



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2010**

**TOURISM**

**MARKS: 200**

**TIME: 3 hours**



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This question paper consists of 21 pages.

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**INSTRUCTIONS AND INFORMATION**

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTION A, B, C, D and E are COMPULSORY.
3. Start EACH question on a NEW page.
4. 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 | Sustainable and Responsible 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 In each of the following questions four options are provided as possible answers. Choose the answer and write only the letter (A – D) next to the question number (1.1.1 – 1.1.15).

1.1.1 Tourism sectors are interdependent and interrelated therefore service excellence by all sectors is crucial. The way in which ... are delivered by all sectors is important in providing excellent service.

- A economic growth
- B products and services
- C services
- D market segments

1.1.2 The tourism industry is often referred to as the ...

- A new silver.
- B new copper.
- C new gold.
- D new platinum.

1.1.3 The aim of this strategy is to promote and market South Africa's tourism potential.

- A Tourism Enterprise Programme
- B Fair Trade in Tourism South Africa
- C Domestic Growth Strategy of DEAT
- D DEAT's Tourism Community Road Show

1.1.4 This has been the outcome of the White Paper on Development and Promotion of Tourism in South Africa.

- A Domestic Growth Strategy of DEAT
- B Working conditions
- C Contract of employment
- D Code of Conduct

1.1.5 One of the following aspects is not covered by the Basic Conditions of Employment Act.

- A Working hours
- B Maternity leave
- C Ethics
- D Overtime

- 1.1.6 The ... is specifically related to a particular company or business as it outlines rules that employees must abide by.
- A Code of conduct
  - B Business ethics
  - C Contract of employment
  - D Labour Relations Act
- 1.1.7 The World Summit on Sustainable Development is a follow up on ...
- A Agenda 21
  - B Oklahoma
  - C Ramsar Convention
  - D Man and Biosphere Convention
- 1.1.8 Conservation bodies must monitor the use of conservation areas and enforce laws governing conservation. ... is an example of such a body.
- A World Heritage Sites
  - B CITES
  - C Eastern Cape Parks Board
  - D Wildlife Fund
- 1.1.9 One of the following tourism products promotes tourism to two countries of the Southern African Region.
- A Ukhahlamba-Drakensberg Transfrontier Park
  - B Robben Island
  - C Isimangaliso
  - D Baviaanskloof
- 1.1.10 A programme that can be followed by tourists when visiting a particular destination outlining attractions, accommodation, transport used and specific times is called a ...
- A tour plan.
  - B timed itinerary.
  - C general itinerary.
  - D tour guide.

- 1.1.11 An International Driver's Licence can be obtained from the ... office in South Africa before you travel to a foreign country especially if you have intentions of driving there.
- A SADC
  - B Automobile Association
  - C WHO
  - D Home Affairs
- 1.1.12 Proof that a traveller has obtained official permission to enter a country.
- A Passport
  - B Immunisation Certificate
  - C Visa
  - D Customs clearance
- 1.1.13 The most recent world event held in South Africa.
- A FIFA Confederations Cup
  - B FIFA World Cup
  - C Cricket 2020 World Cup
  - D Rugby Super 14
- 1.1.14 The different ways in which people greet each other is an aspect of ...
- A culture.
  - B politeness/courtesy.
  - C norms.
  - D standards.
- 1.1.15 A(n) ... customer can be used as a form of customer feedback without employees being aware that there is an assessment taking place.
- A regular
  - B mystery
  - C odd
  - D occasional

(15 x 1) (15)

- 1.2 Choose a term provided in the list below that best describes the descriptions that follow. Write only the term next to the question number (1.2.1 – 1.2.5).

Black Economic Empowerment; Market segmentation; Global Distribution Systems; International Date Line; Job description; Universal Time Coordinate; Historically disadvantaged individuals; Marketing mix

- 1.2.1 This term was previously known as Greenwich Mean Time.
- 1.2.2 An artificial boundary roughly corresponding to the 180° line of longitude.
- 1.2.3 The name given to describe the major computerised systems that have been developed by the world's biggest airlines.
- 1.2.4 A combination of different marketing activities.
- 1.2.5 A process that contributes to the economic transformation of South Africa and results in a significant decrease in income inequalities.

(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).

