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SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2021

MARKS: 200

TIME: 3 hours

This question paper consists of 24 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL steps of the calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	200	180

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 numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

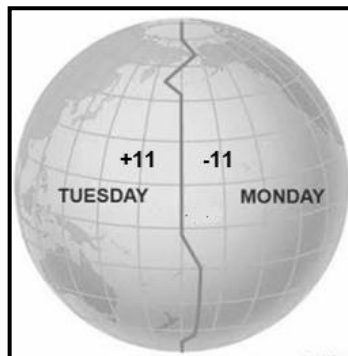
1.1.1 The Covid-19 pandemic restricted travel worldwide. South Africa permitted ... travel first to support the recovery of the tourism industry.

- A international
- B transcontinental
- C interprovincial
- D intraprovincial

1.1.2 Sleeping under mosquito nets at accommodation establishments in tropical areas is a measure to prevent contracting these diseases:

- A Tetanus and Ebola virus
- B Hepatitis A and hepatitis B
- C Yellow fever and malaria
- D Bilharzia and cholera

1.1.3 The time difference when a tourist on the +11-time zone calls a friend on the –11-time zone:

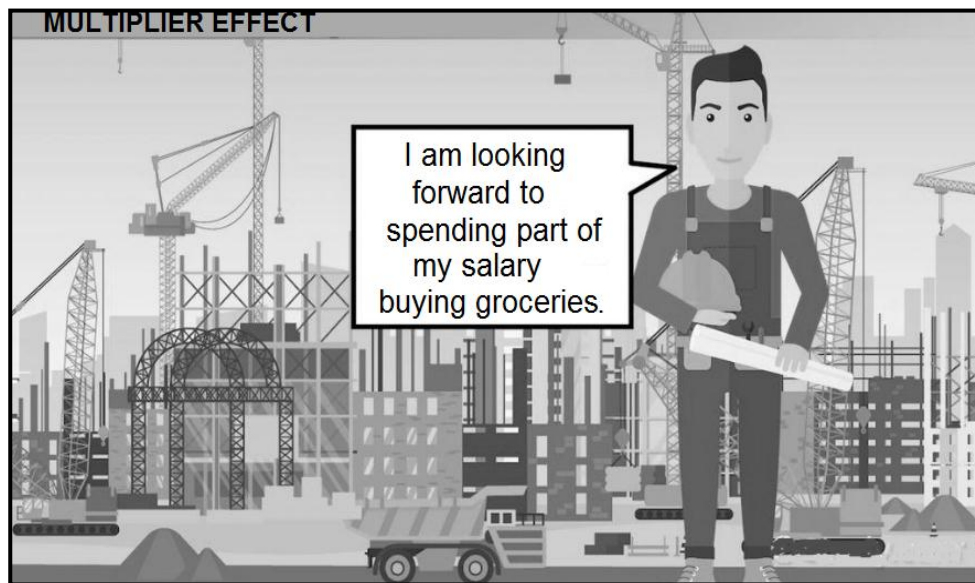


- A 2 hours
- B 0 hours
- C 22 hours
- D 24 hours

1.1.4 A tourist who prefers luxury travel will ...

- A stay at a three-star hotel in the city centre.
- B put together an expensive and exclusive tour package.
- C go on a packaged tour as part of a big group.
- D share a room in order to save on costs.

- 1.1.5 The construction worker below works for a company building a new hotel. This is one way in which the multiplier effect is set in motion:



- A More hotels are being built, decreasing the accommodation capacity.
- B The city is becoming overcrowded and people are moving to rural areas.
- C After being busy the whole day, the worker goes home and relaxes.
- D The worker and the supermarket earn money from the hotel being built.
- 1.1.6 A site characterised by different architectural styles providing information about the Mayan culture:
- A Petra
- B Chichen Itza
- C Berlin Wall
- D Venice
- 1.1.7 The Great Wall of China is found on this continent:
- A North America
- B Africa
- C Asia
- D South America
- 1.1.8 The TOMSA 1% tourism levy is collected by these sectors:
- A Accommodation, car rental and tour operators
- B Public, private and financial
- C Food and beverage, and attraction
- D Transportation, events and conferences

- 1.1.9 This World Heritage Site contains outstanding ecological and biological examples of fynbos vegetation:
- A Cradle of Humankind
 - B iSimangaliso Wetland Park
 - C Cape Floral Region
 - D Barberton Makhonjwa Mountains
- 1.1.10 Offering a discounted ticket price to enter the Taj Mahal will be viewed as a ... that will contribute to the success of the attraction.
- A evacuation plan
 - B crime preventative measure
 - C universal access measure
 - D marketing strategy
- 1.1.11 Solving ethical challenges ... in the workplace.
- A promotes integrity
 - B describes the holiday environment
 - C is part of the contract of employment
 - D guides the dress code
- 1.1.12 Grooming refers to ...
- A verbal communication.
 - B working hours.
 - C personal hygiene.
 - D fringe benefits.
- 1.1.13 When an employee is unfairly dismissed, the Basic Conditions of Employment Act, 1997 (Act 75 of 1997) and the ... form the basis for negotiations between the employer, the union and the employee.
- A contract of employment
 - B marriage contract
 - C valid passport
 - D health certificate
- 1.1.14 FTT (Fair Trade Tourism) is the organisation responsible for ...
- A the grading of accommodation establishments.
 - B policymaking in the Department of Tourism.
 - C funding of start-up companies and tourism SMMEs.
 - D certification of sustainable tourism businesses.
- 1.1.15 Reduce, re-use, recycle are environmentally conscious initiatives that support the ...
- A eradication of alien plants.
 - B procurement of local products.
 - C management of waste.
 - D impact of Covid-19.

