



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

**TOURISM
EXEMPLAR 2008**

MARKS: 200

TIME: 3 hours

This question paper consists of 22 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH section on a NEW page.
4. Number the answers correctly according to the numbering system used in this question paper.
5. The following table 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

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1 Four possible options are provided as answers to the following questions. Choose the answer and write only the letter (A – D) next to the question number (1.1.1 – 1.1.15) in the ANSWER BOOK, for example 1.1.16 C.

1.1.1 The total value of the goods and services produced in a country in one year (excluding income from investments abroad), is called the ...

- A POB.
- B BEE.
- C GDP.
- D DTGS.

1.1.2 One of the main reasons why tourism is important for economic growth in South Africa, is that it ...

- A is labour intensive and can create many jobs.
- B relies on service delivery in all businesses.
- C depends solely on the income generated by entrepreneurs.
- D only generates income through tax levies paid to the government.

1.1.3 The central objective of these annual awards is to build service competitiveness in the South African tourism industry:

- A Imvelo Awards
- B Welcome Awards
- C ETEYA Awards
- D Blue Flag Awards

1.1.4 The White Paper was published in 1996 by the Department of Environmental Affairs and Tourism and serves as a policy and a guideline framework for the ...

- A promotion of tourism only in SA.
- B development and promotion of tourism in SA.
- C development of tourism only in SA.
- D development, promotion and legislation of tourism in SA.

- 1.1.5 The Kyoto Protocol was intended to ...
- A promote gender equality.
 - B reduce poverty.
 - C combat HIV and Aids.
 - D reduce global emissions of greenhouse gases.
- 1.1.6 The group of people known to be the first inhabitants of South Africa:
- A Zulu
 - B Ndebele
 - C Xhosa
 - D Khoi-San
- 1.1.7 Four of South Africa's indigenous groups that can trace their origins to a larger group known as the Nguni people:
- A Swazi, Zulu, Ndebele, Tsonga
 - B Zulu, Xhosa, Swazi, Ndebele
 - C Tsonga, Venda, Tswana, Ndebele
 - D Sotho, Tswana, Swati, Tsonga
- 1.1.8 This coastal town on the Garden Route is famous for its oysters and the Oyster Festival:
- A Mossel Bay
 - B Plettenberg Bay
 - C Knysna
 - D George
- 1.1.9 The rate a bank will use when a foreign tourist exchanges his or her currency for the local South African currency:
- A Exchange rate
 - B Bank selling rate
 - C Bank buying rate
 - D Foreign exchange rate
- 1.1.10 The different lines of longitude used in the calculation of time is referred to as ...
- A daylight-saving time.
 - B standard time.
 - C time zones.
 - D universal time.

- 1.1.11 If a traveller moves 15° left of GMT he or she would be travelling ...
- A eastward.
 - B westward.
 - C northward.
 - D southward.
- 1.1.12 The 180° line of longitude is known as the ...
- A Greenwich Meridian.
 - B equator.
 - C international date line.
 - D prime meridian.
- 1.1.13 The countries that advance their clocks one hour in relation to their local time will be practising ...
- A universal time.
 - B prime time.
 - C Central African time.
 - D daylight-saving time.
- 1.1.14 In drawing up an itinerary for ecotourists, the following information may not necessarily be important:
- A Transport
 - B Food
 - C Accommodation
 - D Man-made attractions
- 1.1.15 In team work, the person who will ensure that one person does not dominate the group and that deadlines are met, is called the ...
- A initiator.
 - B gatekeeper.
 - C clarifier.
 - D encourager.
- (15 x 1) (15)

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

benchmarking; competitive advantage; feedback loop; skill; image; repeat business

- 1.2.1 Has the necessary knowledge and competence to do the task
- 1.2.2 Offering something that other businesses do not have
- 1.2.3 A point of reference against which things may be compared or assessed
- 1.2.4 The customer's first impressions of your business
- 1.2.5 A formal way of ensuring that information gets to the person who will act on it (5 x 1) (5)

1.3 Choose a description (function) from COLUMN B that matches an item (environmental protection organisation) in COLUMN A. Write only the letter (A – H) next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK, for example 1.3.6 G.

