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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2012

MARKS: 200

TIME: 3 hours

This question paper consists of 28 pages.

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the following questions.

1. This paper consists of FIVE sections.
2. All questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH section on a NEW page.
4. Round off your answers in QUESTION 6 correctly to TWO decimal points.
5. A non-programmable calculator may be used.
6. Except for SECTION A, all other questions are to be answered in complete sentences.
7. The table below is a guide to help you allocate your time according to each section.

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Tourism as an Interrelated System	40 marks	40 minutes
SECTION C	Responsible and Sustainable Tourism	40 marks	40 minutes
SECTION D	Tourism Geography, Attractions and Travel Trends	50 marks	50 minutes
SECTION E	Customer Care and Communication	30 marks	30 minutes
	TOTAL	**200 marks**	**180 minutes**

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.

1.1.1 In 2009, the Department of Tourism was given its own portfolio. The Department of Tourism is now called the …

A Department of Environmental Affairs and Tourism.
B Department of Tourism.
C National Department of Tourism.
D Tourism Department.

1.1.2 The document signed by both employers and employees as an agreement to employ and work respectively:

A Contract of employment
B Labour Law Act
C Code of Conduct
D All the above-mentioned

1.1.3 The largest tourism marketing event on the African continent:

A Tourism Indaba
B Tourism Expo
C TOMSA
D Tourism Trade Fair

1.1.4 The primary purpose of this organisation is to engage with all stakeholders in developing strategies that create an environment for tourism development:

A THETA
B ASATA
C TBCSA
D FEDHASA

1.1.5 … refers to the use of a name, term, symbol or design or a combination of these to identify the product of an organisation and to distinguish it from that of competitors.

A Marketing
B Advertising
C Image
D Branding

1.1.6 A government strategy to improve service levels in the public sector:

A PPP toolkit
B Batho Pele
C Transformation
D Ubuntu

1.1.7 The Imvelo Awards are given to tourism businesses for their contribution to …

A service excellence.
B responsible tourism practices.
C BBBEE.
D the creation of SMMEs.

1.1.8 This city hosted the summit on climate change in December 2011:

A Rio de Janeiro
B Copenhagen
C Cape Town
D Durban

1.1.9 Modjadji, the rain queen, is a cultural legend associated with this province:

A Limpopo
B North West
C Free State
D Northern Cape

1.1.10 The phrase used in the picture below refers to a practice called …

A standard time.
B local time.
C daylight saving time.
D universal time.

1.1.11 The time zone of Cape Town is associated with the … line of longitude.

A 30 degrees west
B 15 degrees east
C 15 degrees west
D 30 degrees east

1.1.12 The following product(s) is/are part of the duty-free goods allowed into South Africa in limited quantities at an airport:

A Plants
B Meat
C Perfume
D Weapons

1.1.13 Tourists should take precautions against the following travel-related infectious diseases:

A Cholera, typhoid fever, malaria
B Cholera, typhoid fever, diarrhoea
C Cholera, typhoid fever, thrombosis
D Cholera, typhoid fever, mountain sickness

1.1.14 The practice of selecting a group of people and offering them a particular product is known as …

A group marketing.
B target marketing.
C mix marketing.
D direct marketing.

1.1.15 The picture below illustrates the company's commitment towards …

A the Ramsar Convention on Wetlands.
B the triple bottom line.
C the Kyoto Protocol.
D the World Heritage Convention.

1.1.16 The first South African city to develop an energy strategy that emerged from (came out from) the Kyoto Protocol:

A Johannesburg
B Cape Town
C Durban
D Pretoria

1.1.17 These three cities hosted summits on climate change:

A Kyoto, Paris, New York
B Kyoto, Copenhagen, Durban
C Kyoto, Paris, Cape Town
D Kyoto, Copenhagen, Johannesburg

1.1.18 A conference or meeting of high-level leaders, usually called to develop a programme of action:

A Convention
B Protocol
C Summit
D Seminar

1.1.19 A face-to-face method to obtain customer feedback:

A The company asks customers to complete an electronic survey on their website.
B A staff member phones a customer and asks feedback on a service received.
C The company sends an SMS message and asks the customer to rate a product or service.
D The waiter in a restaurant asks the customers if they were satisfied with the food.

1.1.20 This logo represents ...

A South African Tourism.
B the FIFA 2010 World Cup.
C the Department of Tourism.
D South Africa. (20 x 1) (20)

1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 passport.

1.2.1 The time difference between South Africa and Tokyo is (eleven/seven) hours. (1)

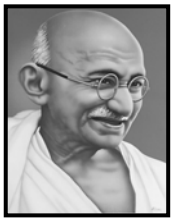
1.2.2 The international date line is situated along the (180/120) degree line of longitude. (1)

1.2.3 The currency code for Zambia is (ZKW / ZMK). (1)

1.2.4 Small specialist markets are also known as (promotion/niche) markets. (1)

1.2.5 (Malaria/Yellow fever) is transmitted by a female mosquito bite. (1)

1.3 Complete the following paragraph, based on a quotation by Mahatma Gandhi, on the importance of a customer to any business, by choosing the word/term from the list below. Write only the word/term next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.



