



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TRSM.1

TOURISM

NOVEMBER 2009

MARKS: 200

TIME: 3 hours

This question paper consists of 26 pages.

AFTERNOON SESSION



INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the following 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 section on a NEW page.
4. 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 In each of the following questions four options are provided as possible answers. 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.

1.1.1 This is a market segment from the 'Domestic Tourism Growth Strategy' used to promote domestic tourism in South Africa:

- A No-income families
- B Older upcoming businessmen
- C BATs
- D Golden older couples

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 objectives of the South African Tourism White Paper are ...

- A the promotion of tourism only in South Africa.
- B the development and promotion of tourism in South Africa.
- C the development of tourism only in South Africa.
- D the development and promotion of tourism in South Africa and the SADC.

1.1.4 The objective of the Ramsar Convention is to ...

- A promote gender equality.
- B promote the wise use of all wetlands through local, regional, national and international cooperation.
- C combat HIV/Aids.
- D reduce global emissions of greenhouse gases.

1.1.5 This group of people are known for their rock art paintings:

- A Zulu
- B Ndebele
- C Xhosa
- D San

- 1.1.6 UTC was previously known as ...
- A Greenwich Meridian Time.
 - B Standard Time.
 - C International Date Line.
 - D Prime Meridian.
- 1.1.7 Crossing the 180° line of longitude will determine whether a day is lost or gained. This is also known as the ...
- A International Date Line.
 - B Equator.
 - C Greenwich Meridian.
 - D Prime Meridian.
- 1.1.8 The time of all countries lying east of South Africa is ...
- A later.
 - B earlier.
 - C 2 hours later.
 - D 2 hours earlier.
- 1.1.9 Jet lag can be a result of travelling across various ...
- A daylight saving times.
 - B latitude zones.
 - C time zones.
 - D universal zones.
- 1.1.10 The price of one currency expressed in terms of units of another currency:
- A Bank selling rate
 - B Bank buying rate
 - C Foreign exchange
 - D Exchange rate
- 1.1.11 The rate used by the bank when an inbound international tourist wants to exchange the local currency for a foreign currency:
- A Exchange rate
 - B Bank selling rate
 - C Bank buying rate
 - D Foreign exchange

- 1.1.12 This is the rate used by the bank when converting foreign currency into local currency:
- A Exchange rate
 - B Bank selling rate
 - C Bank buying rate
 - D Foreign exchange
- 1.1.13 South Africa hosted this soccer event in 2009:
- A FIFA Soccer World Cup
 - B Confederations Cup
 - C Africa Cup of Nations
 - D Euro Cup
- 1.1.14 This sector of the tourism industry creates jobs especially for tourist guides:
- A Industrial and commercial
 - B Food
 - C Accommodation
 - D Attractions
- 1.1.15 Which person in a group or team ensures that each member of the team gets a fair chance to participate?
- A Initiator
 - B Gatekeeper
 - C Clarifier
 - D Encourager
- (15 x 1) (15)






- 1.2 Choose a term provided in the list below that best describes the descriptions that follow. Write only the term next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

summit; competitive advantage; feedback loop; immunisation; medication; image; convention; WHO

- 1.2.1 According to the WHO, tourists coming from a yellow-fever area must take this precaution
- 1.2.2 Offering something unique that other businesses do not have
- 1.2.3 A gathering of heads of states or heads of governments
- 1.2.4 The way a business is seen by its customers, for example the appearance of the building and the conduct of its staff
- 1.2.5 A gathering of people with a common interest in a particular issue
- (5 x 1) (5)

