



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

FEBRUARY/MARCH 2009

MARKS: 200

TIME: 3 hours

This question paper consists of 23 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH section on a NEW page.
4. A calculator may be used.
5. 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	Responsible and sustainable 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 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 A Scottish couple touring South Africa is lost. They approach you for assistance. How should you react in order to ensure repeat visitation to our country?
- A Can't you see I'm in a hurry? Ask someone else.
B I'm sorry but I don't speak to strangers.
C I'm sorry you are lost. Let me see if I can help you.
D I'm sorry but I don't speak your language. (1)
- 1.1.2 Tourism in South Africa is often referred to as the ...
- A Platinum Industry.
B New Gold.
C Silver Industry.
D New Diamond. (1)
- 1.1.3 The following can be regarded as problems facing the implementation of the White Paper on the Promotion and Development of Tourism in South Africa (1996):
- A Limited integration of local communities and previously neglected groups into tourism
B Our ground transport is not yet fully geared to service tourists
C Our service delivery is not yet up to standard
D All the above-mentioned (1)
- 1.1.4 This Act was developed and put into place by government to protect people in the workplace:
- A The Tourism BBBEE Act
B Fair trade in tourism Act
C The Basic Conditions of Employment Act
D The Tourism Act (1)
- 1.1.5 South Africa's oldest, biggest and best-known art festival held in the Eastern Cape in July:
- A Aardklop Arts Festival
B Klein Karoo National Arts Festival
C Grahamstown National Arts Festival
D Macufe Festival (1)

- 1.1.6 This cultural group of people is known for their brightly coloured traditional homes:
- A Xhosa
 - B Ndebele
 - C Venda
 - D Zulu
- (1)
- 1.1.7 The objectives of this strategy are to reduce the loss of, and promote the wise use of wetlands:
- A Agenda 21
 - B Ramsar Convention
 - C Kyoto Protocol
 - D World Summit on Sustainable Development
- (1)
- 1.1.8 This assessment is conducted prior to tourism development to evaluate its impact on the environment:
- A Environmental Management System
 - B Responsible Tourism
 - C Environmental Impact
 - D Environmental Affairs
- (1)
- 1.1.9 A condition experienced when a traveller has crossed many time zones:
- A Jet lag
 - B Jet stress
 - C Insomnia
 - D Claustrophobia
- (1)
- 1.1.10 South Africa calculates its time from this line of longitude:
- A 30°W
 - B 30°E
 - C 180°
 - D 0°
- (1)
- 1.1.11 The 0° line of longitude is also referred to as ...
- A the Daylight Saving Time Zone.
 - B time zones.
 - C the equator.
 - D the Universal Time Co-ordinate.
- (1)

- 1.1.12 The International Date Line determines ...
- A a day lost.
 - B a day gained.
 - C a day lost or gained.
 - D an hour lost. (1)
- 1.1.13 Identify ONE element that is NOT part of an itinerary:
- A Transport
 - B Attractions
 - C Accommodation
 - D Visa requirements (1)
- 1.1.14 The organisation mandated (responsible) with the regulation of travel health certificates globally:
- A Department of Environmental Affairs and Tourism
 - B World Health Organisation
 - C South African Tourism
 - D UN World Tourism Organisation (1)
- 1.1.15 Foreign currency can be obtained in the following ways:
- A Swift Card
 - B Telegraphic transfer
 - C Money gram
 - D All the above-mentioned (1)
- 1.1.16 This organisation is the official tourism body responsible for marketing South Africa to the international world:
- A UN World Tourism Organisation
 - B Department of Environmental Affairs and Tourism
 - C South African Tourism
 - D Southern Africa Tourism Services Association (1)
- 1.1.17 When assessing team members ... is not a requirement for team evaluation.
- A group motivation
 - B self-appraisal
 - C team debriefing
 - D peer assessment (1)

- 1.1.18 A legal document drawn up by an organisation that sets out the conditions under which a member of staff is expected to work:
- A Contract of employment
 - B Curriculum Vitae
 - C Code of conduct
 - D The Labour Relations Act
- (1)
- 1.1.19 This term indicates positive changes to wealth, poverty, unemployment, currency value, foreign earnings and other aspects in a country:
- A Gross Domestic Product
 - B Political unrest
 - C Economic growth
 - D Sustainable tourism
- (1)
- 1.1.20 Tourism entrepreneurs are offered financial assistance for new and existing businesses by the ...
- A Tourism, Hospitality and Sport Education and Training Authority (THETA).
 - B Tourism Enterprise Partnership (TEP).
 - C Southern Africa Tourism Services Association (SATSA).
 - D World Health Organisation (WHO).
- (1)
- 1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.
- 1.2.1 Work (ethnic/ethic) refers to an employee's commitment in the workplace. (1)
- 1.2.2 A (visa/passport) is issued by one's own country. (1)
- 1.2.3 These markets, referred to as (target/niche) markets, are small, often specialised sections of a larger market, each with a clearly defined characteristic. (1)
- 1.2.4 (A timetable/An itinerary) is a plan showing where tourists will travel to each day and the activities they will participate in while on tour. (1)
- 1.2.5 The (Bank Buying Rate/Bank Selling Rate) is used when a tourist exchanges foreign currency for ZAR. (1)

1.3 Examine the logos below and identify the global event each logo represents.

Write only the letters and the correct numbers (A – E) next to it.

