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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

SENIOR CERTIFICATE/ NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2020

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 QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL steps for the 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 numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1 A compulsory vaccination for tourists entering or leaving high-risk areas:

- A Bilharzia
- B Diarrhoea
- C Yellow fever
- D Diabetes

1.1.2 When flying across many time zones, passengers are advised to adjust the time on their watches to ...

- A two hours ahead of local time.
- B one hour ahead of local time.
- C one hour behind local time.
- D the local time of the destination city.

1.1.3 GDP is the total value of ...

- A tourism services provided and experienced in a country.
- B manufactured goods produced and supplied in a country.
- C goods and services produced in a country annually.
- D the annual net profit of the services industry in a country.

1.1.4 The IDL is an imaginary line that ...

- A splits countries into three different climatic regions.
- B causes changes to the day and date of a country.
- C divides the earth into the Northern and Southern Hemispheres.
- D runs from east to west on the globe.

1.1.5 The reason why the time zones of the United States of America (USA) stretches from -4 to -8 on a time zone map:

- A Because the USA is divided into many districts.
- B It is a decision taken by the people of the USA.
- C Because of the position of the moon.
- D Because of the size of the country.

- 1.1.6 The icon below is regarded as one of man's greatest architectural accomplishments of the Ancient World:



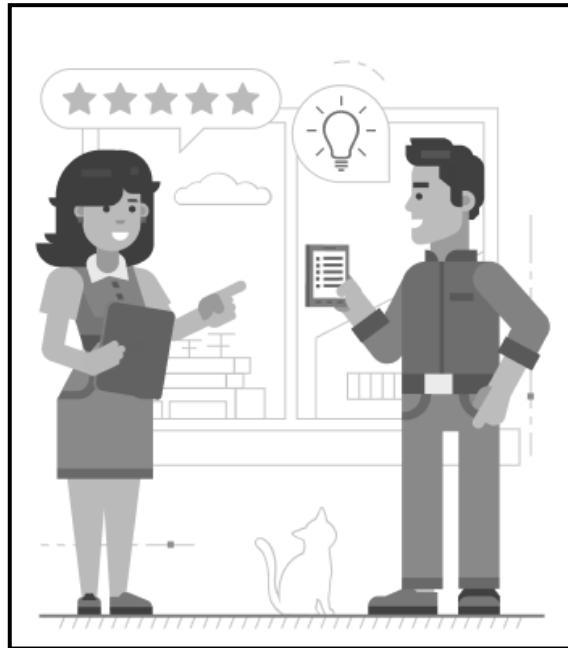
- A Taj Mahal
B Brandenburg Gate
C Great Wall of China
D Great Pyramids of Giza
- 1.1.7 The ... is located between Canada and the United States of America.
- A Niagara Falls
B Victoria Falls
C Angela Falls
D Tugela Falls
- 1.1.8 The Dome of the Rock and the Wailing Wall are two world-famous icons found in ...
- A Turkey.
B India.
C Israel.
D Jordan.
- 1.1.9 The picture below shows that the attraction provides ... access for tourists with special needs.



- A free
B employment
C universal
D beach

- 1.1.10 The main role of UNESCO:
- A Protection and development of World Heritage Sites
 - B Protection of the South African economy and its people
 - C Promote cruelty against animals in captivity
 - D Promote ethical behaviour amongst staff
- 1.1.11 An employee has the right to receive this document upon his/her termination of employment:
- A Tax refund slip
 - B Certificate of service
 - C List of fringe benefits
 - D Receipt for legal fees
- 1.1.12 Regulations relating to the use of strong perfumes at work:
- A Personal hygiene
 - B Personal aura
 - C Emotional integrity
 - D Emotional stamina
- 1.1.13 When an employee in the tourism industry works on a public holiday, the employee is entitled to ...
- A five days additional leave.
 - B time off equivalent to two months.
 - C payment at double the normal rate.
 - D reduced annual bonuses.
- 1.1.14 The boutique hotel in the Cradle of Humankind attracts tourists because its roofs are planted with grass to blend into the surrounding Highveld.
- This accommodation establishment is ...
- A shopping friendly.
 - B socially friendly.
 - C economically friendly.
 - D environmentally friendly.
- 1.1.15 The staff of a tourism IT company provided gifts and clothes to a children's home. This donation is regarded as ...
- A environmental conservation.
 - B a corporate social investment.
 - C infrastructure development.
 - D cultural preservation.

