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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2018

MARKS: 200

TIME: 3 hours

This question paper consists of 26 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 QUESTIONS 3.1 and 3.2, round off your answer to TWO decimal places.
5. Show ALL steps for 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 This type of visa applied for when travelling to European Union countries:

- A Brazilian
- B Scottish
- C Schengen
- D American

1.1.2 A compulsory vaccination required when visiting certain African countries:

- A Bilharzia
- B Yellow fever
- C Hepatitis A
- D Malaria

1.1.3 A bank will use the ... when a South African tourist at OR Tambo International Airport exchanges R5 000,00 to euro:

- A bank buying rate
- B bank investment rate
- C bank repo rate
- D bank selling rate

1.1.4 When practising daylight saving time (DST), participating countries are required to adjust their clocks ...



- A backward by ONE hour in summer.
- B forward by ONE hour in winter.
- C forward by ONE hour in summer.
- D backward by TWO hours in summer.

1.1.5 An IDP is required to ...

- A participate in local cultural activities.
- B fly a light aircraft in a foreign country.
- C hire a vehicle at certain foreign destinations.
- D participate in white water rafting activities.

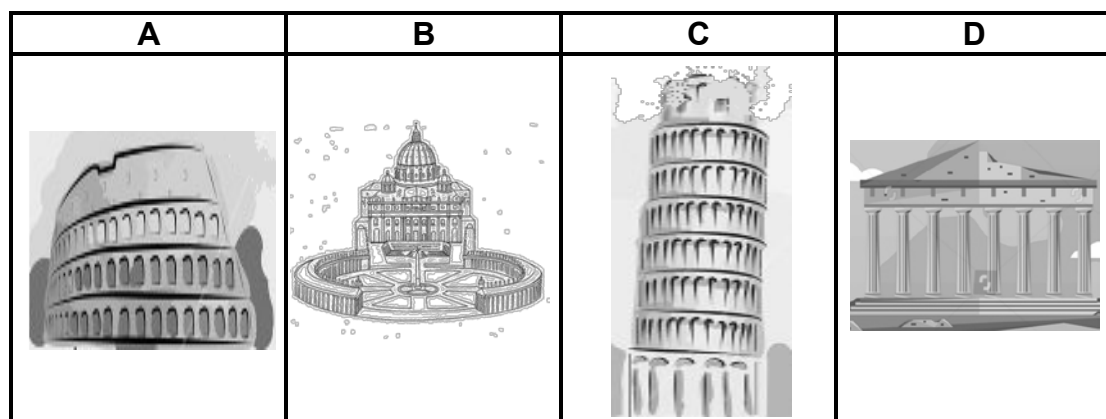
1.1.6 The difference between an attraction and an icon:

- A An attraction is a feature tourists want to experience while an icon is a symbol representing a destination.
- B An attraction is a symbol attracting tourists while an icon is an attraction that attracts cultural tourists only.
- C An attraction represents a destination whilst an icon contributes to the economy of the country.
- D An attraction is a new experience at a destination while an icon is an existing attraction at a destination.

1.1.7 The Jungfrau-Aletsch is a mountain range found in this country:

- A Japan
- B India
- C Brazil
- D Switzerland

1.1.8 The TWO icons found in Rome:



- A Icon A and icon B
- B Icon A and icon C
- C Icon C and icon D
- D Icon B and icon D

1.1.9 A stretch of coastline with golden beaches and world-class golf courses:

- A Floating Markets
- B Algarve
- C Blue Mosque
- D Petra

1.1.10 The symbol below shows an attraction is universally accessible:

- A 
- B 
- C 
- D 

1.1.11 If a tourism business practises the triple bottom-line approach, it will lead to...tourism.

- A irresponsible
B practical
C sustainable
D friendly

1.1.12 A payment made to an employee for work done:

- A Remuneration
B Bartering
C Trading
D Transaction

1.1.13 An example of ethical staff behaviour:

- A Inform the supervisor when you will be absent from work.
B Granting unlimited discounts to family and friends.
C Not paying an employee for all the extra hours worked.
D Taking credit for work that is not considered your own.