outsider; dependent; customer; opportunity; interruption

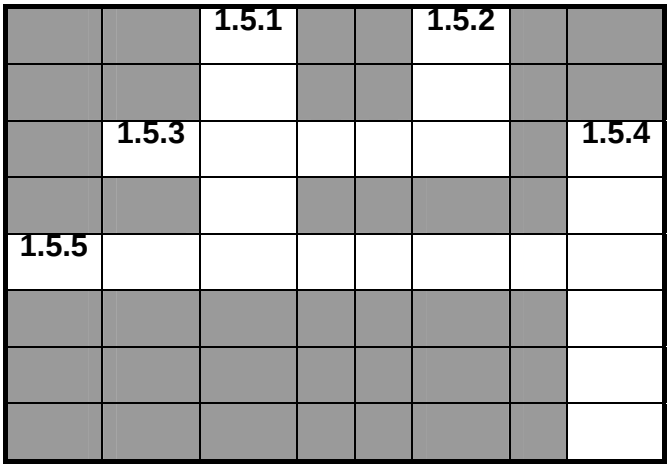
A (1.3.1) … is the most important visitor on our premises. He is not (1.3.2) … on us; we are dependent on him. He is not an (1.3.3) … in our work; he is the purpose of it. He is not an (1.3.4) … in our business; he is part of it. We are not doing him a favour by serving him; he is doing us a favour by giving us an (1.3.5) … to do so. (5 x 1) (5)

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

COLUMN A		COLUMN B	
1.4.1	This technology allows you to duplicate large quantities of hard copies of documents.	A	mass SMS bundles
		B	laptop
1.4.2	This technology allows companies to send quick, short and direct marketing messages to a large number of potential clients.	C	cellphone
		D	photocopier
		E	fax machine
1.4.3	This technology can be used to send hard copies of documents to customers in another city.	F	computer
1.4.4	This portable technology is used to produce electronic documents and is not limited to use in an office.		
1.4.5	This technology is useful to communicate verbally and can perform other useful functions that could previously only be done in an office.		

(5 x 1) (5)

1.5 Complete the crossword puzzle. The clues (1.5.1–1.5.5) are given below. Write only the word/term next to the question number (1.5.1–1.5.5) in the ANSWER BOOK. DO NOT copy the crossword puzzle into your ANSWER BOOK.



CLUES:

1.5.1 (Down) Tourism that allows tourists the opportunity to travel to the moon (1)

1.5.2 (Down) The organisation responsible for up-to-date information on travel-related health issues (1)

1.5.3 (Across) One of the budget airlines operating within South Africa (1)

1.5.4 (Down) The 2014 FIFA World Cup will take place in this country in South America (1)

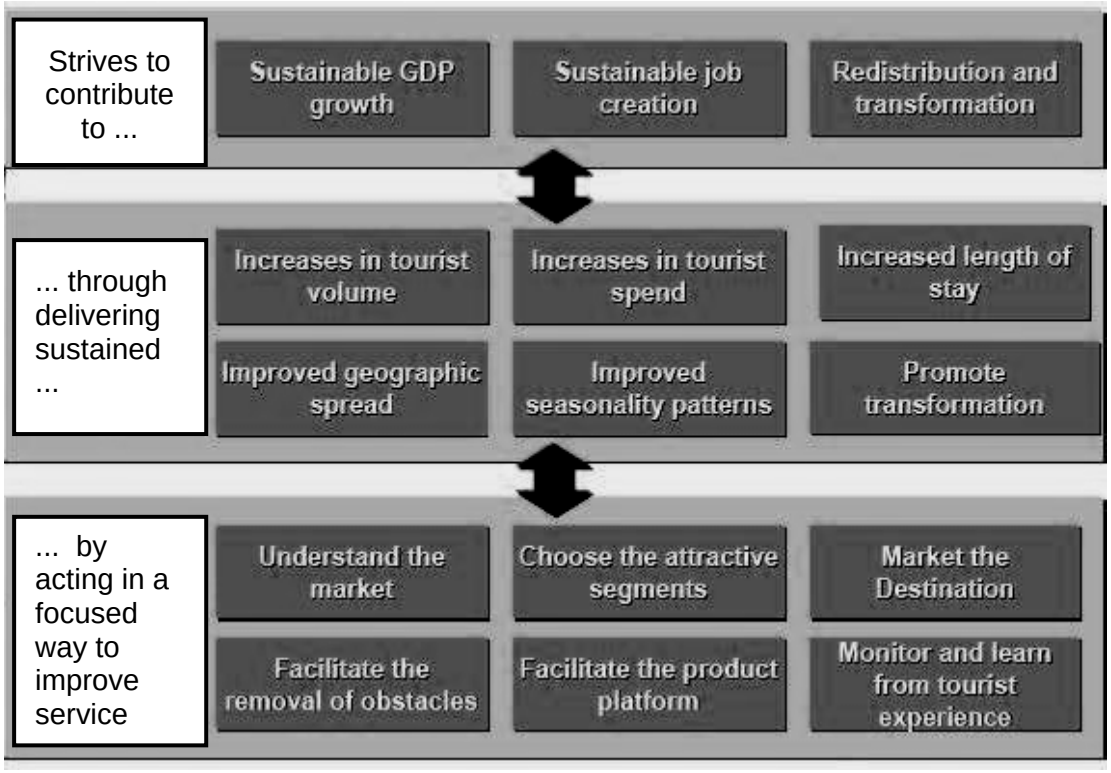
1.5.5 (Across) The Gautrain has extended its routes from OR Tambo International Airport to ... (1)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 The flow diagram below illustrates how South Africa plans to make its domestic tourism industry grow.



[Source: *DTGS 2006*]

2.1.1 Name the strategy used by the National Department of Tourism to improve tourism growth in South Africa. (1)

2.1.2 To improve tourism growth in South Africa, the government will try hard to support and promote sustainable GDP growth.