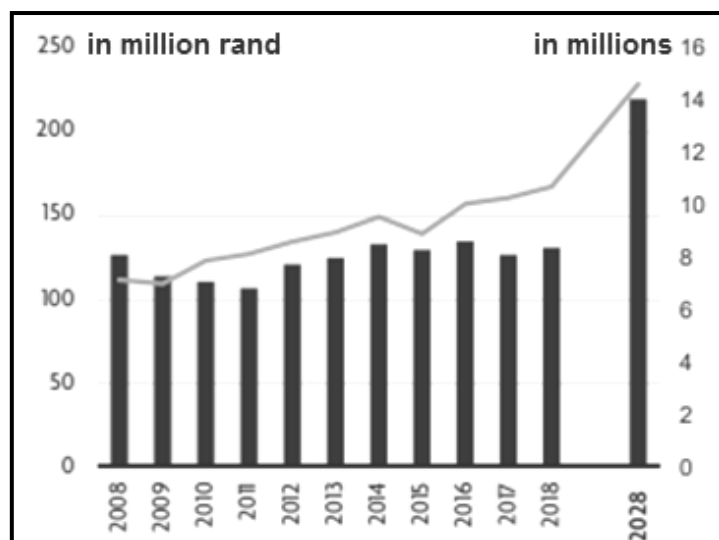
1.1.16 The level of customer satisfaction shown below:



- A Poor
- B Average
- C Good
- D Excellent

1.1.17 According to the WTTC, the expected number of foreign tourist arrivals to South Africa in 2028 is...

WTTC TOURIST ARRIVALS



- A 14 million.
- B 8 million.
- C 10 million.
- D 2 million.

1.1.18 An example of an unforeseen occurrence:

- A A royal wedding
- B Outbreak of COVID-19
- C World Travel Market
- D The Olympic Games

1.1.19 Foreign market share refers to the ...

- A number of local businesses that sell branded products to domestic tourists in South Africa.
- B number of domestic tourists who visit the nine South African provinces in a one-year period.
- C percentage of the industry earned through inbound tourism to South Africa.
- D length of stay per tourist in Gauteng over a specified time period.

1.1.20 Technology that will give tourists quick access to travel-related information:

- A Photocopier
- B Fax machine
- C Internet
- D Pocket calculator

(20 x 1) (20)

1.2 Give ONE reason for the decline in inbound arrivals to South Africa by choosing from the list below. Write only the reason next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

negative perceptions; inadequate flights;	severe droughts; canned hunting;	visa processing; film permits
--	-------------------------------------	----------------------------------

1.2.1 A serious shortage of water, resulting in water restrictions in certain major tourism cities in South Africa

1.2.2 Limited air transport to South Africa from certain African and overseas destinations

1.2.3 Difficulty to obtain rights to make movies and documentaries in South Africa

1.2.4 Killing wild animals for the purpose of trophies in a confined area, such as a fenced-in camp

1.2.5 International tourists choose not to visit South Africa due to bad publicity in foreign media (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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 passport.

1.3.1 A conference venue should (sell/brand) its stationery, like pens, writing paper and folders, provided to conference goers.

1.3.2 Brainstorming is used when (choosing a name/opening a bank account) to ensure brand recognition.

1.3.3 The (slogan/logo) forms part of the trademark of a tourism business.

1.3.4 (Itinerary cancellation/Marketing material) is a factor that contributes to the professional image of a tour operator.

1.3.5 The procedures to follow when dealing with complaints in a tourism business will be found in the (customer service policy/contract of employment). (5 x 1)

(5)

1.4 Choose a customer feedback method in COLUMN B that matches the description in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Customers use Facebook to give feedback on their experiences	A	feedback cards
		B	social media
1.4.2	Customers write their complaints down and leave them in their hotel rooms after check out	C	e-mail responses
		D	interviews
		E	snail mail
1.4.3	Face-to-face customer feedback between two people	F	SMS messaging
1.4.4	Real-time (Immediate) feedback using cellphones in a restaurant		
1.4.5	Written replies to questions sent to the customer via the internet		

(5 x 1)

(5)

- 1.5 Arrange the cities in the CORRECT order from west to east. Write the five cities in the correct order next to the question number (1.5) in the ANSWER BOOK.