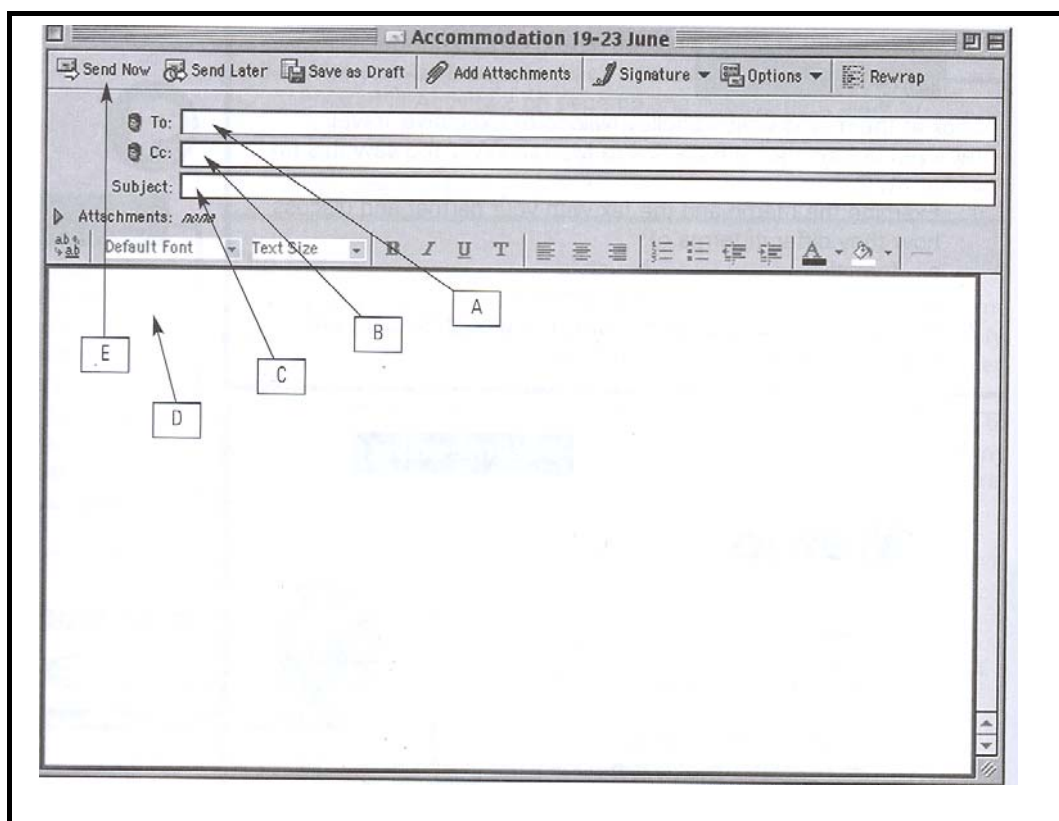
- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK.
- 1.3.1 The (Agenda 21/WSSD) summit was held in Johannesburg in 2002 committing countries from across the world to sustainable development for the present and future generations through cooperation and various strategies that will ensure the continuation of sustainable development.
- 1.3.2 The (Kyoto/Montreal) Protocol was signed by many countries to limit greenhouse gases and combat global warming.
- 1.3.3 Information regarding leave regulations for employees can be found in the (Workmen's Compensation Act/Basic Conditions of Employment Act).
- 1.3.4 The Sotho people in South Africa are predominantly found in (KwaZulu-Natal/the Free State).
- 1.3.5 (New markets/Existing markets) refer to markets from where South Africa gets most of its tourists. (5 x 1) (5)

- 1.4 Match the logos found in the tourism industry in COLUMN A with what they represent in COLUMN B. Write only the letter (A – G) next to the question number (1.4.1 – 1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

	COLUMN A		COLUMN B
1.4.1		A	the six principles used by the South African government in the provision of excellent service delivery in the public sector
1.4.2		B	awards that recognise those businesses and individuals who have raised the bar in the tourism industry by improving their standards of customer care and providing service excellence
1.4.3		C	one of its focal points is to stop the degradation of the planet's natural environment
1.4.4		D	focuses on research and capacity building with the aim of improving the relationship of people with their environment globally
1.4.5		E	tourism businesses that show outstanding responsibility towards the environment
		F	these awards encourage and support the development of small businesses within the tourism industry
		G	regulatory body for the controlling and protection of endangered species

(5 x 1) (5)

- 1.5 Examine the blank electronic mail page below and indicate which label best fits the given description, for example 1.5.6 F.



- 1.5.1 Type in the message.
- 1.5.2 Type in the e-mail address of anyone else you would want to send a copy of the e-mail to.
- 1.5.3 Click on the send button when you are ready to send the mail.
- 1.5.4 Type in the e-mail address or the name of the person you are sending the mail to.
- 1.5.5 The topic of the e-mail. (5 x 1) (5)

- 1.6 Listed below are current affairs and political situations that have occurred on a global scale.

- | | |
|---|--------------------------------|
| A | USA Presidential Elections |
| B | World Olympic Games in Beijing |
| C | Suicide bomb attacks in Israel |
| D | Rugby World Cup in France |
| E | Hurricane Hugo in Cuba |

Arrange the above according to the following categories: political situations, unforeseen occurrences and mega sporting events.

Write only the letter and the correct answer.

Example: F – political situations

(5 x 1) (5)

TOTAL SECTION A: 40

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

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

**TOURISM, CENTRAL TO GROWTH AND DEVELOPMENT
IN SOUTH AFRICA**

Speaking at the 7th annual Tourism Conference in Johannesburg, Environmental Affairs and Tourism Minister, Marthinus van Schalkwyk, said that almost 5,5 million foreign tourists visited South Africa in the first seven months of 2008, a 7,8% increase over the 5,1 million foreigners who visited the country in the same period in 2007.

"The contribution of tourism to South Africa's Gross Domestic Product (GDP) is estimated to have increased by 22 billion Rands from 2006 to 2007," the Minister said. "The number of jobs created directly and indirectly in the economy through tourism rose by 5% to 941 000 in 2007." Tourism in South Africa is putting more roofs over South African heads and more food on South African plates than any other industry.

However, he identified weak service levels as one of Tourism's biggest challenges.

A report released in 2007 ranked South Africa's standards of service – in the area of "soft skills" such as business etiquette, customer care, and service attitude – as the worst in the world.

In response, the Department of Tourism and the Tourism Business Council, in consultation with international experts, had developed a wide-ranging **strategy** to ensure service excellence in the tourism industry.

Introducing the **Draft National Service Excellence Strategy for Tourism in South Africa** to the media, Van Schalkwyk said, "The plan would address the country's skills supply, public awareness and education on minimum standards, the measurement of standards, and the creation of an efficient public feedback system."