- 1.3.1 (FIFA/FISCA) the international governing body of football and the largest sporting organisation in the world.
- 1.3.2 (SATSA/ASATA) is the trade body that represents the interests of travel agency members throughout South Africa.
- 1.3.3 A (Consulate/Department of Foreign Affairs) is a government diplomatic office in a foreign country that deals with the interests of its citizens whilst they are visiting or living in a foreign country.
- 1.3.4 (THETA/TEP) is a joint DEAT and Business Trust initiative, which was launched to promote economic growth in the tourism industry.
- 1.3.5 (Niche markets/Market segmentation) are small, often specialised, sections of a larger market, each with clearly defined characteristics.

(5 x 1) (5)

- 1.4 Match the logos found in the tourism industry in COLUMN A with what they represent in COLUMN B. Write only the letter (A – G) next to the question number (1.4.1 – 1.4.5) in the answer book, for example 1.4.6 I.

|       |   |   |   |
|-------|---|---|---|
| 1.4.1 |    | A | Domestic Growth Strategy aimed at encouraging domestic travel amongst South Africans                        |
| 1.4.2 |    | B | National conservation body that manages all parks boards in the country                                     |
| 1.4.3 |   | C | Worldwide event that has made South Africa proud and has served as a unifying factor amongst African States |
| 1.4.4 |  | D | A host city of a global event   |
| 1.4.5 |  | E | FIFA Soccer World Cup event held in Africa  |
|       |   | F | World event that took place in SA in June 2009  |
|       |   | G | South African Airline's branding  |

1.5 Select from the list below, the correct answer for each statement 1.5.1 to 1.5.6.

Bureau de change; Charge card; Banks; Traveller's cheques; Bank transfer; Swift; ATMs; Bank Buying Rate

- 1.5.1 The safest way for tourists to take money to another country.
- 1.5.2 An arrangement between banks to enable a tourist to collect cash when arriving in a foreign country.
- 1.5.3 An example of it is Rennies Travel.
- 1.5.4 The most reliable institution that offers the best rate for the exchange of foreign currency.
- 1.5.5 A banking system that makes it easy for tourists to obtain foreign currency.
- 1.5.6 Easy access to cash anytime one needs it. (6 x 1) (6)

1.6 Choose FOUR ideal points for EFFECTIVE TEAMWORK from below:

- (a) Team members should be clear about what they want to achieve.
- (b) Teams can spread the workload.
- (c) Group dynamics spread new ideas.
- (d) There must be group rules.
- (e) Individuals must take responsibility for jobs allocated to them.
- (f) Groups learn things more rapidly.
- (g) There must be good communication. (4)

**TOTAL SECTION A: 40**



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

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

**South Africa Fast Facts****Economy**

A lesser-known fact on South Africa is that it has achieved steady economic growth in gross domestic product (GDP) since the late 90s. The country, regarded as an emerging market, has a well developed financial sector and active stock exchange. Financial policies have focused on building solid macro-economic structures. The country's central bank is the Reserve Bank.

**Tourism**

Since the demise of apartheid, international tourist arrivals have surged, making tourism one of the fastest growing sectors. The tourism industry is well-established with an exciting sector of emerging entrepreneurs. The country is strong on adventure, sport and wildlife travel.

Adapted from: [www.satfactsheet.org.za](http://www.satfactsheet.org.za) (January 2010)

Demise – death; end of

Surged – move forward suddenly and powerfully

- 2.1.1 From the extract identify what in South Africa has been having steady economic growth. (2)
- 2.1.2 Suggest TWO reasons for the steady growth mentioned in QUESTION 2.1.1. (4)
- 2.1.3 From the extract, identify THREE products that attract foreign visitors to South Africa. (3)
- 2.1.4 According to the extract what has led to an increase in tourism arrivals to South Africa. (1)
- 2.1.5 Explain the long-term effect this event has had on South Africa's tourism industry. (2)

- 2.2 The South African government is focusing on addressing past imbalances of apartheid and encouraging the participation of historically disadvantaged individuals in tourism development.