- 1.1.16 Geocaching is a hide-and-seek, outdoor recreational activity using a GPS (global positioning system) to find mystery prizes at specific locations.

When participants from all over the world travel to various destinations to participate in geocaching activities, this can be classified as a ...

- A conference.
- B local event.
- C festival.
- D global event.

- 1.1.17 One regulation imposed on restaurants during the Covid-19 pandemic in 2020:

- A Maintain social distancing by arranging tables two metres apart.
- B Prepare food away from customers' view.
- C Remove shoes before entering the restaurant.
- D Customers must supply their own hand sanitisers.

- 1.1.18 Foreign market share in tourism refers to the ...

- A percentage of profit sharing with other stakeholders of foreign tourist arrivals in South Africa.
- B foreign income that is earned from all foreign trade, including imports and exports.
- C percentage of foreign tourists to South Africa in relation to other competing destinations.
- D number of foreign companies that operate within the borders of South Africa.

- 1.1.19 The trend in the hotel occupancy rate from July to September for the period 2018 and 2019 in the table below shows ...

HOTEL OCCUPANCY RATE	JULY TO SEPT. 2018	JULY TO SEPT. 2019	DIFFERENCE
	51,1%	51,0%	- 0,1%

- A no difference in the demand for hotel accommodation.
- B decline in the demand for hotel accommodation.
- C positive growth in the demand for hotel accommodation.
- D increase in travel patterns between the two years.

- 1.1.20 A dissatisfied tourist goes into a travel agent's office to complain about incorrect travel arrangements.

The type of customer feedback used in this case:

- A Online complaint
 B Legal complaint
 C Written complaint
 D Face-to-face complaint (20 x 1) (20)

- 1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

tourist guide; budget; passport; optional extras; special needs; itinerary; single supplement; attractions; visa; hepatitis C vaccination

- 1.2.1 A recommended health precaution
- 1.2.2 A group of tourists who are abstaining from (do not eat) meat due to religious reasons
- 1.2.3 An excursion or activity not included in the original travel plan
- 1.2.4 Places of interest visited by many tourists
- 1.2.5 A document prepared by a travel agent that includes accommodation, meals and transport (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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 passport.

- 1.3.1 (Litter control/Noise pollution control) reduces the announcements made at the arrival and departure terminals at an airport.
- 1.3.2 The (logo/environmental policy) forms part of the branding of a tourism business.
- 1.3.3 (Discounted travel/Maternity leave) can be regarded a fringe benefit for a person working at a travel agency.
- 1.3.4 Solving a customer's complaint is a (technical/communication) skill.
- 1.3.5 Companies may change their (salary packages/marketing strategy) to highlight their offerings when hosting a national event. (5 x 1) (5)

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




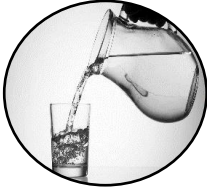



COLUMN A		COLUMN B	
1.4.1	One way in which destinations can attract environmentally conscious tourists	A	the Responsible Tourism Guidelines
1.4.2	The positive and negative impact of tourism on local communities, culture and heritage	B	corporate social investment
1.4.3	Guidelines for sustainability in the tourism industry	C	environmentally friendly gardening
1.4.4	Non-financial support given to the local community by employees of tourism businesses	D	the Covid-19 pandemic
1.4.5	The promotion of indigenous flora and the control of alien invasive plants on the grounds and in indoor gardens of a hotel	E	the social pillar of the Triple Bottom Line
		F	practise the six principles of Fair Trade Tourism

(5 x 1)

(5)

1.5 The images below show the different preventative measures taken to prevent jet lag.

Match the images with the preventative measures given below. Write only the letter (A–F) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 H.