1.1.14 An example of a fringe benefit for cabin crew at an airline:

- A Monthly salary
B Severance pay
C Uniform allowance
D Reduced tax

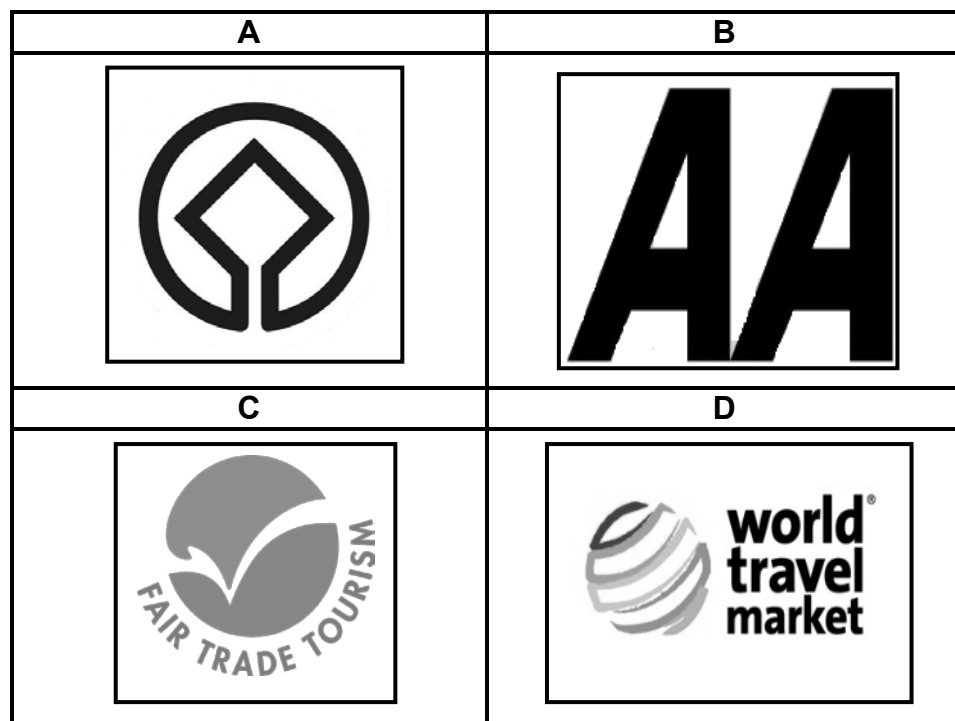
1.1.15 The eruption of a volcano on an island relying on tourism as their main source of income will have this negative impact:

- A Damaged access roads and fewer tourists visiting the resorts
- B Heavy snowfalls and more tourists arriving for a skiing holiday
- C Wild flowers to bloom and an increase in eco-tourists visiting the island
- D A display of fireworks and fewer volunteers for the opening ceremony

1.1.16 The image of a country hosting a global event will be enhanced when ...

- A unknown sponsors are involved in the event.
- B deadlines during the preparation process are met.
- C the event is advertised on one media platform.
- D local communities are not allowed to sell their products.

1.1.17 This logo shows tourists that their holiday benefits local communities and economies:



1.1.18 General unrest, protests and strikes in South Africa lead to ...

- A job creation.
- B loss of investor confidence.
- C the strengthening of the local currency.
- D positive publicity.

1.1.19 Statistical information regarding tourist arrivals in South Africa from countries such as the United States of America and Australia, is classified as ...

- A land markets.
- B water markets.
- C air markets.
- D rail markets.

1.1.20 Renovations to a hotel room during a guest's stay may ...

- A decrease GDP growth.
- B enhance staff team building.
- C inconvenience the guest.
- D add costs to the guest's bill.

(20)

1.2 Give ONE word(s)/term for each of the following descriptions by choosing a word(s)/term from the list below. Write only the word(s)/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

global recession; passport; deduction; FOREX; telegraphic transfer
TravelWallet; multiplier effect; single supplement; MasterCard

1.2.1 An example of a preloaded foreign currency card where the exchange rate is fixed by the bank when purchased

1.2.2 A business will display the logo of this institution to indicate they accept credit card transactions

1.2.3 An electronic method to transfer funds to foreign countries

1.2.4 The additional amount payable when a guest prefers not to share a room

1.2.5 The term reflected on the salary slip of an employee that shows the amount paid to the Unemployment Insurance Fund (UIF)

(5)

1.3 Choose the correct word 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 The (educational level/financial status) of a client is an important factor to consider when drawing up a tourist's profile.

1.3.2 A South African tourist returning to OR Tambo International Airport with gift purchases over one hundred thousand rand must go through the (red/green) channel at customs.

1.3.3 A positive impact for the locals of hosting the 2018 FIFA World Cup in Russia is referred to as the (magnetic/multiplier) effect.