A



B



C



D



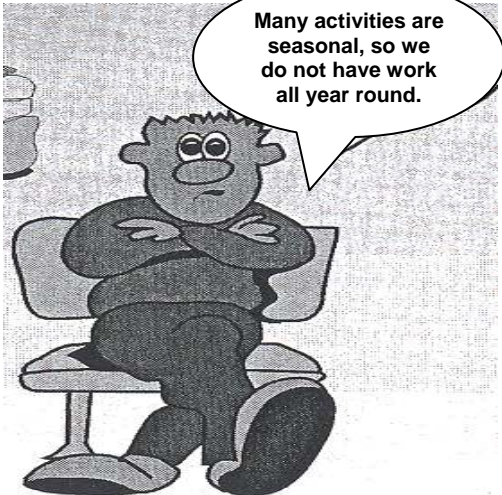
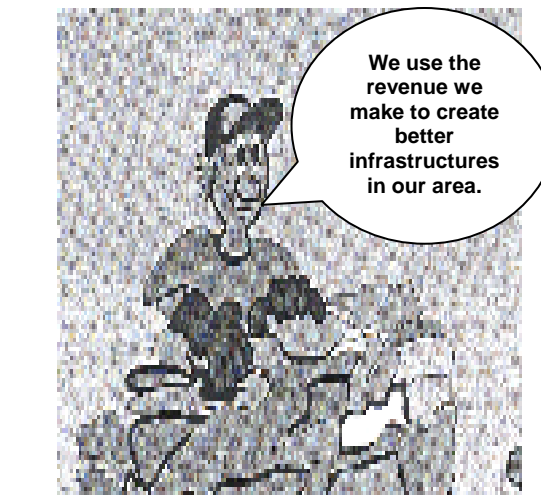

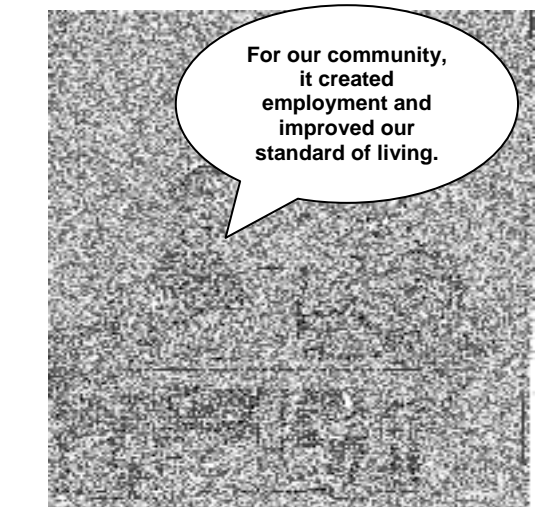

E



(5)

1.4 Read the following comments from members of host communities regarding the impact ecotourism has had on them.

Write the numbers 1.4.1 to 1.4.5 and next to each state whether the ecotourism project has had a positive or negative impact on the host communities.

<p>1.4.1</p>  <p>Many activities are seasonal, so we do not have work all year round.</p>	<p>1.4.2</p>  <p>We use the revenue we make to create better infrastructures in our area.</p>
<p>1.4.3</p>  <p>It has increased the cost of living in our area.</p>	<p>1.4.4</p>  <p>For our community, it created employment and improved our standard of living.</p>
<p>1.4.5</p>  <p>In our community, it helped us become more aware of conservation issues.</p>	

- 1.5 The following is a five-step approach in dealing with customer complaints. The steps are not in a logical order.

Rearrange the steps in the correct order so that each step follows the other in a logical order. Write down only the letters (A – E).

