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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2023

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 QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of 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	TOPICS	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourist 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**

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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 type of visa that allows tourists to visit multiple European countries:

A BRICS
B SADC
C Schengen
D Canadian

1.1.2 A document that is required when applying for a visa:

A Grade 12 certificate
B Tax clearance certificate
C Death certificate
D Valid passport

1.1.3 The waterborne disease that threatened the people of Turkey after the devastating earthquake and floods in 2023:

A Malaria
B Cholera
C Yellow fever
D Hepatitis

1.1.4 An element of a tour budget:

A Accommodation
B Job description
C Uniform allowance
D Code of conduct

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1.1.5 A safety precaution at an airport when using e-hailing transport companies, such as Uber and Bolt:

A Get to know the drivers of the different companies.
B Use a registered company's app to make the booking.
C Accept the cheapest offer from a taxi driver at the airport.
D Choose the most expensive car offered by the company.

1.1.6 A reason why a tourist will visit the website of The Automobile Association of South Africa (AA) before travelling overseas:

A To get the latest foreign exchange rates
B To buy foreign exchange
C To apply for a passport
D To apply for an IDP

1.1.7 The icons associated with the city of Moscow:

A The French Riviera and the Eiffel Tower
B Big Ben and Buckingham Palace
C The Alcazar of Segovia and the Algarve
D The Kremlin and the Red Square

1.1.8 The icon that is associated with the mass killing of people during World War II is located in …

A Peru.
B Poland.
C Austria.
D Portugal.

1.1.9 A positive tourist experience can lead to …

A an attraction being successful.
B an attraction that must be avoided.
C long queues of tourists at the attraction.
D the destruction of the natural environment.

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1.1.10 An important factor to consider for an attraction to be successful:

A Areas to cater for international vendors
B No consideration for people with disabilities
C Keeping visitors safe from criminals
D Only open on weekends

1.1.11 The Sunshine Golf Tour, recently held in South Africa, was sponsored by South African Tourism (SATourism). The type of marketing initiative shown in the picture below will …

A get a negative reaction from local South Africans.
B promote South Africa as a leading sports destination.
C mean that South Africans can buy cheap golf tour tickets.
D allow only South African golfers to enter the championship.

1.1.12 Official funding for marketing initiatives for South African Tourism is provided by …

A TGCSA.
B SAHRA.
C SATSA.
D TBCSA.

1.1.13 The National Anthem of the Republic of South Africa represents the … of South Africa.

A attractions
B diversity
C religion
D activities

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1.1.14 A contract of employment stipulates the …

A working hours and professional integrity in the workplace.
B core duties, fringe benefits and uniform allowances.
C conduct of the staff at the workplace.
D travel benefits and work ethics.

1.1.15 A well-groomed employee …

A wears clothing with offensive slogans.
B uses perfume with an overwhelming scent.
C wears a clean, neatly ironed uniform.
D has poor oral hygiene.

1.1.16 The economic pillar of sustainability refers to the …

A removal of alien plants.
B control of litter and pollution.
C showcasing of the local culture and heritage.
D ownership and participation by the local community.

1.1.17 The Tour de France is an international … taking place annually.

A ultramarathon
B cycle race
C tennis tournament
D soccer match

1.1.18 This South African city hosted the 2023 Netball World Cup:

A Cape Town
B Johannesburg
C Durban
D Pretoria

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1.1.19 Hurricane Freddy damaged infrastructure in Malawi and Mozambique in February 2023.

The hurricane was classified as a …

A political situation.
B natural disaster.
C civil war.
D disease.

1.1.20 Statistics South Africa (Stats SA) gathers data (information) on the number of bed nights for tourists.

This information refers to the average …

A amount spent per visit on meals.
B number of kilometres travelled per day in a province.
C length of stay at accommodation establishments.
D number of visits to an attraction. (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 numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 equator.

IDL; jet fatigue; prohibited goods; euro; logical sequence; travel clinic; concierge desk; UTC; restricted goods; expiry date; marriage certificate; jet lag

1.2.1 The 0º line of longitude from which all countries read their time

1.2.2 International customs regulations determine that firearms taken onto an aircraft are …

1.2.3 Important information included in a tourist's passport

1.2.4 A condition caused by long distance air travel across many time zones

1.2.5 The common currency used in many European countries (5 x 1) (5)

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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 (WHS/WHO) is responsible for regulating health issues globally.

1.3.2 (Yellow fever/Diarrhoea) is considered a high-risk disease for tourists travelling to affected areas.