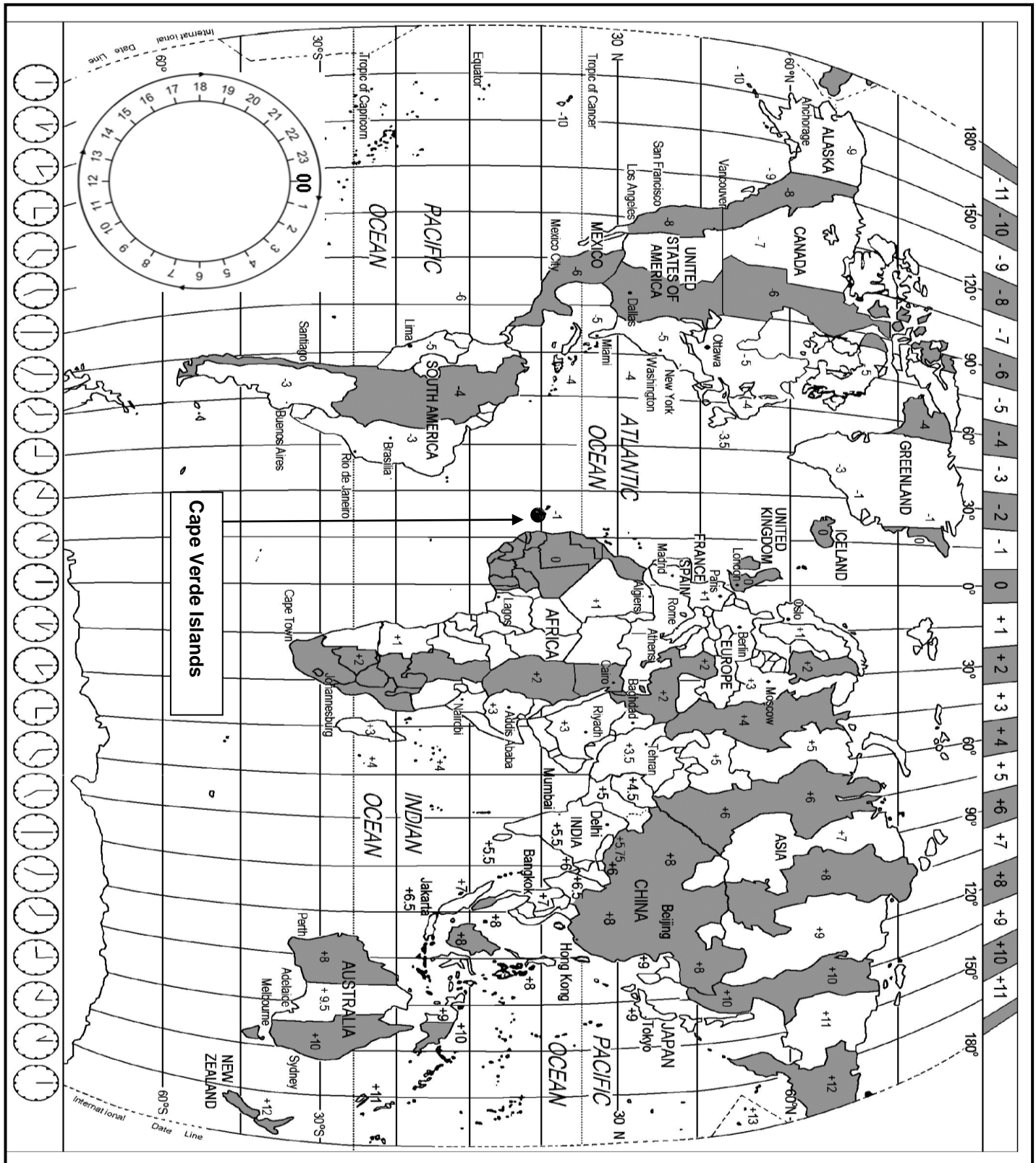
- Cape Town (+2)
- London (0)
- San Francisco (-8)
- Delhi (+5.5)
- Rio de Janeiro (-3)

(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 and the given information and answer the questions that follow.



Mr and Mrs Vermaak got married recently and travelled to France for their honeymoon. They consulted Tripadvisor before planning their honeymoon. The couple are not arts and culture enthusiasts.

Tripadvisor is a website where travellers can search for and book multiple tourism products and services.

WEB PAGE FROM TRIPADVISOR'S WEBSITE

tripadvisor SOUTH AFRICA

Where to? ▾

Hotels	Things to do	Restaurants	Flights	Car Hire	Holiday Homes

SKIP THE LINE TO THE... EIFFEL TOWER PARTS FRANCE

Recommended

BOOK NOW

Skip the line to the Eiffel Tower
Tour: Hop on Hop Off bus **€99**

BOOK NOW

Private Tour: Paris
Historical walking Tour: Skip the
line: Louvre Museum **€209**

BOOK NOW

Romantic River Cruise
on the River Seine **€30**

- 2.1.1 Identify FOUR tourism products or services found on the Tripadvisor website. (4)
- 2.1.2 The Vermaaks have decided to visit the Eiffel Tower.
- (a) Identify the tour they will choose. (2)
- (b) From the web page, give the cost of the tour that you identified in QUESTION 2.1.2(a). (2)
- (c) State ONE advantage for the couple for choosing this tour. (2)
- (d) Recommend ONE other attraction to the couple that will suit their profile. (2)
- 2.1.3 Suggest TWO reasons why the Vermaaks decided to use Tripadvisor to plan for their trip. (4)

2.2 The couple purchased a laptop to the value of R6 500 from a duty-free shop at Charles De Gaulle Airport in France.

They were unsure of which channel they should proceed through when they arrived at OR Tambo International Airport.

