registrar of Tourist Guides (NDT and provinces)

1.2.4 The South African Vehicle Renting and Leasing Association (SAVRALA)

1.2.5 The sector transformation division of NDT (5)

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

1.3.1 (Cape Town/Johannesburg) is branding itself as the Mother City.

1.3.2 (Backpacking South Africa/The Timeshare Institute of South Africa) is a trust organisation that introduces budget travellers to a fun and exciting way to travel in South Africa.

1.3.3 A (medical safari/spafari) experience is offered to tourists interested in an African safari combined with relaxation treatments.

1.3.4 (Robben Island/Table Mountain) is the only South African icon listed in 2011 as one of the New Seven Wonders of Nature.

1.3.5 (Man and Biosphere/The Ramsar Convention) focuses on research and improving the relationship of people with their environment globally. (5)

1.4 Choose a service from COLUMN B that matches the service provider in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

COLUMN A	COLUMN B
1.4.1 Regional tourist office	A international driver's permit
1.4.2 Travel clinic	B visa document
1.4.3 Department of Home Affairs	C forex
1.4.4 Commercial banks	D yellow fever certificate
1.4.5 Embassy	E information on attractions
	F passport

(5 x 1) (5)

1.5 Study the cartoon and complete the paragraph by using the words in the list below. Write only the answer next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

transport; flooding; earth; greenhouse; atmosphere; climate change



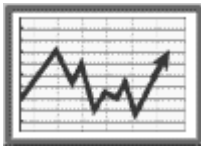
The cartoon illustrates (1.5.1) ... as a result of (1.5.2) ... Tourists are encouraged to use more environmentally friendly modes of (1.5.3) ... such as smaller vehicles that would help reduce (1.5.4) ... gas emissions into the (1.5.5) ...

(5)

TOTAL SECTION A: 40

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

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

SERVICE EXCELLENCE = MORE MONEY INTO THE ECONOMY AND INTO COMMUNITIES**Tourism brings in money**

South Africa has identified tourism as a major sector in terms of economic growth (contribution to the GDP), job creation, foreign exchange generation, rural development, poverty alleviation, and black economic empowerment.

Communities benefit

The development of community tourism products, such as traditional restaurants, guided tours, drama and choral groups, and arts and crafts groups, have the potential to generate income for the tourism industry in all communities.

Change the way we look at customers

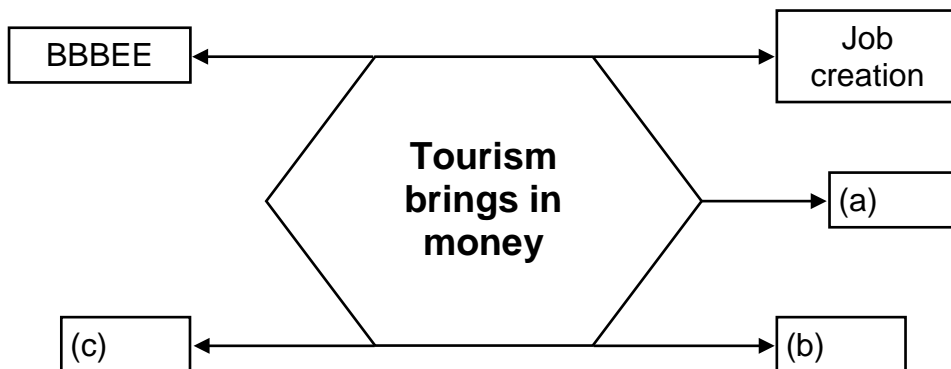
Large amounts of money are invested in the development of community tourism products. However, the people working in these businesses do not always understand what value the delivery of excellent service can bring to the business.

The importance of excellent customer service

Incidents of poor service must be exceptions rather than the rule. It is important to remember that happy customers are repeat customers and unhappy customers spread the news about the poor service they received.

