**TRSM**



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EASTERN CAPE EDUCATION DEPARTMENT

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NATIONAL SENIOR CERTIFICATE EXAMINATIONS

NASIONALE SENIOR SERTIFIKAAT EKSAMEN

### SEPTEMBER 2009

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| **TOURISM** |

##### IXESHA: 3 iiyure TIME: 3 hours TYD: 3 uur

**AMANQAKU: 200 MARKS: 200 PUNTE: 200**

*Write on the cover of your answer book, after the word “Subject”*

**TOURISM**

|  |
| --- |
| This question paper consists of 17 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. | Answer ALL the questions. |
|  |  |
| 3. | Start EACH section on a NEW page. |
|  |  |
| 4. | Number the answers correctly according to the numbering systems used in this question paper. |
|  |  |
| 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 | |
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| --- | --- | --- | --- |
| **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 | In a five-star hotel, this worker is also known as “the keeper of the keys”: |  |
|  |  |  |  |
|  |  | A Maitre d’hotel  B Housekeeper  C Concierge  D Cashier | (1) |
|  |  |  |  |
|  | 1.1.2 | Another name for a flight attendant is: |  |
|  |  |  |  |
|  |  | A Pilot  B Air Hostess  C Concierge  D First Officer | (1) |
|  |  |  |  |
|  | 1.1.3 | A carousel, in the tourism industry, is … |  |
|  |  |  |  |
|  |  | A the moving belt which delivers passengers’ luggage at their destination.  B the person in charge of the mail and keys at a hotel.  C the covered walkway connecting an aircraft to the terminal building.  D the moving walkway that transports passengers from one area of the terminal building to another. | (1) |
|  |  |  |  |
|  | 1.1.4 | The objectives of this global strategy are to reduce the loss of endangered species. |  |
|  |  |  |  |
|  |  | A CITES  B Agenda 21  C Ramsar Convention  D Kyoto Protocol | (1) |
|  |  |  |  |
|  | 1.1.5 | The practice of re-using certain products, for example glass, is known as: |  |
|  |  |  |  |
|  |  | A Conservation  B Recycling  C Ecology  D Biodiversity | (1) |
|  |  |  |  |
|  | 1.1.6 | The environmental award for beaches and marinas is: |  |
|  |  |  |  |
|  |  | A WWF  B Blue Flag  C ETEYA  D CITES | (1) |

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1.1.7 | The Sterkfontein Caves Heritage Site is also known as: |  |
|  |  |  |  |
|  |  | A Cradle of Caves  B The caves  C Cradle of Humankind  D Mrs Ples | (1) |
|  |  |  |  |
|  | 1.1.8 | The pound sterling is used in the following country: |  |
|  |  |  |  |
|  |  | A Ireland  B Sweden  C United States of America  D United Kingdom | (1) |
|  |  |  |  |
|  | 1.1.9 | The Golden Gate Bridge is in this city: |  |
|  |  |  |  |
|  |  | A San Francisco  B Los Angeles  C New York  D Paris | (1) |
|  |  |  |  |
|  | 1.1.10 | The Kruger National Park lies in these two provinces: |  |
|  |  |  |  |
|  |  | A Gauteng and North West  B KwaZulu-Natal and Free State  C Limpopo and Mpumalanga  D Gauteng and Limpopo | (1) |
|  |  |  |  |
|  | 1.1.11 | This region is world famous for its display of wild flowers in spring: |  |
|  |  |  |  |
|  |  | A Namaqualand  B The Cape Winelands  C Klein Karoo  D The Garden Route | (1) |
|  |  |  |  |
|  | 1.1.12 | This tourist region is in the Limpopo province: |  |
|  |  |  |  |
|  |  | A Northern Karoo  B Pilanesberg  C Soutpansberg  D Drakensberg | (1) |
|  |  |  |  |
|  | 1.1.13 | The Boardwalk is a tourist attraction in this Eastern Cape city: |  |
|  |  |  |  |
|  |  | A Port Elizabeth  B Port Alfred  C Mthatha  D East London | (1) |
|  |  |  |  |
|  | 1.1.14 | The Kirstenbosch National Botanical Gardens is located in this city: |  |
|  |  |  |  |
|  |  | A Cape Town  B Tshwane  C Johannesburg  D Durban | (1) |