- A Solve the problem or complaint
- B Apologise
- C Listen to the complaint or problem
- D Report back
- E Sympathise with their problem or complaint (5)

TOTAL SECTION A: 40

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

2.1 Study the two extracts below and answer the questions that follow.

TOURISM – SOUTH AFRICA'S FUTURE	
<ul style="list-style-type: none"> • The Soccer World Cup will be 96 hours of soccer and five weeks of tourism. • Soccer supporters will spend most of their money on flight tickets, accommodation, vehicle hire, food and alcohol. • Short day trips in and around the cities before or after matches will be more popular than extended tours around the country. • The Soccer World Cup 2010 can result in the hosting of large international conferences, summits and seminars. • We have to succeed in exceeding the expectations of these visitors to ensure their return in future. 	<p>[Adapted from: <i>Die Volksblad</i>, 22 October 2007, Gillian Saunders (Grant Thornton)]</p>

PROJECTED EXPENDITURE BY FOREIGN TOURISTS DURING THE SOCCER WORLD CUP IN 2010			
FOREIGN VISITORS	COUNTRIES OF ORIGIN	EXPECTED NUMBER <i>(in thousands)</i>	PROJECTED EXPENDITURE <i>(in millions)</i>
Spectators	Africa	48 145	930
	Overseas	288 867	5 337
Non-spectators	Africa	100 000	85
	Overseas	25 000	462
Teams	Africa	200	24
	Overseas	1 350	129
VIPs	Africa	995	19
	Overseas	4 250	79
Media	Africa	1 700	33
	Overseas	12 750	236
TOTAL		483 257	7 333

[Source: Grant Thornton]

- 2.1 2.1.1 Give ONE reason why Gillian Saunders says, 'The Soccer World Cup will be 96 hours of soccer and five weeks of tourism.' (2)
- 2.1.2 Give your understanding of the term *non-spectators* and give THREE examples of who may be considered to be 'non-spectators'. (5)

2.1.3 Suggest FOUR ways in which local communities can earn money from the visitors to the Soccer World Cup. (4)

2.1.4 Gillian Saunders says, 'We have to succeed in exceeding the expectations of these visitors to ensure their return in future.'

Give TWO examples of expectations from foreign visitors to our country with regard to the following:

(a) Service (2)

(b) Safety (2)

2.1.5 Compared to the other visitors, the soccer teams will spend less money and time on tourism activities during the Soccer World Cup 2010. Although we will not be able to gain billions from this target market now, there is a great potential for return visitation.

Give TWO reasons why the teams may return to South Africa. (4)

2.2 2.2.1



Write down the full term for the acronym *BEE*. (2)

2.2.2 Give TWO reasons why BEE was introduced by the South African government. (4)

2.3 The White Paper on the Promotion and Development of Tourism in South Africa (1996) states the following as one of the benefits of tourism.

(i) 'Tourism represents a significant opportunity for South Africa'

Employing 212 million people world-wide, generating \$3,4 trillion in world gross output and contributing \$655 billion of government tax revenues, travel and tourism is the world's largest industry. The tourism industry is expected to grow by 50% by 2009, by which time the industry will be worth US\$7 trillion to the world economy.

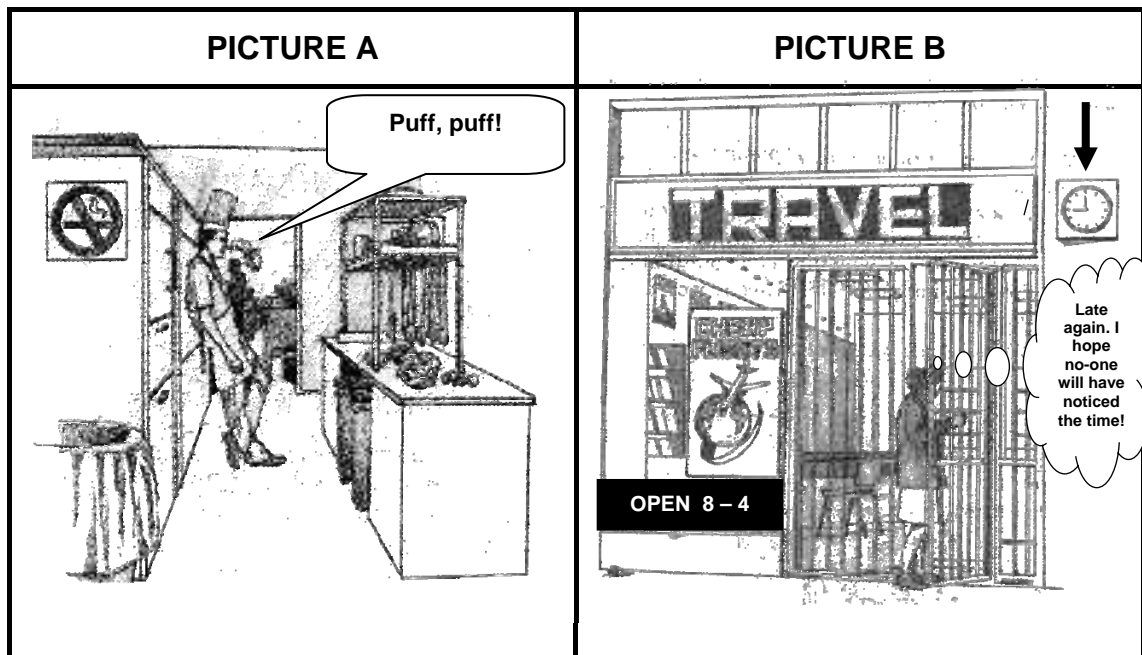
Refer to the above extract and give TWO explanations on how the growth in the South African tourism industry contributes to the GDP of South Africa. (4)

