

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2016

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 22 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	QUESTION	TOPIC	MARKS	TIME
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30 marks	30 minutes
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30 marks	30 minutes
	10	Communication and Customer Care		

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 This UNESCO World Heritage Site demonstrates the rise and fall of the first indigenous kingdom in Southern Africa between 900 and 1300 AD:
- A Richtersveld Cultural and Botanical Landscape
 - B Cradle of Humankind
 - C Mapungubwe Cultural Landscape
 - D Vredefort Dome
- 1.1.2 A ... vaccination is available for people travelling internationally to high risk areas.
- A yellow fever
 - B malaria
 - C bilharzia
 - D cholera
- 1.1.3 The business unit of SA Tourism that evaluates accommodation establishments to guarantee the standard of facilities and services:
- A TOMSA
 - B TGCSA
 - C TBCSA
 - D TEP
- 1.1.4 Goods that, when brought into a country, are exempt from the payment of duties and VAT up to a certain value are known as ...
- A goods to declare.
 - B travel allowance.
 - C duty free goods.
 - D prohibited goods.
- 1.1.5 This country will host the FIFA World Cup in 2018:
- A Qatar
 - B South Korea
 - C Malaysia
 - D Russia

1.1.6 Required documentation for a tourist planning to drive a vehicle in a foreign country:

- A UTC
- B IDP
- C WHO
- D UNIVISA

1.1.7 The Algarve, a popular tourist region, is located in ...

- A Portugal.
- B France.
- C Mexico.
- D Brazil.

1.1.8 Identify the principle that is NOT subscribed to by Fair Trade Tourism:

- A Respect
- B Fair share
- C Confidence
- D Democracy

1.1.9 South Africa, as a competitor in the global tourism industry, is able to determine its foreign market share by collecting statistics on the ...

- A total number of activities that inbound travellers participate in.
- B length of stay of inbound travellers.
- C total number of inbound travellers to the country.
- D total number of provinces that are visited by inbound travellers.

1.1.10 The most reliable place to gain information about customs regulations when travelling to South Africa:

- A www.info@gov.co.za
- B Green channel at customs office upon arrival
- C Friends or relatives that have travelled to South Africa
- D www.sars.gov.za

1.1.11 In 2014 the government imposed a travel ban on all non-citizens travelling from Guinea, Liberia and Sierra Leone to prevent the spread of the ... virus into South Africa.

- A Ebola
- B Zika
- C Dengue
- D H1N1

1.1.12 When money filters down through the economy of a country and at the same time benefits different tourism businesses within the country it is known as ...

- A buying power.
- B the multiplier effect.
- C a strong Rand.
- D the exchange rate.

1.1.13 An NDT initiative, launched in 2013, to recognise and reward service excellence in the tourism industry:

- A Welcome Awards
- B ETEYA Awards
- C Imvelo Awards
- D Lilizela Awards

1.1.14 When a South African traveller returning from London exchanges £25 for the local currency, the bank will exchange the amount using the ...

- A inflation rate.
- B bank selling rate.
- C fluctuation rate.
- D bank buying rate.

1.1.15 The last two steps in analysing customer feedback are to:

- A Agree on an action plan after identifying the most common complaints
- B Agree on an action plan and launch the intervention process
- C Launch the intervention process after identifying the most common complaints
- D Examine the feedback and agree on an action plan

1.1.16 The time in Johannesburg if it is 14:00 in Rio de Janeiro:

- A 19:00
- B 09:00
- C 19h00
- D 09h00

1.1.17 A sightseeing tour in a traditional, flat-bottomed gondola watercraft, is one of the highlights when visiting this city in Italy:

- A Venice
- B Rome
- C Florence
- D Pisa

1.1.18 Identify the factor that is LEAST likely to contribute to the professional image of a tourism business:

- A Physical appearance of the company
- B Interaction of the staff with customers
- C Type of vehicle that the receptionist drives
- D Company stationery

1.1.19 In 2015, the leaders of the G7 met in Germany for their annual ... to discuss the state of the global economy.

- A summit
- B conference
- C debate
- D seminar

1.1.20 The best place to obtain information on health precautions when planning a trip:

- A Local hospital
- B Travel clinic
- C Internet
- D Getaway magazine

(20 x 1) (20)

1.2 Choose a term provided in the list below that best describes the concepts related to tour planning that follow. You may ONLY use each of the concepts given ONCE. Write only the concept next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

Route planning; general itinerary; tourist profile; budget; day-by-day itinerary; package tour; incidental costs