(a) What does the term (acronym) *GDP* stand for? (2)

(b) Suggest ONE way in which increases in tourist spend(ing) will promote GDP growth. (2)

2.1.3 From the flow diagram above, identify TWO approaches the government will use to improve its service delivery. (4)

2.1.4 Suggest ONE way in which a destination can encourage tourists to stay longer. (2)

2.1.5 The government will strive to contribute to the redistribution and transformation of the tourism industry.

(a) Name TWO government strategies that have been put in place to address the redistribution and transformation of the tourism industry. (2)

(b) Suggest ONE way in which the tourism industry will meet the government's objective of reducing unemployment and creating jobs in South Africa. (2)

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

TOURISM TAKEN TO TOWNSHIPS

A tourism awareness road show was held to promote tourism in the city's most underprivileged areas. This initiative was undertaken by the Buffalo City Municipality and its partners as part of Tourism Month. Communities were informed about the importance of tourism and the role each community could play in promoting the industry. The aim of the road show was to invite communities to participate in tourism and make them feel that they are part of this important industry.

According to the municipality, international tourists often visited these areas to learn about their rich history. Despite this, the locals did not understand the value of having international tourists in their areas. Councillor Luntu Bobo said: '… this, then, becomes a wasted opportunity. We need to have bed and breakfasts in these areas so that some of these tourists can spend the night there and experience the things they learn about our townships and rural areas.'

The city also wants to involve all communities in developing tourism. They have programmes that aim to train the people in ways in which they can use their skills to benefit from tourism.

[Source: www.southafrica.net]

2.2.1 Give ONE reason why the Buffalo City Municipality introduced the community road show. (2)

2.2.2 Name the organisation that will facilitate (make possible), manage and certify the skills training programmes proposed by the Buffalo City Municipality. (2)

2.2.3 According to the municipality, international tourists often visited these areas to learn about their rich history. Despite this, the locals did not understand the value of having international tourists in their areas. Councillor Luntu Bobo said: '… this, then, becomes a wasted opportunity.'

(a) Explain why Councillor Luntu Bobo regards this as a missed opportunity. (2)

(b) Name ONE entrepreneurship opportunity that can be developed using the culture of the local people. (2)

2.2.4 Discuss how increasing the length of stay of the international tourists in the area can lead to the upliftment of the community. (2)
[25]

QUESTION 3

3.1 Read the extract from the website www.satsa.com below and answer the questions that follow.

> SATSA
> Southern Africa Tourism Services Association
> When seeking tourism services in Southern Africa, whether you are a tourist or from the travel trade, be sure to use a SATSA member. SATSA is aware of the importance of a high standard of service excellence within the tourism industry and therefore provides a strict code of conduct for SATSA members.

3.1.1 Explain what a *code of conduct* is. (2)

3.1.2 Service excellence has an impact on economic growth.

(a) Do you agree with this statement? (1)

(b) Give ONE reason for your answer. (2)

3.1.3 Suggest why a tourist will choose a tourism business that is a member of SATSA. (2)

3.2

CAREER SPOTLIGHT

Planning for a career in any area of tourism is an excellent investment in your future. As the fastest growing industry in the world, new job opportunities are being created and the skills needed to fill these positions require a wide range of interests and abilities. Jobs can range from operational roles to supervisory, management or executive positions. Like in most other industries, entry-level positions often lead to bigger and better opportunities. Below are the job descriptions of the different positions available within the tourism industry:

Operational positions (front-line staff) – These involve direct contact with tourists.
Supervisory positions – People in these positions hire, manage, motivate and provide support to the front-line staff.
Management positions – These positions involve budgeting, planning and managing staff in order to help employees and the organisation to grow. There may also be interaction with other tourism sectors and community involvement.
Executive positions – Executives are often responsible for several departments or divisions, and usually work at regional, national or international level.

In the box below are four examples of possible career opportunities in the tourism industry.

- Executive Housekeeper
- Tourism Indaba Event Coordinator
- Vice-president of Protea Hotels
- Concierge

Select the most suitable careers in the box for the positions given below, for example 3.2.5 Operational position – tourist guide.

3.2.1	Operational position	(2)
3.2.2	Supervisory position	(2)
3.2.3	Management position	(2)
3.2.4	Executive position	(2)
		[15]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 4

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

Molatedi Community Village

COMMUNITY ECOTOURISM

Thakadu River Camp has been awarded a certificate for demonstrating fair and responsible tourism development in South Africa. Thakadu is a five-star, community-owned, tented safari camp within the Madikwe Game Reserve in the North West. Thakadu is an ecotourism partnership between North West Parks, the Molatedi community and the Madikwe Collection. This partnership concept is an innovative (new) approach to community development in South Africa, whereby (in the case of Thakadu) the community owns the assets. This means that the Molatedi community has a 45-year lease to operate a commercial lodge within the Madikwe Game Reserve. The concept is unique in South Africa because the community owns the development with substantial benefits and profits in terms of economic gain as well as skills development. This approach to socio-economic development is consistent with the objectives of the people of the local area. They believe that not only should the environment be preserved (looked after), but sustainable jobs should be created by this development. The community is now in partnership with Madikwe Game Reserve in conservation efforts to protect the environment and the wildlife of the reserve.

[Source: www.thakadurivercamp.co.za]

4.1.1 Name the organisation in the extract that awarded a certificate to Thakadu River Camp for demonstrating fair and responsible tourism development in South Africa. (1)

4.1.2 Complete the phrase:

The triple bottom line means that responsible tourism should be …

(a) … responsible,
(b) … responsible and
(c) … responsible. (3)