|  |  |  |  |
| --- | --- | --- | --- |
|  | 1.1.15 | Cape Point lies between these two oceans: |  |
|  |  |  |  |
|  |  | A Atlantic and Pacific  B Atlantic and Antarctic  C Atlantic and Indian  D Indian and Pacific | (1) |
|  |  |  |  |
|  | 1.1.16 | The team-role of a specialist is … |  |
|  |  |  |  |
|  |  | A to be creative and imaginative.  B to challenge, be dynamic and to have the drive.  C to provide scarce knowledge and skills.  D to be disciplined and reliable. | (1) |
|  |  |  |  |
|  | 1.1.17 | A virtual tour is … |  |
|  |  |  |  |
|  |  | A a tour package for visually impaired people.  B a way to give the tourists a glimpse of what they can expect.  C a tour consisting only of accommodation.  D a method to visit a destination cheaply and with a guide. | (1) |
|  |  |  |  |
|  | 1.1.18 | Body language can be described as: |  |
|  |  |  |  |
|  |  | A Communication by means of facial expressions and body carriage.  B Communication by means of sign language.  C Communication used by people who cannot speak the language.  D Communication by means of international tourism signs. | (1) |
|  |  |  |  |
|  | 1.1.19 | The outbreak of bird flu in the East is an example of a … |  |
|  |  |  |  |
|  |  | A political crisis.  B natural disaster.  C crime.  D global event. | (1) |
|  |  |  |  |
|  | 1.1.20 | Choose the one which is NOT one of South Africa’s emerging inbound tourism markets. |  |
|  |  |  |  |
|  |  | A India  B Chile  C China  D USA | (1) |
|  |  |  |  |

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 1.2 | In the table below, match the terminology with its example. Write only the  number of the question and the correct letter in your answer book, e.g. 1.2.6 K.   |  |  | | --- | --- | | **TERMINOLOGY** | **EXAMPLE** | | 1.2.1 International icon | A Amadeus | | 1.2.2 Popular European tourist destination | B Vredefort Dome | | 1.2.3 World Heritage Site | C Saafari | | 1.2.4 Global Distribution System | D Riviera | | 1.2.5 Central Reservation System | E Table Mountain | |  | F Google | |  | G UNESCO | | | (5) |
|  |  |  |  |
| 1.3 | Supply the missing item of information in the table below. Write only the  number of the question and the item in your answer book, e.g.1.3.7 South Africa.   |  |  |  |  | | --- | --- | --- | --- | | **COUNTRY** | **CAPITAL** | **TIME ZONE** | **CURRENCY** | | Angola | 1.3.1 | GMT +1 | 1.3.2 | | 1.3.3 | Dodoma | GMT + 3 | 1.3.4 | | Namibia | 1.3.5 | 1.3.6 | Namibian Dollar | | | (6) |
|  |  |  |  |
| 1.4 | Match each heritage route in COLUMN B (read their descriptions to guide you) with the correct province from COLUMN A. Write the correct letter (a – e) next to the appropriate question number 1.4.1 F.   |  |  |  | | --- | --- | --- | | **COLUMN A:**  **PROVINCES** | **COLUMN B:**  **HERITAGE ROUTES** | **DESCRIPTION** | | 1.4.1 Limpopo | a: Inanda Route | An interesting mix of Indian and Zulu cultures. | | 1.4.2 KwaZulu-Natal | b: South-North Route | Takes visitors through the old copper mining towns of Springbok and Okiep as well as the untouched Richtersveld Mountain Desert. | | 1.4.3 Western Cape | c: Wild Coast Route | Incredibly diverse fauna and flora, including the elusive loerie bird as well as ancient rock-paintings. | | 1.4.4 Northern Cape | d: Hlanganani Route | Not only scenically beautiful, but allows visitors insight into the lives of the local Tsonga people. | |  | E: West Coast  Missions Route | Experience West Coast hospitality and colourful cultural diversity. The focus is on different religious missions and villages that grew around them. | | | (4) |
|  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| 1.5 | Decide whether the following statements are TRUE or FALSE. Write T (true) or F (false) next to the corresponding question number on your answer sheet. | |  |
|  |  |  |  |
|  | 1.5.1 | Service excellence is the most important expectation with all tourists. |  |
|  |  |  |  |
|  | 1.5.2 | Feedbacks give tourists the feeling that they are contributing. |  |
|  |  |  |  |
|  | 1.5.3 | E-mail-surveys are the easiest and cheapest methods of obtaining customer feedback. |  |
|  |  |  |  |
|  | 1.5.4 | The TGCSA is responsible for tourism opportunities in South Africa. |  |
|  |  |  |  |
|  | 1.5.5 | Galileo is an example of a global reservation system. (5 x 1) | (5) |
|  |  |  |  |
|  |  | **TOTAL SECTION A:** | **40** |
|  |  |  |  |