1.2.1 Affects the tourist's choice of mode of transport

1.2.2 Should be done in a logical manner

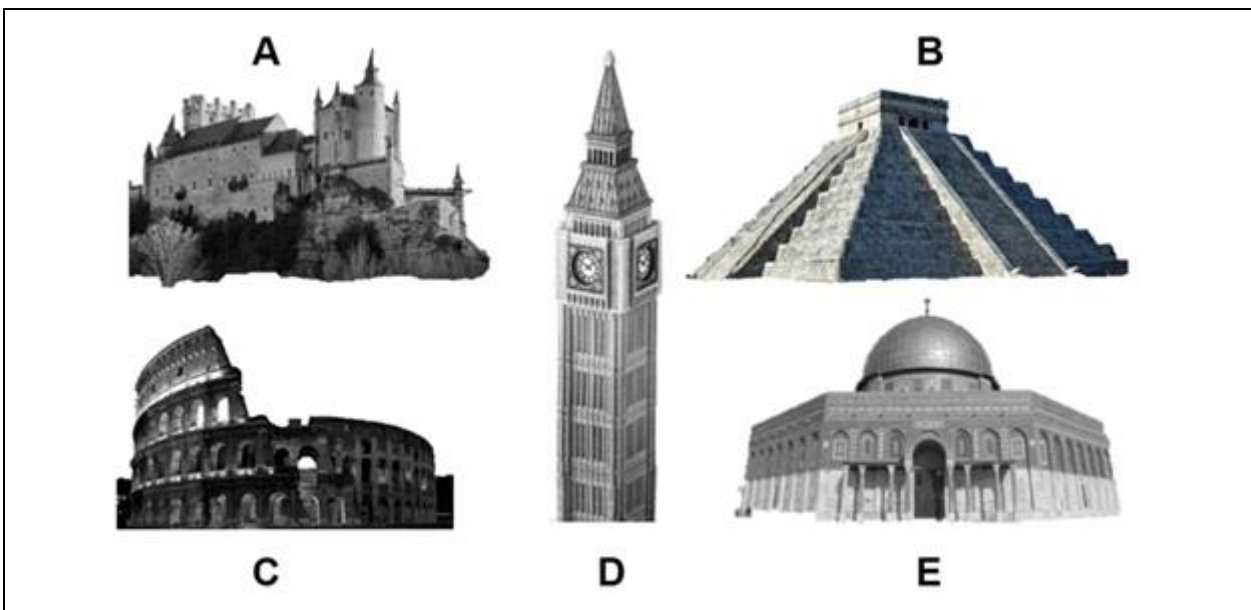
1.2.3 Includes a detailed list of all transport, accommodation and activities to be undertaken each day

1.2.4 Reflects the preferences and expectations of the tourist

1.2.5 The quoted price includes accommodation and activities

(5 x 1) (5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.
- 1.3.1 (Australia/Democratic Republic of Congo) is considered a high risk destination for contracting malaria.
- 1.3.2 (Hepatitis A/Bilharzia) is a disease contracted through contact with stagnant water.
- 1.3.3 A travel document for frequent travellers that is issued to South African citizens of 16 years and older is called a (tourist visa/maxi tourist passport).
- 1.3.4 The reduction, reuse and recycling of waste products forms part of the (environmental/economic) pillar of sustainable tourism.
- 1.3.5 The practise of buying locally manufactured goods used in a tourism business is known as (BBBEE/local procurement). (5 x 1) (5)
- 1.4 Study the images representing different world icons. Select the image that best fits the description below. Write ONLY the letter (A–E) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 F.



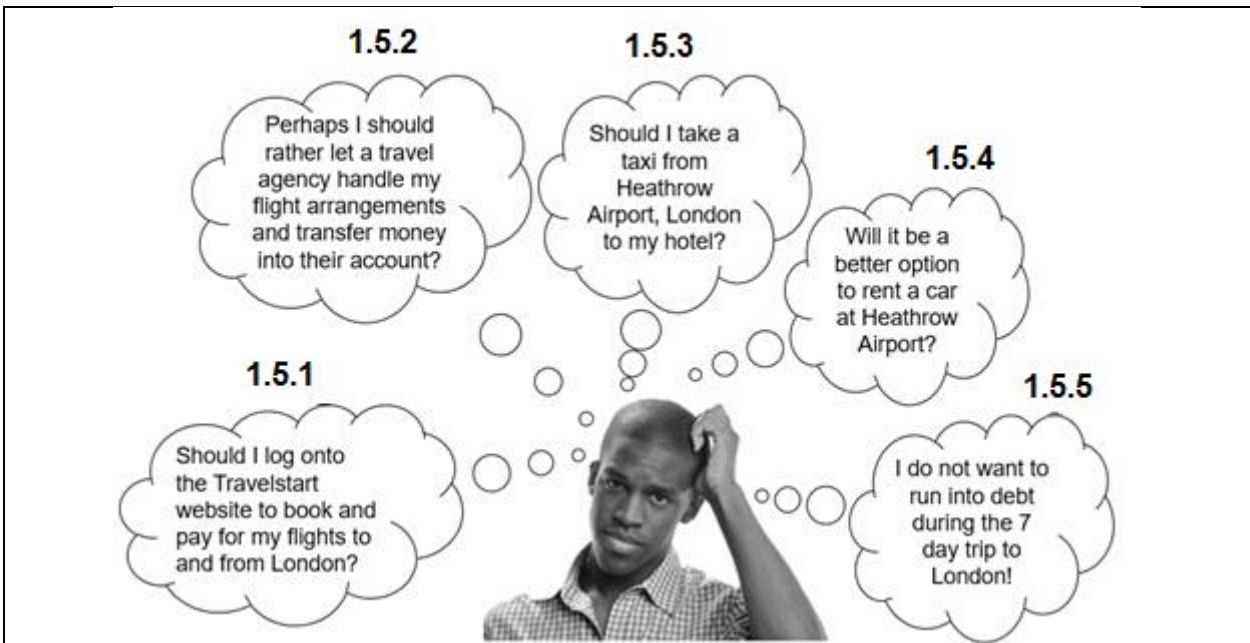
- 1.4.1 The sounds coming from this icon have traditionally been the focus of the start of the New Year in London.
- 1.4.2 This Spanish icon, dating back to the 12th century, has been used as a fortress, royal palace and military academy.