	COLUMN A		COLUMN B
1.3.1	UNEP	A	to protect the over-exploitation of certain species
1.3.2	TFCP	B	networking with governments and NGOs to improve the tourism industry
1.3.3	UNESCO	C	an international environmental protection strategy operating within the SADC region
1.3.4	CITES	D	responsible for developing policies to ensure responsible and sustainable environmental practices in South Africa
1.3.5	DEAT	E	provides leadership and encourages partnerships in caring for the environment
		F	concerned with the protection of the world cultural and natural heritage and its work in the natural science
		G	to promote public participation in community development
		H	involved in the assessment of the coastal areas

(5 x 1) (5)

1.4 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.4.1 – 1.4.5) in the ANSWER BOOK.

1.4.1 (Batho Pele/THETA) refers to government's strategy to improve service levels in the public sector.

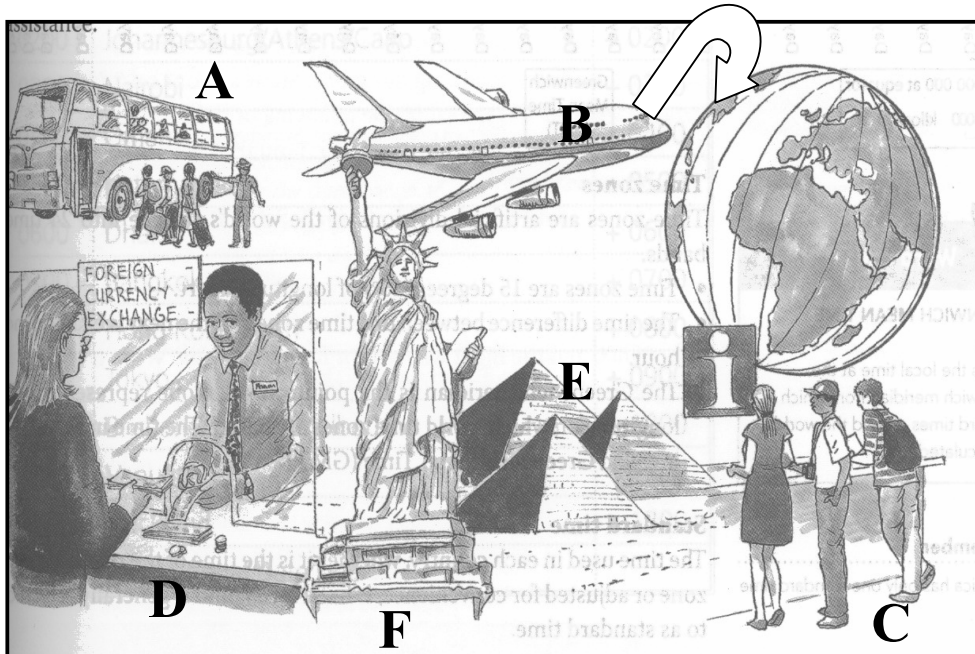
1.4.2 Information regarding leave regulations can be found in the (Compensation for Occupational Injuries and Diseases Act/Basic Conditions of Employment Act).

1.4.3 (Greenhouse gases/Emission) is a term used for gases such as carbon dioxide, which is mainly generated as a result of burning fossil fuels like coal and petrol.

1.4.4 The Ndebele people in South Africa are predominantly found in (Mpumalanga/Eastern Cape).

1.4.5 START/BABS are examples of (central reservation systems/global distribution systems). (5 x 1) (5)

1.5 Study the picture and answer the following questions.



[Source: Oxford Study Guide Grade 12]

1.5.1 Identify the tourist activities taking place in A, B, C and D. (4)

1.5.2 Name the continent on which E is found. (1)

1.5.3 In which hemisphere is the icon F found? (1)

1.6 Name the countries where the following world events have taken place or will take place:

1.6.1 2007 Cricket World Cup (1)

1.6.2 The 2008 World Olympics (1)

1.6.3 The bombing of the World Trade Centre (1)

1.6.4 The 2006 African Union Parliament Assembly (1)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

2.1 Read the extract below and answer the questions which follow.



JO'BURG RESIDENTS RUDEST ON PLANET

A world-wide survey finds that Jo'burg residents are among the rudest on the planet – and the richer they are, the ruder they get.