2.2.1 Advise the couple on the correct channel they should choose. (2)

2.2.2 Give ONE reason for your answer to QUESTION 2.2.1. (2)

2.2.3 Name the government department responsible for controlling declared items brought into the country. (2)

2.2.4 Name the type of tax the couple will pay. (2)

2.3 Study the information below and use the World Time Zone Map to answer the questions that follow.

ANGELA FLIES TO THE USA

Below is Angela's flight information for her trip from Cape Town to San Francisco.



- Angela flew from Cape Town International Airport to San Francisco.
- Her flight departed from Cape Town at 17:00 on 21 October.
- The flight stopped at the Cape Verde Islands *en route* to San Francisco.
- The total flying time, including the stopover time in the Cape Verde Islands, was 23 hours.

2.3.1 Give ONE reason why the flight stopped at the Cape Verde Islands. (2)

2.3.2 Calculate Angela's time and date of arrival in San Francisco. (6)

2.3.3 After spending some time with family in San Francisco, Angela continued on her trip to Dallas. She arrived in Dallas at 08:00 on 8 January.

Calculate at what time Angela's flight departed from San Francisco if the flight was 3 hours long.

(6)
[38]

QUESTION 3

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

FOREIGN EXCHANGE RATES			
Rand per foreign currency unit			
CURRENCY	CODE	BANK SELLING RATE	BANK BUYING RATE
US dollar	USD	14.73	14.12
Pound sterling	GBP	19.28	18.29

- 3.1.1 A South African tourist returns from the United Kingdom with £2 500.

Calculate how much the South African will receive in rand.

(3)

- 3.1.2 You have a friend who is studying in the United States of America. It is your friend's birthday and you would like to transfer R1 800 into his account as a gift.

Calculate how much your friend will receive in US dollars.

(3)

- 3.2 It is important for sustainable tourism to find a balance between the impact on the environment and the economic benefit to the tourism industry.

Write a paragraph to explain how a strong rand would be able to achieve this balance.

Your paragraph must include:

- Sustainable tourism practices
- A balance between economic and environmental benefits for the tourism industry
- Job creation

(3 x 2)

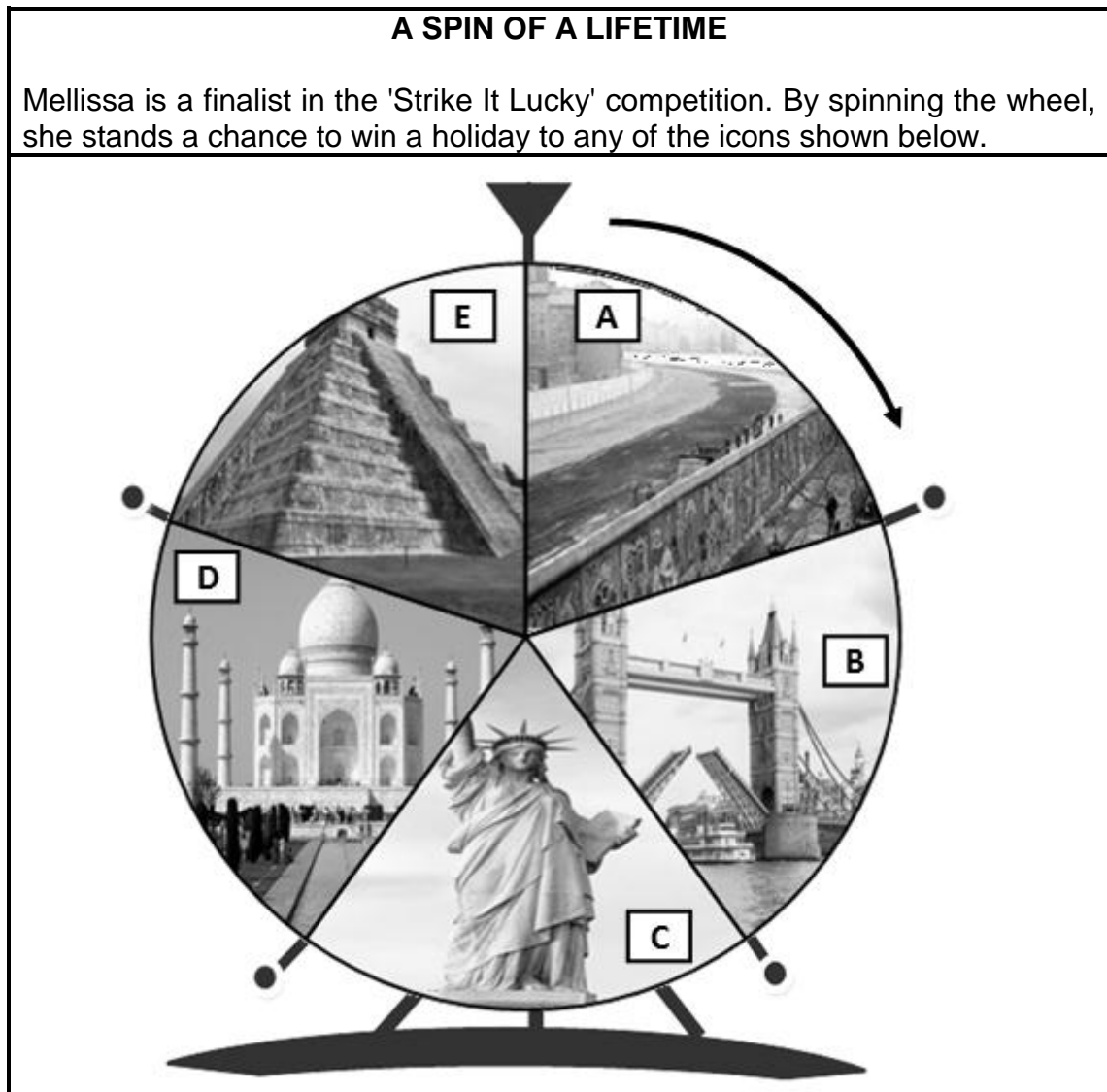
(6)

