TOURISM

GRADE 10

TERM 4 NOVEMBER EXAMS



MARKS : 200
TIME: 3 HOURS
EXAMINER : CONCHITA MENDES
MODERATOR : TANYA KRUSE

Copyright

INSTRUCTIONS AND INFORMATION

Read the following instructions 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. A calculator may be used.

4. The following 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 inter- related system	30 marks	30 minutes
SECTION C	Responsible and sustainable tourism	40 marks	40 minutes
SECTION D	Tourism geography, attractions and travel trends	50 marks	50 minutes
SECTION E	Customer care and communication	40 marks	40 minutes

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Various possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A - D) next to the ques- tion number (1.1.1 - 1.1.10) in the answer book, for example 1.1.10 A.

1.1.1 Mr Barnard takes his children to the zoo in a neighbouring town. They stay there until 17:00 and then return home.

They are called ...

A outbound international tourists. B overnight tourists.
C excursionists.
D international tourists. (1)

1.1.2 Which ONE of the following is NOT an example of a luxury cruise line?

A The Queen Mary II B The Symphony
C The Rovos Rail
D The Rhapsody (1)

1.1.3 Identify the current that causes the eastern part of South Africa to have a warm climate which is an ideal tourist destination:

A Benguella current
B Mozambique current C Agulhas current
D Equatorial current (1)

1.1.4 From the list below, choose the direction of the Limpopo Province from the Western Cape:

A North-east
B East
C South-east
D North (1)

1.1.5 Identify the TWO provinces in South Africa that each have TWO World Heritage Sites:

A Gauteng and the Free

State B North West and Gauteng
C Western Cape and KwaZulu-Natal
D KwaZulu-Natal and Gauteng (1)

1.1.6 The term used to describe the illegal hunting of animals, is ...

A hunting.
B poaching.
C trapping.
D game viewing. (1)

1.1.7 This organisation, in conjunction with a number of other role players, have developed guidelines for responsible tourism in South Africa:

A South African Tourism
B World Tourism Organisation
C Regional Tourism Organisation of Southern Africa
D Department of Environmental Affairs and Tourism (1)

1.1.8 ... is a new career in the tourism industry that organises seminars and business meetings for large organisations.

A Training manager
B Conference organiser C Training facilitator
D Training assessor (1)

1.1.9 This type of communication does NOT require words:

A Verbal
B Visual
C SMS
D Fax (1)

1.1.10 ONE example of written communication used in the tourism industry, is ...

A verbal communication.
B telephonic communication. C sign language.
D memoranda. (1)
[10]

1.2 Complete the following sentences by filling in the missing word(s). Write only the missing word(s) next to the question number (1.2.1 - 1.2.5) in the answer book.

1.2.1 ... refers to fauna and flora that are in danger of becoming extinct.

1.2.2 The Cape Floral Kingdom in the Western Cape is known for its unique ... .

1.2.3.....is a Southern African tourism organisation that is responsible for the promotion and development of tourism among the SADC.

1.2.4 ... is a famous tourism trade fair that has been hosted by KwaZulu-Natal over the past ten years.

1.2.5 ... are the most useful maps for tourists because they show major routes, towns, cities, settlements and major features. (5)

1.3 Match the terms in COLUMN A with the statements in COLUMN B. Write only the letter (A - F) next to the question number (1.3.1 - 1.3.5) in the answer book, for example 1.3.0 G.

COLUMN A		COLUMN B	
1.3.1	Ecosystem	A	aims to preserve and protect a community and a country's natural heritage
1.3.2	Cultural heritage	B	an excursion to a historical, cultural and natural environment
1.3.3	Cultural diversity	C	implies a family that lives together and whose members influence each other and the environment
1.3.4	Eco-tourism	D	South Africa has a rich cultural heritage made up of many different communities
1.3.5	Conservation	E	the physical surroundings and conditions of an area, especially as they relate to people's lives

(5)

1.4 Change the underlined word(s) in the sentences below to make the state- ments TRUE. Write the statements in full sentences next to the question number (1.4.1 - 1.4.5) in the answer book.