<p>A</p> 	<p>MEASURES TO PREVENT JET LAG</p> 	<p>D</p> 
<p>B</p> 		<p>E</p> 
<p>C</p> 		<p>F</p> 

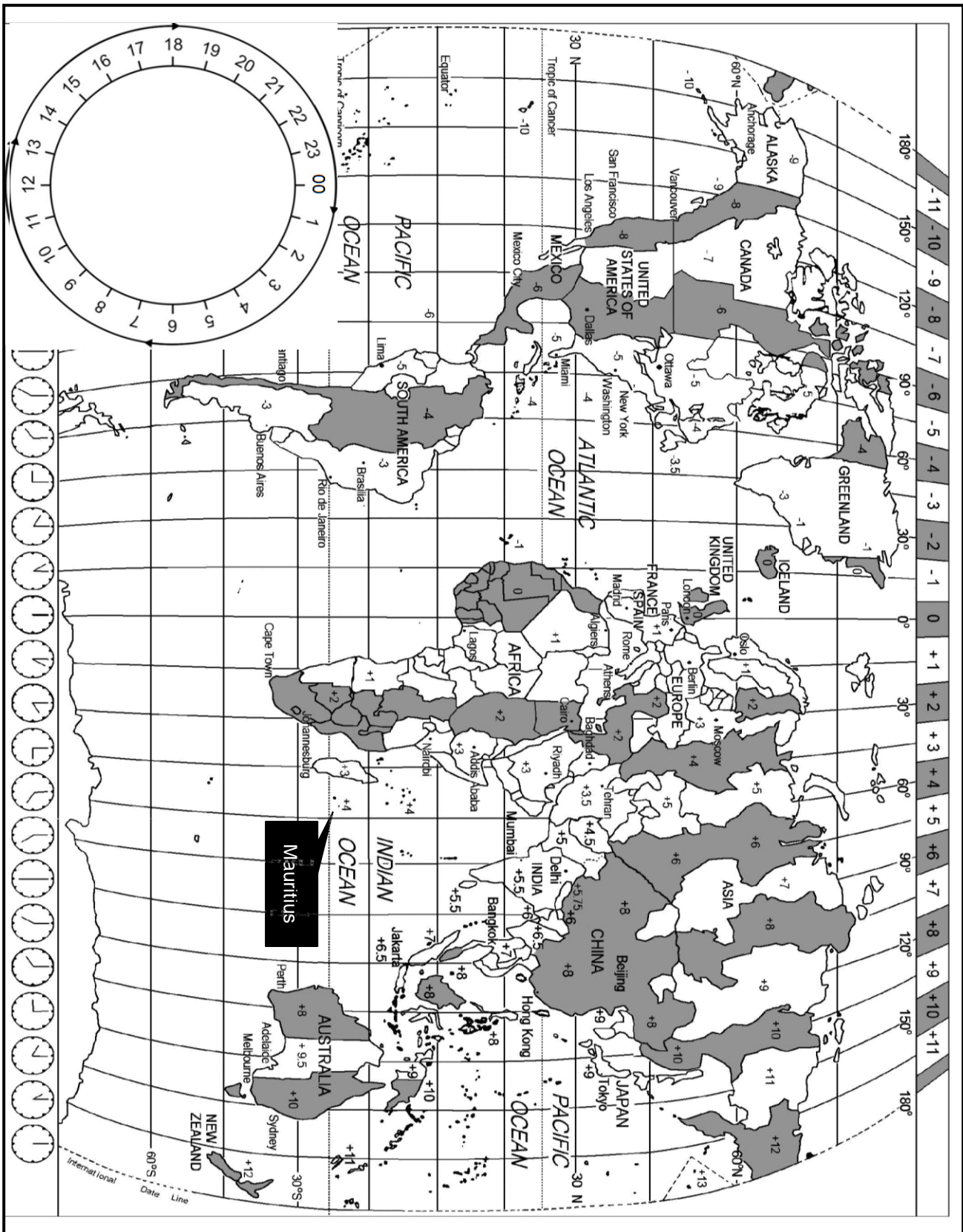
- 1.5.1 Avoid taking sleeping medication on a long-haul flight.
- 1.5.2 Take enough liquids during the flight to avoid dehydration.
- 1.5.3 Eat healthy meals on board.
- 1.5.4 Keep active during a long-haul flight to stimulate blood supply.
- 1.5.5 Avoid caffeine beverages as they affect sleep patterns. (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 and the given information and answer the questions that follow.



SAFE RETURN OF SOUTH AFRICAN CITIZENS



The Covid-19 pandemic affected the whole world in 2020. As a measure to stop the spread of Covid-19, countries closed their borders. Many South African tourists became stranded citizens (unable to leave the country they had visited) and had to be repatriated (brought back) to their country of residence.

The Department of International Relations and Cooperation (DIRCO) assisted South Africans who were stranded in foreign countries through the consulates, embassies and high commissions. The South African embassies established who needed to be repatriated by sending out surveys. DIRCO arranged the repatriation flights. Once a flight was scheduled, the travel arrangements were communicated via WhatsApp to the stranded South Africans. A limited number of seats were available and the elderly or those with medical or special needs received priority.

Barry and Elizabeth Dube, an elderly South African couple, were on holiday in Mauritius in March 2020 during the pandemic. Barry has a heart condition and had sufficient medication for the duration of the holiday. When their stay in Mauritius had to be extended due to the pandemic, he had difficulty in getting his chronic medication from the local pharmacies and clinics. Therefore, the couple had to return to South Africa on a repatriation flight on 30 April 2020.

On arrival at the OR Tambo International Airport, the airport was deserted (empty). There were more police and airport officials than passengers. All the passengers on the repatriation flight were transported by minibuses to passport control and thereafter to the baggage collection point to pick up their luggage. They were then transported in the minibuses to Pretoria, where they were accommodated at a hotel for the quarantine period (stay in isolation).