[12]

TOTAL SECTION B: 50

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

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



[Source: www.fotolia.com]

4.1.1 Identify world icons **A** to **E**.

Write down only the letter (**A–E**) and the name of the icon next to the question number (4.1.1) in the ANSWER BOOK.

(5)

4.1.2 Icons **A** and **B** are found on the same continent.

Give the name of the continent.

(2)

- 4.1.3 World-famous icons are important for the country or city where they are located.

Give ONE reason why each of the icons **A**, **C** and **D** were built.

Write only the answer next to the letter (**A**, **C** and **D**) in the ANSWER BOOK.

(6)

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

CAN AUSCHWITZ BE SAVED?

Many survivors cannot forget the hardships they suffered at Auschwitz. What was thought to be a working camp with showers and doctors to care for the sick, eventually became a death camp with gas chambers and doctors experimenting on humans.

Auschwitz has a very sad and depressing past; however, today the attraction has its own problems with maintenance. Many of the buildings have cracked walls and sinking foundations. Leaking roofs have damaged wooden bunk beds.

Visitor numbers have doubled. On peak days, as many as 30 000 visitors move through the camp's buildings.

Auschwitz is a place of memory; it is not just about history – it is also about the future. The last survivors of the camp will soon die, taking with them memories of what happened at the camp.

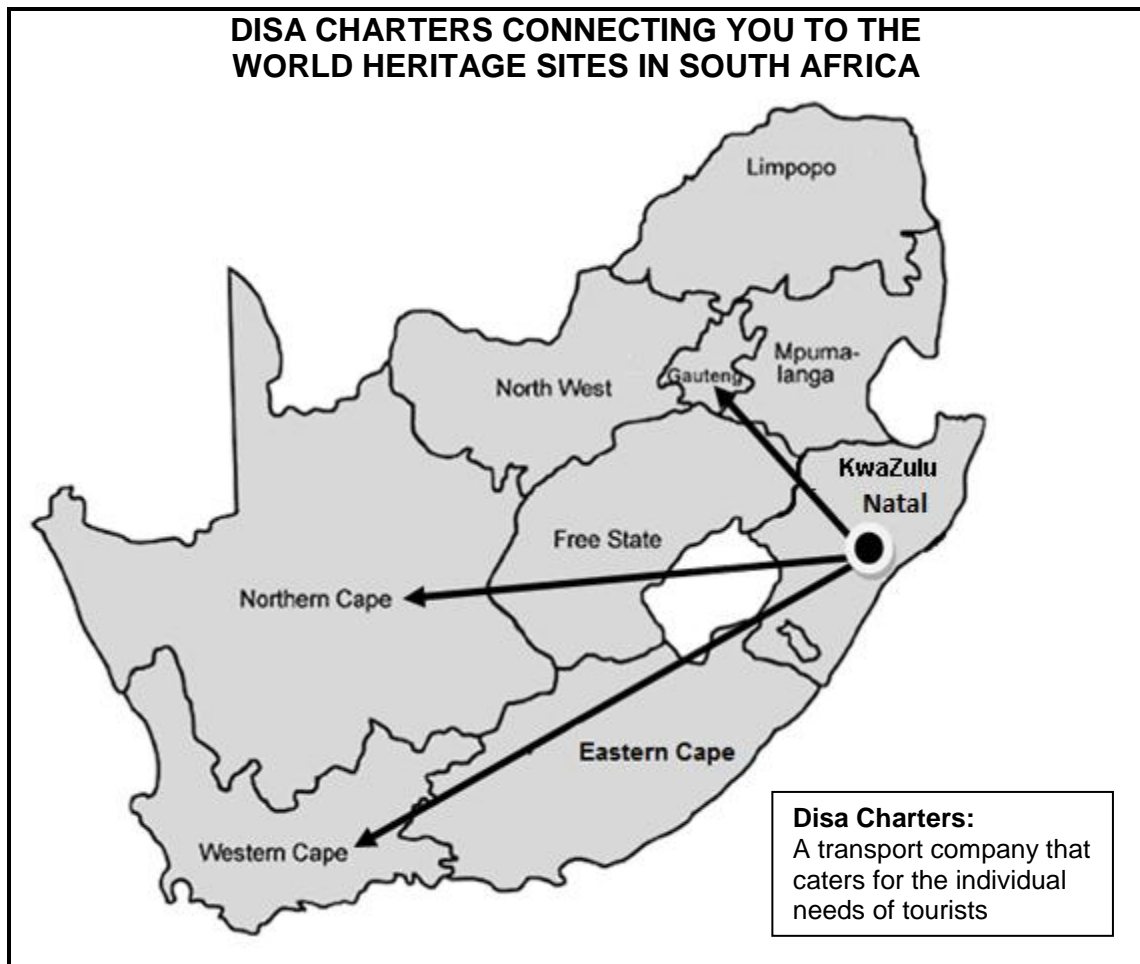
[Adapted from www.survivor.com]

