



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2012

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 19 pages.

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 – 1.1.20) in the ANSWER BOOK.

E.g. 1.1.21 D

1.1.1 Tourism is important because it is ...

- A labour intensive.
- B largest generator of jobs.
- C a final product.
- D all of the above.

1.1.2 The ... people are regarded and recognized as indigenous inhabitants of the sub-continent. They are known as embodying the essence of Southern Africa's deep past.

- A Ndebele
- B Xhosa
- C San
- D Zulu

1.1.3 ... refers to the code of politely speaking on the telephone in order to convey a professional, friendly and helpful image of the workplace.

- A Telephone etiquette
- B Stereotype
- C Verbal communication
- D Listening

1.1.4 The country that hosted the IRB Rugby World Cup in 2011:

- A New Zealand
- B Australia
- C Wales
- D Ireland

1.1.5 Conducted in October 2011 to ensure that all South African Citizens are counted so that service delivery can be done with proper planning:

- A Local Government Elections
- B Census 2011
- C Counting 2011
- D None of the above

- 1.1.6 This local airline has recently been launched, especially for the route between Johannesburg and Bhisho:
- A NAPTOSA
 - B SAA
 - C SANTACO
 - D MANGO
- 1.1.7 ... is South Africa's national bird.
- A The Peregrine Falcon
 - B The Egyptian goose
 - C The Blue Crane
 - D The Eagle
- 1.1.8 This is a market segment from the 'Domestic Tourism Growth Strategy' used to promote domestic tourism in South Africa:
- A No-income families
 - B Older upcoming businessmen
 - C BATS
 - D Golden Older Couples
- 1.1.9 The objective of the Ramsar Convention is to ...
- A promote gender equality.
 - B promote the wise use of all wetlands through local, regional, national and international cooperation.
 - C combat HIV/Aids.
 - D reduce global emissions of greenhouse gases.
- 1.1.10 The central objective of these annual awards is to build service competitiveness in the South African tourism industry:
- A Invelo Awards
 - B Welcome Awards
 - C ETEYA Awards
 - D Blue flag Awards
- 1.1.11 The Kyoto Protocol was intended to ...
- A promote gender equality.
 - B reduce poverty.
 - C combat HIV/Aids.
 - D reduce global emissions of greenhouse gases.
- 1.1.12 If a traveller moves 15° left of GMT he/she would be travelling ...
- A eastward.
 - B westward.
 - C northward.
 - D southward.

- 1.1.13 The countries that advance their clocks one hour in relation to their local time will be practising ...
- A universal time.
 - B prime time.
 - C central African time.
 - D daylight saving time.
- 1.1.14 In team work the person who will ensure that one person does not dominate the group and the deadlines are met is called the ...
- A initiator.
 - B gatekeeper.
 - C clarifier.
 - D encourager.
- 1.1.15 The term used to describe tourists who visit a country for cultural, but not natural experiences, is known as ...
- A ethnotourism.
 - B ecotourism.
 - C adventure tourism.
 - D domestic tourism.
- 1.1.16 The international organisation that is responsible for collecting tourism statistics globally is the ...
- A United Nations World Tourism Organisation (UNWTO).
 - B African Union (AU).
 - C World Health Organisation (WHO).
 - D Southern African Tourism Service Association (SATSA).
- 1.1.17 ... is the way of collecting comments, suggestions and complaints from a variety of information sources to influence management decisions:
- A Assignment
 - B Feedback
 - C Market sales
 - D Benchmarking
- 1.1.18 A form of written communication that is used to convey a short message between people in the same organisation:
- A Report
 - B Fax
 - C Business letter
 - D Memorandum