1.3.4 When a South African tourist applies for a visa, proof of paid (accommodation/taxes) is a compulsory requirement.

1.3.5 The (Blue Mosque/Dome of the Rock) is a religious structure located in the city of Jerusalem.

(5)

1.4 Choose the host (country/province/city) from COLUMN B that matches the global event 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 Comrades Marathon	A Australia
1.4.2 2018 G8 Summit	B London
1.4.3 2018 Commonwealth Games	C New York
1.4.4 Wimbledon Tennis Championships	D KwaZulu-Natal
1.4.5 2016 Olympic Games	E Canada
	F Rio de Janeiro

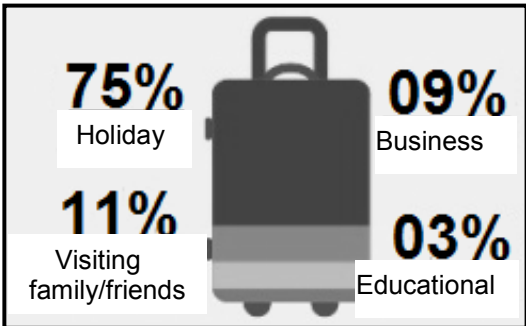
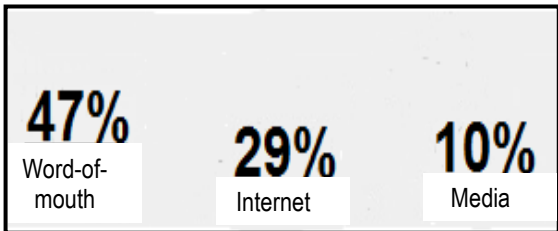
(5 x 1)

(5)

- 1.5 South Africa, like other countries, requires annual statistical information on visitor arrivals in the country. Refer to the key indicators of the statistical information below.

Match the key indicators to the infographics. Write only the letters (A–F) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 G.

KEY INDICATORS OF STATISTICAL INFORMATION		
A Tourist attractions	B Research methods	C Source markets
D Public transport	E Average expenditure	F Travel purpose

1.5.1	 Germany UK USA France Netherlands Australia Switzerland
1.5.2	1.5.3
	
1.5.4	1.5.5
	

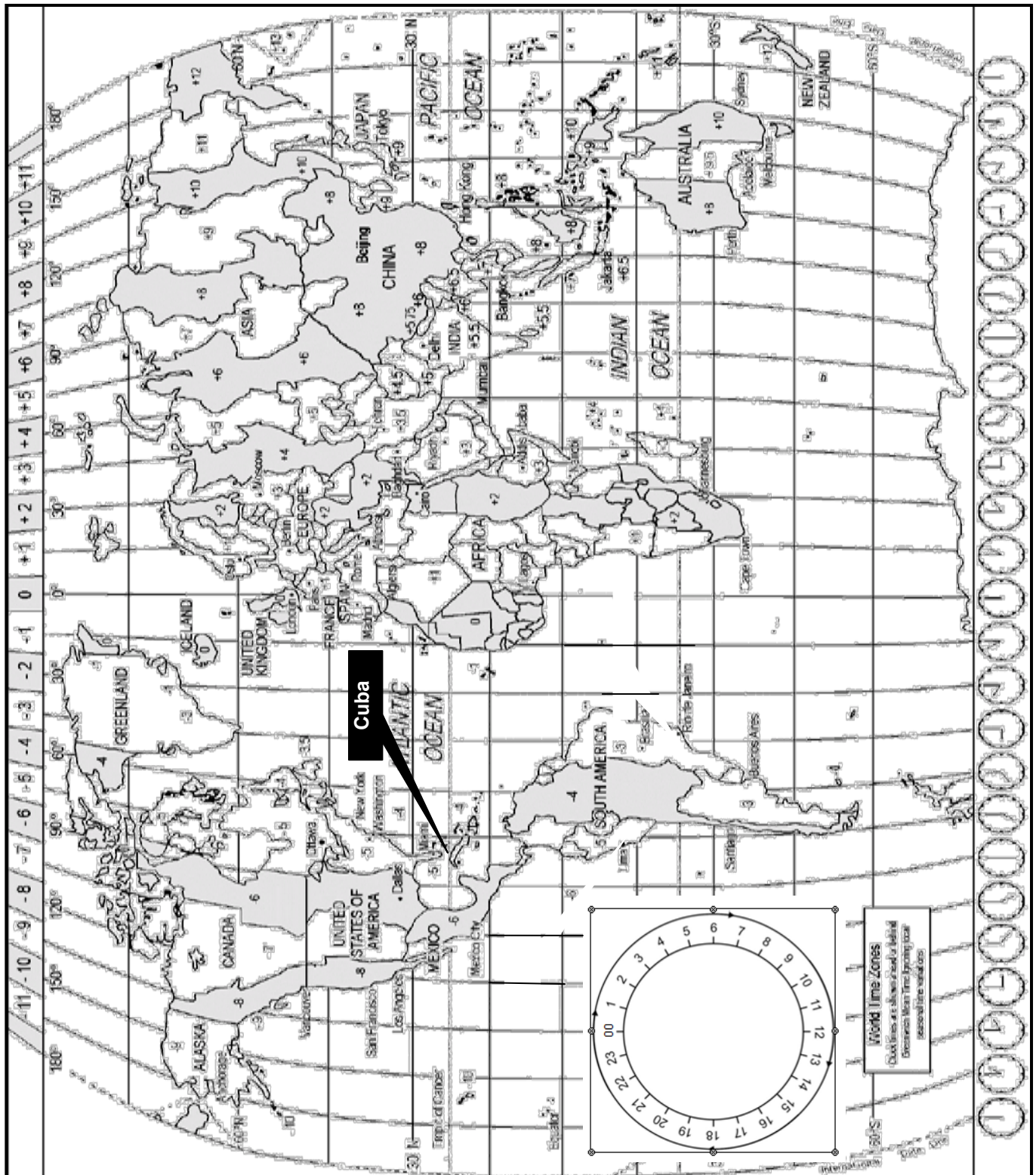
[Adapted from www.travelstart.co.za]

