



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2018

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 25 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. In QUESTIONS 3.1.1 and 3.1.2 (b) and (c), round off your answer to TWO decimal places.
6. Show ALL calculations where required.
7. Write neatly and legibly.
8. The following table is a guide to help you allocate your time according to each section.

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

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, e.g. 1.1.21 A.

1.1.1 A South African traveller exchanges ZAR 4 000 for foreign currency before his departure. The bureaux de change will do the transaction using the ...

- A GDP.
- B BSR.
- C BBR.
- D Euro.

1.1.2 The host of the 2018 Winter Olympic Games:

- A Sochi, Russia
- B Pyeongchang, South Korea
- C Beijing, China
- D Vancouver, Canada

1.1.3 Identify the principles of Fair Trade from the options given below:

- A Reliability, sustainability and fair share
- B Respect, transparency and fairness
- C Fair share, democracy and responsibility
- D Sustainability, fairness and equal treatment

1.1.4 This leading global event for the travel industry is held annually in ...



- A Lisbon.
- B Los Angeles.
- C Luanda.
- D London.

1.1.5 Which of the following is NOT a reason for practising daylight saving time?

- A To reduce energy consumption.
- B To increase daytime hours for increased productivity.
- C To increase leisure hours.
- D To ensure that travellers check in on time for their flight.

1.1.6 This religious icon is located in Istanbul, Turkey:



- A Chichen Itza
- B The Dome of the Rock
- C The Blue Mosque
- D Mecca

1.1.7 A symptom of jet fatigue is ...

- A swollen legs and feet.
- B dehydration and irritability.
- C extreme tiredness.
- D headaches and irritation of the nasal passages.

1.1.8 Criterion 8 of UNESCO's World Heritage criteria states that a World Heritage Site must be an outstanding example representing major stages of the earth's history. This site meets Criterion 8 as it is the most deeply eroded meteorite impact structure in the world:

- A Cradle of Humankind
- B iSimangaliso Wetland Park
- C Mapungubwe Cultural Landscape
- D Vredefort Dome

1.1.9 The document that validates your South African driver's licence in several languages:

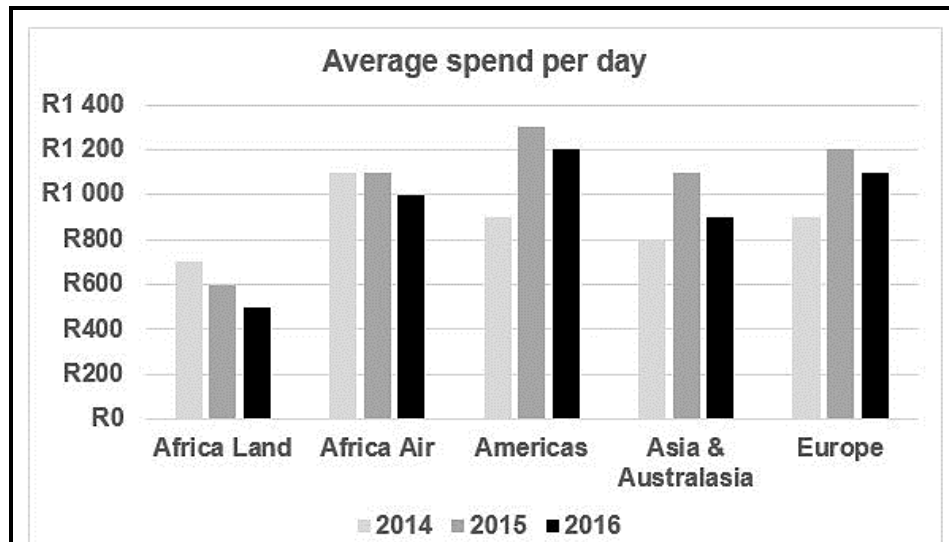
- A IDP
- B IDL
- C Schengen visa
- D WHO

1.1.10 A characteristic of a successful tourist attraction:

- A Receives more visitors than their targeted number of visitors
- B Has a website
- C Staff speak and understand English
- D Has a logo

- 1.1.11 The time in Sydney, Australia (+10) if it is 11:00 in Johannesburg, South Africa (+2) on 25 December:
- A 02:00
 - B 03:00
 - C 19:00
 - D 20:00
- 1.1.12 No trip to the Netherlands would be complete without visiting ONE of the country's iconic ...
- A archaeological sites.
 - B windmills.
 - C canyons.
 - D floating markets.
- 1.1.13 Which of the following is the LEAST likely to be a consideration when compiling a day-by-day itinerary for tourists?
- A Transport
 - B Accommodation
 - C Items that the tourists should pack in their luggage
 - D Attractions and activities
- 1.1.14 A way to determine customer satisfaction without the tourism business needing the contact details of the client:
- A SMS message
 - B Body language
 - C Feedback card
 - D Follow-up call
- 1.1.15 The £ is the currency that is used when travelling in ...
- A Rio de Janeiro.
 - B London.
 - C Berlin.
 - D Sydney.
- 1.1.16 The Berlin Wall ...
- A was named one of the seven new wonders of the world in 2007.
 - B is a place of prayer for Jews from all over the world.
 - C is symbolic of the division between democracy and communism during the Cold War.
 - D is the world's longest human-made defensive structure.

