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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2017

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 QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of 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. 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 Gondolas and canals are associated with this city:

- A New York
- B Johannesburg
- C Moscow
- D Venice

1.1.2 The disease caused by drinking contaminated (polluted) water:

- A Malaria
- B Yellow fever
- C Cholera
- D Bird flu

1.1.3 A symptom of jet lag:

- A Itchy skin
- B Increased appetite
- C Loss of appetite
- D Skin discolouration

1.1.4 The yen is the currency used in this country:

- A Japan
- B Thailand
- C China
- D Russia

1.1.5 San Francisco (UTC -8) lies ... of Beijing (UTC +8).

- A north
- B south
- C east
- D west

1.1.6 Buckingham Palace is the residence of the ... royal family.

- A Scottish
- B Welsh
- C Irish
- D British

1.1.7 An ancient structure in Jordan carved out of solid rock:

- A Everest
- B Petra
- C Niagara
- D Mecca

1.1.8 Universal access refers to the ability ...

- A of people with special needs to access tourist attractions.
- B of people with special needs to access unlimited websites on the Internet.
- C to use biometric scanning in order to access the Internet.
- D to access tourism resources for research.

1.1.9 The natural World Heritage Site located in KwaZulu-Natal:

- A Vredefort Dome
- B Mapungubwe Cultural Landscape
- C iSimangaliso Wetland Park
- D Cradle of Humankind

1.1.10 The tourism trade show below is where ...



- A South Africa's domestic attractions are marketed.
- B only medical tourism is marketed.
- C international tourists market the country.
- D businesses are marketed by the grading council.

1.1.11 One of the criteria used by the TGCSA to determine the professional image of an accommodation establishment:

- A Democracy
- B Physical appearance
- C Number of staff
- D Multiplier effect

- 1.1.12 A hotel group wants to build a skyscraper hotel (tall, multistorey hotel) in the Kruger National Park.

According to the triple bottom-line approach this would be ...

- A socially irresponsible.
- B economically irresponsible.
- C privately responsible.
- D environmentally irresponsible.

- 1.1.13 The most ethical (right) way for the captain of a cruise liner to deal with the situation below is to ...



- A leave the ship first, as the captain of the ship.
 - B first ensure the safety of his crew members.
 - C ensure that all passengers and crew leave the ship before him.
 - D abandon (leave) the ship immediately after issuing a warning.
- 1.1.14 A cultural village was forced to cancel the outdoor dance programmes for international tour groups due to continuous heavy rains and floods.

The cancellation of the outdoor dance programmes ...

- A had no economic impact on the community.
- B resulted in the community losing income.
- C impacted positively on the community.
- D enabled local procurement of services.

- 1.1.15 The best advice a hotel could give its guests to save water, as part of the hotel's responsible and sustainable practice, is to ...

- A shower instead of bath.
- B wash themselves in the hotel's swimming pool.
- C bath instead of shower.
- D keep quiet about the water issue.

1.1.16 A global event that happens every four years:

A



B



C



D



1.1.17 One of the performance indicators (aspects) SATourism reports on:

- A Communication
- B Gratuities
- C Surcharges
- D Seasonality

1.1.18 The statistics showing low international visitor numbers to certain attractions give the provincial tourism authorities the opportunity to ...

- A dismiss employees at the attractions.
- B upgrade and market the attractions.
- C market attractions in other provinces.
- D increase the province's outbound travel.

1.1.19 When analysing tourism statistics, the term *wildlife* refers to activities where tourists ...

- A participate in sports events.
- B attend arts festivals and music festivals.
- C visit reserves where animals roam freely.
- D gamble at casinos and visit spas.