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| --- | --- | --- | --- | --- | --- |
| **SECTION B: TOURISM AS AN INTERRELATED SYSTEM**  **QUESTION 2** | | | | |  |
|  |  | |  | |  |
| 2.1 | Read the extract below and answer the questions which follow.  CRIME AND HEALTH HITS SA’S TOURISM RATING  CRIME, health and hygiene have hurt South Africa’s ranking in the World Economic Forum’s travel and tourism index for 2009.  The country slipped from 61% to 60% in the overall index, which takes into account a number of categories like cultural assets and natural resources as well as international conferences and exhibitions.  In the category for safety and security, SA was ranked 128th out of 133 countries. Its score was close to that of Nigeria (133) and Pakistan (132).  South Africa was 94th in the health and hygiene category. Its ranking was not only influenced by its life expectancy of 51 years and HIV/Aids prevalence, but also by a lack of medical personnel and access to sanitation.  The report warned that the health of SA’s workers had to be addressed urgently to secure the survival of the travel and tourism sector.  South Africa was ranked 22nd in terms of natural resources and 45th for cultural assets. Its transport infrastructure (43rd) and efficient regulation of tourism (26th) were also highly scored.  The report classified SA hotel prices as “reasonable” and found that visa requirements should not discourage visitors. Switzerland topped the rankings, followed by Austria and Germany. The report said tourism competition would get tougher as budgets shrink.  [Adapted from*Daily Dispatch,* March 2009] | | | |  |
|  |  |  | | |  |
|  | 2.1.1 | Identify TWO of the main sectors of the tourism industry mentioned in the report. | | | (2) |
|  |  |  | | |  |
|  | 2.1.2 | Name THREE types of tourists who may be reluctant to come to South Africa as a result of this report. | | | (3) |
|  |  |  | | |  |
|  | 2.1.3 | Deduce what may happen to the tourism industry in the rural Eastern Cape if the safety and security concerns expressed in the report are not urgently addressed. | | | (2) |
|  |  |  | | |  |
|  | 2.1.4 | South Africa has done relatively well in terms of the regulation of the tourism industry (26th). | | |  |
|  |  |  | |  |  |
|  |  | 2.1.4.1 | | Explain how this is achieved. | (2) |
|  |  |  | |  |  |
|  |  | 2.1.4.2 | | Discuss how the benefits of the efficient regulation of the industry can be undermined by the prevalence of HIV/Aids and a lack of medical personnel. | (3) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2.1.5 | Refer to the last paragraph of the extract. | |  |
|  |  |  |  |  |
|  |  | 2.1.5.1 | Discuss the effect that ‘reasonable’ hotel prices may have on the tourism industry in South Africa. (2 x 2) | (4) |
|  |  |  |  |  |
|  |  | 2.1.5.2 | Suggest reasons why Switzerland, Austria and Germany topped the rankings. | (4) |
|  |  |  |  |  |
|  | 2.1.6 | Propose what the South African authorities should do in order to minimise the effects of the tough competition envisaged as budgets shrink. (2 x 2) | | (4) |
|  |  |  |  |  |
| 2.2 | Read the article below and answer the questions that follow.  **SA MUST FIGHT TO PROTECT ECOTOURISM**  South Africa runs the risk of destroying its wild areas and emerging ecotourism industry if it continues to blindly chase after more conventional forms of economic growth.  That was the message from Essop Pahad, Minister in the President’s Office, on Monday when he welcomed top film editors and producers to Durban at the opening of the Wild Talk Africa international wildlife film festival. While it was important to pursue some of the more traditional forms of industrial and economic growth, South Africa also had major potential to reduce poverty and create jobs through tourism and the ecotourism industry. “But we cannot have ecotourism if we destroy the very nature that sustains ecotourism,” Pahad said. He did not, however, refer to any specific regions of the country.  The Minister said it was also clear to him that if South Africa was to reap the fruits of ecotourism then a wider cross-section of people needed to benefit from the industry. There is, for example, the need, for well-travelled, knowledgeable and enthusiastic guides.  Guides escort paying tourists on a journey to diverse parts of the globe – from rainforests to isolated sanctuaries – perhaps to observe and learn more about wildlife, migrating birds or horticulture. Some excursions are active trips and involve hiking, biking and rafting. Ecotour guides are relied upon not only for their wisdom about routes to travel and where to stay, but also for their expert knowledge and experience in a particular field, such as bird watching.  [Adapted from *The Mercury* ofApril 25, 2006] | | |  |