- 1.1.17 The ... market recorded the highest average spend per day in South Africa during quarter 4 of 2016.



- A Americas
B Asia and Australasia
C Europe
D Africa Land
- 1.1.18 The monetary value of all the goods and services produced over a specific time, usually a year, in a country is known as the ...
- A multiplier effect.
B fluctuation rate.
C GDP.
D buying power.
- 1.1.19 A tourist travelling in South Africa during the summer months should take the following precautions:
- A Use sunblock and wear clothing for protection from the sun
B Always drink bottled water between 12:00 and 14:00
C Keep valuables in a bag carried around the neck
D Ensure that he/she has a passport
- 1.1.20 Robben Island is classified as a ... World Heritage Site.
- A natural
B cultural
C cultural and natural
D mixed

(20 x 1) (20)

- 1.2 Choose a form of payment provided in the list below that best completes the descriptions. Write only the form of payment next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

preloaded foreign currency debit card; bank draft; foreign bank notes;
EFT; SWIFT; credit card; traveller's cheques

- 1.2.1 Allows the holder the option to borrow money from the issuer
- 1.2.2 A transaction that takes place over a computerised network, from one bank account to another
- 1.2.3 Cannot be cashed unless deposited into a bank account
- 1.2.4 PIN protected and not linked to a bank account
- 1.2.5 Cash notes in the currency of the country visited and mostly used for smaller purchases (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 A document that provides guidance to all staff on what is acceptable behaviour in the workplace is known as a (contract of employment/code of conduct).
- 1.3.2 (The Getaway Show/Indaba) is an outdoor lifestyle and adventure marketing event.
- 1.3.3 According to South African customs regulations any goods that have been made in a prison are regarded as (prohibited/restricted) goods.
- 1.3.4 (General unrest/Accidents) will be classified as an unforeseen occurrence.
- 1.3.5 The line of longitude from which time is determined is called the (UTC/equator). (5 x 1) (5)

- 1.4 Choose a word(s) from COLUMN B that best matches the description in COLUMN A. Write only the letter (A–G) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A		COLUMN B	
1.4.1	The maximum amount of rand a South African citizen travelling abroad can exchange for foreign currency in a year	A	Venice
1.4.2	An Incan city surrounded by temples, terraces and water channels, built on a mountaintop	B	Travel allowance
1.4.3	An island city that is separated by canals and linked by bridges	C	Identity document
1.4.4	An important consideration when travelling internationally	D	Petra
1.4.5	An ancient city that is half-built, half-carved into the rock, and is surrounded by mountains	E	Travel insurance
		F	Auschwitz
		G	Machu Picchu

(5 x 1) (5)

- 1.5 Identify the travel-related diseases linked to the images below. Number your answers (1.5.1–1.5.5) and give the name of the travel-related disease, e.g. 1.5.6 Hepatitis B.