1.3.3 Preventative medication for (malaria/bilharzia) should be taken before visiting affected regions.

1.3.4 (Travel clinics/Travel agencies) offer vaccinations to tourists planning trips abroad.

1.3.5 The global pandemic known as (Covid-19/Zika virus) brought the global tourism industry to a halt (standstill). (5 x 1) (5)

1.4 Choose a sustainable tourism concept from COLUMN B that matches the description in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 H.

COLUMN A		COLUMN B	
1.4.1	A tourism business investing money and time in a local old-age home	A	Fair Trade Tourism
1.4.2	Re-using glass containers for a different purpose	B	economic pillar
1.4.3	Procurement of goods from a local community	C	code of conduct
1.4.4	The body that certifies businesses which practise the triple bottom line	D	social pillar
1.4.5	Businesses consider the positive and negative impacts of tourism on local communities, culture and heritage	E	environmental pillar
		F	control of alien plants
		G	corporate social investment (CSI)

(5 x 1) (5)

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1.5 The pictures below show different forms of payment.

Match pictures **A** to **F** below to the descriptions numbered 1.5.1 to 1.5.5. Write only the letter next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 G.

FORMS OF PAYMENT	
A	**B**
C	**D**
E	**F**

[Source: www.bankrate.com]

1.5.1 A transaction used to send money or pay for goods and services using electronic devices

1.5.2 The best way to pay for small purchases, like bottled water, from a street vendor

1.5.3 A pre-loaded, multi-currency debit card that is convenient to pay for purchases during international travel

1.5.4 Money is available after an arrangement was made with the bank to repay the amount in monthly installments

1.5.5 An international bank-to-bank network of electronic transactions using payment orders and codes (5 x 1) (5)

TOTAL SECTION A: 40

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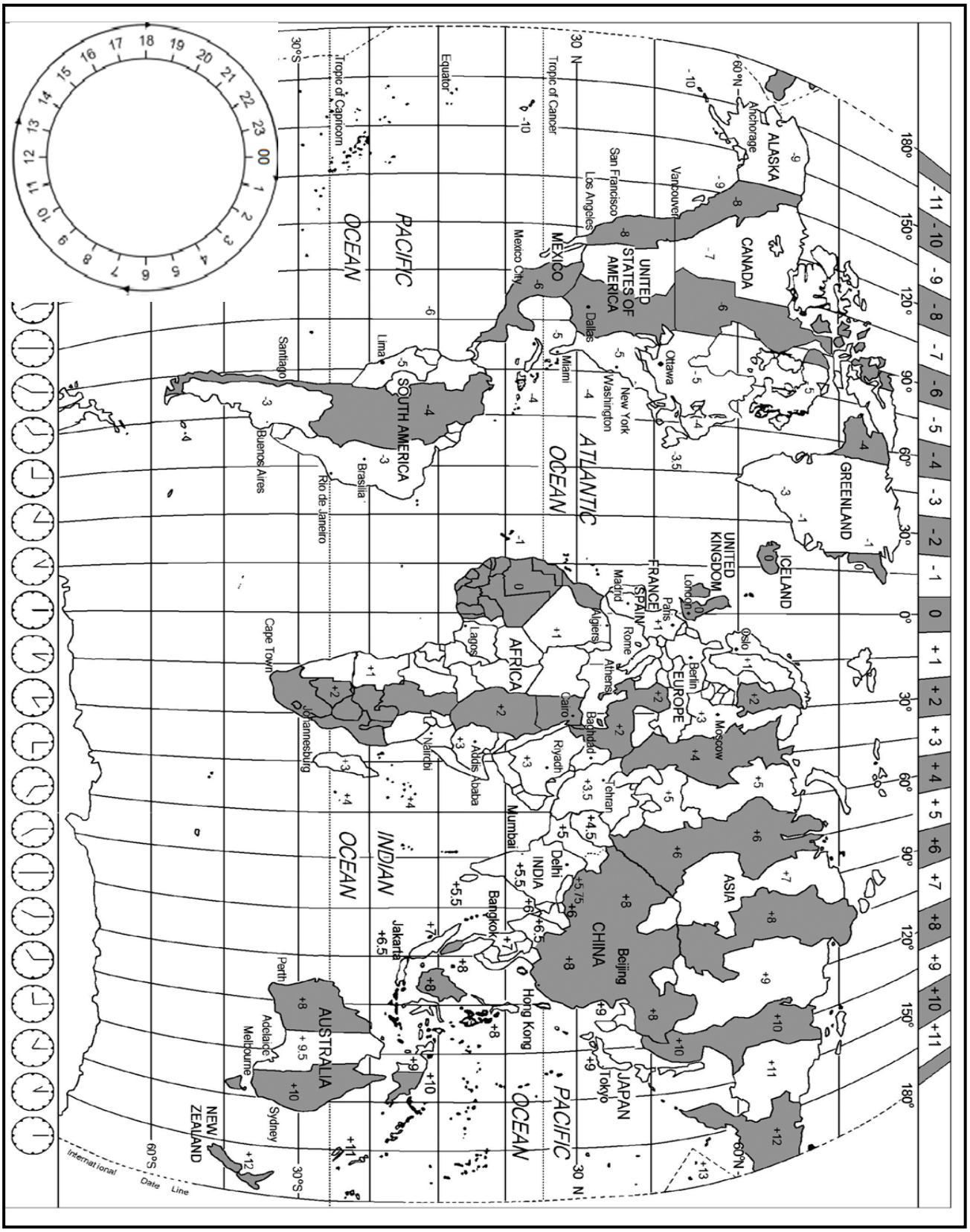
SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