1.4.1 A business call should be answered within the first six rings.

1.4.2 The caller should start by firstly greeting and identifying him-/her- self.

1.4.3 Mass reproduction of a document at a travel agency is done using a fax machine.

1.4.4 All goals should be measurable, achievable and abstract.

1.4.5 The memorandum is the day-to-day travel plan of a tourist. (5)

1.5 Classify the following list of words under the given headings. Present your answer in the form of the table below.

Ocean	Continent	River	Mountain	Desert
		Orange		

* Pacific
* Drakensberg
* South America
* Sahara
* Kilimanjaro
* Mississippi
* Nile
* Kalahari
* Africa
* Indian (10)

1.6 Select the term that best matches the descriptions below. Write only the correct term next to the question number (1.6.1 - 1.6.5) in the answer book.

customs; continental; shebeen; receptionist; marinas; porter;

1.6.1 The government agency that seeks to control the movement of goods and people into and out of the country

1.6.2 A person in the hotel checking in the guests and attending to their needs

1.6.3 An unlicensed house that sells alcohol, especially in Ireland, Scot- land and South Africa

1.6.4 A port designed for small boats or yachts, usually with exclusive waterfront accommodation

1.6.5 A light breakfast consisting of rolls, coffee, toast, et cetera (5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 The pictures below represent the following types of tourists:

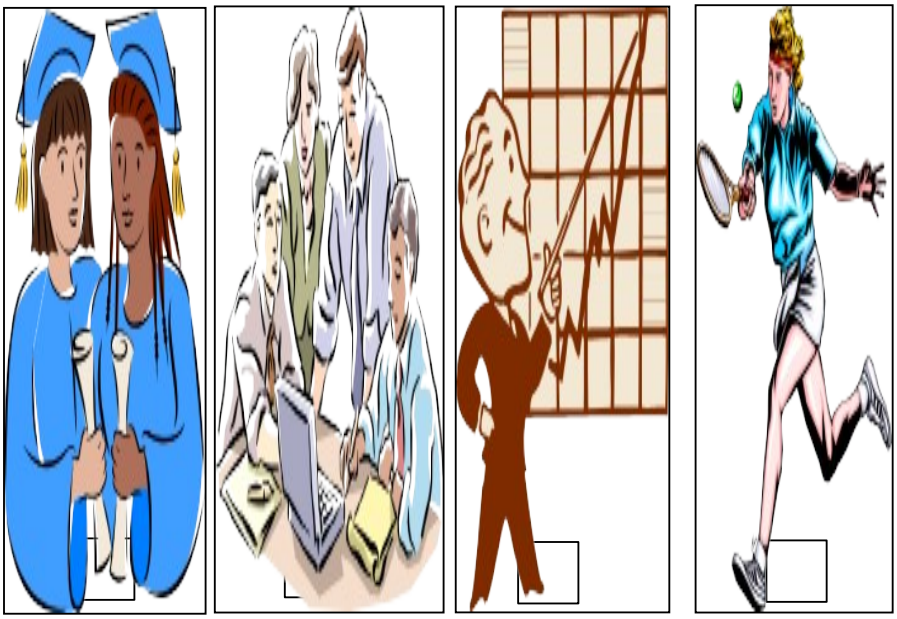
2.1.1 Inbound international tourist

2.1.2 Domestic tourist

2.1.3 Outbond international tourist

2.1.4 Regional tourist

Match the picture and its explanation with ONE of the terms given above.



2.2 Ten reasons why people travel are hidden in the puzzle below. Find any FOUR reasons, circle them and write them in your answer book next to the question number (2.2.1 - 2.2.4). The first example has been done for you.