(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 and answer the questions that follow.





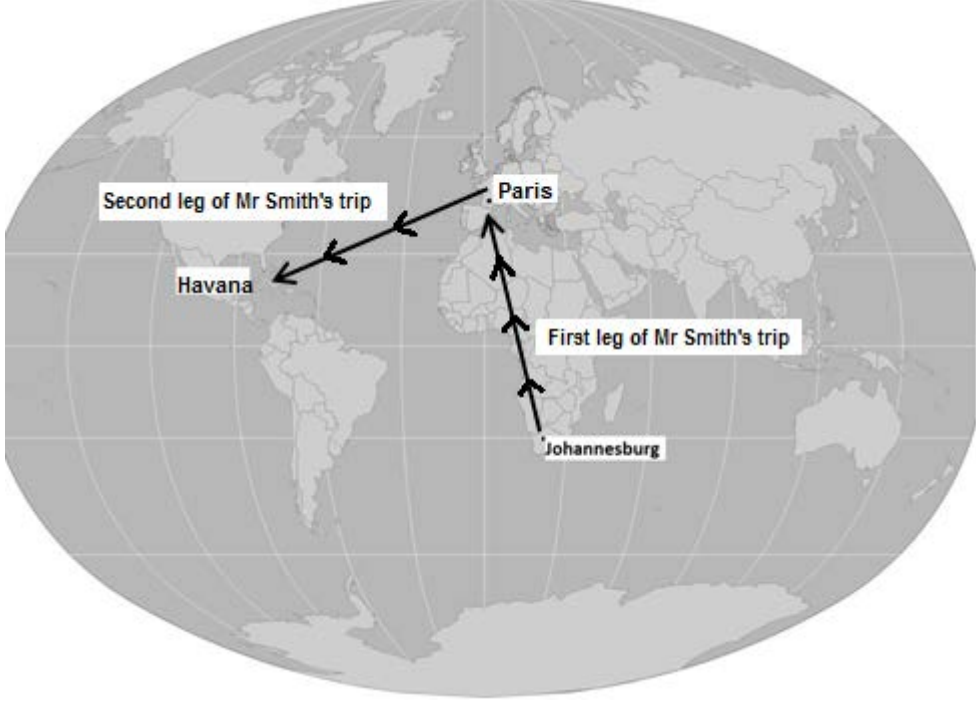
2.1.1 Refer to Mr David Smith's electronic boarding pass on his cellphone and identify the following:

- (a) The flight number (1)
- (b) Mr Smith's seat number (1)
- (c) The airport code for Charles De Gaulle International Airport in Paris (1)

- 2.1.2 With reference to Mr Smith's boarding pass, give ONE reason why he had to board at the front door of the aircraft. (2)
- 2.1.3 Explain TWO advantages for airlines using electronic boarding passes. (4)
- 2.1.4 Discuss the following:
- (a) ONE advantage of using electronic boarding passes for tourists (2)
 - (b) ONE disadvantage of using electronic boarding passes for tourists (2)
- 2.2 Study the itinerary below and answer the questions that follow.

ITINERARY

Mr David Smith, a South African engineer, travelled from Johannesburg via Paris to Havana in Cuba to oversee the construction of a new bridge in 2018.



First leg of Mr Smith's trip
Mr Smith departed from OR Tambo International Airport at 19:00 on Thursday 3 May 2018. The 11-hour flight arrived at the Charles De Gaulle International Airport in Paris the next morning. He remained in transit at the airport until 16:00.

Second leg of Mr Smith's trip
Mr Smith departed from the Charles De Gaulle International Airport in Paris to Havana, Cuba at 16:00 (local time). He arrived at the José Martí International Airport in Havana at 21:00 (local time).