2.4 Give the main objective of the Fair Trade in Tourism South Africa (FTTSA) programme. (1)

[30]

QUESTION 3

3.1 Study the pictures below carefully and answer the questions that follow.



[Source: *Client Services & Human Relations*, L van Hoepen, V Verster]

It is important that employees adhere to (keep to the rules of) the code of conduct of the business or organisation where they are employed. In both pictures, A and B, the employees did NOT adhere to the rules set down in their codes of conduct.

- 3.1.1 Identify the rule broken in PICTURE A. (2)
- 3.1.2 Suggest TWO actions that can be taken against this employee. (4)
- 3.1.3 Identify the rule broken in PICTURE B. (2)
- 3.1.4 Explain how the conduct of the employee in PICTURE B can impact on the profitability of the travel agency. (2)

[10]

TOTAL SECTION B: 40

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

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



The year 2007 had been a successful year for the iSimangaliso Wetland Park (previously known as the Greater St Lucia Wetland Park).

Listed below are a few of its successes:

- (i) Received the Diamond Award for the most exciting and interesting heritage site.
- (ii) Name change which paved the way for a new marketing and branding programme.
- (iii) The restriction of the 4x4 vehicles on the beaches.
- (iv) Over 17,4 million rand spent on new tourist roads and entrance gates.
- (v) Tourist accommodation in and around the park revealed a 59% increase.
- (vi) BEE and small- to medium-scale business ventures have been successful with contracts to the value of 11 million rand and craft, culture and tourism development are providing income and employment.
- (vii) There are more than 100 registered research projects in the park.

[Adapted from: *Sunday Tribune*, 2007-09-19]

4.1.1 From the extract, identify and explain TWO ways in which the park has succeeded in ensuring that the natural environment is conserved. (6)

4.1.2 The iSimangaliso Wetland Park is a sensitive environmental area. The park must be protected from any possible negative impacts that might arise from the presence of tourists.

(a) Explain TWO harmful visitor impacts on the environment. (4)

(b) Recommend TWO measures that can be put in place to manage the flow of visitors to the park. (4)

- 4.1.3 Indicate how the improvement of the infrastructure has benefited the park. (2)
- 4.1.4 Global warming is causing climatic change. (2)
- (a) Explain the term *global warming*. (2)
- (b) Discuss ONE impact that global warming will have on the park. (2)
- (c) Suggest TWO precautions the park can implement to manage the global warming crisis. (4)
- 4.1.5 Indicate whether the park's management has accommodated people from the previously disadvantaged groups into their projects. Motivate your answer. (2)
- 4.1.6 Seasonal demand is often a huge challenge for destinations. (4)
- Propose TWO ways in which Ezemvelo KZN Wildlife and the community can work together to encourage tourists to visit the park throughout the year. [30]

QUESTION 5

5.1

South Africa's World Heritage Sites have been branded (marketed) under the banner 'Our African Heritage'. The new brand is designed to link all the sites together whereas previously they were marketed in isolation (separately).

[By: Darren Sandras]

- 5.1.1 Explain ONE positive effect you think this type of 'branding' can have on our heritage sites. (2)
- 5.1.2 Give ONE reason why a marketing plan is important for the sustainability of these sites. (2)
- 5.1.3 In South Africa we have many different cultures. When marketing 'Our African Heritage' the different indigenous cultures will be highlighted. (2)
- Name the indigenous cultures found at the following World Heritage Sites and state ONE unique aspect or something that their culture is known for:
- (a) iSimangaliso Wetland Park (2)
- (b) Richtersveld Cultural and Botanical Landscape (2)
- 5.1.4 Name TWO elements of the marketing mix that the host communities must consider when developing a tourism product. (2)

[10]**TOTAL SECTION C: 40**

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

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

- Mr Ndlovu and his wife decided to go on holiday for two weeks.
- On 21 August 2008 at 21:25 (South African local time) they departed from O R Tambo International Airport (JHB) to New York (JFK) via London Heathrow International Airport (LHR).
- London is in the United Kingdom.
- The flying time from O R Tambo International Airport to London Heathrow International Airport was ten hours.
- They stayed in London for two days and spent £150. While they were in London the exchange rate was as follows:

$$1\text{£} = \text{R}13,50$$

- On 24 August 2008 at 11:15 (local time) they departed from London Heathrow International Airport (LHR) to New York (JFK).
- The flying time to New York was seven hours.
- While they were in the USA, the exchange rate was as follows:

$$1\text{ US\$} = \text{R}7,50$$

- Of the R30 000 they had originally budgeted for the trip, the couple spent a total of US\$3 000, excluding airfares.