|  |  |  |  |  |
|  | 2.2.1 | Suggest TWOreasons why Minister Pahad is concerned about the risk of destroying South Africa’s wild areas and its effect on the emerging ecotourism industry. (2 x 2) | | (4) |
|  |  |  |  |  |
|  | 2.2.2 | Differentiate between the functions of an eco-tour guide and an ordinary guide. (2 x 2) | | (4) |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 2.2.3 | You have been employed by the South African Ecotour Guides Association. Explain why it is necessary for you to sign a contract of employment. (2 x 2) | | (4) |
|  |  |  |  | **[36]** |
|  |  |  |  |  |
| **QUESTION 3** | | | |  |
|  |  |  |  |  |
| Select the correct description below to complete the table. Write only the letter next to the question number in your answer book. e.g. 3.6 F.  A This Act is needed for a country or area to develop.  B This law governs the relationship between employer and employee and deals with matters such as overtime pay, working hours, etc.  C This law provides the space and everything that is needed for a specific event.  D This law governs the way in which an employer maintains a safe environment for his employees.  E This Act determines what action will be taken or procedures followed if injuries at work result in temporary, partial or total disability.  F This Act prohibits an employer forcing an employee to undergo tests for life – threatening diseases. | | | |  |
|  |  |  |  |  |
| |  |  |  | | --- | --- | --- | |  | **Employment legislation in SA** | **Description A,B,C,D,E,F** | | 3.1 | Basic Conditions of Employment Act |  | | 3.2 | Occupational Health and Safety Act |  | | 3.3 | Workmen’s Compensation Act |  | | 3.4 | HIV/AIDS policy in the workplace / Employment Equity Act |  | | | | | **[4]** |
|  |  |  |  |  |
|  |  | **TOTAL SECTION B:** | | **40** |
|  |  |  |  |  |
|  |  |  |  |  |
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| **SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**  **QUESTION 4** | | | | |  |
|  |  | |  |  |  |
| 4.1 | Read the extracts below and answer the questions that follow. | | | |  |
|  |  | |  |  |  |
| **Extract 1**   |  | | --- | | **RESPONSIBLE ECOTOURISM IN SOUTH AFRICA**  Ecotourism is a modern noun still not widely recognised as a formal word but increasingly used by the tourism industry and academics to describe tourism focusing on natural areas and undeveloped parts of the globe. The word has been used both negatively and positively but has received added value since the turn of the twenty-first century with the addition of the word *responsible*. This is intended to ensure that tourism to natural and undeveloped areas must be of such a nature that there are no negative impacts, neither on the destinations visited nor on the indigenous people living in these destinations. A feel good factor has been introduced by the promotion of the concept that such tourism leaves (or should leave) something of direct benefit to the destinations and their people.  [Adapted from Dr George Hughes’ paper, *The Conservation Trust* (KZN)] | | | | | |  |
|  |  | |  |  |  |
| **Extract 2**   |  | | --- | | **RESPONSIBLE ECOTOURISM**  Ecotourism is an essential component of sustainable use. In KwaZulu-Natal it was enthusiastically endorsed as policy some 40 years ago and has been steadfastly pursued with astonishing success. In KwaZulu-Natal the promotion of sustainable use of wildlife was focused first on the more influential and affluent white landowners who, after all, owned 50 per cent of the province. Such landowners were encouraged to reintroduce game and form their own ecotourism and hunting ventures based on principles of private enterprise.  The policy has certainly paid off handsomely. Firstly, the amount of land in the province converted to wildlife management for ecotourism purposes had increased from 8,36% managed by the state agency (originally the Natal Parks Board, now Ezemvelo KZN Wildlife) to 20%. Wildlife populations even of rare species such as the white rhinoceros increased dramatically and now 40% of the South African white rhinoceros are on private land.  The value of all species of antelope and rhino increased several fold, giving wildlife real economic value leading to increased tourism and increased job creation. More people promoted conservation and greater efforts were made to involve the local communities.  [Adapted from Dr George Hughes’ paper, *The Conservation Trust* (KZN)] | | | | | |  |
|  |  |  | |  |  |