P	P	B	U	S	I	N	E	S	S	Q
V	F	R	A	V	G	T	P	O	H	R
T	C	O	N	F	E	R	E	N	C	E
H	Y	O	P	X	S	S	G	Y	Q	L
I	N	C	E	N	T	I	V	E	E	I
H	N	U	I	R	U	D	M	C	L	G
V	L	D	O	V	L	D	A	D	T	I
E	R	P	R	T	Y	P	U	I	Y	O
W	S	G	T	N	S	F	F	N	Y	U
C	U	L	T	U	R	A	L	H	U	S
E	T	H	L	E	I	S	U	R	E	Y
Y	X	Z	T	H	E	A	L	T	H	X
E	D	U	C	A	T	I	O	N	A	L

EXAMPLE: Sport

2.2.1 ?

2.2.2 ?

2.2.3 ?

2.2.4 ? (4)

2.3 Read the passage below and answer the questions that follow.

The Waldorf family from Germany was planning a holiday to South Africa. They had no idea where to start with all the arrangements. They all required passports and other travel documents. They visited their nearest travel agent who finalised all their travel arrangements quickly and efficiently.

The big day finally arrived and the Waldorf family were on their way to South Africa. Upon arrival at Johannesburg International Airport, they had their passports stamped by the staff at passport control and they went to collect their baggage. Unfortunately one of their suitcases was not on the luggage carousel. A friendly security guard helped them to find the LOST BAGGAGE counter where the missing suitcase was found. While waiting for their connecting flight to Durban they decided to exchange their currency to South African rand and have lunch at the airport.

Little more than an hour later, they arrived in Durban. A porter assisted with the carrying of their bags. They were then transferred to their hotel at the Durban beachfront by a local taxi operator. They checked into a four-star hotel.

2.3.1 The Waldorf family requires certain services and products when travelling to and within South Africa.

From the passage:

(a) Identify THREE examples of services (3)

(b) Name the sectors of the tourism industry that will supply each service (3)

2.3.2 The proposed name change of the Johannesburg International Airport is to the Oliver Thambo International Airport.

This change can cost the tourism industry millions of rands. Give TWO examples of such costs. (2)

2.3.3 A tourist guide needs to be a 'people's person'.

Explain, in your own words, why this characteristic is so important in the tourism industry. (1)

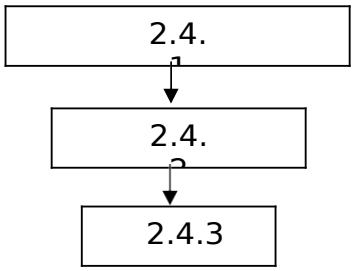
2.3.4 The Waldorf family visited the following attractions in the Durban area. Select and write down THREE man-made attractions.

(a) uShaka Marine World
(b) The Suncoast Casino
(c) The Margate beach
(d) The Indian Market
(e) The Blue Lagoon (3)

2.3.5 Name any THREE direct job opportunities available at the Johannesburg International Airport.
(3)

2.4 The implementation of tourism policy is too big a job for the central govern- ment to administer in each of the nine provinces. Use the words given in the box to label the flow diagram to explain the provincial tourism structure:

community tourism organisations; provincial tourism authority; regional tourism organisation



(3)

2.5 When tourists spend money in the community, the money stays there and is spent again and again by members of the community. This is called the *multiplier effect*.

Write a short paragraph to illustrate how money from a tourist is circulated within the community. (4)

TOTAL SECTION B: 30

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM

QUESTION 3

Read the following case study and answer the questions that follow:

The Mphebato Cultural Museum

The Mphebato Cultural Museum was a project initiated by Grace Masuku.

As a small child, Grace was influenced greatly by her grandmother. This remarkable old woman taught Grace the traditional ways: plant remedies, how to read the signs in the veld and how to predict the weather. As an adult, Grace became concerned about the young girls.

She established the living cultural museum in her village, which is situated on the outskirts of the Pilanesberg game reserve. The project belongs to the Bakgatla tribe. The community contributed artifacts to the museum. Grace teaches traditional dancing and often takes them into the game reserve to teach them traditional conservation and how to live from the veld.

Presently she is training 'indigenous tourist guides' for Mankwe Safaris. This enterprise was started by two of her family members. They take tourists for trips into the Pilanesberg game reserve where they educate them on what Grace calls 'cultural ecology'. Seven young men and three young women who have completed their tertiary education, but could not find work, are involved in the training.