[Adapted from www.timeslive.co.za and www.dirco.gov.za]

2.1.1 As a result of the Covid-19 pandemic and travel restrictions, the Dube couple was stranded in Mauritius.

State TWO ways in the extract in which the embassies and DIRCO communicated with South Africans stranded in Mauritius during the Covid-19 pandemic.

(4)

2.1.2 Discuss ONE way in which EACH of the travel restrictions (a)–(e) in Mauritius impacted on the Dubes' travel arrangements.

- (a) Itinerary (2)
- (b) Hotel accommodation (2)
- (c) Prescription medication (2)
- (d) Budget (2)
- (e) Duty-free shopping (2)

2.2 Study the flight schedule below and answer the questions that follow.

SPECIAL REPATRIATION FLIGHT SCHEDULE – 30 APRIL 2020			
AIRLINE	DEPARTURE	ARRIVAL	FLYING TIME
Air Mauritius	Mauritius	Johannesburg	
	?	12:00	4 hours 30 min.

2.2.1 Explain ONE reason why there is a time difference between Mauritius and South Africa. (2)

2.2.2 Calculate what time it was in Mauritius when the Dubes arrived in South Africa at 12:00 on 30 April 2020.

Show ALL calculations. (3)

2.2.3 Calculate the departure time of the repatriation flight from Mauritius.

Show ALL calculations. (4)

2.2.4 Do you think the Dubes will suffer from jet lag when they land in South Africa? Give ONE reason for your answer. (2)

2.2.5 Estelle, a friend from London, stayed in the Dubes' home while they were on holiday in Mauritius.

Estelle also had to return to London on a special flight. She departed at 19:00 on 24 April 2020 from the OR Tambo International Airport to London. The flying time was 11 hours.

The United Kingdom practises DST during this period.

Calculate the date and time when Estelle arrived in London.

Show ALL calculations. (7)

- 2.3 2.3.1 Passengers were transferred directly from the aircraft into minibuses. The minibuses took them to the passport control point and then to the baggage collection point. These are not the normal operating procedures at an airport.
- Give ONE reason why it was necessary to transport the passengers in this way. (2)
- 2.3.2 Explain THREE ways in which the repatriation process ensured the health and safety of the South African passengers. (6)
- [40]**

QUESTION 3

Study the information below and answer the questions that follow.

CURRENCY EXCHANGE RATE TABLE		
CURRENCY	BBR	BSR
US dollar	17,33	17,65

- 3.1 3.1.1 Before the Dubes left South Africa, they exchanged R50 000 for USD.
- Calculate the amount the Dubes received in USD. (3)
- 3.1.2 When the Dubes returned to South Africa, they were left with USD62,70.
- Calculate the amount the Dubes would have received when they exchanged the USD for rand. (3)
- 3.2 Explain TWO challenges most tourists would have experienced in exchanging their left-over foreign currency notes when they returned to South Africa. (4)
- [10]**