[Adapted from: *Tourism Annual Report 2010/2011*]

- 2.1.1 Refer to the extract and complete the spider diagram below to show how tourism generates (makes) money for the country. Write only the answer next to the letter (a–c) in the ANSWER BOOK.



(3)

- 2.1.2 List THREE ways in which a community can benefit from the selling of their tourism products and services. (3)


- 2.1.3 Explain ONE way in which service excellence can positively influence the profits of a tourism business. (2)

- 2.1.4 Explain how the following quote is relevant to tourism businesses:

'Incidents of poor service must be exceptions rather than the rule.'

(2)

- 2.2 Study the text below and answer the questions that follow.

	<p>South Africa's tourism industry needs to transform even more. The rate of transformation in the tourism industry has been very slow. Existing tourism businesses have to transform more and more black-owned businesses must be established.</p>
<p>Minister of Tourism Marthinus van Schalkwyk</p>	<p>The BBBEE code for tourism became policy in May 2009 and tourism businesses are now forced by law to comply.</p>
<p>[Adapted from: <i>National Tourism Sector Strategy</i>, February 2011]</p>	

- 2.2.1 Write out the abbreviation *BBBEE* in full. (2)

- 2.2.2 Identify the TWO main areas in the extract where BBBEE is still not compliant (not fully implemented). (2)

- 2.2.3 State TWO disadvantages for a tourism business if it does not comply with BBBEE regulations. (4)

- 2.2.4 State TWO ways in which TEP assists emerging tourism businesses. (4)

2.2.5 Complete the sentences below. Write only the missing word(s) next to the letter (a–b) in the ANSWER BOOK.



(a) The campaign above forms part of the ... strategy. (1)

(b) The campaign aims to provide ... holiday packages to South Africans to experience their own country. (1)

2.2.6 Discuss TWO ways in which the campaign in QUESTION 2.2.5 will redress past imbalances in tourism. (4)
[28]

QUESTION 3

Read the information below and answer the questions that follow.



THE CONFERENCE COMPANY

At The Conference Company, our love for the business tourism industry is evident in our personalised service and attention to detail.

PROFESSIONAL CONFERENCE ORGANISERS

OUR SERVICES INCLUDE:

<ul style="list-style-type: none"> ▪ Consultation and coordination ▪ Secretarial and administrative services ▪ Registration and management of delegates 	<ul style="list-style-type: none"> ▪ Arrangement of accommodation and travel ▪ Shuttle services ▪ Arrangement of pre- and post-conference tours
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3.1 You are interested in working for The Conference Company.
Name any ONE qualification received from a tertiary institution that will qualify you to be employed by The Conference Company. (2)

3.2 Name TWO possible duties that may be required of you as an employee in the conference transport services department. (4)

- 3.3 Being part of The Conference Company's team would require an employee to work beyond business hours.
- 3.3.1 Name the document where an employee could find information about work hours. (2)
- 3.3.2 Give TWO reasons why a person employed at The Conference Company would be required to work after business hours. (4)
- [12]**
- TOTAL SECTION B: 40**

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

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

The effects of tourism are often compared to that of fire: it can cook your food and heat your home, but it can also burn the house down. (This means that although tourism has many benefits, if it is not managed correctly, it can cause serious damage.)

Advantages of tourism:

- Provides employment and income opportunities
- Can finance protected areas and raise awareness of visitors and hosts

Disadvantages of tourism:

- It may use large amounts of natural resources and destroy ecosystems
- It may raise the cost of living for local people
- It may destroy local culture
- Profits may flow out of the destination with few local benefits

Maintaining the positive effects of tourism on a community and a destination means:

- Conserving the environment
- Having sound policies and legal frameworks in place
- Using appropriate technology
- The commitment of the stakeholders

Tourism development must protect the environment and bring social and economic benefits to host communities.