3.1 Name the community that has ownership of this project. (1)

3.2 3.2.1 Name TWO ways in which the community has contributed positively to the project. (2)

3.2.2 Is the community able to benefit from this project? Give TWO reasons for your answer. (3)

3.3 Identify a phrase from the passage that best fits the following description:

The interaction of the rich cultural heritage and the diverse fauna and flora of the environment (2)

3.4 Do you think Grace is practising the principles of sustainability? Substantiate your answer. (3)

3.5 Name the THREE principles of responsible tourism that will ensure the visitors to the cultural village will behave in a responsible manner. (3)

3.6 Grace Masuku would like the museum to become a Cultural World Heritage Site.

3.6.1 Name THREE criteria that would be required for the establishment of the Mphebato Cultural Museum as a cultural World Heritage site. (3)

3.6.2 If the cultural museum is to be awarded World Heritage Site status, discuss the impact this would have on tourism in the area. (2)

3.6.3 Name the organisation that a country has to apply to for a site to be awarded World Heritage status. (1)

3.7 At the Goeie Hoop Primary School in the Winterveldt area north of Pretoria, important dates are celebrated in a special way. These dates are Arbor Day, Youth Day and Heritage Day.

Explain why, in terms of sustainable tourism, it is important for learners to celebrate:

3.7.1 Arbor Day (3)

3.7.2 Heritage Day (3)

3.8 One of the environmental guidelines for responsible tourism is ENERGY MANAGEMENT.

Earlier this year, the people of Cape Town were faced with ongoing power failures.

3.8.1 Briefly discuss how this impacted on tourism in Cape Town. (2)

3.8.2 Name TWO ways in which people in Cape Town assisted in over- coming this problem. (2)

3.9 Complete the table below.

World Heritage Site (WHS)	TYPE: Cultural; Natural; Mixed	Province in which the WHS is located
3.9.1	Mixed	3.9.2
Mapungubwe Cultural Village	Cultural	3.9.3
Robben Island	3.9.4	Western Cape
3.9.5	3.9.6	Gauteng and North West

(6)

3.10 Give a reason why a World Heritage Site will be awarded a mixed status.

(2)

3.11 The Vredefort Dome in the Orange Free State was declared a World Heritage Site in 2005.

Give a reason why the Vredefort Dome was given World Heritage status. (2)

