



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2017**

**TOURISM**

**MARKS: 200**

**TIME: 3 hours**



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This question paper consists of 23 pages.

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## INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. The following table is a guide to help you allocate your time according to each section.

| SECTION  | QUESTION | TOPIC  | MARKS    | TIME       |
|----------|----------|--|----------|------------|
| <b>A</b> | 1        | Short Questions                              | 40 marks | 20 minutes |
| <b>B</b> | 2        | Map Work and Tour Planning                   | 50 marks | 50 minutes |
|          | 3        | Foreign Exchange                             |          |            |
| <b>C</b> | 4        | Tourism Attractions                          | 50 marks | 50 minutes |
|          | 5        | Heritage Tourism                             |          |            |
|          | 6        | Marketing                                    |          |            |
| <b>D</b> | 7        | Tourism Sectors                              | 30 marks | 30 minutes |
|          | 8        | Sustainable and Responsible Tourism          |          |            |
| <b>E</b> | 9        | Domestic, Regional and International Tourism | 30 marks | 30 minutes |
|          | 10       | Communication and Customer Care              |          |            |

**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, e.g. 1.1.21 A.

1.1.1 When planning an itinerary a tour planner should take into account that travellers on international flights must check in for their flight ... prior to departure.

- A 30 minutes
- B 90 minutes
- C 2 to 3 hours
- D 1 to 2 hours

1.1.2 An example of a World Heritage Site in the Northern Cape:

- A Cradle of Humankind
- B Robben Island
- C Vredefort Dome
- D Richtersveld

1.1.3 International tourists should keep copies of ... separate from their luggage.

- A banking details
- B passports
- C customs regulations
- D travel allowances

1.1.4 A customer feedback tool that does not contain many questions:

- A Survey
- B Feedback card
- C Follow-up call
- D Questionnaire

1.1.5 Upon arrival in South Africa a 100 ml bottle of perfume is regarded as ... by customs.

- A goods to declare
- B duty-free goods
- C prohibited goods
- D restricted goods

- 1.1.6 The Black Forest is located in ...
- A Switzerland.
  - B Germany.
  - C Russia.
  - D Turkey.
- 1.1.7 An African country that is a yellow fever endemic area:
- A Egypt
  - B Swaziland
  - C Morocco
  - D Democratic Republic of Congo
- 1.1.8 The proportion of an inbound tourism market that a country holds in relation to its main competitors:
- A Foreign arrivals
  - B Average length of stay
  - C Foreign market share
  - D Arrival surplus
- 1.1.9 A disease contracted in the same way as HIV Aids:
- A Hepatitis A
  - B Hepatitis B
  - C Malaria
  - D Cholera
- 1.1.10 This city will host the International Olympic Committee's Summer Games in 2020.
- A Tokyo
  - B Beijing
  - C Paris
  - D Los Angeles
- 1.1.11 South African bank notes to the value of R10 000 is regarded as ... by SARS.
- A goods to declare
  - B duty-free goods
  - C prohibited goods
  - D restricted goods

1.1.12 The abduction of 276 schoolgirls by Boko Haram in Nigeria in 2014 is an example of ...

- A a civil war.
- B general unrest.
- C an unforeseen occurrence.
- D terrorism.

1.1.13 Which of the following is NOT regarded as a good environmental practice?

- A Environmentally friendly buildings
- B Reduce, reuse and recycle
- C Local procurement
- D Waste management

1.1.14 A crime prevention measure to ensure the success of an attraction:

- A Providing high-quality pathways
- B Availability of lockers
- C Regular signage checks
- D Providing emergency medical assistance

1.1.15 Tsogo Sun Hotel staff that are looking professional in their uniforms are contributing to the hotel group's ...

- A corporate image.
- B triple bottom line.
- C BBBEE charter.
- D customer service policy.

1.1.16 This world icon is one of the seven new wonders of the world:

- A Machu Picchu
- B Eiffel Tower
- C The Sphinx
- D Big Ben

1.1.17 The International Date Line (IDL) is an artificial line that lies approximately ... from the Universal Time Coordinate.

- A 360°
- B 180°
- C 90°
- D 270°

1.1.18 ... is the ruined remains of a large, ancient Mayan city.

- A Taj Mahal
- B Cuzco
- C Vatican City
- D Chichen Itza

1.1.19 Daylight saving time (DST) is the practice whereby clocks in a country are set one hour ahead of standard time during ...

- A winter.
- B spring.
- C autumn.
- D summer.

1.1.20 An example of universal accessibility at an attraction:

- A The restaurant offers kosher dishes.
- B Toilet facilities are provided for people in wheelchairs.
- C Staff members are able to communicate with visitors in a variety of international languages.
- D All of the above

(20 × 1) (20)

1.2 Choose a concept provided in the list that best completes the sentences below. You may only use each of the concepts given ONCE. Write only the concept next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

|   |
|---|
| Passport, TB, IDP, bilharzia, malaria, IDL, visa, Hepatitis A, HIV, cholera |
|---|

1.2.1 Use of insect repellent on exposed skin, staying indoors, spraying an aerosol insecticide in the sleeping area or burning of mosquito coils and mosquito mats are precautionary measures against contracting ...

1.2.2 A legal document, available at AA offices, that allows the bearer to drive in a foreign country is called a ...

1.2.3 Prolonged coughing, difficulty in breathing and chest and joint pain are symptoms of ...

1.2.4 Personal particulars of the applicant, details of the visit to the destination country, information regarding the applicant's financial status and criminal record are requirements for a ...