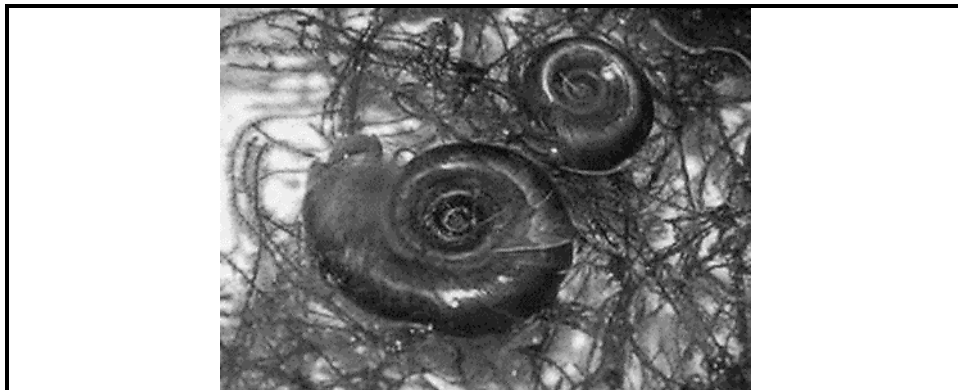
1.5.1



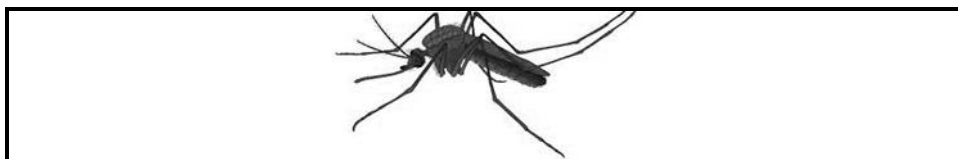
1.5.2



1.5.3



1.5.4



1.5.5



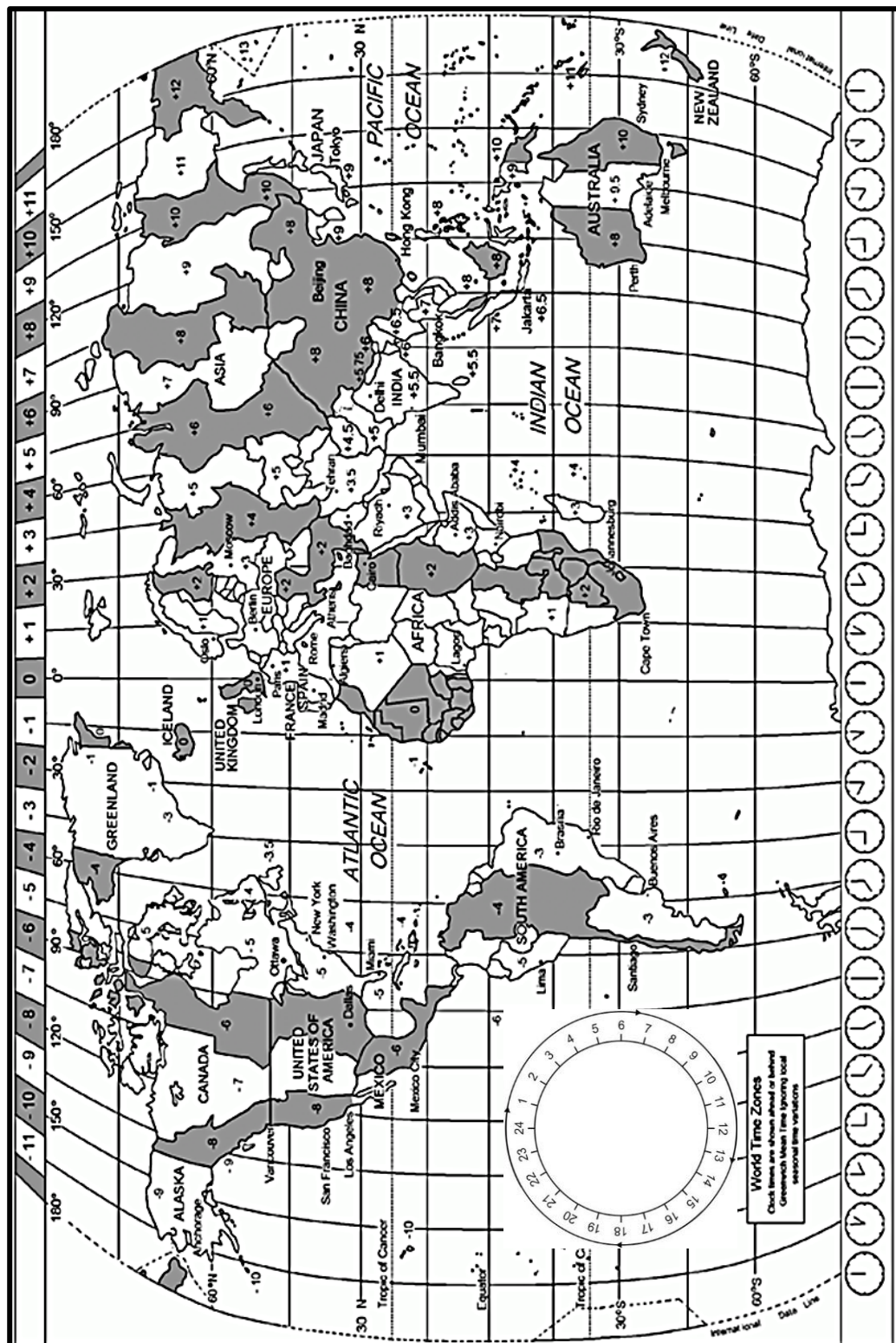
(5 x 1) (5)

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.



The 2018 FIFA World Cup Soccer Tournament was hosted by Russia. The tournament started on 14 June 2018 and ended with the final at Luzhniki Stadium, Moscow on 15 July 2018 at 18:00. Fans from all over the world were glued to their television sets to watch the final.



- 2.1.1 Calculate the time and date that soccer fans in London, England switched on their television sets to watch the final of the 2018 FIFA World Cup Soccer Tournament.

Remember that England practices Daylight Savings Time but Russia does not.

Show ALL calculations.

(5)

- 2.1.2 The South African Football Association (SAFA) representatives flew from OR Tambo International Airport to Moscow, Russia via Frankfurt, Germany to attend the 2018 FIFA World Cup Soccer Tournament. Their flight details are given below.

Johannesburg, South Africa	 16 hours 45 minutes			Moscow, Russia
		Layover (waiting time before the next flight) 3 hours 05 minutes		
Johannesburg 2 June, 18:55 Flight SA7573	Frankfurt 3 June, Time: ?		Frankfurt 3 June, 08:35 Flight LH1444	Moscow 3 June, 12:40

- (a) The SAFA representatives departed from OR Tambo International Airport on board flight SA7573 at 18:55 on 2 June 2018 via Frankfurt on route to Moscow. Their flight time for the first leg of their journey was 10 hours 35 minutes. Calculate the time and date they arrived in Frankfurt, Germany on the first leg of their journey.

Remember that Germany practices Daylight Savings Time.

Show ALL calculations.