[Adapted from: *Convention on Biological Diversity*, 2010]

4.1.1 Identify the sentence from the extract that illustrates the triple bottom-line approach to sustainable tourism. (2)

4.1.2 Read the information in the block below and answer the question that follows.

Uncontrolled tourism development and practices include:

- The building of structures in environmentally sensitive areas
- Activities that can damage the natural environment
- Allowing too many tourists in a particular area
- The absence of policies that regulate development and practices

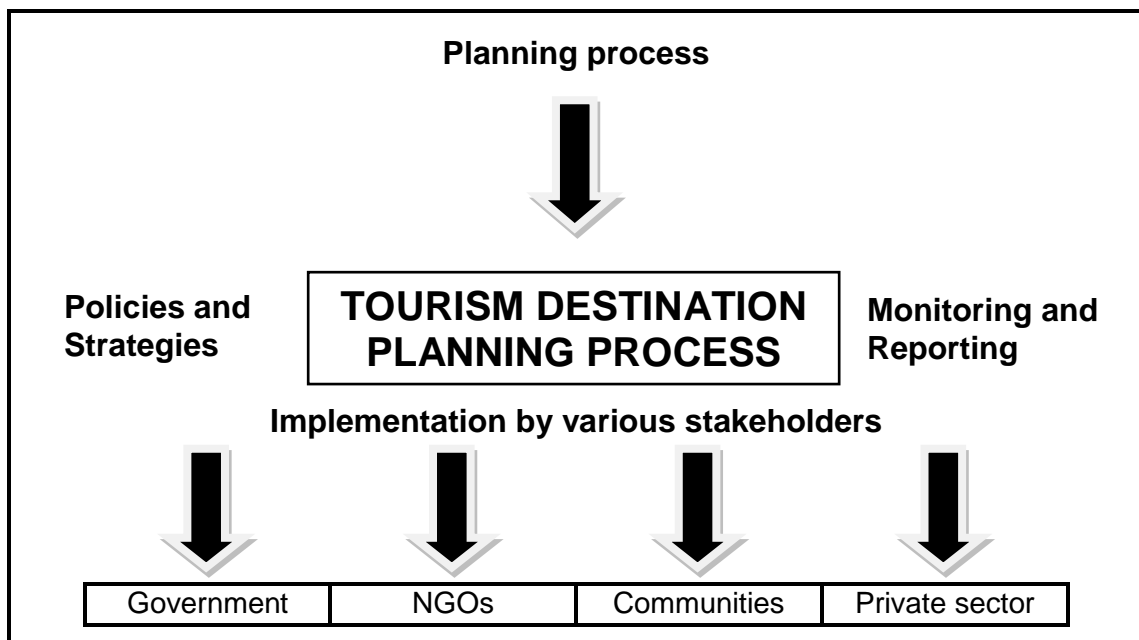
Explain how uncontrolled tourism development can cause the following:

(a) Destruction of local culture (2)

(b) Profits flowing out of the destination with few local benefits (2)

4.1.3 Discuss the importance of creating a partnership with the host community so that the tourism project or destination can be sustained. (2)

4.2 The flow diagram below illustrates the processes of sustainable tourism which requires planning, policy and legal frameworks and partnerships with various stakeholders.



4.2.1 Name the FOUR stages in planning a tourism destination project. (4)

4.2.2 The National Department of Tourism introduced guidelines and held conferences and award ceremonies to show its commitment to responsible tourism.

Name the following strategies and awards put in place by the NDT:


- (a) Guidelines on responsible tourism set by the government in 2002 (2)
- (b) The conference on climate change held in Durban in 2011 (2)
- (c) An award that recognises tourism businesses that have committed themselves to responsible tourism principles (2)
- (d) This organisation awards certification to tourism businesses for their excellent implementation of the triple bottom-line approach (2)

4.2.3 Discuss the role played by NGOs in sustaining a tourism project. (2) [22]

QUESTION 5

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

**Dream it.
Do it.
You can with Budget.**



Now you can find adventure and enjoy a new experience ...