NOTE: At the time of the trip both France and Cuba practised DST.

- 2.2.1 There were no direct flights available from Johannesburg to Havana on the dates Mr Smith wanted to travel. The travel agent, who did the flight bookings, considered logical route planning for Mr Smith's trip.

Refer to the route indicated on the map, give ONE reason to support this statement.

(2)

2.2.2 **First leg of Mr Smith's trip**

Calculate what time it was in Paris when Mr Smith departed from OR Tambo International Airport at 19:00.

NOTE: France practises DST.

Show ALL calculations.

(4)

- 2.2.3 Calculate how many hours Mr Smith was in transit at the Charles De Gaulle International airport.

Show ALL calculations.

(4)

2.2.4 **Second leg of Mr Smith's trip**

Calculate the flying time of Mr Smith's flight from Paris to Havana.

NOTE: Both France and Cuba practise DST.

Show ALL calculations.

(5)

[28]

QUESTION 3

Study the information below and answer the questions that follow.

EXCHANGE RATE TABLE		
SOUTH AFRICAN RAND AGAINST CURRENCIES OF THE WORLD		
FOREIGN EXCHANGE		
16 November 2017		
	We sell	We buy
CURRENCIES	BSR	BBR
Euro	16.85	16.81
Australian dollar	10.87	10.84
Canadian dollar	11.22	11.19
USA dollar	14.11	14.07
Czech koruna	0.66	0.63
Bulgarian lev	8.61	8.58
Turkish lira	3.69	3.65
Egyptian pound	0.81	0.77

- 3.1 With reference to the exchange rate table above, identify the strongest currency. (1)
- 3.2 3.2.1 Give ONE reason why the bank selling rate of the currencies in the table is higher than the bank buying rate. (2)
- 3.2.2 In the table above, identify the TWO countries where South Africans will receive the greatest value for their money. (2)
- 3.3 Ms Nobuhle Maliti lives in South Africa and wants to visit the United States of America (USA). She has R58 000,00 for the trip.
- Her return flight ticket will cost R26 000,00, the USA visa and travel insurance will cost R3 800,00 and the tour package for the USA is R23 100.
- 3.3.1 Calculate, in rand, the total cost of Ms Maliti's trip to the USA. (2)
- 3.3.2 Will Ms Nobuhle Maliti have enough money for the trip?
Give ONE reason for your answer. (2)
- 3.3.3 Ms Maliti exchanges R58 000 for USD at the OR Tambo International Airport.
Using the exchange rate table above, calculate the amount of US dollars Ms Maliti received when she exchanged the R58 000. (3)
- 3.3.4 When Ms Maliti returned to South Africa she had USD150 left which she exchanged at the OR Tambo International Airport.
Calculate the amount of rand she received. (3)

3.4 Study the magazine cover below and answer the questions that follow.

THE IMPACT OF A WEAK RAND	
	A weak rand can have both a negative and a positive impact on the tourism industry and on the South African economy. The poverty and unemployment depicted in the picture is a dilemma (problem) many South Africans are faced with. This situation cannot be allowed to continue.

[Adapted from www.financialmail.com]

Refer to the scenario above, write a paragraph in which you discuss how a weak rand can help to alleviate poverty and unemployment in South Africa.

Your discussion must include the following:

- How a weak rand will give international visitors more buying power (2)
- How the scenario will contribute to the multiplier effect (2 x 2)

NOTE: ONE mark will be awarded for the paragraph format containing complete, well-constructed sentences without bullets or numbers. (1)

(7)
[22]

TOTAL SECTION B: 50

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

Study the information below and answer the questions that follow.

- 4.1 Mr Bean is on a treasure hunt to find the icons and attractions in London. Help him to find his way to the icons and attractions in London using the treasure map below.



[Adapted from www.pintinterest.com]

- 4.1.1 Give the name of the country where the treasure hunt takes place. (1)
- 4.1.2 Mr Bean is using public transport for the treasure hunt.
Identify, on the map, the mode of public transport he can use. (2)
- 4.1.3 Identify the THREE international icons (1, 2 and 3) that Mr Bean needs to find during the treasure hunt. (3)
- 4.1.4 (a) Identify the military activity 4 that Mr Bean will watch when visiting icon 3. (2)
- (b) Describe the military activity in QUESTION 4.1.4(a). (2)
- (c) State what icon 3 is mainly used for. (2)
- 4.1.5 Mr Bean's final clue is to locate the Crown Jewels.
Name the icon where he will find this treasure. (1)

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

THE AUSTRALIAN CHALLENGE



The Australians see this site as a celebrated icon and take pride in its natural beauty. To the Aborigines (indigenous people) it is a sacred site, supporting them financially and spiritually.