(6)

- (b) After the 2018 FIFA World Cup Soccer Tournament, the SAFA representatives departed from Moscow on 18 July 2018 and returned to South Africa via Frankfurt. They landed at OR Tambo at 08:30 on 19 July 2018 after a 20-hour flight. Calculate the time of their departure from Moscow.

Show ALL calculations.

(6)

- 2.1.3 When travelling to Russia the South Africans had to produce their passports at immigration control but did not require a visa to enter Russia.
- (a) Advise the SAFA representatives about which government department, **and** in which country, a traveller should apply for a passport. (2 x 1) (2)
- (b) In a short paragraph discuss the difference between the TWO travel documents referred to in QUESTION 2.1.3 (a). (2 x 2) (4)
- 2.1.4 After passing through passport control at OR Tambo International Airport, the South African representatives had an opportunity to browse and purchase goods in the duty-free shops before their departure.
- State ONE condition that applies to travellers when purchasing goods at duty free shops at international airports. (2)
- 2.1.5 Upon their return to South Africa the SAFA representatives purchased 1 litre of Russian vodka at the duty-free shops before their departure.
- Advise them whether they should choose the red or the green channel on their arrival at OR Tambo International Airport. Motivate your answer. (3)

2.2 Read the information below and answer the questions that follow.

The travel agent responsible for the travel arrangements for the SAFA representatives has offered the group a choice of two packages for their accommodation with optional activities.

Package A	Package B
Accommodation: <ul style="list-style-type: none"> Yum-yum Backpackers Hostel located on the outskirts of Moscow Bed only, breakfast available on request Shared accommodation in dormitories Optional activities: <ul style="list-style-type: none"> One-week ice fishing in Siberia (in the northern part of Russia) Four days skiing on snow-covered mountains 	Accommodation: <ul style="list-style-type: none"> Aerostar Hotel, Moscow city centre 4 star, business orientated accommodation Dinner, bed and breakfast Shuttle service 24 hour Wi-Fi Optional activities: <ul style="list-style-type: none"> Visit to the Red Square Hop-on-hop-off city bus tour

- 2.2.1 (a) Determine the most suitable package for the SAFA representatives. (1)
- (b) Motivate your choice of package in QUESTION 2.2.1 (a). (2)
- 2.2.2 State TWO safety precautions that the SAFA representatives should consider when at their place of accommodation in Moscow. (2 x 1) (2)
- [33]**

QUESTION 3

3.1 Study the exchange rate table below and answer the questions that follow.

Country	Currency code	BBR	BSR
United States of America	USD	12,52	12,85
Great Britain	GBP	16,62	17,32

- 3.1.1 A tourist from London, England has 1 750 GBP and would like to change the GBP for ZAR for her holiday on arrival in South Africa. Calculate how much the tourist will receive in Rands.

NOTE: Round off your answer to TWO decimal places.
Show ALL the steps of your calculation. (3)

- 3.1.2 Sipho, a businessman from Mdantsane, near East London, is travelling to a meeting in New York, USA. He has ZAR 22 510 as spending money.

- (a) Sipho has been warned that exchange rates fluctuate on a daily basis and that he should do some research before exchanging his ZAR. Explain the term *fluctuate* with reference to exchange rates. (2)
- (b) Calculate how much he will receive in USD when he exchanges his ZAR.

NOTE: Round off your answer to TWO decimal places.
Show ALL the steps of your calculation. (3)

- (c) Upon his return Sipho has 250 USD left over. Calculate how much he will receive in Rands when he exchanges the USD.

NOTE: Round off your answer to TWO decimal places.
Show ALL the steps of your calculation. (3)

3.2 Study the cartoon and answer the questions that follow.

SOUTH AFRICAN RAND STRENGTHENS!!



In a paragraph discuss the impact that a strong rand can have on:

- Tourists from the United States of America planning to visit South Africa
- South African outbound tourists
- South African domestic tourists

(6)
[17]

TOTAL SECTION B: 50

**SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE
TOURISM; MARKETING****QUESTION 4**

4.1 Study the travel agency flyer and answer the questions that follow.



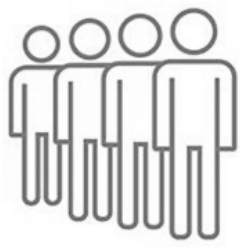








PENIKA TRAVEL AGENCY
Your world tour planning experts
Now you can stop talking about it, and do it! We will make your world icons travel dream come true.