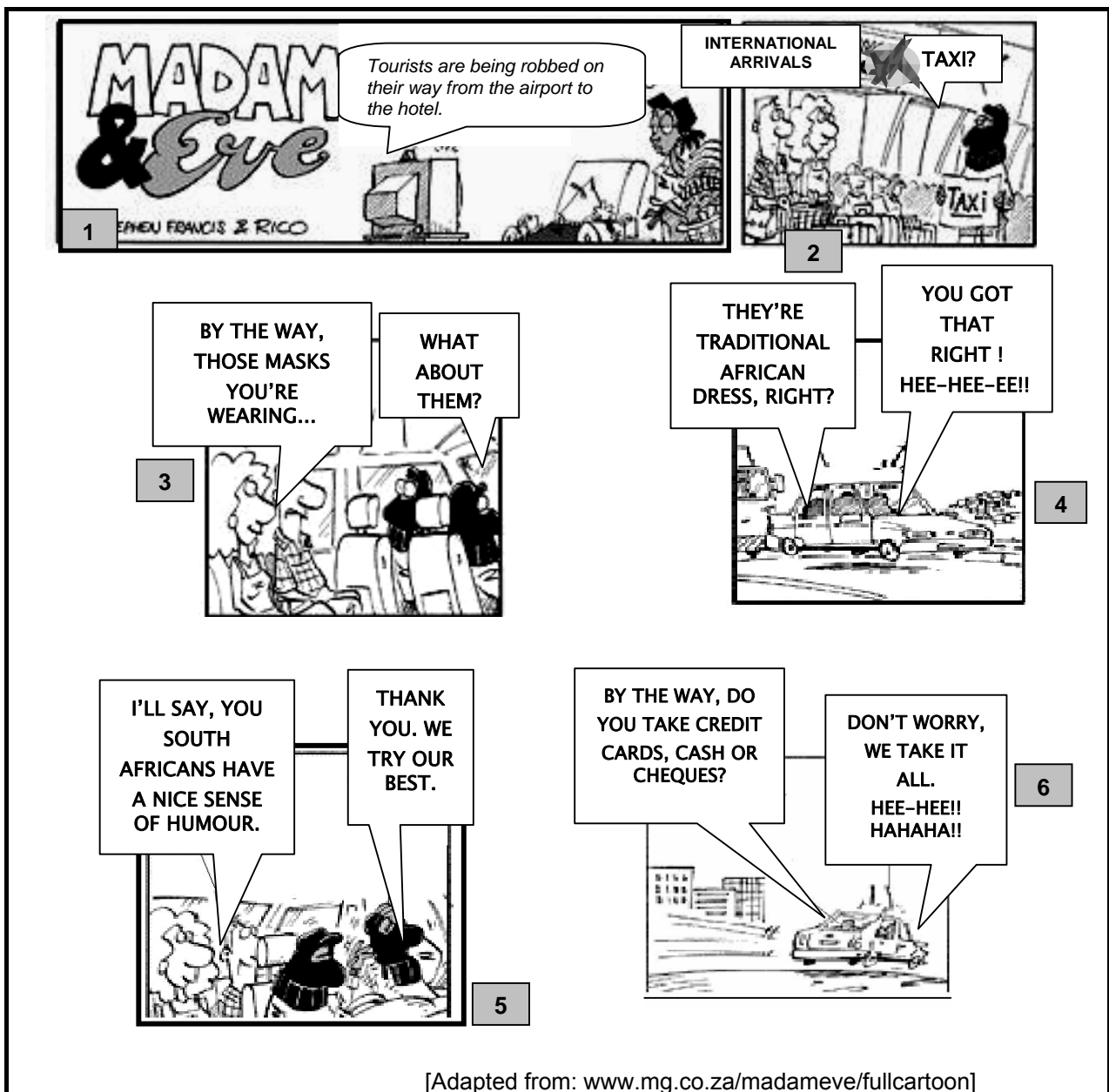
"Customer satisfaction is not something we can compromise on," he said.

[Adapted from: www.southafrica.net (November 2008)]



- 2.1.1 From the extract, identify the number of foreign visitors who visited South Africa during the first seven months of 2008. (1)
- 2.1.2 Quote ONE sentence from the passage which shows that an increase in tourist visits created more jobs. (2)
- 2.1.3 Name ONE way how job creation by the tourism industry contributes to the growth of the GDP. (2)
- 2.1.4 Explain what the Minister, Marthinus van Schalkwyk, means when he says, "Tourism in South Africa is putting more roofs over South African heads and more food on South African plates than any other industry." (2)
- 2.1.5 Minister van Schalkwyk identified weak service levels as one of Tourism's biggest challenges.
- (a) Identify the plan that the government and other stakeholders have developed to deal with this problem. (1)
- (b) Discuss how the plan in (a) will address the aims and objectives of The White Paper on the Promotion and Development of Tourism in South Africa. (2)

2.2 Study the cartoon below and answer the questions.



- 2.2.1 Identify the service required by the tourists in the cartoon. (1)
- 2.2.2 Complete the sentence: The tourists in frame 2 are foreign tourists because ... (1)
- 2.2.3 Say whether you think these tourists are aware of South Africa's crime situation and motivate your answer. (2)
- 2.2.4 Predict what may possibly happen to these tourists on their way to the hotel. (2)
- 2.2.5 Explain how this experience will impact on future visits to South Africa. (2)

2.3 Read the case study on BEE and answer the questions that follow.

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

Sello Tswalo (49) is an excellent cook and has been working in an upmarket restaurant in Cape Town for many years. In 1992 he accompanied a group of top chefs from South Africa to an international chefs' competition and gained valuable experience. Ever since that day he dreamed of owning his own restaurant. Owing to the situation in South Africa during those years, it was never possible for him.