6.1.1 Use the Time Zones Map (on the next page) to answer the following questions.

- (a) Calculate the time and the date of their arrival at London International Heathrow Airport (LHR).

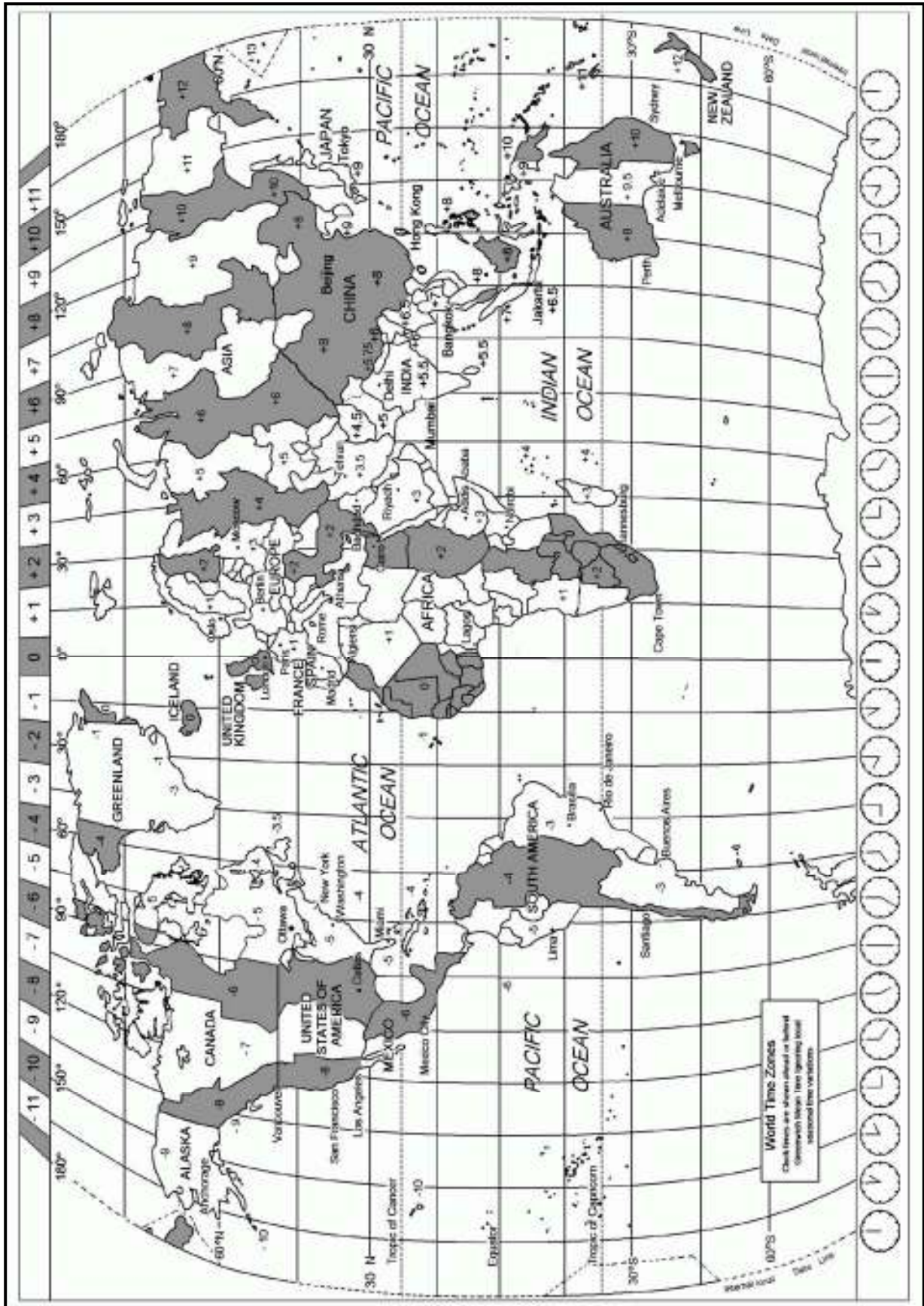
Note that London is practising Daylight Saving Time (DST). (4)

- (b) Calculate the time they arrived at JFK International Airport in New York. (3)