1.4.3 This Muslim shrine was built on the Temple Mount in Jerusalem in AD 691.

1.4.4 Built in 70 A.D., this icon has been the site of celebrations, sporting events and bloodshed. Today, it's a major tourist attraction, playing host to 3.9 million visitors each year.

1.4.5 The Temple of Kukulcan is the most recognisable structure found in this ancient Mayan city in Mexico. (5 x 1) (5)

1.5 Study the scenario below and answer the question that follows.



Identify the most appropriate form of payment that the traveller can make use of in each of the above situations for his trip to London.

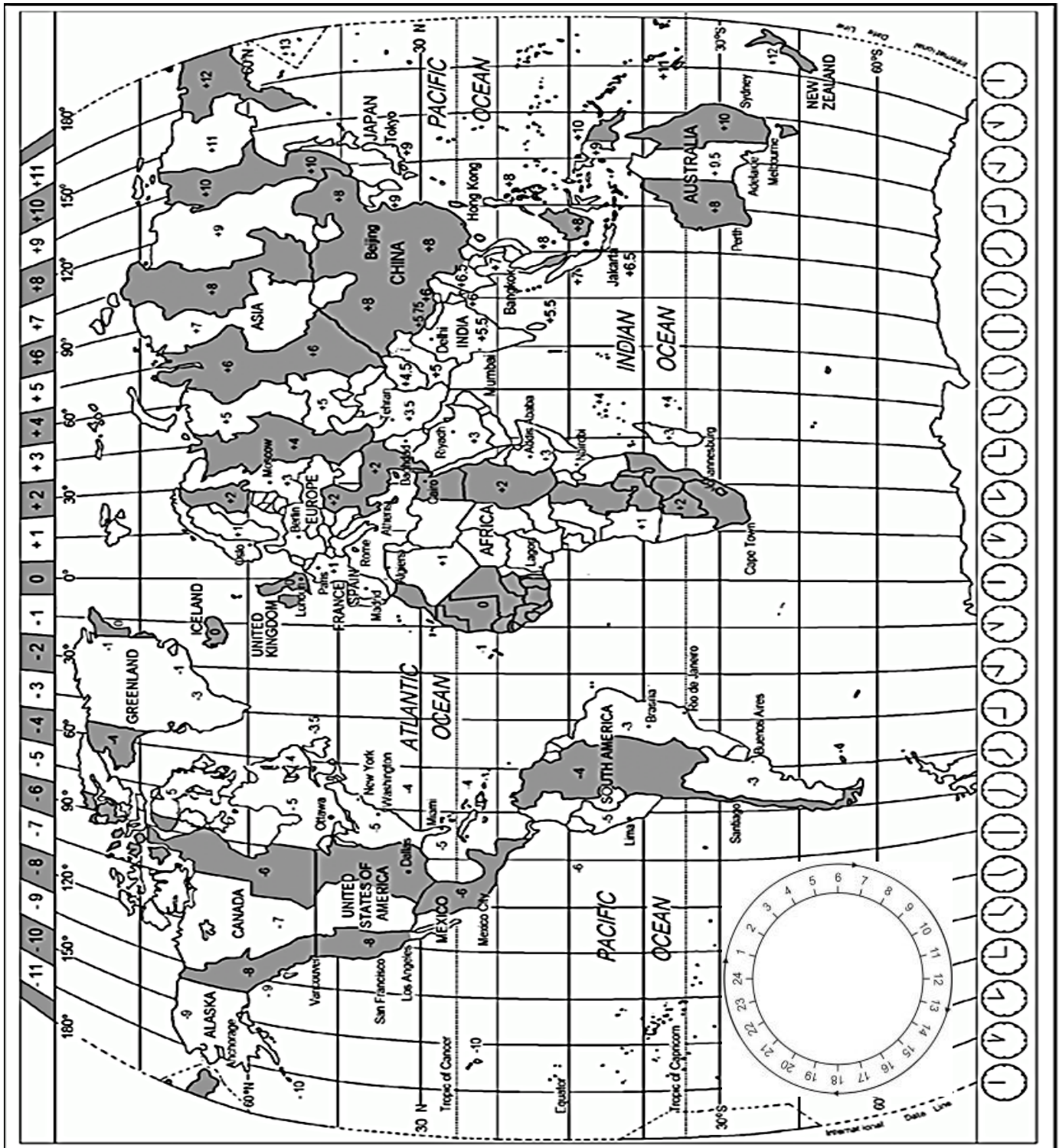
Write only the question number (1.5.1–1.5.5) and the form of payment in the ANSWER BOOK, for example 1.5.6 Telegraphic transfer. (5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

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



- 2.1.1 Themba Biyana is a journalist from The Johannesburg Star newspaper. He will be travelling to Washington, USA to report on the USA 2016 presidential elections. His flight details are given in the table below:

Departure and arrival cities and airports:	Johannesburg (O.R. Tambo Int. Airport) to Washington (Dulles Int. Airport)	Washington (Dulles Int. Airport) to Johannesburg (O.R. Tambo Int. Airport)
Flight number:	SA 209	SA 210
Date:	Friday, 4 November 2016	Monday, 14 November 2016
Departure time:	18:45	17:40
Length of flight:	17h40m	16h50m

Calculate the time and date that Themba will arrive in Washington. Show all calculations. Remember that the USA will be practising daylight savings time until 6 November 2016.