After 1996 Sello applied for financial assistance from an institution that financed tourism businesses and received an amount of R1,3 million. Today he is the proud owner of one of the busiest and most successful restaurants in Franschoek, not far from Cape Town. He employs 48 permanent workers from previously disadvantaged communities and is involved in training programmes for junior chefs in the local high school. Sello's restaurant recently received the "Restaurant of the Year" award.

2.3.1 Sello's story proves that previous trends are being reversed.

Do you agree with this statement?

Give TWO reasons for your answer.

(3)

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

2.3.2 (a) Give TWO examples of possible employment opportunities in Sello's restaurant where there is direct contact with the public. (2)

(b) Explain how Sello's training programmes at the local high school can benefit his own restaurant. (2)

2.3.3 Study the information below and answer the questions that



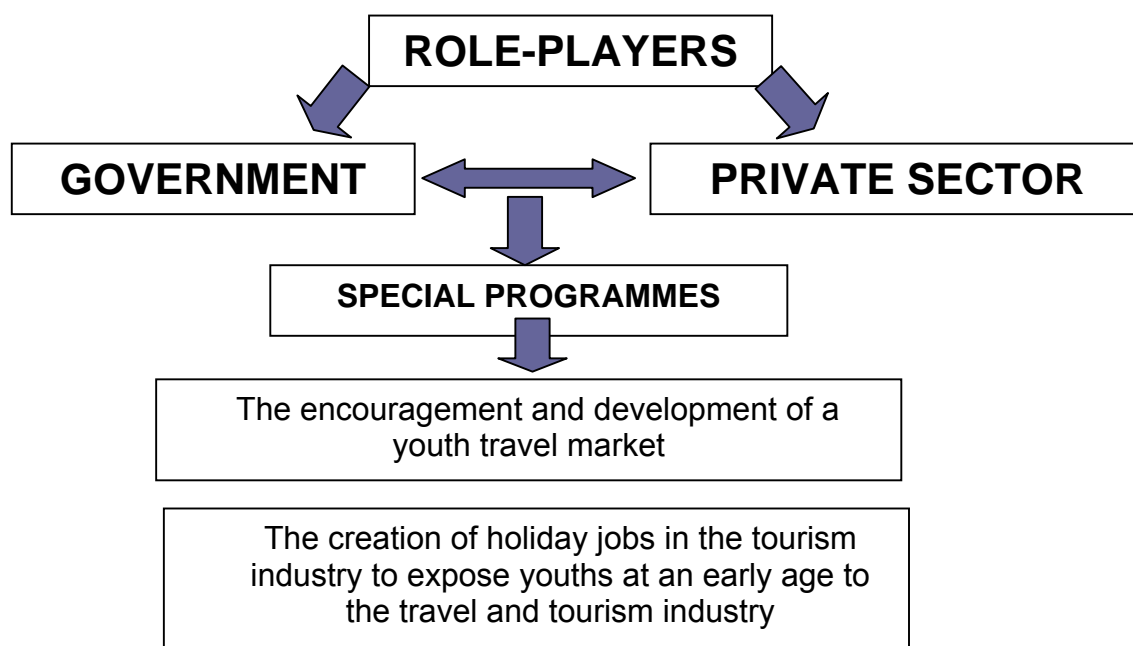
follow.

Young and upcoming



Young people have a critical role to play in the growth and development of the tourism industry. The government should consider establishing special programmes aimed at addressing the needs of the youth, in particular to address backlogs in training, job creation and recreation.

[Adapted from: *White Paper On The Development And Promotion Of Tourism In South Africa (1996)*]



- (a) Give ONE example of how the private sector can encourage the youth of South Africa to travel. (2)
- (b) Give ONE example of how the private sector can expose South African youths at an early age to the tourism industry. (2)

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QUESTION 3

- 3.1 Read the extract and case study below and answer the questions that follow.

**STIPULATIONS REGARDING WORKING HOURS IN THE
HOSPITALITY INDUSTRY**

Maximum hours of work

Maximum ordinary hours of work as stipulated are:

- 45 hours per week, and
- 9 hours per day, if the employee works a 5-day week.
- 8 hours per day, if the employee works a 6-day week.

Overtime

Overtime may only be worked in accordance with an agreement and may not exceed 10 hours per week. An employee may not work more than 12 hours per day, including overtime. In other words, a maximum of 3 hours overtime per day is allowed.

The overtime rate is stipulated at one and a half times your normal pay for each hour worked.

Payment for work on Sundays

An employer must pay an employee who works on a Sunday at double the employee's wage for each hour worked, unless the employee ordinarily works on a Sunday, in which case the employer must pay the employee at one and a half times the employee's wage for each hour worked.