Study the World Time Zone map and the information below and answer the questions that follow.



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2.1

THE CAPE TOWN CYCLE TOUR 2023	
The 45th Cape Town Cycle Tour, the biggest timed cycle race in the world, was held on Sunday 12 March 2023. The cycle tour attracted more than 30 000 cyclists from across the globe. This year the Cape Town Cycle Tour opened opportunities for junior riders of 13 years and older to join the 42 km race.	CAPE TOWN CYCLE TOUR

SCENARIO

Gordon Willis, a talented 16-year-old cyclist from London, his parents and grandmother decided to travel to South Africa to support Gordon's participation in the Cape Town Cycle Tour 2023. The family enjoys adventure-based activities.

Gordon and his family took a direct flight from Heathrow International Airport in London to Cape Town. They departed from London at 19:00 on 8 March 2023. They arrived in Cape Town on 9 March 2023. The flying time was 11 hours.

Gordon's grandmother offered to pay for a new bicycle. She insisted that he buy a top-of-the-range bicycle in South Africa. She gave him GBP3 000 in cash which he exchanged for South African rand in Cape Town.

[Source: www.capecycletour.com]

2.1.1 Calculate the time difference between London and Cape Town. (2)

2.1.2 Calculate the arrival time in Cape Town when the Willis' flight landed on 9 March 2023. (4)

2.1.3 Give TWO reasons why the family planned their trip so that they would arrive in South Africa three days before the race. (4)

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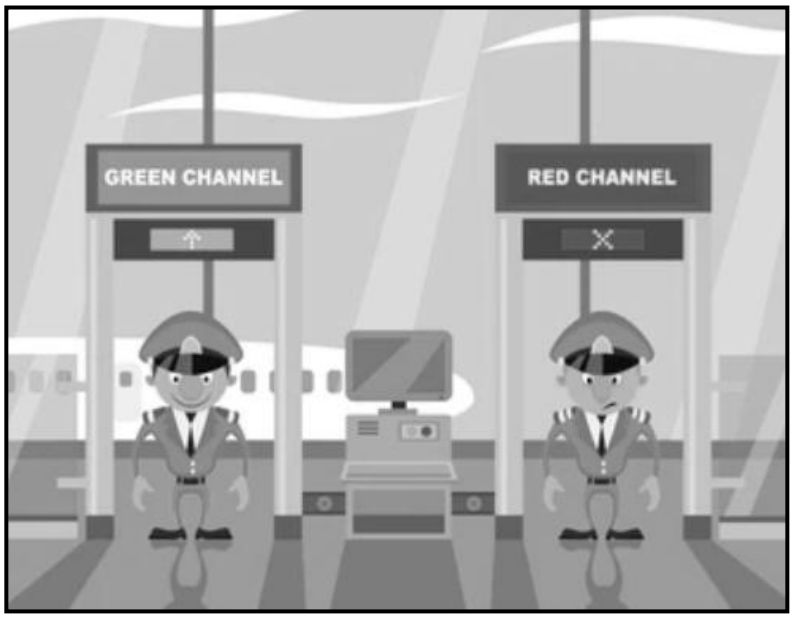
2.2 Refer to the picture below and answer the questions that follow.

RED OR GREEN CHANNEL?



[Source: www.shutterstock.com]

2.2.1 Apart from their regular luggage, Gordon's mother carried 50 mℓ of perfume and his father 1 litre of wine. Gordon only carried his cycling gear.