The Budget way

- Affordable
- Outlets countrywide
- World-class service
- Wide range of vehicles
- Variety of packages



Visit www.budget.co.za
or call +27 86 101 66 22

- 5.1.1 Identify the product being advertised. (1)
- 5.1.2 Explain how Budget has effectively used the elements of the marketing mix, place and price, to market their product in the advertisement. (4)
- 5.1.3 Identify the slogan used by Budget and explain how this slogan would motivate people to travel. (3)
- 5.1.4 This advertisement is an example of a print media advertisement. State ONE disadvantage of using print media. (2)
- 5.1.5 Explain how Budget can determine the effectiveness of the advertisement. (2)

- 5.2 Complete the table on the different festivals held in South Africa below. Write only the answer next to the question number (5.2.1–5.2.6) in the ANSWER BOOK.

NAME OF THE FESTIVAL	TOWN/CITY WHERE IT IS HELD	DESCRIPTION OF THE FESTIVAL
5.2.1	5.2.2	Cape Minstrels parade the streets dressed in colourful clothes, singing and dancing
5.2.3	Grahamstown	5.2.4
Macufe	5.2.5	5.2.6

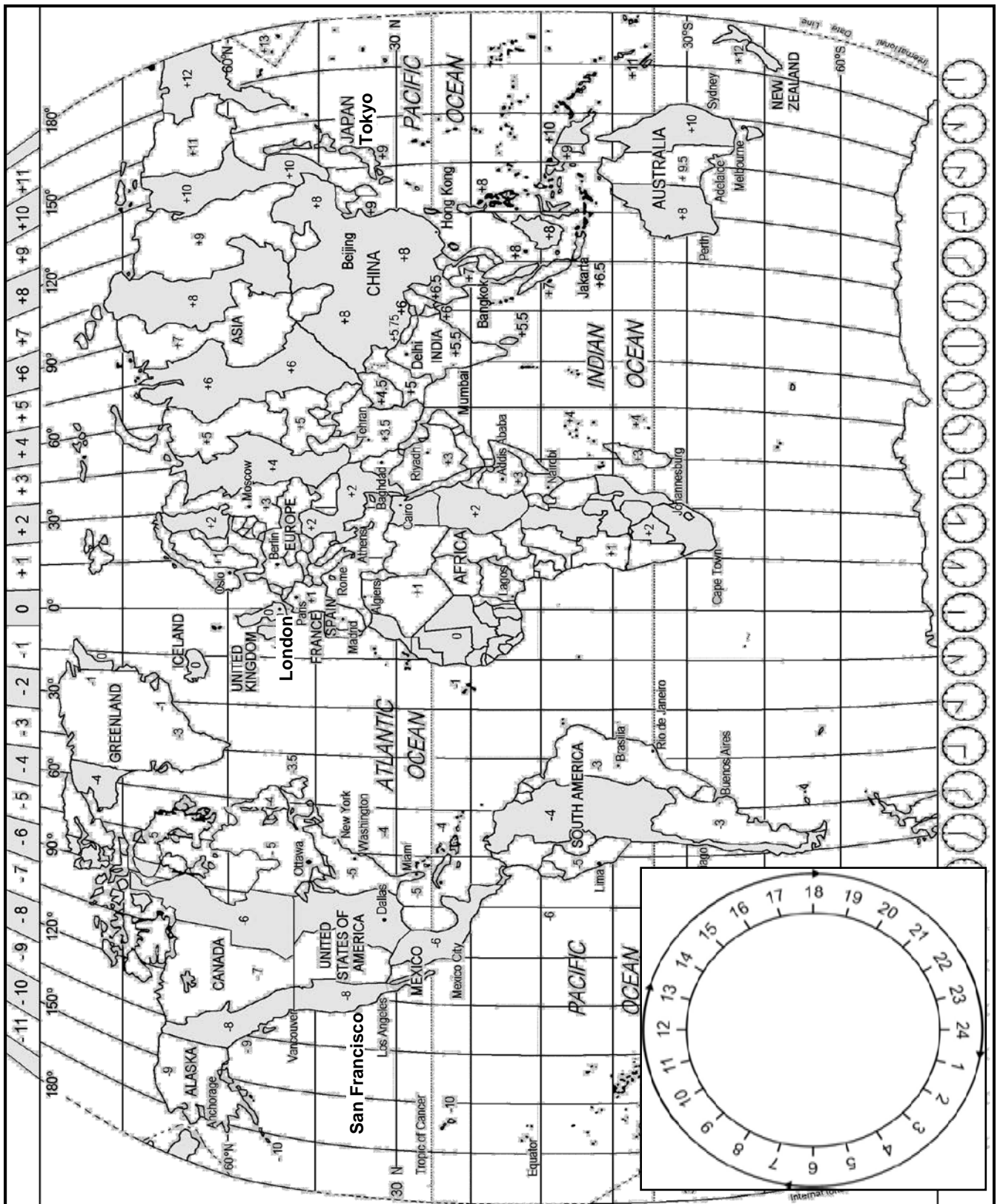
(6)
[18]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 Study the world time zone map below and answer the questions that follow.



