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Department:
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SENIOR CERTIFICATE EXAMINATIONS/
NATIONAL SENIOR CERTIFICATE EXAMINATIONS

TOURISM

2019

MARKS: 200

TIME: 3 hours

This question paper consists of 26 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. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTIONS 3.1 and 3.2, round off your answer to TWO decimal places.
5. Show ALL steps for the calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation at each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	**200**	**180**

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1 A flight from Alaska to China may cause a sports tourist to suffer from …

A tuberculosis.
B cholera.
C jet lag.
D malaria.

1.1.2 A health certificate required for travel-related diseases:

A SARS
B Ebola
C Yellow fever
D Diarrhoea

1.1.3 A recommended expense to be included in a travel budget:

A Cigarettes
B Alcohol
C Insurance
D Perfume

1.1.4 An example of a duty-free allowance:

A Two litres of wine per person
B Plants taken into a country
C Fireworks or explosives
D Medication without a prescription

1.1.5 The picture below indicates a drop in the value of the rand against major currencies. This has …

A a negative impact on the buying power of inbound international tourists.
B a positive impact on the buying power of inbound international tourists.
C a positive impact on the buying power of outbound South African tourists.
D no impact on the buying power of outbound South African tourists.

1.1.6 Layers of rock exposed by the flow of the Colorado River over many years created this icon on the following continent:

A South America
B North America
C Africa
D Europe

1.1.7 At this icon tourists can enjoy the experience of shopping for locally produced fruit and vegetables as well as sampling locally cooked foods:

A Switzerland
B Mecca
C Floating markets
D Chichen Itza

1.1.8 A characteristic of a successful tourist attraction:

A It is part of tourists' must-see list as an attraction to be visited.
B It is one of the Seven Wonders of the World visited by many tourists.
C It has a positive impact on the local community and the environment.
D It has been voted as one of the top destinations in the world by *Trip Advisor*.

1.1.9 The World Heritage Site that represents freedom and the triumph of the human spirit:

A iSimangaliso Wetland Park
B Robben Island
C Mapungubwe Cultural Landscape
D Hominid Fossil Sites

1.1.10 South Africa's current brand slogan:

A 'Tourism for All'
B 'We do Tourism'
C 'Inspiring New Ways'
D 'South Africa's Playground'

1.1.11 The Sunshine Hotel Group supports the local youth empowerment programme. This programme is part of the Sunshine Hotel Group's …

A CSI.
B SAT.
C DST.
D GDP.

1.1.12 This pillar of sustainability creates positive awareness of cultural heritage and national pride:

A Economic
B Social
C Environmental
D Political

1.1.13 An example of a … belonging to a tourism-related business.

A contract
B slogan
C vision
D logo

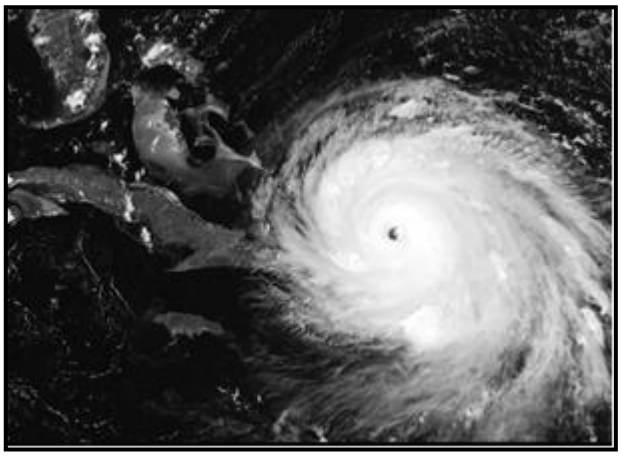
1.1.14 A signed agreement between employer and employee containing information on working hours, job description and conditions of service:

A Contract of partnership
B Contract of ownership
C Contract of permanency
D Contract of employment

1.1.15 A code of conduct promotes … within the workplace.

A e-learning
B union meetings
C honest activities
D wage negotiations

1.1.16 The natural disaster shown in the satellite photograph of the Caribbean Islands below:



A Earthquake
B Landslide
C Hurricane
D Drought

1.1.17 A positive impact on domestic tourism when South Africa hosts a global event:

A Domestic and international tourists pay higher prices
B Tourists from North America go on post-event tours
C Many South Africans leave the country to go abroad
D South Africans travel to and spend money at the event

1.1.18 A disadvantage of using EFT to make a payment:

A The bank cannot reverse the payment when the incorrect account number was entered.
B There is a clearing period of three months before the payment can be processed.
C The receiver must be online at the same time as the person doing the transaction.
D The payment can only be done inside the bank during official operating hours.

