



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM
EXEMPLAR 2014

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 QUESTIONS 3.1.2 and 3.1.3, round off your answers to TWO decimal places.
5. Use the mark allocation at each question as a guide to the length of your answer.
6. Write neatly and legibly.
7. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (minutes)
SECTION A	Short Questions	40	20
SECTION B	Map Work and Tour Planning, Foreign Exchange	50	50
SECTION C	Tourism Attractions, Culture and Heritage Tourism, Marketing	50	50
SECTION D	Sustainable and Responsible Tourism, Tourism Sectors	30	30
SECTION 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 event displayed in the photograph below is ...



- A a meeting of government officials.
- B Africa's largest travel retail trade show.
- C a conference for tourism businesses.
- D a conference for public-private tourism partnerships.

1.1.2 When crossing the IDL from east to west, a person will ...

- A lose a day.
- B gain a day.
- C lose a few hours.
- D gain a few hours.

1.1.3 A South African has R3 500 which he needs to change to US dollars.

According to the bank, the BBR is R9,55 and the BSR is R9,95. How much will he receive in US dollars?

- A US\$34 825,00
- B US\$33 425,00
- C US\$351,76
- D US\$366,49

1.1.4 After having landed at an international airport, tourists follow the red channel when they have ...

- A something to declare.
- B nothing to declare.
- C no prescription medication to declare.
- D to present travel documentation.

- 1.1.5 Standard time refers to the ...
- A time zone that a country has decided to follow.
 - B exact time of a country multiplied by the number of time zones.
 - C approximate time determined by the international date line.
 - D local time of a country divided by the number of time zones.
- 1.1.6 The correct way to indicate international time according to the 24-hour clock:
- A 00:00
 - B 12 pm
 - C 12 midnight
 - D 12h00
- 1.1.7 Drinking bottled water is a precaution one takes to prevent being infected by this waterborne disease:
- A Bilharzia
 - B Malaria
 - C Yellow fever
 - D Cholera
- 1.1.8 The preloaded payment method below is convenient for international travel because it ...



- A is completely separate from the traveller's bank account.
 - B can only be used in one country.
 - C expires after one year, which is an important safety feature.
 - D gives the traveller the option of receiving monthly statements.
- 1.1.9 The total value of goods and services produced and consumed in a country in a given year:
- A VAT
 - B GDP
 - C GNP
 - D BBR

- 1.1.10 The Batho Pele principles shown below were developed to improve service delivery in the ...



- A public sector.
B private sector.
C accommodation sector.
D attraction sector.
- 1.1.11 The Statue of Christ is associated with ...
- A Corcovado.
B the Colosseum.
C Chichen Itza.
D Cuzcu.
- 1.1.12 A tourist interested in climbing Mount Everest will have to travel to ...
- A Spain.
B Russia.
C Jordan.
D Nepal.
- 1.1.13 A tourist attraction can be considered a successful business if ...
1. The attraction caters for the strengthening and weakening of the rand
 2. The actual number of visitors exceeds the target number of visitors
 3. The tourist attraction has excellent management plans in place
 4. The attraction promotes the marketing activities of role players in the industry
 5. The income generated exceeds the target figures
- A 1, 2, 3
B 2, 3, 4
C 2, 4, 5
D 2, 3, 5

- 1.1.14 The civil war in Egypt in 2012–2013 has led to ...
- A the cancellation of all flights to Egypt.
 - B the cancellation of all tourist visas to Egypt.
 - C a decline in visitor numbers to the pyramids in Egypt.
 - D the shutdown of Egypt's main airport.
- 1.1.15 This World Heritage Site was nicknamed 'Deep Impact' and is the oldest and largest visible meteorite impact site in the world:
- A Sterkfontein
 - B iSimangaliso
 - C Mapungubwe
 - D Vredefort Dome
- 1.1.16 Is outfit A suitable for office wear?

