



Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2013

TOURISM

MARKS: 200

TIME: 3 hours



* T R S M D M *

This question paper consists of 23 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. 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 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, e.g. 1.1.21 A.

- 1.1.1 Dividing markets based on population statistics is ...
- A segment profiles.
B emerging segments.
C demographic segmentation.
D untapped segments.
- 1.1.2 An itinerary specially designed for individuals, families or groups with individual needs is ...
- A a general itinerary.
B a personalised itinerary.
C a tour plan.
D personal selling.
- 1.1.3 A writing system for visually impaired or sightless people, consisting of patterns of raised dots that are read by touch.
- A Braille
B Blind writing
C Crippled writing
D Sightless people
- 1.1.4 A system that allows you to use your computer to send and receive messages.
- A Website
B Webcam
C Search engine
D E-mail
- 1.1.5 Facilitates the growth and expansion of small and medium-sized businesses in the tourism industry, resulting in job creation and income generating opportunities.
- A BEE scorecard
B Tourism industry
C SMMEs
D TEP

1.1.6 A region of about 15° longitude around the world where time is measured on a local scale.

- A GMT
- B IDL
- C Time Zones
- D Jet Lag

1.1.7 The term used to describe a person starting a tourism business:

- A Tourism professional
- B Tourism representative
- C Tourism entrepreneur
- D Tourism career

1.1.8 The 2011 Cop 17 was held in South Africa in this city:

- A Johannesburg
- B Durban
- C Cape Town
- D Port Elizabeth

1.1.9 Halaal food is associated with this religious group.

- A ZCC
- B Roman Catholic
- C Jews
- D Muslims

1.1.10 A business can practise responsible tourism if the business commits itself to ...

- A the protection of the environment.
- B the development of the community.
- C making a profit.
- D All the above-mentioned are correct.

1.1.11 In teamwork the person responsible for documenting the group activities, is called the ...

- A leader.
- B gatekeeper.
- C scribe.
- D clarifier.

- 1.1.12 King Shaka airport and OR Tambo airport are located in the following provinces respectively.
- A KwaZulu-Natal and Gauteng
B Eastern Cape and KwaZulu-Natal
C Gauteng and Free State
D Western Cape and Gauteng
- 1.1.13 This disease can be contracted by being bitten by a particular kind of a mosquito that carries a malaria parasite.
- A Yellow fever
B HIV/Aids
C Malaria
D H1N1
- 1.1.14 A ... will pose as a customer/client, experience the service and report back to the owner.
- A employer
B visitor
C tourist
D mystery customer
- 1.1.15 Global warming is an increase in the world's temperature believed to be caused in part by ...
- A the greenhouse effect.
B industrial activities.
C deforestation.
D All the above.
- 1.1.16 ... is when multiple tourism businesses advertise their tourism products and services together, thereby reducing costs.
- A Marketing
B Sho't left
C Cooperative advertising
D Compulsory advertising
- 1.1.17 This assessment is conducted prior to the tourism development to evaluate its impact on the environment.
- A Environmental Management System
B Responsible Tourism
C Environmental Impact
D Environmental Affairs

1.1.18 A Jamaican couple touring South Africa is lost. They approach you for assistance. How should you react in order to ensure repeat visitation to our country?

- A Can't you see I'm in a hurry? Ask someone else.
- B I'm sorry but I don't speak to strangers.
- C I'm sorry you are lost. Let me see if I can help you.
- D I'm sorry but I don't speak your language.

1.1.19 One of the functions of this governmental organisation is ...



- A the conservation of South Africa's fauna and flora.
- B marketing South Africa.
- C providing funds to South African Tourism.
- D looking after the interests of tourism businesses.

1.1.20 Features of the Central Reservation System include:

- A The system checks and maintains availability for you, automatically.
- B You can enter all required information of guests.
- C You have complete control over what rooms are available over the internet.
- D All of the above.

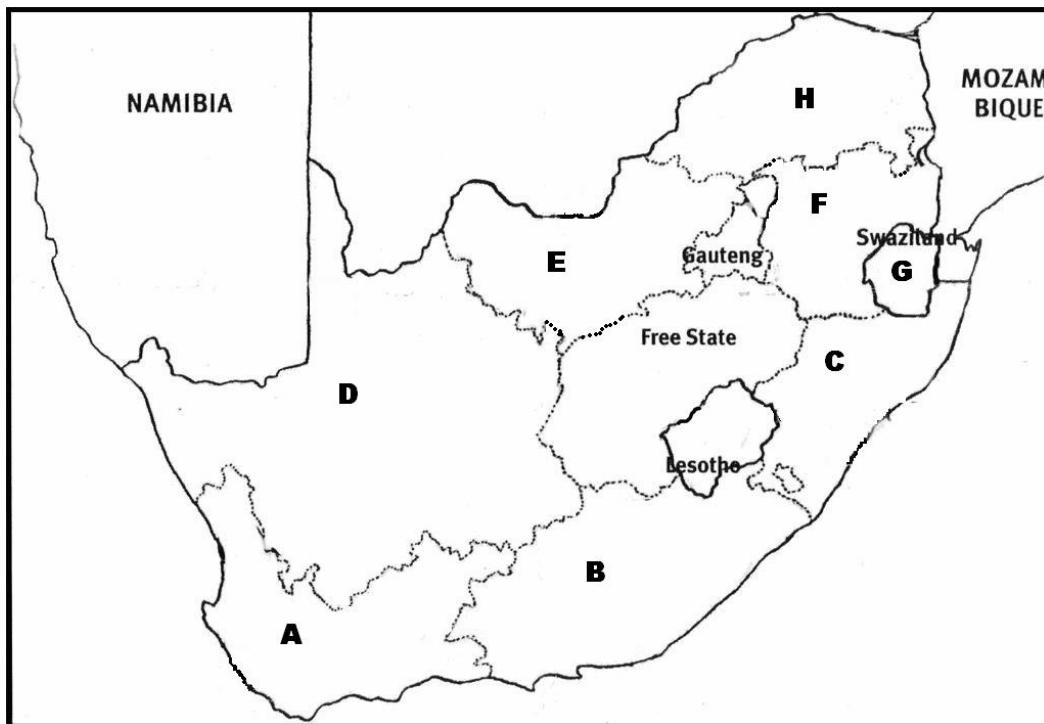
(20 x 1) (20)

- 1.2 Study the different market segments below and choose a statement in COLUMN B that best describes a market segment in COLUMN A. Write only the letter (A–F) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

COLUMN A	COLUMN B
1.2.1 Golden Active couples	A Over the December holidays they love to go to Johannesburg with friends. There they always enjoy sports events such as soccer and the city nightlife for a week and find accommodation with friends or relatives
1.2.2 Well-off homely couples and families	B They will take holidays for two weeks at a time when their grandchildren are on school holiday.
1.2.3 Independent young couples and families	C They are planning a romantic holiday along the north coast of KwaZulu-Natal at a cosy self-catering cottage near the beach. They will spend a few days exploring the natural attractions and at times relax on the beach.
1.2.4 Young and upcoming	D The Mokwena brothers cannot wait to get away from their labouring jobs which do not pay them a lot in Gauteng. They take their wives and children to KwaZulu-Natal to stay with their kids. Their expenditure per trip is quite high since they save meticulously for family holidays.
1.2.5 Striving families	E They usually stay for 5 nights. This segment has children over the age of 21. F The Bentley family usually stays for about 10 days. They are not afraid to spend money since it is their main holiday of the year, so their trip expenditure is relatively high

(5 x 1) (5)

- 1.3 Indicate the provinces where the festivals or cultural activities below take place. Write only the letter (A–H) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.5.6 K.



- 1.3.1 The first Indians arrived in South Africa in 1860 to work on the sugar cane plantations. They still celebrate the Festival of Lights once a year.
- 1.3.2 The annual festival of second New Year (*Tweede Nuwejaar*) is celebrated on 2 January with colourful costumes and music during street parades.
- 1.3.3 The National Arts Festival that is held annually in Grahamstown is one of the largest and most diverse art festivals in Africa.
- 1.3.4 Modjadji, the Rain Queen's main role to perform the mystical rituals that ensure good rains for the following year.
- 1.3.5 The cultural Calabash Festival is a youth art festival that takes place in the rural village of Taung, home of the famous Taung child skull found in the early 20th century.

(5 x 1) (5)

- 1.4 Complete the following table by stating next to each question number whether the world crisis is a **natural disaster**, **political situation** or a **crime**.