(7)

- 2.1.2 Themba will email his report about the USA presidential elections to his office in Johannesburg before he leaves Washington on 14 November. Calculate the time and date that the report will be received in Johannesburg if he sends the email at 10:30 from his hotel.

Remember that the USA only practises daylight savings time until 6 November. Do not include daylight savings time in your calculation.

(4)

- 2.1.3 List TWO possible advantages for the tourism industry in a country practising daylight savings time.

(2 x 1) (2)

- 2.1.4 Advise Themba on TWO ways to avoid suffering from jet lag.

(2 x 2) (4)

- 2.1.5 **USA Visa Requirements:**

- Valid passport that does not expire within six months of the trip
- Non-immigrant Visa application form
- One 5 x 5 cm colour photo taken within the last 6 months

Additional required documents for Media and Journalists to be produced at US Embassy or Consulate interview:

- Proof of employment
- A copy of the official Press-ID, if applicable



Themba Biyana

- (a) Name the place where Themba will hand in an application to obtain a passport.

(1)

- (b) Explain the term "visa".

(2)

- (c) Suggest ONE reason why visa applicants are required to provide the US Embassy or Consulate with supporting documents in order to obtain a visa.

(2)

- 2.1.6 While in the USA Themba buys a 50 ml bottle of perfume for his girlfriend and a second hand camera costing R4 000. Upon his return to South Africa, Themba will have to pass through customs at OR Tambo International Airport.

Give Themba advice on which channel (red or green) he should choose when arriving at customs at OR Tambo. Motivate your answer. (2)

- 2.2 Study the extracts from TWO tour packages below and answer the questions.

	TOUR A	TOUR B
	PONDO-EXPLORER HIKING TRAIL	NAMAQUALAND TRAIN TOUR
Tour details	3 Night Self-Catered Hiking Trail - Northern Wild Coast	7 Day Coach and train trip through the Namaqualand region
Accommodation	<ul style="list-style-type: none"> • 1 Night DBB at Mbotyi River Lodge • Semi-Luxury Tented Camp 	<ul style="list-style-type: none"> • Bed & breakfast establishments en-route • Luxury Premier Classe train
Activities	<ul style="list-style-type: none"> • Hiking: Day 1: 16 km Day 2: 17,5 km Day 3: 11 km • Sunset paddle, canoeing, rock & surf fishing, ocean swimming & snorkelling opportunities 	<ul style="list-style-type: none"> • Visit to the Northern Cape Kalahari and wine region, Augrabies National Park • Photographic opportunities in Springbok, Kamiesberg region and Vredendal • A visit to the Rooibos tea factory, and the Veldshoe Factory in the Clanwilliam area
Cost	2 Persons - R 2830/pp	2 Persons - R 5680/pp

- 2.2.1 Identify the type of tourist that would most likely make a booking on **Tour A** and **Tour B**. Motivate your answer. (2 x 2) (4)

- 2.2.2 Provide a tourist making a booking on **Tour B** with ONE safety tip to take into account during excursions. (2)

[30]

QUESTION 3

- 3.1 Mr and Mrs Mahoney from East London will be visiting Italy and thereafter the USA during the June holidays. The couple have R15 000 spending money for each part of their trip. On their return from the USA they have USD 150 left over of their spending money.

Country	Currency	Bank buying rate	Bank selling rate
Italy	Euro	16,05	16,65
USA	USD	14,83	15,19

[Source: www.absa.co.za]

- 3.1.1 (a) Advise the couple on ONE place they should go to exchange their ZAR for foreign currency before their departure. (2)
- (b) Calculate the amount of foreign currency Mrs and Mrs Mahoney will receive for their trip to Italy. Show all calculations. (3)
- 3.1.2 On their return home, the couple have USD 150 of their spending money left over. Calculate the amount of ZAR they will receive. Show all calculations. (3)
- 3.1.3 Determine which holiday destination offered Mr and Mrs Mahoney the best value for their spending money. Motivate your answer. (2)
- 3.1.4 Explain how Mr and Mrs Mahoney's visit could contribute to the economies of the destinations they visited. (2 x 2) (4)

- 3.2 Study the table below:

Exchange rate: South African Rand (ZAR) to 1 US Dollar (USD)	
December 2013	10,50
December 2014	11,50
December 2015	15,63

Write a paragraph in which you discuss the effect of the downward trend of the ZAR in relation to the US Dollar on:

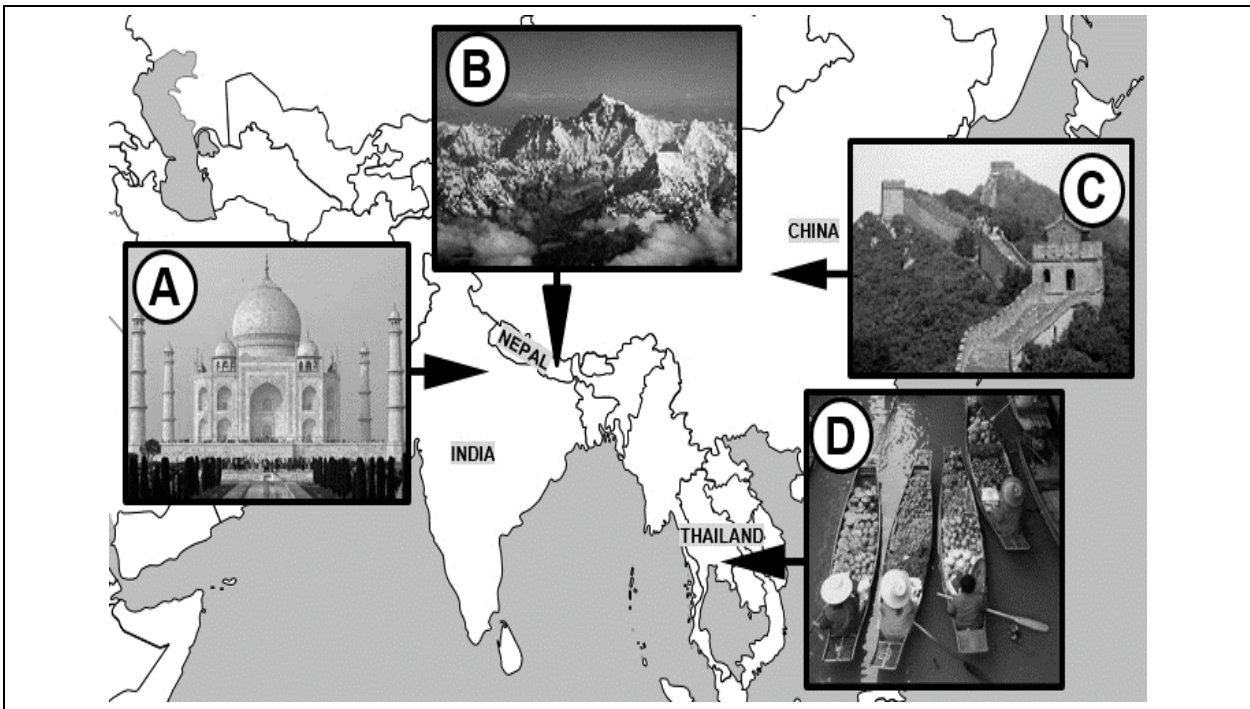
- Inbound tourism from the USA (2 x 2)
 - South African outbound tourism to the USA (1 x 2) (6)
- [20]**

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

QUESTION 4

- 4.1 Study the map of South East Asia and the Far East and answer the questions that follow.



- 4.1.1 Refer to the map and identify icons **A**, **B**, **C** and **D**. Write the letter and the official name of the icon. (4 x 2) (8)
- 4.1.2 Name the city where icon **A** is located. (1)
- 4.1.3 Give ONE reason why icon **C** is regarded as a symbol of extraordinary human achievement. (2)
- 4.1.4 Explain why icon **B** will attract tourists interested in outdoor activities that involve an element of risk taking. (2)
- 4.1.5 Give ONE reason why icon **D** will attract tourists interested in photography. (2)

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

Petra in Jordan is a UNESCO World Heritage Site that attracts hundreds of thousands of visitors each year. Despite the income generated from these visitors, the management were concerned about three issues that could impact on the future success of Petra. The identified issues were; the damage to Petra's archaeological heritage and monuments by people and working animals, the conditions and welfare of working animals used to transport tourists to and from the site and the welfare of children who are expected to sell souvenirs and donkey rides at the expense of their education.

In October 2014 the "Care for Petra" Campaign was launched targeting tourists and the tourism industry to address these issues. The campaign makes use of an animated education film shown to visitors entering the site as well as leaflets, posters and banners.



4.2.1 Quote from the extract to prove that the management of Petra has identified the social wellbeing of the local community as an issue that needs to be addressed. (2)

4.2.2 Advise the tourism operators at Petra on ONE way in which they can act in a responsible manner to promote the welfare of animals when transporting tourists. (2)

4.2.3 You are a visitor at Petra.

Explain THREE ways in which the "Care for Petra" campaign will influence your behaviour and actions to make the right choices to protect Petra for future generations. (3 x 2) (6)