However, there is an issue of contention (conflict) between the Aborigines and other Australians over the use of the icon and the land surrounding it. The main reason is over permission being granted to climb this ancient sacred site. The Aborigines have requested visitors not to climb the sacred site; but this request has been ignored in favour of profits and the desire to reach the top of this magnificent icon.

Climbing has eroded (worn away) part of the rock. The lack of bins and proper regulations means tourists do whatever they like during the climb. In 2017 an average of 400 000 tourists visited the national park, exceeding the targeted number of 300 000 per year. Aborigines say they do not benefit from tourism. The resort located near the icon, employs just one Aborigine out of a staff of 670 people.

[Adapted from www.cnn.com]

- 4.2.1 Identify the icon in this article. (1)
- 4.2.2 Name ONE other icon located in Australia. (1)
- 4.2.3 Do you think the icon named in QUESTION 4.2.1 is a successful tourist attraction? (1)
- Give ONE reason for your answer. (2)
- 4.2.4 (a) Give TWO reasons why the Aborigines are unhappy with the current situation regarding this icon. (4)
- (b) Recommend ONE way in which the Australian authorities can address EACH of the reasons given in QUESTION 4.2.4(a). (4)

[25]

QUESTION 5

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

THE #KHOMANI CULTURAL LANDSCAPE



The #Khomani Cultural Landscape being declared a World Heritage Site shows the acknowledgement by UNESCO of the universal value and importance of this site as a living heritage.

The #Khomani and other San tribes are unique in that they descend directly from an ancient group of people that existed in Southern Africa many thousands of years ago.

The #Khomani San had a nomadic (constantly moving around) culture and lived off the land. They used plants for medicinal purposes and for rituals. Few of the tribe members still practise their traditional hunter-gatherer lifestyle. The #Khomani San are skilled trackers using traps, spears, bows and arrows coated with snake venom (poison) or poisonous plants when hunting. Many of the #Khomani San also earn an income from tourism by selling traditional jewellery and artefacts to tourists.

[Adapted from *Sawobona*, September 2017 and *Indwe*, October 2017]

5.1.1 Give the name of the province where the World Heritage Site in this article is located. (1)

5.1.2 State the type of World Heritage Site of the #Khomani Cultural Landscape according to UNESCO's classification. (1)

5.2 Explain ONE reason why this World Heritage Site is referred to as a 'living heritage'. (2)

5.3 In a paragraph, discuss how the #Khomani Cultural Landscape being declared a World Heritage Site will support the rural development strategy for the #Khomani San.

Your paragraph must include the following:

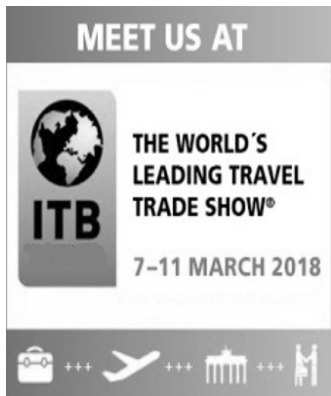
- Improved quality of life
- Cultural pride and sustainability
- Infrastructural accessibility (3 x 2)

NOTE: ONE mark will be awarded for paragraph format containing complete, well-constructed sentences without bullets or numbers. (1)

(7)
[11]

QUESTION 6

Study South African Tourism's (SATourism's) Marketing Event Calendar 2018 below and answer the questions that follow.

CALENDAR 2018		
SOUTH AFRICAN TOURISM MARKETING EVENTS CALENDAR		
7–11 March	8–10 May	10 June
		Launch of DTGS 
31 July	23–25 September	6–8 November
International business networking meeting Tuesday, 31 July 2018 Greensledge Capital 399 Park Avenue, New York  Keynote speaker: Mr Thulani Nzima Chairperson: South African Tourism		

- 6.1 Identify TWO international events where SATourism markets South Africa as a destination of choice. (2)
- 6.2 Explain the purpose of the event from 23 to 25 September 2018. (2)
- 6.3 State TWO ways in which South African Tourism markets South Africa at all the travel shows above. (4)

6.4 The campaign below takes place in June and is aimed at South Africans.



Discuss TWO ways in which this campaign encourages:

6.4.1 South African businesses to make a positive contribution to tourism in South Africa. (2)

6.4.2 The South African public to make a positive contribution to tourism in South Africa (2)

6.5 Explain ONE reason why South African Tourism made this calendar available to tourism stakeholders. (2)
[14]

TOTAL SECTION C: 50

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

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

DISILLUSIONED!!!*

Megan has been employed at a restaurant as a waitron for the past six months. A contract of employment was signed after she accepted the position at the restaurant.