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 4

4.1 Study the map of South Africa (FIGURE 1) and answer the following ques- tions:

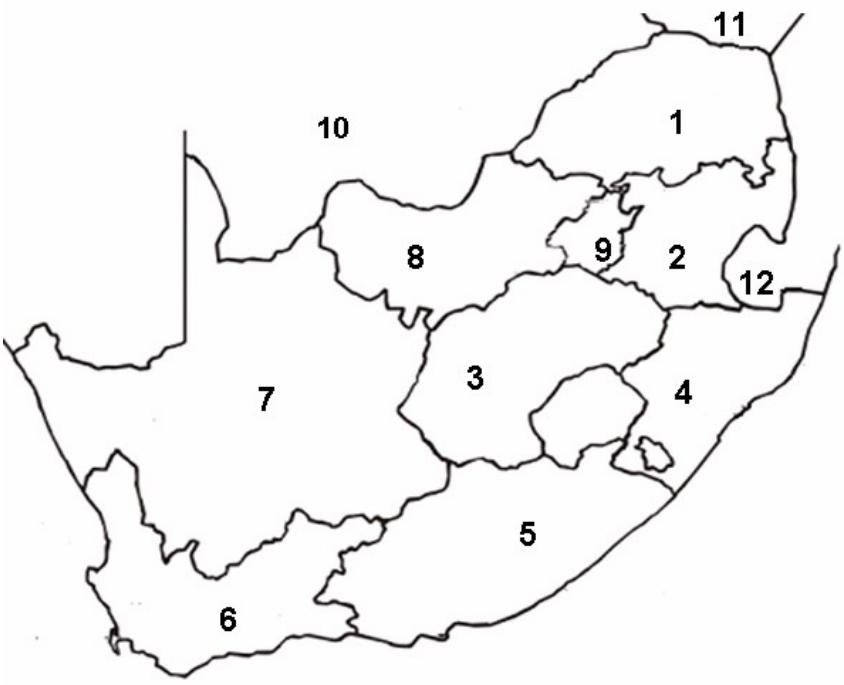


FIGURE 1: MAP OF SOUTH AFRICA

4.1.1 Name the TWO bordering countries marked 10 and 11 on the map. (2)

4.1.2 Identify and name the township regarded as a world famous tourist attraction marked 9. (1)

4.1.3 Give the name of the province marked 3. (1)

4.1.4 Name the biggest river in South Africa that forms the boundary between South Africa and Namibia. (1)

4.1.5 Identify, on the map, the FOUR provinces that are found along the coast of South Africa. (1)

4.1.6 Name the boundary river that separates the province marked 1 from the country marked 11. (1)

4.2 Study the distance table (TABLE 1) below and answer the following ques- tions:

	Bloemfontein	Cape Town	Durban	East London	George	Grahamstown	Johannesburg	Kimberley	Port Elizabeth	Pretoria	Umtata
Bloemfontein		1004	634	584	773	601	398	177	677	456	570
Cape Town	1004		1753	1099	438	899	1402	962	769	1460	1314
Durban	634	1753		674	1319	854	578	811	984	636	439
East London	584	1099	674		645	180	982	780	310	1040	235
George	773	438	1319	645		465	1171	762	335	1229	880
Grahamstown	601	899	854	180	465		999	667	130	1057	415
Johannesburg	398	1402	578	982	1171	999		472	1075	58	869
Kimberley	177	962	811	780	762	667	472		743	530	747
Port Elizabeth	677	769	984	310	335	130	1075	743		1133	545
Pretoria	456	1460	636	1040	1229	1057	58	530	1133		928
Umtata	570	1314	439	235	880	415	869	747	545	928	

TABLE 1: DISTANCE TABLE

The Jobe family is based in Durban. In December 2005 they, together with their friends, visited different tourists attractions that are found in South Africa. From Durban the families headed for Johannesburg. In Johannesburg they rested about four hours and drove to Bloemfontein. They spent four days in Bloemfontein. From Bloemfontein they drove back to Durban.

4.2.1 Calculate the total distance that was travelled by the Jobe family and friends.
(Show ALL the calculations.) (5)

4.2.2 How many kilometres would the family have saved if they had decided to travel directly from Durban to Bloemfontein as opposed to travelling from Durban to Bloemfontein via Johannesburg? (5)