6.1.2 State ONE advantage of Daylight Saving Time in tourism. (2)

6.1.3 Calculate the amount of South African Rands (excluding airfares) they had left at the end of their holiday. (4)

WORLD TIME ZONES MAP



6.2 State why it is important for a travel agent to consider the following when compiling a tour plan:

6.2.1 Cost of the tour (2)

6.2.2 Types of accommodation establishments (2)

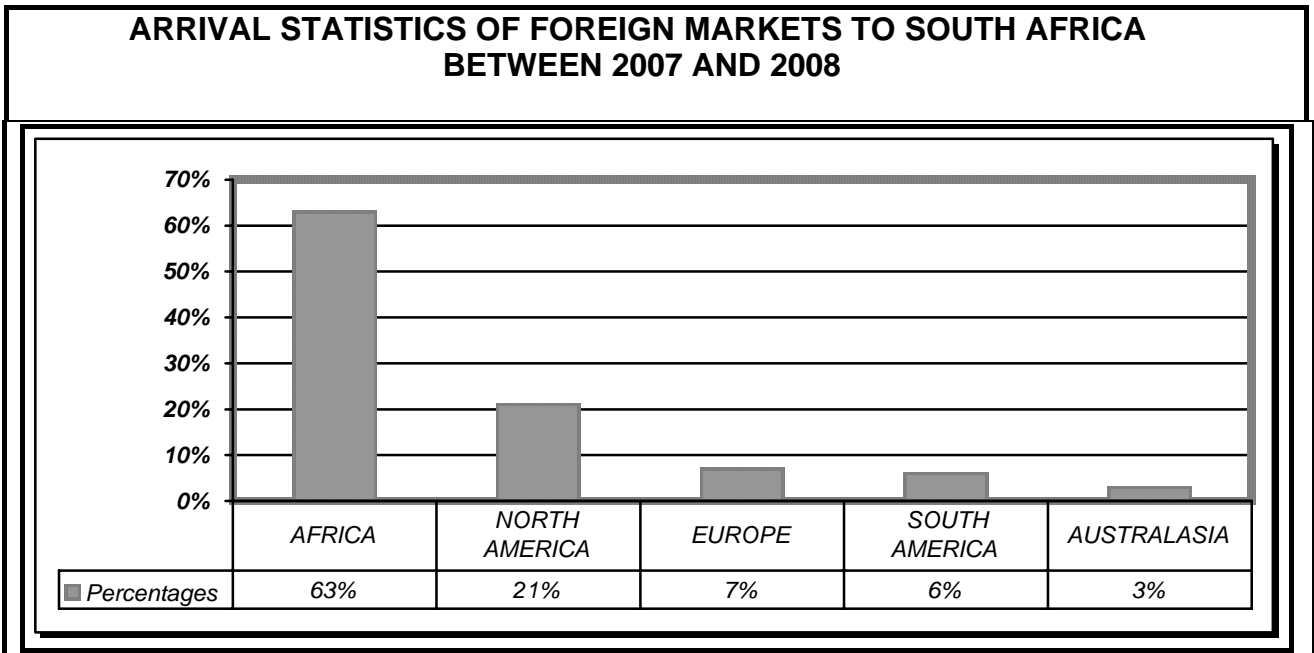
6.3 Your friends intend visiting a lodge in the Kruger National Park during summer. Malaria can be a high-risk factor during summer.

6.3.1 Explain to your friends how malaria can be contracted. (2)

6.3.2 Recommend any TWO precautions that your friends should take in order to avoid contracting malaria. (4)

6.3.3 Name ONE way in which the lodge will ensure that your friends' valuables are kept safely during their stay. (2)

6.4 Study the graph titled "ARRIVAL STATISTICS OF FOREIGN MARKETS TO SOUTH AFRICA BETWEEN 2007 AND 2008" below and answer the questions that follow.

