



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2014

MARKS: 200

TIME: 3 hours

This question paper consists of 25 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 3.2 and 3.3, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. Use the mark allocation at each question as a guide to the length of your answer.
7. Write neatly and legibly.
8. 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 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, for example 1.1.21 D.

1.1.1 The Grand Canyon is located in the ...

- A UK.
- B USA.
- C SADC.
- D EU.

1.1.2 This icon is found in London:

- A Auschwitz
- B Niagara Falls
- C Big Ben
- D Algarve

1.1.3 The 2014 FIFA World Cup, a global event, has the following characteristic:

- A The host country is not allowed to get sponsorships for the event.
- B Only the host country is responsible for funding the entire event.
- C Only the host country is responsible for granting media rights to other countries.
- D The host country co-organises the event, which has multi-country participation.

1.1.4 The attack on the Westgate Mall in Kenya is an example of this type of unforeseen occurrence:

Kenya mall attack



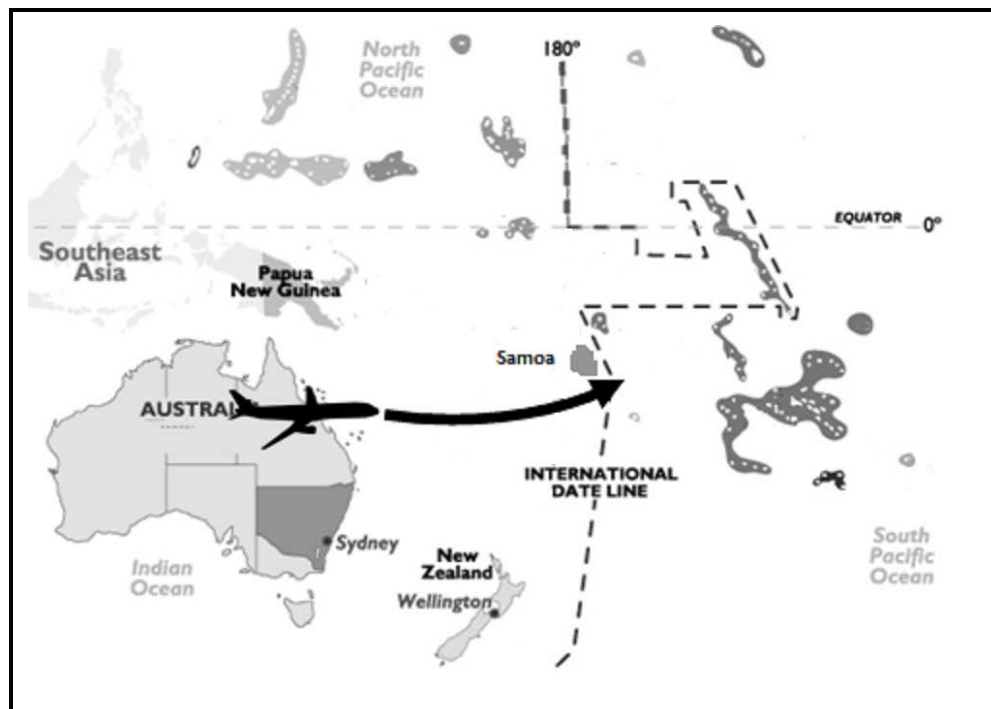
- A Recession
- B Terrorism
- C Natural disaster
- D Accident

- 1.1.5 An 18-year-old gap year student with a very limited budget would prefer to use this type of accommodation and transport:
- A Self-catering cottage and hired car
 - B Backpackers' lodge and public transport
 - C Luxury game lodge and public transport
 - D Three star hotel and a shuttle
- 1.1.6 What advice would you give to a tourist travelling to a country that has an outbreak of cholera?
- A Apply sun block regularly.
 - B Drink bottled water.
 - C Do not swim in the sea.
 - D Take malaria tablets.
- 1.1.7 A reason why many countries in the Northern Hemisphere practise DST:
- A To avoid having too many time zones
 - B To have more leisure daylight hours
 - C To have fewer leisure daylight hours
 - D To prevent an outbreak of avian flu
- 1.1.8 Name the function of the organisation represented by the following logo:



- A Informs tourists about health regulations
- B Informs tourism role-players about global tourism statistics
- C Regulates air travel in the aviation industry
- D Regulates trading in endangered species

- 1.1.9 Tourists flying from west to east, according to the direction shown on the map below, will ...



- A gain a day by crossing the IDL.
 - B lose a day by crossing the IDL.
 - C lose one hour by crossing the IDL.
 - D neither lose nor gain a day by crossing the IDL.
- 1.1.10 This religious icon is found in Jerusalem in Israel:



- A Mecca
 - B The Wailing Wall
 - C The Blue Mosque
 - D The Taj Mahal
- 1.1.11 South African foreign market share refers to ...
- A advertising South Africa internationally.
 - B the percentage of foreigners who come to South Africa.
 - C South African businesses owned by foreigners.
 - D the percentage of outbound South African travellers.

- 1.1.12 FTTSA recently changed its name to FTT. The reason for the name change is that it ...
- A encourages fair and responsible business practice in South Africa and beyond its borders.
 - B is no longer involved in tourism activities, because its operations have been moved to Europe.
 - C has incorporated more political policies into its operational framework in South Africa.
 - D has moved its offices to New York and broken all ties with South Africa.
- 1.1.13 The triple bottom line originates from the 2002 King II report, which is the background for ... in tourism.
- A technology
 - B sustainability
 - C excellence
 - D seasonality
- 1.1.14 In a contract of employment, one of the fringe benefits for a cabin attendant is ...
- A annual leave.
 - B maternity leave.
 - C discounted travel.
 - D monthly remuneration.
- 1.1.15 A code of conduct demands this type of integrity:
- A A good value system
 - B Development of skills
 - C Acquiring qualifications
 - D Finding a new career path
- 1.1.16 These factors create a positive image of the staff of a company:
- A Grooming, personal hygiene and a petrol allowance
 - B Monthly income, good communication skills and positive interaction with customers
 - C Good communication skills, temporary staff and positive interaction with customers
 - D Grooming, personal hygiene, good communication skills and positive interaction with customers
- 1.1.17 The three 'P's' of sustainable tourism practices are planet, profit and ...
- A promotion.
 - B packaging.
 - C people.
 - D price.