(a) Advise the Willis family which channel they need to proceed to at Cape Town International Airport. (1)

(b) Give TWO reasons for your answer to QUESTION 2.2.1(a). (4)

2.2.2 (a) The men in the picture are not employees of the Airports Company South Africa (ACSA).

Name the government body that employs the men. (1)

(b) Explain TWO duties of the men referred to in QUESTION 2.2.2(a). (4)

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2.3 The family checked into their hotel in Cape Town.

Gordon sent the WhatsApp message below to his friend, John, in New York at 14:00.

Calculate the time in New York when Gordon's friend, John, received the message.

NOTE: New York practises DST. (2)

2.4 The Willis family spent five days in Cape Town for the cycle tour and to explore the city.

Redraw the table below in your ANSWER BOOK.
Complete the blank spaces for Days 2 and 5 on the itinerary.

The itinerary must include the following:

- ONE adventure activity on both Day 2 AND Day 5 in Cape Town
- ONE important shopping event before the cycle tour

DAY 1 9 March 2023	**DAY 2** 10 March 2023	**DAY 3** 11 March 2023	**DAY 4** 12 March 2023	**DAY 5** 13 March 2023
Arrival in Cape Town		1. Helicopter ride over Cape Town 2. Visit Boulders Beach to watch the penguins	Cape Town Cycle Tour (Full day event)	

(6)
[28]

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QUESTION 3

3.1 Refer to the table below and answer the questions that follow.

EXCHANGE RATES			
COUNTRY	**CURRENCY CODE**	**BBR**	**BSR**
United Kingdom	GBP	21,98	22,18
United States of America	USD	17,85	18,40

3.1.1 (a) Do you think the rand was strong or weak against the two major currencies above? (1)

(b) Give ONE reason for your answer. (2)

3.1.2 Explain THREE possible reasons why Gordon's grandmother insisted that he should buy the bicycle in South Africa. (6)

3.1.3 The money Gordon received from his grandmother gave him the buying power to afford a top-of-the-range bicycle.

Explain the term *buying power*. (2)

3.1.4 Gordon's grandmother gave him GBP3 000 to buy a new bicycle.

Calculate the amount Gordon had in rand to buy a new bicycle in South Africa.

NOTE: Round off your answer to TWO decimal places.

Show ALL calculations. (3)

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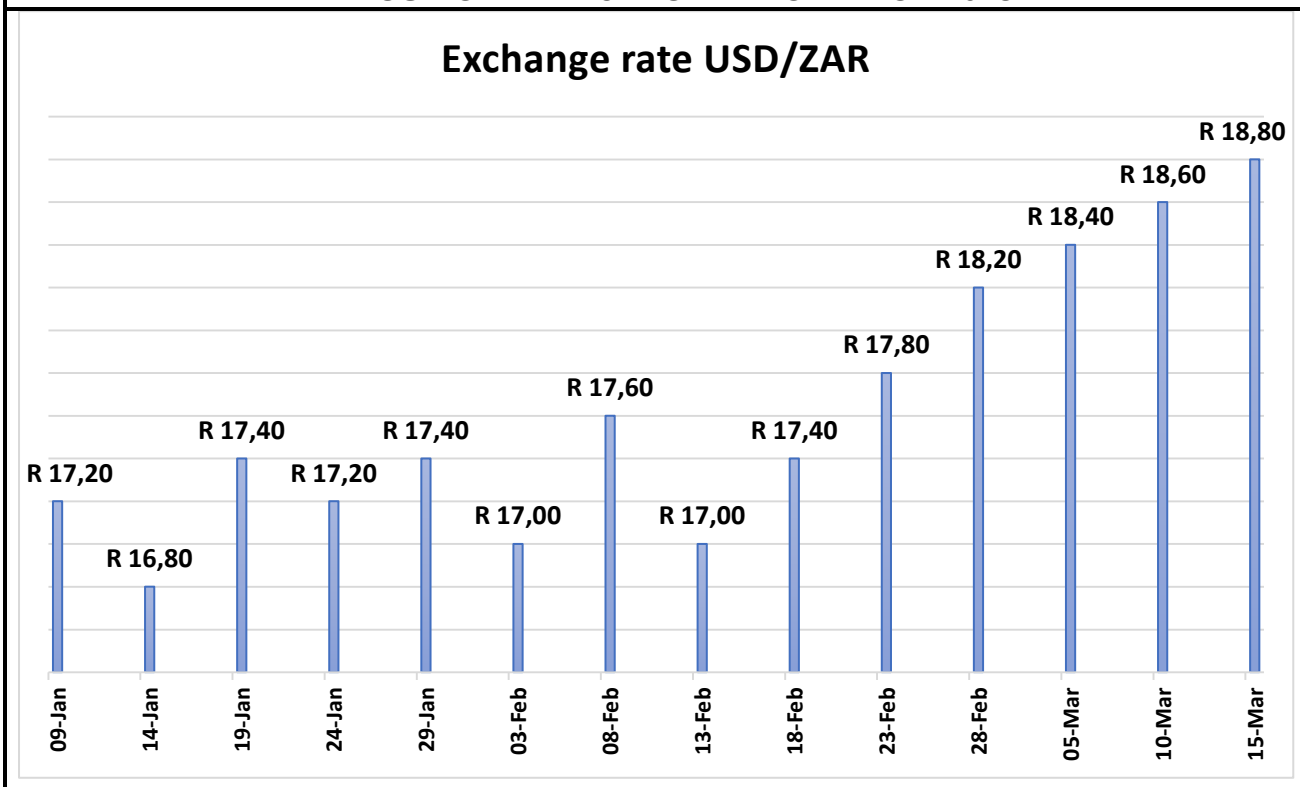
3.2 Study the graph below and answer the questions that follow.