[Source: www.labournet.com]

Nazlee is a receptionist in a large hotel. She normally works 9 hours per day (08:00 to 17:00) from Monday to Friday and earns R90* per day. Her colleague became ill unexpectedly and her employer asked her to work the Sunday shift of 9 hours. She agreed.

The next Tuesday evening Nazlee only went home at 21:00 because a busload of tourists arrived and her colleague could not assist everyone at the same time. Nazlee received her normal R90 per day and overtime pay for 3 hours for that day's work.

**Only an example*

- 3.1.1 Taking into account the stipulations regarding working hours and payments, calculate the amount Nazlee should be receiving for her Sunday shift. (2)
- 3.1.2 (a) Would you say her employer treated her fairly with respect to her payment on Tuesday? (1)
- (b) Give a reason for your answer. (1)
- 3.1.3 Explain how it would impact on his/her loyalty to the company if an employee is treated unfairly regarding payment. (2)

3.2 Refer to the pictures below and answer the questions that follow.



3.2.1 Suggest THREE points which could be included in the *Code of Conduct* that would apply to the careers shown in the pictures above.

(3)

3.2.2 Name TWO other career opportunities in the above sector of the tourism industry.

(2)

[11]

TOTAL SECTION B: 40

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

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

**IMVELO AWARDS FOR RESPONSIBLE TOURISM**

Stormsriver Adventures, Proudly South African "Company of the Year (SMME) 2007" recently received the Imvelo Award for responsible tourism and was judged "winner" for "Best Practice – Economic Impact" by the judges.

The IMVELO awards recognise tourism businesses that have committed themselves to responsible tourism principles.

"Best Practice – Economic Impact" was awarded to *Stormsriver Adventures* based on the company's commitment to local purchasing, employment equity, Black Economic Empowerment and employee training and development programmes.

Eco-adventure tourism has been the vehicle used to drive the upliftment process. The world-renowned "Tsitsikamma Canopy Tour" attracts thousands of local and international tourists to Storms River every year due to its outstanding environmental practices. As an accredited "Fair Trade" company, *Stormsriver Adventures* ensures that the benefits of eco-adventure tourism are translated into meaningful community upliftment.

[Adapted from: www.stormsriver.com]

4.1.1 Give ONE reason why *Stormsriver Adventures* received this award. (2)

4.1.2 *Stormsriver Adventures* has included the practices of the Triple Bottom Line approach.

(a) Explain the concept of the *Triple Bottom Line*. (3)

(b) Do you agree that *Stormsriver Adventures* is practising the Triple Bottom Line approach? Motivate your answer by providing examples from the extract. (4)

4.1.3 *Stormsriver Adventures* is an accredited "Fair Trade" company.

(a) Name TWO principles of FTTSA. (4)

(b) From the extract, give TWO examples of how *Stormsriver Adventures* have met the FTTSA principles mentioned in (a). (4)

4.1.4 "As part of their marketing strategy, *Stormsriver Adventures* makes use of cooperative advertising."

Explain *cooperative advertising*. (2)

4.1.5 Discuss TWO ways how being the recipient of the Imvelo Award would have helped *Stormsriver Adventures* in their marketing strategy. (4)

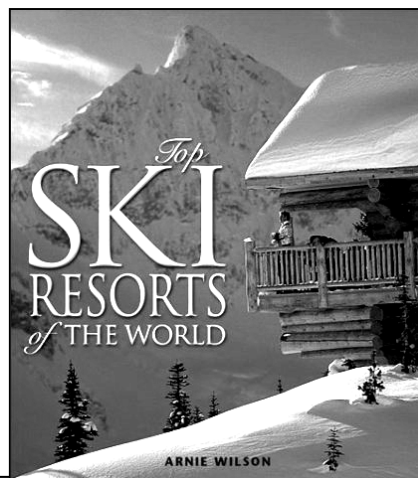
4.1.6 You are required to market the "Tsitsikamma Canopy Tour" to inbound international tourists.

(a) Name TWO elements of the marketing mix. (2)

(b) Explain how you would use ONE of the elements mentioned in QUESTION 4.1.6(a) in an advertisement to promote the "Tsitsikamma Canopy Tour". (2)

- 4.2 Read the extract below, study the pictures and then answer the questions that follow.

Global warming is directly related to human behaviour. It is said to be the cause of climate change, resulting in greater extremes in weather, including more violent storms, flooding and droughts. Many tourist destinations, like the skiing resorts and coastal destinations shown in the pictures, are prone to weather-related natural disasters.



- 4.2.1 Explain the concept of *global warming*. (2)
- 4.2.2 Discuss ONE impact that global warming can have on tourists who will visit the following:
- (a) The ski resort in the picture above
 - (b) The coastal resort in the picture above (2 x 2) (4)
- 4.2.3 List THREE things that you could do to help solve the global warming crisis. (3)

[36]

QUESTION 5

South Africa's diverse culture annually attracts thousands of tourists who want to learn about or experience the different cultures.

Study the advertisement from a brochure below and answer the questions that follow.



Umhlanga Explorer takes you on a journey to spend the day at Phezulu Safari Park to witness the local Zulu culture, the crocodile and snake parks. Thereafter we travel along the Valley of a Thousand Hills and Tala Private Game Park. Tala Private Game Reserve in KwaZulu-Natal is situated about 45 minutes from Durban and the reserve is home to giraffes, rhino, hippo, antelope, zebras and other animals, including more than 300 bird species.