- 1.1.18 Preservation of local culture and the selling of arts and crafts form part of the ... pillars of sustainable tourism practices.
- A social and environmental
 - B economic and environmental
 - C environmental and people
 - D social and economic
- 1.1.19 To be able to interact in a friendly manner with customers is a/an ... skill for an employee in the tourism industry.
- A technical
 - B computer literacy
 - C vocational
 - D interpersonal
- 1.1.20 A tourism attraction can ensure its success by ...
- A improving the ethical behaviour of its staff members.
 - B disregarding the safety and security plans of the attraction.
 - C luring customers away from other attractions with unrealistic promises.
 - D allowing tourists to disobey the rules as long as profit is made. (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, for example 1.2.6 Bank buying rate.
- | |
|--|
| duty-free goods; prohibited goods; GDP; multiplier effect;
currency fluctuation; exchange rate; GNP |
|--|
- 1.2.1 The total value of all goods and services produced in South Africa for the year 2013 (1)
- 1.2.2 The ability of South Africa's tourism industry to create direct and indirect jobs (1)
- 1.2.3 Goods that are exempted from taxes (1)
- 1.2.4 Goods that are not allowed to be taken through customs (1)
- 1.2.5 The changes in the value of currencies on a given day (1)

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, for example 1.3.6 passport.

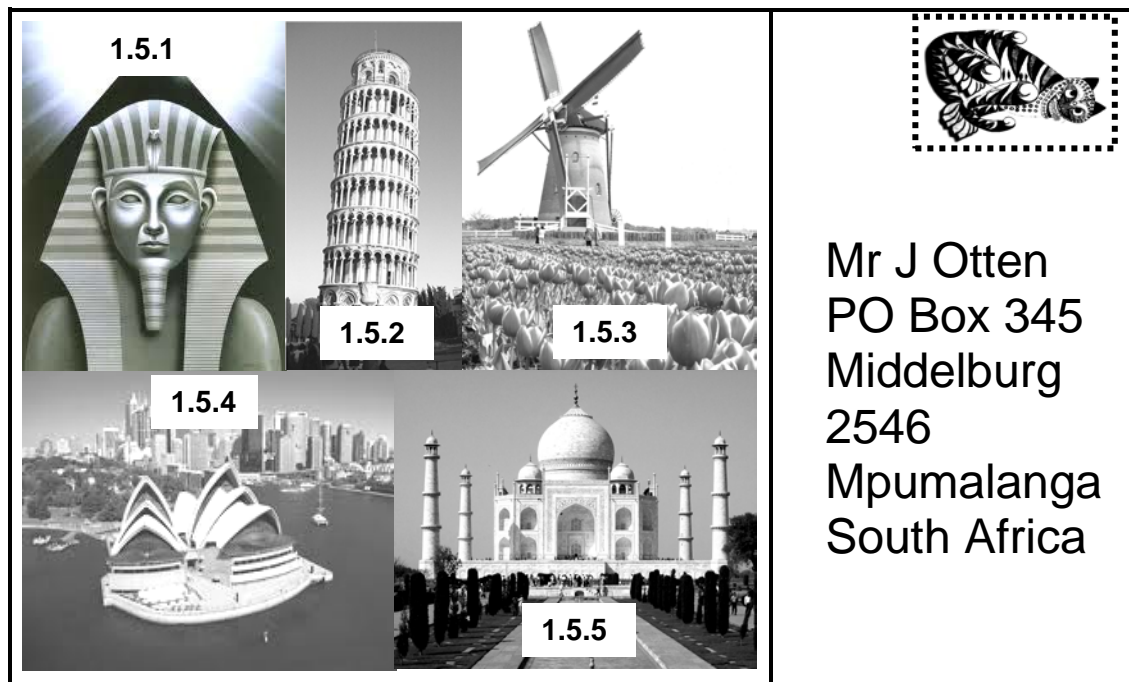
- 1.3.1 The (code of conduct/contract of employment) contains information on the conditions of employment. (1)
- 1.3.2 (Reliability/Punctuality) is one of the guiding principles of FTT. (1)
- 1.3.3 (TOMSA/CATHSSETA) collects tourism levies that are used to market South Africa. (1)
- 1.3.4 A tourist is advised to use (electronic funds transfer (EFT)/cash) to pay for a taxi. (1)
- 1.3.5 A foreign exchange bureau in South Africa will use the (BBR/BSR) when a foreign tourist exchanges dollars for rand. (1)

1.4 Choose a term from COLUMN B that matches the 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	Staff members of Peter's Tours paint a crèche on Mandela Day	A	natural World Heritage Site
1.4.2	The San paintings in the uKhahlamba mountains	B	preferential procurement
1.4.3	The Vredefort Dome in the Free State	C	corporate social investment
1.4.4	Awarding a tender to a tourism business	D	triple bottom line
1.4.5	KwaZulu-Natal Tourism Authority pays for the design of a meander map of the San rock paintings	E	cultural World Heritage Site
		F	marketing

(5 x 1) (5)

1.5 Study the postcard below and answer the question that follows.



Name the FIVE countries visited by the tourist.

Write only the question number (1.5.1–1.5.5) and the name of the country in the ANSWER BOOK, for example 1.5.6 China. (5 x 1)