FLUCTUATION OF THE SOUTH AFRICAN RAND AGAINST THE US DOLLAR – JANUARY TO MARCH 2023



[Source: www.iol.com]

From the graph above, identify the following:

3.2.1 The highest exchange rate of the rand against the US dollar and the date (2)

3.2.2 The lowest exchange rate of the rand against the US dollar and the date (2)

3.2.3 Give TWO reasons why the South African rand fell to a new low against the US dollar from mid-February to mid-March 2023. (4)

[22]

TOTAL SECTION B: 50

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

QUESTION 4

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

A	B
C	**D**

4.1.1 Identify the icons/attractions above by using the information given below.

Write only the name of the icon next to the question numbers (4.1.1(a) to 4.1.1(d)) in the ANSWER BOOK, e.g. 4.1.1(e) Eiffel Tower.

(a) The aim of the matador is to entertain the crowd. (1)

(b) This icon is a symbol of democracy and freedom. (1)

(c) This market in Thailand has many food vendors. (1)

(d) This natural formation has layers of red rock. (1)

4.1.2 (a) Identify the TWO World Heritage Sites given in QUESTION 4.1. (2)

(b) Explain TWO reasons why both sites identified in QUESTION 4.1.2(a) must be protected. (4)

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4.1.3 Describe ONE unique aspect of icon **D**. (2)

4.1.4 Picture **C** is representative of a controversial (much debated) cultural practice that has been banned in certain countries.

Discuss TWO reasons why certain people may believe this practice should be allowed to continue. (4)

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

MACHU PICCHU CLOSED INDEFINITELY

This famous tourist site has been indefinitely (until further notice) closed over ongoing protests in the country. Hundreds of tourists were stuck for hours as rail services to the site were damaged. Politically motivated violent protests have endangered the lives of tourists and officials have cautioned tourists against travelling to Machu Picchu.

[Adapted from www.bbc.com/news]

4.2.1 Name the continent and country where Machu Picchu is located. (2)

4.2.2 Describe ONE physical feature that makes Machu Picchu a popular tourist attraction. (2)

4.2.3 The violent protests had a negative impact on the country's tourism industry.

Discuss TWO negative impacts of the closure of Machu Picchu. (4)
[24]

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QUESTION 5

Study the information below and answer the questions that follow.

SOUTH AFRICA'S FABULOUS FLOWERS AND FYNBOS

[Source: www.unescoworldheritagecenter.org]

5.1 5.1.1 Identify the World Heritage Site (WHS) in the picture above. (2)

5.1.2 Complete the sentence below:

The World Heritage Site, identified in QUESTION 5.1.1, can be classified as a … site. (2)

5.1.3 Name the province where the World Heritage Site above is located. (2)

5.1.4 Name ONE other World Heritage Site in the province identified in QUESTION 5.1.3. (2)

5.2 The criterion below was used to declare the site in QUESTION 5.1.1 as a World Heritage Site.

Criterion (ix): The property is considered of outstanding universal value for representing ongoing ecological and biological processes associated with the evolution of the unique fynbos biomes.