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING

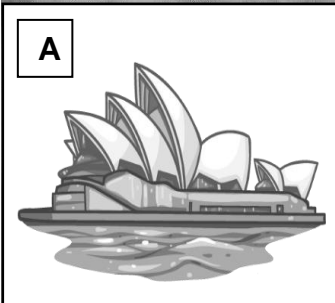
QUESTION 4

4.1 Study the icons below and answer the questions that follow.

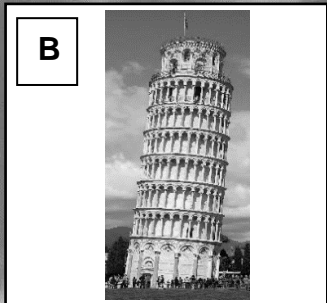
HELP KELLY WIN THE COMPETITION

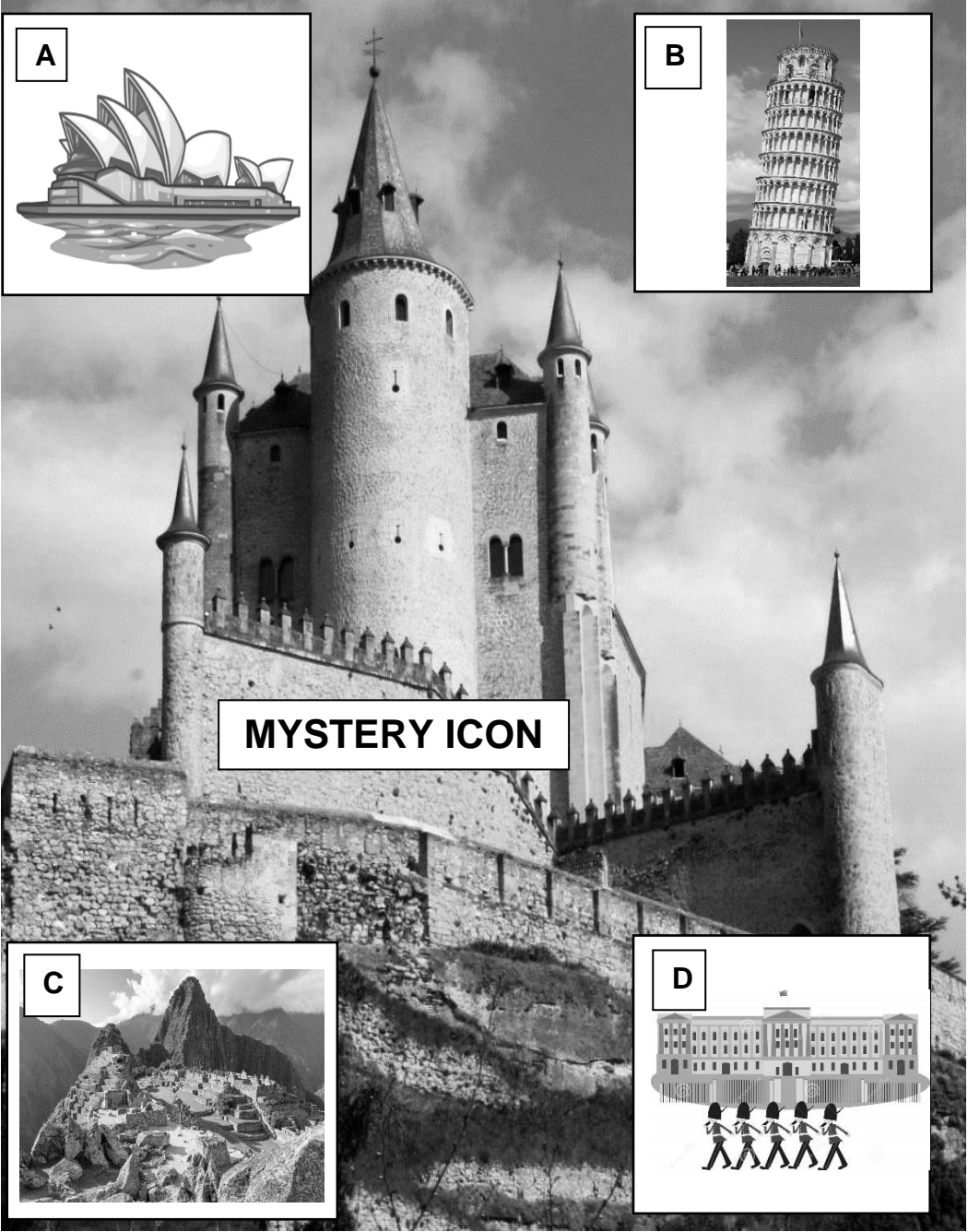
Kelly entered a competition where she had to correctly identify icons A to D and the country in which EACH icon is located in the picture below. The first prize was a trip to the mystery icon in the background.

A



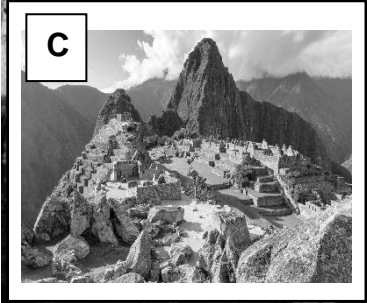
B



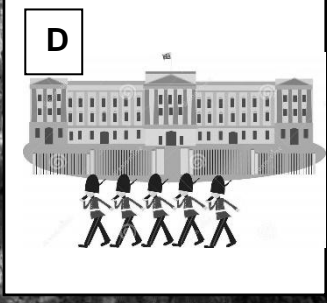


MYSTERY ICON

C



D



[Source: Own design]

- 4.1.1 Identify icons A to D and the country in which EACH icon is located. (8)
- 4.1.2 (a) Identify the mystery icon. (2)
- (b) Name the continent where the mystery icon is located. (2)
- 4.1.3 The icon identified in QUESTION 4.1.2 was initially built as a fortress. (2)
- Name ONE other purpose it was used for over the years. (2)

4.2 Read the case study below and answer the questions that follow.

EGYPT PRESERVES ITS HERITAGE	
<p>The icons in Egypt have always attracted many visitors from all over the world.</p> <p>However, rising groundwater is threatening the existence of the icons. The saline content in the groundwater is eroding the foundations of the ancient structures.</p> <p>There has been an outcry for help to preserve these sites for future generations to enjoy.</p> <p>Egyptian authorities want to implement strategies to maintain the continued success of these tourist icons.</p>	 <p>Egyptians not only value their heritage, but also understand that their heritage can serve as a drawcard for tourists.</p> <p style="text-align: right;">[Adapted from www.theguardian.com]</p>

- 4.2.1 (a) Identify ONE of the famous icons being referred to in the case study above. (2)
- (b) State the problem that is currently threatening this icon. (2)
- 4.2.2 Discuss TWO reasons why the Egyptian authorities find it necessary to preserve these icons for future generations. (4)
- 4.2.3 Recommend TWO ways in which the Egyptian authorities can maintain a positive visitor experience despite the environmental issues mentioned in the article. (4)