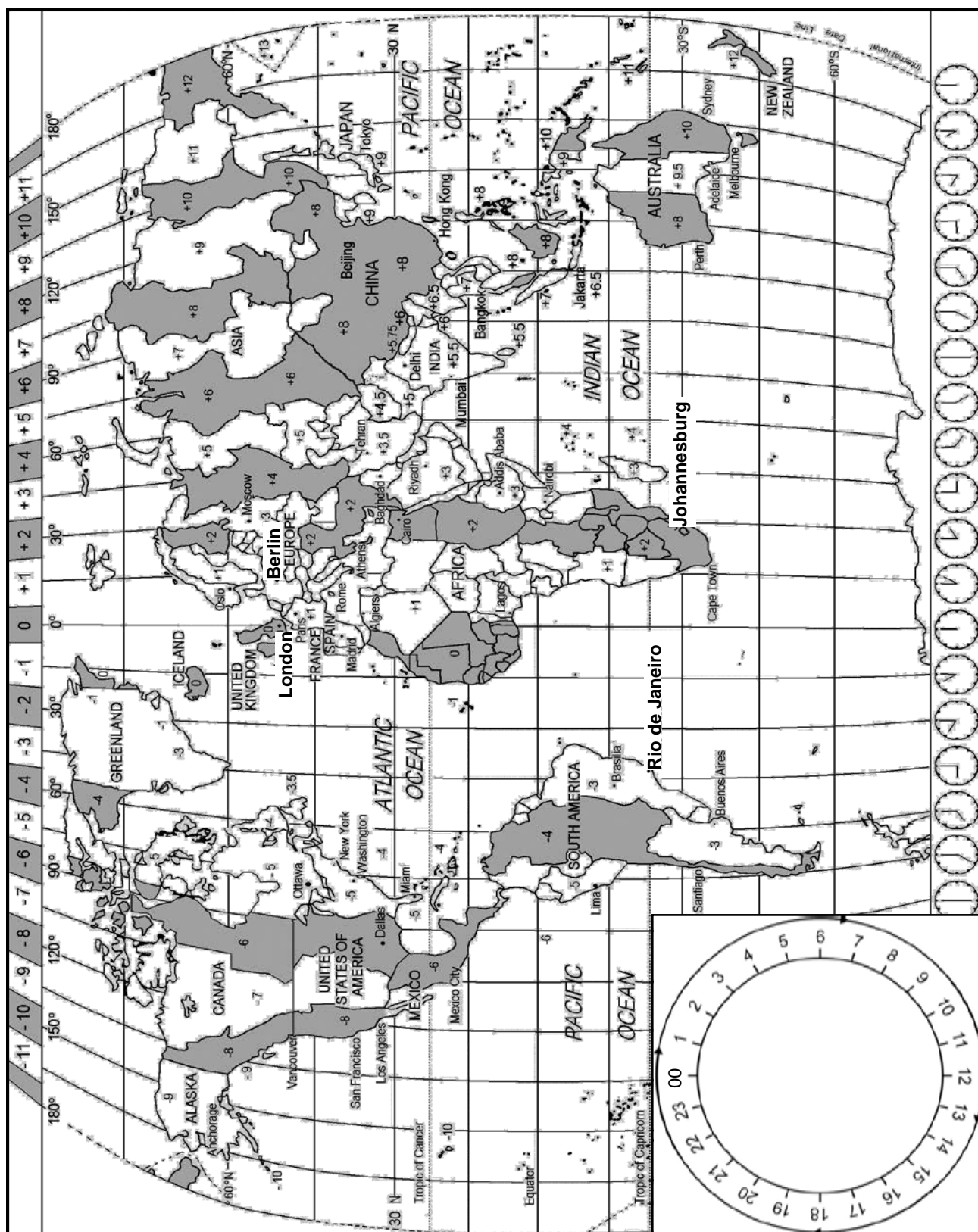
(5)


TOTAL SECTION A:

40

SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE**QUESTION 2**

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



 <p>FIFA WORLD CUP Brasil</p>	<p>The final of the 2014 FIFA World Cup was played at the Maracana Stadium in Rio de Janeiro on 13 July 2014.</p> <p>The kick-off time was at 16:00, Brazilian local time.</p> <p>[Adapted from www.fifa.com]</p>
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- 2.1.1 The kick-off time in Rio de Janeiro was at 16:00. Germany practises DST.

Calculate the time and the date Germans in Berlin would have viewed the kick-off.

(5)

- 2.1.2 Brazil practises DST.

Do you think they will be practising DST during the World Cup? Give ONE reason for your answer.

(2)

- 2.1.3 South African soccer fans flew to Rio de Janeiro via São Paulo to watch some of the World Cup matches. They departed from OR Tambo International Airport on flight SA222 at 10:30 on Monday 16 June 2014. Their total flying time, including the stopover at São Paulo, was 14 hours.



Calculate their time of arrival in Rio de Janeiro. Show ALL calculations.

(5)

- 2.1.4 Give ONE reason why a tourist will suffer from jet fatigue after a flight from London to South Africa.

(2)

- 2.2 Study the photographs and the list of items below and answer the questions that follow.

RED CHANNEL	
A	
GREEN CHANNEL	
B	
LIST OF ITEMS	
<ul style="list-style-type: none"> • Registered camera • Firearm • 50 ml of perfume • 10 x designer jeans for a shop in Sandton • Cigarettes x 400 • 1 bottle of wine 	

Tabulate the items in the list above according to the correct channel inbound tourists would follow.

Copy the table into your ANSWER BOOK and write only the channels and the correct items in your ANSWER BOOK, for example:

RED CHANNEL	GREEN CHANNEL
Shrubs	2 packets of sweets

(6 x 1)

(6)

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

Tourists can find the following on the AA's website:

- A route planning tool
- Digital and downloadable maps
- Distance calculator
- Information on toll fees and road conditions



[Adapted from an AA advert, July 2013]

2.3.1 (a) Name the travel document issued by the AA. (2)

(b) State ONE requirement needed to obtain the document named in QUESTION 2.3.1(a). (2)

2.3.2 Give ONE reason why a travel agent would use the distance calculator on the AA's website to compile an itinerary. (2)

2.4 Explain ONE reason why South African tourists would visit a travel clinic before travelling to Zimbabwe. (2)
[28]

QUESTION 3

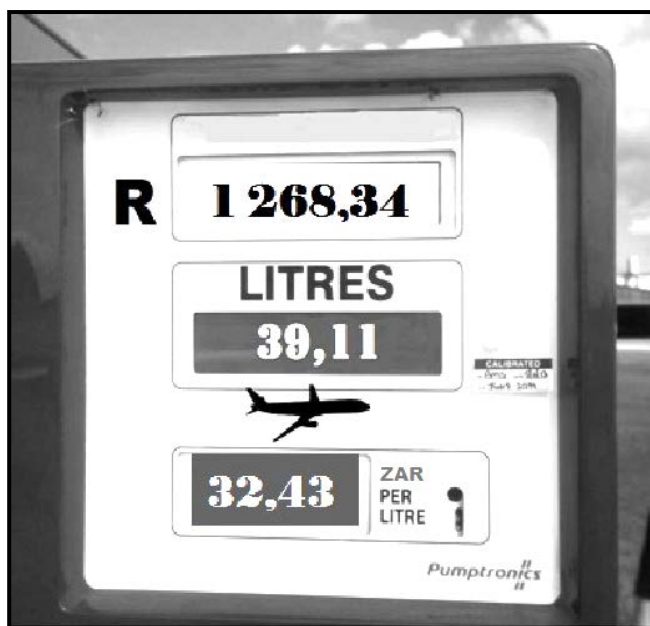
3.1 Study the exchange rate table below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	15.79	16.53
European countries	EUR	13.27	13.88
Japan	JPY	0.10	0.11