A survey conducted by an international magazine has found Jo'burg residents to be rude and unhelpful. A team of researchers from *Reader's Digest* found our city folk to be as obnoxious ('to be full of yourself') as those from London and Paris – and worse than those from New York, Toronto and Berlin – in a world-wide courtesy survey.

In a local poll of South Africa's six major cities, Jo'burg came in second last in the courtesy ratings – just ahead of the worst-rated city, Bloemfontein. Durban received top score.

The team of undercover researchers applied three tests in each city. They made minor purchases in 20 shops to see if the sales assistants were friendly and polite. They also dropped a pile of papers at 20 busy points in each city to see if anyone would help them to pick it up, and they walked into public buildings with their hands full of parcels to see if anyone would hold a door open for them.

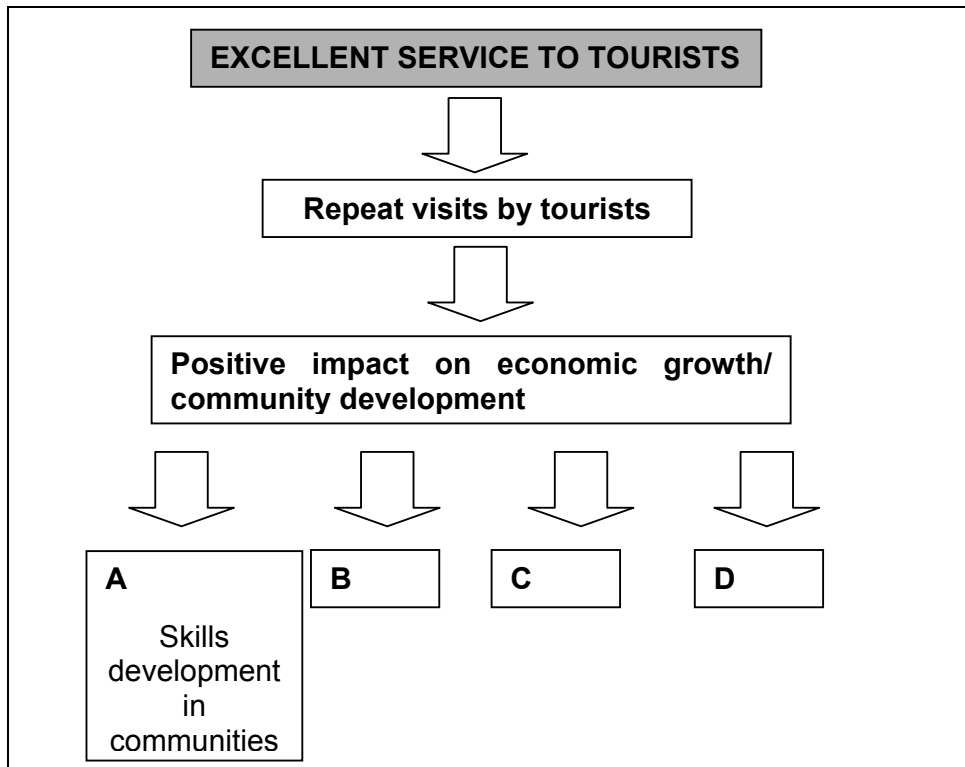
Hapiloe Sello, marketing and communications manager for Johannesburg Tourism, said the results came as a shock. 'We embody the spirit of Ubuntu, so it comes as a surprise that we're rated so low,' she said.

[Adapted from: *The Sunday Times*, 25 June 2006]

2.1.1 Name the THREE major complaints against the residents of Johannesburg as mentioned in the above article. (3)

2.1.2 Explain what Hapiloe Sello means when she says, '... the spirit of Ubuntu ...'. (2)

- 2.1.3 Give your view on how this article might impact on tourists' decisions to travel to Johannesburg. (2)
- 2.1.4 Suggest ONE practical solution as to how one can positively change the attitudes of people living in Johannesburg. (1)
- 2.1.5 Complete the flow diagram showing how service excellence ultimately impacts on economic and community development. Write only B, C and D and the corresponding answer next to it in the ANSWER BOOK.



