



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2010

MARKS: 200

TIME: 3 hours

This question paper consists of 25 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections: SECTIONS A, B, C, D and E.
2. Answer ALL the questions.
3. Start EACH section on a NEW page.
4. In QUESTION 6.4 round off your calculations to TWO decimal points.
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	Sustainable and Responsible 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 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 South Africa's new high-speed train which transports passengers from OR Tambo International Airport to Pretoria and Sandton is called ...

- A the Blue Train.
- B Rovos Rail.
- C the Shosholoza Meyl.
- D the Gautrain.

1.1.2 The tourism industry contributes approximately 8% to the ... of South Africa.

- A revenue services (SARS)
- B Tourism Enterprise Partnership (TEP)
- C gross domestic product (GDP)
- D Tourism Marketing South Africa (TOMSA)

1.1.3 The Moses Mabida Stadium and the Nelson Mandela Stadium are located in the following provinces respectively:

- A Northern Cape and Western Cape
- B KwaZulu-Natal and Eastern Cape
- C Gauteng and Free State
- D Mpumalanga and North West

1.1.4 The city that hosted the summit on climate change in December 2009 was ...

- A Beijing.
- B Rio de Janeiro.
- C Kyoto.
- D Copenhagen.

1.1.5 An accredited tourist guide is a guide who ...

- A has obtained a formal tourist guide qualification.
- B has received tertiary education.
- C who lives in and is very knowledgeable about his community.
- D has obtained a formal tourist guide qualification and is registered to work as a tourist guide.

- 1.1.6 South African Tourism has launched this award to encourage excellent service delivery:
- A TKZN Service Excellent Awards
 - B ETEYA
 - C Welcome Awards
 - D AA Awards
- 1.1.7 South African Tourism, a parastatal, obtains funding for marketing purposes from ...
- A the government.
 - B the private sector.
 - C non-governmental organisations.
 - D A and B only
- 1.1.8 The document that protects the rights of the employer and employees by stating the working conditions in the workplace is the ...
- A contract of employment.
 - B code of conduct.
 - C Labour Relations Act.
 - D Employment Equity Act.
- 1.1.9 The ... is common to the whole South African community and not specific to any one cultural or religious group.
- A Reed Dance Festival
 - B Woodstock Festival
 - C Cape Town Minstrel Carnival
 - D Oktoberfest
- 1.1.10 One of the aims of the Kyoto Protocol is to ...
- A reduce the emission of greenhouse gases.
 - B establish transfrontier conservation areas.
 - C involve nations in sustainable development.
 - D All the above-mentioned

- 1.1.11 The motto, *!ke e: /xarra //ke*, that appears on the National Coat of Arms is written in ...



- A Khoisan.
B Afrikaans.
C isiZulu.
D Setswana.
- 1.1.12 This province is home to a small population of the Nama people who still practise the old way of sheep and goat herding:
- A Gauteng
B Limpopo
C North West
D Northern Cape
- 1.1.13 Mutuku (fermented maize porridge) and tshidzimba (beans and peanuts) that are cooked together, is the traditional food of the ... people predominantly found in Limpopo.
- A Venda
B Ndebele
C Tswana
D Swazi
- 1.1.14 The line of longitude from which all time zones are calculated, is called the ...
- A DST.
B IDL.
C UTC.
D SAST.
- 1.1.15 Telephone etiquette provides guidelines on how to ...
- A answer the telephone.
B place callers on hold.
C transfer a call.
D All the above-mentioned

- 1.1.16 In team work the person responsible for documenting the group activities, is called the ...
- A leader.
 - B gatekeeper.
 - C scribe.
 - D clarifier.
- 1.1.17 When a tourist flies eastwards from OR Tambo International Airport (+2) and passes the International Date Line (+12), the tourist has flown over ... time zones.
- A 6
 - B 10
 - C 12
 - D 18
- 1.1.18 These markets refer to small specialised sections of a larger market, each with a clearly defined characteristic:
- A Target market
 - B Tactical market
 - C Niche market
 - D Core market
- 1.1.19 These are the symptom(s) associated with the H1N1 virus, also known as swine flu:
- A High temperature
 - B Diarrhoea
 - C Vomiting
 - D All the above-mentioned
- 1.1.20 In foreign currency transactions 'commission' refers to the ...
- A difference between the buying and selling rate.
 - B handling fee charged to the customer by the seller.
 - C duty paid by the seller to the government.
 - D tip or gratuity paid by the customer to reward good service.

(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 number (1.2.1 – 1.2.5) in the ANSWER BOOK.

France; Desmond Tutu; Jacob Zuma; jet lag; road map; cholera;
route map; Switzerland; vuvuzela; Nelson Mandela; Spain;
topographical map; makarapa

- 1.2.1 A uniquely South African musical instrument often heard at soccer matches
- 1.2.2 The recipient of the American Peace Award at the White House in Washington in 2009
- 1.2.3 A tourist who travels from South Africa to Japan may experience disorientation and a loss of appetite which are typical symptoms of ...
- 1.2.4 A map that indicates all places to be visited by the tourist according to the itinerary
- 1.2.5 This European country does NOT use the euro as its currency
(5 x 1) (5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK, for example 1.3.6 passport.