- 1.1.19 This assessment is conducted prior to tourism development to evaluate its impact on the environment:
- A Environmental Management System
 - B Geographical Information System
 - C Environmental Impact
 - D Environmental Affairs
- 1.1.20 Foreign currency can be obtained in the following ways:
- A Swift Card
 - B Telegraphic transfer
 - C Money Gram
 - D All the above-mentioned (20x1) (20)
- 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 ANSWER BOOK.
- 1.2.1 Work (ethnic/ethic) refers to an employee's commitment in the workplace.
- 1.2.2 A (visa/passport) is issued by one's own country.
- 1.2.3 These markets, referred to as (target/ niche) markets, are small, often specialized sections of a larger market, each with clearly defined characteristic.
- 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.
- 1.2.5 The (Bank Buying Rate/ Bank Selling Rate) is used when a tourist exchanges foreign currency for ZAR. (5x1) (5)
- 1.3 In order to plan a successful tour/ trip for any customer, it is important that the person planning the tour works meticulously and logically. Below is a list of things that need to be done, but as you can see, they are not in a logical order. Re-write the steps in a logical sequence and write only the letter next to the corresponding number from 1.3.1 – 1.3.5: e.g. 1.3.6 E
- 1.3.1 A Inform the traveller and hand over all documentation
 - 1.3.2 B Decide on the best suitable class, fare and room rate
 - 1.3.3 C Check all tickets and documentation
 - 1.3.4 D Make the flight and hotel reservations
 - 1.3.5 E Identify the needs of the traveller (5x1) (5)

1.4 Choose the protocol (regulations and stipulations) in COLUMN A that matches an agency in COLUMN B. Write only the letter (A – G) next to the questions number (1.4.1 – 1.4.5) in the ANSWER BOOK.
For example 1.4.6 E

	COLUMN A		COLUMN B
1.4.1	Japan	A	World Summit on Sustainable Development (WSSD)
1.4.2	Brazil	B	Montreal Protocol
1.4.3	South Africa	C	Kyoto Protocol
1.4.4	Denmark	D	UN Stockholm conference on human Environment
1.4.5	Canada	E	Copenhagen Accord
		F	Berlin Declaration
		G	Earth Summit

(5x1) (5)

1.5 Examine the logos below and name the global event each represents.



A



ICC 2011

B



C



IRB 2011

D



E

(5x1) (5)

TOTAL SECTION A: 40

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

2.1 Read the extract below and answer questions based on it.

**SAILING THE SEAS**

THIS MARINE PILOT assists sea vessels to dock safely in the harbour

She grew up in the small Eastern Cape town of Aliwal North, never dreamt she'd ever live near the sea. But today Lulama Tsholoba (26) not only knows some of South Africa's beautiful seaside towns and cities, she has also carved a career for herself at sea.

A marine pilot who lives in Saldanha Bay on the West Coast, Lulama's main job is to help sea vessels to dock-and later leave the Saldanha harbour safely. "I'm the link between the control room and the captain who is steering his vessel into the harbour."

Lama, as she's known, says it's a demanding job. "There's no space for error. You have to be on top of your game every day". But she thrives on the challenge. Her interest in a maritime career was stimulated when she spotted two guys walking around Cape Town in immaculate white uniforms. "They looked good" she says, and "I wondered what kind of work they did. Later on I discovered they were naval officers."

Soon thereafter she attended a career expo at the then Cape Technikon and saw a poster advertising maritime studies. On the poster were people dressed in the immaculate white uniforms she'd recently admired. Then and there she decided to pursue a maritime career.

"I wanted to do something different," Lama explains. Even though she'd heard that the maritime industry was male dominated, she wasn't put off. "I love a good challenge", she laughs. Now employed by the Transnet National Port Authority – the only company in SA that employs marine pilots - Lama is perfectly suited for the job. She works 12-hour shifts, one day on and one day off, and is on duty two weekends a month. "No two days are the same," she says. "My days are determined by the weather. If the sea is calm, it's easy to dock a vessel but when the wind starts to blow or it's raining, things can get very tricky". But come rain, wind or shine, Lama gives of her best and rises to the challenge.

Adapted from: Drum Magazine Aug 2011

- 2.1.1 State the career that Lulama has chosen for herself. (1)
 - 2.1.2 As her employer, suggest THREE facts you would consider if you were to draw up Code of Conduct for Lulama. (3x2) (6)
 - 2.1.3 Find sentences in the extract that suggest the following:
 - (a) Lulama’s case is about women empowerment. (2)
 - (b) Lulama is a shift worker. (2)
 - 2.1.4 Name TWO other careers that can be found in Lulama’s industry. (2)
- 2.2 Two extracts (A and B) are given below. Read them carefully and then answer the questions based on them.