- 4.2.1 Name the country where the Auschwitz concentration camp is located. (2)
- 4.2.2 Discuss TWO factors in the extract that contributed to Auschwitz's:
- (a) Sad and depressing past (4)
 - (b) Problems in the present (4)
- 4.2.3 Recommend TWO ways in which Auschwitz can be maintained as a tourist attraction. (4)

[27]

QUESTION 5

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



[Source: www.GlobalSecurity.org]

Disa Charters offers daily flights from KwaZulu Natal to Gauteng, the Northern Cape and the Western Cape.

Name TWO World Heritage Sites tourists will visit when they travel with Disa Charters to EACH of the following provinces:

- 5.1.1 Gauteng (2)
- 5.1.2 Northern Cape (2)
- 5.1.3 Western Cape (2)

5.2 In July 2018 UNESCO declared a new World Heritage Site in South Africa. Disa Charters now needs to add a new route to their existing flight schedule.

Using the map, identify the province where this World Heritage Site is located. (2)

- 5.3 Disa Charters are offering discounted prices on their airfares to the World Heritage Sites in South Africa. Travel agents are taking advantage by making different tour packages available to the World Heritage Sites.

Discuss TWO ways in which the tour packages to the World Heritage Sites will benefit these travel agencies.

(4)
[12]

QUESTION 6

Refer to the 2019 calendar below and answer the questions that follow.

2019 OCTOBER						
SUN	MON	TUE	WED	THU	FRI	SAT
29	30	1	2	3	4 	5 
6 	7	8	9	10	11	12
13	14	15 TBCSA Business Breakfast	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31	1	2

[Source: www.myplanner.org]

- 6.1 Nhlanhla, a tour operator, blocked out 4–6 October 2019 to attend the travel trade show displayed on the calendar above.

Name the main sponsor of this travel trade show.

(2)

- 6.2 Name ONE other trade show hosted by SATourism in South Africa annually.

(1)

- 6.3 Explain THREE objectives of the tourism trade shows held in South Africa annually.

(6)

- 6.4 Name ONE organisation responsible for South Africa's local and international tourism marketing who will send representatives to attend the meeting on 15 October 2019.

(2)
[11]


TOTAL SECTION C: 50

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

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

SERVICE ON TRACK

The waitrons below are employed by Exquisite Rail Luxury Train Company in South Africa. One of the conditions of employment is to portray a professional image at all times.



[Source: www.istockphoto.com]

- 7.1.1 In the picture, identify TWO ways in which the waitrons display professionalism in the workplace. (4)
- 7.1.2 The contract of employment specifies the dress code for the waitrons but does not include compensation (money) for uniforms. The waitrons in the above picture feel the only way they can adhere to the dress code is if they receive a uniform allowance.
- Explain ONE reason why the two employees feel entitled to a uniform allowance. (2)

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

DOING RIGHT BY OUR VALUED PASSENGERS

Passengers on Exquisite Rail deserve excellent standards. This includes the conduct of crew members employed by the company.

The conversation below is about the do's and don'ts for crew members working on a luxury train.

Trainee: How should crew members conduct themselves with the guests when working on a luxury train?

Trainer: 1. A crew member should never argue with a guest. Instead, any complaints lodged by a guest need to be reported to the supervisor immediately.

2. Never invite a guest into the crew quarters and never accept invitations to socialise with guests.


3. Be aware that parents with young children may misinterpret crew interaction with their children.

4. A crew member must be careful not to give too much attention to one particular guest when it comes to service delivery, as this can be misinterpreted.