- 4.1.1 Give the official names of the icons illustrated on the flyer. (7 x 1) (7)
- 4.1.2 Identify the SIX countries to be visited during the advertised Penika Travel Agency world tour. (6 x 1) (6)
- 4.1.3 Name the TWO towns/cities located in the same country that will be visited during this tour. (2 x 1) (2)
- 4.1.4 Discuss, in a paragraph, why certain attractions around the world are regarded as world icons. (3 x 1) (3)

4.2 Study the information below and answer the questions that follow.

Table Mountain Aerial Cableway Company Highlights 2016/2017			
 <p>The Cheapflights Travel Awards named Table Mountain as the Best South African Attraction on 24 November 2016.</p>	 <p>Table Mountain Aerial Cableway (TMACC) celebrated its 87th year of operation.</p>	 <p>Our retail outlets, specifically the Exit Shop, received a makeover, with the aim of opening up the space and easing visitor flow.</p>	 <p>Our Cableway audio tour, filled with facts about the Company and Table Mountain, was divided into two tours; one for the Top Station and one for the Lower Station.</p>
 <p>We continue to source more than 95% of our retail products from local suppliers.</p>	 <p>TMACC added to its ticket buying offerings by collaborating with the iVenture Card and City Pass.</p>		
 <p>Learners participated in our Class in the Clouds programme.</p>	 <p>We celebrated Table Mountain's fifth anniversary as a New 7 Wonders of Nature on 11 November 2016.</p>	 <p>9% reduction of water usage per visitor.</p>	

Explain how the Table Mountain Aerial Cableway Company ensured the continued success of the attraction during the period 2016 to 2017 regarding:

4.2.1 Sustainable and responsible management plans (2 x 2) (4)

4.2.2 Positive experience of visitors (2 x 2) (4)

[26]

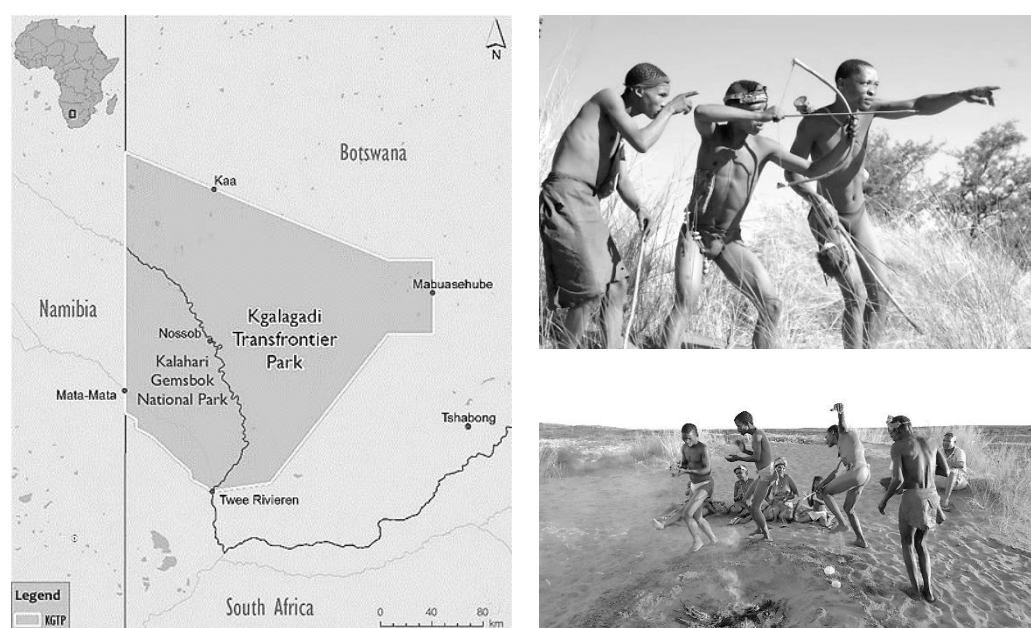
QUESTION 5

Study the information below and answer the questions that follow.

**SA's #KHOMANI CULTURAL LANDSCAPE LISTED AS NEW
UNESCO WORLD HERITAGE SITE**

The #Khomani Cultural Landscape covers 959 100 hectares, forming part of the Kgalagadi Transfrontier Park and including the whole Kalahari Gemsbok National Park. According to UNESCO, 'the large expanse of sand bears evidence of human occupation from the Stone Age to the present and is associated with the culture of the formerly nomadic #Khomani San people and the strategies that allowed them to adapt to harsh desert conditions'.

The #Khomani San live in complete harmony with nature, taking only what can be replaced and only what they need. They are one of the only groups of San still practising their traditional hunter-gatherer way of life. With remarkable endurance, they are able to follow the tracks of animals for days and kill the animal with a poisoned arrow. Their knowledge about the use of plants for medicine, the mimicking of animals and birds and their music and dance is well-known. They have developed skills to utilise scarce resources such as water and find plant foods in an extremely hostile environment.



[Adapted from www.whc.unesco.org, www.khomani.co.za and www.sa-venues.com]

- 5.1 Name the South African province where the #Khomani Cultural Landscape is located. (2)
- 5.2 Identify TWO SADC countries, apart from South Africa, that will benefit from the #Khomani Cultural Landscape being declared a World Heritage Site. (2 x 1) (2)

5.3

UNESCO's Criterion 5 for inscription as a World Heritage Site

"To be an outstanding example of a traditional human settlement, land-or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change."

[Source: www.whc.unesco.org]

The ǀKhomani Cultural Landscape has met UNESCO's Criterion 5 to be awarded World Heritage status.


Describe TWO examples of strategies that the ǀKhomani San have developed over many centuries in order to interact with an environment that has extreme conditions. (2 x 2) (4)

5.4 Suggest TWO entrepreneurial opportunities that the ǀKhomani San could consider in order to showcase and preserve their unique cultural heritage while adding value to the tourism industry in the region. (2 x 2) (4)

[12]

QUESTION 6

Study the images below and answer the questions that follow.