5.2.1 Explain ONE value of the unique fynbos biome in attracting tourists to the area. (2)

5.2.2

FIRE THREATENS TABLE MOUNTAIN NATIONAL PARK

A fire destroyed a small part on the edge of Table Mountain National Park. This is one of the thirteen protected area clusters of natural properties included on the World Heritage list. This region is one of the world's greatest biodiversity 'hotspots' of global significance.

[Adapted from www.whc.unesco.org]

In a paragraph, discuss THREE threats of uncontrolled fires as a result of irresponsible tourist behaviour in the area. (6)

[16]

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QUESTION 6

Study the image below and answer the questions that follow.

GEARING UP FOR GROWTH AT *MEETINGS AFRICA 2023*

[Source: www.tourismupdate.co.za]

6.1 Name the marketing organisation responsible for hosting the Meetings Africa 2023. (2)

6.2 Identify ONE type of tourist that will be attracted to this event. (2)

6.3 Name TWO other international travel trade shows where South Africa is marketed. (2)

6.4 Discuss TWO ways in which international travel trade shows can position South Africa as a destination of choice. (4)
[10]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Refer to the picture below and answer the questions that follow.

PROFESSIONAL IMAGE OF AN AIRLINE CREW

[Adapted from www.thedesignair.net]

7.1 A uniform contributes to the professional image of an airline.

Discuss TWO ways in which the correct manner in which employees wear a uniform contributes to the professional image of an airline. (4)

7.2 Complete the sentence below.

The staff responsible for the safety of passengers onboard the aircraft is the … (2)

7.3 The cabin crew of an airline has many responsibilities.

Give ONE condition as part of the airline's code of conduct on the following:

7.3.1 Punctuality (2)

7.3.2 Treatment of passengers (2)

[10]

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QUESTION 8

Read the information below and answer the questions that follow.

WEEVA
TECHNOLOGY TO TRACK SUSTAINABILITY

A new digital system, Weeva, was created to manage sustainability for the tourism industry. Weeva is easy-to-use technology to track environmental and social impacts.

The tourism industry is worth $1,6 trillion in total and employs over 270 million people worldwide. The tourism industry has the power to reduce the climate crisis and slow down biodiversity loss. Weeva gives accommodation establishments and other tourism sectors the tool to measure their impact on the environment.

[Adapted from www.za.linkedin.com]

8.1 Give ONE word for the definition below.

Using resources in a way that meets the needs of current generations without compromising the needs of future generations (2)

8.2 Hotel groups can reduce their impact on the environment in different ways.

Discuss TWO ways how the hotel can manage EACH of the following sustainable practices to reduce their impact on the environment:

8.2.1 Water management (4)

8.2.2 Energy management (4)

8.3 Discuss THREE positive impacts of tourism on the global economy. (6)

8.4 The Weeva digital system is designed to track environmental and social impacts of tourism businesses. Many tourism businesses, however, are NOT in favour of using this new system as it may expose their carbon footprint.

Suggest TWO ways in which you would encourage these businesses to make use of the Weeva digital system and thereby enjoy the benefits of reduced environmental impacts. (4)

[20]

TOTAL SECTION D: 30

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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.