**A****B**

- A Yes, white is one of the corporate colours of the company.
 - B Yes, ladies are allowed to wear pantsuits to work.
 - C No, the outfit is too casual for a business environment.
 - D No, the outfit does not portray the corporate colours of the business.
- 1.1.17 The value of a code of conduct for a tourism business:
- A It will promote integrity amongst workers and create a cooperative atmosphere.
 - B It will give clarity to workers on the basic conditions of employment.
 - C It will allow product owners to capture feedback data to determine the level of customer satisfaction.
 - D It will describe infrastructure, investments and foreign-exchange income in the business.

1.1.18 Short-term costs that do not provide an immediate financial benefit to a company, but instead promote positive change in communities and the environment:

- A Corporate social investment
- B Corporate advertising initiatives
- C Corporate governance policies
- D Corporate performance management

1.1.19 The aim of this organisation is to encourage responsible and sustainable practices:

- A TEP
- B TOMSA
- C FTT
- D SABS

1.1.20 The most recent logo used as a consolidated brand image for South Africa (replacing all previous logos):



(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.

air market; land market; passport; visa; Berlin Wall; jet lag; jet fatigue; BRICS Summit; G8 Summit; Time Square

- 1.2.1 These markets will arrive at Beit Bridge in South Africa (1)
- 1.2.2 A document required by a South African to enter Zimbabwe (1)
- 1.2.3 An example of an icon (1)
- 1.2.4 A condition that a passenger might experience after crossing many time zones (1)
- 1.2.5 An event that took place in Durban in March 2013 (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 act of buying or obtaining something in a company is called (procurement/procedures). (1)
- 1.3.2 Tourism (volunteers/volumes) refer to the number of visitors to a destination or attraction. (1)
- 1.3.3 A (SWIFT/SWOT) code is needed to transfer money to another country. (1)
- 1.3.4 Medication for personal use is an example of (prohibited/restricted) goods (1)
- 1.3.5 (Vaccinations/Vacations) are required for entering/leaving areas where there is a high risk of contracting certain diseases. (1)

1.4 Choose a logo from COLUMN B that matches a description in COLUMN A. Write only the letter (A–E) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 F.

COLUMN A		COLUMN B	
1.4.1	The global organisation that monitors the outbreak of diseases around the world and alerts travellers to any precautions that must be taken	A	 ['NOTHING'S MORE FUN THAN A SHO'T LEFT']
1.4.2	South Africa's latest initiative used to honour tourism businesses for service excellence	B	
1.4.3	The main body that developed criteria for sites to be on the World Heritage List and for the provision of international assistance under the World Heritage Fund	C	
1.4.4	The customs division of this government agency plays a role in regulating the movement of goods and people entering or exiting the borders of South Africa	D	
1.4.5	An initiative by the NDT and SAT to promote domestic tourism in South Africa	E	

(5 x 1)

(5)

1.5 The travel process is represented below by steps A–E. Arrange the steps in a logical order (from beginning to end). Write only the letters (A–E) in the correct order next to the question number (1.5) in the ANSWER BOOK.

A	B	C	D	E
Make reservations.	Use transport and accommodation and enjoy meals.	Share the experience.	Take the decision to travel.	Find information and select a destination.

(5 x 1)