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| --- | --- | --- | --- | --- | --- |
|  | 4.1.1 | From extract 1, explain the significance of the addition of the word responsible to an ecotourism venture. | | | (4) |
|  |  |  |  | |  |
|  | 4.1.2 | From extract 1, identify THREE negative factors that would contribute to degradation of the natural environment as caused by people. | | | (6) |
|  |  |  | | |  |
|  | 4.1.3 | Explain how indigenous people living close to a nature destination can be negatively affected by tourism. | | | (2) |
|  |  |  | |  |  |
|  | 4.1.4 | Recommend TWO measures that can be put in place to manage the negative impact of tourism to both the natural environment and the indigenous people. | | | (4) |
|  |  |  | |  |  |
|  | 4.1.5 | From extract 2, identify TWO positive economic factors that would result from the growth in ecotourism wildlife management in that area. | | | (4) |
|  |  |  | |  |  |
|  | 4.16 | Indicate the involvement of the local communities as a contribution to wildlife conservation by providing TWO examples of projects in which they can participate. | | | (2) |
|  |  |  | |  |  |
|  | 4.1.7 | Identify the global strategy that would be a support base to Ezemvelo KZN Wildlife in ensuring the conservation of wildlife species. | | | (2) |
|  |  |  | |  |  |
|  | 4.1.8 | The Ramsar Convention is one of the global strategies aimed at sustaining the environment; briefly explain its main focus and indicate when this strategy was adopted. | | | (3) |
|  |  |  | |  | **[27]** |
|  |  |  | |  |  |
| **QUESTION 5** | | | | |  |
|  |  |  | |  |  |
| 5.1 | |  | | --- | | Heritage attractions are all different from one another. The following elements make heritage attractions significant:   * Uniqueness * Relevance * Public appeal * Educational merit * Importance | | | | |  |
|  |  |  | |  |  |
|  | 5.1.1 | South African Heritage is diverse, and using the above elements outline how the following cultural groups have managed to distinguish their heritage from others in terms of uniqueness, thus contributing to saleability of any products they offer.   1. Zulu people 2. Xhosa people | | | (4) |
|  |  |  | |  |  |
|  |  |  | |  |  |