**City of Ekurhuleni Tour**

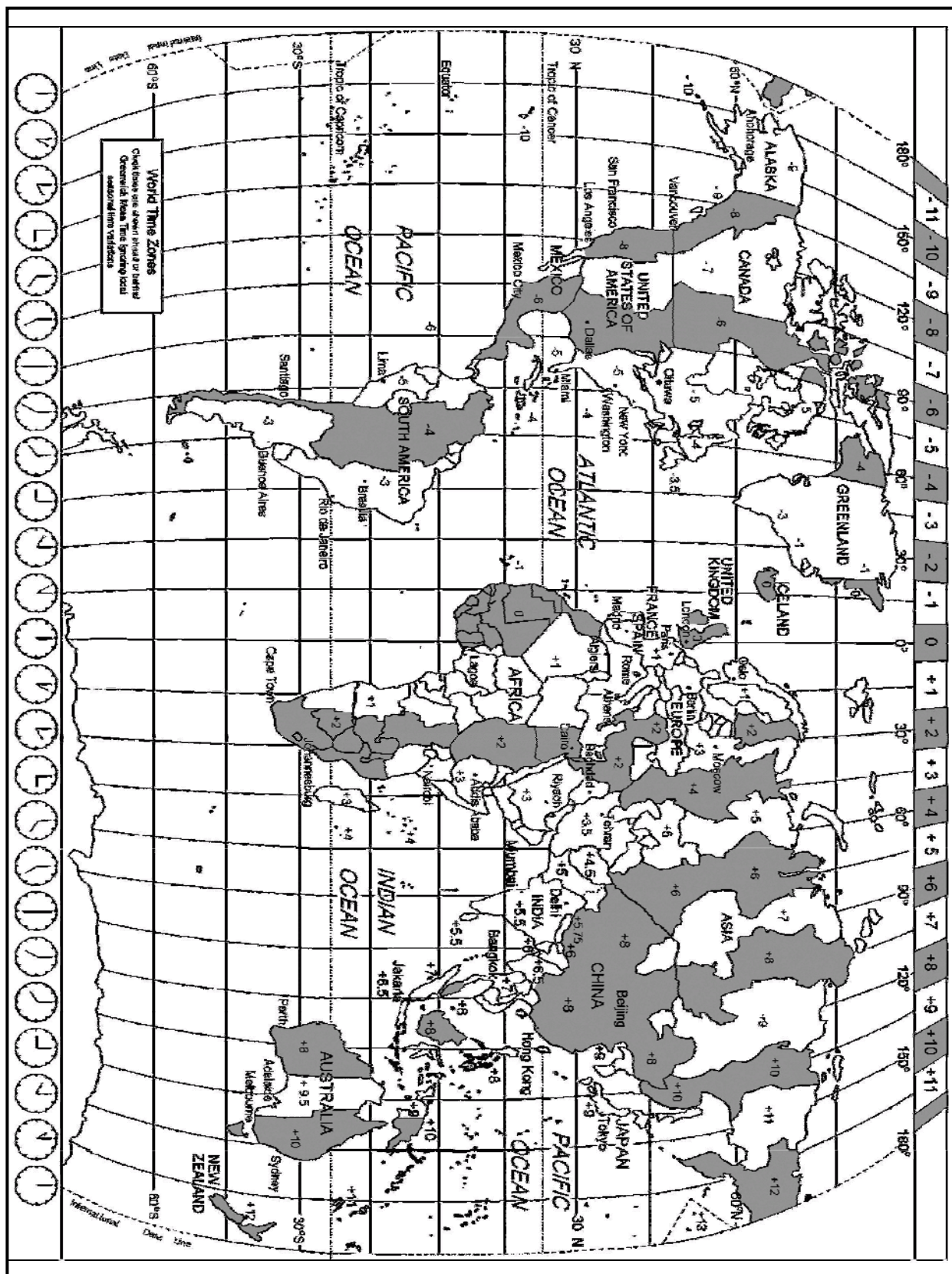
This tour boasts a variety of tourism products for the discerning traveller. It includes a township tour, a visit to a Traditional African Healer and opportunities to experience traditional food, music and dance.

As a foreign tourist who is visiting South Africa for the first time, select ONE of the two tours where you would learn the most about South Africa's diverse cultures and be part of a cultural experience. Write down the name of the tour and give TWO reasons for your answer.