1.1.20 A reason why tourism companies use SMSs as a feedback method:

- A It is a personal way of reaching individual tourists.
- B The message is received immediately, even when the cellphone battery is flat.
- C An operator can speak to the tourist and ask questions.
- D Airtime can be exchanged for loyalty points. (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.

stationery; local environment; criticism; market share;
local procurement; foreign expenditure; terrorism; working hours; survey

1.2.1 A restaurant gets goods and services from communities close to it

1.2.2 A regulation specified in the contract of employment

1.2.3 A set of questions to determine customer satisfaction

1.2.4 The percentage of foreign arrivals in a country

1.2.5 An act of violence aimed at a group of people, with the intention to create fear and panic (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 (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 event.

1.3.1 The (Dome of the Rock/Alcazar of Segovia) is located in Israel.





1.3.2 An employee who has not fulfilled his conditions of service can face (termination of service/remuneration for service) by an employer.

1.3.3 When implementing DST, countries move their clocks one hour (ahead/back).

1.3.4 (Optional tours/Visas) is an element to be considered when compiling a domestic itinerary.

1.3.5 The (UTC/IDL) is the line of longitude from where all countries read their time. (5 x 1) (5)

- 1.4 Choose a form of payment when travelling internationally from COLUMN B that matches the example 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 	A pre-loaded foreign currency debit card B SWIFT C traveller's cheque D foreign currency E credit card used internationally F local debit card
1.4.2 	
1.4.3 	
1.4.4 	
1.4.5 <div style="border: 1px solid black; padding: 5px; display: inline-block;"> Quick, easy and convenient transfer of funds from anywhere in the world </div>	

(5 x 1)

(5)

- 1.5 Match the pictures of irresponsible tourist behaviour with the correct rules for responsible tourist behaviour.

Write only the question number (1.5.1–1.5.5) and the letter (A–E) in the ANSWER BOOK, for example 1.5.6 F.

IRRESPONSIBLE TOURIST BEHAVIOUR	
1.5.1 	1.5.2 
1.5.3 	1.5.4 
1.5.5 	

RULES FOR RESPONSIBLE TOURIST BEHAVIOUR	
A	Do not pollute the environment when enjoying the outdoors.
B	Do not disturb animals in their natural habitat.
C	Do not disturb dangerous animals in a game reserve.
D	Stay on designated paths in ecologically sensitive areas.
E	Respect rules and follow regulations in museums.

(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.

Mr Jackson, a South African lawyer, will visit Germany to attend the Berlin International Film Festival. He will hire a car in Germany.

2.1.1 Name the compulsory travel document Mr Jackson will require:

- (a) To indicate his country of origin (permanent residence) (2)
- (b) To give him permission to enter Germany (2)

2.1.2 Mr Jackson has a South African driver's license.

Advise him on the:

- (a) Document he will need to drive in Germany (2)
- (b) Reason for having the document in QUESTION 2.1.2(a). (2)