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | 5.1.2 | In order for the above groups to sustain the marketability of their products identify FOUR principles of the marketing mix they have to consider. | | (4) |
|  |  |  |  |  |
|  | 5.1.3 | Identify the ancient indigenous cultures that were once found at the following World Heritage Sites and state ONE unique aspect or something that their culture is known for:   1. Mapungubwe 2. Ukhahlamba Drakensberg | | (4) |
|  |  |  |  |  |
|  | 5.1.4 | Provide the name of the South African organisation that oversees all heritage sites in the country. | | (1) |
|  |  |  | | **[13]** |
|  |  |  |  |  |
|  |  | **TOTAL SECTION C:** | | **40** |
|  |  |  |  |  |

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| **SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**  **QUESTION 6** | | | |  |
|  |  |  |  |  |
| 6.1 | Read the extract below and answer the questions that follow:   |  | | --- | | A group of business people from Australia departed Perth Airport at 8:00 on Thursday, 2 September 2008 to attend a conference in Johannesburg to be held on 3 September 2008. They arrived at an up-market hotel in Johannesburg. Ironically, the theme of the conference was, ‘Service and Tourism’. The flight to Johannesburg took approximately 12 hours. Having spent so many hours on the plane, they were a little bedraggled, travel-worn, tired and short- tempered. Uppermost in their minds were a comfortable room and a hot bath or shower. | | | |  |
|  |  |  |  |  |
|  | 6.1.1 | Determine at what time, date and day the business people arrived in South Africa. Show ALL your calculations. Use the World Time Zone Map to assist you. | | (6) |
|  |  |  |  |  |
|  | 6.1.2 | Explain whether they arrived in time for a conference that starts at 10:00 on Friday 3 September 2008. Yes or No only answer will not be awarded marks. | | (3) |
|  |  |  |  |  |
|  | | | |  |
|  | 6.1.3 | From the extract above, it is clear that the business people suffered from jet lag. Explain the cause of jet lag. | | (2) |
|  |  |  |  |  |
|  | 6.1.4 | Cite from the extract above any THREE symptoms of jet lag. | | (3) |
|  |  |  |  |  |
|  | 6.1.5 | Advise the business people on how to minimise the influence of jet lag. | | (3) |

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| 6.2 | |  | | --- | | Tourists need to access information about health and safety, travel documents and customs requirements before travelling between countries. | | | | | | | |  |
|  |  |  | | | | |  |  |
|  | 6.2.1 | State TWO reasons why countries enforce health restrictions. | | | | | | (2) |
|  |  |  | | | | |  |  |
|  | 6.2.2 | List any THREE sources from which tourists can obtain travel, health and safety information. | | | | | | (3) |
|  |  |  | | | | |  |  |
|  | 6.2.3 | The Kula family from Nelspruit is planning a trip to Egypt during the December holiday. | | | | | |  |
|  |  |  | | |  | | |  |
|  |  | 6.2.3.1 | | | Name the type of visa they would need for visiting Egypt. | | | (1) |
|  |  |  | | |  | | |  |
|  |  | 6.2.3.2 | | | They will also be making a brief stopover in Kenya. Name the type of visa they will need for Kenya. | | | (1) |
|  |  |  | | |  | | |  |
|  | 6.2.4 | Name THREE diseases for which some countries will require a health certificate as an entry requirement. | | | | | | (3) |
|  |  |  | | | |  | |  |
| 6.3 | Define the following term: | | | | | | |  |
|  |  | | |  | |  | |  |
|  | 6.3.1 | | | Exchange rate | | | | (2) |
|  |  | | |  | |  | |  |
|  | 6.3.2 | | | Differentiate between bank buying rate and bank selling rate. | | | | (4) |
|  |  | | |  | |  | |  |
|  | 6.3.3 | | | List THREE different forms of carrying foreign currency. | | | | (3) |
|  |  | | |  | |  | |  |
| 6.4 | Study the following exchange rate table below and answer the questions that follow.   |  |  | | --- | --- | | **CURRENCY** | **VALUE IN SA RANDS** | | US Dollar  Pound Sterling  Euro  Japanese Yen | 7,75  10,45  8,12  0,04 | | | | | | | |  |
|  |  | |  | | |  | |  |
|  | 6.4.1 | | In South Africa, a meal consisting of a vegetarian burger with potato chips costs R34,95. Calculate what this would cost in the currency of Italy. Show ALL your calculations. | | | | | (3) |
|  |  | |  | | |  | |  |
|  | 6.4.2 | | A good pair of men’s shoes in England costs £84,50. Calculate what this would cost in South African Rand. Show ALL your calculations. | | | | | (3) |
|  |  | |  | | |  | |  |
| 6.5 | |  | | --- | | GREAT NEWS! It has been decided that the 2010 Soccer World Cup will be held in South Africa. This global event is sure to have a great impact on our country. | | | | | | | |  |
|  |  | |  | | |  | |  |
|  | 6.5.1 | | Define the term global event. | | | | | (2) |
|  |  | |  | | |  | |  |
|  | 6.5.2 | | State any THREE positive impacts the 2010 Soccer World Cup would possibly have on our country. | | | | | (3) |
|  |  | |  | | |  | |  |
|  | 6.5.3 | | Mention any THREE negative impacts the 2010 Soccer World Cup would have on our country. | | | | | (3) |
|  |  | |  | | |  | |  |
|  |  | | **TOTAL SECTION D:** | | | | | **50** |

