

HILLCREST HIGH SCHOOL

TOURISM JUNE EXAMINATION 2017

TIME 2HRS

MARKS 140

EXAMINER: M.SINGH

GRADE 11

MODERATOR: HOPKINS

INSTRUCTIONS

1. ALL QUESTIONS ARE COMPULSORY
2. WRITE ONLY IN BLUE/BLACK PEN
3. YOU MAY USE A CALCULATOR
4. EACH SECTION MUST BEGIN ON A NEW PAGE

THIS PAPER CONSISTS OF FOUR SECTIONS

SECTION A

SHORT QUESTIONS

QUESTION 1

Choose the correct option for the questions below.

Write only ONE capital letter for your answer.

- 1.1.1. Lanseria airport is regarded as a :
- A. Privately owned airport
 - B. National airport
 - C. International airport
 - D. Cargo only airport
- 1.1.2 Which one of the international airline codes is reserved for O.R.Tambo airport?
- A. DUR
 - B. PLZ
 - C. JNB
 - D. CPT
- 1.1.3. A hotel receptionist is expecting a group of Japanese tourists.
What is an appropriate way of greeting them?
- A. Shaking hands
 - B. Kissing on both cheeks
 - C. Bowing
 - D. Embracing
- 1.1.3 Which is NOT a luxury train
- A. Rovos Rail
 - B. Blue Train
 - C. Shongololo Express
 - D. Umgeni Steam Railway
- 1.1.4. The top speed of the Gautrain is
- A. 120KM/HR
 - B. 160KM/H
 - C. 260KM/HR
 - D. 180KM/HR

1.1.4 The currency for New Zealand is

- A. New Zealand Dollar
- B. New Zealand Pound
- C. New Zealand Schilling
- D. New Zealand Francs

1.1.5. Foreign exchange cannot be bought from

- A. commercial bank
- B. airport
- C. Post Office
- D. Travel agent

1.1.6. The Domestic Tourism Growth Strategy targets Market segments

- A. 6
- B. 7
- C. 8
- D. 10

1.1.7. The currency code for South Africa is

- A. SAR
- B. ZAR
- C. SOR
- D. SRA

1.1.8. The Baz Bus is used mainly for

- A. international groups travelling from one attraction to another
- B. school groups travelling to sports venues
- C. backpackers
- D. Commuters

1.1.9. Taking a holiday that will combine leisure with an opportunity to do charity or for a good cause be termed:

- A. leisure tourism
- B. voluntourism
- C. extreme tourism
- D. bleisure

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- 1.1.0. A kiosk at an airport is
- A. place where can do banking transactions
 - B. have your shoe repaired or cut a key
 - C. shop selling refreshments and other small items
 - D. bar

(10)

Q1.2.

AIRPORT AND AIRLINE TERMINOLOGY

Explain the following words:

- a. Airport terminal
- b. Landside
- c. Carousel
- d. Cockpit
- e. Biometric scanner

(10)

Q1.3.

Write out ACSA in full.

(2)

Q1.4.

List THREE functions of ACSA

(6)

Q.1.5.

Supply TWO pieces of information found on a boarding pass.

(2)

(30)

SECTION B

MAP WORK, TOUR PLANNING AND FOREIGN EXCHANGE

QUESTION 2

- 2.1. Explain what a gateway is. (2)
Name three types. (3)
- 2.2. Write out the acronym SADC (2)
- 2.3. What is the aim of SADC? (2)
- 2.4. Name TWO SADC countries that are closest to S.A. (2)
- 2.5. Name the organization that formulated SADC.
Write out in full (2)
- 2.6. What is the purpose of a Tourist profile? (2)
- 2.7. Who would require this information? (1)
- 2.8. List three pieces of information that could be included in a profile. (3)
- 2.9. Name the two types of itineraries (2)
- 2.10. Explain the difference between the both types in full detail.(you may use an example) (4)
- 2.10. List three headings that would appear in an itinerary. (3)
- 2.11. What does the term miscellaneous mean if it appears in an itinerary? (2)

QUESTION 3

FOREIGN EXCHANGE

3.1.1. Write out the currency codes for the following countries currency.

- a. Hong Kong
- b. Australia
- c. Botswana
- d. India
- e. Mauritius

(5)

3.1.2. Write out the symbol for each of the currencies

- a. United States Dollar
- b. Japanese Yen
- c. Great British Pound
- d. Euro

(5)

3.1.3. One method of taking travel allowance is by travellers cheques.

List two benefits of using the method.

2 x 2

(4)

3.1.4. List TWO other ways of taking travel allowance.

(2)

3.1.5. If our rand is being referred as "volatile" What does this mean?

(2)

3.1.6.

Study the exchange rate table below to answer that follows

CURRENCY	BBR	BSR
USD	7.70	8.50

A tourist exchanges 2500 USD to ZAR to pay for services.

- a. How much ZAR will he receive? Show all steps (3)
- b. Before he returns to the U.S. he wants to exchange his unused rands of R1824.50
How much will he receive in dollars? (3)

3.1.7. Explain the term "fluctuate" (1)

SECTION C

HERITAGE TOURISM

QUESTION 4

Read the Case Study Below and answer the questions that follow.

Case Study 1

Beads of prosperity bring hope to the poor

– Sotheby's and overseas designers open a shop window for what could be a very lucrative community project.