EXTRACT A	EXTRACT B
BELLAGIO AT THE BLUBIRD CENTRE IN BIRNAM	OLIVA BAR AND RESTAURANT ON 178 OXFORD ROAD
The service was not as good as it should have been. Our waiter was elderly and lethargic, making his service lacklustre and uninspired. Considering that the Restaurant was a third empty at Lunchtime, we were not impressed. We had to ask about the specials, he forgot my salad and some dishes on the menu were not available. It was irritating.	It was relatively quiet Tuesday night in the eatery and the two young waiters were friendly and quick. They also happily delivered tap water, not offering the irritating option of “still or sparkling”, which makes patrons feel obliged to buy bottled water. Chef Beer was also on hand, not only bringing food for us, but also for his other patrons too. The nicest thing about a compact chef-owned Eatery is that the guy (or gal) owned your supper is on-site and accessible.

- 2.2.1 Name the main component of the tourism industry discussed in the two extracts. (1)
- 2.2.2 Customers in Restaurant A (Bellagio at the Blubird Centre in Brinam) did not get value for their money. From the extract, supply evidence to motivate this fact. (2x2) (4)
- 2.2.3 Predict the impact that the experience in Restaurant B (Oliva Bar and Restaurant on 178 Oxford Road) will have for our country, South Africa. (3x2) (6)
- 2.2.4 State THREE unfavourable working conditions that workers in these restaurants have to put up with. (3x2) (6)

[30]

QUESTION 3

3.1 Read the statement below and answer the questions based on it.

CELEBRATING SUCCESS IN TOURISM	
	<p>In the past, the majority of people were excluded in Tourism. It is now important that this trend be reversed.</p>
<p>A successful Black Woman from Mthatha</p>	<p>Adapted from business partners' advertisement</p>

3.1.1 State TWO ways in which this trend can be reversed. (2)

3.1.2 Below are TWO governmental tourism strategies currently in use in our country. Explain EACH strategy and state ONE aim of each.

(a) The Domestic Tourism Growth Strategy of the DEAT(1 + 1x2) (3)

(b) The Black Economic Empowerment (BEE) Charter (1 + 1x2) (3)

3.1.3 Before 1994, the previously disadvantaged communities received limited benefits from the tourism industry.
[Adapted from: Tourism White Paper Document]

State ONE positive contribution to address this problem by ...

(a) government. (1)

(b) the private sector. (1)

[10]

TOTAL SECTION B: 40

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

4.1 Read the extract below and answer the questions based on it.

German airline to buy EC biofuel

German airline Lufthansa has agreed to buy jet fuel from an Eastern Cape company which is marketing bio fuels as an answer to curtail the carbon footprints of multi-national cooperations.

Entrepreneurial couple William and Sylvia Charles, of the Sakhisizwe Trust, have been working on the project over the past four years, capturing Lufthansa as their first customer.

Their initiative aims to decrease the world's carbon footprint while increasing opportunities for job creation as plans are being made towards the creation of a bio-fuel refinery within the province.

"We can now go public because we have all the major building blocks in place – the feedstock, the technology, the plant and, importantly, an off-taker in Lufthansa," said Sylvia, marketing director of the Sakhisizwe Trust.

The main feedstock for the bio jet fuel will be soyabeans grown in the Eastern Cape, Free State and KwaZulu-Natal.

According to the company's media spokesperson, Ed Richardson of Siyathetha communications, Africa is the ideal place for such projects as it has the land and biofuel plantations on hand. "It's more than just another dream, biofuel is taking over the world," said Richardson.

"All the building blocks are in place; we just need to put the model in place so that the farmers can start." The beans contain vegetable oil which is refined into biokerosene, or jet fuel. A shipment of about 8000 tons of crude vegetable oil made from beans grown in the area will soon be shipped to Finland, refined into jet fuel and used in the Lufthansa trial. "There are about two or three other projects like this floating around and none of them have customers, so having Lufthansa as ours is great," said Richardson.

He said the project would create jobs in rural communities while decreasing the carbon footprint. Negotiations are underway with Clean Tech Africa in Berlin, near East London, which will be producing a test batch of the biofuel and will assist in speeding up production. It has already set up a renewable energy hub for the Eastern Cape. There is huge world demand for biofuel products and Lufthansa on its own seeks about 400 million litres a year across the world.