1.2.5 Avoiding of potentially contaminated rivers and not drinking or washing in contaminated water are precautionary measures against contracting ...

(5 × 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.

1.3.1 (The Dome of the Rock/Ayers Rock) is a unique natural landmark, composed of hard, red sandstone that lies in the Uluru-Kata Tjuta National Park.

1.3.2 The (Alcázar of Segovia/Parthenon) is considered to be the most beautiful castle in Spain.

1.3.3 Tourists interested in ancient civilisations must travel to Jordan to explore (the Kremlin/Petra).

1.3.4 (The Blue Mosque/Mecca) is regarded as the spiritual centre of the Muslim faith.

1.3.5 (Mount Everest/Mount Fuji) is a nearly perfectly shaped volcano that is worshiped as a sacred mountain by Buddhists.

(5 × 1) (5)

1.4 Choose the Stormsriver Adventures commitment statement regarding sustainability from COLUMN B that best matches the concept in COLUMN A. Write only the letter (A–E) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 F.

| COLUMN A |                                 | COLUMN B |   |
|----------|---------------------------------|----------|---|
| 1.4.1    | Social pillar                   | A        | School feeding scheme whereby 220 primary school children are provided with a meal four times a week.   |
| 1.4.2    | CSI                             | B        | Actively assist with community fundraising projects.  |
| 1.4.3    | Environmental pillar            | C        | Sustained commitment to conservation of natural resources used in adventure products.   |
| 1.4.4    | FTT (previously known as FTTSA) | D        | Upliftment of the community through job creation and creation of mini-enterprises through the training of "Adventure Contractors".                      |
| 1.4.5    | Economic pillar                 | E        | Wages, working conditions, purchasing and actions that are just. Equal distribution of benefits, respect for human rights, culture and the environment. |

(5 × 1) (5)

- 1.5 Select the image that best fits the description below. Write only the letter (A–F) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK, for example 1.5.6 G.



- 1.5.1 A leading South African outdoor lifestyle and adventure event.
- 1.5.2 The banks charge users far more in interest for withdrawing money from an ATM than for making purchases.
- 1.5.3 An annual German event that provides a unique opportunity for the global travel trade to meet, network and conduct business.
- 1.5.4 A tourism marketing event that showcases the widest variety of Southern Africa's best tourism products attracting international buyers and media from across the world.
- 1.5.5 Dedicated to the foreign currency of the country (or countries) you are travelling to. (5 × 1) (5)