- 1.3.1 The (BRT – Re a vaya/Gautrain) was launched on 30 August 2009 to minimise traffic congestion in Johannesburg.
- 1.3.2 The objective of (TFCP/CITES) is to protect and control the over-exploitation and trade in endangered species.
- 1.3.3 The (Swazi/Tswana) is one of the Nguni groups. Their former kingdom is now an independent state.
- 1.3.4 A (code of conduct/contract of employment) indicates how employees should behave in the workplace.
- 1.3.5 The (photocopying machine/laminating machine) is used in the tourism industry especially for duplicating purposes.
(5 x 1) (5)

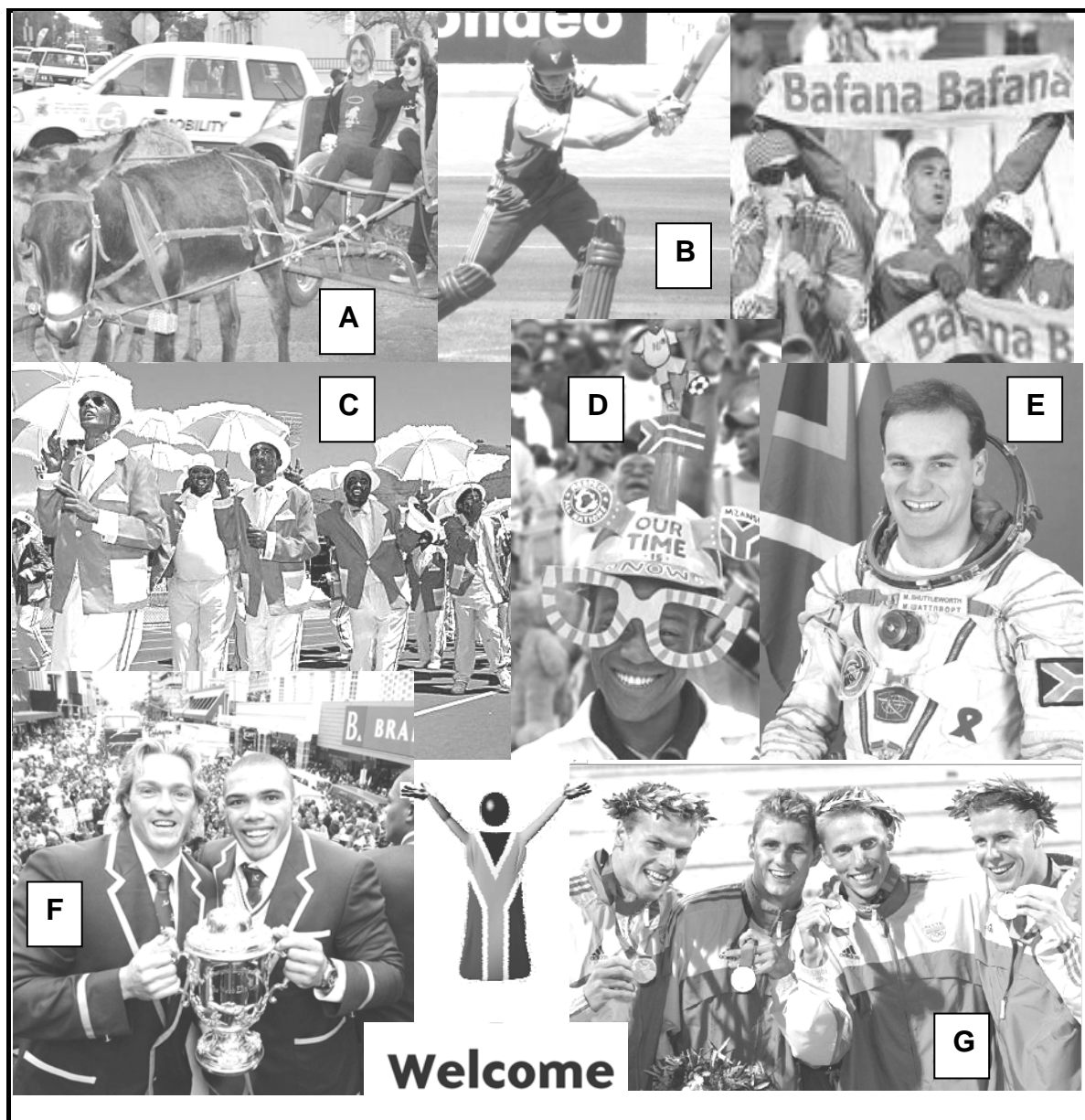
- 1.4 Choose a description from COLUMN A that matches a term in COLUMN B. Write only the letter (A – I) next to the question number (1.4.1 – 1.4.5) in the ANSWER BOOK, for example 1.4.6 J.

COLUMN A	COLUMN B
1.4.1 Determines the value of one currency in relation to another	A visa
1.4.2 A travel agent will use this monthly publication to access flight schedules and other travel-related information	B customs check
1.4.3 An official document issued by the embassy of a country	C bank buying rates
1.4.4 The process that takes place at international gateways to restrict or prohibit the illegal importation of certain type of goods	D passport
1.4.5 The rates a bank will use when a tourist exchanges foreign currency to the local currency	E brochure
	F selling rates
	G GSA magazines
	H passport checks
	I exchange rate

(5 x 1)

(5)

- 1.5 Below is a postcard showcasing South Africa as a culturally diverse and sporting nation. Study the postcard and select the frame that fits the description below. Write only the letter (A – G) next to the question number (1.5.1 – 1.5.5), for example 1.5.7 H.