[26]

QUESTION 5

5.1 Read the case study below and answer the questions that follow.


SATOURISM LAUNCHES NEW CAMPAIGN DURING THE STATE OF THE NATION ADDRESS (SONA)	
	<p>During the State of the Nation Address (SONA), 13 February 2020, SATourism used the opportunity to launch their global brand marketing strategy. The global brand strategy is a 90-second advertisement.</p> <p>President Cyril Ramaphosa announced SATourism's strategy at SONA to increase the number of tourist arrivals to South Africa to 21 million visitors by 2030.</p> <p>The theme, 'South Africa, the home of humanity', reminds South Africans of who we are. It features images of the diverse, colourful nature of who we are as South Africans. SATourism is of the firm belief that advertising alone will not solve our challenges or create sufficient travel to South Africa. It will require all South Africans to drive the country's tourism efforts.</p> <p>The CEO of SATourism believes the inclusion of our true magic, 'our people', in their new brand strategy is the way to regaining their focus and reaching their targets.</p> <p style="text-align: right;">[Adapted from www.bizcommunity.com]</p>

- 5.1.1 Name the TWO international tourism trade shows where SATourism will market South Africa to achieve its target of 21 million visitors by 2030. (4)
- 5.1.2 (a) Name the first strategy of SATourism's global brand initiative for 2020. (2)
- (b) Explain ONE reason why the strategy in your answer to QUESTION 5.1.2(a) can be successful in making South Africa a destination of choice. (2)
- 5.1.3 The CEO of SATourism has placed trust in 'our people' to drive the country's tourism. (4)
- Discuss TWO reasons why the CEO of SATourism has placed trust in South Africans to grow the tourism industry. (4)

(4)
[12]

QUESTION 6

6.1 Read the statement below and answer the questions that follow.

	<p>'Our cultural and natural heritage are irreplaceable sources of life and inspiration. They are our identity.'</p> <p>– Statement by UNESCO</p>
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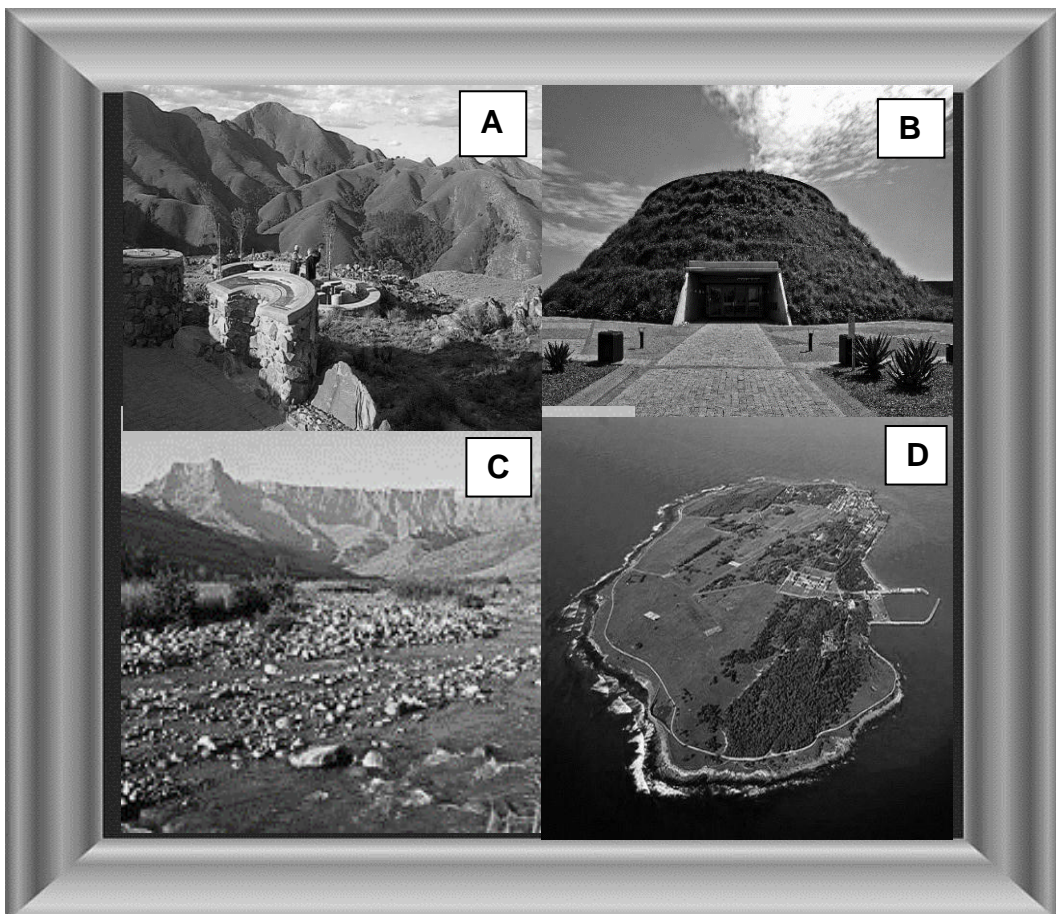
[Source: www.en.unesco.org]

6.1.1 State ONE function of UNESCO in respect of heritage. (2)

6.1.2 Explain the role of UNESCO in relation to World Heritage Sites. (2)

6.2 The photos in the frame below are four World Heritage Sites in South Africa visited by a group of special interest tourists.