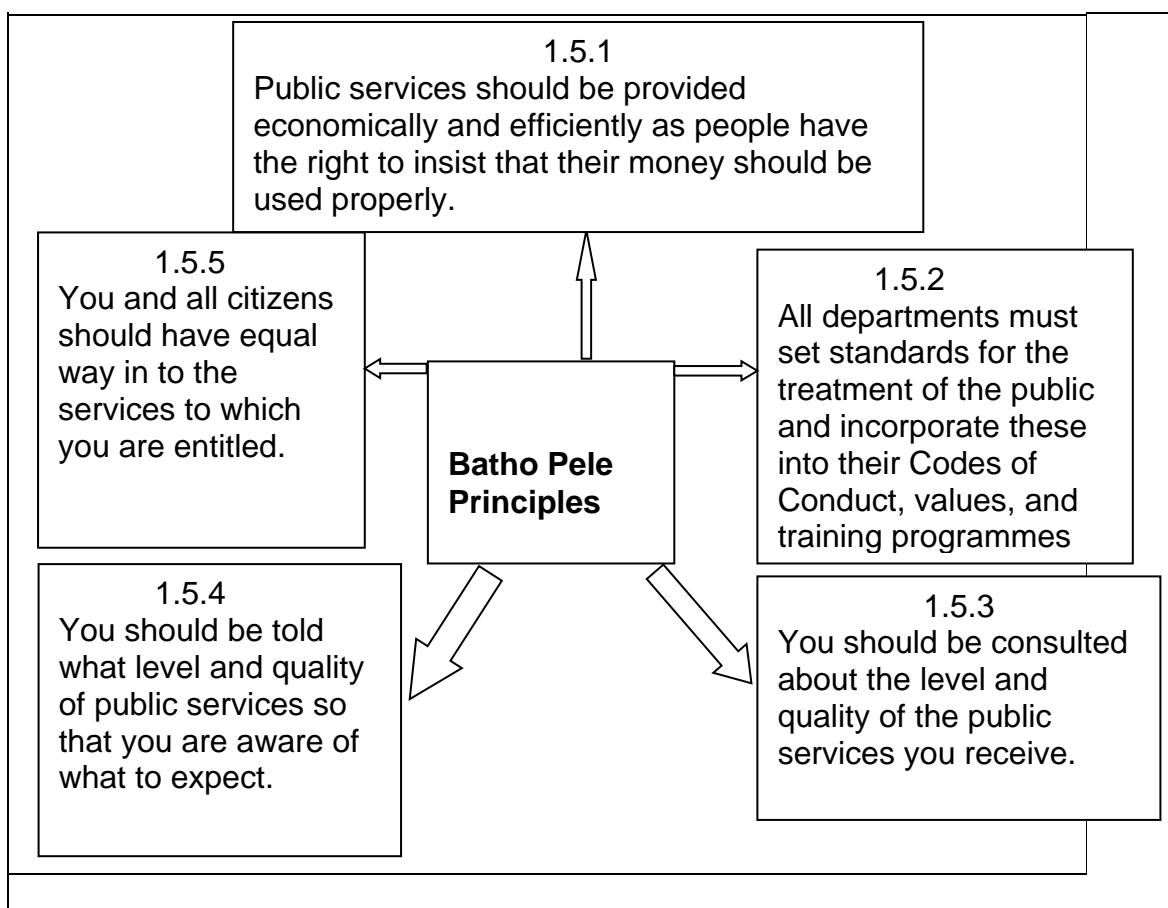
Crisis	Type of crisis
Tsunami	1.4.1
Tourists killed in hijacking	1.4.2
Outbreak of SARS (Severe Acute Respiratory Syndrome) that caused 775 deaths	1.4.3
Hurricane Sandy floods California and surrounding towns	1.4.4
Truck bombs explode almost simultaneously near two USA embassies	1.4.5

(5 x 1) (5)

- 1.5 The flow diagram below illustrates the Batho Pele principles adopted to ensure quality service in the South African public sector.

Complete the flow diagram by choosing a principle that has been described in each case from the list below. Write only the principle next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

Access, Value for money, Consultation, Openness and transparency, Service Standards, Courtesy,

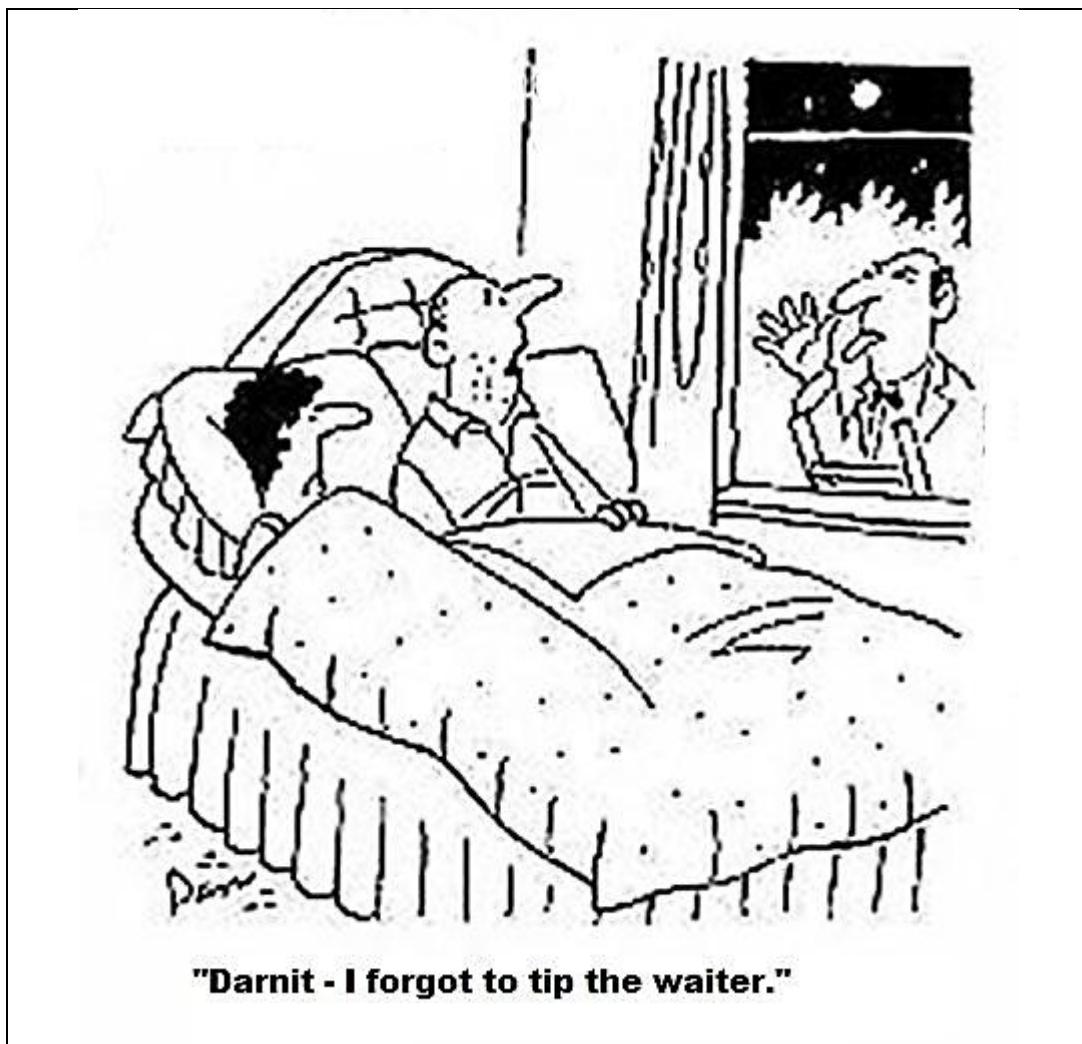


(5 x 1) (5)

TOTAL SECTION A: 40

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

- 2.1 Study the cartoon below and answer the questions based on it.



- 2.1.1 Briefly explain what the term "tip" means. (2)
- 2.1.2 Suggest ONE person who normally receives a tip in a restaurant. (1)
- 2.1.3 Provide TWO reasons why the person mentioned in QUESTION 2.1.2 is given a tip. (4)
- 2.1.4 Determine the reason why the customer is concerned or worried about forgetting to tip. (2)
- 2.1.5 State the sector represented by the cartoon. (1)

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

Proudly South African



South Africa's freedom became a reality in 1994 when Nelson Rolihlahla Mandela was inaugurated as the first democratically elected president. In 1998 he headed a job summit, where a movement was identified. It was a movement which identified the need to address South Africa's economic situation. The big four – government, business, labour and community – united and decided that this movement should be named Proudly South African.

- 2.2.1 In ONE sentence, describe what the aim of the PROUDLY SOUTH AFRICAN CAMPAIGN is. (2)
- 2.2.2 Discuss how buying local goods can assist the South African economy. (3 x 2) (6)
- 2.2.3 State ONE possible consequence of undermining THE PROUDLY SOUTH AFRICAN CAMPAIGN. (2)

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

<p>The Limpopo Province offers many tourism activities and opportunities that take advantage of the region's natural heritage. The tremendous need for community and infrastructure development makes the region an obvious target for the IDC's tourism special business unit.</p>	<p>community and provides accommodation in rondavels and chalets, as well as catering for conferences, functions and weddings.</p>
<p>The province also increased its attractiveness for domestic tourism recently, ranking as the most visited province in the first quarter of this year according to SA Tourism statistics, and in the two preceding years, when it attracted only 7% and 9% of visitors respectively.</p>	<p>Another project that has grown from strength to strength on the back of IDC funding is the Masana Lodge, a 100% black-owned, three star lodge in Polokwane. Owned by Stanley and Takalani Mufamadi, the lodge began operations in 2006 in a residential house that had been converted into a lodge with seven en-suite bedrooms, a restaurant, 130-seater conference centre and a 20-seater meeting room. The big break came when the Mufamadis were granted a R3,5 million loan by the IDC to add another 20 bedrooms.</p>
<p>One of the success stories in the province is that of award winning entrepreneur Calvin Maphope, who developed the Mambedi Country Lodge in the rural village of Levhubu, just west of the northern reaches of the Kruger National Park. The lodge was established with an injection of Maphope's own R5 million and is based on his vision for top-class accommodation facilities that also to empower the community in which he grew up.</p>	<p>The lodge has established a strong business on the back of the expansion and enjoys a healthy occupancy rate. The bulk of its business comes from government guests and conference goers. Other factors that have contributed to the success of the lodge are the lack of quality accommodation in the Polokwane area and the operational involvement of the owners.</p>
<p>His drive and vision were rewarded in 2006 when he was given the Emerging Tourism Entrepreneur of the year Award. Following this success, he approached the IDC for funding to expand his establishment to include conferencing facilities that now form an integral part of his business. Mambedi employs more than 30 staff from the local</p>	<p>The company currently has 12 permanent employees and hopes to increase this number. The continued success of the venture is leading to the need for more facilities and a further expansion to bring the room count to 50 is planned.</p>

[Adapted from *Daily Dispatch*.]