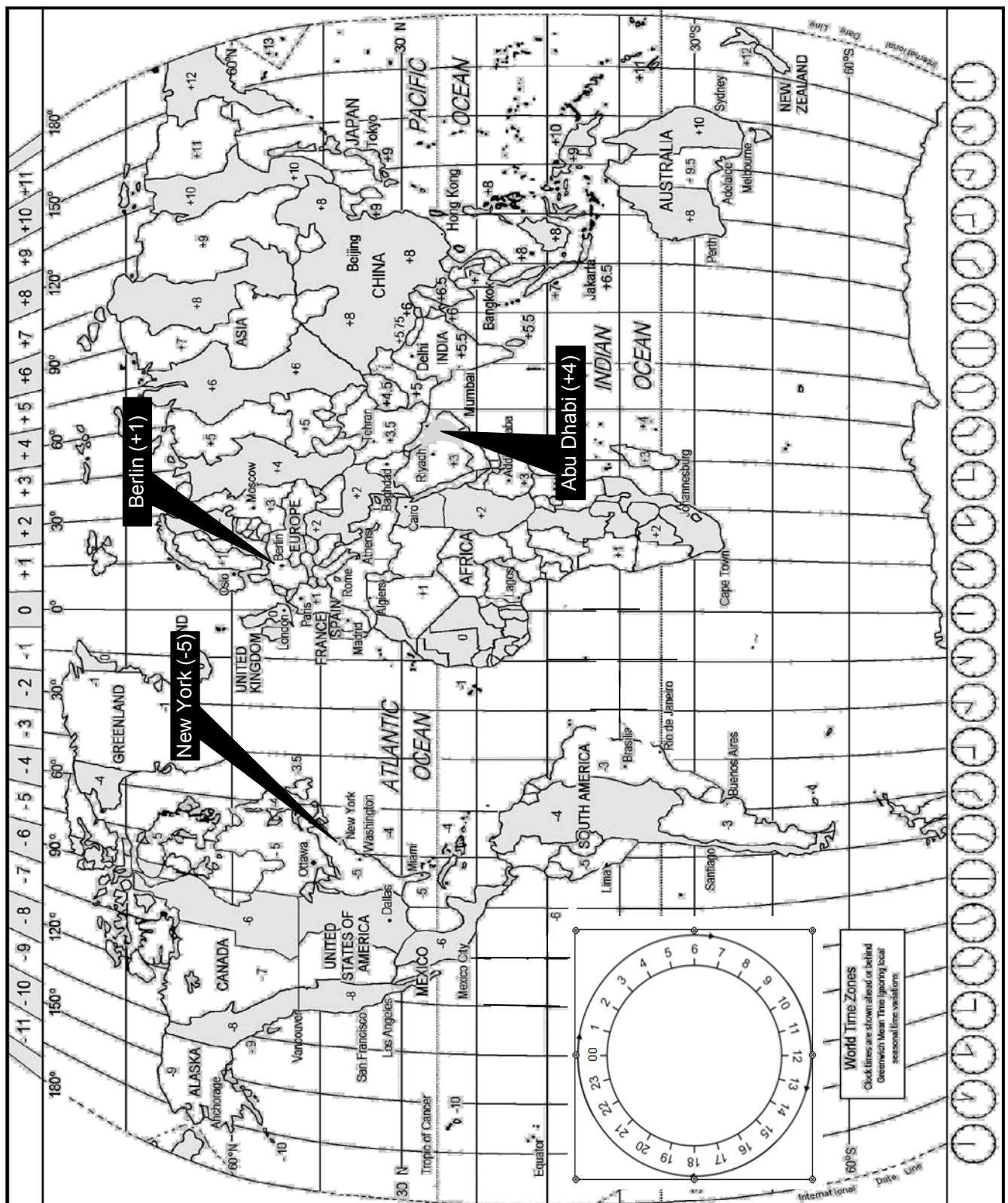
2.1.3 It is important to compile a client profile before developing an itinerary for a tourist.

Give ONE reason why it is important to compile a profile for Mr Jackson before developing his itinerary. (2)

2.1.4 Mr Jackson wants to take biltong (dried meat) to Germany as a Proudly South African gift for his German friend. He was informed that meat products are prohibited from being taken into Germany.

Give TWO reasons why Germany do not allow meat products into the country. (4)

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



Mr Jackson flew from OR Tambo International Airport (Johannesburg) to Tegel International Airport (Berlin in Germany) to attend the Berlin International Film Festival. He had a stopover in Abu Dhabi.

- Mr Jackson's flight from OR Tambo International Airport departed at 12:00.
- He stopped over at Abu Dhabi International Airport (+4) to take a connecting flight to Tegel International Airport (+1).
- The flying time from Johannesburg to Abu Dhabi International Airport was 8 hours.
- Mr Jackson arrived in Abu Dhabi at 22:00.
- The stopover (transit) time in Abu Dhabi was 5 hours.
- The flying time from Abu Dhabi to Berlin was 7 hours.

2.2.1 (a) Calculate at what time in Abu Dhabi Mr Jackson departed from OR Tambo International Airport.

Show ALL calculations. (3)

(b) Calculate at what time he departed from Abu Dhabi International Airport.