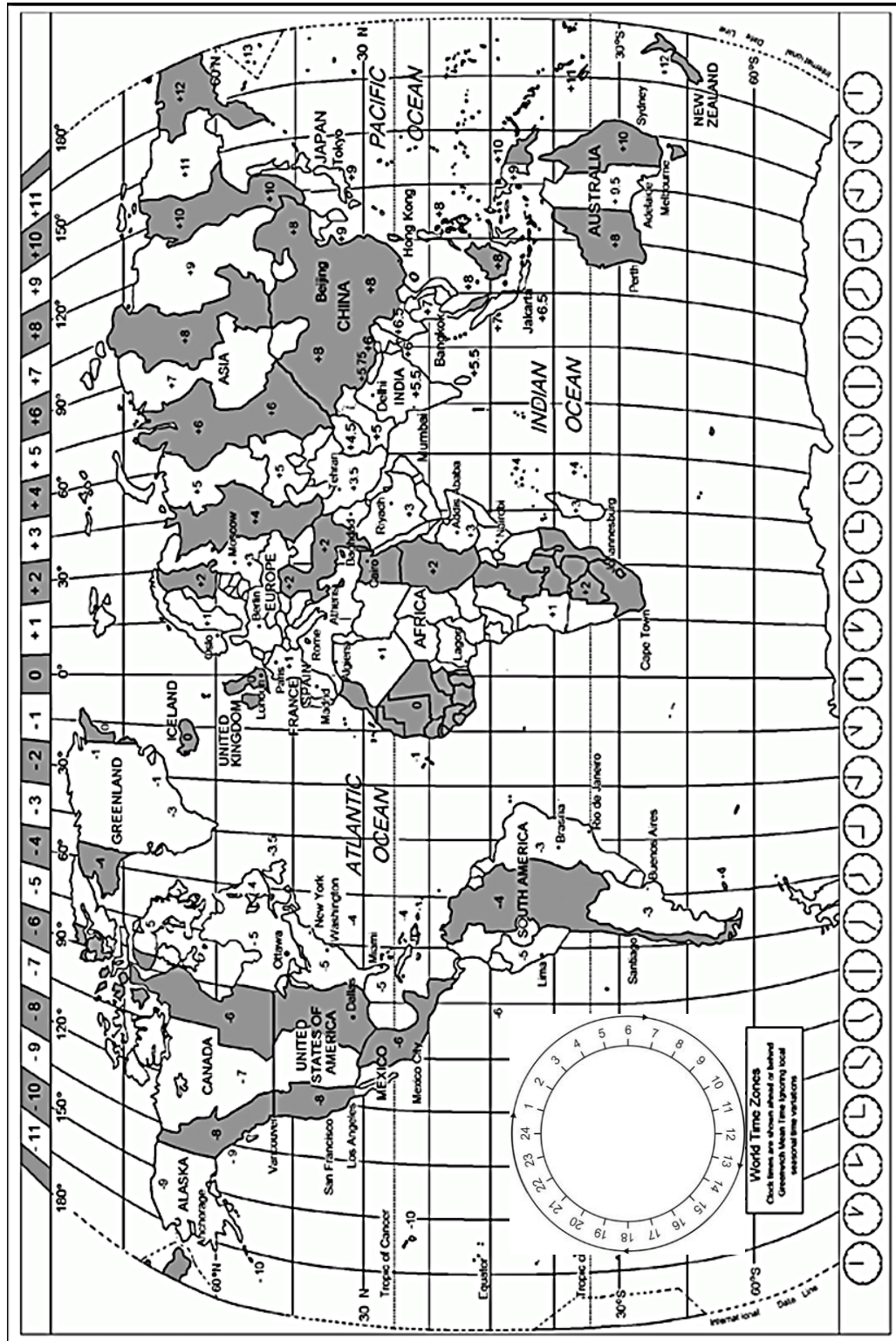
**TOTAL SECTION A: 40**



## SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

### QUESTION 2

2.1 Study the World Time Zone Map below, read the information given and answer the questions that follow.



The 2016 Summer Olympics was a major global multi-sport event that took place in Rio de Janeiro, Brazil, from 5 to 21 August 2016. The 2016 Olympics had the highest number of countries that took part in a record number of sports. More than 10,500 athletes from 206 countries participated. The opening ceremony started at the Maracanã Stadium in Rio de Janeiro on 5 August at 20:00.

- 2.1.1 Calculate the time and date that fans in Paris, France had to switch on their television sets if they wanted to watch a live broadcast of the opening ceremony. Remember that France was practicing daylight saving time at the time of the opening ceremony. (5)
- 2.1.2 List ONE possible advantage for the tourism industry in a country practicing daylight saving time. (1)
- 2.1.3 Calculate the time and date that Australian fans in Sydney had to switch on their television sets if they wanted to watch a live broadcast the opening ceremony. (4)
- 2.1.4 Chad le Clos, one of South Africa's top Olympic swimmers, was part of the South African contingent that took part in the Olympic Games. His father flew to Rio de Janeiro to watch his son compete.
- (a) Mr le Clos arrived in Rio de Janeiro on flight O66152 at 19:55 on 31 July after a 13h 45m flight via Sao Paulo, Brazil. Determine the date and departure time of his flight from Johannesburg, South Africa. (6)
- (b) Mr le Clos could have suffered from jet lag after his flight. List TWO symptoms of jet lag. (2)
- 2.1.5 Each member of the South African Olympic team had to have a passport to enter Brazil, but were not required to obtain a visa for the duration of their stay.
- (a) Differentiate between a *passport* and a *visa*. (2 × 2) (4)
- (b) Name ONE vaccination that the team was required to obtain before their departure to Brazil. (1)
- 2.1.6 Upon his return to South Africa, Mr le Clos bought a 750 ml bottle of wine for his wife at the duty free shops at Guarulhos International Airport in Sao Paulo.
- (a) Explain the term *duty-free shop*. (2)
- (b) Should Mr le Clos have gone through the red or the green channel upon his arrival at OR Tambo? (1)

2.2 Read the extract and answer the questions that follow.

### 12 day South Africa Safari

Explore Southern Africa's abundant wildlife, Zulu culture and dramatic scenery while travelling through South Africa and Swaziland, combining cultural and wildlife experiences. The tour starts with a visit to the sprawling township of Soweto and thereafter you will stop at various destinations and experience activities such as hiking, kayaking and rafting before travelling to Kruger National Park for unbelievable wildlife viewing. Highlights include camping under the African night sky in the Kruger National Park, an introduction to Zulu culture where you can learn about spear-making, dancing and basket weaving, game viewing opportunities and a guided hike at Blyde River Canyon where Bourke's Luck Potholes offer amazing photographic opportunities.

**Theme:** Family (this trip is for adults and children travelling together, min. age 11)

**Cost:** ZAR 17 564 pp

**Group size:** Min. 2 max. 16

**Summary of tour:**

Day 1 Johannesburg

Day 2 Hluhluwe-iMfolozi Park

Day 3 Hluhluwe Game Reserve

Days 4 and 5 Kosi Bay

Days 6 and 7 Hlane National Park

Days 8 and 9 Kruger National Park

Days 10 and 11 Blyde River

Day 12 Johannesburg

**Inclusions:** All meals, transport (4 × 4, minibuses), accommodation (camping, permanent tents, hotel and lodge), activities (game drives at Hluhluwe-iMfolozi Park, Hlane National Park and Kruger National Park, visits to a Zulu village and Bourke's Luck Potholes).

[Source: [www.intrepidtravel.com](http://www.intrepidtravel.com)]

2.2.1 The above-mentioned tour is an example of a package tour.

Do you agree with this statement? Motivate your answer. (2)

2.2.2 Taking the activities into account, identify ONE type of tourist that would consider going on this tour. (1)

2.2.3 Explain the term *inclusions* used in the extract. (1)

2.2.4 Advise a tourist making a booking on this tour regarding TWO items that he/she should pack before departure. (2 × 1) (2)

**[32]**

**QUESTION 3**

3.1 Study the *exchange rate* table below and answer the questions that follow.

| Country            | Currency code | BBR   | BSR   |
|--------------------|---------------|-------|-------|
| Great Britain      | GBP           | 18,63 | 19,34 |
| European countries | EUR           | 15,53 | 16,11 |
| USA                | USD           | 14,14 | 14,46 |