- 2.3.1 Define the concept *natural heritage*. (2)
- 2.3.2 Quote a sentence from the extract to prove that in Limpopo, tourism is used to develop rural areas as well. (2)
- 2.3.3 Mambedi Country Lodge stimulates the multiplier effect.
Use this extract to motivate this view. (2 x 2) (4)
- 2.4 2.4.1 Indicate whether the IDC supports BEE or not. (1)
- 2.4.2 Refer to the extract to motivate your answer in QUESTION 2.4.1. (2)
[31]

QUESTION 3

The Masana Lodge has established a strong business on the back of the expansion and enjoys a healthy occupancy rate.

- 3.1 Explaining the meaning of a *healthy occupancy rate*. (2)
- 3.2 As a human resource manager in the Masana Lodge suggest THREE points which can be included in the Contract of Employment to be signed by the employees. (3)
- 3.3 Discuss TWO advantages of signing a contract of employment. (2 x 2) (4)
[9]

TOTAL SECTION B: 40

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

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

RESPONSIBLE AND SUSTAINABLE TOURISM

With regard to responsible and sustainable tourism: it is well documented that tourism destinations are vulnerable to the multi-layered economic, political and environmental shocks associated with climate change. This is particularly true for destinations where the attractions that support tourism sectors are closely linked to the environment and climate itself (as is the case in South Africa). It goes without saying that energy is a vital resource for tourism development, as it is integral to accommodating and transporting tourists.

The sustainable use of energy within the tourism sector is pivotal for the competitiveness and sustainability of the tourism sector. This is important not only from a cost of doing business perspective, but from a consumer demand perspective as well, as consumers are increasingly becoming more inclined towards “green travelling”. Responsible and sustainable tourism is not a foreign concept for South Africa.

[ISSUED BY THE MINISTRY OF TOURISM: MELENE ROSSOUW]

- | | | |
|-------|---|-------------|
| 4.1.1 | Explain the meaning of <i>sustainable tourism development</i> . | (2) |
| 4.1.2 | Discuss the benefits of sustainable development. | (4 x 2) |
| 4.1.3 | Suggest TWO ways in which hotels can use energy in a responsible manner. | (2 x 1) (2) |
| 4.1.4 | State the conference that was held in South Africa (Johannesburg) in 2002 to discuss issues on sustainable development. | (1) |
| 4.1.5 | Consumers are increasingly becoming more inclined towards “green travelling”. | |
| | Explain the meaning of the above statement. | (2) |

4.2 Study the picture below and answer the questions based on it.



- 4.2.1 Explain the meaning of *Blue Flag status*. (2)
- 4.2.2 Describe the conditions necessary for a beach to get Blue Flag status. (3 x 1) (3)
- 4.2.3 Supply THREE reasons behind this beach failing dismally to attain this status. (3 x 2) (6)
- 4.2.4 Predict the economic impact of this beach's condition to the tourism businesses in the surrounding communities. (2 x 2) (4)
[30]

QUESTION 5

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

The Park has outstanding natural beauty, Africa's highest mountain range south of Kilimanjaro, and the largest and most concentrated series of rock art paintings in Africa – making it a World Heritage Site of both natural and cultural significance.

Preserved in the dramatic mountains are beautiful archaeological treasures on cave walls and rock shelters – hundreds of exquisite rock art paintings that tell the story of society that lived there until more recent times ...

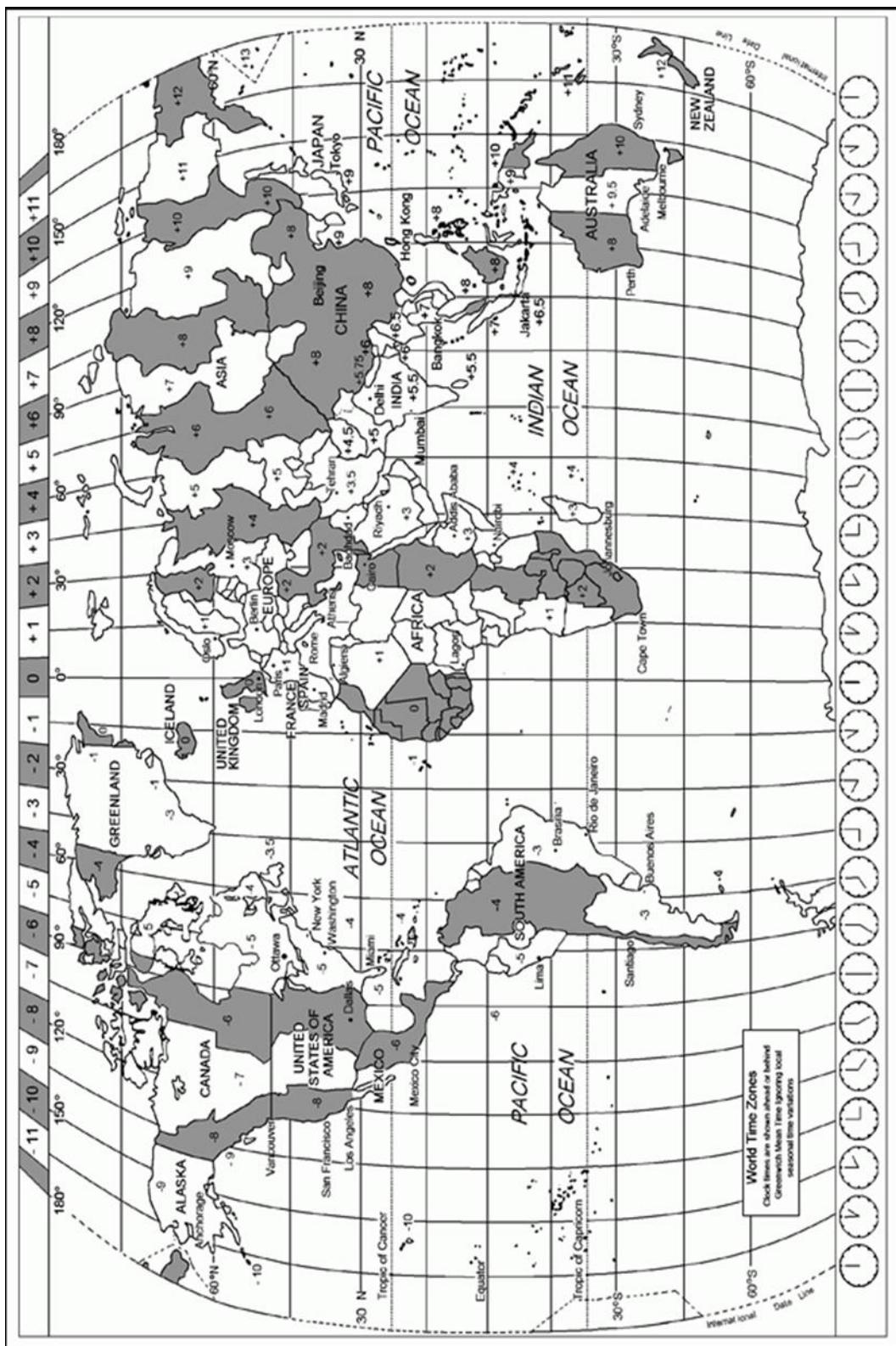
- 5.1.1 State the World Heritage Site referred to above. (1)
- 5.1.2 Indicate the province in which the World Heritage Site mentioned in QUESTION 5.1.1 is located. (1)
- 5.1.3 Name the body responsible for heritage sites in South Africa. (1)
- 5.1.4 State the cultural group that pioneered the occupying of the site. (1)
- 5.1.5 Highlight the importance of World Heritage Sites to the South African tourism industry. (3 x 2) (6)
[10]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

- 6.1 Use the time zones provided to answer the following questions.



- 6.1.1 State the time difference between South Africa and the following cities.
- (a) Dallas (2)
- (b) Delhi (2)
- 6.1.2 The blind musician, Clarence Carter, flew from New York on the 20th of August 2012 at 08:00. He had to endure a long journey as his plane had to drop him at Heathrow Airport where he had to catch a connecting flight. He spent 30 minutes at Heathrow before flying straight to Cape Town where he was expected to perform at the jazz festival. His journey took him 14 hours.
- (a) Calculate the arrival time and date of Clarence Carter in Cape Town. (4)
- (b) Upon his arrival he wanted to immediately call his daughter back home. Calculate the time his daughter received the call and indicate if it was appropriate time to answer the phone or not and give reasons for your answer. (4)
- (c) State the travelling document he needs in order to catch a connecting flight at Heathrow. (1)
- 6.1.3 Differentiate between a transit visa and an entry visa. (2)
- 6.2 Spain is the world's champions of the FIFA Soccer World Cup. They were crowned in South Africa after beating Netherlands by one goal to nil. They now automatically qualify to go and defend their title in Brazil by 2014.
- 6.2.1 Explain why the spectators from Spain will need the following information before their trip to Brazil.
- (a) Climate (2)
- (b) Safety (2)
- (c) Importance of travel insurance (2)
- (d) Exchange rates (2)

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

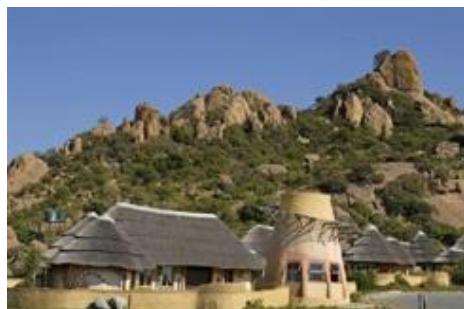
CURRENCY	WE BUY
£	14,50
\$	7,50
€	9,20

- 6.3.1 Explain the term *exchange rate*. (2)
- 6.3.2 On arrival in South Africa, a British business tourist decided to exchange 120 GBP to South African Rands. Calculate the total amount the tourist will receive in Rands. (3)
- 6.3.3 Having spent R500,00 of the amount he received in QUESTION 6.3.2, the tourist proceeded to the USA and converted the Rands to US dollars. Calculate the total amount of dollars received by the tourist. (4)
- 6.3.4 Suggest FOUR places where the tourist in QUESTION 6.3.3 can go to in the USA in order to exchange his money. (4)
[36]

QUESTION 7

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

MORE TOURISTS VISITING SOUTH AFRICA.