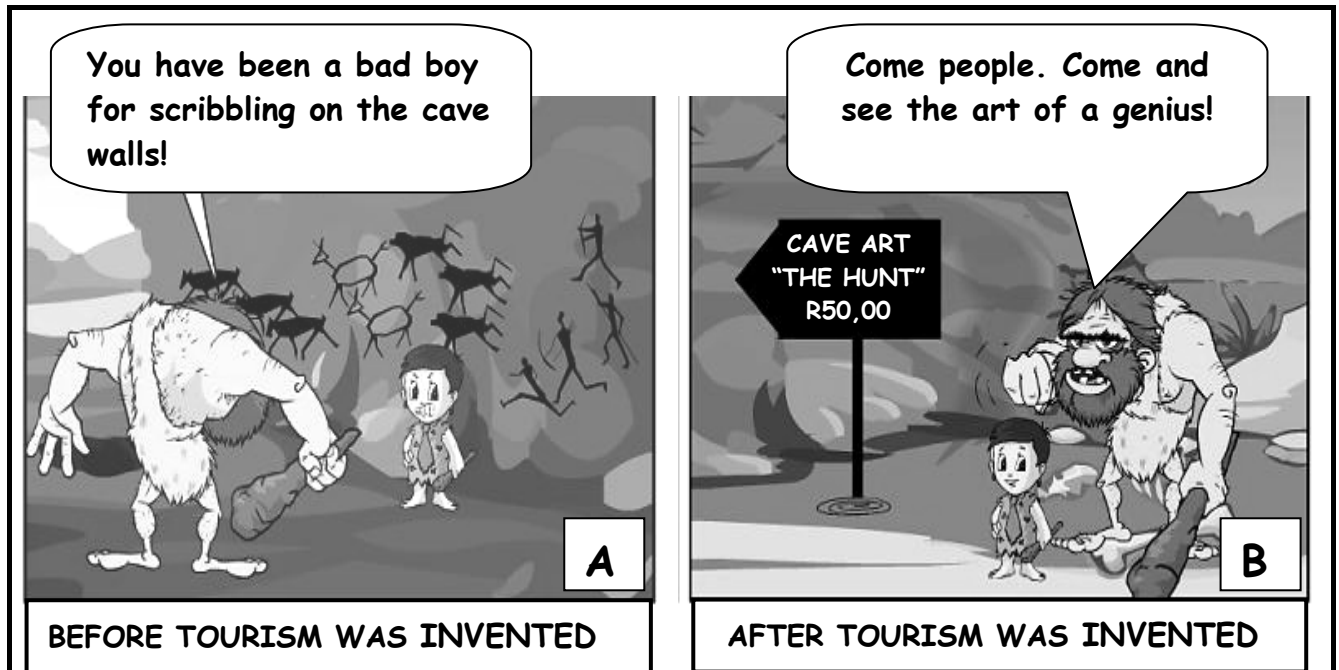


- 1.5.1 The South African swimming relay team received gold medals at the Sydney Olympic Games.
- 1.5.2 A cultural festival that takes place in the Western Cape annually.
- 1.5.3 South Africa emerged as the winner of the 2007 World Cup.
- 1.5.4 The makarapas were very visible during this 2010 world sporting event.
- 1.5.5 Mark Shuttleworth was the first South African space tourist. (5 x 1) (5)

TOTAL SECTION A: 40

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

2.1 Study the cartoon and text below and answer the questions that follow.



2.1.1 Identify the tourism product illustrated in the cartoon above. (1)

2.1.2 In frame B the local community can become involved in entrepreneurial opportunities and benefit from the product identified in QUESTION 2.1.1.

(a) Give TWO examples of how the local community can earn an income from the attraction identified in QUESTION 2.1.1. (4)

(b) Name the mixed World Heritage Site in South Africa that is most famous for showcasing this attraction. (1)

2.1.3 Give the name of the document created by the DEAT in 1996 which will ensure the sustainability of this site. (2)

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

DOMESTIC TOURISM STILL HAS LEGS DESPITE RECESSION

Minister Marthinus van Schalkwyk has said that 'the domestic tourism figures for South Africa for 2008 have shown that, despite facing tough economic conditions, the South African tourism industry has not been seriously affected'.

'The newly formed Department of Tourism is currently engaged in a countrywide stakeholder tour to consult with role players in the tourism industry about their needs, as well as communicate our strategy for revitalising (refreshing) the industry. This will also inform the Tourism Sector Plan. This plan will be a five-year strategy and will focus on growing the sector and building resilience (sustainability),' Minister Van Schalkwyk said.

'South African Tourism is committed to growing domestic tourism,' says Van Schalkwyk.

[Adapted from: www.Travelwires.com]

SERVICE EXCELLENCE CAUSE FOR CONCERN – MINISTER

Sue Lewitton



Service levels are set to come under the spotlight as government begins to update South Africa's **Tourism White Paper** and the **2020 Tourism Growth Strategy**.

In a recent brainstorming session between the private sector and government, Minister of Tourism, Marthinus van Schalkwyk, cautioned the industry to focus on service excellence which he said was becoming an area of concern in the sector.

[Adapted from: *Tourism Update* magazine, Nov./Dec. 2008]

- 2.2.1 Explain the meaning of *domestic tourism*. (2)
- 2.2.2 State what the minister is referring to when he talks about 'tough economic conditions'. (1)
- 2.2.3 The new department of tourism is now called the National Department of Tourism (NDT).


From the extract, give ONE reason why this department went on a countrywide tour. (2)
- 2.2.4 From the extract, identify the following:
- (a) The strategy that will focus on growing the sector and ensuring future growth (1)
 - (b) TWO role players (not individuals) who are committed to growing the domestic tourism industry in South Africa (2)

- 2.2.5 Minister Marthinus van Schalkwyk's message is clear: South Africa must take service excellence more seriously.

Discuss TWO ways in which the delivery of service excellence can contribute to the following:

- (a) Economic growth in South Africa (4)
- (b) The development of communities (4)

- 2.3 Read the case study below and answer the questions.

	<p>BBBEE – SUCCESS STORY</p> <p>BUSY BEES: Bee-keepers wear their protective clothing at a honey-making initiative near Qunu in the Eastern Cape. Bee-keeping is tipped to become a growing agritourism industry in the Eastern Cape.</p>
<p>SUCCESS OH, SO SWEET FOR BISHO PRODUCER</p> <p>For Nkululeko Gomna – a honey producer in Qunu in the Eastern Cape – black economic empowerment (BEE) success came in the form of something no larger than a bee. Gomna is one of 50 honey producers in the Eastern Cape who are now going to receive training and financial support from government. He is planning to create other spin-offs from the honey industry, such as the development of agritourism opportunities. Gomna encouraged the local youth to come up with ideas for agritourism after both the Department of Agriculture and the Department of Tourism indicated that they would be keen to support such an initiative.</p> <p>Gomna said the departments will support the bee-keeping agritourism project to the tune of R750 000.</p> <p>[Adapted from an article by Siya Miti: <i>Business Reporter</i>]</p>	

- 2.3.1 Explain TWO ways in which Nkululeko has benefited from the government's promise to redress past imbalances in tourism. (4)
- 2.3.2 Explain how Nkululeko contributes to the growing of South Africa's tourism industry. (2)
- 2.3.3 Name TWO other strategies or campaigns used by government to redress the past imbalances in tourism participation. (2)

[32]

QUESTION 3

Read the extract below and answer the questions that follow.