Study the photos in the frame below and answer the questions that follow.



[Source: Own design]

- 6.2.1 Name World Heritage Sites **A** and **B**. (2)
- 6.2.2 From the photos, identify the World Heritage Site that is declared a mixed heritage site.

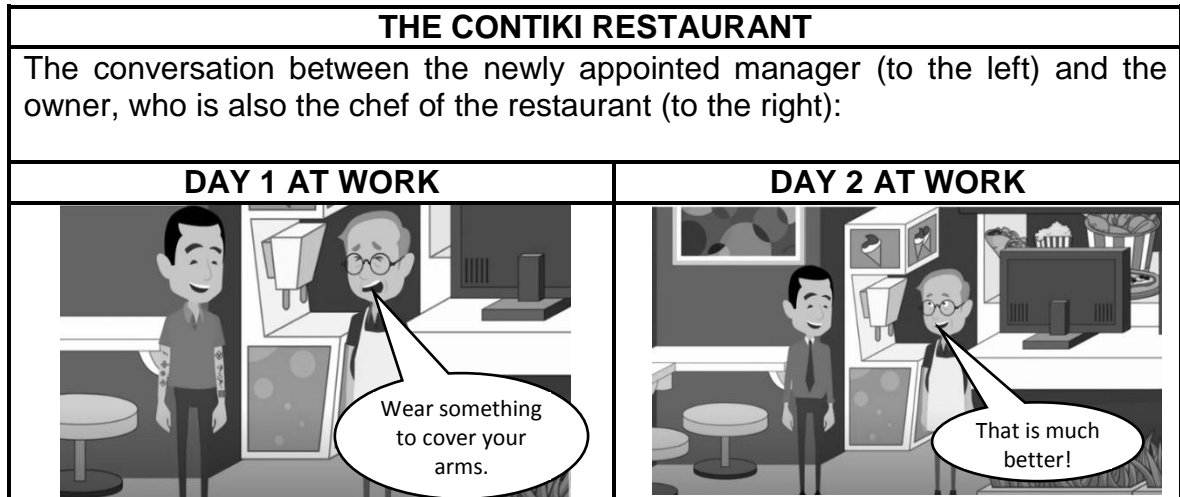
Write only the letter (A–D) next to the question number in your ANSWER BOOK. (2)
- 6.2.3 Give TWO reasons why World Heritage Site **D** has historical significance. (4)
[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the information below and answer the questions that follow.







[Source: Own design]

- 7.1 Give ONE reason why the owner of the restaurant requested the manager to cover his arms. (2)
 - 7.2 Do you think the owner's request is fair? Give TWO reasons for your answer. (4)
 - 7.3 State TWO ways in which the manager could have reacted negatively to the owner's request. (4)
- [10]**

QUESTION 8

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

	<p>UNWTO GLOBAL CODE OF ETHICS FOR TOURISM</p>
<p>The Global Code of Ethics for Tourism (GCET) consists of ten Articles. These Articles guide key players in responsible and sustainable tourism development. It assists the key players, e.g. governments, the tourism industry, communities and tourists, to maximise the sector's benefits, while minimising the negative impact on the environment, cultural heritage and communities.</p>	
	

ARTICLE 3	ARTICLE 5
 <p>Tourism, a factor of sustainable development</p>	 <p>Tourism, a beneficial activity for host countries and communities</p>
<p>Tourism infrastructure and activities should be designed in such a way that it protects the natural heritage in order to preserve endangered species of wildlife.</p>	<p>Tourism policies should be applied in such a way to help raise the standard of living and meet the needs of the local people.</p>
<p>[Source: www.unwto.org/global-code-of-ethics-for-tourism]</p>	

- 8.1.1 Identify TWO role players who would benefit from the GCET.
(2)
- 8.1.2 Identify the two pillars of the triple bottom line represented by:
- (a) Article 3
(2)
- (b) Article 5
(2)
- 8.1.3 Explain THREE ways in which Article 5 will prevent exploitation (taking advantage) of communities.
(6)

8.2 Study the extract and picture below and answer the questions that follow.

SUSTAINABLE TOURISM BUSINESS PRACTICES

The King Committee on Corporate Governance (established in 1993) is responsible for promoting ethical business practices. The King Committee has published many reports over the years, known as King I, II, III and IV.

King III of 2009 emphasised how businesses should be managed sustainably in terms of their finances, their responsibility towards the community where they do business and the protection of the environment. King III formed the basis of the triple bottom-line approach of doing business.