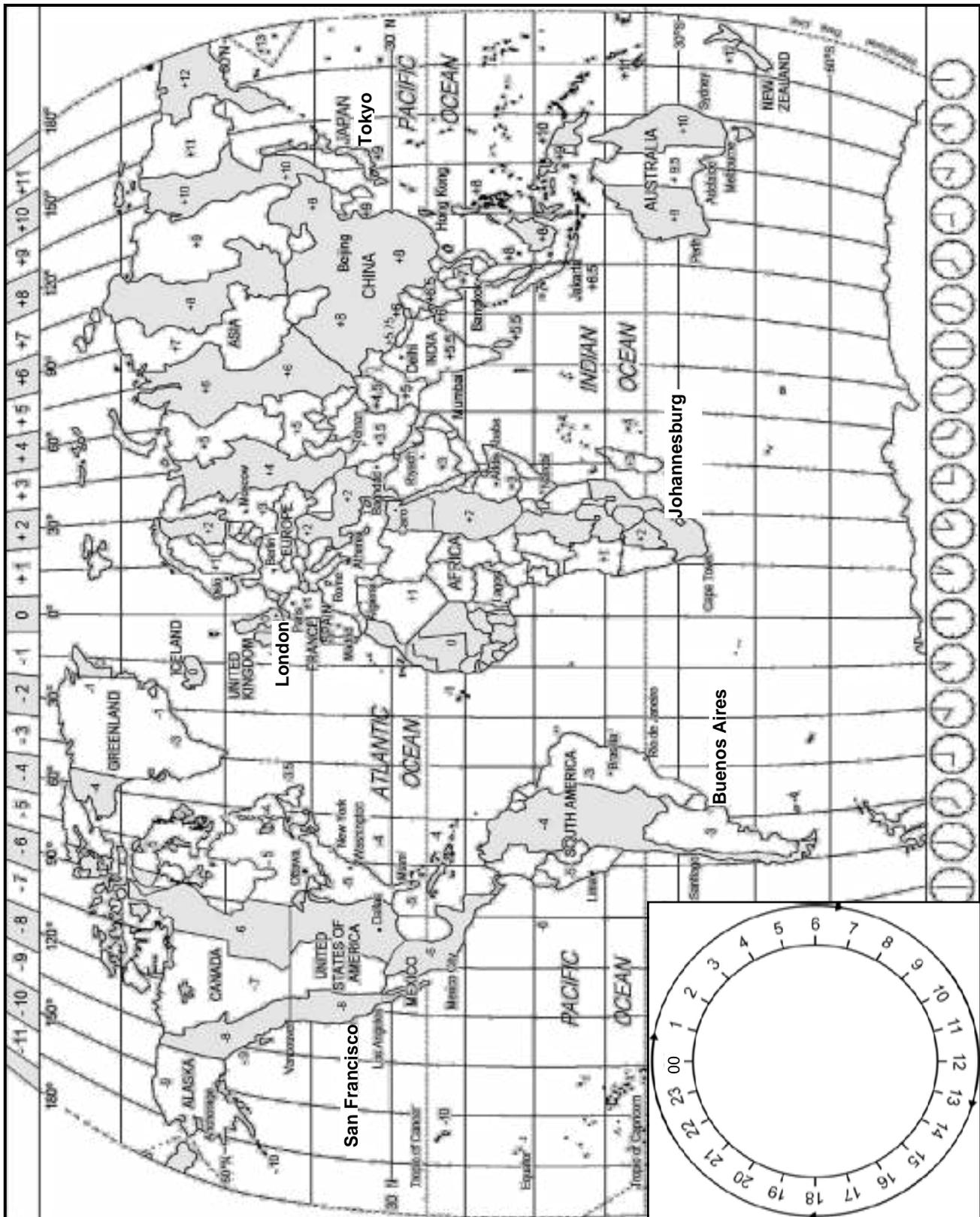
(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING, FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone Map below, read the article and answer the questions that follow.





ROYAL BABY NAMED

Prince William and Duchess Catherine (Kate Middleton) of the United Kingdom have announced the name of their newborn baby boy, Prince George Alexander Louis. The baby will be known as His Royal Highness Prince George of Cambridge.

The photo was taken when the royal couple left with him from the hospital in London, on Tuesday 23 July 2013 at 20:00.

[Adapted from www.sowetanlive.co.za]

The United Kingdom applies daylight saving time from the last Sunday in March to the last Sunday in October.

- 2.1.1 (a) Calculate the time and date the live broadcast of the royal couple leaving the hospital was seen on television in South Africa. (4)
- (b) State ONE impact that daylight saving time has on travel planning. (2)
- (c) Give TWO reasons why the United Kingdom practises daylight saving time. (4)

A family from Argentina flew from Buenos Aires to South Africa for their holiday. They arrived on 3 January 2013 at 8:30 at OR Tambo International Airport after a 9-hour flight.

- 2.1.2 Calculate the time and date the family departed from the airport in Buenos Aires. Show ALL calculations. (6)

- 2.2 Study the entry requirements for Brazil below and answer the questions that follow.