Show ALL calculations. (3)

(c) Calculate at what time Mr Jackson arrived at Tegel International Airport in Berlin. (4)

2.2.2 Calculate the duration of Mr Jackson's entire journey. (2)

2.3 Refer to the notice below that was placed at the front desk of the hotel where Mr Jackson was staying. Answer the questions that follow.



2.3.1 Advise Mr Jackson on TWO safety precautions he should consider when in the hotel. (4)

2.3.2 State TWO consequences for the hotel if guests are not adequately informed on safety and security issues during their stay. (4)
[34]

QUESTION 3

- 3.1 Study the information and the forex table below and answer the questions that follow.

Mrs Biggs, who lives in South Africa, went on a trip to the USA. Her son added R600,00 to her spending money, which she exchanged for USD at OR Tambo International Airport before she left South Africa.

When Mrs Biggs returned to South Africa she had US\$219,99 left of all her spending money.

RAND/US DOLLAR EXCHANGE RATE TABLE			
COUNTRY	CURRENCY CODE	BBR	BSR
USA	USD	13.25	13.57

- 3.1.1 (a) Calculate the amount in USD that Mrs Biggs received when she exchanged the R600,00.

NOTE: Round off your answer to TWO decimal places.
Show ALL the steps of your calculation.

(4)

- (b) Calculate the amount in rand Mrs Biggs received when she exchanged the US\$219,99 in South Africa.

NOTE: Round off your answer to TWO decimal places.
Show ALL the steps of your calculation.

(4)

- 3.2 Refer to the extract below and answer the questions that follow.

MAJOR CURRENCIES TAKE A FALL

Europe, including the United Kingdom, has had a decline in the value of their currencies. Some economists have blamed it on Brexit* while others have blamed it on the influx of refugees into Europe. The drop in the value of the major currencies can impact negatively and positively on South Africans travelling to these countries.

*Britain's exit from the European Union

- 3.2.1 Name the TWO foreign currencies referred to in the extract above.

(2)

- 3.2.2 Discuss, in a paragraph, THREE ways in which a drop in the exchange rate of the currencies mentioned in QUESTION 3.2.1 will have a positive impact on South Africans visiting Europe.

(6)

[16]**TOTAL SECTION B:****50**

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









QUESTION 4

- 4.1 Study the map below that shows a world tour to famous icons and answer the questions that follow.

Two tourists are going on a world tour and will visit some of the most famous icons.

Match the icons (A–H) with the countries (4.1.1–4.1.8). Write only the question number (4.1.1–4.1.8), the letter of the icon (A–H) and the country where it is located in the ANSWER BOOK, for example 4.1.9 J South Africa.

WORLD TOUR ROUTE

A	B	C	D
			
E	F	G	H
			

[Adapted from www.famouslandmarks.com]

(16)

- 4.2 Read the information below and answer the questions that follow.

THE EIFFEL TOWER TO STAY SAFE WITH GLASS

The Eiffel Tower is one of the most successful tourist attractions in France.



Paris has increased security around its most popular attractions following recent terrorist attacks in the city.

Currently the Eiffel Tower has metal barriers around its base as a security measure to prevent further terrorist attacks. The metal barriers do not look attractive in the photographs taken by tourists.

French authorities are planning to remove the metal barriers at the front of the Eiffel Tower and replace it with permanent bulletproof glass walls. The rest of the metal barriers will be replaced with more attractive fencing.

[Adapted from *Sunday Times*, 19 February 2017]

- 4.2.1 Give ONE reason why the French authorities want to replace the existing metal barriers at the Eiffel Tower with bulletproof glass walls. (2)
- 4.2.2 Predict what could happen if management relaxes the existing safety measures at the Tower. (2)
- 4.2.3 Identify ONE other criterion that will ensure the continued success of the icon, apart from ensuring safety at the Eiffel Tower. (2)
- [22]**

QUESTION 5

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

**THE CHELSEA FLOWER SHOW IN LONDON SHOWCASED
SOUTH AFRICA'S WORLD HERITAGE SITES IN 2011**

At the Chelsea Flower Show countries are given the opportunity to use flower arrangements to showcase their attractions. This makes the Chelsea Flower Show an ideal opportunity to promote South Africa and its rich natural biodiversity and cultural heritage. The show attracts more than 150 000 visitors over four days and the South African exhibition is always a major attraction.