4.3 Study the information from the Ratanga Junction website and answer the questions.

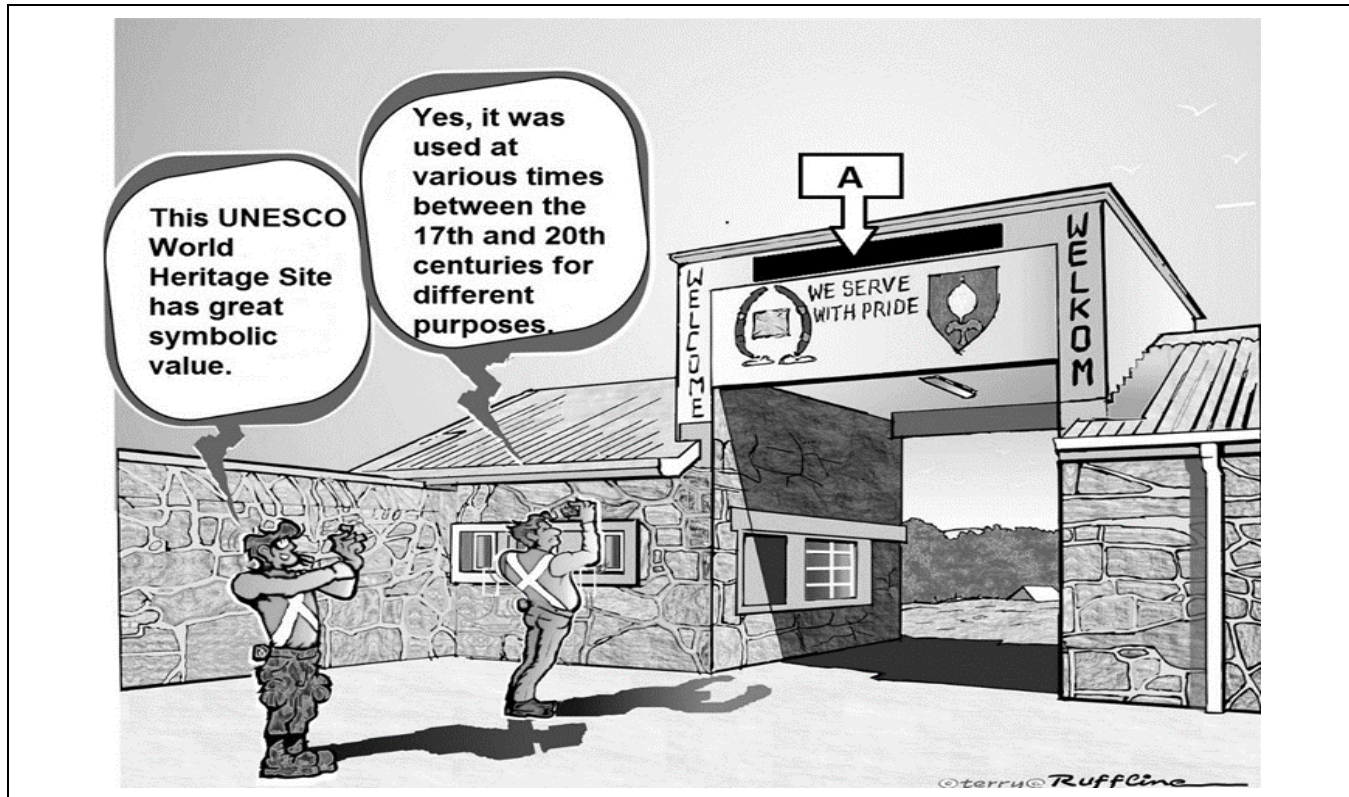
	<p>Ratanga Junction, a popular theme park in South Africa and a major tourist attraction, is located 13 km from Cape Town. Rides range from Kids to Family Rides and Thrill Rides for the more adventurous. Other attractions are designed to entertain children and families. Rides may be closed temporarily during electrical storms, rain or high winds but are re-opened as soon as safe operations can be assured. No refunds are issued due to bad weather.</p>
<div style="display: flex; align-items: center;"> <div style="flex: 1;"> <h2 style="margin: 0;">MORE THAN 30</h2> <p style="background-color: #ccc; padding: 5px; margin: 5px 0;">attractions including 23 rides</p> </div>  </div>	
<p>Ratanga Junction offers incredible discounts and benefits for groups of 20 or more people who book and pre-pay for their visit.</p>	<div style="display: flex; align-items: center;">  <div style="flex: 1; padding-left: 10px;"> <p>Ratanga Membership Club benefits include:</p> <ul style="list-style-type: none"> A free rider ticket on your birthday Discounts Frequent visitor benefits Win cash, prizes in our Club Member competitions and MUCH MORE! </div> </div>

[Adapted from: www.ratanga.co.za]

- 4.3.1 Identify ONE threat that could have an impact on the growth of visitor numbers at Ratanga Junction. (1)
- 4.3.2 Describe ONE strategy that the management of Ratanga Junction uses to encourage repeat visits. (2)
- 4.3.3 Suggest ONE improvement that the management could introduce to increase the amount visitors spend at Ratanga Junction. (2)
- [30]**

QUESTION 5

Study the cartoon below and answer the questions.



- 5.1 Give the name of the South African UNESCO World Heritage Site that should appear in the space labelled **A**. (1)
- 5.2 Name the province where the World Heritage Site identified in QUESTION 5.1 is located. (1)
- 5.3 Explain the concept "World Heritage Site". (2)
- 5.4 Examine the extract taken from UNESCO's World Heritage Site selection criteria.

Criterion 3: To bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared.

Criterion 6: Directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance.