4.3 Answer the following questions about the relationship between South Africa and the SADC region.

4.3.1 Name any FOUR member countries of the SADC. (4)

4.3.2 Discuss the supporting roles played by South Africa in the SADC region. (4)

4.3.3 What does the acronym *SADC* stand for? (2)

4.4 Use FIGURE 2, depicting the length that tourists stay in South Africa to answer the following questions:

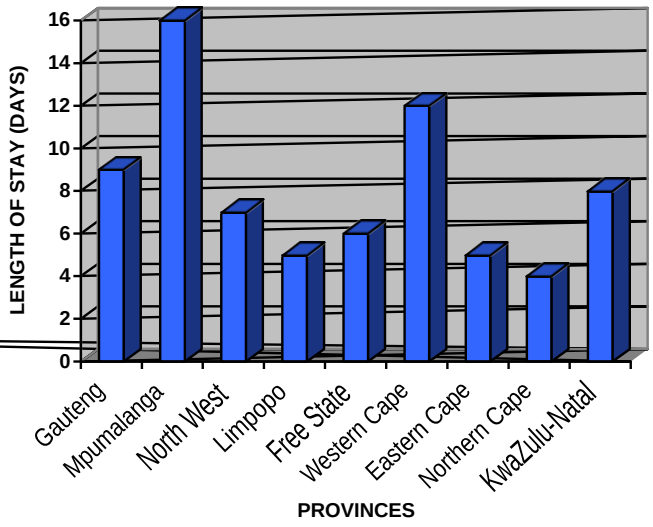


FIGURE 2: TOURISTS' LENGTH OF STAY IN SOUTH AFRICA

4.4.1 Use FIGURE 2 to identify THREE provinces that receive the least number of stays from the tourists. (3)

4.4.2 If you were a developer of hotels in which FOUR provinces would you plan to build some buildings? Rank the four provinces from the one presenting the best investment opportunity to the one presenting the least profitable investment opportunity. (4)

4.4.3 Statistics show that, on average, a tourist spends R1 000,00 per day. From the graph, determine how much on average a tourist spends in the Northern Cape. (2)

4.5 4.5.1 Briefly explain why South Africa can expect an increase in tourism when the value of the rand decreases. (2)

4.5.2 Discuss what economic benefits South Africa will experience by hosting the 2010 Soccer World Cup. (4)

4.6 Classify the following occurrences as GLOBAL EVENTS, POLITICAL SITUA- TIONS or UNFORESEEN OCCURENCES, for example 4.6.1 Soccer World Cup: Global Event.

4.6.1 Rivonia Trial

4.6.2 Inauguration of Mr Mandela as President of South Africa

4.6.3 1996 Africa Cup of Nations

4.6.4 Foot-and-mouth-disease in South Africa

4.6.5 1994 first democratic elections in South Africa (5)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 5

5.1 Visual communication can be used very effectively in the tourism industry. Choose the correct captions from the list below to label the tourism signs underneath:

hot springs; ostrich farm; inland resort; seaside/beach resort; amphitheatre; theatre; crocodile farm; botanical garden; hiking



A



B



C



D



E

(5)

5.2 Study the scenario below and answer the questions that follow:

Mr Chang Woo, a Chinese national, visiting South Africa as part of a govern- mental delegation, would like to extend his trip by visiting some of South Africa's favourite destinations. He wants to experience our cultural and natural attractions that are offered in and around Pretoria. He does

5.2.1 You are the travel agent tasked with finding a tour guide for Mr Woo. Describe the specific ability the tour guide should have to address the communication needs of Mr Woo. (1)

5.2.2 Mr Woo visits a nearby restaurant and the waiter immediately in- forms him that they do not serve Chinese

(a) The scenario described above, is an example of ... . (1)

(b) The example above can have serious financial implications for any tourism business. Predict the effect of the above on the business profitability of the restaurant. Substantiate your answer. (4)

5.3 You are a Grade 10 learner at your school and you have won a tourism competition. Your prize includes a visit to two provinces in South Africa and you will be staying at a hotel during your visit.

List and discuss any FIVE qualities you would value in the hotel staff to ensure quality customer service. (10)

5.4 Analyse the descriptions provided below to identify the equipment/technology used to communicate in the tourism business and provide ONE advantage and ONE disadvantage for each type of equipment identified:

5.4.1 It is used to access information from all over the world in seconds

5.4.2 It serves the double purpose of being a telephone and is able to send and receive written communication

5.4.3 It can store and process information

Present your answer in table format as indicated below.

TYPE OF EQUIPMENT/ TECHNOLOGY	ADVANTAGE	DISADVANTAGE
5.4.1		
5.4.2		
5.4.3		

(9)

5.5 Read the scenario below and answer the questions that follow.

You are the manager of a small guesthouse and are expecting a high level delegation to visit your establishment for a few days. The successful hosting of the guests relies heavily on effective

5.5.1 Write a speech intended to motivate your staff, illustrating FOUR factors that will contribute positively towards the successful hosting of the guests. Present your answer in a paragraph of not more than 10 lines. (4)

5.5.2 A successful team consists of various members with particular roles and responsibilities.

Name any THREE members of a successful team and discuss ONE responsibility of each. (6)

TOTAL SECTION E: 40

GRAND TOTAL: 200

Copyright