TRAINING FOR THE LOCAL YOUTH

Approximately 50 guides from Soweto will receive NQF2 tourism site guide training which was funded in 2009 by the National Lotteries Distribution Trust Fund (NLDTF).



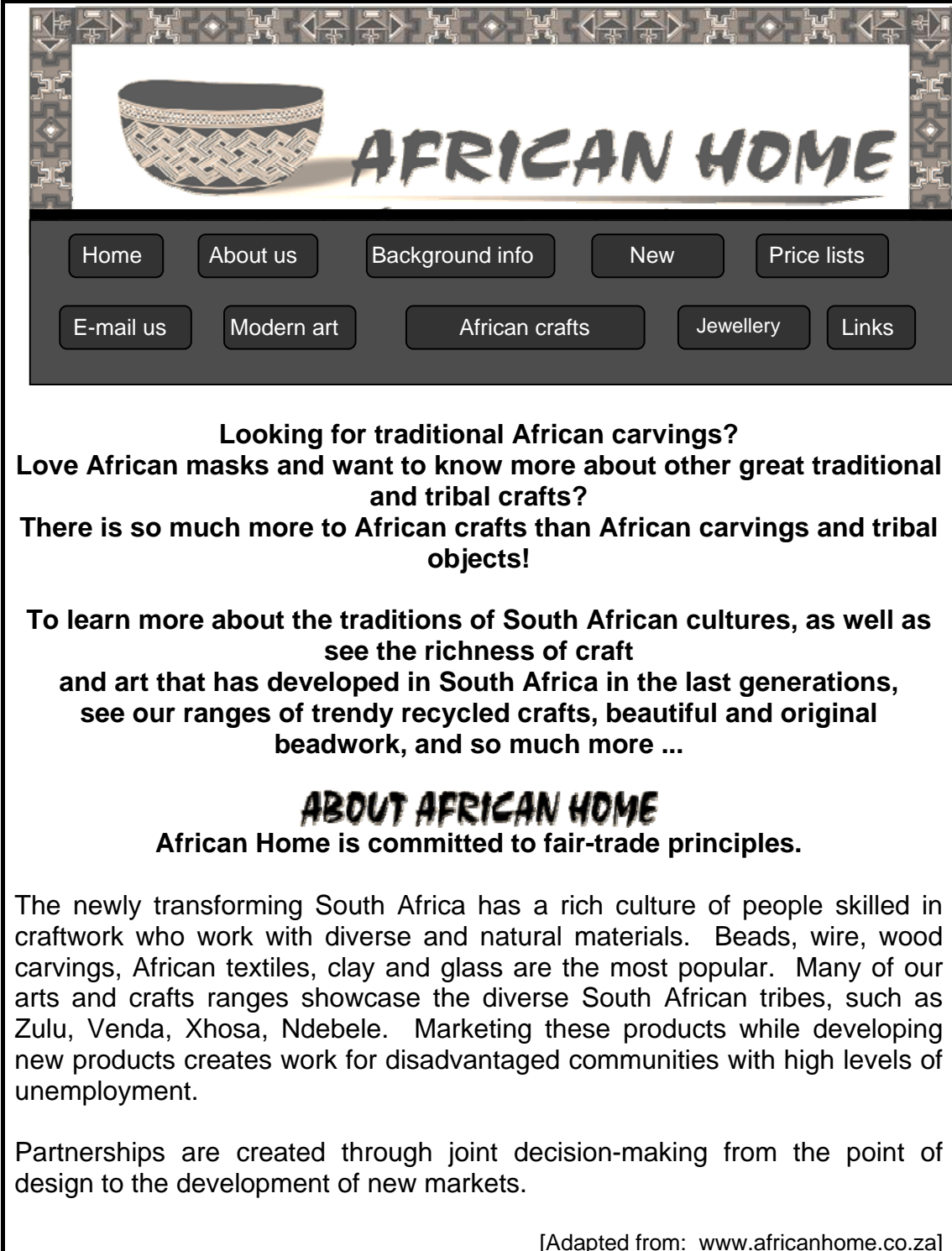
The project will make an important contribution to the ongoing transformation of South African tourism and provide employment opportunities for historically disadvantaged individuals.

- 3.1 The three objectives of the South African Domestic Tourism Growth Strategy (DTGS) are transformation, ... and ... (2)
- 3.2 Explain how this training contributed to transforming South Africa's tourism industry. (2)
- 3.3 Besides friendliness and neatness, list THREE other characteristics that an excellent tourist guide must have. (3)
- 3.4 Name ONE working condition of a tourist guide that could be considered as NEGATIVE. (1)
- [8]**

TOTAL SECTION B: 40

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

- 4.1 Study the web page of African Home (www.africanhome.co.za) below and answer the questions that follow.



Looking for traditional African carvings?
Love African masks and want to know more about other great traditional and tribal crafts?
There is so much more to African crafts than African carvings and tribal objects!

To learn more about the traditions of South African cultures, as well as see the richness of craft and art that has developed in South Africa in the last generations, see our ranges of trendy recycled crafts, beautiful and original beadwork, and so much more ...

ABOUT AFRICAN HOME
African Home is committed to fair-trade principles.