3.1.1 Name the official currency used by 18 European countries. (1)

3.1.2 From a tourism perspective, state ONE advantage of using the single currency named in QUESTION 3.1.1. (2)

- 3.2 The cost to refuel a private chartered aircraft is displayed on the fuel pump below. (Refer to the exchange rate table in QUESTION 3.1 to answer the questions.)



A British tourist in South Africa has 300 pounds. He exchanges his pounds for rands.

Calculate the amount of rand left over after he has paid for the fuel. Show ALL calculations. (4)

- 3.3 A South African business tourist is visiting Japan and has R5 000 to spend.

Calculate the amount of yen he will receive by referring to the information in the exchange rate table in QUESTION 3.1. Show ALL calculations. (3)

- 3.4 Discuss the concepts of foreign currency which relate to tourism in a paragraph.

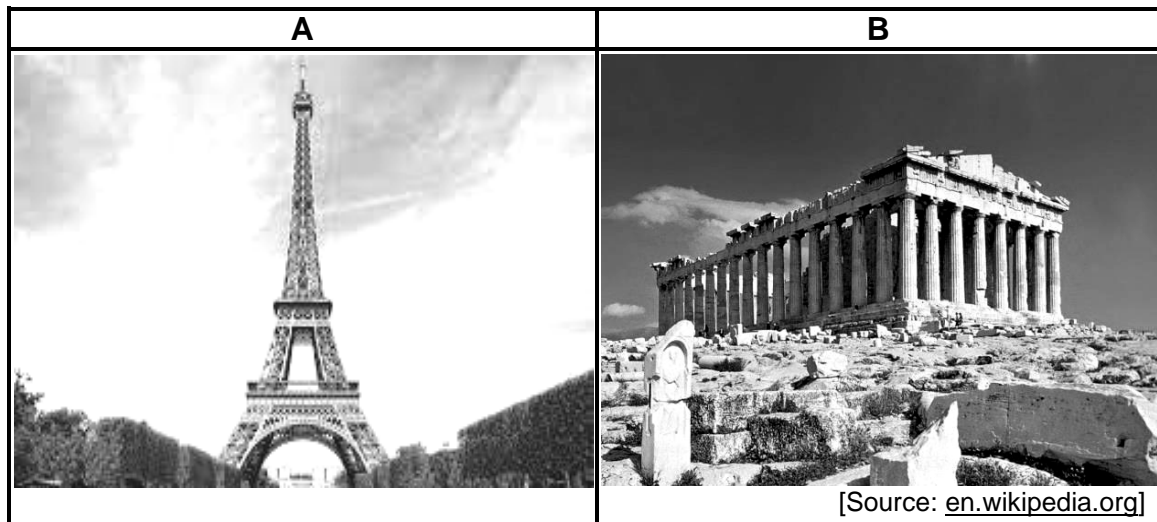
Include the following aspects in your paragraph:

- Tourists' need for other currencies (2)
 - Exchange rates (2)
 - Changes in value (2)
 - The impact of a weak rand on inbound and outbound tourism (4)
 - Pre-loaded foreign currency debit cards as a preferred method of payment (2)
- [22]**

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING**QUESTION 4**

4.1 Refer to the icons below and answer the questions that follow.



4.1.1 Kelly and Mavis recently graduated in architecture. They are keen to visit icon **A** and icon **B**.

(a) Identify icon **A** and icon **B**. (2)

(b) Name the cities where icon **A** and icon **B** are located. (2)

4.1.2 Describe ONE architectural feature of icon **A** and ONE architectural feature of icon **B**. (2 x 2) (4)

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

RUDE AWAKENINGS

The Taj Mahal has been diagnosed with a life-threatening disease known as marble cancer. Experts believe that if the air is not monitored and cleaned, the exterior of this attraction will eventually turn black.

UNESCO has headed a clean-up programme. Preventative measures include:

- Cleaning the marble
- Researching the best possible cleaning products that will have a minimal impact on the marble
- Using water-resistant coatings on the exteriors

A green zone has also been established around the attraction. It prohibits the construction of industries and supports the planting of trees. Oil refineries have been advised to reduce their pollutant levels and a switch from coal to gas has been encouraged.

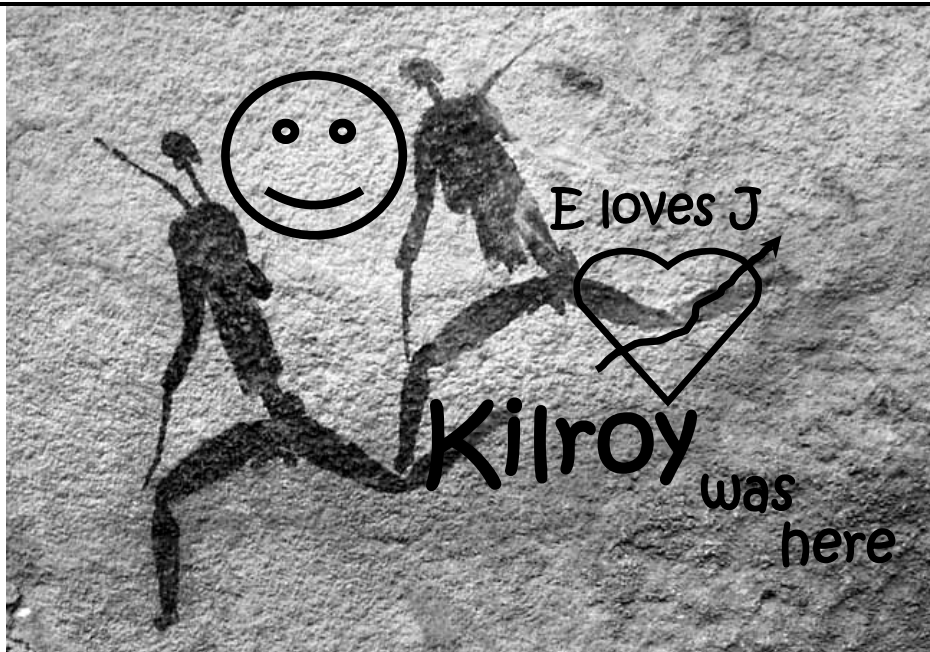
Traffic is also a significant problem in the area with high levels of carbon monoxide in the air. The icon attracts more than 7 million tourists annually. Energy-saving buses are now used to transport people to and from the attraction.