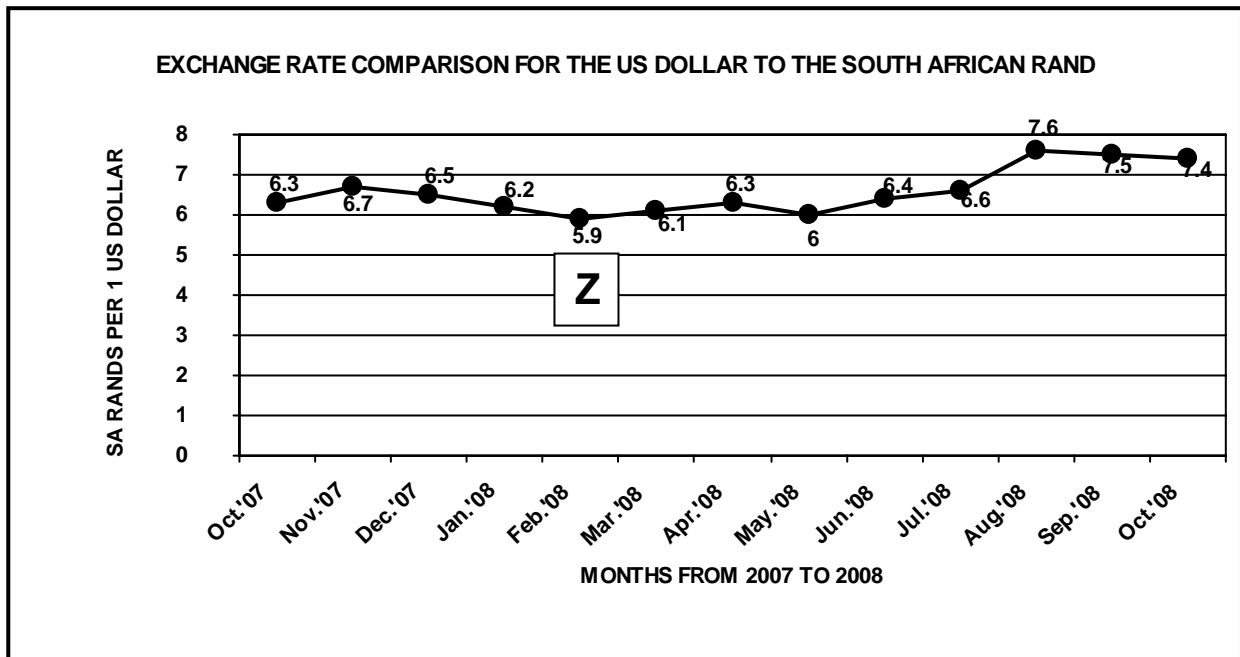


6.4.1 Differentiate between *new foreign markets* and *existing foreign markets*. (4)

6.4.2 If you worked for South African Tourism, which TWO strategies would you suggest that could be used to attract new tourist markets from Australasia? (4)

6.4.3 Discuss ONE strategy that South African Tourism will use to maintain the number of African visitors to South Africa. (2)

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



6.5.1

Thembi Design received an order for pottery to a Home and Design Company in the USA to the value of R10 850,43. She received her payment at the exchange rate marked Z on the graph.

Calculate how much she received in US dollars. (Your answer must be rounded off to TWO decimal places.)

(3)

6.5.2

Give TWO reasons for the fluctuation in the US dollar/rand exchange rate between the periods February 2008 and September 2008.

(4)

6.6

Read the information below on current affairs in Africa and answer the questions that follow.

In 2008, Ghana will be hosting the 2008 AFCON Cup (African Confederation Cup). The AFCON Cup is a soccer tournament where 16 African countries compete once every two years.

In December 2007, Kenya experienced political instability due to citizens being unhappy with the results of the elections. This resulted in outbreaks of violence in certain parts of the country.

6.6.1

Discuss the positive impact of the 2008 AFCON Cup on tourism in Ghana.

(4)

6.6.2

State whether the political instability had a negative or positive impact on the tourism industry in that country.

(1)

6.6.3

Give THREE examples of the impact identified in QUESTION 6.6.2.

(3)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

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

Foreign tourist arrivals in South Africa grew by 13,9% to almost 8,4 million in 2006, driven by increases of 16,9% in tourists from within the African continent, 11,2% from the Americas and 5,6% from Asia and Australia.

Arrivals from Nigeria and Kenya have also registered double-digit growth over the first five months of 2007.

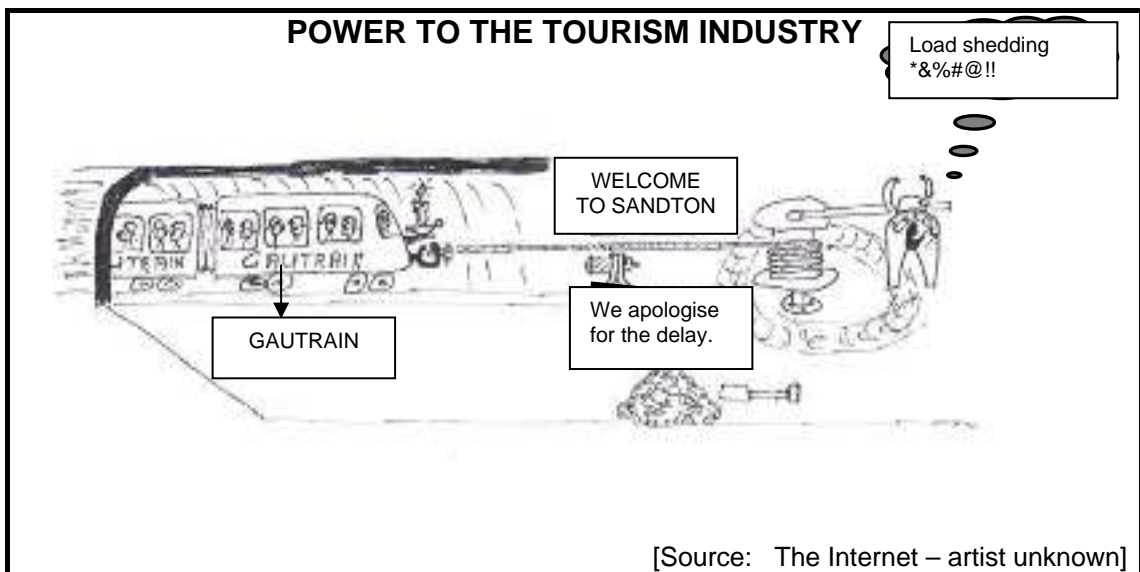
The main reason for this growth has been the increased airspace given to South Africa.