**THE STAFF OF PATELS TRAVEL ESTABLISHES
A COMMUNITY FOOD GARDEN**



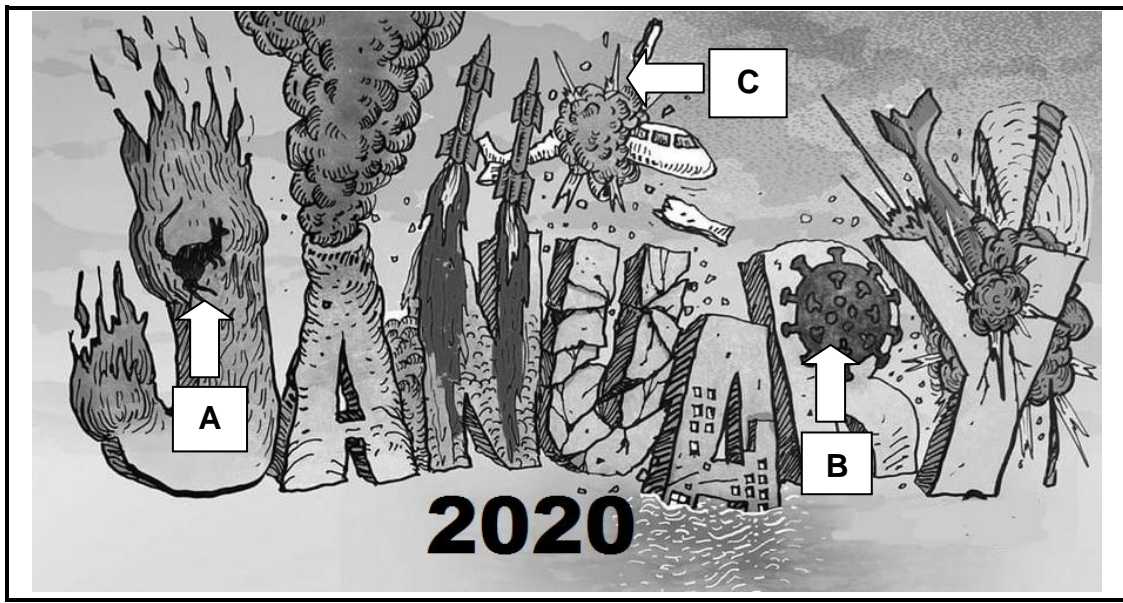
[Adapted from www.call2care.org.za]

- 8.2.1 Identify the business concept driven by King III in the picture above. (2)
- 8.2.2 State THREE outcomes this initiative aims to achieve within the community. (6)
[20]

TOTAL SECTION D: 30

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

- 9.1 Study the cartoon of global events in January 2020 below and answer the questions that follow.



[Adapted from www.reddit.com]

- 9.1.1 Identify the unforeseen global occurrences **A**, **B** and **C** in January 2020. (6)
- 9.1.2 Discuss ONE way in which unforeseen global occurrence **B** impacted on the global tourism industry after March 2020. (2)

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

DEPARTURE INFORMATION AT DUBAI INTERNATIONAL AIRPORT AT THE OUTBREAK OF THE COVID-19 PANDEMIC				
TIME	DESTINATION	FLIGHT	GATE	REMARKS
12:39	LONDON	BA 903	31	CANCELLED
12:57	SYDNEY	QF5723	27	CANCELLED
13:08	TORONTO	AC5984	22	CANCELLED
13:21	TOKYO	JL 608	41	DELAYED
13:37	HONG KONG	CX5471	29	CANCELLED
13:48	MADRID	IB3941	30	DELAYED
14:19	BERLIN	LH5021	28	CANCELLED
14:35	NEW YORK	AA 997	11	CANCELLED
14:54	PARIS	AF5870	23	DELAYED

[Source: Own photo]

- 9.2.1 From the information above, explain how the outbreak of Covid-19 impacted on the status of international flights. (2)
- 9.2.2 Give ONE reason why the flights above were: (2)
- (a) Cancelled (2)
- (b) Delayed (2)
- 9.2.3 Discuss THREE ways in which the cancellation of flights affected the airline industry. (6)

9.3 Study the information below on South Africa's foreign tourist arrivals in 2019 and answer the questions that follow.

SOUTH AFRICA'S FOREIGN TOURIST ARRIVALS IN 2019			
Country		Arrivals	
USA		103 023 -1,5% down from 2018	↓
UK		84 870 -2% down from 2018	↓
Germany		57 435 -8,4% down from 2018	↓
Netherlands		42 365 0,8% up from 2018	↑
France		36 507 -9,1% down from 2018	↓

[Source: SATourism Quarterly Performance Report, 3rd Edition, 2018]

9.3.1 Identify the foreign market that has shown a positive growth in 2019. (2)

9.3.2 In a paragraph, recommend THREE ways in which SATourism, despite the negative perception (thinking) caused by Covid-19, can increase the foreign tourist arrivals to South Africa.

NOTE: Your paragraph should focus on changing negative perceptions of Covid-19 and the measures taken by South Africa to safeguard tourists against infection.

(6)
[28]

QUESTION 10

Name ONE web-based customer feedback method.

[2]

TOTAL SECTION E: 30
GRAND TOTAL: 200