ENTRY REQUIREMENTS FOR BRAZIL

Visas are NOT required by South African passport holders. It is required that all passport holders be in possession of a return or onward ticket, accommodation arrangements and sufficient funds to support themselves during their stay in Brazil. Passports must be valid for a minimum of six months when entering Brazil.

[Source: www.gsaonline.co.za]

- 2.2.1 Name TWO travel documents NOT mentioned in the above entry requirements that may be required when travelling to Brazil. (2)
- 2.2.2 Name the document required when applying for a passport. (2)
- 2.2.3 Explain the phrase '*Passports must be valid for a minimum of six months*'. (2)

- 2.2.4 Explain the process inbound international tourists will go through at OR Tambo International Airport to declare their goods. (4)
- 2.2.5 Name ONE crime prevention safety tip travellers should be aware of at airports. (2)
- [28]**

QUESTION 3

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

COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	15,66	16,39
Europe	EUR	13,46	14,06
USA	USD	10,18	10,51
Japan	JPY	0,10	0,11

- 3.1.1 (a) Identify the inbound market who will NOT consider South Africa as a value-for-money destination based on the exchange rates. (1)
- (b) Give ONE reason for your answer to QUESTION 3.1.1(a). (2)

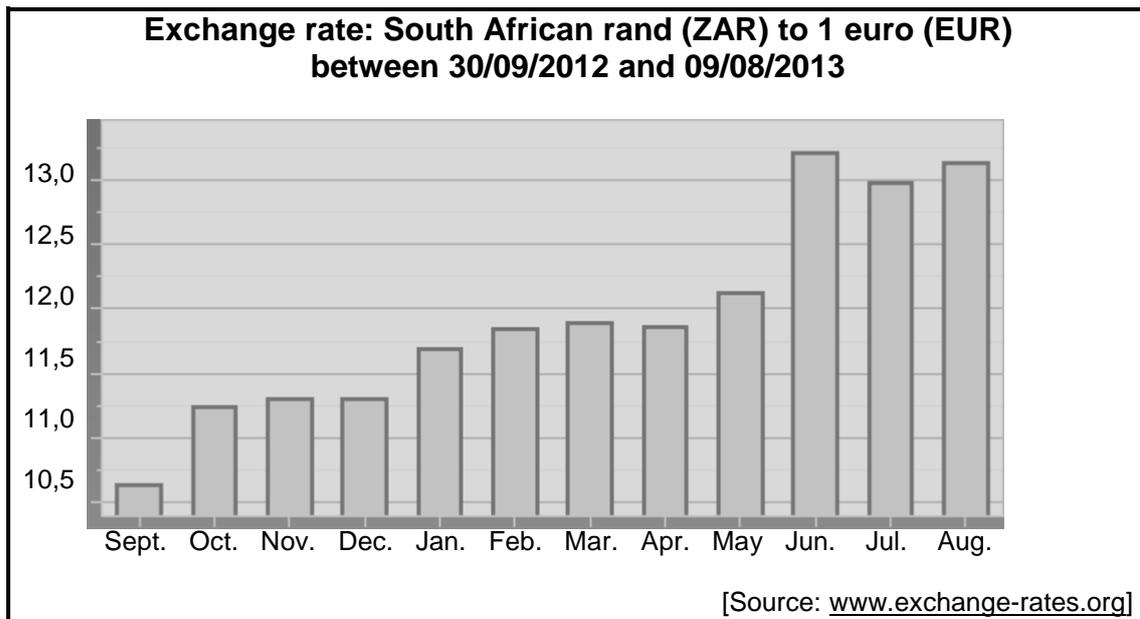
A professional skateboarder from California needed to exchange USD1 500 during his visit to South Africa for the 2013 World Skateboarding Championships in Kimberley in the Northern Cape.

- 3.1.2 Calculate the amount of local currency this skateboarder will receive. Show ALL calculations and round off your answer to TWO decimal places. (3)

Three students from Italy visit South Africa for a week. Their tour costs R18 300 per person, flights and accommodation included.