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

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6



- 6.1 During the 2009 FIFA Confederations Cup, soccer spectators from Washington (-5 UTC) and Tokyo (+9 UTC) flew to South Africa (OR Tambo International Airport) to witness the official opening of the soccer extravaganza (spectacular). The official time for the opening in the Ellis Park Soccer Stadium in Gauteng was 17:00 (local time) on 14 June 2009. The visitors from Washington and Tokyo landed in South Africa three hours before the official opening.
- 6.1.1 Calculate the departure time and the date in Washington if the flying time was 15 hours. (4)
- 6.1.2 Calculate the departure time and the date in Tokyo if the flying time was 18 hours. (4)
- 6.1.3 At the time of their arrival in South Africa, one of the spectators from Tokyo decided to phone his friend in Berlin (UTC+1).
- Calculate the time at which the phone call was received in Berlin. (2)
- 6.2 Jacob is a travel agent and drew up a tour plan for the Washington and Tokyo spectators to the 2009 FIFA Confederations Cup in South Africa.
- 6.2.1 (a) Identify the type of tourist for which this tour plan is being prepared. (1)
- (b) Give a reason for your answer. (1)
- 6.2.2 Name TWO facts a travel agent must consider when drawing up an itinerary. (4)
- 6.2.3 Give TWO reasons why a general itinerary would be more suitable for this group than a personalised itinerary for each member of the group. (4)
- 6.3 Explain why the spectators from Washington and Tokyo will need the following information before their trip to South Africa:
- Climate (2)
 - Safety (2)
 - Importance of travel insurance (2)
 - Exchange rates (2)

6.4 As part of the South African Tourism's marketing strategy, South Africa has participated in *international trade fairs* (trade events) and has once again hosted the *Tourism INDABA*.

6.4.1 Name TWO advantages of these marketing strategies for South Africa as a tourist destination. (4)

6.4.2 Name TWO disadvantages of these marketing strategies. (4)

6.5 Examine the tables below before answering the questions that follow.

TABLE A	TABLE B
AVERAGE ANNUAL EXCHANGE RATES BEFORE ECONOMIC RECESSION	AVERAGE ANNUAL EXCHANGE RATES AFTER ECONOMIC RECESSION
R7,41 = \$1 (US dollar) R14,28 = £1 (British pound) R9,42 = €1 (euro)	R9,83 = \$1 R15,70 = £1 R11,64 = €1

6.5.1 Compare TABLE A to TABLE B and evaluate (find out) the following:

(a) ONE positive effect that the international economic recession has had on the South African tourism industry (2)

(b) ONE negative effect that the economic recession has had on the world tourism industry (2)

6.5.2 Give ONE reason why South Africa had more outbound tourists in TABLE A as compared to TABLE B. (2)

6.5.3 A South African tourist had put aside R20 000 to travel to England. Calculate the value of R20 000 in British pounds before and after the economic recession. (4)

6.6 The 2008 elections in the United States of America (USA), the terrorists' attacks in some countries, and the 2008 political situations in Zimbabwe had both positive and negative impacts on the tourism industry.

6.6.1 Name ONE positive impact of the 2008 elections in the USA on the tourism industry of that country. (2)

6.6.2 Name ONE negative impact that terrorists' attacks have on travel trends. (2)

TOTAL SECTION D: 50

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

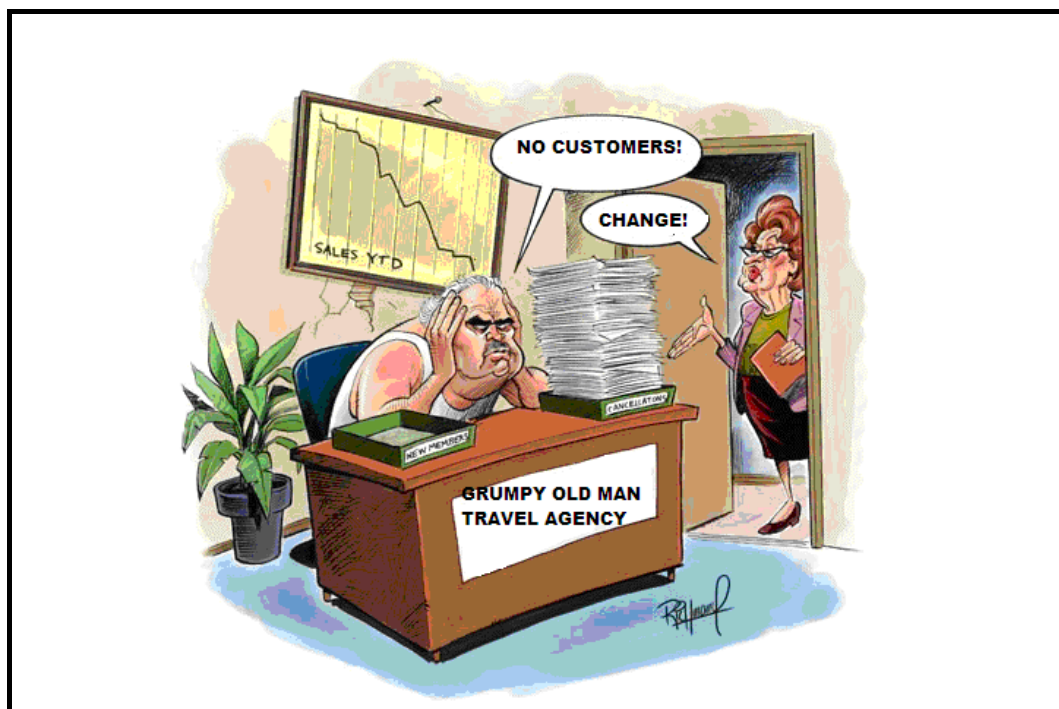
7.1 Distinguish between a *niche market* and *market segmentation*. (4)