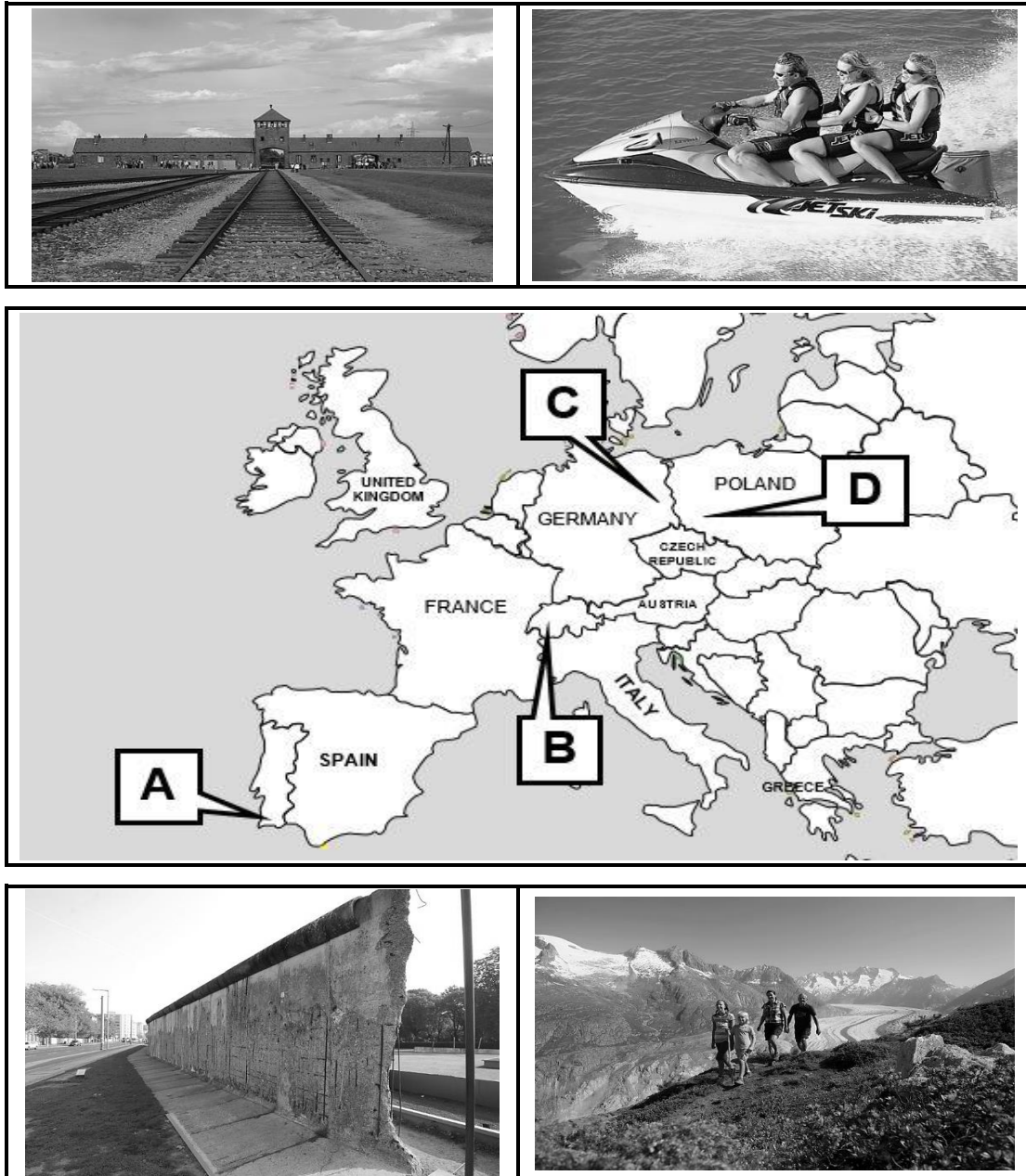
- 3.1.1 A South African business tourist is visiting the USA. He has ZAR15 000 spending money. Calculate the amount of USD he will receive. (3)
- 3.1.2 A retired South African couple are planning to visit their family in London. They have ZAR25 000 to exchange for spending money.
- (a) Calculate the amount of local currency they will receive. (3)
- (b) Upon their return they have some of their spending money left over. Calculate the amount of ZAR they will receive if they exchange £20. (3)
- (c) Identify the currency that they would have to exchange their ZAR for, if their family lived in France. (1)
- 3.2 In a paragraph, discuss the effect that a weak rand has on both *inbound* and *outbound tourism*. (2 × 2) (4)
- 3.3 In a paragraph explain the term *multiplier effect* and how it can benefit the tourism industry of a country. (2 × 2) (4)

**[18]****TOTAL SECTION B: 50**

## SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

### QUESTION 4

- 4.1 Study the picture clues and the map of Europe and answer the questions that follow.



- 4.1.1 Identify the icons labelled **A**, **B**, **C** and **D**. (4 × 2) (8)
- 4.1.2 Explain why the icon labelled **A** is one of Europe's most popular tourism regions. (2)
- 4.1.3 Give ONE reason why tourists interested in history will visit the icons labelled ...
- (a) **C**. (2)
- (b) **D**. (2)

- 4.2 Study the information on uShaka Marine World and answer the questions that follow.

Two years ago, uShaka Marine World was in trouble, its former CEO arrested for fraud. Now it seems to be powering ahead, clocking up an income of R210m in 2015 and remaining profitable.