1.1.19 South African provinces with … will have a larger number of inbound international tourists.

A cargo airports
B domestic airports
C international airports
D privately-owned airports

1.1.20 A step required before a tourism business can start an intervention process based on customer feedback:

A Advertise vacancies in the company's newsletter
B Design an action plan to be implemented
C Evaluate the success of the intervention
D Submit bookkeeping records for auditing (20)

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 numbers (1.2.1 to 1.2.5) in the ANSWER BOOK.

Japan; Statue of Liberty; bank notes; bank buying rate; travellers' cheques; internet payment; concentration; Eiffel Tower; diversification; Spain

1.2.1 The best form of payment of small amounts without using technology when travelling internationally (1)

1.2.2 An electronic deposit for a hotel reservation (1)

1.2.3 A gift from France to the United States of America (1)

1.2.4 Bullfights is a cultural activity in this country (1)

1.2.5 Allows the rural community to depend less on a single industry, like farming, through income from tourism (1)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 passport.

1.3.1 The eruption of the Kilauea Volcano in Hawaii is an example of a (natural disaster/global occurrence). (1)

1.3.2 A bite from an infected mosquito can lead to (typhoid fever/yellow fever). (1)

1.3.3 (Chichen Itza/Machu Picchu) is often referred to as the Lost City of the Incas. (1)

1.3.4 (Ayers Rock/Dome of the Rock) is found on the Australian continent. (1)

1.3.5 To give a friend free entry to an attraction can be viewed as (ethical/unethical) behaviour. (1)

1.4 Choose the example from COLUMN B that matches the term in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Hurricane	A	A tremor in Mexico violently shook the earth surface for 20 seconds which caused buildings to collapse, leaving 370 people dead and 6 000 injured.
1.4.2	Terrorism	B	The South African, Kevin Anderson, played in the finals of the 2017 US Open Tennis Championship.
1.4.3	Earthquake	C	In 2017 there was an outbreak of the plague in Madagascar.
1.4.4	Accident	D	A man fired shots from his hotel room into a crowd of 22 000 tourists at a concert in Las Vegas.
1.4.5	Diseases	E	About 70 000 people were evacuated in Puerto Rico because of a destructive tropical storm.
		F	In May 2016 a flight from Paris to Cairo crashed into the Mediterranean Sea because of engine failure.

(5 x 1) (5)

1.5 Identify the FIVE travel-related documents (A–E) in the picture below. Match the documents with the descriptions (1.5.1 to 1.5.5) that follow. Write only the letter (A–E) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 F.