The newly transforming South Africa has a rich culture of people skilled in craftwork who work with diverse and natural materials. Beads, wire, wood carvings, African textiles, clay and glass are the most popular. Many of our arts and crafts ranges showcase the diverse South African tribes, such as Zulu, Venda, Xhosa, Ndebele. Marketing these products while developing new products creates work for disadvantaged communities with high levels of unemployment.

Partnerships are created through joint decision-making from the point of design to the development of new markets.

[Adapted from: www.africanhome.co.za]

- 4.1.1 You are interested in 'trendy recycled crafts'. Identify the option on the website you will click on to find more information. (2)
- 4.1.2

Responsible tourism is a tourism management strategy that includes planning, product development and marketing to bring about positive economic, social, cultural and environmental impacts.
- Using the triple bottom-line approach and examples from the website, illustrate how African Home is positively practising the principles of responsible tourism. (6)
- 4.1.3 African Home is committed to fair-trade principles.
- Explain ONE way in which the artists and the crafters will benefit from the practices of fair trade. (2)
- 4.1.4 Give ONE reason why it is so important for African Home to create a partnership with the crafters. (2)
- 4.1.5 Discuss TWO ways in which African Home is encouraging and promoting cultural tourism by advertising the arts and crafts of the various cultures. (4)
- 4.1.6 Identify TWO elements of the marketing mix that African Home uses in their advertisement. (2)

- 4.1.7 Study the three items of jewellery that can be purchased from the African Home website.

Identify the cultural group that has produced these items of jewellery.

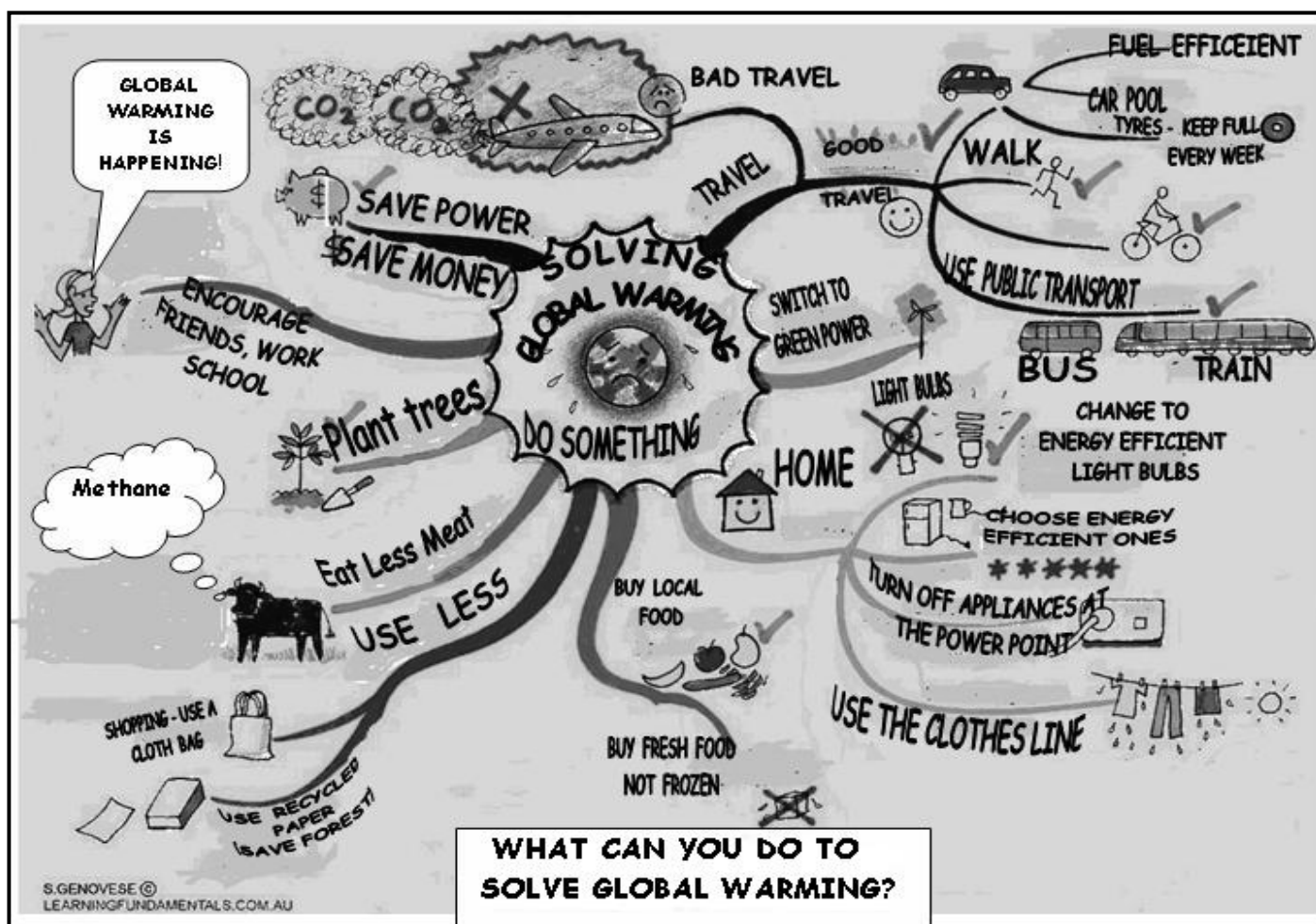


(2)

- 4.1.8 Name ONE advantage and ONE disadvantage of purchasing art and crafts online.
(2 x 2)

(4)

- 4.2 Study the mind map on global warming below and answer the questions that follow.