[Adapted from www.preservationeng.net]

- 4.2.1 Name TWO factors in the case study that contributed to the deterioration (becoming worse) of the Taj Mahal. (4)
- 4.2.2 (a) Explain ONE reason why UNESCO is involved in the problem associated with the Taj Mahal. (2)
- (b) Give TWO reasons why it is important for UNESCO to conduct research on the cleaning products in their clean-up programme. (2 x 2) (4)
- 4.2.3 The Taj Mahal is one of the Seven Wonders of the World. It is in the best interest of the country that the Indian Tourism Authority maintains the continued success of the Taj Mahal.
- Advise the Indian Tourism Authority on ONE way that they can use to sustain the success of the attraction. (2)

- 4.3 Read the extract below, study the rock painting and answer the questions that follow.

You have been tasked by the municipality of the Bushman's Kloof in the Cederberg region to adopt the neglected San rock-art attraction. It has lost its popularity and no longer promotes tourism to the town.



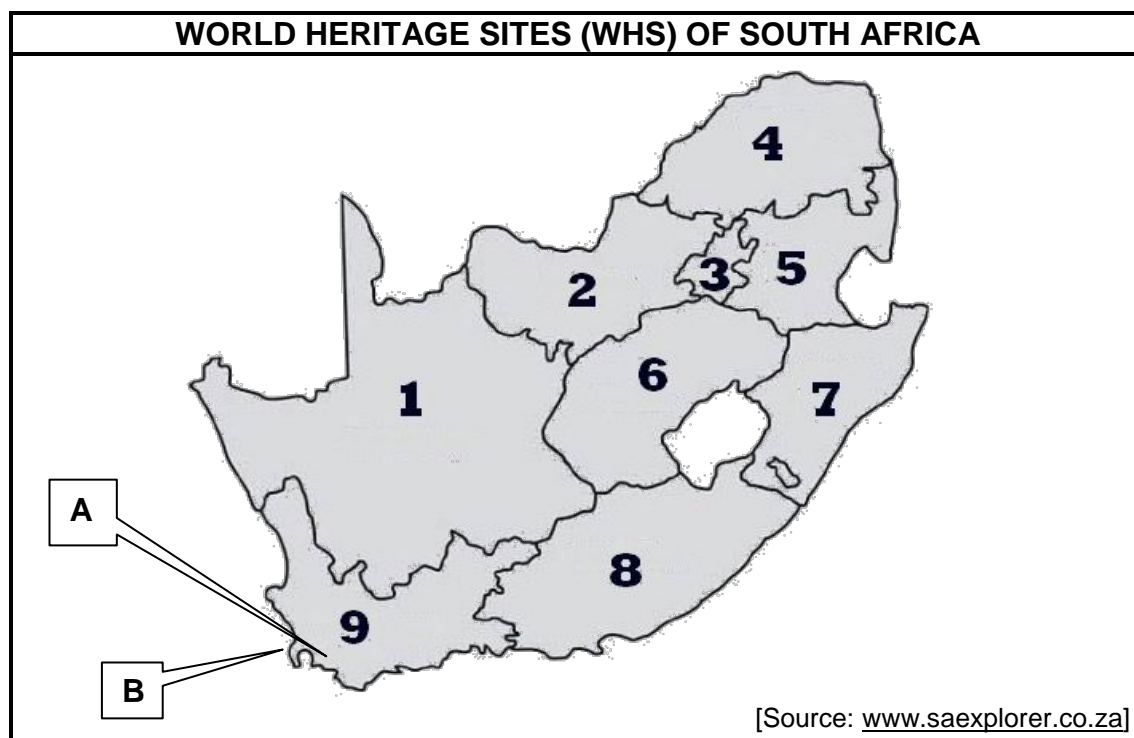
[Adapted from www.south-africa-tours-and-travel.com]

- 4.3.1 (a) Identify the type of criminal activity performed on the rock painting above. (1)
- (b) State ONE solution to prevent this type of criminal activity from happening in future. (2)
- 4.3.2 A tourist has complained that the security guard at the rock-art site demanded payment if anyone wanted to photograph the rock paintings.
- (a) Discuss ONE reason why the security guard's conduct is unethical. (2)
- (b) Explain ONE way in which the manager will address the above issue as part of his management plan to ensure the continued success of the attraction. (2)

[27]

QUESTION 5

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



- 5.1.1 (a) Identify the World Heritage Sites **A** and **B**. (2)
- (b) Name the province where the World Heritage Sites identified in QUESTION 5.1.1(a) are located. (1)
- 5.1.2 Descriptions of World Heritage Sites in South Africa are given below. Name and match each WHS with its location on the map above, for example uKhahlamba-Drakensberg Park – 7.
- (a) This site was a place where a highly sophisticated civilisation traded in gold and ivory with China, India and Egypt. (2)
- (b) This site contains sensitive ecosystems from Africa's marine, wetland and savannah environments. (2)

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

A few years ago the Richtersveld Cultural and Botanical Landscape was returned to the Nama people. Today they have managed to find a balance between their ancestors' 'living-off-the-land' lifestyle and the need for conservation.