6.1 Study the cellphone app (application) below that shows the different times around the world and answer the questions that follow. Show ALL calculations.



- 6.1.1 Refer to the time in London and calculate the time and date/day in Tokyo. Ignore DST. (6)
- 6.1.2 State ONE advantage for a business tourist if he can access this application (information) from his phone. (2)
- 6.1.3 A business traveller departs from Tokyo to San Francisco at 08:00 on Tuesday. The flying time will be 14 hours. Calculate the arrival time and day in San Francisco. Apply DST for San Francisco. (6)

6.2 Study the boarding pass below and answer the questions that follow.



- 6.2.1 Identify the travel class used by Mr Luka. (1)
- 6.2.2 Name the airport where Mr Luka departed from. (1)
- 6.2.3 Explain your understanding of a *boarding pass*. (2)

6.3 Study the weather for the town below and answer the questions that follow.

	<p>Graskop, Mpumalanga</p> <p>15 December</p> <p>Maximum: 34 °C Minimum: 15 °C</p>
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6.3.1 Describe the weather for the day. (2)

6.3.2 Advise a tourist on TWO suitable clothing items to pack according to the weather forecast for the day. (2)
[22]

QUESTION 7

7.1 Refer to the tables below and answer the questions that follow.

Table 1: South African Tourism Index: January to March 2011

Total tourist arrivals	2 051 776	↑	7,1%
Africa land markets	1 428 859	↑	8,7%
Africa air markets	83 280	↑	9,9%
Americas	95 586	↑	16,8%
Asia and Australasia	85 622	↑	20,1%
Europe	352 850	↓	-2,3%

Table 2

	1st quarter 2010	1st quarter 2011
Estimated average spending in SA per foreign tourist	R10 000	R9 000
• Land markets	R9 100	R8 200
• Air markets	R12 100	R11 100
Average length of stay	8,1 nights	8,1 nights
• Land markets	4,8 nights	4,6 nights
• Air markets	16,3 nights	17,3 nights
Total cost of bed nights spent in SA	R14,8 million	R15,9 million
• Land markets	R6,4 million	R6,6 million
• Air markets	R8,4 million	R9,2 million

[Source: South African Tourism Domestic Survey, South African Tourism]

7.1.1 In Table 1, Europe is the only market that showed negative growth. Give ONE possible reason for the negative growth. (2)

- 7.1.2 (a) Refer to Table 2. Compare the land and air markets of 2011. Explain each market in terms of the following:
- A definition of the market
 - Average spending per tourist
 - Average length of stay
- (6)
- (b) Name the continent from which South Africa gets most of its inbound land markets. (2)
- (c) Give ONE reason why land markets from this continent visit South Africa. (2)

7.2 Complete the following sentences by filling in the missing word(s). Write only the word(s) next to the letter (a–b) in the ANSWER BOOK.