- 4.2.1 State the most devastating (harmful) consequence of global warming on planet Earth. (2)
- 4.2.2 Explain how the following activities of tourists will help reduce the effects of global warming: (2)
- (a) Buying local food (2)
 - (b) Saving electricity (2)
- 4.2.3 Give ONE example of green energy. (2)
- 4.2.4 State TWO NEGATIVE consequences of global warming on the tourism industry. (4)
- [36]

QUESTION 5

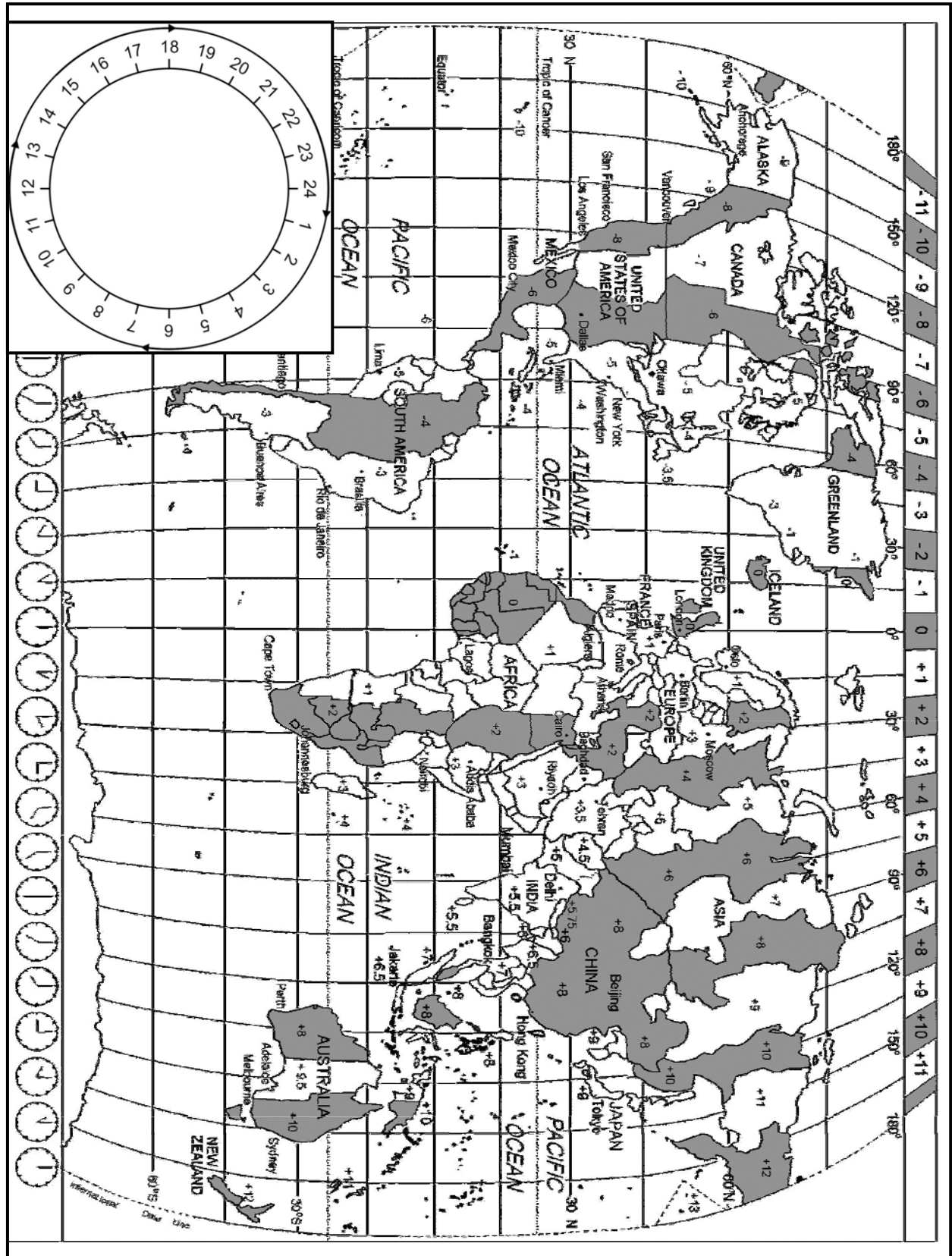
The Zulu Reed Festival attracts both local and international tourists annually.

Give TWO reasons why the Zulu Reed Festival is considered a unique South African cultural tourism experience.

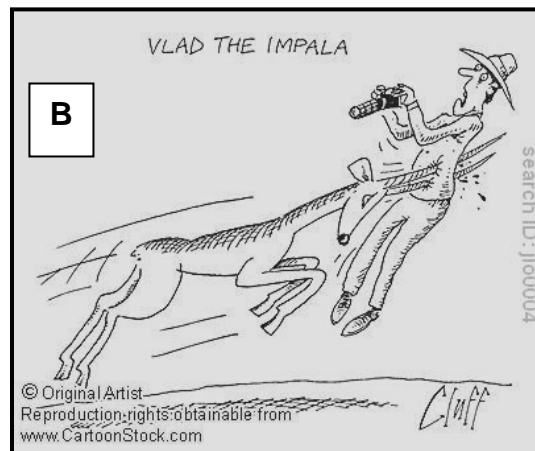
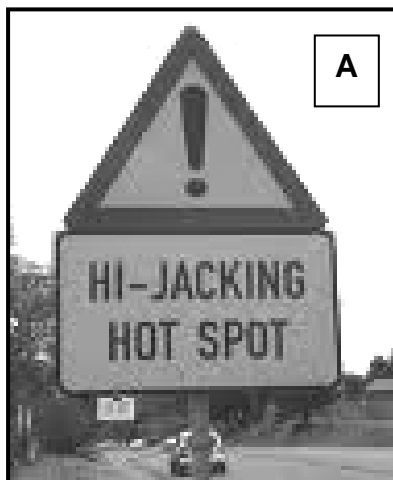
**[4]****TOTAL SECTION C: 40**

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.