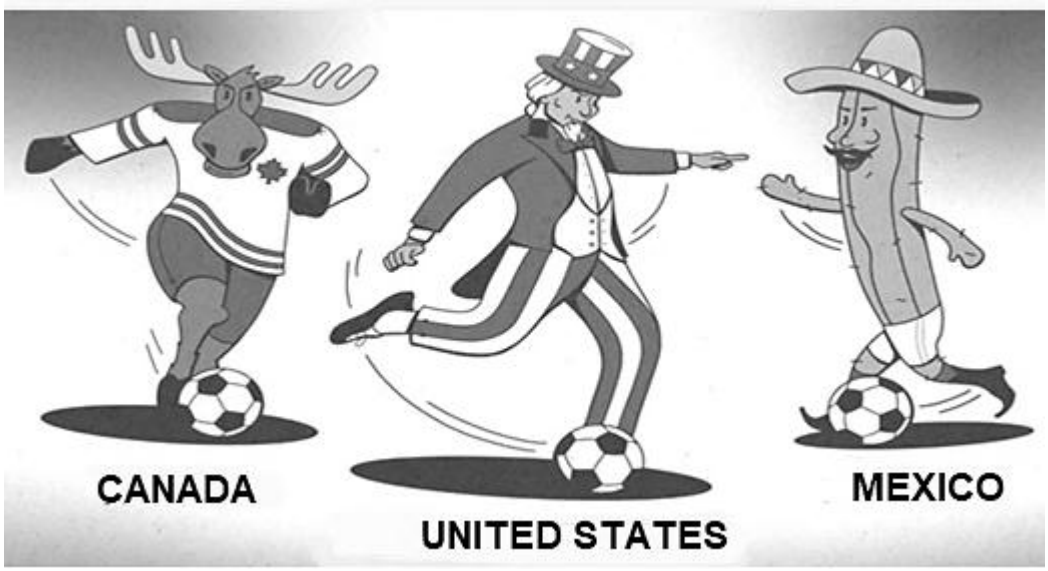
2026 FIFA WORLD CUP

The next FIFA World Cup will be held in North America. The soccer federations of the USA, Canada and Mexico submitted a joint bid to FIFA to host the competition. The North American nations named the bid 'United 2026'. Sixteen cities across the United States, Canada and Mexico will host this prestigious (important) tournament.

This is the first time three nations will host the World Cup. They declared that their combined sporting infrastructure will make them the best-equipped hosts for the first 48-team tournament ever.

2026 FIFA WORLD CUP
UNITED STATES | CANADA | MÉXICO

A possible challenge will be travel documents to allow movement between the host countries. A possible solution for this could be a multiple-entry visa.



[Source: www.future.fandom.com]

9.1.1 Give ONE reason why the extract refers to a continent and not to a single country. (2)

9.1.2 Identify TWO reasons why the 2026 FIFA World Cup will be unique. (4)

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9.1.3 Give TWO reasons why the 2026 FIFA World Cup is considered a global event. (4)

9.1.4 Discuss ONE positive impact the FIFA World Cup will have on the economy of the North American continent. (2)

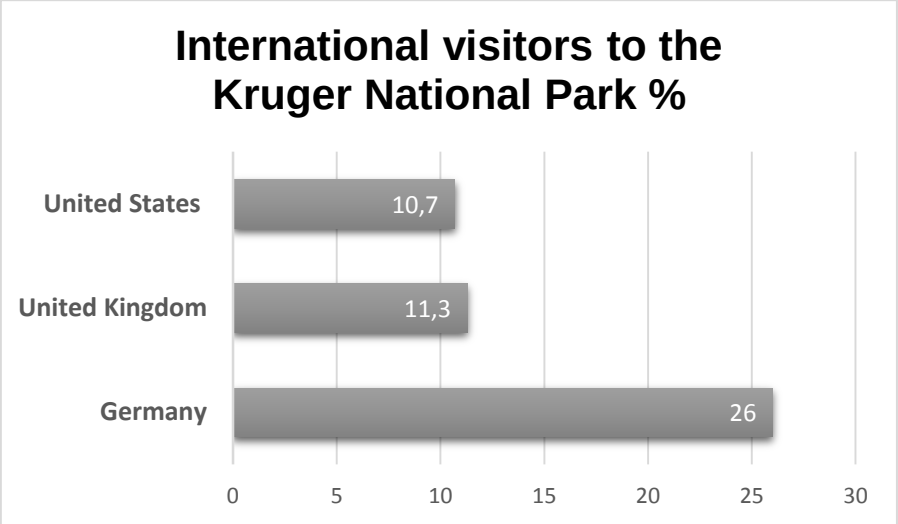
9.1.5 Explain the concept *multiple-entry visa*. (2)

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

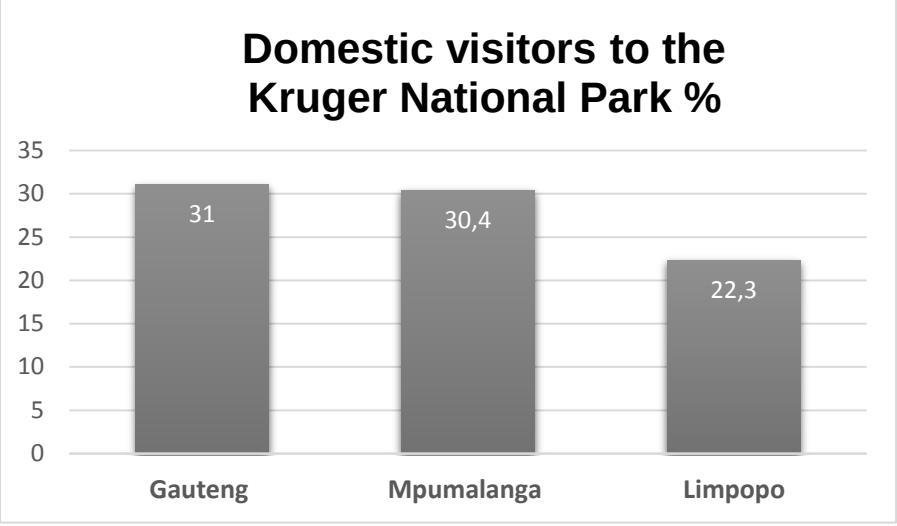
MORE VISITORS TO THE KRUGER NATIONAL PARK

The Kruger National Park has seen an increase in visitor numbers between December 2022 and January 2023.