Although there are vacancies available at the restaurant, her employer refuses to hire new staff. As a result, she has to work double shifts and her responsibilities have increased. She has been working double shifts almost every day with no overtime pay. She is not allowed to sit during shifts. Her employer is often rude to her and other co-workers. There is no staff transport available when they finish working late at night.

In fear of losing her job she continues working without complaining.

*Disillusioned: A feeling of disappointment

- 7.1.1 Explain the term *contract of employment*. (2)
- 7.1.2 Identify ONE way in which Megan is being exploited at her place of employment in the extract above. (2)
- 7.1.3 Advise Megan and give TWO ways how her grievances in the workplace can be addressed. (4)
- 7.1.4 Discuss TWO ways in which the current working conditions can impact on Megan's work ethic. (4)

[12]

QUESTION 8

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

BASOTHO CULTURAL VILLAGE – OUR HERITAGE  Being a responsible traveller is more than just words and intentions. It involves following a code of ethics and playing your part in creating a sustainable and caring approach to travel. After all, do your children not deserve to see this continent as you do today?
--

- 8.1.1 Explain what is meant by a *code of ethics* for responsible tourist behaviour. (2)
- 8.1.2 Explain the meaning of '... do your children not deserve to see this continent as you do today?'. (2)
- 8.1.3 International visitors to South Africa want to experience a taste of the African lifestyle and history.
- Recommend THREE ways in which they can behave responsibly when visiting the Basotho Cultural Village. (6)

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

CHANGING LIVES – WITH SOAP	
The Wilderness Adventure Camp in Namibia offers educational counselling and financial support to a community project in Katutura, run by six HIV-positive women. The project involves producing a soap with an olive oil base. The camp buys the soap from the community project for their guests. Some of the money received from the sales is directed back into the soap-making project. The women attend the counselling sessions offered by The Wilderness Adventure Camp. These sessions focus on supporting the health of the HIV-positive women and their children in the area.	 [Source: www.wildernessadventures.com]

- 8.2.1 (a) Identify the TWO pillars of sustainable tourism practices evident in this extract. (2)
- (b) Match each pillar of sustainable tourism identified in QUESTION 8.2.1(a) with ONE example in the extract. (2)
- 8.2.2 Discuss TWO ways in which the support offered by the Wilderness Adventure Camp is positively changing the lives of the HIV-positive women within the Katutura community. (4)
- [18]**

TOTAL SECTION D: 30

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

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

POSSIBLE DISASTER – OR NOT?

The outbreak of bird flu and the Robben Island ferry (passenger boat) that almost sank in 2017 had negative consequences for the tourism industry in South Africa.

BIRD FLU OUTBREAK

The H5N8 bird flu virus (which is not harmful to humans) caused the death of many wild birds throughout South Africa.

Popular attractions reacted to the threat in different ways:

- The Monte Casino Bird Gardens in Gauteng was closed during the school holidays.
- The World of Birds in Cape Town no longer received ducks, geese and chickens from the public, but remained open for visits.
- To stop the bird flu spreading outside the Johannesburg Zoo, vehicles were sprayed with disinfectant. Visitors were asked to disinfect their shoes and feet. They had to step into footbaths as they left the zoo.