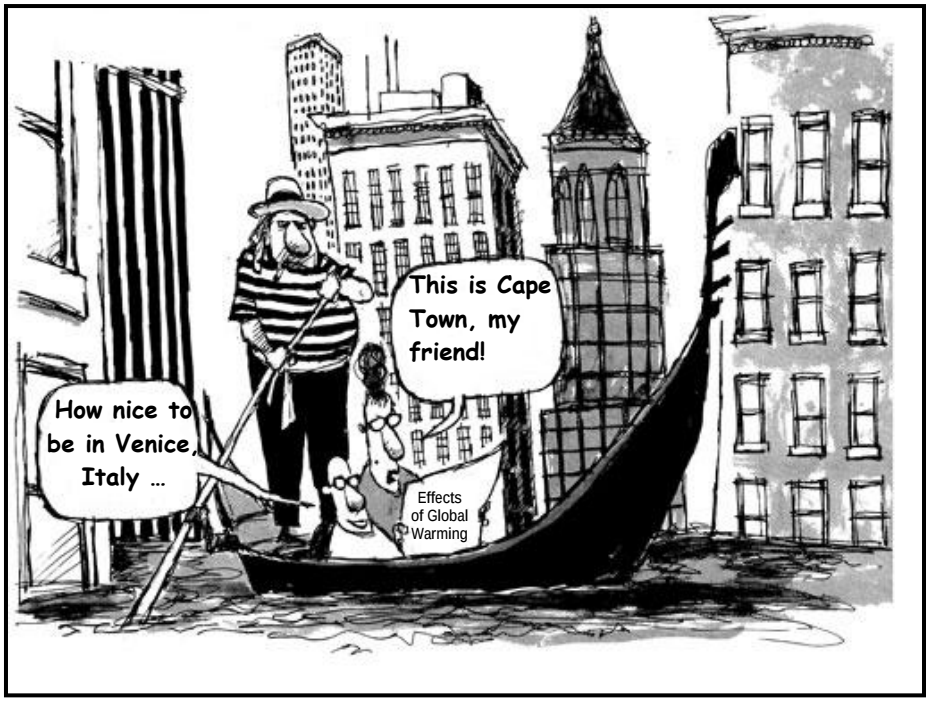
4.1.3 Use examples from the extract to illustrate how EACH pillar of the triple bottom line, referred to in QUESTION 4.1.2, is being practised at Thakadu River Camp. (6)

4.1.4 (a) Name ONE of the role-players involved in this tourism venture. (1)

(b) Describe the responsibility of the role-player mentioned in QUESTION 4.1.4(a). (2)

4.1.5 Explain how this community project differs from other tourism community projects. (2)

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



4.2.1 Identify the environmental problem in the cartoon that affects each one of us. (1)

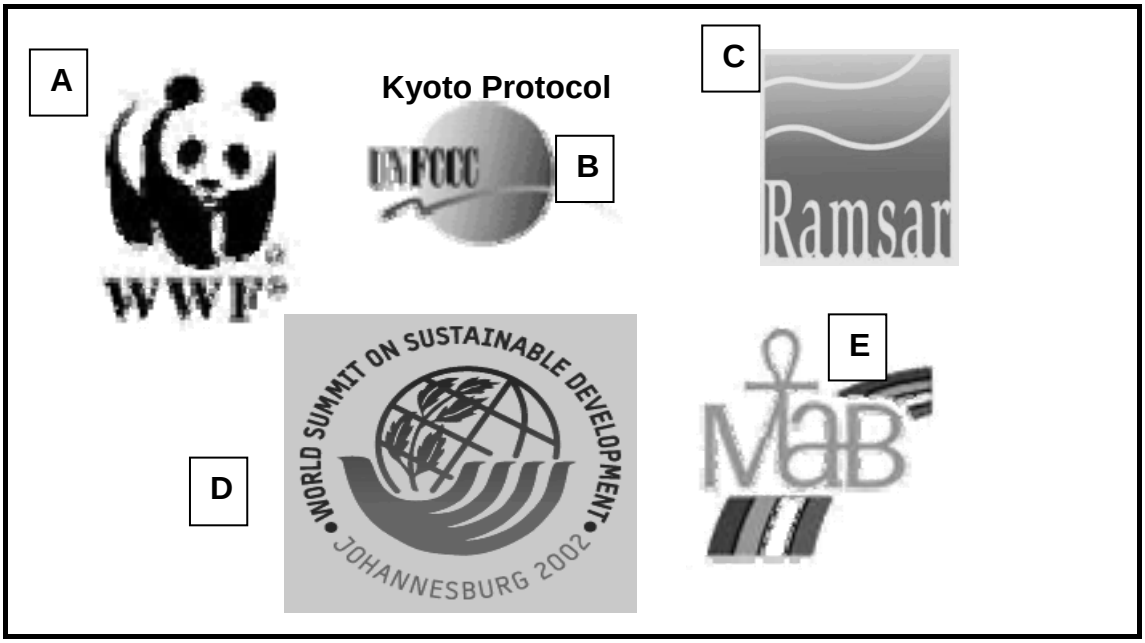
4.2.2 Give ONE possible reason why the water has risen into the streets of Cape Town. (2)

4.2.3 The environmental problem in QUESTION 4.2.1 is of great concern to the tourism industry.

(a) Explain ONE way in which a hotel can make tourists aware of their responsibility to save energy in their rooms. (2)

(b) Name TWO ways in which tourists can save energy while staying in a hotel. (4)

4.3 Match the logos of organisations (A–E) with the examples of global efforts that aim to protect the environment (4.3.1–4.3.5). Write down only the letter (A–E) next to the question number (4.3.1–4.3.5), for example 4.3.6 F.