(3)

2.2 Refer to the graph below to answer the questions.




2.2.1 Indicate the complaint that should be given immediate attention. (1)

2.2.2 Explain why it is vital to the economy that all South Africans offer service excellence to tourists at all times. (2)

2.3 Read the statement below and answer the questions.

Celebrating success in tourism



In the past, the majority of South Africans have been excluded from tourism and it is important that this trend be reversed.

[Adapted from: *Business Partners' advertisement*]

2.3.1 State TWO ways in which this trend can be reversed. (4)

2.3.2 Previously neglected groups can now be involved/employed in many sectors of the tourism industry.

Give TWO examples of possible employment opportunities in each of the following sectors:

- (a) Services to the industry (2)
(b) Suppliers to the industry (2)

2.3.3 Below are TWO governmental tourism strategies used in our country.

- A. The Domestic Tourism Growth Strategy of the DEAT
B. The Black Economic Empowerment (BEE) Charter

Explain each strategy and state ONE aim of each. (8)

2.3.4 Before 1994, the previously disadvantaged communities received limited benefits from the tourism industry.

[Adapted from: *Tourism White Paper Document*]

State TWO positive contributions the government and the private sector have made in addressing this problem. (4)

[34]

QUESTION 3

3.1 Read the extract below and answer the questions which follow.

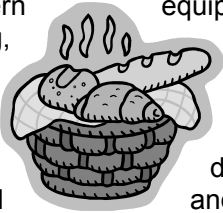
CULINARY CAREERS – WORKING CONDITIONS

Many restaurants and institutional kitchens (for example hospitals and hostels) have modern equipment, convenient work areas and air conditioning, but many kitchens in older and smaller eating-places are not as well-equipped.

Working conditions of food being prepared depend on the type and quantity and the local laws governing food service operations. Usually workers must withstand the pressure and strain of working in close quarters, standing for hours at a time, lifting heavy pots and kettles and working near hot ovens and grills. Job hazards include slips and falls, cuts and burns, but injuries are seldom serious.

Work hours in restaurants may include early mornings, late evenings, holidays and weekends. Work schedules of chefs, cooks and other kitchen workers in factory and school cafeterias may be more regular.

[Adapted from: www.culinary-careers.org/chef-career-working-conditions.html]

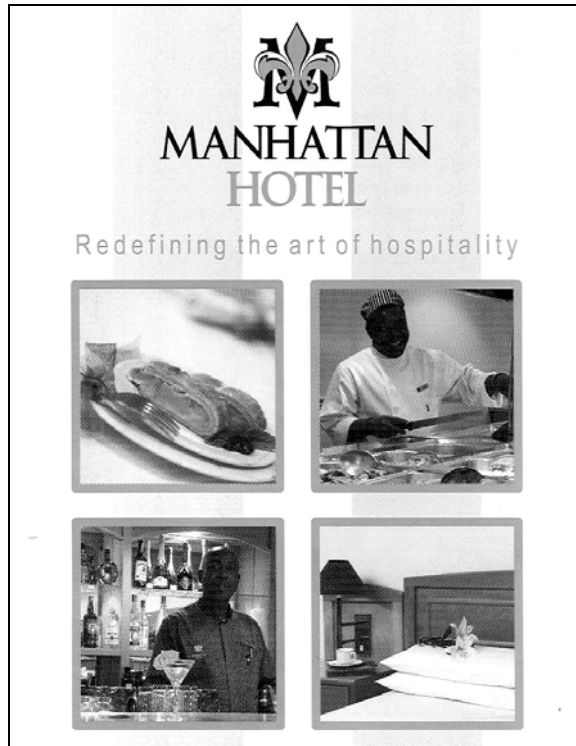


The last paragraph of the above passage describes the working hours in a restaurant.