#### **MANDELA DAY 2016**

In memory of Madiba's life and legacy, uShaka Marine World set aside a full day of treats, gifts and Wet 'n Wild fun for 21 children aged between 12 and 21, who currently live on the streets.

#### **USHAKA RIDES WAVES OF SUCCESS**

uShaka Marine World has been awarded the "Top Choice 2015" award by an Asian tourism information website. Lianorg Tourist Information Network offers travel information to tourists. Its subscribers include tourists from China, Japan, Korea, Mongolia, and other Asian countries.

#### **KIDDIES RANGE**

Kids get ready to make a splash in uShaka's ocean-inspired clothing range. From children's T-shirts, caps, swimsuits and shorts to backpacks, it's all fun and trendy!



#### **2014–2015 highlights**

- 681 072 visitors
- 537 learners introduced to marine biology through career courses
- 120 trees planted at schools during Arbour Week
- 700 hours spent on animal rehabilitation
- 1 072 hours dedicated to health and safety training

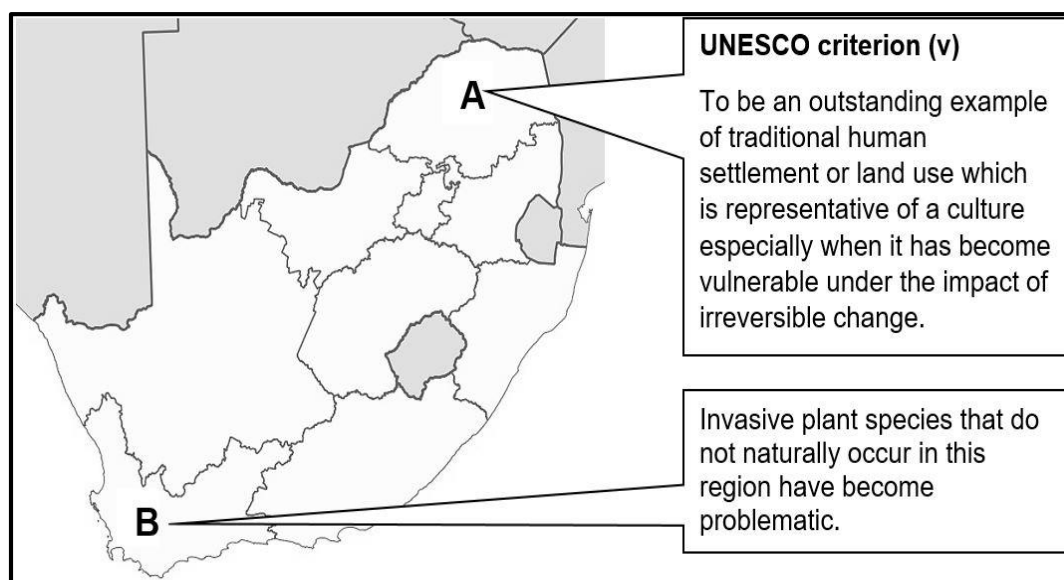
#### **CEO Stella Khumalo**

"We are continually upgrading ageing infrastructure and introduce new and exciting attractions periodically."

- 4.2.1 (a) Identify ONE example of unethical behaviour that has taken place at uShaka Marine World. (1)
- (b) Suggest ONE action that could have been taken by uShaka Marine World to deal with the unethical behaviour identified in QUESTION 4.2.1(a) in order to minimise its impact on the attraction. (2)
- 4.2.2 Give ONE example from the extract to support uShaka Marine World's:
- (a) environmental management strategy (2)
- (b) marketing strategy (2)
- 4.2.3 Explain how the "Top Choice 2015" award will assist the management of uShaka Marine World to exceed their expected income target. (2)
- 4.2.4 Suggest THREE ways in which CEO Stella Khumalo's statement will create long term benefits for uShaka Marine World. (3 × 2) (6)

**[29]****QUESTION 5**

Study the map below and answer the questions.



- 5.1 Identify the UNESCO World Heritage Sites labelled **A** and **B**. (2 × 1) (2)
- 5.2 5.2.1 State the type of World Heritage Site represented by the site labelled **A**. (1)
- 5.2.2 Discuss ONE example of how the World Heritage Site labelled **A** meets UNESCO's criterion (v). (2)



- 5.3 5.3.1 Name the major type of vegetation that covers the mountains, lowland valleys and coastal plains of the World Heritage Site labelled **B**. (2)
- 5.3.2 Explain ONE way in which invasive plant species present a threat to the existence of the World Heritage Site labelled **B**. (2)
- 5.4 Discuss TWO ways in which the South African tourism industry benefits from having the World Heritage Sites labelled **A** and **B**. (2 × 2) (4)
- [13]**

**QUESTION 6**

- 6.1 Read the extract below.

**SATourism Germany launches food and wine campaign**

South African Tourism has launched a food and wine campaign with Germany's cooking community, [www.chefkoch.de](http://www.chefkoch.de), a recipe network.

Over the course of six weeks, a South African-themed special within the recipe network will make South Africa's diverse cuisine and braai (barbecue) culture more accessible to Germans.

[Adapted from: <http://www.tourismupdate.co.za>]

- Explain TWO ways how this marketing initiative will add value to South Africa as a travel destination. (2 × 2) (4)
- 6.2 Explain the following statement:
- TOMSA plays a valuable role in contributing to SA Tourism's ability to market South Africa as a preferred tourist destination. (2 × 2) (4)

**[8]**

**TOTAL SECTION C: 50**



## SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 7

Study the collage below and answer the questions.