4.3.1 This summit aims to commit countries to sustainable development for present and future generations through cooperation and various strategies. (1)

4.3.2 The objective of this convention is to protect and conserve wetlands. (1)

4.3.3 This programme focuses on research and monitors protected areas (biosphere reserves) in the main ecosystems on the planet. (1)

4.3.4 This fund aims to stop the degradation (ruining) of the planet's natural environment and to build a future in which humans live in harmony with nature. (1)

4.3.5 During this gathering, countries aim to reduce greenhouse gases in an effort to prevent climate change. (1)

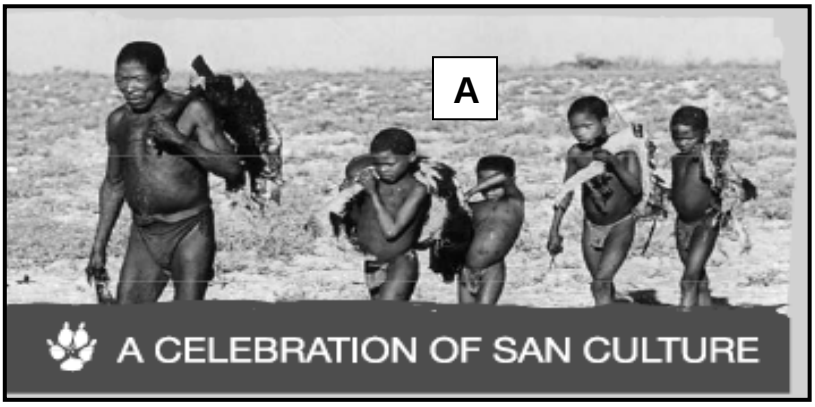
[29]

QUESTION 5

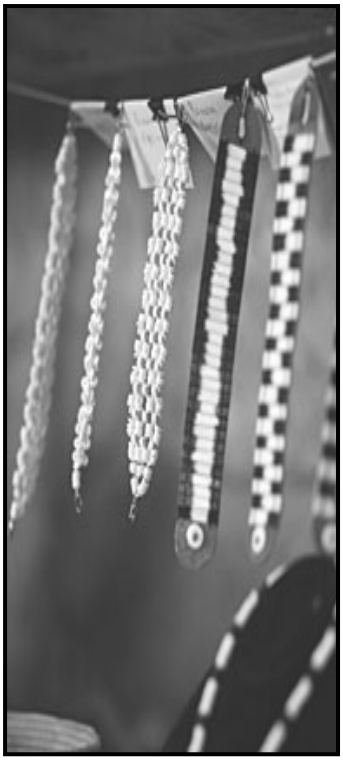
5.1 Read the extract below and answer the questions that follow.

!Khwa ttu
SAN SPIRIT DISCOVERED

FAIR TRADE IN TOURISM SOUTH AFRICA



!Khwa ttu, the San Education and Culture Centre, is dedicated to the culture and heritage of the San people of Southern Africa.
!Khwa ttu is based on the theme 'A celebration of the San culture, present and past, for a better future'.

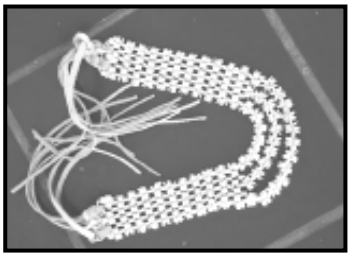


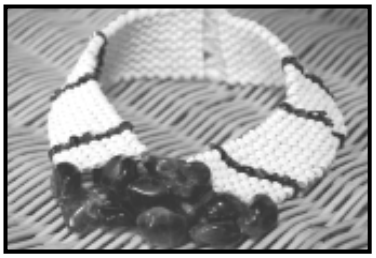
!KHWA TTU CRAFT SHOP

The !Khwa ttu shop offers the San craftsmen of Southern Africa an attractive outlet for their products. Some of the most beautiful crafts found in the shop are made from ostrich eggshells using only simple hand tools.

In the shop you can purchase San paintings, bows and arrows, wooden carvings and many more items.

Fair trade practices are applied.





[Source: www.Khwattu.org]

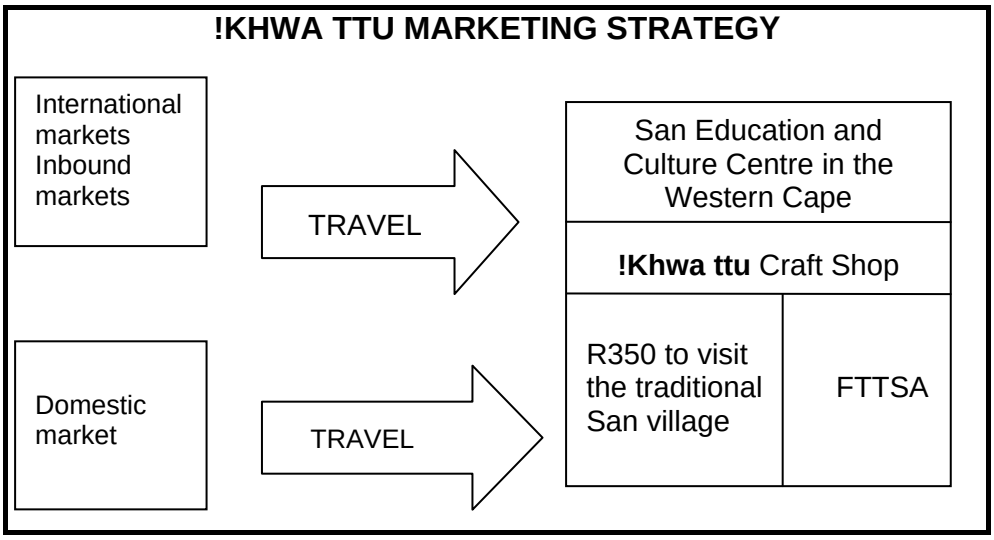
5.1.1 From the pictures and the extract, identify TWO cultural products that distinguish the San people from other indigenous cultural groups in South Africa. (2)

5.1.2 Refer to the frame labelled **A**, *A Celebration of San Culture.*

Identify ONE unique product that the San people can use as a cultural tourist attraction. (2)