2.2.1 From the extract identify ONE way how past imbalances in the tourism industry have been addressed. (2)

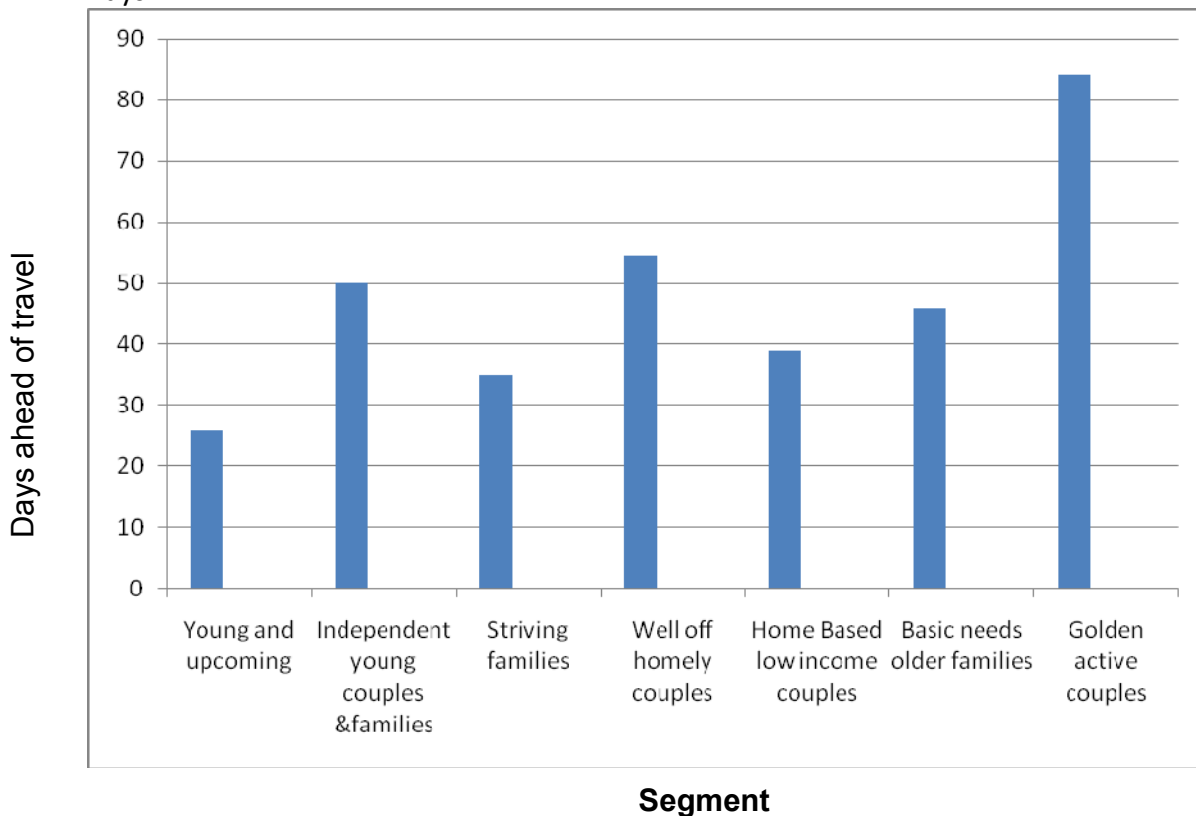
2.2.2 Mention at least THREE strategies that aim to encourage participation of historically disadvantaged individuals in tourism, and explain the aim of each strategy. (6)

2.2.3 Name the body or organisation in South Africa that oversees the growth and development of international tourism to this country. (2)

- 2.3 Study the graph below and answer the questions that follow.

**Accommodation decisions made by different market segments.**

Days



2.3.1 Discuss what you understand by market segmentation. (2)

2.3.2 From the graph identify a segment that will plan ahead the most for their accommodation and provide the estimated number of days as per the graph. (2)

- 2.3.3 From the graph identify a segment that will plan ahead the least time for their accommodation and provide the estimated number of days as per the graph. (2)
- 2.3.4 Name the strategy that aims at encouraging domestic travel in South Africa. (2)
- [30]**

**QUESTION 3**

- 3.1 Provide FOUR points, which could be included in the working conditions of an airline company in relation to the basic conditions of employment. (4)
- 3.2 Name TWO career opportunities in an airline company. (2)
- 3.3 As a young person you have received an opportunity to start up your small business (tour guide company). You will start it with two employees and you have to come up with your company's code of conduct.
- Suggest TWO points that could be included in your company's code of conduct that will apply to tour guiding. (4)
- [10]**

**TOTAL SECTION B: 40**

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

Read the extract and answer the questions that follow.