- 7.1 Discuss how the dress code of the SAA staff in the collage contributes to the professional image of the business. (2)
- 7.2 List TWO other factors, other than the company logo and appearance of staff, that can contribute to the professional image of SAA. (2 × 1) (2)
- 7.3 All SAA staff members must sign a contract of employment.
- 7.3.1 Explain why it is essential for an employee to sign a contract of employment. (2)
- 7.3.2 List TWO items that can be included in a contract of employment that must be signed by employees. (2 × 1) (2)
- 7.4 SAA employees undertake to uphold the company's code of conduct when they are employed. Discuss the value of a code of conduct for employees in the airline industry. (2)

**[10]**

**QUESTION 8**

Read the extract and answer the questions that follow.

**Lion Sands Private Game Reserve**

Lion Sands, part of Sabi Sands located in the Kruger National Park, is one of a few hand-picked, Southern African safari lodges that are committed to the conservation of African wildlife, the environment and the development of local communities while offering authentic big game safari experiences. All of these safari lodges are linked to the organisation, Open Africa, and encourage visitors to practice responsible tourism.

Lion Sands Game Reserve forms part of the largest conservation area in Southern Africa. In this area, the balance between nature and its use for commercial purposes requires that ecosystems are carefully monitored and managed.

Lion Sands Private Game Reserve shares a relationship with the local community geared toward mutual benefit and social development that is sustainable and eco-friendly. One of the initiatives funded by Lion Sands is the Henna Pre-School that was founded in 1991 with 20 pupils. This met with the need for education and healthy meals for the local children.

With further assistance from Lion Sands the pre-school has grown significantly and now accommodates 250 children. Some of the major projects thus far have been the construction of classrooms, renovation of the kitchen and setting up borehole water for the school. Lion Sands also hosts the annual graduation ceremony for the children, which encourages them to understand the importance of knowledge and education.

Lion Sands has united with both the government and the community in the fight against HIV/Aids. The reserve provides support to its employees as well as to a local home based care initiative for HIV sufferers. Guests at Lion Sands are given an option to tour the local community and are encouraged to make a donation to this worthy cause. Lion Sands is also involved in the annual activities held on World Aids Day in which HIV orphans and other vulnerable children from the community are given food parcels and school necessities.

[Adapted from: [www.openafrica.org](http://www.openafrica.org)]

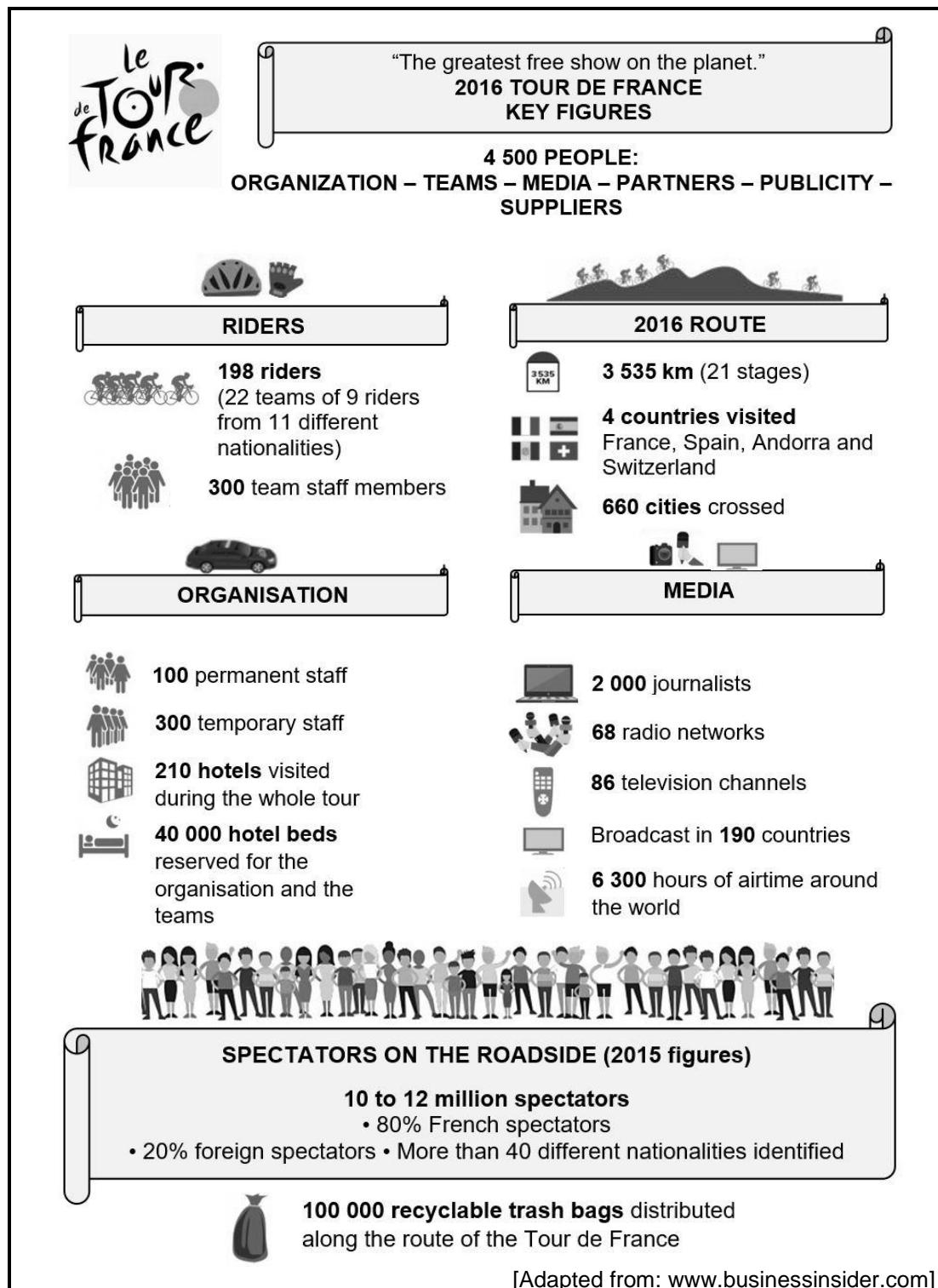
- 8.1 Lion Sands Private Game Reserve can be regarded as a tourism business that has incorporated the triple bottom line in their business practices.
- 8.1.1 Discuss this statement by referring to their commitment to the environmental and social pillars of the triple bottom line. (2 × 2) (4)
- 8.1.2 Suggest ONE manner in which Lion Sands Private Game Reserve could show their commitment to upholding the economic pillar of the triple bottom line. (2)
- 8.2 List TWO examples of responsible tourism practices that could be included in a code of conduct for responsible tourists visiting the Lion Sands Private Game Reserve. (2 × 2) (4)
- 8.3 Suggest TWO strategies that Lion Sands Private Game Reserve could implement in order to attract environmentally conscious tourists. (2 × 2) (4)
- 8.4 Lion Sands Private Game Reserve has a corporate social investment programme.
- 8.4.1 Explain the term *corporate social investment*. (2)
- 8.4.2 Describe TWO initiatives by which Lion Sands Private Game Reserve has realised their corporate social investment programme in their local community. (2 × 2) (4)