5.1.3 Discuss how the heritage of the San people has contributed to the historical significance of our country. (2)

5.1.4



From the above diagram, identify examples of the marketing mix according to:

(a) Price (1)

(b) Product (1)

(c) People (1)

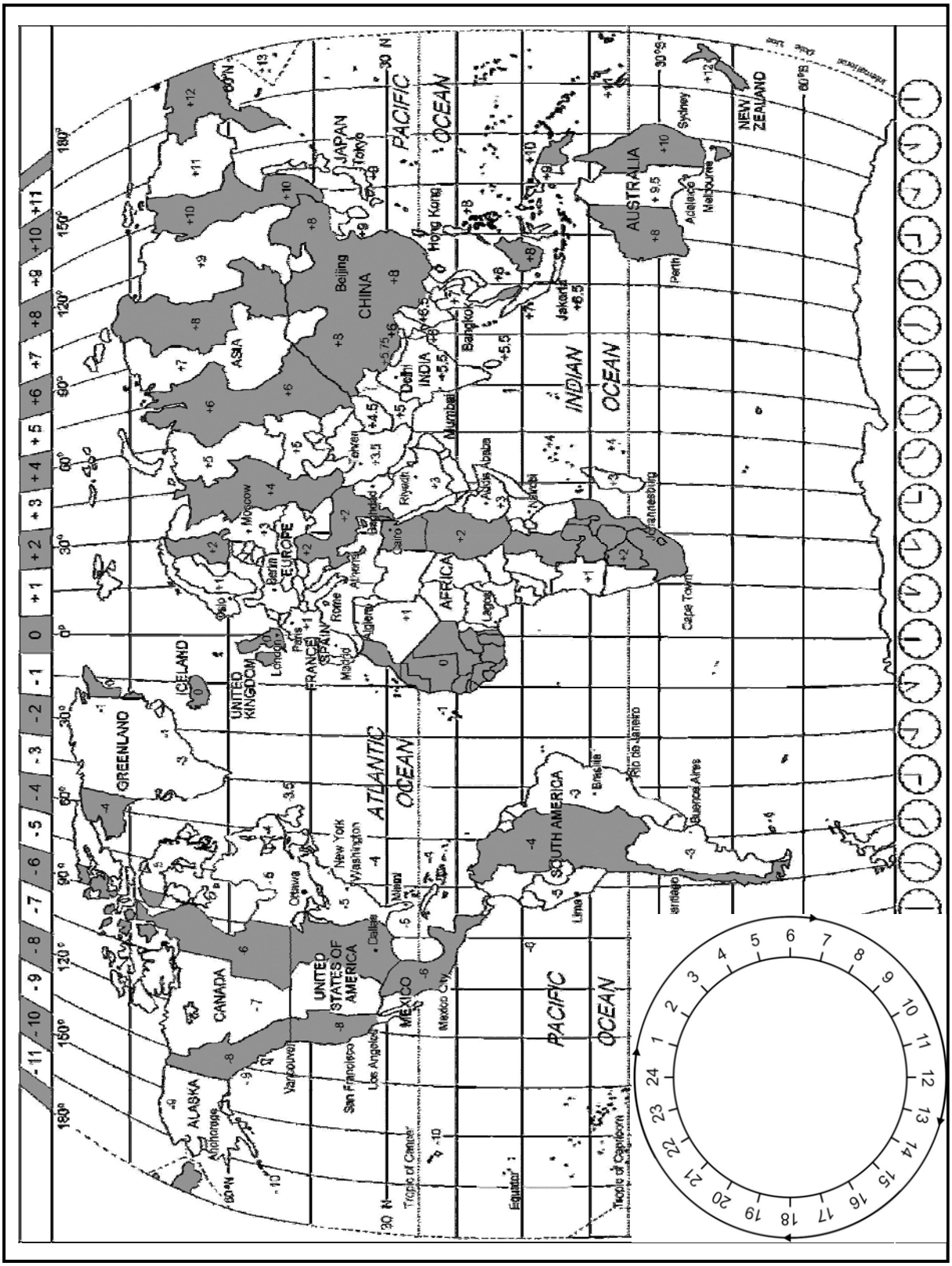
5.1.5 Explain why their FTTSA certification is included as part of the !Khwa ttu marketing strategy. (2)
[11]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 Study the World Time Zone map below and answer the questions that follow.



Study the story board below and answer the questions that follow.

[Source: www.kickinthehead.org]

6.1.1 Complete the following sentence:

The tourist in the storyboard is most likely suffering from … (1)

6.1.2 Besides being tired and having a disturbed sleeping pattern, name TWO other symptoms that the tourist suffering from the condition in QUESTION 6.1.1, would display. (2)

6.2 Mrs Nevada, a business woman from New York, visited Tokyo for a five-day business conference.

6.2.1 During the conference, she urgently needed documentation to be faxed to her from her office in New York. She placed a call to her office at 16:00 Tokyo time.

(a) Calculate the time and day (previous day/same day/next day) that the call would have been received in New York. Ignore DST. Show ALL your calculations. (4)

(b) Do you think this is a suitable time to call her office? (1)

(c) Motivate your answer to QUESTION 6.2.1(b). (2)

6.2.2 Her flight from New York departed on Thursday 17 January at 16:00. The flying time from New York to Japan was 14 hours.