TRAVEL-RELATED DOCUMENTS

1.5.1 The compulsory document showing proof of preventative measures against travel-related diseases (1)

1.5.2 The travel document containing the entry and exit stamps of countries or cities visited (1)

1.5.3 The document on which a seat number appears and which allows access to the aircraft (1)

1.5.4 The travel document issued by the Automobile Association (1)

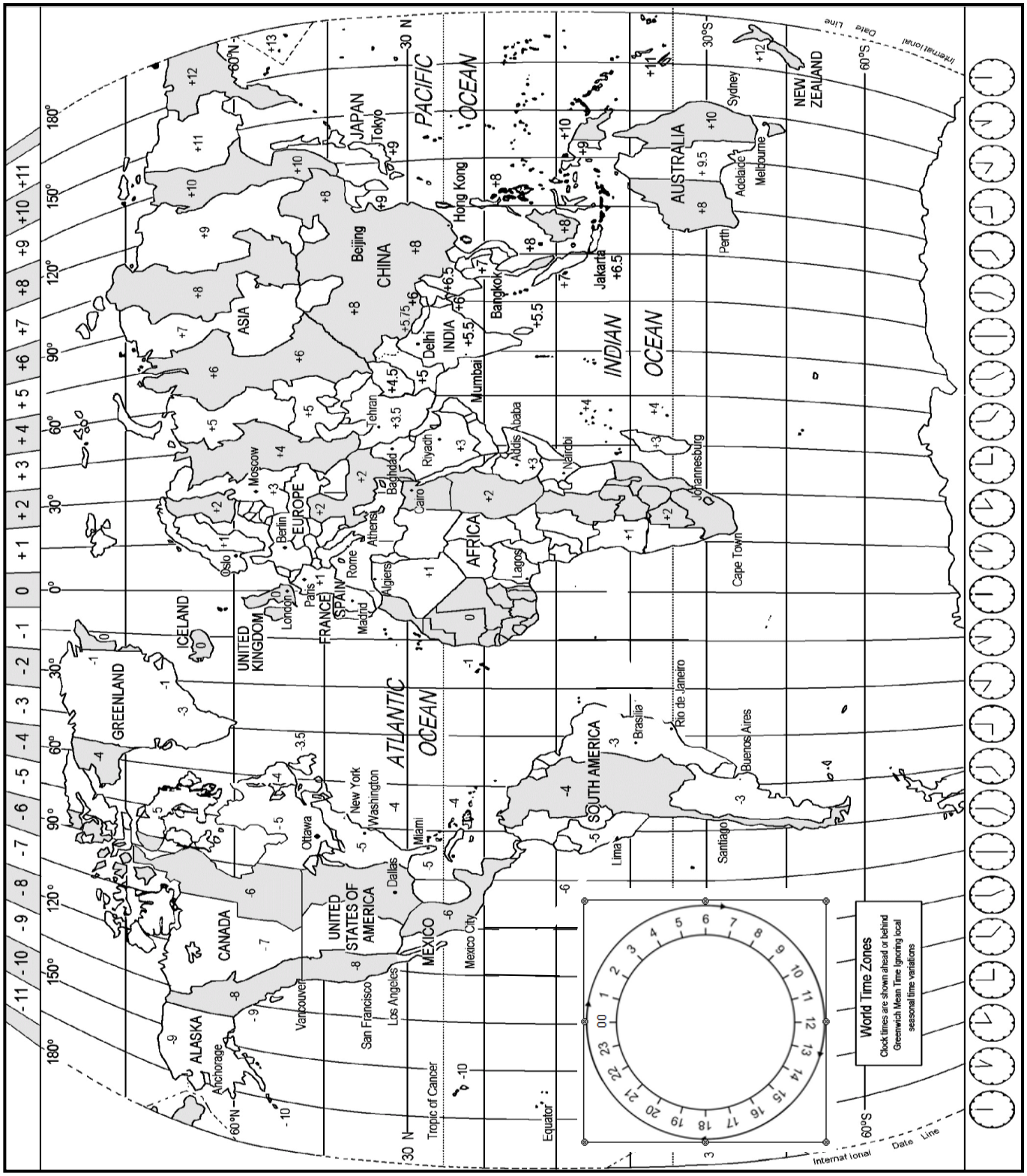
1.5.5 The document issued by an embassy that allows entry into the destination country (1)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone map, read the scenario below and answer the questions that follow.



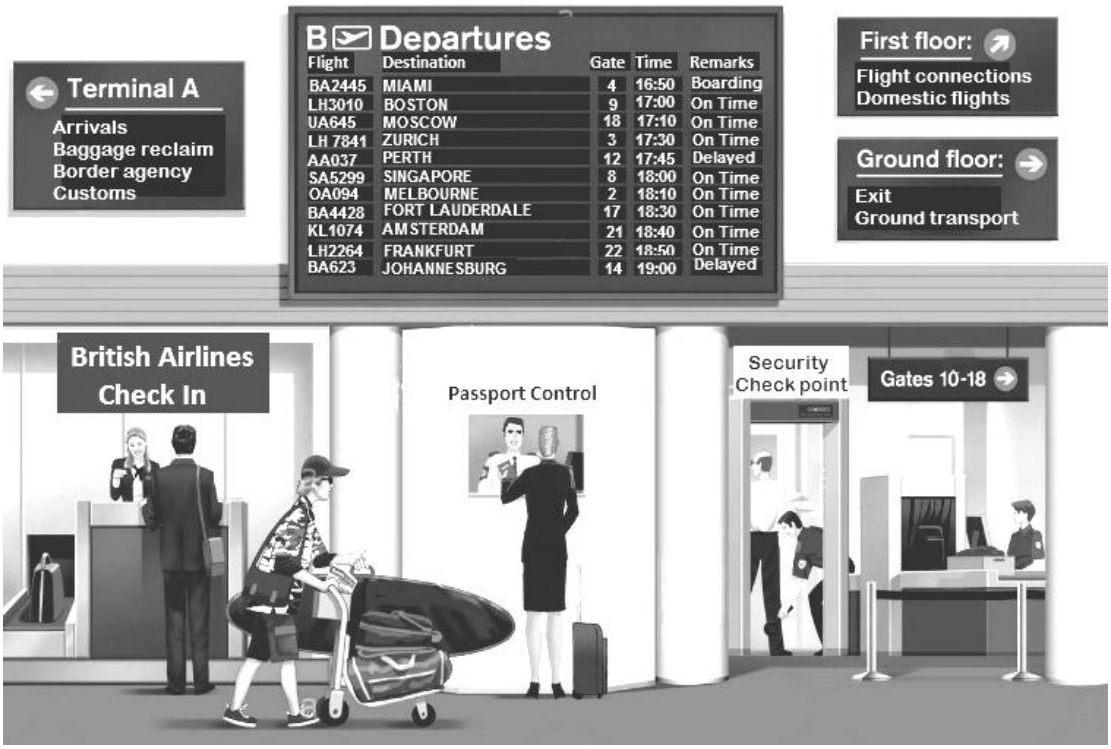
SCENARIO

Two British tourists, 14-year-old Gareth and his mother, travelled from the London-Heathrow Airport to the OR Tambo International Airport in Johannesburg on 10 May 2019. Their departure flight, which is displayed on the electronic information board of the departure terminal in the picture below, was delayed by two hours.