7.2 In compiling a tourist profile, travel agents ask tourists about their needs, interests and expectations.

Give ONE explanation why it is necessary for a travel agent to know about a tourist's needs, interests and expectations. (2)

7.3 When you are working in the tourism industry, it is crucial (necessary) to be aware of the cultures of your inbound markets. Give TWO reasons why this is necessary. (4)

7.4 Study the cartoon below and answer the questions that follow.



7.4.1 Give TWO possible reasons why this travel agency does not get any business. (2)

7.4.2 Make TWO recommendations on how this business can change to become more profitable. (2)

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

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

7.5.1 State THREE qualities that an employee must have in order to provide excellent customer service. (3)

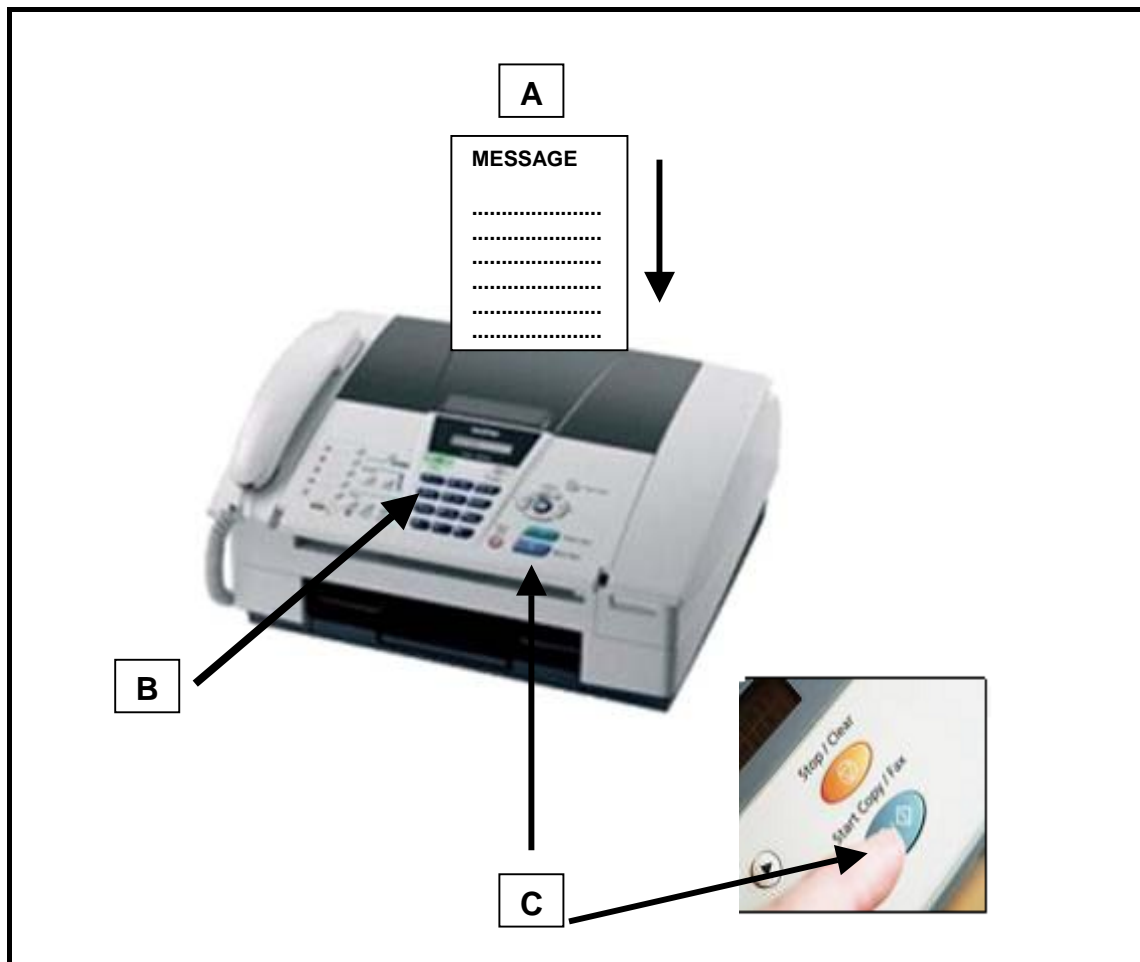
7.5.2 Explain how Susan could use a "mystery customer" to evaluate whether her quality criteria are being met.

("mystery customer" – A person used by the company or by organisations [who pretends to be a customer] to evaluate the standard of service provided by employees in the business.)

(2)
[19]

QUESTION 8

8.1 Examine the picture below of a type of technology used in the tourism industry and answer the questions that follow.



8.1.1 Identify the technology shown in the above picture. (1)

8.1.2 Give ONE example of what a travel agent would use this type of technology (in QUESTION 8.1.1) for. (1)

8.1.3 Label the processes to be followed at A, B and C. (3)

8.1.4 Name ONE advantage and ONE disadvantage of using this type of technology. (2)

8.2 One of the skills required in the tourism industry is the ability to work with a group of people on a common task, towards a common goal, and the ability to handle differences or conflicts openly and positively.

Suggest TWO ways of dealing with conflict within a team to improve the delivery of service. (4)
[11]

TOTAL SECTION E: 30

GRAND TOTAL: 200