- 7.2.1 Choose the correct option within brackets.
The training above forms part of the company's (code of conduct/
annual service bonus). (2)
- 7.2.2 Explain ONE reason why Exquisite Rail conducts this type of
training session regularly. (2)
- 7.2.3 Identify TWO examples of crew behaviour in the dialogue that
could be considered a violation of the code of conduct. (4)
- [14]**

QUESTION 8

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

<p align="center">VOLUNTEER AFRICA</p> <p align="center">Fair Trade Tourism certified</p>  <p align="center">INBOUND SKILLS SECURING A BETTER FUTURE</p> <p align="center">International volunteers and interns become involved in volunteer programmes in rural schools in the Eastern Cape.</p>	
<p>Various voluntours available</p> <p>Combining travel with a week of volunteering</p>	<p>The volunteer programme</p> <p>Teaching computer skills in rural schools; assisting learners to become more employable after completing school</p>
<p>Volunteers take part in</p> <p>Community development initiatives:</p> <ul style="list-style-type: none"> • Adult computer literacy • Youth sports development 	<p>Other programmes include</p> <ul style="list-style-type: none"> • Community preschool programme • Orphanage project

[Adapted from www.volunteerforever.com]

8.1.1 Explain the term *voluntourism*. (2)

8.1.2 Identify the pillar of the triple bottom line highlighted in the volunteer programmes. (2)



8.1.3 Explain the role of Fair Trade Tourism in this programme. (2)

8.1.4 In a paragraph, discuss the impact of voluntourism on community development.

The paragraph must include:

- Education
 - Skills development
 - In the Spirit of *Ubuntu*
- (3 x 2) (6)

- 8.2 Read the code of conduct for responsible tourism below and answer the questions that follow.

CODE OF CONDUCT FOR INBOUND INTERNATIONAL TOURISTS	
<div data-bbox="268 398 331 454" style="border: 1px solid black; padding: 2px; display: inline-block;">A</div> 	<ul style="list-style-type: none"> • Research South Africa before arrival. • Learn a few words in the local language. • Learn about the cultures of the area.
 <div data-bbox="467 936 531 992" style="border: 1px solid black; padding: 2px; display: inline-block;">B</div>	<ul style="list-style-type: none"> • Support locally made crafts. • Support community outreach programmes. • Support local businesses.

- 8.2.1 Explain ONE way in which a tourist shows responsible behaviour by learning a few basic words in the local language. (2)
- 8.2.2 Give ONE reason why supporting local businesses in **B** is economically responsible. (2)
- [16]**


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.

THE YOUTH OLYMPIC GAMES 2020
Lausanne, Switzerland
9–22 January 2020

The Youth Olympic Games (YOG) is a major international multisport event and cultural festival for teenagers held every four years. At the heart of this project are the main concepts of sustainability and responsibility. It also focuses on involving the youth between the ages of 15 and 18.

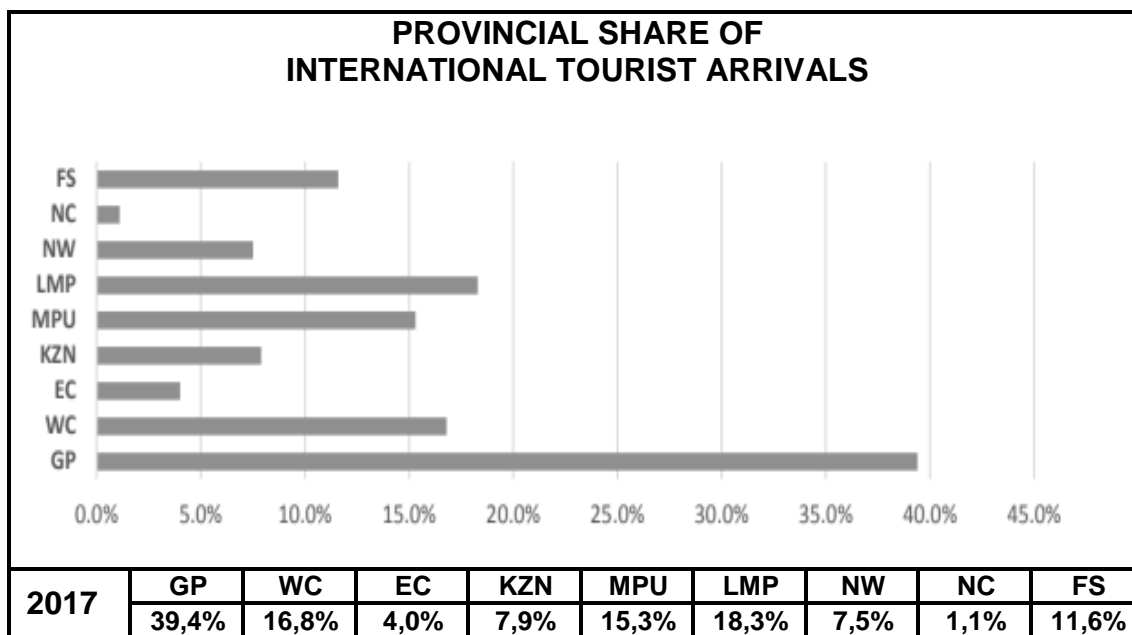




[Source: <https://www.lausanne2020.sport>]