Statistics from the Southern African Association for the Conference Industry (SAACI) show that South Africa is ranked 32nd globally for business tourism.

(Source: www.southafrica.net)

- 7.1.1 From the extract, identify THREE of South Africa's major inbound tourist markets. (3)
- 7.1.2 From the extract, give TWO reasons for the growth of 13,9% in foreign tourist arrivals to South Africa in 2006. (4)
- 7.1.3 A conference delegate from North Africa is of the Muslim faith. As an events coordinator, name ONE factor you will consider regarding his or her cultural needs. (2)

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



Not only does poor service delivery affect employees, customers and businesses in one tourism sector, but it also affects the delivery of service in other tourism sectors.

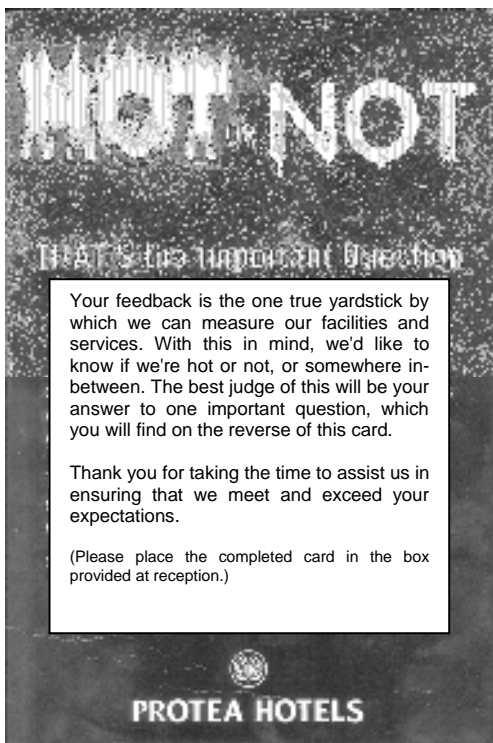

- 7.2.1 Explain how the cartoon above illustrates the lack of service delivery. (2)
- 7.2.2 Indicate THREE ways in which the above situation can impact negatively on the tourism industry. (3)

7.3 One of the ways to achieve and maintain quality service is through performance management plans.

Explain ONE way in which a business will use the performance management plan to ensure that employees provide excellent service. (2)

7.4 Read the case study and customer service documents, A and B, of a well-known hotel chain below and answer the questions that follow.

Mr and Mrs Bergman stayed at the Hluhluwe Game Lodge, which is part of the Protea Hotel chain in KwaZulu-Natal, for their honeymoon. They received five-star treatment which made them feel very special. They were given complimentary game drives with knowledgeable guides and were treated to sunset drives with free refreshments. Beautifully wrapped chocolates were placed on their pillows every night and they received loads of friendly smiles and warm hospitality during their entire stay. They were so impressed with the service delivery that they immediately made a booking there for their next holiday.

<p>A</p> 	<p>B</p> 
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- 7.4.1 Study the response card labelled **B** above.
- (a) Decide on a score (1 to 10) for this game lodge. (1)
 - (b) From the passage, identify ONE outstanding experience at the game lodge to justify your score. (1)
- 7.4.2 Indicate whether you think this lodge is HOT or NOT and write your comments in not more than THREE sentences on the customer response card starting with 'Dear General Manager' on behalf of the Bergman couple. Write the answer in the ANSWER BOOK. (3)

QUESTION 8

8.1 Teamwork is an essential part of the tourism industry.



Discuss TWO ways in which you would go about improving teamwork in a company to ensure delivery of quality service. (4)

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



Obsolete: outdated, no longer in use

8.2.1 Write out in full the abbreviation for *e-mail*. (1)

8.2.2 Name ONE benefit of using e-mail as a type of communication in the tourism industry as compared to using the postman. (2)

8.2.3

E-MAIL COULD MAKE POSTMEN OBSOLETE.

This statement is not absolutely correct as there are situations where the tourism industry will require the services of the post office.

Give ONE example when such a situation may occur. (2)

TOTAL SECTION E: 30

GRAND TOTAL: 200