South Africa saw exceptional growth in tourist arrivals in the first quarter of 2012, says Tourism Minister Marthinus van Schalkwyk. Launching the latest tourist arrival figures in Pretoria on Sunday, Van Schalkwyk said that overall tourist arrivals to the country grew by 10,5% in the first quarter of 2012, with strong growth coming from all regions. The period from January to March 2012 saw a total of 2 267 807 tourist arrivals to South Africa – 216 031 more than the same period in 2011.

South Africa's biggest overseas source market, the United Kingdom, recovered from an overall decline in 2011 to post positive returns of 9,5% – with 133 729 tourists visiting South Africa in the first three months of 2012. Tourist arrivals from Germany maintained a strong positive growth trend, and with a 15,2% growth rate, the country was among the best-performing markets on the European continent.

“Robust sales and marketing partnerships across the region, South Africa's accessibility, and the exceptional value for money that the destination offers to European travellers were significant contributing factors to tourist arrivals growth from Europe,” he said. The United States also recorded excellent growth of 16,1% as South Africa maintained its status as a desirable and coveted leisure holiday experience for American travellers.

It is estimated that in the next decade, emerging market economies will contribute more to global economic growth than developed economies. The sector will then focus specifically on attracting visitors from BRICS countries.

“We are extremely lucky to live in South Africa and to enjoy in our own backyard a destination that has grown tremendously in popularity and desirability all over the world. Let's work together and encourage each other to continue to make tourists feel safe and comfortable, to travel South Africa ourselves like tourists in our own country and to continue offering the excellent service, value for money and accessibility that have delivered these exceptional results, which we are optimistic will continue well into the future,” he said.

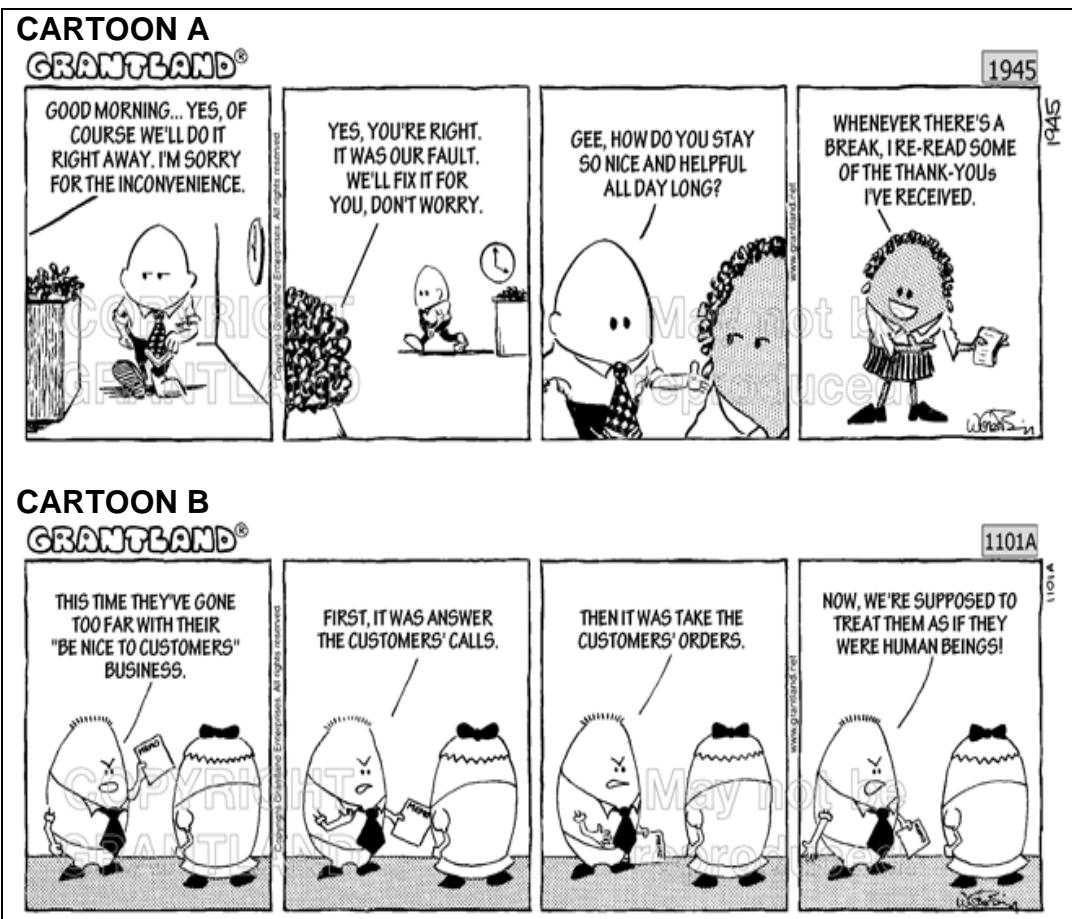
- 7.1 Explain the meaning of the term *marketing*. (2)
- 7.2 State the difference in tourist arrivals between 2011 and 2012. (1)
- 7.3 Mention THREE contributing factors towards growth in tourist arrivals from Europe. (3)
- 7.4 From the extract write a phrase that means the same thing as: (2)
- (a) Tourists feel at home (2)
- (b) Domestic tourists (2)
- 7.5 It is estimated that in the next decade, emerging market economies will contribute more to global economic growth than developed economies. The sector will then focus specifically on attracting visitors from BRICS countries.
- Name any FOUR countries that have formed BRICS. (4)
[14]

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

- 8.1 Study the cartoon below and answer the questions based on it.



- 8.1.1 State the cartoon (A or B) in which customers are treated with dignity. (1)
- 8.1.2 Motivate your answer given in QUESTION 8.1.1. (2 x 2) (4)
- 8.1.3 Describe the attitude displayed by the employee in Cartoon B. (2)
- 8.1.4 Discuss the impact that the attitude described in QUESTION 8.1.3 can have for any tourism business. (3 x 2) (6)
- 8.2 The best way to ensure the tourists' experiences are positive is to give them the opportunity to provide feedback and to ensure that their advice, criticism or opinions are valued.
- 8.2.1 Explain what *Customer Feedback* means. (2)
- 8.2.2 Suggest THREE ways of obtaining customer feedback. (3)

8.2.3 Some customers provide negative feedback for businesses.

Provide advice to managers and employees on how to handle
negative feedback. (2 x 2) (4)
[22]

QUESTION 9

Study the extract below and answer the questions based on them.



Mr Lassana Tunkara

The tourism industry has proved particularly suitable for the adoption of information technology because of its dependence upon the supply and exchange of information throughout the production and distribution chain. As an extremely information intensive industry, tourism is undergoing rapid and radical modern changes. A wide range of opportunities discover on daily basis through the use of information and communication technology.

9.1 Discuss how ICT can be used (by tourism businesses and customers) in the following areas:

9.1.1 Communication (2)

9.1.2 Booking (2)

9.1.3 Pre-trip viewing of attractions (2)

9.2 Identify the portable device being used in the picture. (1)

9.3 Describe the advantage of using the technology mentioned in QUESTION 9.2. (1)
[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

TOTAL AFDELING E: 30

GROOTOTAL: 200

[8]

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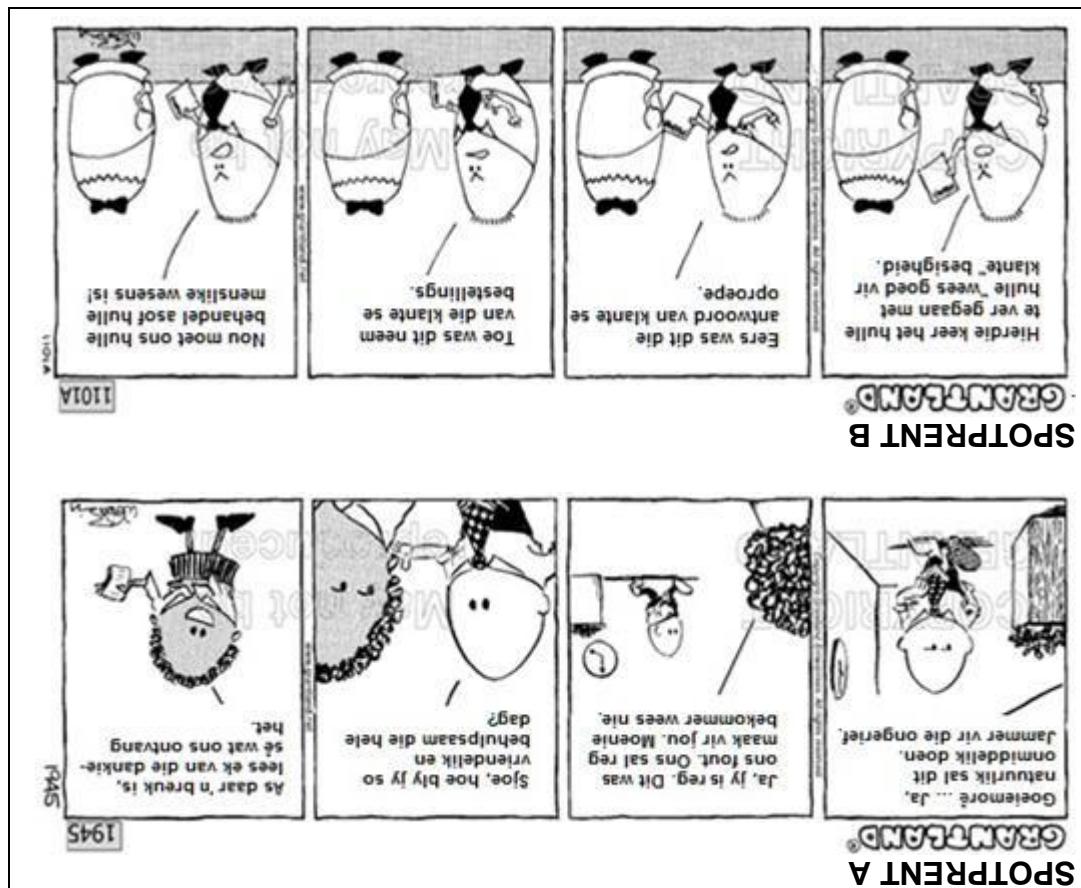
(2)