**Wild With Opportunity**

The Heritage Park in the North West Province was initiated by the Department of Agriculture Conservation Environment and Tourism, the North West Parks and Tourism Board, the Bojanala Platinum District Municipality, the Central District Municipality, the Moses Kotane Local Municipality and the Zeerust Local Municipalities. They have committed to the project and have undertaken to jointly facilitate the development of the Heritage Park Project.

In what will surely prove to be good news to both local and overseas nature tourists, we have the phased creation of what promises to become a world-class nature destination. It will be fantastic to be able to "hop over" to the Heritage Park just next door to Egoli, the economic powerhouse of Africa. To be close to nature with a feeling and atmosphere that only the rural African landscape, teeming with game, can convey.

While this may sound very pie-in-the-sky, the project is actually standing securely with both feet planted firmly in two existing, proven nature tourism successes. These successes are the exclusive Madikwe Game Reserve and the very popular Pilanesberg National Park.

Another group of people waiting anxiously to welcome you in their midst are the friendly members of the different communities who will be your hosts every time you visit the area. Your hosts, the community, will welcome you with warm African hospitality, traditional tribal dances, authentic cultural cuisine and arts and crafts from their diverse cultural groups.

[www.pilanesberg.org.za](http://www.pilanesberg.org.za)

- 4.1.1 In any tourism venture the three pillars of sustainable tourism or triple bottom line are to be considered.

Name the THREE pillars of responsible and sustainable tourism. (3)

- 4.1.2 From the extract identify how the three pillars of sustainable tourism have been achieved in this Heritage Park. (6)

- 4.1.3 Discuss the role of local government in the success of any tourism venture. (4)

- 4.1.4 Identify TWO local government authorities involved in this initiative. (4)

- 4.2 Global warming seems to be a threat worldwide. Study the cartoon below and answer the questions that follow.



- 4.2.1 Explain what the concept *global warming* means. (2)

- 4.2.2 The two people in this cartoon seem to be relaxing. Identify ONE impact of global warming on their environment. (2)

- 4.2.3 In order to prevent the impact of global warming, state THREE measures that should be observed by everybody. (3)

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

## **29 South African beaches ranked with best in the world**

Twenty-nine South African beaches have been awarded Blue Flag status this year, Tourism Minister Marthinus van Schalkwyk announced last week. This was ten more than last year and extremely good news for tourism, he said in a statement issued ...

**Daily Dispatch, Wednesday, 04 November 2009**

4.3.1 Predict what effect the above statement could have on South Africa's coastal destinations. (2)

4.3.2 If a beach achieves Blue Flag status, outline THREE possible benefits to the area/s where such beaches are located. (3)