Name any FOUR other aspects of working conditions that can be included in the employment contract of a restaurant worker.

(4)

3.2 Refer to the picture below and answer the questions.



Suggest any TWO general points which could be included in the code of conduct and would apply to all four departments of the hotel shown in the picture above.

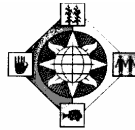
(2)
[6]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 4**

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

PHINDA PRIVATE GAME RESERVE IN KWAZULU-NATAL



IMVELO AWARDS

Phinda, a five-star game reserve, has taken degraded farmland, and by ecologically rehabilitating it and restocking it with wildlife, used it for ecotourism which in turn has generated income for rural communities. The reserve is situated close to the Greater St Lucia Wetland Park (now known as iSimangaliso Wetland Park), a World Heritage Site.

Since March 1991, one of the biggest game restocking exercises has been underway at Phinda. Over 1 000 head of game, including white rhino, elephant, cheetah, lion, giraffe and a number of antelope species have been introduced. Phinda's cheetah introduction programme has been the most successful in South Africa, resulting in a net surplus of 90 cheetahs for the reserve.

To tackle the rural poverty that surrounds Phinda, the reserve has actively involved the community in its operation and supports social and economic development projects.

Phinda has granted over 100 bursaries for academic or applied studies in the local region, and students are required to return to their community for up to two years' training.

[Adapted from: *Responsible Tourism Guide – 2002*]

- 4.1.1 Identify ONE positive and ONE negative environmental factor that emerged from the restocking initiative at the Phinda Private Game Reserve. (4)
- 4.1.2 Give TWO possible reasons why the farmland could have become degraded. (4)
- 4.1.3 Discuss how the environmental and economic factors have impacted positively on the sustainable and responsible tourism development of the area. (4)
- 4.1.4 The Phinda Game Reserve is a recipient of the Imvelo Award. Explain why the reserve would have received this award. (3)

4.1.5 As part of their marketing strategy, the Phinda Game Reserve engages in cooperative advertising.

Discuss how the Imvelo Award would have helped the Phinda Game Reserve in their marketing strategy. (4)

4.1.6 Explain what you understand by *cooperative advertising* and give an example. (6)

4.1.7 When new tourism businesses are established in the community, the tourism potential of the area needs to be assessed.

Discuss TWO steps the community at Phinda will consider when determining the practicality of the tourism business. (4)

4.2 People around the world are demonstrating to make the public aware of environmental issues.



[Source: www.panda.org]

4.2.1 Identify and explain the environmental problem being demonstrated in the above photograph. (4)

4.2.2 State ONE negative consequence of this environmental problem on the tourism industry. (2)

4.2.3 Name the international organisation that expanded its work from conserving wildlife, to conserving the environment as a whole. (2)

[37]

QUESTION 5

Listed below are practices of different cultural groups found in South Africa:

- (a) A Zulu festival
- (b) Ndebele artwork
- (c) A Northern Sotho legend

Give an example of each practice (from the above-mentioned list) that could be marketed as a unique product.

[3]**TOTAL SECTION C: 40**

TOURIST PROFILE:

A young couple, Zuki and Gugu, from Gauteng have booked a weekend tour to Namibia during the summer months. They fly from Johannesburg to Windhoek on SAA542 departing at 13:55. They will stay at the Canon Lodge, which is close to the Fish River Canyon, for 2 nights. On arrival at Windhoek International Airport they pick up their hired 4 x 4 vehicle from the Avis counter.

ITINERARY: Zuki and Gugu

DAY 1: Check in at the Canon Lodge. Afternoon at leisure to explore the attractive natural surroundings of the lodge or alternatively a guided excursion to the majestic Fish River Canyon with its viewpoints high above the deep winding gorges. (Canon Lodge, R350 p.p.d.) (including dinner, bed and breakfast)

DAY 2: Breakfast served from 07:00 until 10:00. Depart for a full day's journey that takes you south through the desert-dominated landscape, to the picturesque Quiver Tree Forest near Keetmanshoop. This prehistoric tree reaches skyward with graphically forked branches, trunks that peel and form intricate patterns as the tree matures and offers rewarding subjects to photograph. Giant's Playground is an impressive jungle of massive boulders; a virtual maze where time can be spent wandering through the extensive rocky labyrinth.