- 9.1.1 Identify the major sports code teenagers will participate in at the winter Youth Olympic Games. (2)
- 9.1.2 Give ONE reason why this event is held in the European winter every year. (2)
- 9.1.3 Explain TWO characteristics of this event that makes it unique in comparison with other Olympic Games. (4)
- 9.1.4 The event attracts young people from across the world.
Recommend TWO ways in which the host city can manage such large numbers of international teenage visitors. (4)
- 9.1.5 Suggest TWO ways in which the young visitors can be made aware of the importance of sustainability when visiting environmentally sensitive areas in the Lausanne area. (4)

- 9.2 Study the statistics in the bar graph and table below and answer the questions that follow.

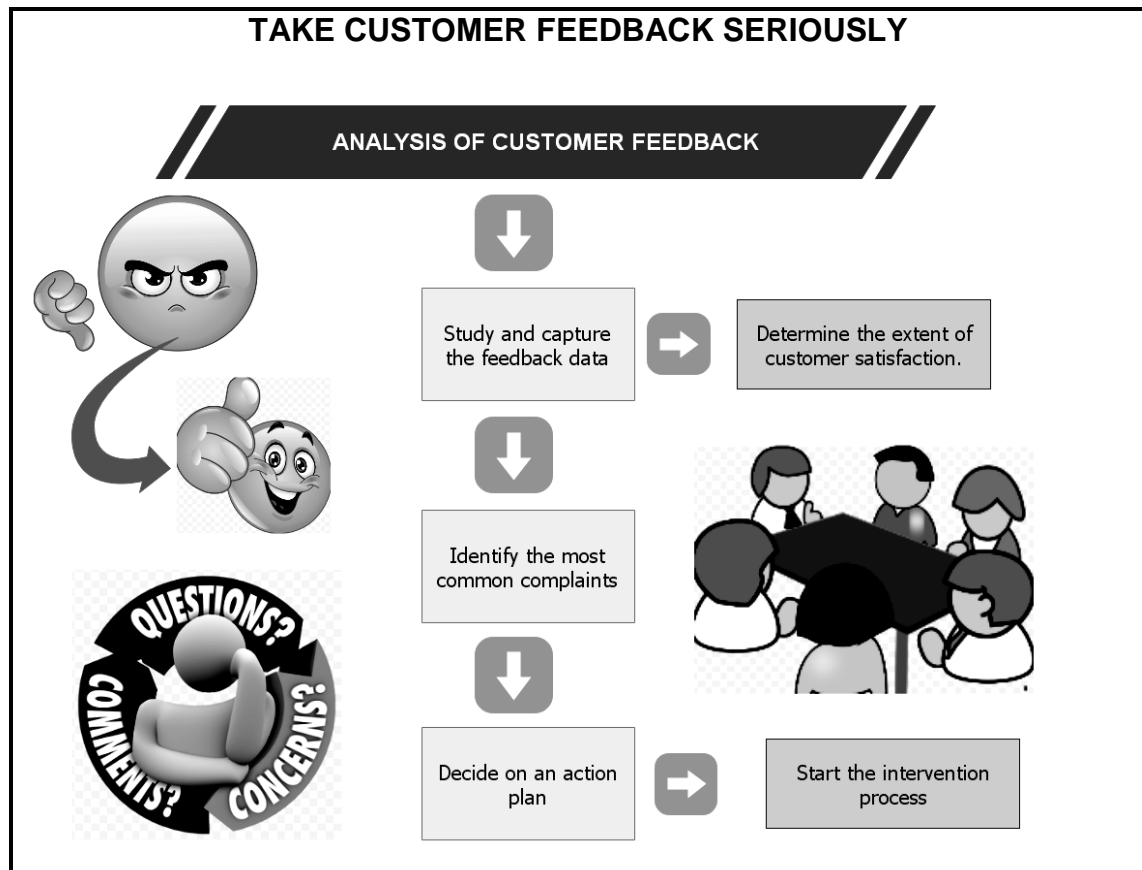


[Source: <http://www.statssa.gov.za>]

- 9.2.1 Identify in the graph above the province that received the largest volume of tourists in 2017. (2)
- 9.2.2 Give ONE reason for the trend in QUESTION 9.2.1. (2)
- 9.2.3 Give the percentage of visitors to Limpopo. (2)
- 9.2.4 Limpopo shares a border with Zimbabwe.
Explain why Limpopo's location attracts high visitor numbers in comparison to other provinces. (2)
- [24]**

QUESTION 10

10.1 Study the infographic below and answer the questions that follow.



[Source: Own graphics]

Give ONE reason why tourism product owners must NOT ignore customer complaints.

(2)

10.2 Explain the difference between the *action plan* and the *intervention process*.

(2 x 2)

(4)

[6]

TOTAL SECTION E:

30

GRAND TOTAL:

200