- 3.1.3 Calculate the amount needed per person in their currency to cover the costs of their trip. Show ALL calculations and round off your answer to TWO decimal places.. (4)

3.2 Study the bar graph below and answer the question that follows.



Use the information from the bar graph and write a paragraph to explain the effects of the rand-euro exchange rate on international tourism.

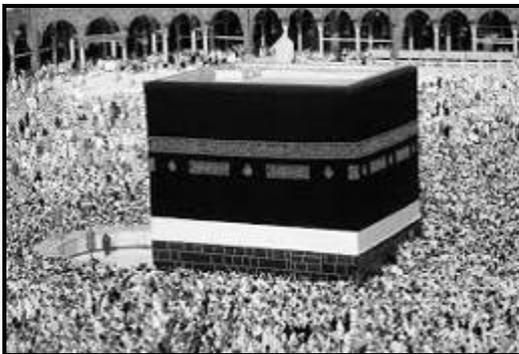
Include the following aspects in your paragraph:

- The fluctuation of the rand exchange rate with its lowest and highest values (4)
 - The effect that the highest rates have on South Africans travelling to Europe (2)
 - Identify the best time for travelling for:
 - (a) Inbound international tourists to South Africa (1)
 - (b) Outbound South African tourists (1)
 - Give ONE reason for your answer to (a) and ONE reason for your answers to (b). (2 x 2) (4)
- [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.

A**B****C**

4.1.1 Identify the icons above labelled A, B and C. (3)

4.1.2 Describe the profile of tourists that would be interested in visiting icon B in QUESTION 4.1.1 (2)

In 2012, Saudi Arabian authorities requested that the number of visitors to icon C be reduced. In South Africa, only 3 000 out of the 7 500 people who wished to travel, were allowed to visit icon C in 2012.

[Source: www.iol.co.za]

4.1.3 Give ONE reason why the Saudi Arabian government reduced the number of people travelling to icon C. (2)

4.2 Imagine you are a lecturer at a travel and tourism academy.

Explain the difference between an *icon* and an *attraction* to your students. (4)

4.3 The variety of icons and attractions in South Africa make a significant economic contribution to our country.

Discuss TWO ways in which the increasing number of visitors to a particular icon or attraction leads to economic growth in South Africa. (4)

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

TABLE MOUNTAIN AERIAL CABLEWAY

The Table Mountain Cableway strives to maintain responsible and sustainable tourism. The Cableway is committed to restrict high volumes of visitors whilst protecting the flora in the area.

The Cableway is committed to:

- Maintaining a clean, safe and healthy environment for employees and visitors
- Reducing pollution
- Increasing the number of recycling bins

The aim is also to support local communities by offering employment opportunities and buying from local suppliers. The Table Mountain Café has well-trained staff that provide excellent service to all visitors and has a variety of meals to suit different dietary needs/cultures. Ticket pricing for the cableway is fair with many specials on offer and can be purchased online, thereby minimising queues and delays. The cableway is accessible to people with disabilities.

The Cableway supports the underprivileged by providing complementary or concession tickets for a day out on Table Mountain. 'Siyafundisa', the Cableway Academy of Learning, assists employees to reach their full potential by developing their skills. The introduction of the Cable Card allows hikers who frequent the trail access to the cable car daily for a year. Over the years, the Cableway has earned several awards for its hard work and continues to attract many visitors annually.

[Adapted from www.tablemountain.net]

4.4.1 From the extract, identify ONE way how the Table Mountain Cableway strives to maintain success through EACH of the following factors:

- (a) Sustainable and responsible management of the attraction (2)
- (b) Positive experience by visitors (2)
- (c) Universal access (2)

- 4.4.2 If many tourists return to a particular attraction, it is normally an indication of the success of that attraction.

By referring to the extract, advise the Cableway authorities of TWO ways in which they can ensure repeat visitors to the attraction.

(4)
[25]

QUESTION 5

- 5.1 Study the picture below and answer the questions that follow.