SATourism marketing campaign at metro railway stations in Beijing, China	
6 metro lines	
20 display sites	
120 marketing spots per day	
Total estimated views: 282 580 200	

- 6.1 Provide proof from the image above that the SATourism marketing campaign is expected to greatly influence the Chinese travel market in Beijing. (2)
- 6.2 Give TWO ways how the SATourism marketing campaign in Beijing, China will advantage South Africa as a tourist destination. (2 x 2) (4)
- 6.3 Explain how SATourism receives funding from the private sector for their marketing initiatives in China and other international travel markets. (2)

6.4



The most important factor for the Chinese travel market when choosing a destination is brand reputation.

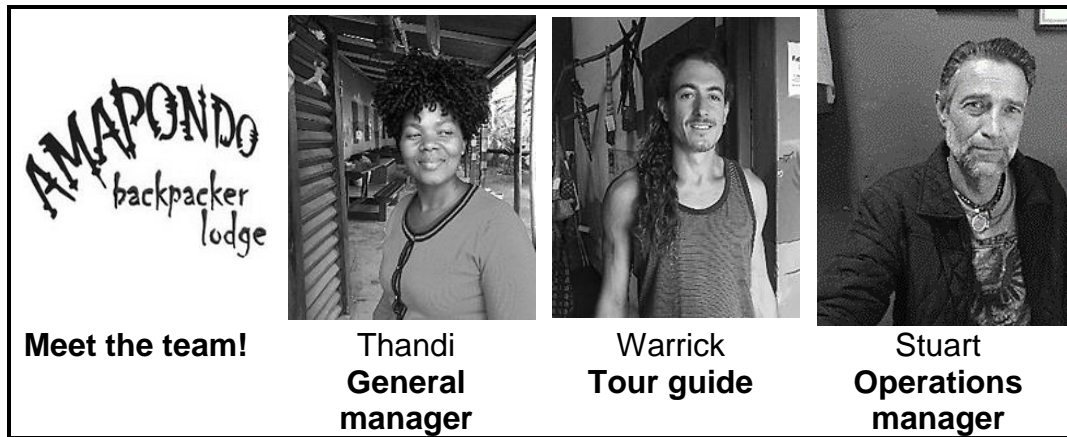
Discuss TWO ways how the private game lodges in the Kruger National Park, shown in the image above, can contribute to the marketing efforts of SATourism in China by creating a trustworthy brand image for South Africa.

(2 x 2) (4)
[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

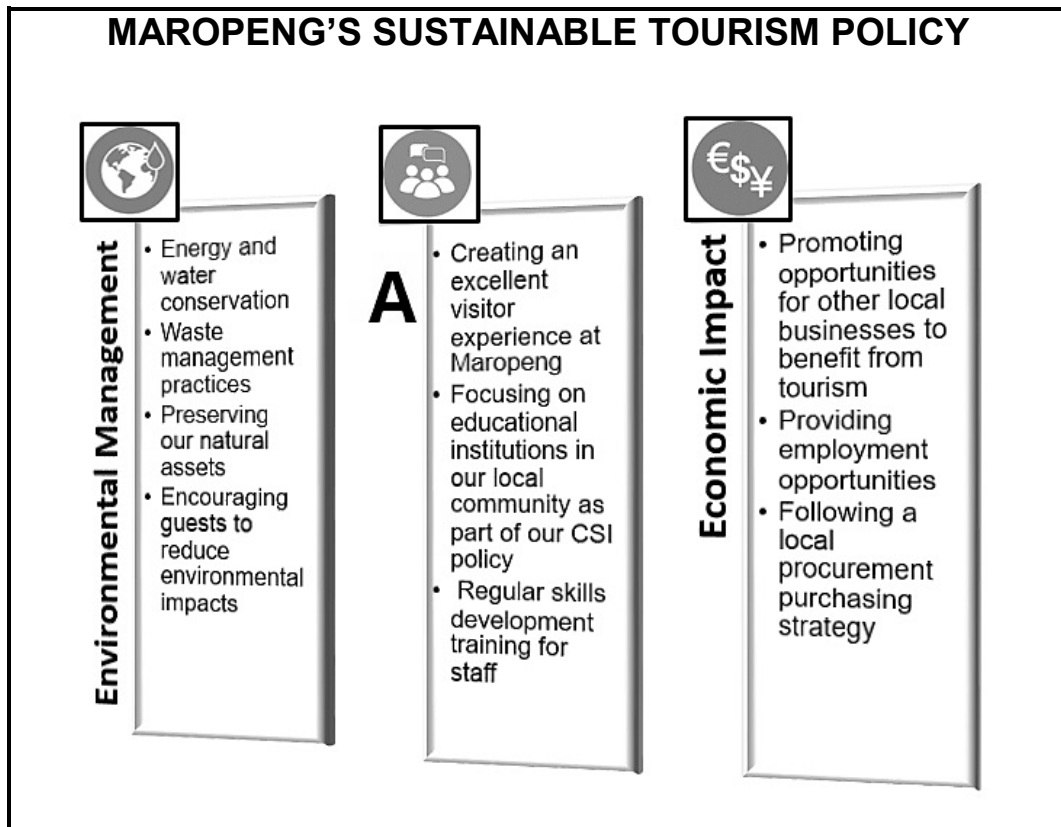
Study the image below and answer the questions that follow.