A



B



C

Visitor numbers to the Kruger National Park have not recovered to pre-Covid levels yet.

In the 2022/2023 peak season the park received only 93% of the visitors compared to 2019.

[Adapted from www.tourismupdate.co.za]

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9.2.1 Identify, from graph **A**, the core market with the lowest visitor numbers. (2)

9.2.2 Refer to graph **B**.

Discuss ONE reason why both Mpumalanga and Limpopo are considered two of the top three provinces for domestic visitors to the Kruger National Park. (2)

9.2.3 Refer to the information in **C**.

Give ONE reason why the recorded visitor numbers are compared to the 2019 season and not to the 2020/2021 season. (2)
[20]

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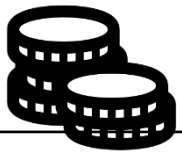
QUESTION 10

10.1 Study the infographic below and answer the questions that follow.

TOURISM BUSINESSES TAKE NOTE – NUMBERS DO NOT LIE

An analysis of customer services and experiences reflected the findings below.

To win a **new customer** is **6–7 times** more expensive than to keep a current one.



Loyal customers are worth up to **10 times** as much as their first purchase.

78% of customers will not purchase again after experiencing **poor service.**

It takes **12 positive** experiences to make up for one negative one.

Bad service reaches more than twice as many ears as praise for good service.

[Source: www.ariscommunity.com]

10.1.1 Explain TWO reasons why the findings above are important to tourism businesses. (4)

10.1.2 Explain the meaning of the finding, 'It takes **12 positive** experiences to make up for one negative one.' (2)

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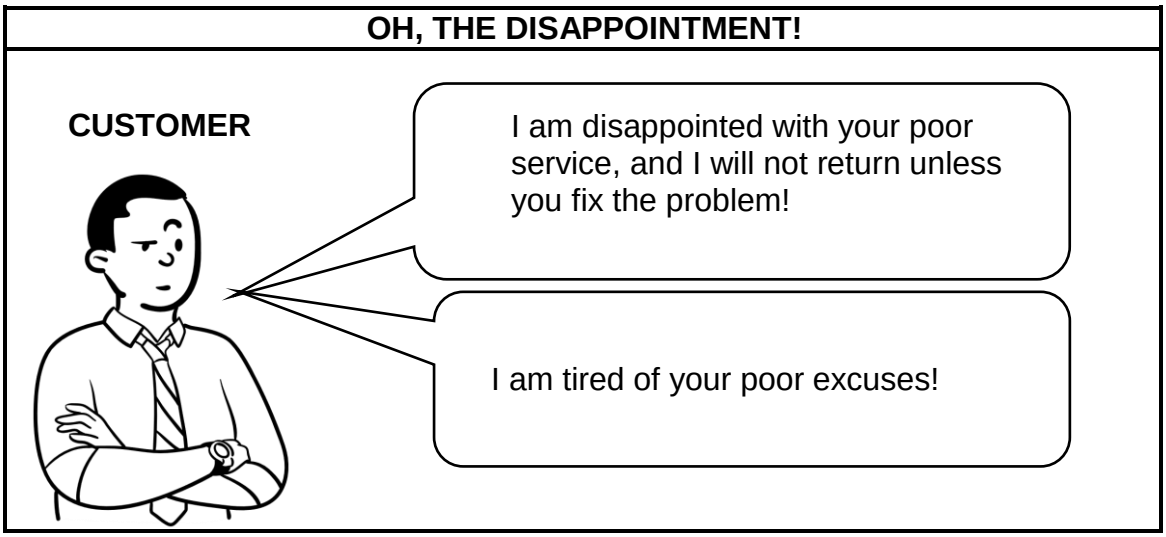
10.2 Study the cartoon below and answer the questions that follow.



[Own creation]

10.2.1 State ONE way in which management could respond appropriately to the customer. (2)

10.2.2 Recommend ONE strategy a company can use to win back the customer's loyalty. (2)
[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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