Dr Tanya Abrahamse, CEO of SANBI, said, 'Many visitors travel to South Africa after seeing our exhibit at the Chelsea Flower Show and we welcome the opportunity of showcasing our beautiful country through its World Heritage Sites.'



[Adapted from www.sanbi.org]

5.1 Name the TWO World Heritage Sites showcased at the Chelsea Flower Show in London in 2011. (4)

5.2 Name the TWO provinces that would have benefitted the most from the exposure at the Chelsea Flower Show. (2)

- 5.3 Give ONE reason why UNESCO granted World Heritage status to the two sites in QUESTION 5.1. (2)
- 5.4 South Africa's exhibitions at the Chelsea Flower Show created jobs and entrepreneurship opportunities for local suppliers of plant materials and other items that are needed to create the perfect exhibition.
- Suggest TWO other ways in which the exhibition of the two World Heritage Sites at the Chelsea Flower Show in London add value to South Africa's tourism industry. (4)
- [12]**

QUESTION 6

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

<p>South Africa's stand at the World Travel Market (WTM) in London</p>		
		
<p>PURPOSE</p>		
<p>To increase volumes of foreign arrivals in South Africa</p>	<p>To increase international awareness of South Africa as a travel destination</p>	

[Adapted from www.wtm.com]

- 6.1.1 Name the organisation responsible for marketing South Africa internationally. (2)
- 6.1.2 Refer to the picture above and explain the meaning of South Africa's brand slogan, 'Inspiring new ways'. (2)
- 6.1.3 Give ONE reason why South Africa's brand logo and brand slogan are displayed so prominently (clearly) as part of the exhibition. (2)
- 6.1.4 The organisation in QUESTION 6.1.1 markets South Africa internationally in a variety of ways, for example exhibitions at international tourism trade shows and travel shows on radio and television. (4)
- Give TWO other examples of how the organisation named in QUESTION 6.1.1 can increase international awareness and foreign arrivals in South Africa.

6.2 Explain, in a paragraph, how tourism levies are collected in South Africa.

Your paragraph must include the following:

- The steps in the collection of the levies
 - The role of TOMSA in the collection process
 - An explanation of what these levies are used for (3 x 2) (6)
- [16]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

- 7.1 Refer to the extract from the website of South African National Parks below and answer the questions that follow.