- (a) The ... is used when a tourist exchanges ZAR for a foreign currency when in South Africa. (1)
- (b) The ... is used when a tourist exchanges foreign currency for ZAR when in South Africa. (1)

7.3 Study the exchange rate table below and answer the questions that follow. Round off correctly to TWO decimal places and indicate the base currency in your final answer. Show ALL calculations.

CURRENCY	CODE	BSR
British pound	GBP	R12,11

- 7.3.1 At the 2012 London Olympic Games a ticket for the opening ceremony cost GBP 70.
- Use the bank selling rate (BSR) above to calculate the cost of a ticket for a tourist from South Africa. (3)
- 7.3.2 Mr Singh from South Africa wants to attend the Games in London. He has saved R15 800 for spending money for his trip. He visits his nearest foreign exchange bureau to obtain the correct currency.
- Calculate the amount of spending money he will receive in British pounds. (3)

- 7.4 Study the headings below that appeared on a travel website and answer the questions that follow.

Travel News

18 September

Two British nationals attacked at Kenyan resort

1 October

French woman kidnapped from North Kenyan coast

7 October

**Western governments:
'Stay away from Kenya!'**

10 November

**Kenyan tourism hurt by
new kidnapping**

- 7.4.1 Explain TWO ways in which the kidnapping can impact negatively on the tourism industry in Kenya. (4)
- 7.4.2 State TWO ways in which the negative impact of these incidences on tourist attractions in Kenya could be minimised. (4)
- [28]**

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

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

UNDERSTANDING CUSTOMER NEEDS AND EXPECTATIONS



[Source: www.mcHumor.com]

- 8.1.1 (a) Do you think this type of accommodation will meet the needs of the tourists in the cartoon? (1)
- (b) Give ONE reason for your answer. (2)
- 8.1.2 The bus in the cartoon is not a suitable mode of transport for the tourists. Suggest TWO ways in which this bus can be adapted to meet their needs. (4)
- 8.1.3 (a) Explain the purpose of the 'Feedback' box next to the tour manager. (2)
- (b) Do you think it is acceptable to collect feedback before they go on the tour? (1)
- (c) Give ONE reason for your answer to QUESTION 8.1.3(b). (2)
- 8.1.4 Performance management is a process where employees are evaluated (appraised) on performance.

Discuss ONE way in which performance management in a tourism business can improve service delivery to customers. (2)

8.2

	<p>Research recently published in the document <i>Customer Service Delivery in South Africa</i> clearly stated that good customer service is ...</p>
<p>not good enough!</p>	

Ignoring a customer, not being helpful and being unfriendly are a few examples of an indifferent attitude towards a customer.

8.2.1 State TWO negative consequences of an employee's indifferent attitude towards a customer. (4)

8.2.2 Recommend ONE way in which good service can be changed into excellent service in each of the following scenarios:

(a) A lady is walking towards a restaurant with a baby on the hip, shopping bags in the one hand and holding on to the hand of a 2-year-old child with the other. The waiter opens the door for her. (2)

(b) A tourist asks the receptionist where the local tavern is. The receptionist answers: 'Let me draw a map for you. It will be a lot easier for you to find.' (2)
[22]

QUESTION 9

9.1 Give ONE reason why businesses send their staff members on team building programmes. (2)

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

MOVE YOUR BUSINESS FROM

~~POSTBOX~~ to...



www.tourismupdate.co.za / info@tourismupdate.co.za

[Adapted from: *Tourism Update*, November 2011]

9.2.1 (a) Identify the e-mail address in the advertisement above. (1)

(b) Identify the website address in the advertisement above. (1)

9.2.2	Explain what an inbox is used for.	(2)
9.2.3	State TWO advantages if a business changed from a post box to an inbox.	(2)
		[8]
	TOTAL SECTION E:	30
	GRAND TOTAL:	200