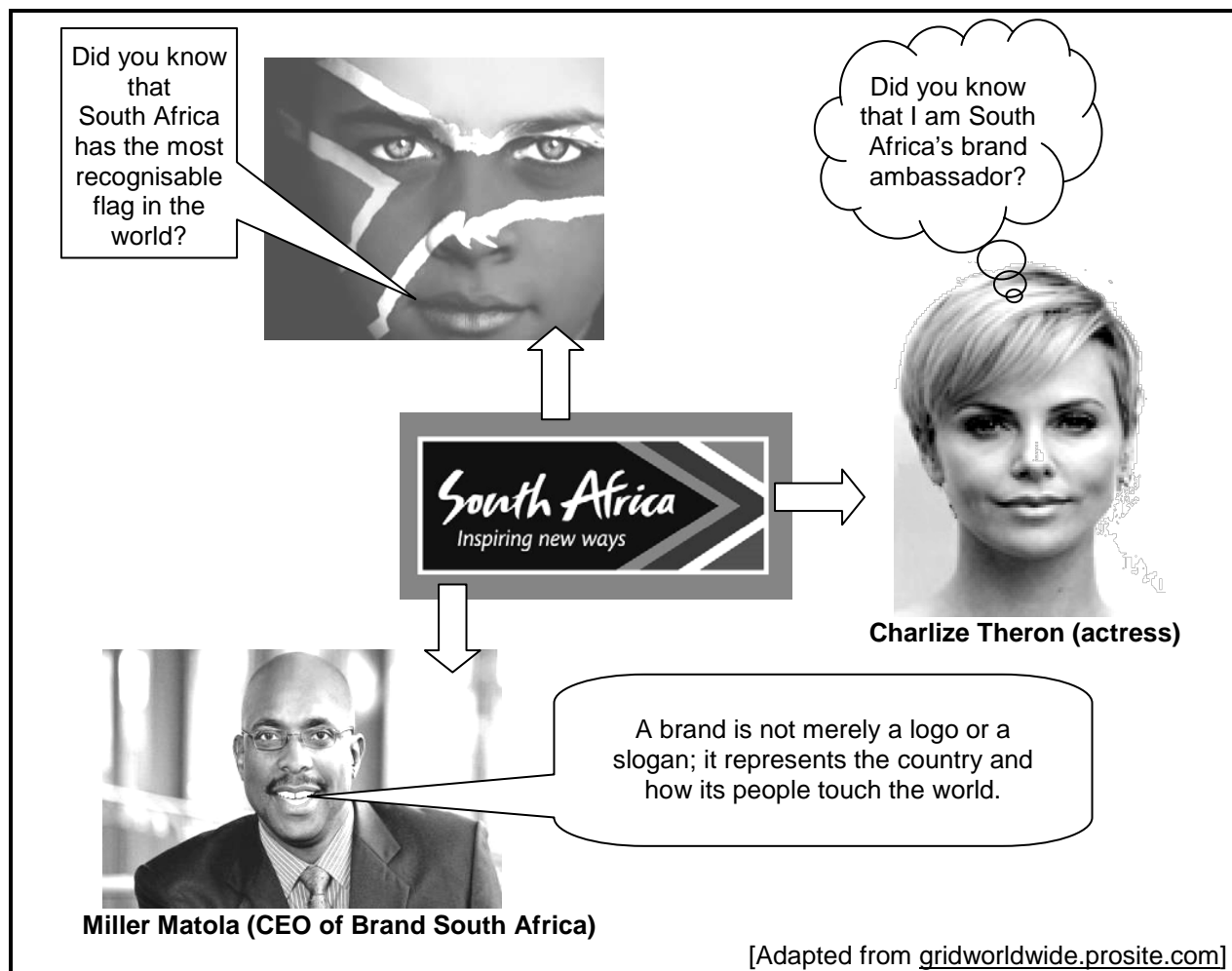
[Adapted from www.safarinow.com]

- 5.2.1 Explain TWO ways in which the Richtersveld Cultural Landscape successfully meets the UNESCO cultural criteria. (4)
- 5.2.2 State ONE way in which the Nama community benefits from the Richtersveld Cultural Landscape as a World Heritage Site. (2)

[13]

QUESTION 6

Study the spider diagram below and answer the questions that follow.



6.1 The comments above promote South Africa's image as a tourist destination.

By referring to the above comments, suggest TWO other ways in which ordinary South Africans can also be ambassadors to promote South Africa as a tourist destination.

(4)

6.2 Discuss THREE positive ways in which a recognisable global brand can position South Africa as an attractive destination of choice. (3 x 2)

(6)

[10]

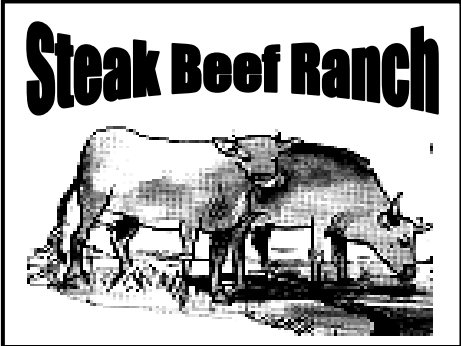
TOTAL SECTION C:

50

SECTION D: TOURISM SECTORS, SUSTAINABLE AND RESPONSIBLE TOURISM




QUESTION 7

Study the information below and answer the questions that follow.



For the past 30 years Steak Beef Ranches have been part of the South African family, retaining (keeping) its brand image, physical appearance and characteristics.

It all began in 1977, when founder, Mr Xolani, invested R3 000 to open the first Steak Beef Ranch in Rondebosch, Cape Town. The restaurant fast developed a reputation for tasty, nutritious, value-for-money meals. The business has grown over the past 30 years to the point where it currently has 200 Steak Beef Ranches and is one of South Africa's most recognisable family restaurants.

- 7.1 Refer to the above extract and explain how this company succeeded in establishing a positive brand image through the following:
- 7.1.1 Its logo (2)
 - 7.1.2 The name of the business (2)
 - 7.1.3 The physical appearance of the business (2)
 - 7.1.4 The special attraction for parents with young children (2)
- 7.2 State TWO advantages of the Steak Beef Ranches having a recognisable, positive image. (2 x 2) (4)
- 7.3 Refer to the photographs above and discuss TWO points that can form part of the dress code for waiters working at a Steak Beef Ranches restaurant. (2 x 2) (4)
- [16]**

QUESTION 8

Study the extract below and answer the questions that follow.