When they arrived in South Africa, they took a one-hour connecting flight with Kulula.com to Durban at 12:00. Gareth competed in the international surfing championships in Durban from 12 to 14 May 2019. Gareth and his mother stayed at the Blue Waves Hotel on the beachfront on an all-inclusive basis and used the hotel's shuttle service for transport.

Upon their arrival at the Sun Coast beach in Durban, Gareth had a late afternoon surfing practice session from 16:00 to 17:00. Thereafter he made a call to his coach in London to report on the sea conditions in Durban.

LONDON-HEATHROW AIRPORT – UNITED KINGDOM



2.1.1 State the flight number of the flight to Johannesburg. (1)

2.1.2 The United Kingdom practised daylight saving time from 25 March 2019 to 28 October 2019.

Give ONE reason why daylight saving time had been included in the departure times on the electronic information board in the picture above. (2)

2.1.3 The flight to Johannesburg was delayed by 2 hours.

Calculate the new departure time for the flight to Johannesburg. (2)

2.2 2.2.1 The flying time from the London-Heathrow Airport to the OR TAMBO International Airport in Johannesburg was 11 hours.

NOTE: The departure flight was delayed by two hours and DST had already been included.

Calculate the time and date of their arrival in Johannesburg. Show ALL calculations. (6)

2.2.2 After Gareth had completed his surfing practice session at 17:00, he made a call to his coach in London to report on the sea conditions in Durban.

NOTE: London is practising DST.

Calculate the time at which his coach received the call in London. Show ALL calculations. (4)

2.3 Use the information given in the scenario in QUESTION 2.1 to compile the second day of the itinerary for Gareth and his mother. (5)

NOTE: It will be to your advantage to use the itinerary format and write complete sentences within a paragraph. (3)

2.4 2.4.1 In South Africa, regulations for children under the age of 18 years, travelling with or without their parents, were changed in 2014. Children are now required to carry an additional travel document.

Apart from a passport, name the travel document Gareth had to present at passport control because of his age. (1)

2.4.2 Refer to the sporting equipment Gareth was carrying in the picture.

Suggest ONE way in which Gareth was able to meet the baggage regulations of the airline. (2)

2.4.3 Explain ONE reason why Gareth and his mother had to pass through the security check point at the airport before proceeding (going) to Gate 14. (2)

2.4.4 State ONE way in which Gareth and his mother could keep their hand luggage safe. (2)

2.5 2.5.1 Apart from Gareth and his mother's luggage, list THREE items carried by tourists that would require a permit when entering South Africa. (3)

2.5.2 Gareth and his mother proceeded to the GREEN CHANNEL at the OR Tambo International Airport in Johannesburg.

Give ONE reason why they went through the green channel. (2)

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

HEALTH RECOMMENDATIONS TAKE CARE OF YOURSELF WHEN TRAVELLING	
Get vaccinated	Take malaria medication
Eat and drink safely	Prevent bug bites
Keep away from animals	Reduce your exposure to germs

Choose any TWO applicable health recommendations above.

Explain each recommendation to Gareth and his mother in order to prepare them for their trip to Durban. (4)

2.7 Criminal activities at the OR Tambo International Airport have increased significantly and tourists had been warned to be careful.

Recommend TWO safety measures to Gareth and his mother once they had landed at the OR Tambo International Airport in South Africa. (4)

[43]

QUESTION 3

3.1 Use the exchange rate table below to answer the questions that follow.

EXCHANGE RATE TABLE		
CURRENCY	**BBR**	**BSR**
Pound Sterling (GBP)	18.02	18.10

Upon their arrival in South Africa, Gareth and his mother exchanged GBP4000 for South African rand.

Calculate how much they received in rand. Round off your answer to TWO decimals. (3)

3.2 Gareth and his mother had ZAR2000 left at the end of their trip and exchanged the money for GBP at OR Tambo International Airport before they boarded their plane back to the UK.

Calculate the amount they received in GBP. Round off your answer to TWO decimals. (3)

3.3 Name ONE travel document Gareth's mother had to present before she could exchange currency. (1)
[7]

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING

QUESTION 4

4.1 Study the icons below and answer the questions that follow.

Write only the question number and the answer in your ANSWER BOOK, e.g. 4.1.6 Eiffel Tower.