- 6.1.1 Give ONE reason why the sun sets later in Cape Town than in other parts of South Africa. (2)
- 6.1.2 It is 12:00 (local time) in Johannesburg (+2). Calculate the time in the following cities:
- (a) New York (3)
- (b) Beijing (3)
- 6.1.3 The flight to London left OR Tambo Airport in Johannesburg (+2) at 20:00 on 31 May 2010. Calculate the date and the time the flight arrived at Heathrow Airport, London (0°), if the flying time was 12 hours. In your calculations, note that London is practising daylight saving time during this period. (6)
- 6.1.4 Name TWO benefits for the South African tourism industry if we were to practise daylight saving time. (4)
- 6.2 The health and safety of tourists are important factors for the success of the tourism industry. Study the pictures below and answer the questions that follow.



6.2.1 State the danger to tourists illustrated in each picture (page 20).
Write only the letter and the answer in your ANSWER BOOK. (3)

6.2.2 Do you think that picture A will have a negative impact on the perceptions of tourists visiting South Africa? Give a reason for your answer. (3)

6.3

The tourism industry in the SADC region is expected to grow and to contribute 3,5% to the region's GDP by 2015. This could account for some 4 million jobs and considerable income for the region. This will have an impact on a wide range of sectors, such as transport, accommodation, trade, services and manufacturing and this will in turn contribute to reducing poverty.

The SADC has to ensure that it meets the Millennium Development Goals (MDGs) which focus on poverty alleviation and improving the quality of life. Growing the tourism industry in the region will help the SADC to achieve its MDGs.

[Adapted from: www.sadcmdg]

6.3.1 Name TWO strategies that RETOSA (Regional Tourism Organisation of Southern Africa) and South African Tourism have used to boost tourism to the SADC region. (2)

6.3.2 Suggest TWO ways in which tourism will help the region towards meeting the Millennium Development Goals. (4)

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

SOUTH AFRICA'S INBOUND TOURIST MARKETS

COUNTRIES OF ORIGIN	NUMBER OF VISITORS PER ANNUM	CURRENCY OF COUNTRY OF ORIGIN	RAND EQUIVALENT
United Kingdom	120 000	GBP	13,06
Germany	156 000	EUR	11,25
New Zealand	5 000	NZD	3,55
Kenya	23 000	KES	0,75
Brazil	15 000	BRL	4,26

6.4.1 Identify the largest existing market to South Africa and state ONE way that South African Tourism can use to maintain this existing market. (3)

6.4.2 5 000 New Zealanders visited South Africa in 2009 and each of them spent an average of 500 NZD. The total amount of money spent in South Africa by the New Zealanders was (a) 2,5 million NZD **OR** (b) 1 000 NZD.

Do the necessary calculations in order to choose the correct answer. (2)

- 6.4.3 The total amount of money that the New Zealanders have contributed to the South African GDP in QUESTION 6.4.2 is (a) R704 225,35 **OR** (b) R8,875 million. Choose the correct answer. (2)
- 6.4.4 Compare the number of tourists from Brazil and the United Kingdom. Each one spent R5 000 for their 5-day holiday package in South Africa.
- (a) Calculate the amount of money the Brazilians would have to pay in BRL. (2)
- (b) Calculate the amount of money that the British would have to pay in British pounds. (2)
- (c) State which of the two groups of tourists would regard South Africa as a value for money destination. Give ONE reason for your answer. (3)
- 6.5 Read the article below and answer the questions that follow.

THE ECONOMIC RECESSION AND SWINE FLU (H1N1) HIT SOUTH AFRICAN TOURISM INDUSTRY



In 2009 the South African tourism industry was hit by the recession and the swine flu outbreak. The two events turned the world of travel and tourism upside down. During that year the World Travel and Tourism Council (WTTC) revealed that recession alone resulted in a two per cent drop in global tourism. The outbreak of swine flu worsened the situation. After the outbreak of swine flu the World Travel and Tourism Council estimated that global tourism could further fall by seven per cent. South Africa as the host of the 2010 FIFA Soccer World Cup, and the global community felt the strains of both the economic recession and swine flu.

- 6.5.1 Give ONE reason why swine flu had a negative impact on travel trends. (2)
- 6.5.2 Discuss TWO negative effects that you think the economic recession had on the 2010 FIFA World Cup. (4)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

7.1

In organising the 2010 FIFA World Cup, South Africa catered very well for tourists' needs and tourists' interest. The reason for this is that the 2010 Local Organising Committee (LOC), chaired by Danny Jordaan, worked in consultation with the different stakeholders regarding the cultural needs and expectations of the tourists. Algeria and Brazil participated in the World Cup. Both their players and spectators were well catered for in the five-star hotels reserved for them. The 2010 FIFA World Cup has come and gone. There is a sigh of relief. It was really a success. Thanks to the continent of Africa.

- 7.1.1 Explain the difference between *tourists' needs* and *tourists' expectations*. (4)
- 7.1.2 Name TWO ways in which the hospitality sector catered for the cultural needs of the following:
- (a) Brazilians (2)
- (b) Algerians (2)
- 7.1.3 Suggest ONE positive impact the successful hosting of the 2010 Soccer World Cup had on tourism in Africa. (2)