4.3.3 Suggest THREE negative human behaviours that can result in the loss of the Blue Flag status. (3)

4.4 List FOUR components of the marketing mix. (4)  
**[36]**

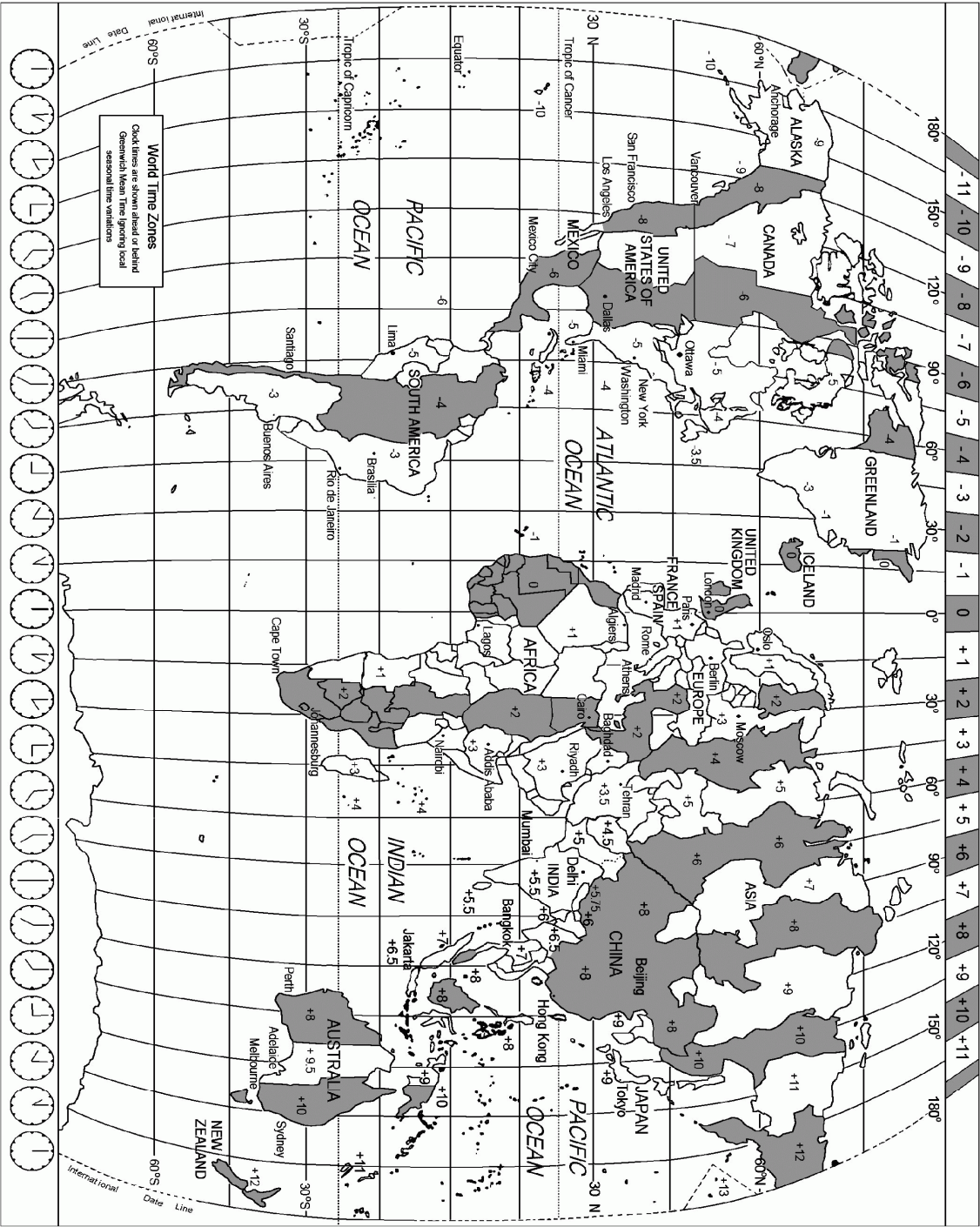
### **QUESTION 5**

5.1 List TWO natural resources used by African curio makers and name ONE product made from each. (2 x 2) (4)  
**[4]**

**TOTAL SECTION C: 40**

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6



- 6.1 A group of Spanish soccer fans departed from Madrid at 14:00 on 09 June 2010, heading for OR Tambo International Airport. Another group from Brazil, departed from Sao Paulo at 07:00 on the same day, also bound for OR Tambo International Airport.
- 6.1.1 Calculate the local time and date in Johannesburg at the time of departure from:
- (a) Madrid; Spain, (2)
  - (b) Sao Paulo; Brazil. (2)
- 6.1.2 Calculate the arrival time and the date in Johannesburg for the Brazilian group, if the flying time was 10 hours. Show all calculations. (2)
- 6.2 6.2.1 Differentiate between a timed itinerary and a general itinerary. (4)
- 6.2.2 Costing a tour is one of the functions of a travel agent. List items that are to be costed when a travel budget is drawn up. (2)
- 6.3 Health and safety are always crucial concerns for any tourist visiting a foreign country. A responsible and courteous tourist will see to it that he has the necessary information regarding health and safety in the foreign country he/she is about to visit.
- 6.3.1 Name the world body that regulates the issuing of health certificates that a tourist receives after he/she has been vaccinated by the licensed authorities. (1)
- 6.3.2 From the list below, identify TWO diseases that will require vaccinations before entering or leaving high risk areas.
- Cholera, yellow fever, influenza, hepatitis, HIV and AIDS (2)