CTi Couriers – Use us as your delivery service.
We deliver on time anywhere in the world.

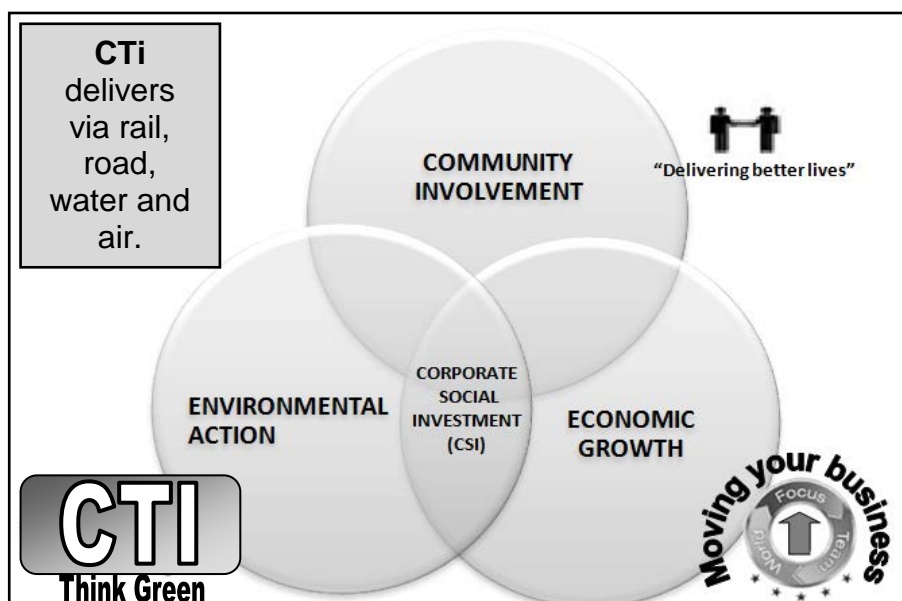
CTi is a typical example of an auxiliary (support) service in tourism, predominantly servicing the MICE*/MESE** sector.

***MICE: Meetings, Incentives, Conferences, Exhibitions **MESE: Meetings, Exhibitions, Special Events**

Leaving the planet a better place for future generations

CTi is committed to corporate social investment (CSI) and firmly believes that, as a global organisation, there are three main areas that help us achieve our goal of ensuring that we leave the planet a better place for future generations.

Our CSI strategies are: Delivering better lives, CTi *thinkgreen*, Moving your business



[Adapted from www.go2uti.com]

8.1 What do you understand by *CSI*? (2)

8.2 8.2.1 Identify CTi's strategy with regard to environmental consciousness. (2)

8.2.2 Explain ONE way in which CTi can benefit from including an environmental strategy as part of its CSI. (2)

8.3 Due to the nature of CTi's business operations, they have a responsibility to reduce their carbon footprint.

Recommend THREE points that can be included in CTi's environmental policy with regard to its road transport. (6)

8.4 Identify the pillar of sustainable tourism from the diagram that 'Delivering better lives' refers to. (2)
[14]

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.

Celebrated on 27 September annually, World Tourism Day is the biggest international event in tourism. The purpose of this day is to create awareness in the global community of the importance of tourism and the social, cultural, political and economic value thereof.

The event seeks to address the global challenges outlined in the United Nations' Millennium Development Goals (MDGs) and highlights the tourism sector's contribution to achieving these goals.

Mexico in Central America was selected to be the official host country for World Tourism Day (WTD) in 2014 and Burkina Faso in West Africa for WTD in 2015. The respective themes will be 'Tourism and Community Development' for 2014 and 'One Billion Tourists, One Billion Opportunities' for 2015.

[Source: www.media.unwto.org]

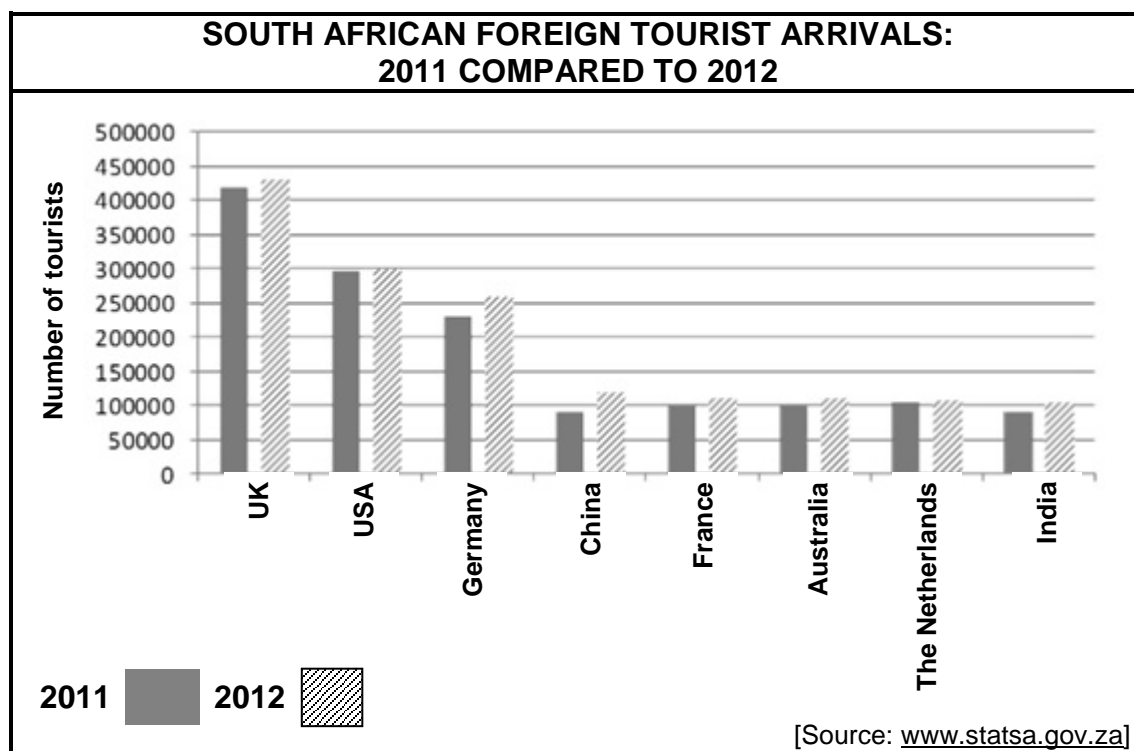
- 9.1.1 State ONE way in which hosting World Tourism Day can add value to a country. (2)
- 9.1.2 Explain how Burkina Faso can benefit culturally from hosting WTD. (2)
- 9.1.3 The theme for 2015 in Burkina Faso is 'One Billion Tourists, One Billion Opportunities'.
- Give TWO possible reasons why this theme was chosen for World Tourism Day 2015. (2 x 2) (4)