[Source: www.ezakwantu.com]

- 5.1.1 (a) Name the South African World Heritage Site (WHS) where the gold rhino artefact above was recovered. (1)
- (b) Name the location of the discovery. (1)
- 5.1.2 For an attraction to be awarded WHS status, it has to meet certain criteria.
- State TWO criteria met by the WHS in QUESTION 5.1.1. (4)
- 5.2 State ONE function of UNESCO as an organisation declaring World Heritage Sites. (2)
- 5.3 Discuss TWO ways in which an attraction which is declared a WHS will add value to the South African tourism industry. (4)
- [12]**

QUESTION 6

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

LOSING HOPE

Keshmiel is the owner of a guesthouse in the small town of Hilton just outside Pietermaritzburg in KwaZulu-Natal. The town has many restaurants and craft shops on the popular Midlands Meander. There are many guesthouses that are competitors in the town. Keshmiel has used newspaper advertisements and flyers to help market his guesthouse and it has not been successful.

Keshmiel needs your advice on how TOMSA can assist in the marketing of his guesthouse.

6.1.1 (a) Write out the acronym *TOMSA* in words. (2)

(b) Name **THREE** sectors currently contributing to the TOMSA levy. (3)

6.1.2 Discuss the relationship between TOMSA and SA Tourism. (2)

6.1.3 Explain the involvement of the Tourism Business Council of South Africa (TBCSA) in TOMSA's operations. (2)

6.2 Discuss the role of SA Tourism in marketing South Africa internationally as a destination of choice for tourists. (4)
[13]

TOTAL SECTION C: 50

SECTION D: SUSTAINABLE AND RESPONSIBLE TOURISM, TOURISM SECTORS

QUESTION 7

7.1 Study the two businesses below and answer the questions that follow.

A



B



- 7.1.1 You are a tourist visiting a city for the first time.
- (a) Choose the business (A or B) where you will feel the most comfortable to buy food. (1)
 - (b) Give TWO reasons for your answer. (4)

- 7.1.2 Business A will probably not be as profitable as Business B.
- Do you agree with this statement?
- Give TWO possible reasons why this will be the case. (4)

- 7.2 7.2.1 Name the document given to employees that spells out the basic conditions of employment. (1)

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



[Adapted from www.smokernewsworld.com]

From the picture, list THREE regulations that will be included in the code of conduct of a business.

(3)
[13]

QUESTION 8

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

GREEN INITIATIVES RECOGNISED

Motswari Private Game Lodge, host to Africa's Big Five, has achieved Gold Class status on the Heritage Environmental Certification Programme*.

The Lodge is the only environmentally certified property within the Timbavati Nature Reserve. The name 'Motswari' means to keep and conserve, and so management and staff are highly committed to sustainable principles.



*The Heritage Environmental Management Company administers certification on behalf of the Heritage Environmental Certification Programme.

They specialise in:

- The recognition
- The review
- The certification

of environmental best practice across the service sector. They base their standards on internationally recognised sustainability and responsible business initiatives.

The criteria for being awarded Gold Class status are defined by the contribution towards environmental conservation, greening programmes, food safety, hygiene and energy efficiency.

[Source: www.responsibletraveller.co.za]

8.1.1 Name the THREE pillars of sustainable tourism referred to as:

- | | |
|------------|-----|
| (a) People | (1) |
| (b) Planet | (1) |
| (c) Profit | (1) |

8.1.2 You are part of the certification team who will assess the level of performance of Motswari Private Game Lodge.

Discuss THREE greening initiatives you will look for before certifying the establishment.

(6)

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

Being a responsible tourist maximises the benefits and minimises the negative effects of tourism.

Responsible travel is about more authentic (real) holiday experiences that enable tourists to get a little bit more out of their travels and give a little bit more back to destinations and local people.

When we visit beautiful places, it is natural to want our holidays to have a positive impact on local people and the environment in which they live.