(2)

(2)

8.2

- (3) 8.2.2 Stei DRIE maniere voor van hoe om terugvoering van kliente te verky.
- (2) 8.2.1 Verduidelik wat kliëntedienst-terugvoering beteken.
- Die beste manier om te verseker dat die toeskouer se ervarings positief is, is dat hul advies, kritiek of menings gevawardeer word.
- (6) 8.1.4 Bespreek die impak wat die houding wat in VRAG 8.1.3 beskryf is, kan inhou vir 'n toetsme-besigheid.
- (2) 8.1.3 Beskryf die houding wat deur die werkneemster in Spotprent B vertoon word.
- (4) 8.1.2 Motiveer jou antwoord in VRAG 8.1.1.
- (1) 8.1.1 In watter spotprent (A of B) word die kliente met waardigheid behandel?



- 8.1 Bestudeer die onderstaande spotprent en beantwoord die vrae wat daarop gebaseer is.

VRAG 8

AFDELING E: KLIËNTEDIENS EN KOMMUNIKASIE

TOTAL AFDELING D: 50**[14]**
(4)

Noem enige VIER lande wat deel van die BRICS-lande uitmaak.

(2)

(b) Binnelandsse toeriste

(2)

(a) Toeriste voul tuis

(2)

Vanuit die uitreksel, skryf in fasie neer wat dieselfde betekenis het as:

(3)

Noem DRIE bydrande faktore wat aanleiding gegee het tot die groei in toeriste-aankomste uit Europa.

(1)

Noem die verskil in toeriste-aankomste tussen 2011 en 2012.

(2)

Verduidelik die term "bemarking".

7.5 Daar word beraad dat in die volgende dekade opkomende mark ontwikkelde ekonomiese meer sal bydra tot die wêreldwyse ekonomiese groei as die ekonomiese groei om besoekers van die BRICS-lande te lok.

“Ons is baie gelukkig om in Suid-Afrika te woon en ons eie agterplaas in die uitsonderlike resulata te gelewer het. Ons is optimiste dat hierdie uitstekende gevoel ons saamwerk en mekaar aanmoedig om ons toeriste deur Suid-Afrika moet reis om gemaaklik te laat voel, dat onse self as toeriste daar wat hierdie bestemming geniet wat geweldige menslike en wêreldwye ekonomiese groei as die ontwikkelde lande te lok.

Daar word berama dat in die volgende dekade, opkomende mark ekonomiese meer sal bydra tot die wêreldwye ekonomiese groei as die ontwikkelde ekonomiese. Die sektor sal dan spesifiek fokus om besoekers van die BRICS-

Amerikane se resigters is.

Met robuste verkoop en bemarking-vennootskappe oor die streek, Suid-Afrika se toeganklikheid, en die uitsonderlike warde vir geld wat die bestemming Europees resigters bied, was beduidende bydrae faktore tot toeriste-aankomste groei van 16,1% aangebroken en het getoon dat Suid-Afrika sy ook uitstekende groei van Europa,“ het hy gesê. Die Verenigde State het toeriste-aankomste groei van Europa,“ het hy gesê.

“Met robuste verkoop en bemarking-vennootskappe oor die streek, Suid-Afrika se grootste buitenlandse mark, die Verenigde Koninkryk, het groei tendens, en met h grossiers van 15,2% was die land onder die bestuurne markte op die Europese vasteland.

Met 133 729 toeriste wat Suid-Afrika in die eerste drie maande van 2012 besoek het. Toeriste-aankomste uit Duitsland handhaaf h sterke positiewe groei tendens, en met h grossiers van 15,2% was die land onder die bestuurne markte op die Europese vasteland.

2012 het h totaal van 2 267 807 toeriste-aankomste na Suid-Afrika geleok – 216 031 meer as in dieselfde tydperk in 2011.

Die periode van Januarie tot Maart met sterke groei uit verskillende stede. Die eerste-aankomste tot Maart-aankomste na die land met 10,6% gedurende die eerste kwartaal van 2012, Pretoria op Sondag, het Van Schalkwyk gesê dat die algemele toeriste-aankomste na die land in die eerste kwartaal van 2012, meer 216 031 meer as in dieselfde tydperk in 2011.

Suid-Afrika het uitsonderlike groei in toeriste-aankomste gedurende die eerste kwartaal van 2012 beleef het die Minister van Toerisme, Marthinus van Schalkwyk gesê. Met die uitreiking van die jongste toeriste-aankoms-syfers in Pretoria op Sondag, het Van Schalkwyk gesê dat die algemele toeriste-aankomste na die land met 10,6% gedurende die eerste kwartaal van 2012, meer 216 031 meer as in dieselfde tydperk in 2011.



Meer toeriste besoek Suid-Afrika

Lees die uitreksel hieronder en beantwoord die vrae.

VRAG 7

[36]

(4)

6.3.4 Stel VIER plekke voor waar die toeris in VRAG 6.3.3 in die VSA kan gaan om sy geld te wissel.

(4)

Nadat hy R500,00 van die bedrag wat hy ontvanging het in VRAG 6.3.2, bestee het, het die toeris na die VSA geregis en wissel sy Rande na VSA dollars. Bereken die totale bedrag in dollars wat die toeris sal ontvango.

(3)

6.3.2 Met sy aankom in Suid-Afrika, besluit h Britse sake-toeris om sy 120 GBP om te ruil vir Suid-Afrikaanse Rand. Bereken die totale bedrag wat die toeris in Rand sal ontvango.

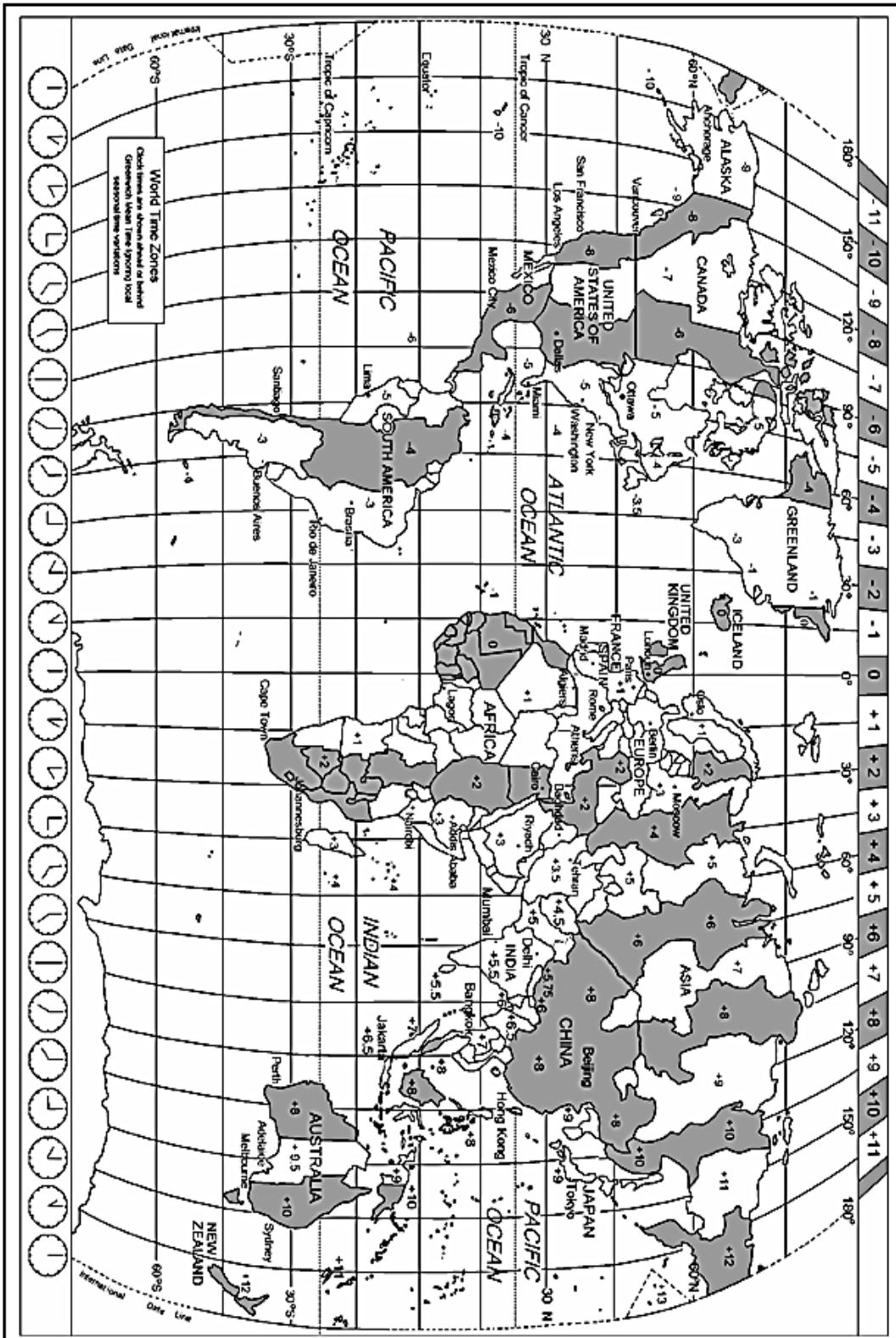
(2)