Explain TWO ways in which the World Heritage Site identified in QUESTION 5.1 has met UNESCO's Criterion 3 and Criterion 6. (2 x 2) (4)

- 5.5 Discuss ONE way in which the South African tourism industry benefits from the World Heritage status awarded to the site identified in QUESTION 5.1. (2)
- [10]

QUESTION 6

Study the images below and answer the questions that follow.

6.1 MARKETING SOUTH AFRICA AS A TOURIST DESTINATION

SA Tourism forms partnerships with global news networks to promote travel to South Africa.

Explain THREE ways how potential visitors to South Africa could be influenced by these international marketing efforts. (3 x 2) (6)

6.2

SA Tourism's marketing and branding strategies have global, domestic and SADC regional market focus.

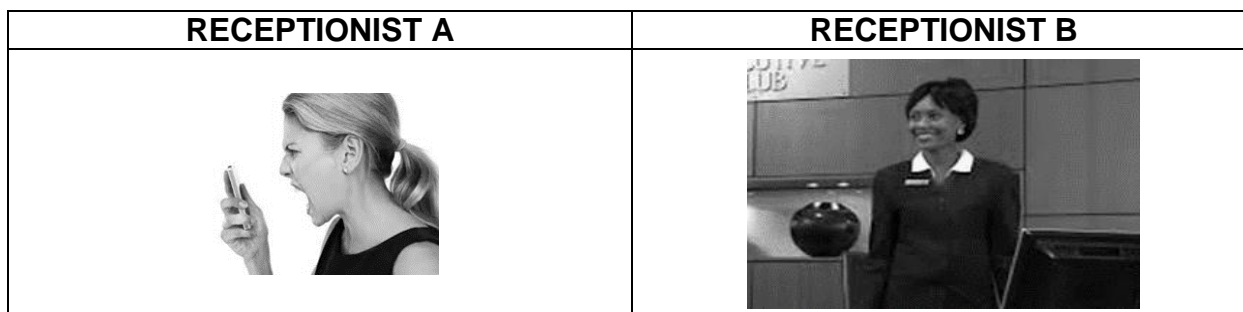
State TWO ways in which SA Tourism's participation in travel trade shows and exhibitions creates business opportunities for the South African tourism industry. (2 x 2) (4)
[10]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 Study the images below and answer the questions that follow.

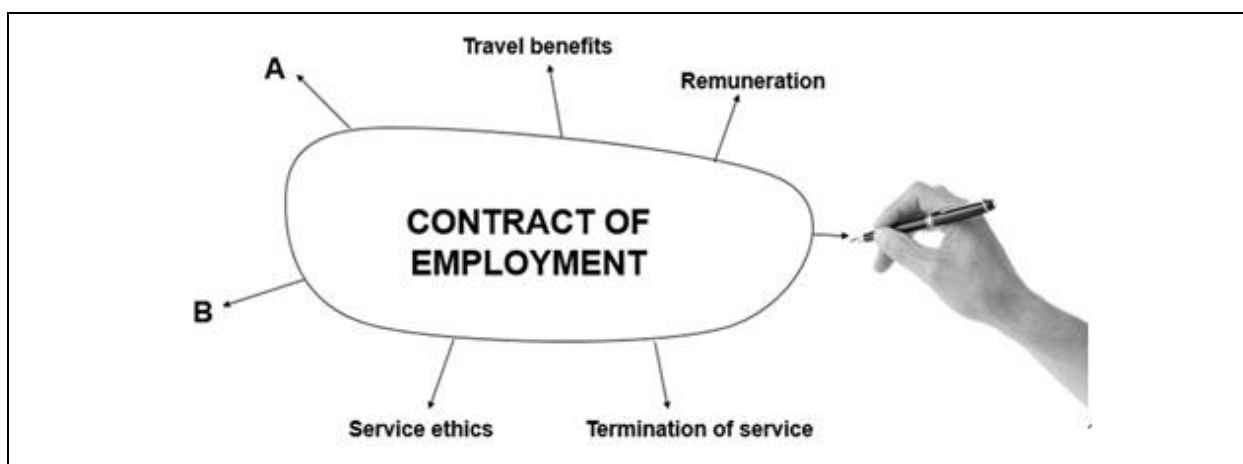


The image of staff in the hospitality industry has an impact on guest perceptions in the hospitality industry.

Motivate this statement by comparing the images above.

(4)

7.2



7.2.1 List TWO conditions of employment that can be included at **A** and **B** to complete the diagram. (2 x 1) (2)

7.2.2 Discuss the value of a contract of employment for an employee in the hospitality industry. (2)



7.2.3 A code of conduct is an essential document in the hospitality industry.

Explain the purpose of this document.

(2)
[10]

QUESTION 8

Read the extract and answer the questions that follow.