9.2 The warning sign below is displayed near high-risk tsunami areas.



- 9.2.1 Give ONE reason why this warning sign forms an important part of disaster management plans at attractions. (2)
- 9.2.2 State ONE negative impact that this natural disaster will have on a country as a tourist destination. (2)

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



9.3.1 Identify South Africa's main inbound market. (2)

9.3.2 South African Tourism should invest in marketing South Africa in the Netherlands.

Do you agree with this statement? Give ONE reason for your answer. (2)

9.4 South African Tourism conducts research on the length of stay in each province.

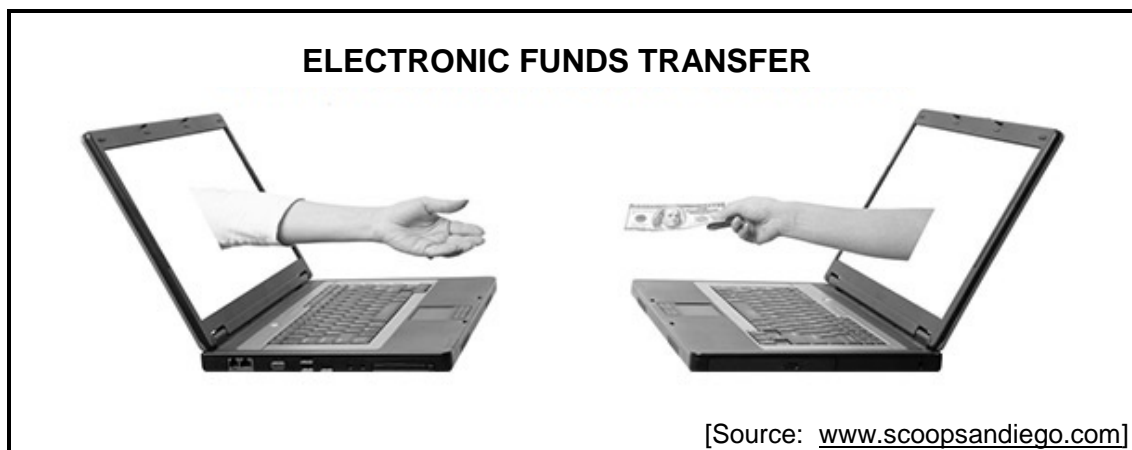
9.4.1 Give ONE reason why tourism businesses must have access to this information. (2)

9.4.2 Study the information below and answer the question that follows.

THE AVERAGE LENGTH OF STAY IN GAUTENG AND THE WESTERN CAPE	
SAT's vision for 2015 is to increase the bed nights to 10,5 nights per trip.	
WESTERN CAPE	GAUTENG
7,5 nights	7,5 nights

State ONE plan of action that accommodation establishments can implement to meet SAT's vision for 2015. (2)

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



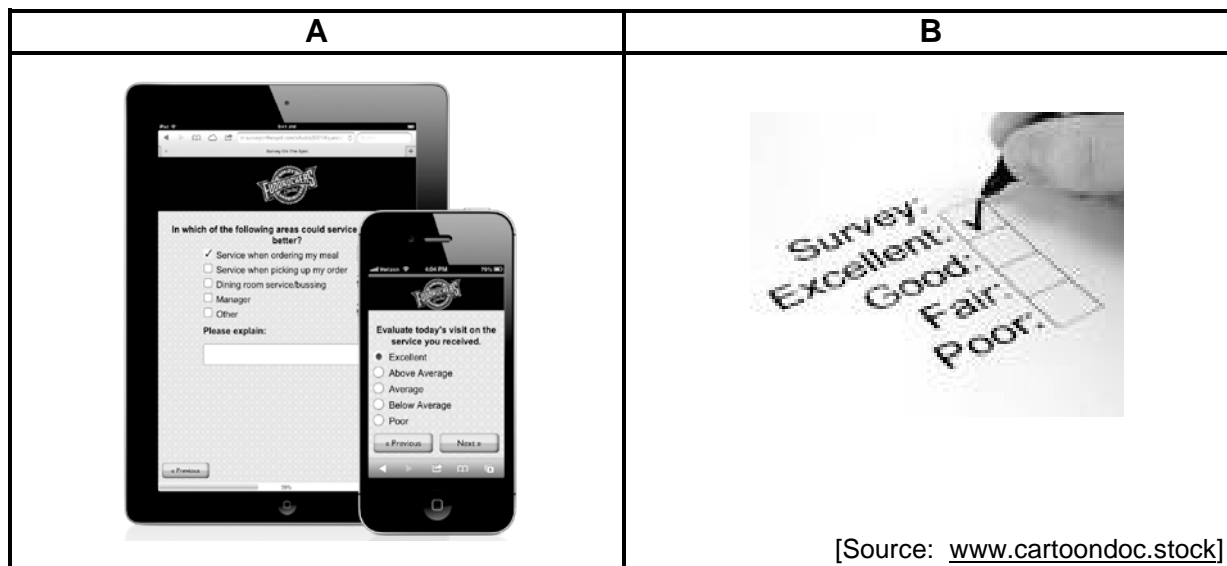
9.5.1 Explain the electronic funds transfer that is shown in the picture above as a method of payment in the tourism industry. (2)

9.5.2 State ONE advantage of this method of payment. (2)

[24]

QUESTION 10

Study the customer feedback tools **A** and **B** below and answer the questions that follow.



10.1 Identify the TWO types of feedback tools shown in **A** and **B** above. (2)

10.2 State ONE disadvantage of using feedback tool **A**. (2)

10.3 Give ONE reason why feedback tool **B** is a more effective customer feedback method for a business. (2)

[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200