6.3.1 Verduidelik die term wisselkoers.

GELDEENHEID	ONS KOOP	E	\$	€
	14,50			9,20
	7,50			

6.3 Bestudeer die volgende wisselkoerstabell en beantwoord die vrae wat volg.

- 6.1.1 Noem die verskille in tyd tussen Suid-Afrika en die volgende stede:
- (a) Dallas
 - (b) Dehi
- 6.1.2 Die blinde musikant, Clarence Carter, vlieg vanaf New York op 20 Augustus 2012 om 08:00. Hy moes 'n lang vlieg verduur waar hy vir 'n aansluitingsvlug moet wag. Hy spanneer 30 minute op Heathrow voor sy direkte vlug na Kaapstad waar hy aangesien sy vliegtuig eerst na Heathrow-lughawe moet vlieg verwag was om deel te neem aan die jazz-fees. Sy reis het 14 uur geduur.
- (a) Berken die aankomstyd en datum van Clarence Carter in Kaapstad.
 - (b) Met sy sankoms, wou hy onmiddellik sy dogter by die huis bren. Berreken die tyd wat sy dogter die oproep sal ontvang en meld of dit in gepaste tyd was om die telefoonoproep te beantwoord of nie. Gee redes vir jou antwoord.
 - (c) Noem die reisdokument wat hy benodig ten einde 'n aansluitingsvlug in Heathrow te neem.
 - (d) Onderskei tussen 'n transitoarium en 'n besoekersvism.
- 6.2 Spanje is die wêreldkampioene van die FIFA Wêreldbeker-
- Nederland met een doel teenoor nul gewen het. Huile kwalifiseer toernooi. Huile was as kampioene in Suid-Afrika gekroon nadat huile automadies om hul titel in Brasilië in 2014 te verdedig.
- 6.2.1 Verduidelik waarom toeskouers van Spanje die volgende inligting benodig voor hul reis na Brasilië.
- (a) Klimaat
 - (b) Veligheid
 - (c) Die belangrikheid van reisverskering
 - (d) Visselkoers



6.1 Gebruik die tydsone-kart wat verskat word om die volgende vrae te beantwoord.

VRAAG 6

AFDELING D: TOERISME AARDRYKSKUNDE, BESIENSWARIGHEDE EN REISENIEGINGS

TOTAL AFDELING C: 40

[10]

- 5.1.5 Noem die belangrikheid van wêreldefrenisterreine vir die Suid-Afrikaanse toerismebedryf. (6) (3 x 2)
- 5.1.4 Noem die kulturele groep wat die terrein aanvanklik beset het. (1)
- 5.1.3 Gee die naam van die organisasie wat verantwoordelik is vir effensterreine in Suid-Afrika. (1)
- 5.1.2 Dui die provinsie aan waarin die wêreldefrenisterrein genoem is VRAG 5.1.1 geleë is. (1)
- 5.1.1 Noem die Wêreldefrenisterrein waarvan hierbo verwys word. (1)

Die Park het uitslandise natuurlike skoonheid, Afrika se hoogste bergreeks suid van Klimmendal, en die grootste en mees gekonseptreerde reeks van rotstekeninge in Afrika – mak dit in wêreldefrenisterrein van bewaar in die dramatiese berge is pragtige argeoloogiese skatte bymekar gemak op die muur van groote en rotskullings – hondrede van die pragtigste rotstekeninge wat die veral velde van 'n gemeenskap wat tot onlangse tye nog daar gewoon het.

5.1 Lees die onderskele uitteksel en beantwoord die vrae wat volg.

VRAG 5

[30]

(4) (2 x 2)

(6)

(3)

(2)

Die strand wat klaaglijk misluk het om BLOU VLAG-status te bereik.



4.2 Bestudeer die prentjie hieronder en beantwoord die vrae wat volg.

- (2) Verduidelik die betekenis van bogenaomede stelling.
- 4.1.5 Verbruikers is toeneemend meer geneig tot "groen reise".
- (1) gehou was om kwesties oor volhoubare ontwikkeling te bespreek.
- 4.1.4 Noem die beraad wat in Suid-Afrika (Johannesburg) in 2002 gehou word vir volhoubare ontwikkeling.
- (2 x 1) (2) verantwoordelike manier kan gebruik.
- 4.1.3 Stei TWE maniere voor hoe hotelle energie op 'n verantwoordelike manier kan gebruik.
- (4 x 2) (8) Besprek die voordele van volhoubare ontwikkeling.
- 4.1.1 Verduidelik die betekenis van volhoubare toerisme ontwikkeling.

VERANTWOORDELIKE EN VOLHOUBARE TOERISME		ROSSOUW]
LUTGERIK DEUR DIE MINISTERIE VAN TOURISME: MELINE		
		Die volhoubare gebruik van energie in die toerisme-sektor is deurslaaggewend vir die mededwingendheid en volhoubaarheid van die toerisme-sektor. Dit is belangrik, nie net uit 'n koste perspektief van hoe om besigheid te doen nie, maar sowel vanuit 'n verbruikersvraag perspektief, omdat verbruikers meer geneig is tot "groen reise". Verantwoordelike en volhoubare toerisme is nie 'n vreemde konsep vir Suid-Afrika nie.
		Afrika). Sonder om dit te noem, is energie 'n belangrike bron vir die geskappel is aan die omgewing en die klimaat self (soos die gevall in Suid-Afrika). Sondervol speel in die ontwikkeling van toerisme aangesien dit 'n integrale rol speel in die toerisme-aanterlikhede die toerisme sektore ondersteun, en nou met klimaatverandering. Dit is veral waar vir bestemmings waar die gesokumeenteer dat toerisme-bestemmings kwasbaar is vir die multi-gelaagde ekonomiese, politieke en omgewingskakke wat verband hou met betrekking tot verantwoordelike en volhoubare toerisme: Dit is wel gesokumeenteer dat toerisme-bestemmings kwasbaar is vir die multi-gelaagde ekonomiese, politieke en omgewingskakke wat verband hou met klimaatverandering. Dit is veral waar vir bestemmings waar die gesokumeenteer dat toerisme-bestemmings kwasbaar is vir die multi-
		akkomodasie en verwoer van toeriste.
		Die volhoubare gebruik van energie in die toerisme-sektor is deurslaaggewend vir die mededwingendheid en volhoubaarheid van die toerisme-sektor. Dit is belangrik, nie net uit 'n koste perspektief van hoe om besigheid te doen nie, maar sowel vanuit 'n verbruikersvraag perspektief, omdat verbruikers meer geneig is tot "groen reise". Verantwoordelike en volhoubare toerisme is nie 'n vreemde konsep vir Suid-Afrika nie.

TOTAL AFDELING B: 40**[9]**

- 3.3 Bespreek TWE voordele deur 'n werkskoutrack te onderteken. (2 x 2) (4)
- (3) deur die werkneemers onderteken moet word.
- 3.2 As 'n menslike hulpbronbestuurder by die Masana Lodge, stel DRIE punte voor wat ingesluit kan word in die Diensooreenkomst/Werkskoutrack wat
- (2) verduidelik die betekenis van 'n gesonde oksupasie-kooers.

Die Masana Lodge het sterk gegroeï na aanleiding van grootstaalse uitbreidings en geniet 'n gesonde oksupasie (besettings)-kooers.

[31]

- (2) motivier.
- 2.4.2 Haal aan uit die uitreksel om jou antwoord in VRAG 2.4.1 te
- (1) Melid of die IDC SEB ondersteun of nie ondersteun nie.
- (4) Gebruik hiervoor uitreksel om die standpunt te motivier. (2 x 2) (4)
- 2.3.3 Maambedi Country Lodge stimuleer die vermenigvuldigingseffek.
- (2) ontwikkell.
- 2.3.2 Haal 'n sin aan uit die uitreksel om te bewys dat toerisme in Limpopo gebruik word om sowel die landelike gebiede te
- (2) Definieer die konsep *natuurlike erfenis*.

<p>Die Limpopo Provinsie gebruk die 30 mense van die plaslike omgewing mak die streek in ontwikkeling omstreeks 2006. Die provinsie het ook onlangs sy aantreklikhede vir binneelandse toerisme verhoog en volgens eerste kwartaal van hul fiskale jaar besoekers onderskeidelik gelok streetk slags 7% en 9% van voorafgaande twee jaar, toe die besoek was, vergelyk met die eerste kwartaal van hul fiskale jaar besoekers onderskeidelik gelok streetk slags 7% en 9% van voorafgaande twee jaar, toe die Nasionale Park ontwikkeld het. Die dorpie van Levhulu, wes van die Country Lodge in die landelike Maphope, wat die Mambedi provinsie, was die toekennings van Nasionale Park ontwikkeld het. Die dorpie van Levhulu, wes van die Akommadese fasilitete en die gebasseer op sy vise vir top-klaas beplaat toe hy aangeswy was as die Opkomende Toerisme entrepreneur van hierdie sukses, het aanleiding van hierdie sukses, het faciliteit om sy onderneming uit te brei, en wat tans 'n integrale deel van sy onderneming uitmaak.</p>
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2.3 Leeës die uitreksel hieronder en beantwoord die vrae wat volg.