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **SECTION E: CUSTOMER CARE AND COMMUNICATION**  **QUESTION 7**  Read the following article and then answer the questions. | | | | |  |
|  | |  | |  |  |
| SUN, SURF AND SURGERY Philippa Garson  The era of "medical tourism" has arrived, and South Africa appears to be cornering the market. Attracted by the country's world-class surgeons, spectacular tourist destinations and favourable exchange rate, foreigners are flocking here for affordable operations and luxurious post-operative holidays.  Cosmetic surgery is still the major draw card, but there is now a growing demand for other surgical procedures, including major operations like heart bypass surgery, hip and knee surgery and dentistry. Some companies offer package deals that incorporate cosmetic surgery, post-operative care in a five-star hotel and a holiday – either before or after the operation. In most cases these packages are cheaper for foreigners than the cost of the operations alone in their home countries.  Lorraine Melvill, head of *Surgeon and Safari*, realised she could harness the unusual synergy between the demand for tourism, on the one hand, and for cosmetic surgery that is affordable, high-quality and offers the client anonymity, on the other.  Judging by her flourishing business (she is bringing in 20 to 30 people a month, and the figure is escalating), her clients are satisfied with the results of their procedures. She believes the impact of her business on the country's tourism industry in general is enormous. People who visit – usually newcomers to South Africa – are unaware at first of the treasures the country has to offer, in particular "the first-world service and hospitality at third-world prices". They return again and again, says Melvill.  *Surgeon and Safari* offers personalised programmes to its clients: it facilitates online and face-to-face consultations with registered surgeons, meets clients at the airport, and then puts them up in accommodation for one- to two-week recovery periods.  Each client is assigned a personal assistant to give them all the support they need and arrange their outings and post- or pre-operative holidays. During their recuperation, patients are visited by body care clinicians for massages and other treatments to speed up the healing process.  <http://www.safrica.info/plan_trip/holiday/medicaltour.htm> *24 July 2002* | | | | |  |
| 7.1 | 7.1.1 | | Explain the term ‘niche market’. | | (2) |
|  |  | |  | |  |
|  | 7.1.2 | | Conclude to which TWO general tourist expectations Lorraine Melvill is referring, as the main reason for repeat visits. | | (2) |
|  |  | |  | |  |
|  | 7.1.3 | | Quote from the passage to prove that *Surgeon and Safari* is very successful. | | (2) |
|  |  | |  | |  |
|  | 7.1.4 | | Tourists have many general expectations. Name FOUR specific needs, the tourists referred to in the article, will most probably need whilst visiting South Africa. | | (4) |
|  |  | |  | |  |

|  |  |  |  |
| --- | --- | --- | --- |
| 7.2 | 7.2.1 | Explain how SA Tourism, with the assistance of competitions, tries to motivate South African tourism product owners, to provide service excellence. Refer to the names of FOUR competitions and briefly describe each one’s aim. (4 x 2) | (8) |
|  |  |  |  |
|  | 7.2.2 | Name ONE advantage the measuring of service has for tourism product owners. | (2) |
|  |  |  | **[20]** |
|  |  |  |  |
| **QUESTION 8** | | |  |
|  |  |  |  |
| 8.1 | A team of hotel employees need to design a training program to improve service at their hotel. List any FIVE team-roles which are needed to make this training a success. | | (5) |
|  |  |  |  |
| 8.2 | *‘The Internet has changed the tourism industry completely in the twenty-first century’*.  Prove this statement correct by giving FIVE reasons how the Internet has changed the tourism industry. | | (5) |
|  |  |  | **[10]** |
|  |  |  |  |
|  | **TOTAL SECTION E:** | | **30** |
|  |  |  |  |
|  | **GRAND TOTAL:** | | **200** |
|  |  |  |  |
|  |  |  |  |