A

B

C

D

E

F

G

4.1.1 Name the icon that is the official residence of the President of Russia. (1)

4.1.2 Name the city where icon **C** is located. (1)

4.1.3 Name the continent where icon **E** is located. (1)

4.1.4 Name the icon at **F**. (1)

4.1.5 Name the country where icon **G** is located. (1)

4.2 4.2.1 Name the cultural group associated with icon **E.** (1)

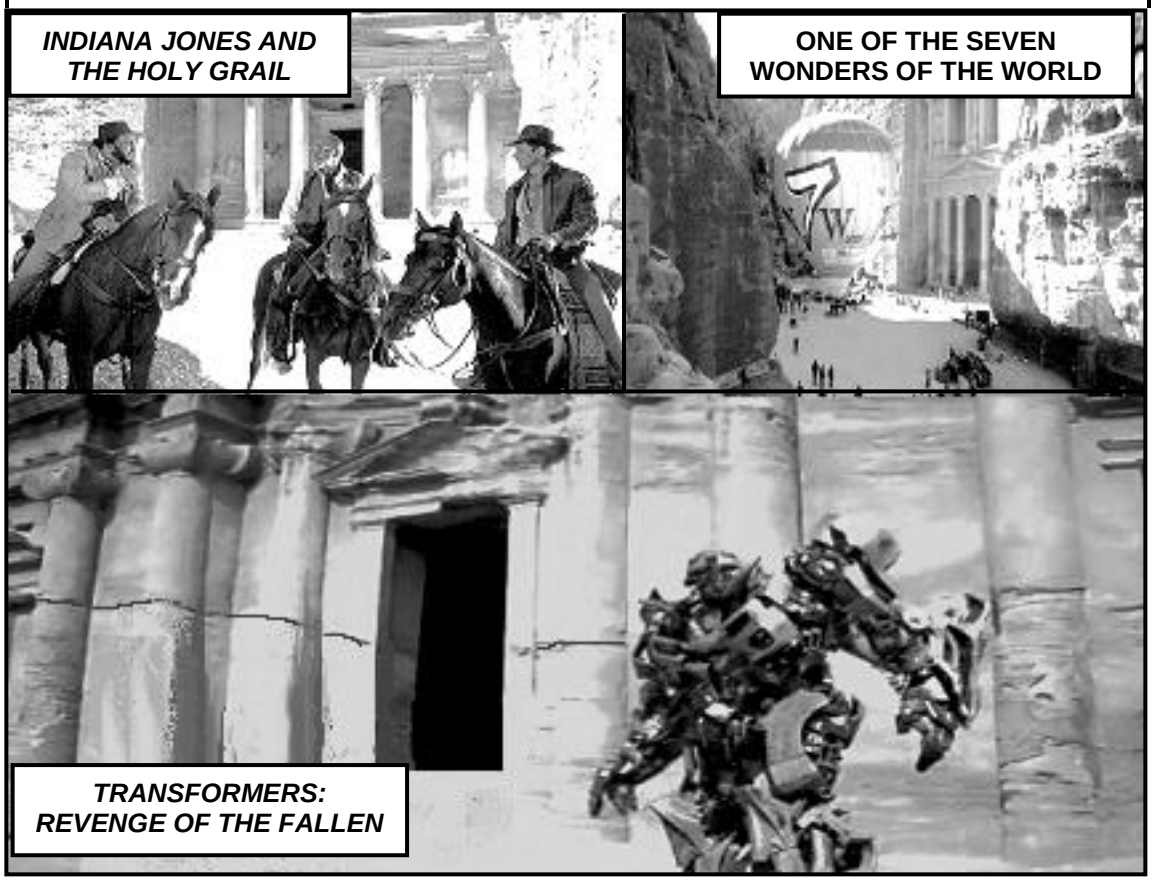
4.2.2 Give ONE reason for the construction of the icon at **F**. (2)

4.2.3 Explain ONE reason why the attraction at **B** cannot be regarded as an icon representing the USA. (2)

4.3 Read the information on the icon Petra and answer the questions that follow.

DID YOU KNOW???

- Petra is referred to as The Lost City.
- It is one of the Seven Wonders of the World.
- *Indiana Jones and the Holy Grail* was filmed in Petra.
- *The Transformers: Revenge of the Fallen* was filmed in Petra.
- At least 11 other films were filmed at Petra.