- 6.3.3 The safety of tourists during the 2010 Soccer World Cup was one of the focus areas of the Local Organising Committee. Mention TWO safety precautions that visitors to the 2010 Soccer World Cup should have been aware of. (2)
- 6.3.4 Name TWO sources that can be very useful to visitors who wish to learn more about safety in South Africa. (2)
- 6.4 6.4.1 Name South Africa's main tourism marketing event and say at whom it is directed. (3)
- 6.4.2 Explain what is meant by 'new market' and 'existing market'. (4)
- 6.5 Tourists who came to the World Cup 2010 in South Africa needed to convert their currencies to South African Rand. They used the following exchange rates for that purpose. (Table A)

| <b>TABLE A</b>                         | <b>TABLE B</b>                         |
|--|--|
| Exchange Rate<br>June 2010 – July 2010 | Exchange Rate<br>June 2009 – July 2009 |
| R9,95 = 1\$(US dollar)                 | R7,25 = 1\$                            |
| R16,56 = 1£ (Sterling Pound)           | R14,20 = 1£                            |
| R12,74 = 1€ (euro)                     | R8,11 = 1€                             |
| R1,98 = 1Bp (pula)                     | R1,17 = 1Bp                            |

- 6.5.1 A German tourist brought 3 000 euros to South Africa in 2010. Calculate how much this was in South African Rands. Show ALL calculations. (2)
- 6.5.2 A supporter of the English Soccer Team came to South Africa in 2010 with 2 533 Pounds. Calculate how much this was in South African Rands. Show ALL calculations. (2)
- 6.5.3 A couple from America arrived with US \$5 060 in 2010.
- (a) Calculate how much this was in South African Rands. (2)

- (b) They spent half of that amount in South Africa. With the other half they decided to go on a safari tour in Botswana and they converted that money to Botswana Pula. At the end of their safari tour they were left with 2 713,90 Botswana Pula. Convert this to US dollars. Show ALL calculations. (4)

- 6.5.4 Identify the time when foreign tourists would have received the best value for their money by comparing TABLE A with TABLE B, and give ONE reason for your answer. (3)

- 6.5.5 Differentiate between the 'Bank Selling Rate' and the 'Bank Buying Rate'. (4)

- 6.6 Study the cartoon below and answer the questions that follow.

Hosting a global event is every country's dream.

- 6.6.1 Identify the nationality of the tourist being targeted in this cartoon. (1)

- 6.6.2 Discuss how this cartoon may impact on:

- (a) A tourist wanting to be part of the global event indicated here. (2)

- (b) The country that is hosting the event. (2)