DAY 3: Check out of lodge and en route to the airport stop at the Namib Naukluft Park for some energetic dune climbing or quad biking. Flight departure from Windhoek International Airport on SAA 541 at 17:55.

6.2.1 Your clients will require the following information about their weekend in Namibia. Complete the following table with ONE response.

TOURIST INFORMATION	
(a) Entry requirement	
(b) Health requirement	
(c) Climate	
(d) Currency of the country	

(4)

6.2.2 Name the TWO categories of tourists Zuki and Gugu belong to.

(2)

6.2.3 Calculate the cost of their accommodation.

(2)

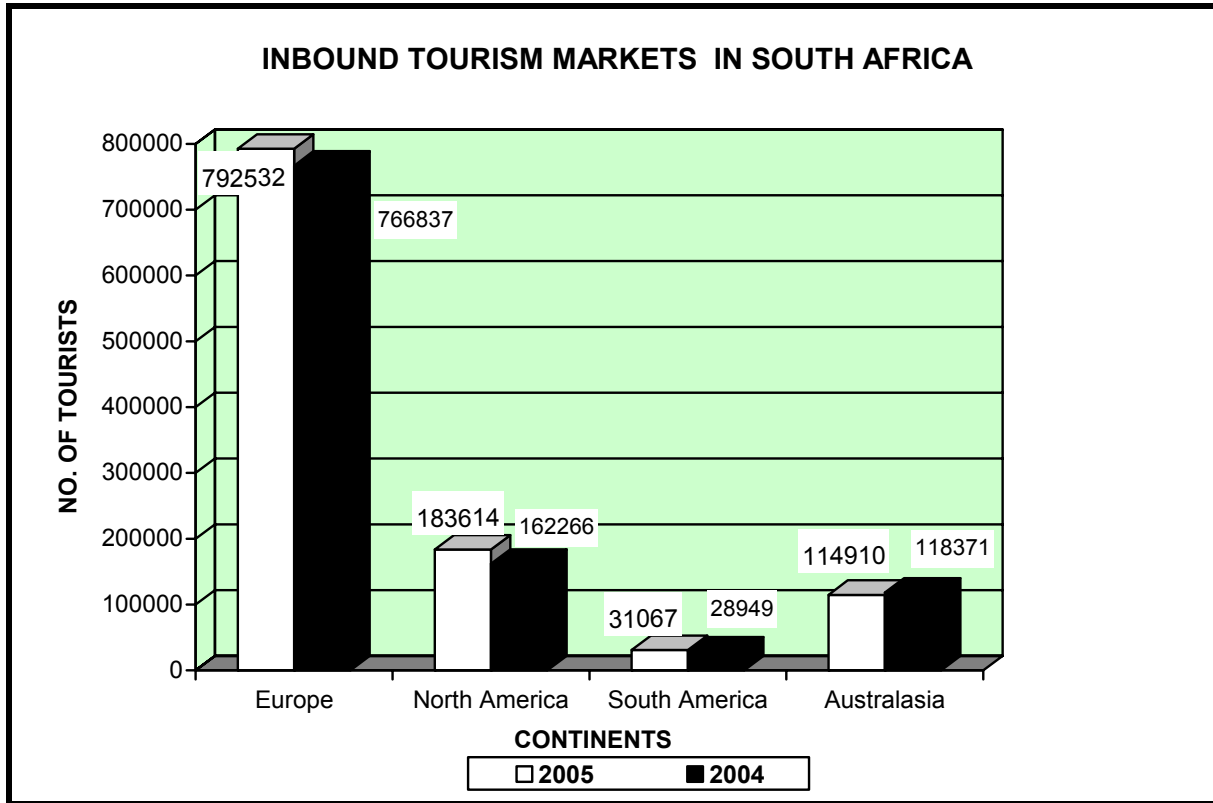
- 6.2.4 On their return journey from Canon Lodge on day 3, they departed from Seeheim. Name the shortest route you would advise your clients to take. Name the towns they will pass en route to the airport. (3)
- 6.2.5 On examining the itinerary, choose TWO important points that were considered when compiling this itinerary. (2)
- 6.2.6 Give ONE important feature of the Fish River Canyon. (1)
- 6.3 List any FOUR sources from which a tourist can obtain travel, health and safety information. (4)
- 6.4 Give a brief description and an example of the following types of visas:
- 6.4.1 Transit visa (3)
- 6.4.2 Single-entry visa (3)
- 6.5 South Africa has shown a positive trend in tourist arrival statistics both internationally and domestically.
- In view of the above statement comment on SAT's role in the following aspects:
- 6.5.1 Promoting inbound international tourism (3)
- 6.5.2 Encouraging domestic tourism growth (3)
- 6.6 The average exchange rate for the year 2007 has been as follows:
- | | |
|--------|--------|
| R7,41 | = \$ 1 |
| R14,28 | = £1 |
| R9,42 | = €1 |
- 6.6.1 Define the term *exchange rate*. (2)
- 6.6.2 As a British tourist in 2007, calculate how many pounds you will have to pay a travel agent in South Africa for a holiday that will cost you R10 000. (2)
- 6.7 Political situations and current affairs have both positive and negative impacts on the tourism industry.
- Discuss the negative impacts of crime on the tourism industry and the positive impacts of a politically stable country on the tourism industry. (10)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1 Carefully study the following graph and answer the questions that follow.