Calculate the time and day or date the flight arrived in Japan. Ignore DST. Show ALL your calculations. (4)

6.2.3 Mrs Nevada would like to undertake a five-day independent tour of Tokyo after the conference.

State TWO elements of tour planning she should consider when planning her tour. (2)

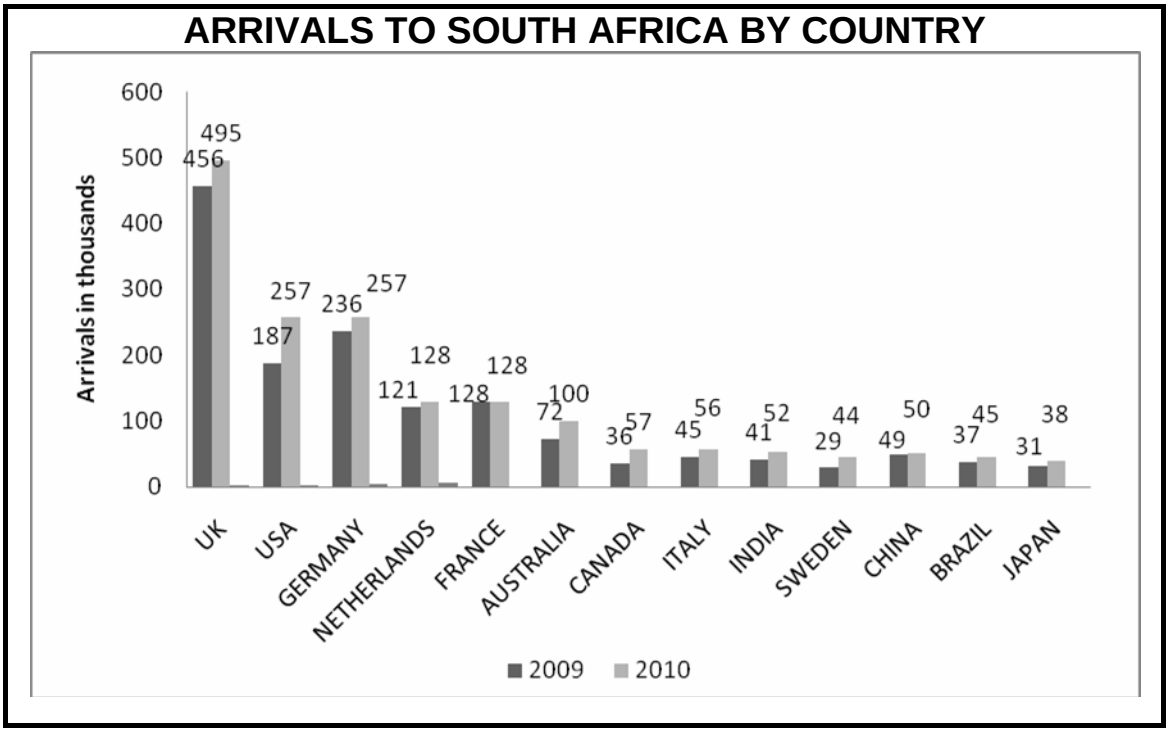
6.2.4 Explain to Mrs Nevada why it is important for her to consider the following information before her trip:

(a) Health precautions

(b) Climate

(c) Travel insurance (6)

6.3 Study the graph below depicting *Arrivals to South Africa by Country* and answer the questions that follow.



6.3.1 Determine which of the two countries, the USA or the United Kingdom, had the largest increase in arrivals between 2009 and 2010. (2)

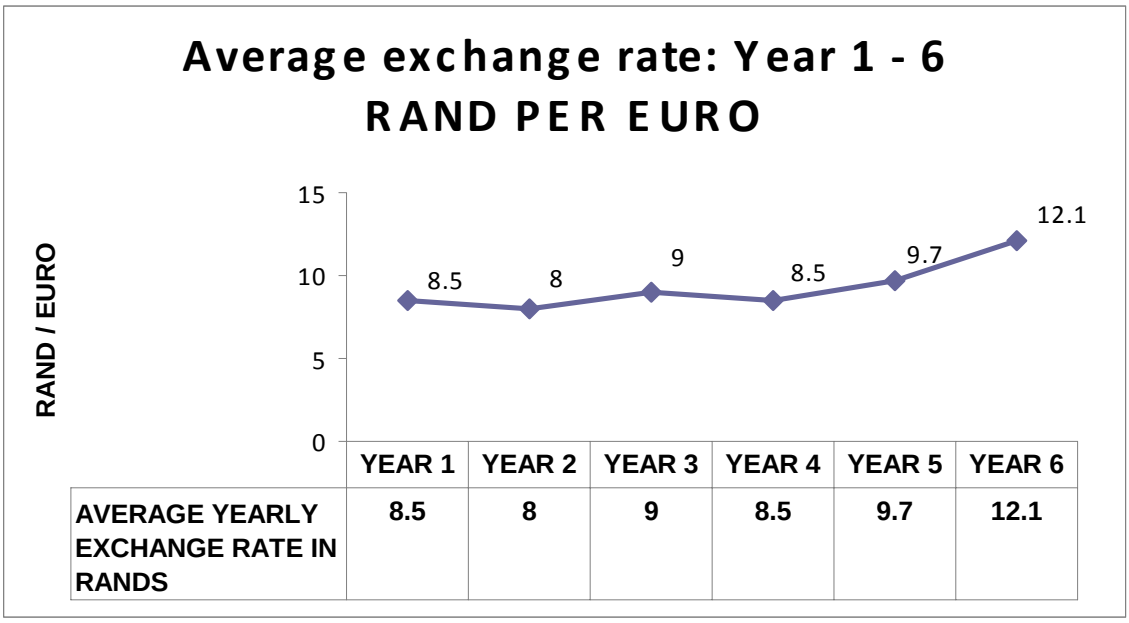
6.3.2 All the countries indicated on the graph are regarded as long-haul markets by SA Tourism.