**[20]****TOTAL SECTION D: 30**

## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

### QUESTION 9

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

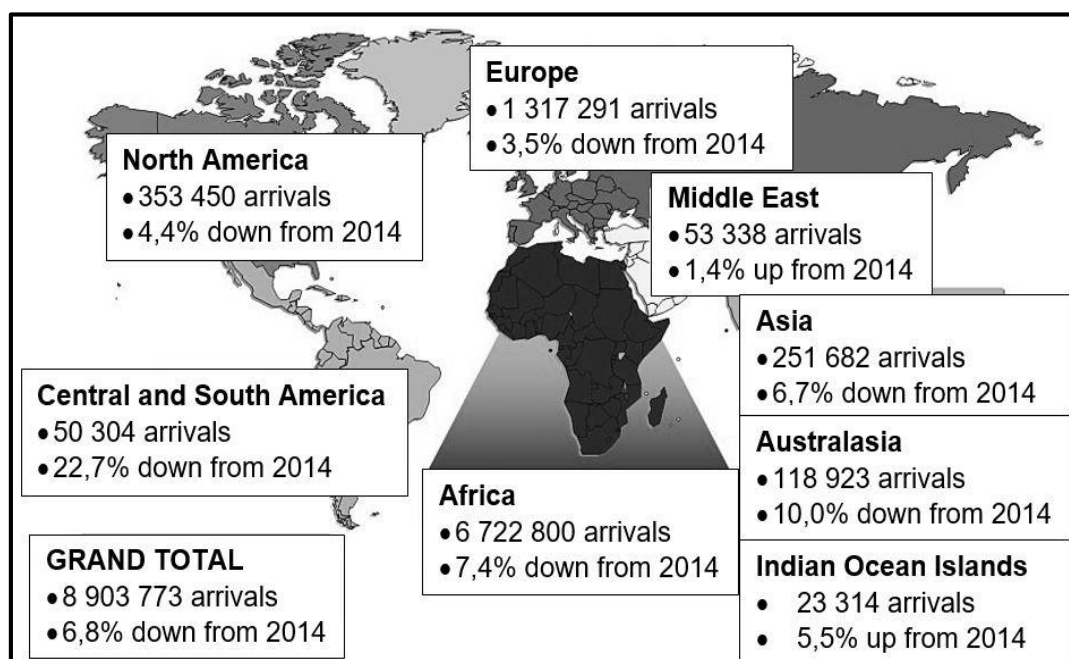


- 9.1.1 Give ONE reason why the Tour de France is classified as a global event. (2)
- 9.1.2 Explain why the Tour de France is portrayed as the “greatest free show on the planet”. (2 × 2) (4)
- 9.1.3 Identify ONE strategy the Tour de France organisers use to reduce the three week event’s impact on the environment. (2)
- 9.1.4 Discuss the benefits for the local economies of the 660 cities crossed during the Tour de France in a paragraph.