[Adapted from www.responsibletraveller.co.za]

8.2.1 Explain TWO benefits that responsible tourism behaviour has for a community.

(4)

8.2.2 State TWO ways in which a tourism business can ensure it will attract environmentally conscious tourists.

(4)

[17]**TOTAL SECTION D:****30**

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE

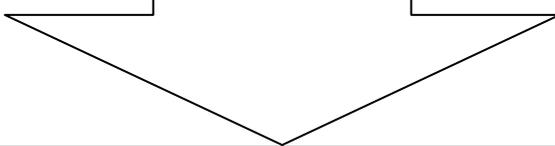
QUESTION 9

9.1 Read the information below before answering the questions that follow.

2016 OLYMPICS: IT IS A LONG ROAD FOR RIO

Successful tourist destinations around the world have good access, good transportation, accommodation to suit a range of budgets and needs, a variety of tourism products, attractions, a commercial sector that can deliver and a resident population that can work within the tourism sector, delivering great service and a warm welcome.

Does Brazil have this in place?



The accommodation sector in Rio currently has 29 000 rooms. Accommodation prices are high due to strong demand and low supply. Rio expects to deliver 11 000 more hotel rooms by 2016, taking its total to 40 000, creating the need for more employment. However, a total of 120 000 rooms were available during the London Olympics.

Getting around traffic congestion is a huge problem. Hopefully, Rio's traffic issues will be solved by the BRT (Bus Rapid Transit) system. Considering the recent protests that were caused by the increases in fares, Rio may find funding the new scheme challenging.

The tourism industry requires a massive workforce

London employs over 250 000 people in its tourism sector. People have to be disciplined, well trained, speak multiple languages – at least English. London had much of the city infrastructure in place and is a well-established international destination.

[Adapted from www.financenews.uk]

9.1.1 Explain ONE reason why the Olympic Games can be regarded as a global event. (2)

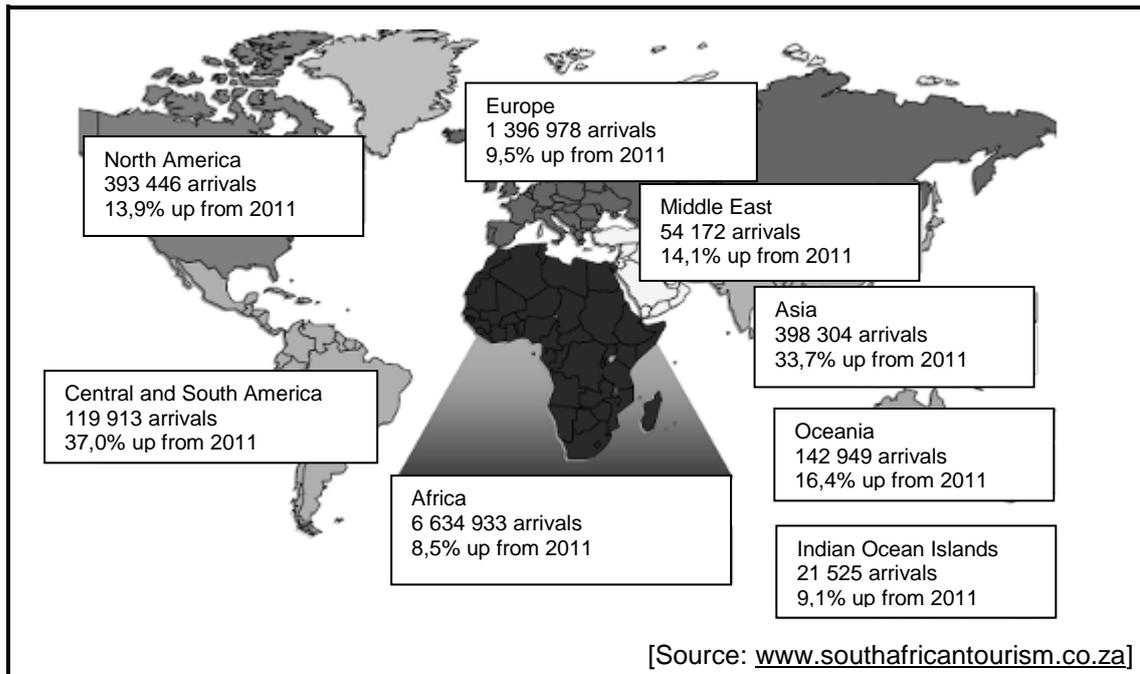
9.1.2 The writer compares the London Olympic Games to the Rio Olympic Games.