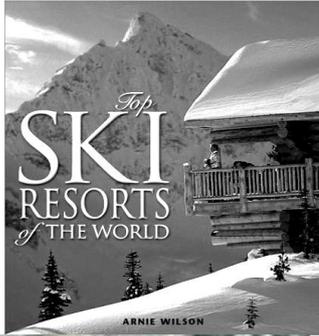
According to Sylvia Charles, engineers from the technology supplier Cimbria Sket are already working on a plant capable of producing 100 000 tons of soyabean oil a year, followed by a refinery. Full production is scheduled to start in 2014. "We are in negotiations with farmers' organizations to speak about producing the beans," she says. Of concerns that biofuel production will negatively affect food security, Charles says: "All the research shows that soyabean production will not impact on food security, but will in fact enhance it". In October, a high-powered German delegation will be visiting the Eastern Cape to inspect the facilities, the two industrial development zones, and the farming area where the beans will be produced. The global aviation industry faces challenging targets in reducing emissions from fossil fuels.

Adapted from: City Press

- 4.1.1 Describe THREE aims of this biofuel project. (3)
- 4.1.2 Mention THREE provinces that will benefit from in this initiative. (3)
- 4.1.3 Predict how the biofuel project may encourage the practice of responsible and sustainable tourism in terms of **Triple Bottom Line** approach. (3x2) (6)
- 4.1.4 Quote a sentence from the extract that suggests that Africa is suitable for this project. (2)
- 4.1.5 Discuss the involvement of farmers in this project. (2)

4.2 Study the advertisement and then answer the questions that follow.

Global warming is directly related to human behaviour. It is said to be the cause of climate change, resulting in greater extremes in weather, including more violent storms, flooding and droughts.



- 4.2.1 Explain the concept of *global warming*. (2)
- 4.2.2 Mention the following:
 - (a) One effect that global warming may have on the ski Resort (2)
 - (b) One effect of global warming on the polar bears (2)
- 4.2.3 List THREE things that you could do to help solve the globalwarming crisis. (3)
- 4.2.4 Evaluate the relationship between global warming and extinction of certain animal species. (2)

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QUESTION 5

- 5.1 5.1.1 List TWO natural resources used by African curio makers. (2)
- 5.1.2 Name ONE product from each of the natural resources you listed in QUESTION 5.1.1 above. (2)
- 5.2 In order for the above African curio makers to sustain the marketability of their products identify FIVE principles of the marketing mix they have to consider. (5)
- 5.3 Describe the culture of the Zulus under the following sub-headings:
- 5.3.1 Religious beliefs (2)
- 5.3.2 Clothing (2)
- [13]**