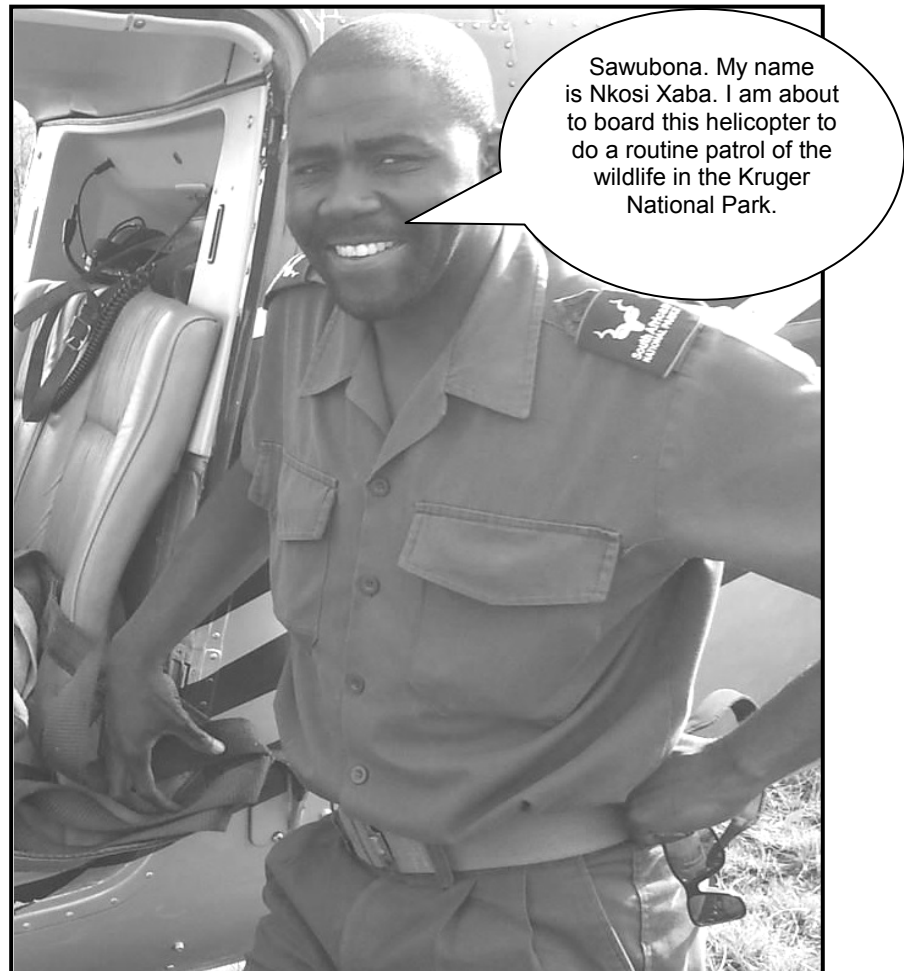


[Adapted from www.sanparks.org]

Choose an item from the extract that matches a description below. Write only the question number (7.1.1–7.1.4) and the letter (A–D) in the ANSWER BOOK, for example 7.1.5 E.

- | | | |
|-------|---|-----|
| 7.1.1 | The logo of South African National Parks | (1) |
| 7.1.2 | ONE aim of South African National Parks | (1) |
| 7.1.3 | Information on South African National Parks | (1) |
| 7.1.4 | Availability of accommodation at South African National Parks | (1) |

7.2 Study the photograph below and answer the questions that follow.



[Adapted from www.sanparks.org]

7.2.1 State TWO aspects of Nkosi Xaba's dress code that show the professional image of South African National Parks (SANParks). (2)

7.2.2 Refer to Nkosi's words in the speech bubble.

Discuss ONE way in which routine patrols show that SANParks has an environmental policy in place. (2)
[8]

QUESTION 8

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

**UNITED NATIONS DECLARES 2017 AS THE
INTERNATIONAL YEAR OF SUSTAINABLE TOURISM FOR DEVELOPMENT**

2017 has been declared the International Year of Sustainable Tourism for Development for the following reasons:

- It is an opportunity to look at how the tourism industry is affected by climate change.
- To determine how greenhouse gas emissions by the tourism industry can be limited.
- Finding ways for the tourism industry to adapt to rising global temperatures.
- As one of the world's leading employment sectors, the tourism industry provides important income opportunities, eradicates (reduces) poverty and promotes development.

The tourism industry relies on the climate. Extreme weather conditions, such as storms, heat waves, droughts, fresh water loss and rising sea levels, threaten coastal resorts. Reduced snowfalls impact negatively on skiing resorts.

The United Nations World Tourism Organisation (UNWTO) estimates that the tourism industry is responsible for about 5% of global CO₂ emissions. Tourists and tourism businesses are encouraged to reduce their carbon footprint.

THE TOURISM INDUSTRY'S CONTRIBUTION TO CO₂ EMISSIONS

ACCOMMODATION SECTOR	TRANSPORT SECTOR
20% of the emissions are from heating, air-conditioning and the maintenance of bars, restaurants and pools.	75% of the emissions are from air, car and rail transport. Part of the emissions can be avoided by choosing the most sustainable form of transport. [Adapted from www2.unwto.org]

- 8.1.1 Give TWO examples of climate change referred to in the article above. (2)
- 8.1.2 Suggest ONE way in which climate change can have an impact on the Swiss Alps as a tourist destination. (2)
- 8.1.3 Refer to the article above and explain how the tourism industry can be both beneficial and damaging to the environment. (2 x 2) (4)

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

Destinations can play a part in supporting the International Year of Sustainable Development.