- (2) 2.2.1 Beskryf in EN sin, wat die doel van die TROTS SUID-AFRIKAANSE veldtog is.
- (6) 2.2.2 Bespreek hoe die koop van plaslike goedere die Suid-Afrikaanse ekonomiese kan help.
- (2) 2.2.3 Noem EN moonlike gevvolg as die TROTS SUID-AFRIKAANSE veldtog ondermy word.

Suid-Afrika se Vryheid het in werklikheid in 1994 gevword toe Nelson Rolihlahla Mandela as die eerste demokratiese verkoose president ingehuldig was. In 1998 was hy aan die hoof van 'n werksberaad, wat 'n behoefte gevind het. Dit was 'n behoefte om die ekonomiese situasie in Suid-Afrika aan te spreek. Die groot vier – die regering, besigheede, arbeid en die gemeenskap – het bymekaar gekom en besluit dat die naam van hiede beweging TROTS SUID-AFRIKANS moet wees.



TROTS SUID-AFRIKANS (PROUDLY SOUTH AFRICAN)

- 2.2 Bestudeer die uitreksel hieronder en beantwoord die vrae wat daarop gebaseer is.

- | | | |
|-------|--|-----|
| 2.1.1 | Verduidelik kortlikks wat die term "foottjie" beteken. | (2) |
| 2.1.2 | Noem EEN persoon wat gevwoonlik 'n foottjie in 'n restaurant kry. | (1) |
| 2.1.3 | Veraskaf TWE redes waarom die persoon genoem in VRAGG
2.1.2 'n foottjie kry. | (4) |
| 2.1.4 | Bepaal die rede waarom die klient bekommerd is omdat hy vergheet het om 'n foottjie te lata. | (2) |
| 2.1.5 | Dui die sektor wat deur die spotprent verteenwoordig word. | (1) |

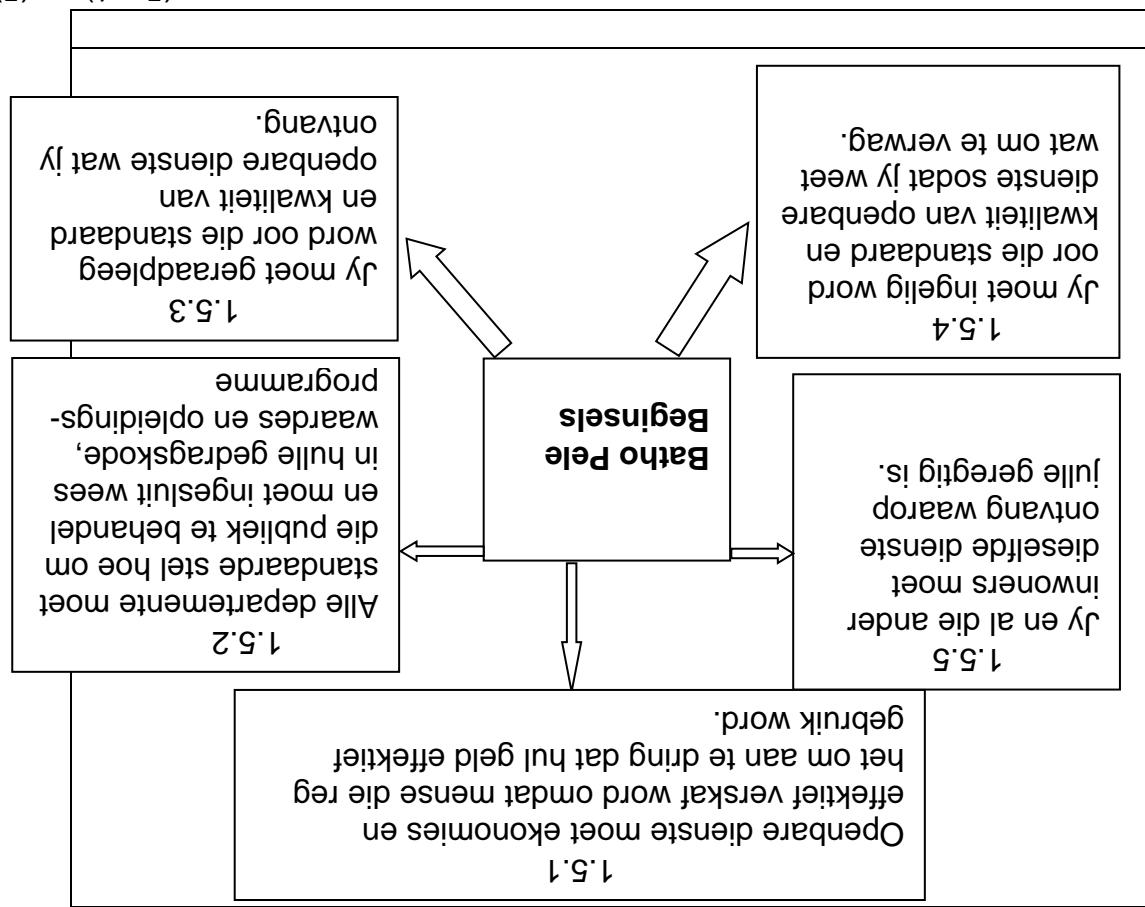


- 2.1 Bestudeer die onderstaande spotprent en beantwoord die vrae wat daarop gebaseer is.

VRAG 2

AFDELING B: TOERISME AS 'N INEENGEKAKELDE SISTEEM

(5 x 1) (5)



Toeganklikheid, Waarde vir geld, Raadpleging, Openheid en deursigtingheid, Dienstantaarde, Hoofflikheid

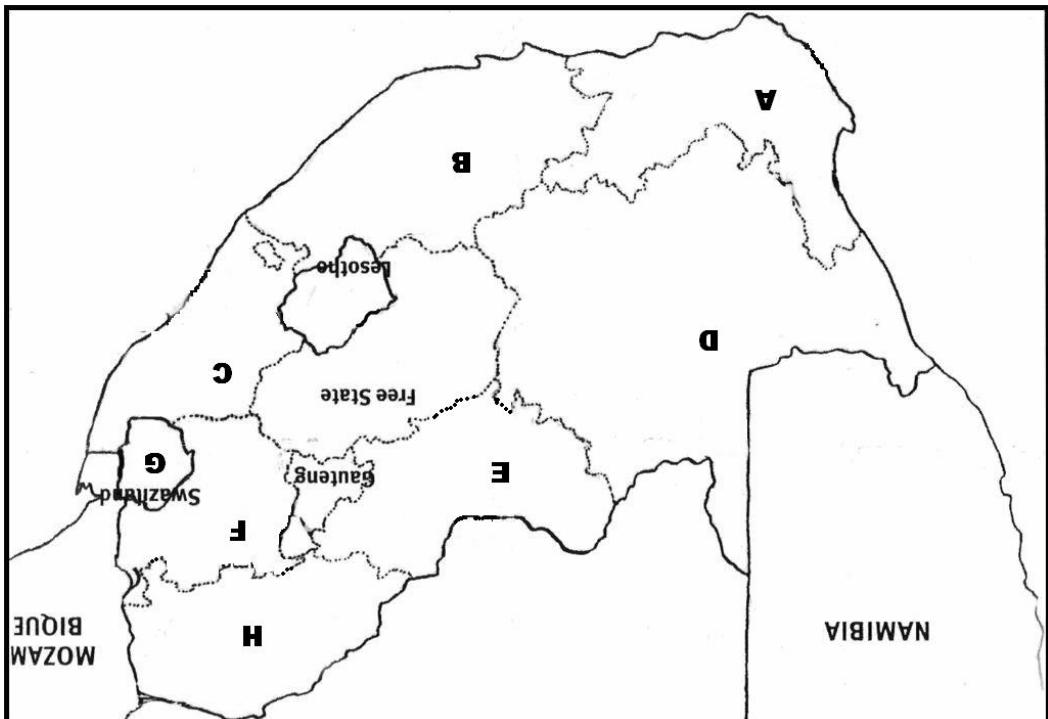
Voltooi die vloediagram hieronnder illustreer die Batho Pele-begenisels wat ys beskryf word. Skryf slegs die beginsel langs die vragnommer (1.5.1–1.5.5) in jou ANTWORDEBOEK neer.

(5 x 1) (5)

Krisis	Type Krisis	1.4.1	1.4.2	1.4.3	1.4.4	1.4.5
Tsoenami	Toeriste vermoor gedurende 'n kaping	Uitbreek van SARS (Ernsige Akute Respiratoriële Sindroom) wat 775 sterfes veroorsaak het	Orkaan Sandy veroorsaak vloede in Kalifornië en omliggende gebiede	Vragmotorbomme ontplof byna gelukkig naby twee VSA ambassades	Die vloediagram hieronnder illustreer die Batho Pele-begenisels wat aanvaar is om is om kwaliteit diens in die Suid-Afrikaanse openbare sektor te verseker.	Voltooi die vloediagram hieronnder illustreer die Batho Pele-begenisels wat ys beskryf word. Skryf slegs die beginsel langs die vragnommer (1.5.1–1.5.5) in jou ANTWORDEBOEK neer.

1.4 Voltooi die onderstannde tabel deur te meld langs elke vragnommer of die wêrelด-krisis 'n **natuurlike ramp, politieke situasie of misdaad** is.