TOTAL SECTION C: 40

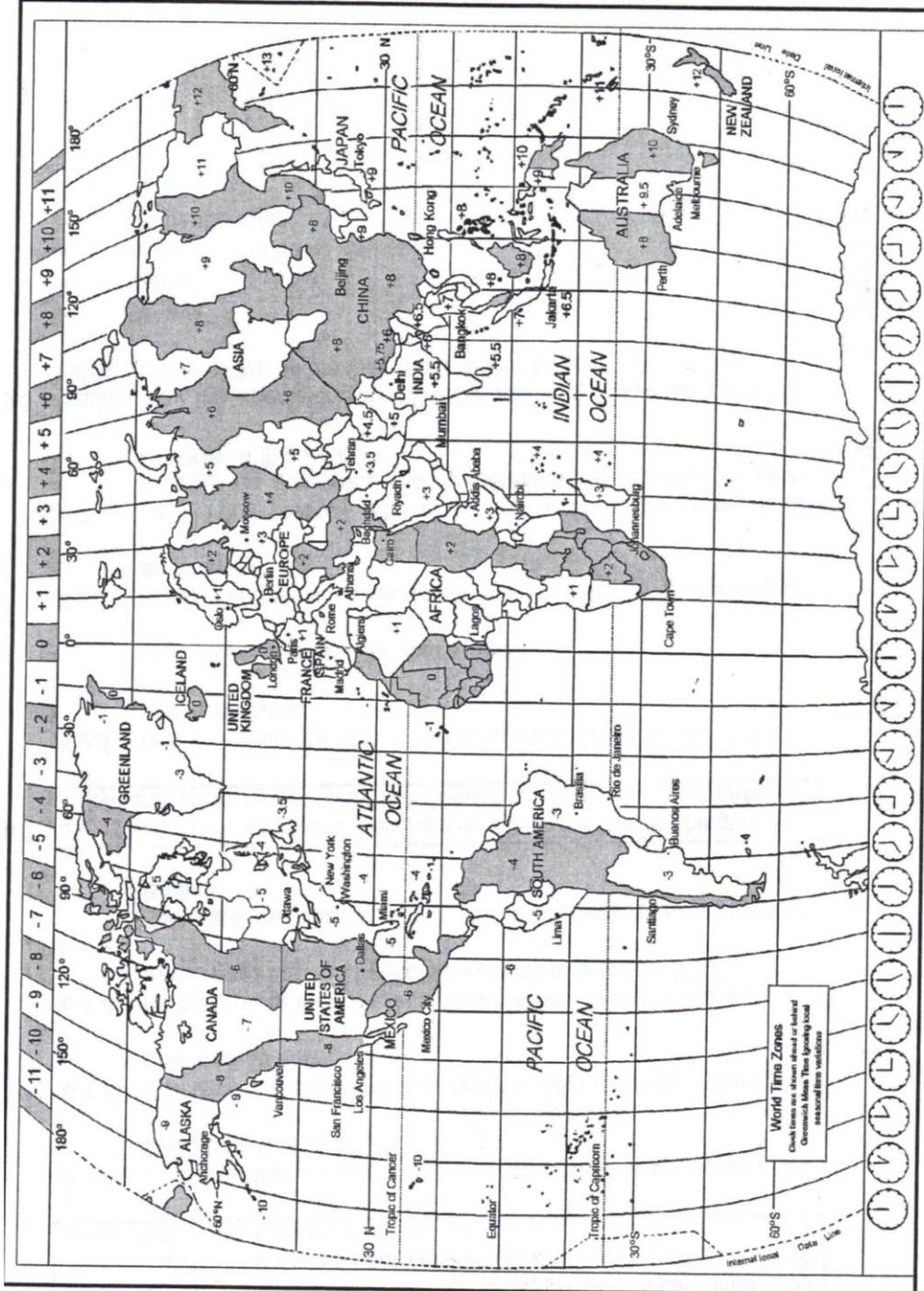
SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 Read the case study below and answer the questions that follow. Use the World Time Zone map when answering the questions.

A group of South African athletes are interested in participating in Olympic games to be held in London in summer 2012. The South African athletes' travelling plan is organised by the Olympics committee of South Africa. The athletes are interested in the following information:

- The number of time zones they are going to cross
- Whether South Africa is ahead or behind time compared to England
- Whether they will suffer from jet lag when they arrive in London



- 6.1.1 Determine the number of time zones between Johannesburg and London. (2)
- 6.1.2 State whether South Africa's time is ahead or behind that of London. Give reasons for your answer. (3)
- 6.1.3 The Olympics Committee wants to make a call to the organisers of the athletics meeting at 16:00.
- (a) Calculate the time the call will be received in London bearing in mind that Daylight Saving Time is practised in London at this time. (3)
- (b) Explain why the South African Olympics Committee will find it convenient to make their call to London at any time. (2)
- 6.1.4 Give TWO benefits of Daylight Saving Time. (2)
- 6.1.5

The South African Rugby National Team (Amabokoboko) attended and participated in the IRB rugby world cup in New Zealand in 2011. They arrived in New Zealand on Friday the 2 nd of September 2011 at 08:00. Their plane took 16 hours to travel from South Africa. The world cup was scheduled to officially start on the 9 th of September. They arrived early so as to be able to deal with the jetlag before their game scheduled for the 11 th with Wales.

- (a) Calculate the time, day and date they departed from South Africa, OR Tambo International airport. (4)
- (b) State TWO Symptoms of jetlag. (2)
- (c) Describe how Amabokoboko could have dealt with jetlag. (2)
- 6.2

Health, security and safety are important elements that determine the success or failure of the tourism industry at a global level. Countries that fail to guarantee the health, security and safety of its visitors always face different kinds of problems when it comes to tourism.
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- 6.2.1 Name TWO sources a tourist can go to in order to obtain information about health, security and safety of a country. (2)
- 6.2.2 State ONE reason why countries enforce health restrictions. (1)

- 6.3 Study the following exchange rate table and answer the questions that follow.