 Marine Dynamics SHARK TOURS	 Dyer Island Cruises WHALE & ECO TOURS
<p>Marine Dynamics is a Shark Cage Diving company in Kleinbaai, a small harbour town, part of Gansbaai in the Western Cape. This area is well known for sightings of Great White Shark and the best place in the world to see and dive with these creatures. Sister company Dyer Island Cruises is a boat based Eco-Marine Tourism Company, allowing visitors an unforgettable experience to see the Marine Big Five - whales, dolphins, seals, penguins and sharks, as well as many species of rare birds that live close to the shore.</p> <p>Marine Dynamics Tours and Dyer Island Cruises practice responsible tourism and have been Fair Trade certified since 2008.</p> <p>Conservation efforts, supported by VWSA as part of their corporate social investment programme, include an African Penguin and Seabird Sanctuary, research into conservation of Great White Sharks and a project that focusses on the disposal of fishing lines that can be harmful to sea life. The companies contribute to Environmental Education by supporting Eco Schools. They also work closely with Dibanisa Football Foundation who coordinate a regular learning programme for youth in the Gansbaai area.</p> <p>The Great White House, a guest house located near the beach, is owned by both companies and offers tourists relaxing accommodation after a day spent on the boat whale watching and shark diving.</p>	

[Adapted from: www.sharkwatchsa.com]

- 8.1 Give ONE example of how the two companies have incorporated the triple bottom line into their business by referring to the ...
- 8.1.1 social pillar. (2)
- 8.1.2 environmental pillar. (2)
- 8.2 Suggest ONE way how Marine Dynamics Tours and Dyer Island Cruises can contribute to the economic pillar of the triple bottom line. (2)
- 8.3 8.3.1 Explain the concept "*Fair Trade certified*". (2 x 2) (4)
- 8.3.2 Discuss how the Fair Trade certification of the two companies can assist in attracting environmentally conscious tourists to the Kleinbaai area. (2)
- 8.4 8.4.1 Explain the term corporate social investment (CSI). (2)
- 8.4.2 Discuss ONE way in which CSI can benefit the VWSA company. (2)
- 8.5 Suggest TWO ways in which the Great White House could exercise good environmental practices in their day to day management of the guest house. (2 x 2) (4)

[20]

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

9.1 Read the newspaper article below and answer the questions that follow.

The Cost of the Paris Attacks**French tourism expected to experience short-term downturn**

At least 129 people died after a series of violent incidents around Paris, France, on Friday 13 November 2015. Gunmen and suicide bombers hit a concert hall, a major stadium, restaurants and bars almost simultaneously. The next day, large tourist groups made their way to the train stations while more visitors headed to Charles de Gaulle airport where long queues awaited them. In the wake of the attacks, Paris closed all of its parks and tourist sites.

Paris is the most popular city in the world among international travellers. The city is not just the political, financial and cultural capital of France, but also the centre of a tourist industry that contributes around 8% to the French economy. More than 22 million tourists stayed in Paris hotels in 2014.

[Adapted from: www.mirror.co.uk]

- 9.1.1 Identify the type of political situation that is described in the article. (2)
- 9.1.2 Discuss ONE way, providing a reason, how this political situation immediately impacted:
- (a) Tour operators in Paris (1 x 2) (2)
 - (b) The Eiffel Tower (1 x 2) (2)
 - (c) Paris gateways (1 x 2) (2)
- 9.1.3 Give ONE reason why the writer of the article predicted a short term downturn for the tourism industry in France. (2)

- 9.2 Study the statistics on travel patterns of foreign arrivals to South Africa and answer the questions that follow.

Table 1

SOUTH AFRICAN TOURISM INDEX				
2015 QUARTER 1 (January-March)				
	2014	2015	Difference	% Change
Total tourist arrivals	2 435 341	2 292 169	143 172	-5,9%
Africa land markets	1 713 543	1 617 570	95 973	-5,6%
Africa air markets	102 006	95 332	6 674	-6,5%
Americas	107 859	92 710	15 149	-14,0%
Asia and Australasia	103 903	81 498	22 405	-21,6%
Europe	405 894	402 223	3 671	-0,9%

Table 2

2015 QUARTER 1 (January-March)	2014	2015
Average spend in SA per foreign tourist per day	R900	R880
• Land markets	R1 030	R1 010
• Air markets	R800	R770
Average length of stay	8,7 nights	8,3 nights
• Land markets	6,8 nights	6,3 nights
• Air markets	14,1 nights	13,5 nights

[Source: www.satouris.net/research]

9.2.1 Refer to Table 1.

- (a) Identify the continent from which South Africa received the largest share of inbound air markets in 2015. (1)
- (b) All source markets showed a decrease in arrivals to South Africa in 2015 compared to 2014. Give ONE possible reason for this decrease. (2)

9.2.2 Refer to Table 2.

- (a) Differentiate between land markets and air markets. (2 x 2) (4)
- (b) Compare the "Average spend in SA per foreign tourist per day" and "Average length of stay" in 2015.

Explain the trend that is evident between land markets and air markets. (2 x 2) (4)

[21]

QUESTION 10

Study the customer feedback method used by Jimmy's Restaurant and answer the questions that follow.



- 10.1 Give ONE advantage of the type of feedback method used by Jimmy's Restaurant. (2)
- 10.2 Identify the service provision area in Jimmy's Restaurant that needs immediate intervention from the management. (1)
- 10.3 Suggest TWO strategies that the management of Jimmy's Restaurant could implement to improve the service provision in the area identified in QUESTION 10.2. (2 x 2) (4)
- 10.4 Explain why the strategies identified in QUESTION 10.3 will lead to customer loyalty. (2)
- [9]**

TOTAL SECTION E: 30

GRAND TOTAL: 200