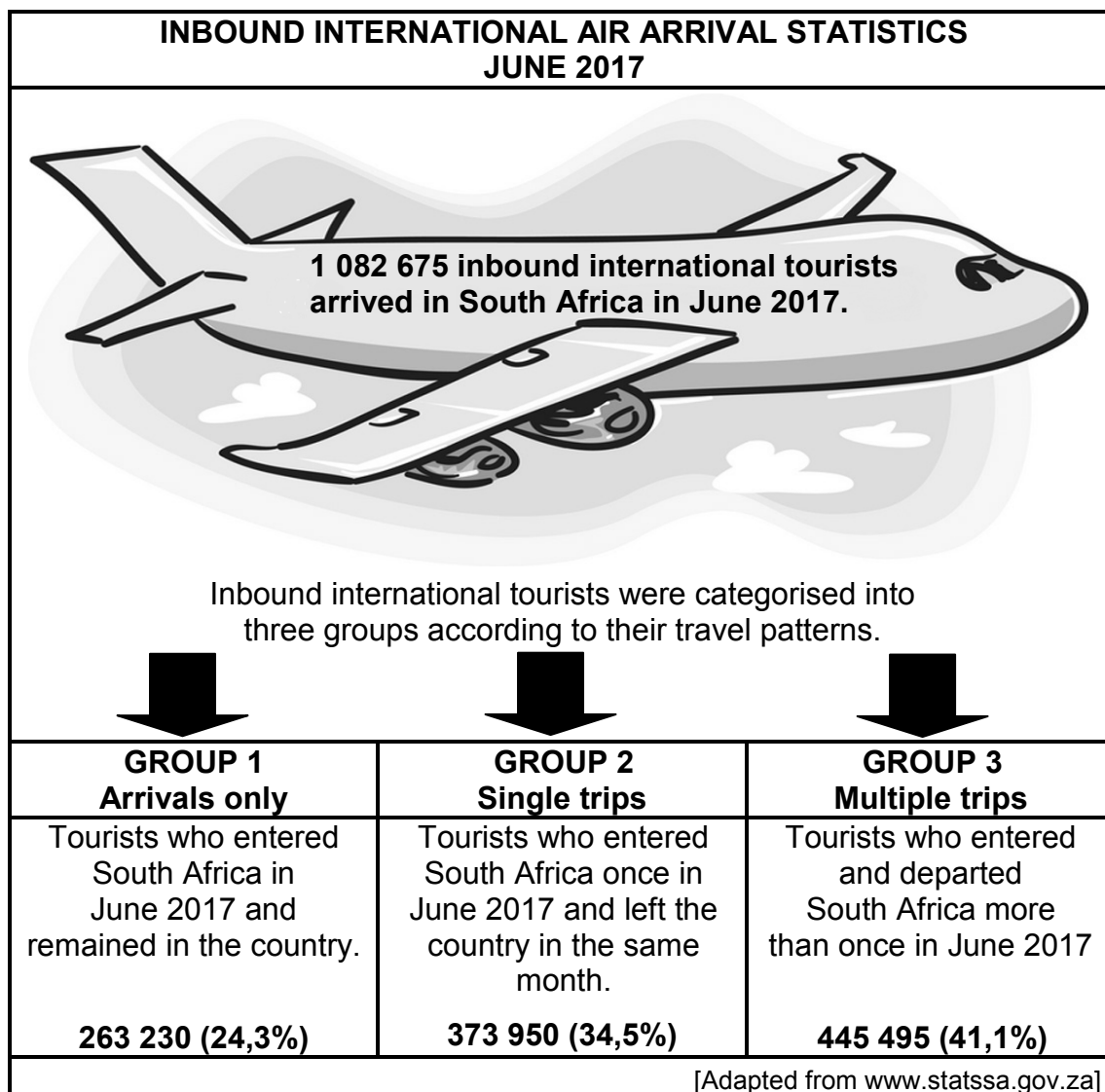
A FERRY STARTED TO SINK

In September 2017 a ferry transporting tourists from Robben Island back to Cape Town harbour started to sink. More than 60 tourists and crew had to be rescued by other boats.

[Adapted from www.timeslive.co.za and www.ewn.co.za]

- 9.1.1 Give ONE reason why Monte Casino Bird Gardens and the World of Birds temporarily stopped their normal activities. (2)
- 9.1.2 State ONE positive and ONE negative viewpoint tourists may have of the preventative measures implemented at the Johannesburg Zoo. (4)
- 9.1.3 Name the type of incident in September 2017 involving the tourists returning from Robben Island. (2)
- 9.1.4 Discuss TWO ways in which the incident named in QUESTION 9.1.3 will impact on tourists visiting the Western Cape. (4)
- 9.1.5 Explain TWO ways in which the two incidents in the extract will impact on South Africa's economy. (4)

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



9.2.1 Identify the group with the highest number of inbound international tourist arrivals. (2)

9.2.2 Travel patterns can contribute to an increase in the average expenditure of tourists.

Discuss ONE way in which the following will contribute to an increase in the average expenditure of tourists.

(a) Only arrivals (2)

(b) Multiple trips (2)

9.3 Financial institutions reward clients with loyalty points every time they use their credit cards.

Explain how tourists can use these accumulated loyalty points when they travel. (2)

[24]

QUESTION 10

Study the information below and answer the questions that follow.

FEEDBACK FROM FOREIGN TOURISTS WITH RECOMMENDATIONS	
According to the feedback collected and analysed at an attraction, the two most common complaints by foreign tourists were:	
 COMPLAINT 1	 RECOMMENDATION
Not understanding what the tourist guide is saying.	10.1.1
 COMPLAINT 2	 RECOMMENDATION
Lack of food and beverage facilities at the attraction.	10.1.2

- 10.1 Recommend ONE way in which EACH of the above can be resolved. Number your answers 10.1.1 and 10.1.2. (2 x 2) (4)
- 10.2 Name ONE way in which the attraction can measure the successful implementation of the recommendations made in QUESTION 10.1. (2) [6]
- TOTAL SECTION E: 30**
GRAND TOTAL: 200