CURRENCY	VALUE IN RANDS
US Dollar	8,75
Pound Sterling	12,45
Euro	9,95
Japanese Yen	0,08

- 6.3.1 In South Africa, a plate consisting of vegetables, salads and meat costs R 45,00. Calculate what this would cost in the currency of Italy. Show all your calculations. (3)
- 6.3.2 A good men's shirt in London costs £ 15,00. Calculate what this would cost in South African Rand. Show ALL calculations. (3)
- 6.3.3 Explain the difference between the *bank selling rate* and the *bank buying rate*. (4)
- 6.3.4 List THREE different forms of carrying foreign currency. (3)
- 6.4 State TWO places where foreign currency may be obtained. (2)

6.5

FIFA NOW FOCUSING ON BRAZIL

The 2014 World Cup is heading to Brazil. In less than 4 years, the greatest football spectacle of them all will be heading to the country that introduced the notion of the beautiful game. For the first time in 64 years, football's biggest event will grace Brazil's shores and a feast of football is sure to be served in front of passionate crowds (fans). True, there is the small matter of the World Cup in South Africa in 2010 to contend with first, but football fans across Brazil and indeed the world are rubbing their hands in anticipation of the 2014 Brazil World Cup.

- 6.5.1 Define the term *global event*. (2)
- 6.5.2 State any THREE positive impacts the 2014 Soccer World Cup would have on Brazil. (3)
- 6.5.3 Mention any THREE negative impacts the 2014 Soccer World Cup would have on Brazil. (3)
- 6.5.4 In preparation for the 2014 FIFA Soccer World Cup, Brazil must start considering the safety and security of disabled sport lovers.
- (a) State TWO ways in which you can improve facilities that cater for disabled travellers in the accommodation sector. (2)
- (b) State TWO ways in which you can improve facilities that cater for disabled travellers in sports stadiums. (2)

TOTAL SECTION D: 50

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

7.1 Study the extract below and answer the questions based on it.

In South Africa there are many tour operating companies which sell holidays. They sell holidays to various overseas markets such as UK, Germany, Italy, African countries etc. They, sometimes, evaluate the success of their promotional activities. They from time to time embark on market research so as to find customer needs and meet customer satisfaction.

7.1.1 Define the term *market research*. (2)

7.1.2 Differentiate between *Existing markets* and *New markets*. (4)

7.1.3 State THREE uses of market research in tourism. (3)

7.2

The Pimville Museum in Underberg: Kwa-Zulu Natal

This museum is located just outside the farming town of Underberg in the Drakensberg Heritage Site of Kwa-Zulu Natal. It exhibits mainly the history of the area which mainly includes the Anglo-Boer war that took place around 1902. The pictures of caves and implements that were used by the Bushmen are also a must see.

There are about 15 full-time employees in the museum. The management strives to offer excellent service. Recently, they began looking at ways of evaluating the quality of customer service.

7.2.1 Explain the meaning of *Customer Feedback*. (2)

7.2.2 Select THREE appropriate feedback methods Pimville Museum could use to evaluate and measure customer satisfaction. (3)

7.2.3 Predict the positive impacts that feedback can have on the Museum and Underberg in general. (4)

7.2.4 Discuss TWO advantages of a suggestion box as a method of getting customer feedback. (4)

[22]

QUESTION 8

8.1

**Virginia Town House**
“A B&B Retreat in Town”.
A Place where you are likely to forget it all and rejuvenate your life
to be what you really want it to be.
4 single air conditioned en suite rooms. Located at Nelson Mandela
Drive in Mthatha, close to Hotel Savoy.
Tel: 047 5316 323
Fax : 047 5423 118
Virginiahouse@mweb.co.za
www.virginia.co.za

- 8.1.1 Define *e-mail*. (2)
- 8.1.2 Give the e-mail address of the B&B. (1)
- 8.2 8.2.1 Identify the website address of the B&B. (2)
- 8.2.2 Explain when you may use this address. (2)
- 8.3 Quote the slogan of the B&B. (1)

[8]

TOTAL SECTION E: 30

GRAND TOTAL: 200