- 7.1 Identify the type of tourism service provision that the team from Amapondo Backpackers Lodge is involved in. (2)
- 7.2 The staff from Amapondo Backpackers Lodge work in a demanding environment. Give ONE reason to support this statement. (2)
- 7.3 State ONE condition of employment that should be included in the contract of employment of the staff members employed at Amapondo Backpackers Lodge. (2)
- 7.4 Suggest ONE reason why the staff employed at Amapondo Backpackers Lodge wear informal clothing and not a formal uniform. (2)
- [8]**

QUESTION 8

Study the images below and answer the questions that follow.



- 8.1 Identify the pillar of sustainable tourism labelled **A**. (2)
- 8.2 Give TWO examples of good environmental practices that Maropeng management could implement in order to ensure that they adhere (keep) to their environmental management strategy. (2 x 2) (4)
- 8.3 Explain how Maropeng's local procurement purchasing strategy could result in a positive economic impact for the local community. (2)
- 8.4 Suggest TWO online marketing platforms that the management of Maropeng could use that will attract environmentally conscious visitors to the World Heritage Site. (2 x 2) (4)
- 8.5 Suggest TWO examples of responsible tourist behaviour, other than those listed in the extract, which the management of Maropeng could include in their code of conduct for responsible tourism. (2 x 2) (4)

8.6 The Maropeng management undertakes to focus on educational institutions as part of their CSI policy.

8.6.1 Explain the term CSI. (2)

8.6.2 Discuss, in a paragraph, TWO ways in which Maropeng management could implement their CSI policy in educational institutions. (2 x 2) (4)
[22]

TOTAL SECTION D: 30

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

QUESTION 9

9.1 Study the information below and answer the questions that follow.

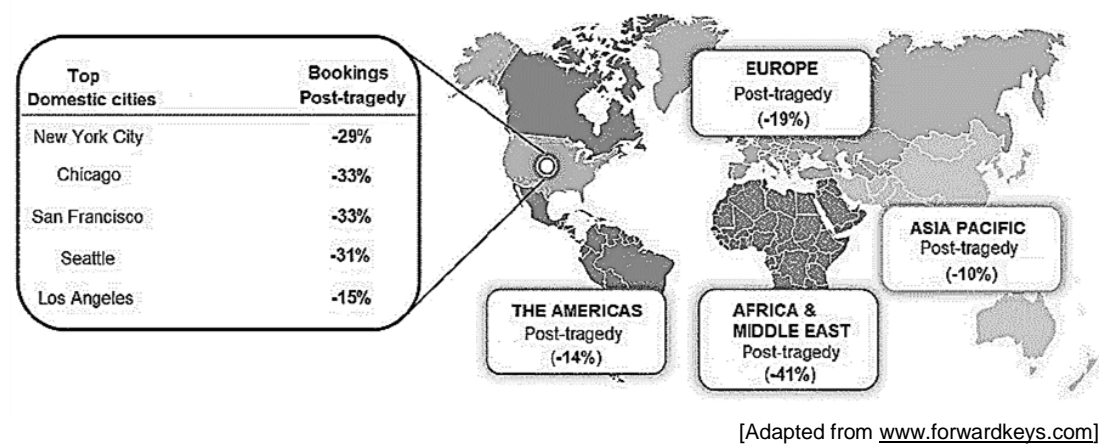
Las Vegas, a major resort city, located in the state of Nevada, USA is famous for its mega casino-hotels, gambling, shopping, nightlife, theatres and restaurants.

Nearly 43 million people, including domestic tourists, visited Las Vegas in 2016. The city hosted almost 22,000 conventions. On average, 95 percent of the 149,339 rooms available were booked during weekends. The city generated US\$9.7 billion in gambling revenue (income).

On 1 October 2017 Las Vegas became the scene of the deadliest mass shooting in USA history when a gunman opened fire on concert-goers from his room on the 32nd floor of the Mandalay Bay Resort and Casino hotel, killing at least 58 and injuring over 520 before killing himself. Shortly after the shooting, the radical Islamist group, Isis, was said to have claimed responsibility for the incident. The tragedy is undergoing investigation by the United States Federal Bureau of Investigation (FBI).