RESPONSIBLE TOURISM GUIDELINES AT PETRA

Please do not purchase any antiques, be they rocks or coins	Protect and respect the heritage site	Please do not walk on the monuments	Dispose of any litter

ENTRANCE FEES FOR VISITORS STAYING FOR AT LEAST ONE NIGHT	
ENTRANCE TICKET	**PRICE**
One day	50(JD)
Two days	55(JD)
Three days	60(JD)
JD – Jordanian dinar	

VISITOR NUMBERS TO PETRA	
YEAR	**NUMBER OF VISITORS**
2013	574 729
2014	551 491
2015	410 371
2016	464 154

[Adapted from www.nationalgeographic.com]

4.3.1 Name the country where the icon Petra is located. (1)

4.3.2 Give ONE reason why Petra is referred to as The Lost City. (2)

4.3.3 You are writing a blog (electronic article done on the internet) for a travel company.

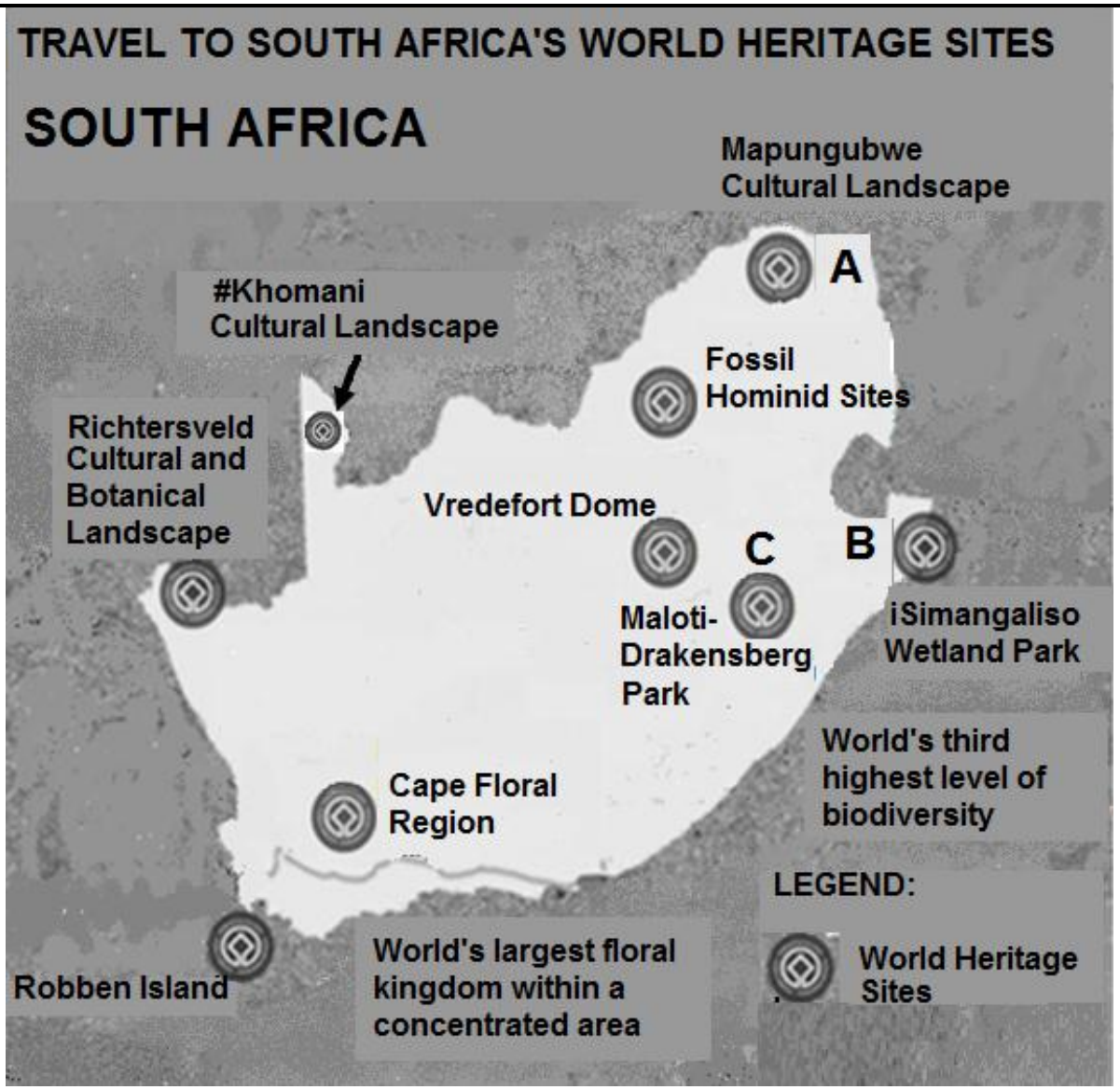
Discuss the success of Petra as a tourist attraction. Include the following in your blog.

- ONE trend regarding the visitor numbers to Petra (2)
- ONE characteristic of Petra (2)
- ONE positive impact of Petra being a popular place for filming (2)
- ONE threat to Petra (1)
- TWO ways in which the threat identified above is dealt with by the authorities in the country (2 x 2) (4)

[24]

QUESTION 5

Examine the map of South Africa's World Heritage Sites below and answer the questions that follow.



The names of the sites given on the map above are according to UNESCO's inscriptions of South African World Heritage Sites.