- 7.1.1 Explain the term *inbound tourism markets*. (2)
- 7.1.2 Using the above graph, identify the continent from where South Africa receives its major inbound tourism markets. (1)
- 7.1.3 (a) Compare the trend of the inbound tourism market of Europe in 2004 and 2005 to that of the inbound tourism market of Australasia in 2004 and 2005. (2)
- (b) Give a reason for the trend in each of these continents. (2)

7.2 Read the case studies below and answer the questions that follow.

SCENARIO A	SCENARIO B
A customer in a fast-food restaurant orders a hamburger but says she doesn't want lettuce or onions on her hamburger.	The taking of photographs in a certain museum is not allowed. A customer wants a picture of a particular item and the postcards sold in the gift shop have temporarily run out.

7.2.1 How would a well-trained employee in the delivery of service excellence respond to the problem in Scenario A? (2)

7.2.2 How would an untrained employee in the delivery of service excellence respond to the problem in Scenario B? (2)

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

Tina has recently bought a small guest house. She soon realised that the previous owners did not pay much attention to customer service. She decided to retrain all the existing staff members in order to achieve the levels of customer service she expected for her guests.


7.3.1 State THREE qualities that an employee should have in order to provide efficient customer care. (3)

7.3.2 Explain how Tina could use a mystery customer to evaluate whether her quality criteria are being met. (2)

7.4

COMPONENTS AND TYPES OF CUSTOMER SERVICE

Sales manager of a large hotel group.



[Source: *Customer Service* by A. Lyons]

What is the sales manager in the above cartoon trying to explain about customer care?

(4)
[20]

QUESTION 8

8.1

When it comes to improving teamwork skills, you have to crawl before you walk.

Do you agree/disagree with the above statement? Motivate your answer. (4)

8.2 Refer to the advertisement below before answering the question.

TRAVEL CONSULTANT NEEDED

Requirements: National Diploma in Tourism or equivalent qualification.
Valid driver's licence.

Computer literate in MS Office package. (Word, Access, Excel, PowerPoint) and internet.

Knowledge of AMADEUS/GALILEO an added advantage.
Negotiable salary.
For more information contact Vicky
011 305 4671
vickyr@clubtravel.co.za

Explain why it is necessary for an individual to be computer literate if he or she is planning to seek employment in the tourism industry. (Give THREE reasons for your answer.) (3)

8.3 Name THREE ways in which a tourist can make a flight booking. (3)
[10]

TOTAL SECTION E: 30

GRAND TOTAL: 200