- 1.3.1 Die eerste Indiërs het in 1860 in Suid-Afrika aangekom om op suikerplantasies te werk. Hulle vier steeds die Fees van Ligte een maal per jaar.
- 1.3.2 Die jaarlike viering van Tweede Nuwejaar word op 2 Januarie tydens straatparades met kleurvolle kostuums en musiek gevier.
- 1.3.3 Die nasionale kunsfees wat jaarliks in Grahamsstad gehou word, is een van die grootste en mees diverse kunsbyeenkomste in Afrika.
- 1.3.4 Modjadjí, die Reënkoningsin, se hoofrol is om die jaarlike misfees rituele uit te voer om goeie reën vir die volgende jaar te verseker.
- 1.3.5 Die Kulturele Kalabsfees is 'n jeukgkuinstafees wat in die plattelandse dorpie van Taug plaasvind, huisie van die bekende Taungkindereskool wat vroeg in die 20^{ste} eeu gevind is.



1.3.1–1.3.5) in jou ANTWOORDEBOEK neer, byvoorbeel 1.5.6 K.

1.3. Dui die provinsies aan waar die feesste of kulturele aktiwiteite hieronder plaasvind. Skryf slegs die letter (A–H) langs die vraagnoommer

KOLOM A		KOLOM B	1.2.1 Goue aktiewe paarfries		1.2.2 Weli-aft huisklike egpære		1.2.3 Onafhanklike jonge gesinne		1.2.4 Jonk en opkomend		1.2.5 Strewende families		
A	Hulle is lief om gedurende die Desember-vakansies met hul vriende na Johannesburg te reis.	B	Hulle geniet vir 'n week sportsoorte soos sokker en die staads-nagliewe. Hulle vind akkommodasie by vriende en 'n slig met hul kleinkinders familie.	C	Hulle beplan 'n romantiese vakansie langs die noordkus van KwaZulu-Natal by 'n gesellige KwaZulu-Natal vir 'n gesellige natuurlike antrekkingsbeziiging en ander tye op die strand.	D	Die Mokwena broers kan nie wag om weg te kom van hul ontspan.	E	Hulle het pligsgetrou gespaar vir KwaZulu-Natal vir 'n vakansie. Hulle reisoste is redelik hoog en hul vrouens en kinders na veleisende werk in Gauteng wat om weg te kom van hul ontspan.	F	Die Bentley familië bly gewoonlik die ouderdom van 21 jaar. Hierdie segment het kinders oor Hulle bly gewoonlik vir 5 nagele. Hulle het gesamentlike vaders en die familie-vakansie.	G	Die Bentley familië bly gewoonlik vir 10 dae. Hulle is nie bang om dit hul belangrikste vakansie van geld te spaander nie, aangesien die jar is. Hul vakansie uitgaans is redelik hoog.

1.2 Bestudeer die verskillende marksegmente hieronder en kies 'n stelling in KOLOM B wat die marksegement die beste in KOLOM A beskryf. Skryf slegs die letter (A-F) langs die vragnommer (1.2.1-1.2.5) in jou ANTWOORDEBOEK neer.

1.1.18 In jamalikaanse paarjie wat deur Suid-Afrika toer, is verdwael.
Hulle nadert jou vir hulp. Hoe behoort jy op te tree ten einde herhaalde besoekie na ons land te verseker?

- A Kan jy nie sien ek is haastig nie? Vra iemand anders.
B Ek is jammer, maar ek praat nie julle nie.
C Ek is jammer julle het verdwael. Laat ek kyk of ek julle nie kan help nie.
D Ek is jammer, maar ek praat nie julle nie.



1.1.19 Een van die funksies van hierdie regerings-organisasie, is die ...

- A bewaring van Suid-Afrika se fauna en flora.
B bemarKing van Suid-Afrika.
C voorserening van fondse aan Toerisme Suid-Afrika.
D om te osien na die belang van die toerisme-onderneemings.

1.1.20 Eienskappe van die Sentrale Besprekingsistemaat sluit die volgende in:

- A Die sisteme omotmaties kontroleer en handhaaf die beskikbaarheid van besprekings.
B Jy kan al die nodige inligting van gastes invul.
C Jy het volle beheer oor die beskikbaarheid van kamers oor die internet.
D Al die boegenoemde.

(20 x 1) (20)

1.1.12	King Shaka-lughave en die QR Tambo-lughave is onderstrukiedelik in die volgende provinsies geleë:	A KwaZulu-Natal en Gauteng B Oos-Kaap en KwaZulu-Natal C Gauteng en Vrystaat D Wes-Kaap en Gauteng	
1.1.13	Hierdie sielte kan verky word deur die byt van 'n sekere soort muskiet wat die malaria-parasiet dra.	A Geelkoors B MIV/Vigs C Malaria D HINI	
1.1.14	'n ... sal homself/harself voordeen as 'n kliënt, die diens ervarar en aan die elenar terug rappoerter.	A Werkgewer B Besoeker C Toeris D Gheieme kliënt	
1.1.15	Aardverwarming is 'n toename in die wêreld se temperatuur wat gedeeltelik veroorsak word deur die ...	A Kweekhuis-effek. B industriële aktiwiteit. C ontbossing. D Al die bogeneomede.	
1.1.16	... is wanneer verskeie toerisme ondernemings hulle toerisme-produkte en-dienste saam adverteer om sodende koste te bespaar.	A Bemarking B Shot left C Koöperatiewe bemarking D Verpligte advettering	
1.1.17	Die assessing/studie word uitgevoer voordat toerisme-ontwikkeling plasvind om die impak daarvan op die omgewing te evaluer.	A Omgewingsbestuur sisteme B Verantwoordelike Toerisme C Omgewingsimpak D Omgewingsake	

- 1.1.6 *In Street van ongeveer 15 lengtegrad regoor die wêreld waar tyd op 'n plaslike skaal gemeeet word.*
- A GMT
B IDL
C Tydsone
D Vlugvoosheid
- 1.1.7 *Die term wat gebruik word om 'n persoon te beskryf wat 'n toerisme-besigheid begin.*
- A Toerisme professionele persoon
B Toerisme verteenwoordiger
C Toerisme entrepreneur
D Toerisme loopbaan
- 1.1.8 *Die 2011 Cop 17 wat in Suid Afrika gehou was, is in die stad gehou:*
- A Johannesburg
B Durban
C Kaapstad
D Port Elizabeth
- 1.1.9 *Halaal-kos word met hierdie godsdienslike groep geassosieer.*
- A ZCC
B Rooms-Katolieke
C Jode
D Moslems
- 1.1.10 *'n Ondermeming kan verantwoordelike toerisme beoefen indien die ondermeming homself verbind aan ...*
- A die beskerming van die omgewing.
B die ontwikkeling van die gemeenskap.
C om 'n wens te maak.
D Al die bovenoemde is korrek.
- 1.1.11 *By spanwerk, is die persoon wat verantwoordelik vir die dokumentering van groepsaktiviteite in 'n span, die ... genoem.*
- A leier
B hekwaagter
C skribia
D uitklaarder (clarifieer).

AFDELING A: KORTVRAE

VRAG 1

- 1.1.1 Vier opsiës word as moonlike antwoorde vir die volgende vrae gegee. Kies die antwoord en skryf slegs die letter (A–D) langs die vragaantekommer (1.1.1–1.1.21) in die ANTWORDEBOEK neer, bv. 1.1.21 A.

1.1.1.1 Verdeling van markte gebaseer op bevolkingsstatistiek is ...

1.1.1.2 Reisplan wat spesial opgeset word vir individue, gesinne of groepes met spesiale behoeftes is ...

- 1.1.3 'n Geskrewe stelsel vir gesiggestermede of blinde mensie, bestaande uit patrone van verhewe stippelets wat deur aanraking gelees kan word.
- | | |
|---|--------------------------|
| A | 'n algemene reisprogram. |
| B | 'n persoonlike reisplan. |
| C | 'n toerplan. |
| D | persoonlike verkoope. |

- 1.1.4 'n Stelsel wat jou toelaat om 'n rekennaar te gebruik om boodskappe te stuur en te ontvang.
- | | |
|---|-----------|
| A | Webwef |
| B | Webkamere |
| C | Soekenjin |
| D | E-pos |

- 1.1.5 Fasiliteer die groei en uitbreidings van klein- en mediumgroote ondernemings in die toerismebedryf, wat tot werkseppings en inkomsste-generende geleenthede lei.
- | | |
|---|-------------------|
| A | SEB-teikaat |
| B | Toerisme industri |
| C | KMOS / SME's |
| D | TEP |

- | | |
|---|-------------------|
| A | SEB-teikaat |
| B | Toerisme industri |
| C | KMOS / SME's |
| D | TEP |

AFDELING E	Kliëntedien en Kommunikasie	30 minute	30 minute
AFDELING D	Toerisme-aardrykskunde, Besienswaardighede en Reisnemings	50 minute	50 minute
AFDELING C	Volhoubare en Verantwoordelike Toerisme	40 minute	40 minute
AFDELING B	Toerisme as 'n Intervewante Stelsel	40 minute	40 minute
AFDELING A	Kortvrae	40 minute	20 minute

- Lees die instruksies noukeurig voordat die vrae beantwoord word.
- Hierdie vraestel bestaan uit VYF afdelings.
 - AL die vrae in AFDELINGS A, B, C, D en E is VERPLIGTEND.
 - Begin ELKE VRAG op 'n NUWE bladsy.
 - Jy mag 'n nierogrammeerbaar sakrekenaar gebruik.
 - Skryf netjies en leesbaar.
 - Die volgende tabel is 'n riglyn om jou te help om jou tyd volgens elke afdeeling in te deel.

INSTRUKSIES EN INLIGTING

Hierdie vraestel bestaan uit 23 bladsye.



TYD: 3 uur

PUNTE: 200

TOERISME

SEPTEMBER 2013

GRAAD 12

SENIOR CERTIFIKAAT
NATIONALE

EDUCATION
PROVINCE OF THE
EASTERN CAPE