Discuss what the writer is implying about Rio when compared to London. (2)

- 9.1.3 Explain the political situation that poses a threat to the 2016 Olympic Games. (2)
- 9.1.4 Discuss ONE way in which this political situation can have a negative impact on the Olympic Games. (2)
- 9.1.5 From the information given, illustrate TWO examples of how the 2016 Rio Olympic Games will fulfil the triple bottom-line approach to sustainable development. (4)
- 9.1.6 Discuss ONE negative impact the hosting city may experience during the event. (2)

9.2 Study the statistics below before answering the questions that follow.

SOUTH AFRICAN FOREIGN TOURIST ARRIVALS 2011–2012		
Tourism performance indicator	South Africa	
	Third Quarter 2011	Third Quarter 2012
Total number of bed nights	15,9 million	16,8 million
Average number of provinces visited	1,2	1,1



- 9.2.1 (a) Identify the TWO continents that are South Africa's largest inbound market. (2)
- (b) Give ONE reason why there has been an increase in foreign tourist arrivals from these continents. (2)

9.2.2 Compare the bed nights spent in 2011 to the bed nights spent in 2012.

State the trend between the two years. (2)

9.2.3 Give ONE reason why it is important for South African Tourism to know how many provinces were visited. (2)

[22]

QUESTION 10

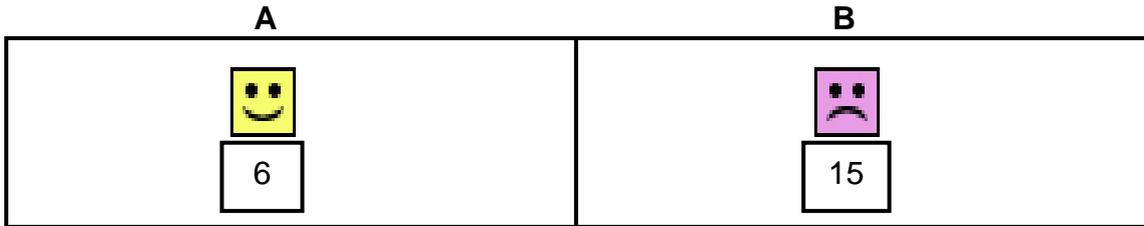
10.1 Study the extract below taken from the customer review website hello peter and answer the questions that follow.

Hello Peter book peter home Login Sunny Steak Ranch Complaint Hello Peter book peter home			
 SUPPLIER	Sunny Steak Ranch	 INDUSTRY	Restaurant
BRANCH/ AREA	Montic Resort	COUNTRY	South Africa
TIME/ DATE	08:44 Sun 21 Jul	PERSON RESPONSIBLE	Management
CUSTOMER	nevillen1	View all reports by user	  6 15
PROBLEM	Poor Service	 Post report    E-mail report	
HEADLINE	Poor Service, Poor Food		
<p>We frequently eat at Sunny Steak Ranch Montic Resort and get good service. Yesterday we had dinner at Sunny Steak Ranch and I must express my disappointment at the service received. We had to wait about 10 minutes for our drinks order to be taken and about 15 minutes for them to be brought to us. When the food came, it was a little cold. No manager came to our table and asked us how the service was and if the food was good. We spent about R800,00 or more on meals – is the above the service we should receive? I could only pay cash as they did not have any other payment facility.</p> <p style="text-align: right;">[Adapted from www.hellopeter.co.za]</p>			

10.1.1 Identify the customer feedback method used in this extract. (1)

10.1.2 Name ONE other feedback tool that Sunny Steak Ranch can use to assess customer satisfaction. (1)

10.2 Refer to the symbols in diagrams A and B below.



Explain how you would interpret the service at Sunny Steak Ranch based on your understanding of the symbols. (4)

10.3 Advise Sunny Steak Ranch on ONE type of payment method they could use, other than cash. (2)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200