Other names used in South Africa for some of the World Heritage Sites include:

The Fossil Hominid Site (also referred to as the Sterkfontein Caves or the Cradle of Humankind)
Maloti Drakensberg Park (also referred to as uKhahlamba-Drakensberg Park)

[Adapted from www.unesco.org]

5.1 Write down the letter of the World Heritage Site located in Limpopo. (1)

5.2 Write down the letter of the mixed World Heritage Site. (1)

5.3 Name the province where the World Heritage Site labelled **B** is located. (1)

5.4 Name the World Heritage Site that includes the New Seven Wonders of Nature. (1)

5.5 Give ONE reason why the Richtersveld Cultural and Botanical Landscape was declared a World Heritage Site. (2)

5.6 Give the names of the TWO World Heritage Sites that represent the following:

5.6.1 Ancient cultures (1)

5.6.2 Ancient human fossils (1)

5.7 Explain the difference between the *iSimangaliso Wetlands Park* and the *Cape Floral Region* with regard to diversity. (4)
[12]

QUESTION 6

Study the web page of South African Tourism below and answer the questions that follow.

SEPTEMBER IS TOURISM MONTH		
I DO TOURISM	**Happy World Tourism Day** **Follow us on Twitter, Facebook and Instagram**	**DO TOURISM** **TOMSA levy contributors!! Advertise YOUR Tourism Month deals with us!** **Click here to find out how you can promote your business for FREE.**

[Adapted from www.southafrica.net]

6.1 Give the name of the organisation responsible for collecting the tourism levy. (1)

6.2 Identify from whom certain accommodation establishments collect the 1% tourism levy. (1)

6.3 Only certain tourism businesses collect the 1% tourism levy and this is done on a voluntary basis by tourism businesses.

Discuss TWO reasons why this practice should be changed so that it is compulsory for all tourism businesses to collect the 1% tourism levy. (4)

6.4 6.4.1 Refer to the web page and identify ONE way in which South African Tourism supports businesses who contribute to the 1% levy. (2)

6.4.2 Explain TWO reasons why businesses who contribute to the 1% tourism levy should take advantage of the support referred to in QUESTION 6.4.1. (4)

6.5 The campaign I DO TOURISM was launched at the Tourism Indaba 2017.

Suggest ONE way in which this campaign encourages you, as a Tourism learner, to become part of tourism in South Africa. (2)

[14]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

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

Zach, a qualified tour operator, wants to open up his own tour operating company. He is aware that the professional image of his company is important for the success of his business.

7.1.1 Explain how the following can contribute to the professional image of Zach's business:

(a) Branded stationery (2)

(b) An appropriate name for the business (2)

7.1.2 Discuss TWO reasons why most tourism businesses prefer their staff to wear uniforms. (4)

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

A business card is an important communication and networking tool used indirectly for marketing but which is often not used effectively by companies.

BUSINESS CARD

7.2.1 Identify TWO items that appear on the above business card. (2)

7.2.2 Explain TWO reasons why the above business card cannot be regarded as an effective communication and networking tool to promote a business. (4)

[14]

QUESTION 8

Study the extract below and answer the questions that follow.

SUN MOUNTAIN LODGE – THE SUCCESS STORY

The Sun Mountain Lodge believes they are on the right path in being responsible, sustainable and accountable. The Sun Mountain Lodge is located close to the Batlokoa community on the border between the Free State and KwaZulu-Natal.

Some of hotel's key initiatives to incorporate the pillars of sustainability include:

- The in-house newspapers given to guests are printed on recycled paper.
- Information on the general operations of the lodge is placed on sign boards rather than in information booklets to limit paper usage.
- Used cooking oil is donated to a local farmer (who is their vegetable supplier) to produce bio-diesel to run the delivery trucks.
- Local crafts people are given the opportunity to earn an extra income by redecorating the interior of the Sun Mountain Lodge.

The Sun Mountain Lodge is in the process of applying for their Fair Trade Tourism accreditation.

[Adapted from www.traveller24news.com]

8.1 Refer to the extract and identify ONE example of how the Sun Mountain Lodge practices effective waste management through the following:

8.1.1 Reducing (2)

8.1.2 Recycling (2)

8.1.3 Re-using (2)

8.2 Tourism businesses need to form partnerships with the community within which they operate.

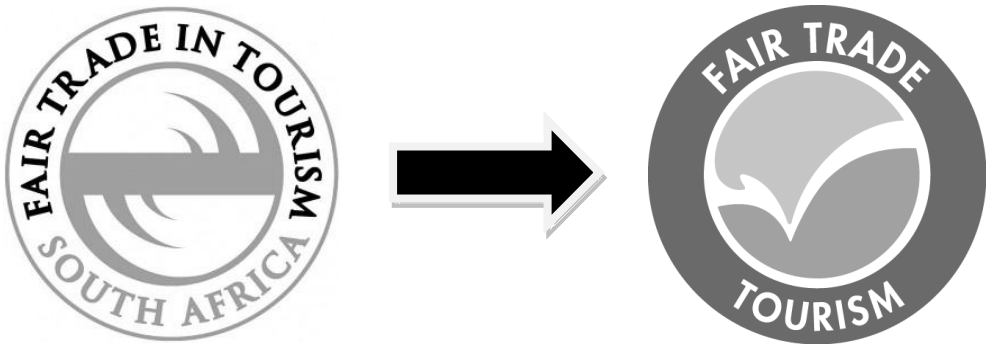
Explain ONE way in which the Sun Mountain Lodge involves the local community in their business operations. (2)

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

FAIR TRADE IN TOURISM

The organisation, Fair Trade in Tourism South Africa (FTTSA), changed its name to Fair Trade Tourism (FTT) in May 2013. The reason was to become a regional role player in tourism.

OUT WITH THE OLD | **IN WITH THE NEW**



8.3.1 Give the function of the Fair Trade Tourism organisation. (2)

8.3.2 Recommend ONE way in which the manager of the Sun Mountain Lodge can implement the following Fair Trade principles:

(a) Fair wages (2)

(b) Fair working conditions (2)

(c) Transparency (2)
[16]

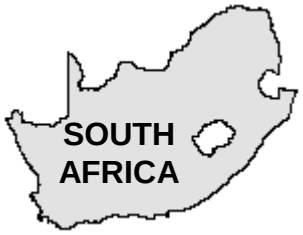
TOTAL SECTION D: 30

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

QUESTION 9

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

BRAZIL AND SOUTH AFRICA JOINING FORCES



The Minister of Foreign Affairs of Brazil visited South Africa in 2017 to strengthen relationships between the two countries and had the following to say, 'Brazil and South Africa have common challenges as developing countries, and strive towards democracy, human rights and inclusivity for all of its people.'

The two countries work together globally at various platforms, such as the United Nations, the BRICS summit and the G20.

Brazil and South Africa both have shown their world-class infrastructure and proven organisational abilities when they hosted world events. Examples thereof include the FIFA World Cups held in South Africa in 2010 and in Brazil in 2014. The Rio Olympic Games and the Paralympic Games were also held in 2016.

[Adapted from www.sabc.co.za]

9.1.1 State TWO characteristics the FIFA World Cups and the Olympic Games have in common. (4)

9.1.2 Refer to the extract and identify TWO positive outcomes from hosting of the events in QUESTION 9.1.1. (4)

9.1.3 Explain ONE positive impact hosting a world class G20 Summit has on the host countries. (2)

9.1.4 Political instability in Brazil or South Africa will result in them losing the bid to host future BRICS summits.

In view of political instability, discuss TWO factors the BRICS selection committee will consider when any of the above countries are considered to host the summit. (4)

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

TOURIST ARRIVALS FROM BRAZIL IN SOUTH AFRICA JANUARY TO JUNE 2016 AND 2017

Tourists travelling to South Africa are categorised into inbound foreign markets according to their country of origin. A comparison amongst all the emerging countries showed that Brazil performed the best with an increase in international tourist arrivals in South Africa during the 2016–2017 period.

The international arrival numbers for the first six months of each year are:

JANUARY–JUNE 2016	JANUARY–JUNE 2017
18 202	32 368

According to the 2016 annual tourism report the average spend of a Brazilian tourist in South Africa was R17 400 per trip.

[Adapted from www.statssa.gov.za and www.southafrica.net]

9.2.1 Calculate the increase in inbound international arrival numbers from Brazil in the 2016–2017 period. (2)

9.2.2 Predict ONE impact the answer to QUESTION 9.2.1 will have on foreign earnings from Brazilian tourists. (2)

9.2.3 SATourism has established that Brazil is an emerging market.

Recommend THREE ways in which SATourism can use the information gained from the statistics to further grow the Brazilian market. (6)

[24]

QUESTION 10

Study the feedback tool below and answer the questions that follow.

x

REVIEW US NOW

Tell us about your visit.

Fill out the information in the spaces below and press the submit button. Thank you for your feedback and support!

1. Give us a star rating.

2. What would you tell others about your experience?

3. Fill in your name and surname.

Your name and surname

4. Fill in your email address.

name@example.com

SUBMIT REVIEW

[Source: www.support.grade.us]

10.1 Give ONE way in which the completed feedback tool from customers would reach the tourism business. (2)

10.2 Refer to question 2 ('What would you tell others about?') on the feedback tool.

Give TWO reasons why the tourism business included this question on the feedback tool. (4)
[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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