Explain your understanding of the term *long-haul markets.* (2)

6.3.3 Identify the TWO top long-haul markets from the graph. (2)

6.3.4 Besides France, all other countries showed an increase in arrivals in 2010. Give ONE possible reason for this increase. (2)

6.4 Study the graph below and answer the questions that follow.



	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5	YEAR 6
AVERAGE YEARLY EXCHANGE RATE IN RANDS	8.5	8	9	8.5	9.7	12.1

6.4.1 A group of ten young ecotourists from Europe have visited South Africa every year for the past six years.

(a) Identify the year in which the rand was the strongest against the euro. (1)

(b) Give a reason for your answer to QUESTION 6.4.1(a). (2)

6.4.2 Answer the questions below by comparing the average yearly exchange rates in the table above.

(a) In which year did they receive the best value for their currency? (1)

(b) Give a reason for your answer to QUESTION 6.4.2(a). (2)

6.5 Use the exchange rates below to answer the questions that follow.

CURRENCY	RAND
GBP	10,60
EURO	9,44
USD	6,50

A tourist from England would like to buy ZAR for his visit to Cape Town.

The total cost of his visit is as follows:

- Accommodation = R5 440,00
- Transport = R2 300,00
- Meals and drinks = R2 573,00
- Gifts and activities = R3 800,00

6.5.1 Calculate the total cost of his visit in his own country's currency. (3)

6.5.2 He buys a gift worth R1 025, 00 for his sister in New York. Calculate the cost of the gift in her country's currency. (3)

6.6 Study the extract below and answer the questions that follow.

THE SUN SETS ON ZIMBABWE TOURISM

Since the political instability in Zimbabwe, the country has experienced the following:

- Tourism has steadily declined.
- After a major rise during the 1990s, industry figures described a 75% fall in visitors to Zimbabwe.
- Less than 20% of hotel rooms occupied.

This has had a negative impact on the Zimbabwean economy. Thousands of jobs were lost due to companies closing down or simply being unable to pay staff wages.

6.6.1 Explain the meaning of the heading, 'The Sun Sets on Zimbabwe Tourism', in your own words. (2)

According to the extract, the political instability in Zimbabwe has negatively affected the people, the country and the economy.

6.6.2 Explain TWO negative impacts of the political situation on tourism in Zimbabwe. (4)

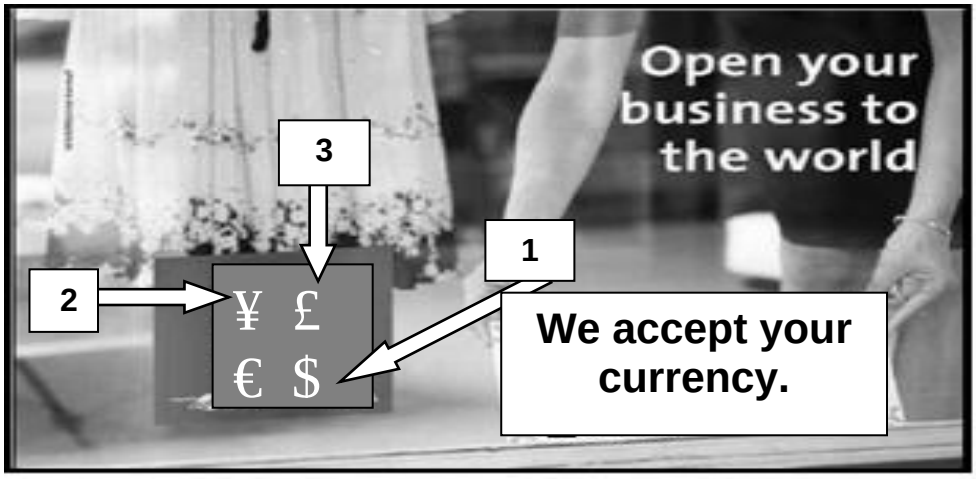
6.6.3 Suggest ONE way in which a guesthouse owner in Zimbabwe can attract more guests to his or her business. (2)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1 The picture below shows how businesses in the tourism industry adapt the way they do business to meet the needs of international tourists. Study the picture and answer the questions that follow.



7.1.1 Explain why shopping at the business in the picture will be convenient for some international tourists. (2)

7.1.2 Name the countries, indicated as **1**, **2** and **3** in the picture, whose currencies are accepted by this business. (3)

7.1.3 State ONE way in which this business will benefit from accepting more than one international currency. (2)

7.2 Study the picture below and answer the questions that follow.

This form of customer feedback has been spotted in the bathrooms of the OR Tambo International Airport.

7.2.1 Give ONE reason why the Airports Company of South Africa (ACSA) put up these notices in the bathrooms at the airport. (2)

7.2.2 Explain why the company gives the bathroom a number (**C2F**). (2)

7.2.3 You visited the bathroom recently and found it very clean and hygienic. Use the instructions in the picture below and complete **A** and **B** together with your feedback to the company.

A (1)

B (4)

7.3 Study the picture below and answer the questions that follow.

Every staff member in a business is responsible for excellent customer service.

7.3.1 Give ONE reason why the customers at this restaurant left this message on the table. (1)

7.3.2 Name ONE form of written customer feedback that could be used by restaurants. (1)

7.3.3 (a) Do you think that this message can be considered a form of customer feedback? (1)

(b) Motivate your answer to QUESTION 7.3.3(a). (2)

7.3.4 (a) State who should be accountable for the frustration of the customers in this incident. (2)

(b) Suggest ONE corrective action that can be taken by management that will lead to improved customer service. (2)

[25]

QUESTION 8

The management team of Bingo Airlines in Johannesburg have been called to an emergency meeting.

8.1 From the picture above, identify the problem that the team has to solve. (1)

8.2 Give ONE reason why it is important to work together as a team in a crisis situation like this. (2)

8.3 From the picture, identify TWO forms of technology that can be used to communicate with the airport staff. (2)
[5]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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