8.2.1 Explain, in a paragraph, how tourist destinations can use the triple bottom-line approach regarding:

- Transport
- Education
- Job creation

(6)

8.2.2 State TWO ways in which hotel guests can play a part in the responsible use of resources while staying at a hotel.

(4)

8.3 A successful B&B (Bed and Breakfast) is located one kilometre away from a school that offers Tourism as a subject.

Suggest TWO ways in which the owner of the B&B can support the Tourism learners by practising the principle of CSI.


(4)

[22]

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

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

<p style="text-align: center;">THE FAMOUS WIMBLEDON</p> <p>Wimbledon is an annual tennis tournament that has benefited the host city for the last 140 years.</p> <p>Players from many countries participate and their matches attract spectators from around the world.</p>	
--	---

[Adapted from www.atpworldtour.com]

9.1.1 Explain ONE reason why the Wimbledon Championships are regarded as a global event. (2)

9.1.2 State TWO positive impacts the Wimbledon Tennis Championships have on the economy of the host city. (4)

9.2 Read the article below and answer the questions that follow.

<p style="text-align: center;">UNFORESEEN OCCURRENCES IN ITALY</p> <p>Many lives were lost and many paintings, ancient and historical buildings and other significant sites that had survived earlier earthquakes were destroyed in the 2016 and 2017 earthquakes.</p> <p>The earthquakes were felt as far as Rome, where transport authorities shut down the rail system and temporarily closed important tourist attractions for damage checks and ensuring safety.</p>
--

[Adapted from www.cnn.com]

9.2.1 Identify the type of unforeseen occurrence in the article above. (2)




9.2.2 State TWO ways in which damage to the transport infrastructure may impact on tourists. (4)

9.2.3 Power failures are common after huge earthquakes.

Recommend a suitable type of payment that foreign tourists can use during power failures. (2)

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

SATourism collects and analyses information on foreign tourist arrivals in South Africa.

FOREIGN INBOUND TOURIST ARRIVALS IN SOUTH AFRICA (2016)			
			
PROVINCE	ARRIVALS	EXPENDITURE (MILLIONS)	LENGTH OF STAY
Gauteng	894 287	R8 125	8,4
Western Cape	394 357	R3 481	11,7
Eastern Cape	63 353	R488	9,9
KwaZulu-Natal	146 954	R1 169	8,5
Mpumalanga	202 588	R1 061	5,7
Limpopo	162 796	R1 644	4,3
North West	113 888	R434	5,4
Northern Cape	16 022	R145	7,7
Free State	253 838	R283	8,0

[Adapted from www.southafrica.net]

- 9.3.1 Give the amount of income generated by the inbound international tourists that travelled to the Free State. (2)
- 9.3.2 Identify TWO provinces on the East Coast with lower tourist arrival numbers than the Free State. (4)
- 9.3.3 Give ONE reason why the provinces identified in QUESTION 9.3.2 have a higher expenditure than the Free State. (2)

9.4 Read the statement below and answer the question that follows.

OFFICIAL BUDGET ALLOCATION
In the 2017 Budget Speech an additional R494 million has been allocated to promote tourism.
[Adapted from www.grantthornton.co.za]

Give ONE reason why a large portion of the budget must be used for marketing in emerging markets, such as China.

(2)
[24]

QUESTION 10

Study the picture below and answer the questions that follow.

TRAINING FOR EMPLOYEES



Were you satisfied with our products and service?

[Source: www.prfree.com]

- 10.1 Identify the customer feedback method shown in the picture above. (2)
- 10.2 Explain TWO ways how the feedback method in QUESTION 10.1 helps to improve the level of service delivery of tourism businesses. (4)
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200