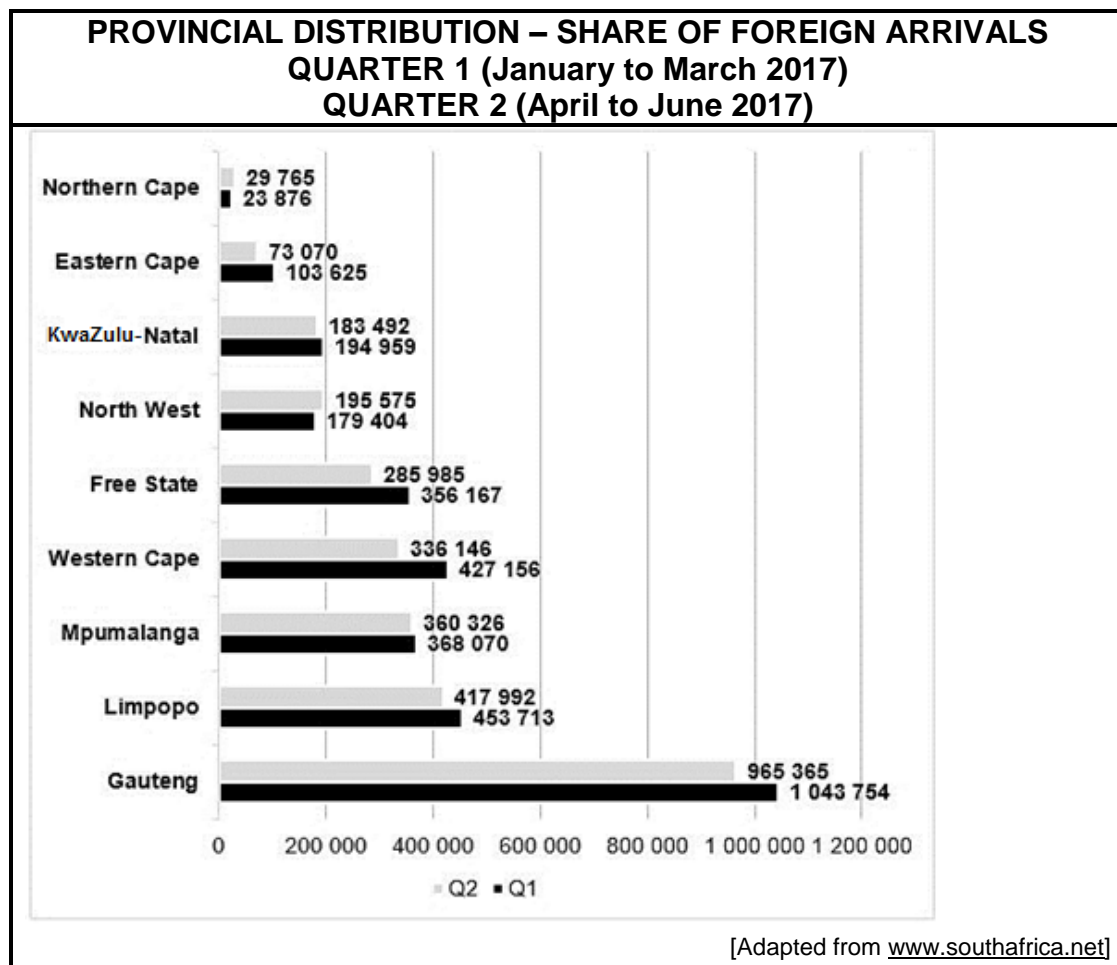
DOMESTIC AND INTERNATIONAL AIRLINE BOOKINGS AFTER THE LAS VEGAS TRAGEDY

(Top 5 domestic markets and international markets by region)



- 9.1.1 Classify the tragedy that is mentioned in the extract. (2)
- 9.1.2 Give TWO reasons why domestic and international airline bookings dropped sharply after the Las Vegas tragedy. (2 x 2) (4)
- 9.1.3 Suggest THREE ways in which this tragedy may have had a negative economic impact on this major resort city. (3 x 2) (6)

- 9.2 Study the foreign tourist arrivals graph below and answer the questions that follow.



- 9.2.1 Determine which TWO provinces had an increase in the volume of foreign arrivals in quarter 2 when compared to quarter 1. (2 x 1) (2)
- 9.2.2 Gauteng received 1 043 754 foreign visitors in quarter 1, of which 666 043 originated from Africa land markets.
- Name TWO Africa land markets from which Gauteng welcomed inbound arrivals. (2 x 1) (2)
- 9.2.3 Calculate the decrease in the volume of foreign arrivals to the Eastern Cape in quarter 2, when compared to quarter 1. (2)
- 9.2.4 Jointly Gauteng, Western Cape and Limpopo attracted 52% of international arrivals in quarter 2 and made up 74% of tourism revenue for this period.
- Suggest TWO ways how this uneven geographic spread of tourism's economic impact can be addressed. (2 x 2) (4)

[22]

QUESTION 10

Study the customer feedback tool below and answer the questions that follow.

How likely are you to recommend us to someone you know?

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Not at all likely
Extremely likely

**You rated us a 2.
Will you share why?**

The attitudes and behaviour of your cleaning staff are unacceptable.

Send feedback

Thank you for your feedback.

- 10.1 Identify the electronic communication method the tourism business used to distribute the customer feedback tool shown above. (2)
- 10.2 Give ONE reason why it is important for tourism businesses to obtain feedback from their customers. (2)
- 10.3 Recommend TWO intervention strategies that the business manager could implement to address the complaint identified by the customer in the questionnaire shown above. (2 x 2) (4)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