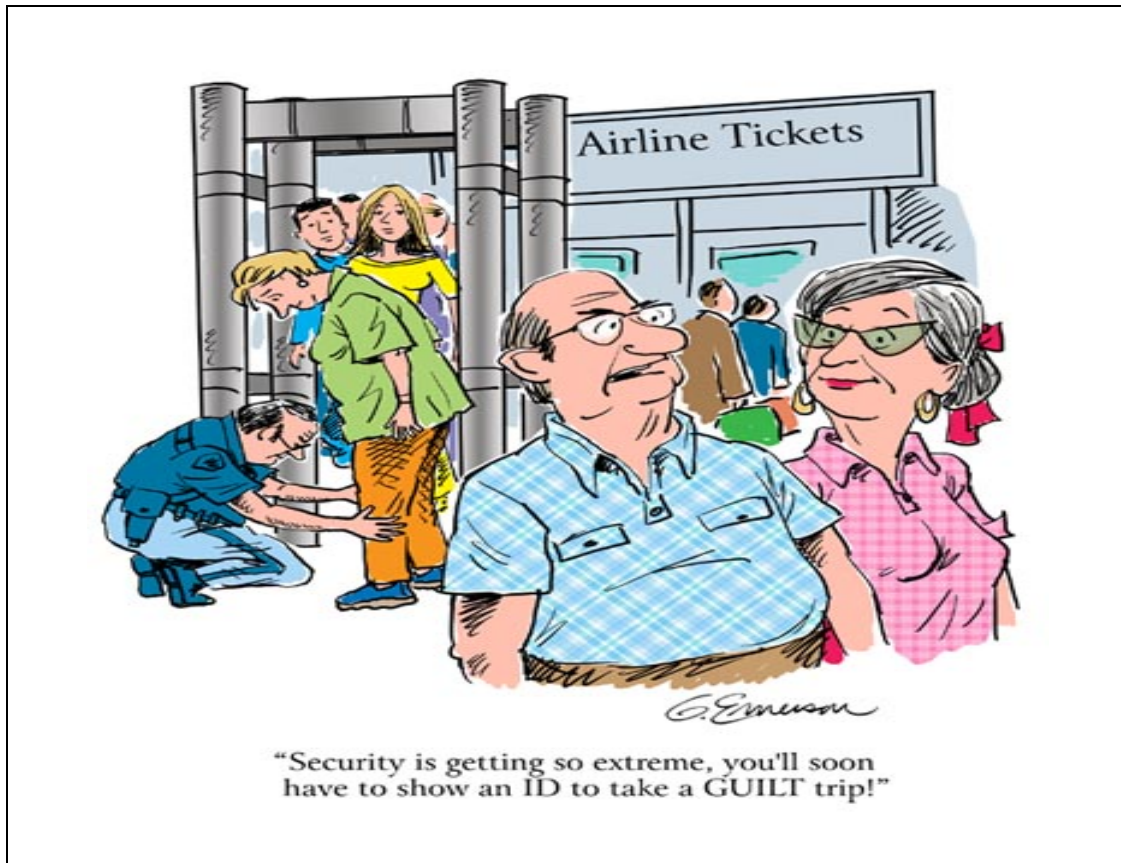
- 6.6.3 Imagine you were to develop a safe-travel handbook for visitors to South Africa.  
Compile a list of safety guidelines which would include safety tips for private and public transport. (2)



[Adapted from Zapiro 2010 archive January 2010]

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

7.1



- 7.1.1 From the cartoon, identify an action that may offend visitors using this airport. (2)
- 7.1.2 Suggest a reason why the action in QUESTION 7.1.1 could be seen as offensive in some cultures. (2)
- 7.1.3 Mention ONE type of technology that may be useful in this airport instead of the method currently being used there. (2)

7.2 Examine the illustration given below.



7.2.1 Explain how a telephone can be used by a business that requires customer feedback. (2)

7.2.2 Employees of companies need to be trained on how to work with this device. Give TWO reasons why this training is important. (4)

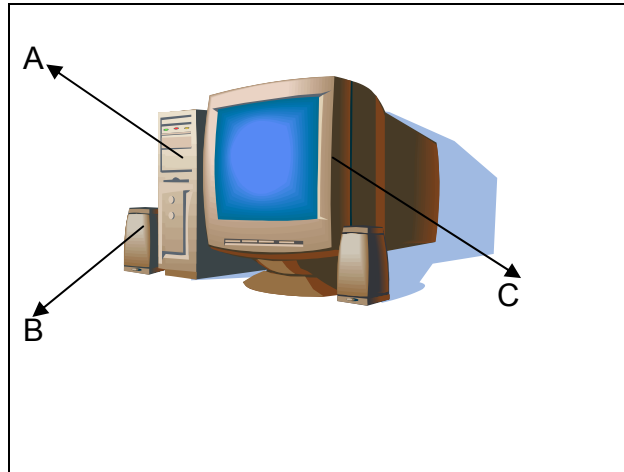
7.2.3 Give ONE reason why a business should go the extra mile to obtain customer feedback. (2)

7.3 Being a member of a team is very important in almost any workplace. Discuss TWO benefits to the company when employees function well as team members. (4)

**[18]**

**QUESTION 8**

- 8.1 Examine the picture below of a type of technology used in the tourism industry and answer the questions that follow.



- 8.1.1 Identify the technology shown in the above picture. (1)
- 8.1.2 Identify the parts of this device labelled A – C. (3)
- 8.1.3 Give TWO examples how a hotel receptionist would use this type of technology (in QUESTION 8.1.1) in her job. (4)
- 8.2 State what the following are examples of:
- 8.2.1 [www.google.com](http://www.google.com) (2)
- 8.2.2 [sesta@gmail.com](mailto:sesta@gmail.com) (2)
- [12]

**TOTAL SECTION E: 30**

**GRAND TOTAL: 200**