7.2

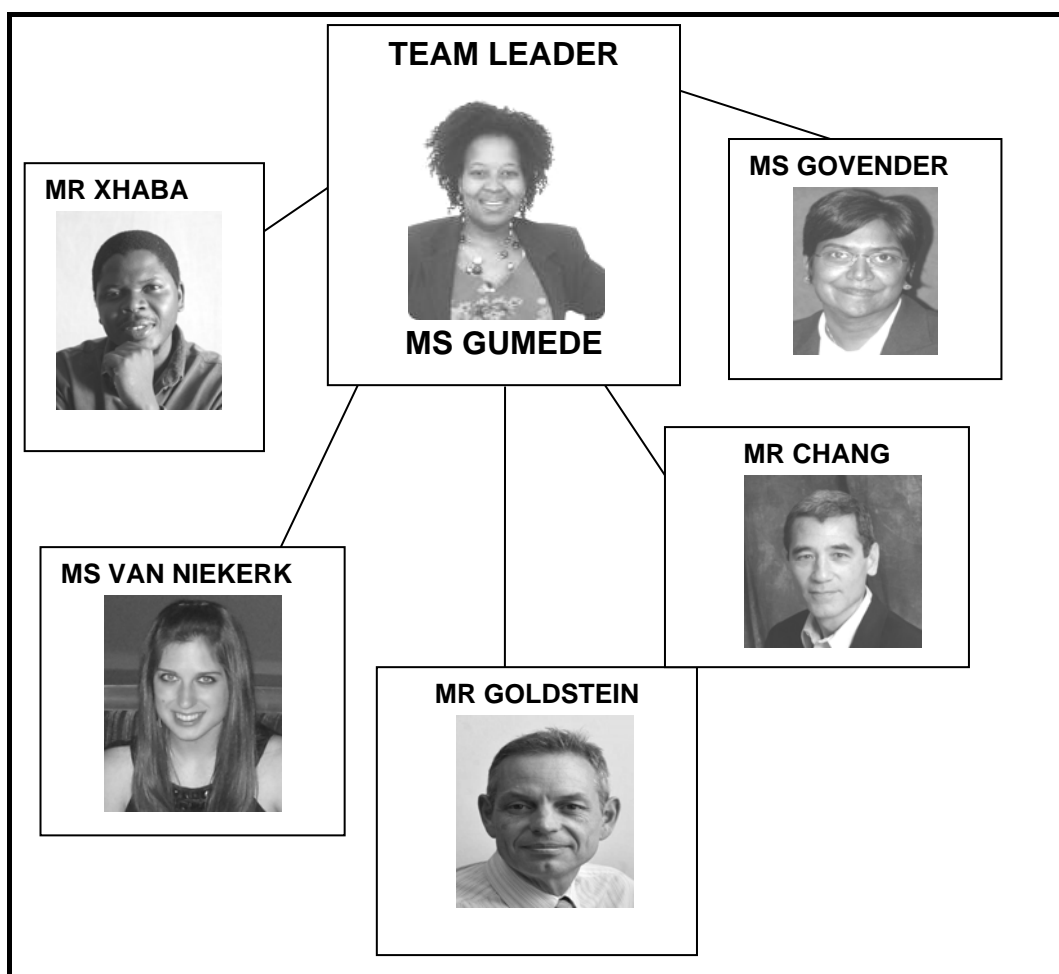
Study the cartoon below and answer the questions that follow.



- 7.2.1 Complete the sentence: Tourists interested in ... will visit the resort in the cartoon. (1)
- 7.2.2 **When tourists visit a resort they have certain needs and expectations. The couple in the cartoon are disappointed by the level of service and the poor customer care offered by the resort.**
- Identify the expectation that has NOT been met by the resort. (1)
- 7.2.3 Explain TWO ways in which this incident may impact on the profitability of the resort. (4)
- 7.2.4 (a) Name TWO examples of poor body language displayed by the waitron in the cartoon. (2)
- (b) Explain how the waitron can correct his body language to ensure that he provides excellent service to the tourists. (2)
- [20]**

QUESTION 8

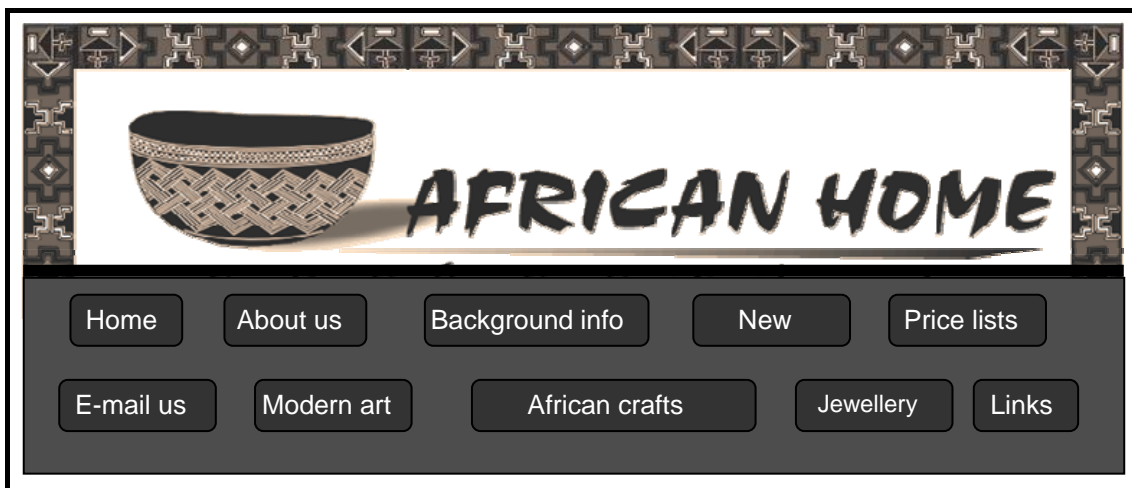
- 8.1 Examine the organogram (staff structure) of a travel agency team below and answer the questions that follow.



8.1.1 Give ONE advantage of working in a team that is culturally diverse. (2)

8.1.2 Explain ONE way in which the team leader of this travel agency can overcome cultural misunderstandings amongst her team members. (2)

8.2 You have opened the website of African Home. Explore the website below and answer the questions that follow.



You need to obtain more information on a product from African Home. You decide to contact them through their website electronically.

8.2.1 The four steps below on how to contact African Home through their website, are NOT in the correct order.

Rearrange the steps below in the correct order so that you can contact them through their website. Write only the letters (a – d) in their correct order in your ANSWER BOOK.

- (a) Type in the subject of the e-mail and the message.
- (b) Continue with a new e-mail or return to the home page.
- (c) Click on 'E-mail us'.
- (d) Click on 'Send' for e-mail to be sent. (4)

8.2.2 Give TWO reasons why it is an advantage for a business to have a website. (2)
[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200