Include the following aspects in your paragraph:

- (a) Income generation (2)
- (b) Job creation (2)

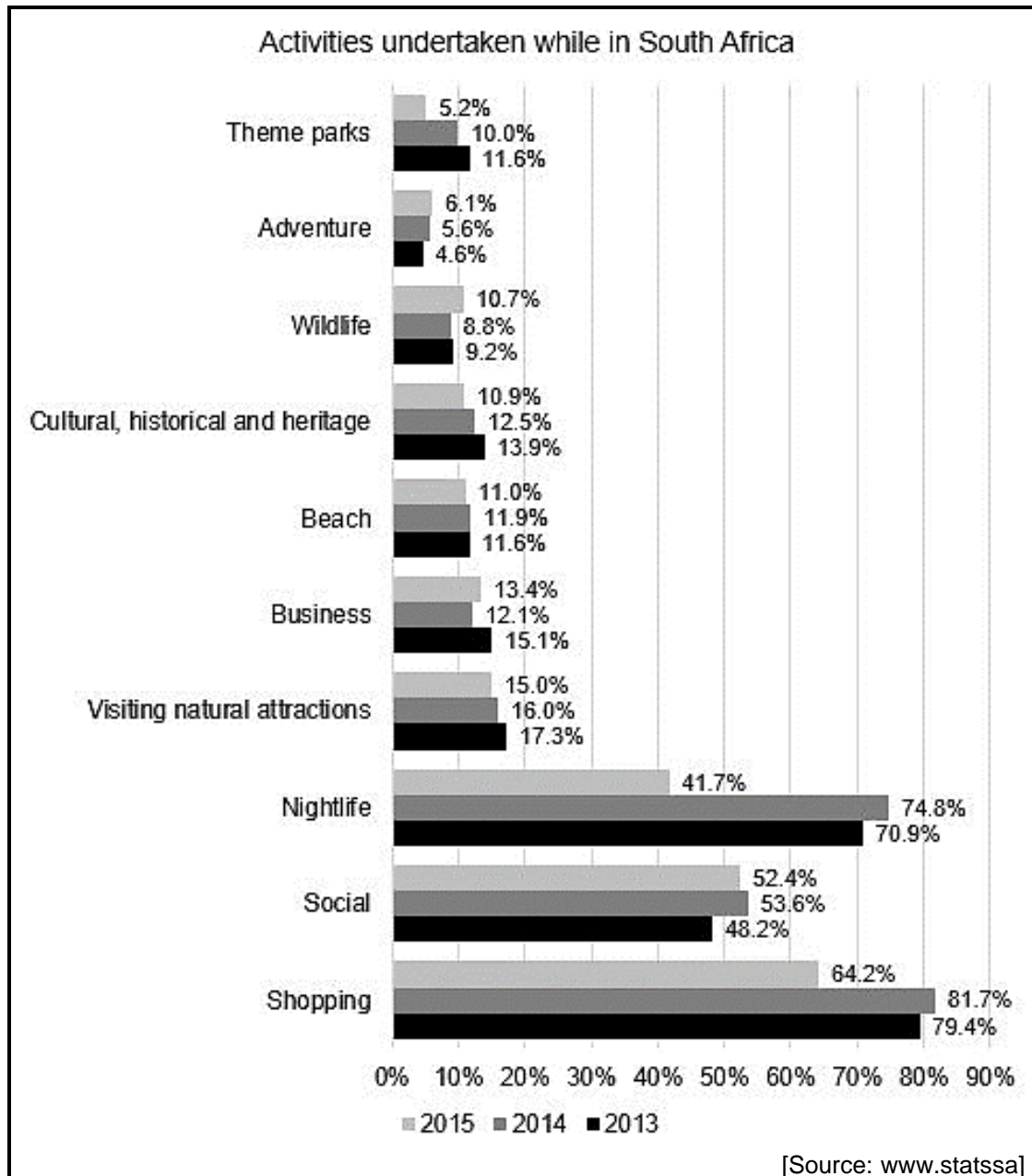
- 9.2 Study the statistics below on travel patterns of foreign tourists to South Africa in 2015 and answer the questions that follow.



- 9.2.1 Identify the tourism region that recorded the sharpest decline in foreign tourist arrivals into South Africa in 2015 compared to 2014. (1)
- 9.2.2 Overall foreign tourist arrivals into South Africa declined by 6,8% in 2015 compared to 2014. This decline was cause for major concern as this sector was one of the best performing until recent times.

Give TWO factors that could have contributed to the decline in international inbound tourists to South Africa. (2 × 2) (4)

9.3 Study the graph below and answer the question that follows.



Compare the activities that foreign tourists participated in while visiting South Africa in 2014 and 2015.

State the trend between the two years.

(2)  
[19]

## QUESTION 10

Study the extract on customer satisfaction and answer the questions that follow.

hellopeter.com

RESTAURANTS

**Business review:**

**Ocean Fresh Restaurant**

Reviewed by AnnieH on 4 March 2017

**AWFULL FOOD AND SERVICE**

Extremely unpleasant experience. Horrible tasting food with poor service.

My food took an hour to be prepared. The order was completely incorrect.

Business has not responded

2.7/10 hpi

Average sentiment based on 290 reviews

50 (17%)

1 (0%)

1 (0%)

197 (68%)

41 (14%)

Reviews in the last 12 months: 290

\*The hpi is hellopeter's industry standard barometer for measuring the health of an organisation's customer service.

[Adapted from www.hellopeter.com]

- 10.1 Identify the customer feedback method used in the extract that enables customers to post reviews on products or services they have experienced. (1)
- 10.2 Explain how the feedback method identified in QUESTION 10.1 can be useful to potential customers. (2)
- 10.3 Give your opinion on the status of the Ocean Fresh Restaurant's customer service based on the 290 customer reviews. (2 × 2) (4)
- 10.4 Recommend TWO intervention plans to the restaurant manager to address the complaints of AnnieH. (2 × 2) (4)
- [11]

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**