Poverty has been overcome, a craft worker in the rural parts of KwaZulu-Natal proclaimed to development worker Mary Rose recently. Now, the craft worker continued, she could pay her children's school fees. In the broader scheme of things, not much attention has been paid to craft as a potential job-creation and income-generating avenue. But that is changing. Drawing inspiration from indigenous South African craft skills, 10 British-based designers came up with products that would appeal to international markets.

Undoubtedly, the major problems for crafts people in remote rural areas, where most of them live, are reaching markets and tailoring their products to current trends. The exhibition became the toast of London. It sold out entirely to buyers of the likes of Terence Conran. And South African craft was put firmly onto the world stage and orders continue pouring in. Importantly, the crafts people's names will be included alongside the designers' name on the items – the Kate Blee-Nomusa Mkhwanazi Collection, for instance.

But the real success is behind the scenes. Now 700 people, mostly women, have a sustainable income from ancient craft skills. Craft alone, however, is not enough for complete community sustainability. Crafts people and their communities are taught financial literacy, business principles and production skills. In many cases craft groups are paid directly into their own bank accounts.

Craft is spreading its efforts into the Eastern Cape and Mpumalanga, initially hoping to supply crafts and fresh produce to National Parks. It is a 5% shareholder in Tourvest Holdings shops at the International departure hall at Johannesburg International Airport, the Kruger, Tsitsikama and Addo National Parks. Dividends go to craft development. The sky is the limit.

But it began on the ground. Long ago, Rose had taken note of the beautiful items crafts people in KwaZulu-Natal were making for daily use. In 1984, as she wandered through the shop of the Boston Fine Arts Museum, she saw no goods from South Africa.

She came back with the idea to encourage crafts people to replicate traditional items and get these sold to outlets, and KhumbulaZulu Craft was formed. Much later its marketing director, Sally Story, on a visit to London, took some items to Sotheby's, which in turn hand-picked six designers to visit South Africa. The culmination was Sotheby's invitation to participate in its sixth Contemporary Decorative Art Selling

• exhibition. The South African work was allocated five galleries. Rose
 • says KhumbulaZulu Craft has not worked alone. It has had strong
 • support from the Departments of Arts, Culture, Science and Technology,
 • and of Trade and Industry, as well as the South African High
 • Commission in London and Amafa akwaZulu-Natal (Heritage KwaZulu-
 • Natal).
 • (Source: *Sunday Times Career Junction*, March 17, 2002)

- Q4.1.1. Explain your understanding of the word 'culture'. (2)
- Q4.1.2. What does "diversity" refer to? Explain fully in the context of Tourism. (2)
- Q4.1.3. What type of community activity is referred to in this case study? (1)
- Q4.1.4. What made the community activity a potential (possible) tourist attraction? (2)
- Q4.1.5. What benefits does this activity have for Tourism? (2)
- Q4.1.6. What benefits does this activity have for the local community? (3)
- Q4.1.7. What costs does this activity have for the community? (2)
- Q4.1.8. What kinds of skills are the craft people taught to in order to sustain their business? (2)
- Q4.1.9. KhumbulaZulu is spreading its efforts into E.Cape and Mpumalanga.
 What do they hope to achieve? (2)
- Q4.1.10. Why is it so important to preserve our local culture? (2)

DOMESTIC TOURISM STATISTICS

QUESTION 5.

5.1.

Study the table below and answer the questions.

Domestic tourism indicators					
Key metrics		2007	2008	2009	2010
Domestic travel incidence	Annual	43, 5%	46, 5%	47, 6%	43, 0%
	Monthly	9,9%	9,0%	8,2%	7,9%
Number of trips	Annual	35,9 million	32,9 million	30,3 million	29,7 million
	By purpose	VFR 68%, Holiday 16%, Business 7%, Religious 7%, Medical 1%	VFR 71%, Holiday 16%, Business 5%, Religious 5%, Medical 2%	VFR 76%, Holiday 12%, Business 5%, Religious 5%, Medical 5%	VFR 74%, Holiday 13%, Business 5%, Religious 6%, Medical 1%
Spend	Total annual spend	20,0 billion	25,8 billion	22, 4 billion	21,1 billion
	By purpose	VFR 45%, Holiday 37%, Business 14%, Religious 3%, Medical 0%	VFR 45%, Holiday 39%, Business 12%, Religious 3%, Medical 2%	VFR 59%, Holiday 22%, Business 17%, Religious 2%, Medical 1%	VFR 51%, Holiday 31%, Business 14%, Religious 3%, Medical 0%
	Average spend per trip / per day	R550 per trip / R120 per day	R780 per trip / R170 per day	R730 per trip / R170 per day	R710 per trip / R160 per day

Source: www.southafrica.net/sat/content/en/za/research-home

- Q.5.1.1.** Calculate by how much the number of trips had declined in 2010 compared to 2007. (2)
- Q.5.1.2.** Describe briefly what happened to the total tourism spend between 2007 and 2010. (2)
- Q.5.1.3.** Identify and explain which purpose or reason for travel has seen the most difference between these two years. (3)
- Q5.1.4.** Draw a pie graph of the data supplied for 2010 (5)
- Q.5.1.5.** Suggest how we can promote domestic tourism in our country. (3)

SECTION D5

QUESTION 6

TECHNOLOGY IN TOURISM

- Q6.1.1. Name any four types of technology you would use in your travel agency. (4)**
- Q6.1.2. For each of those supply ONE advantage and ONE disadvantage of that technology (8)**
- Q6.1.3. List two types of technology found in an airport and what does it assist with? (4)**
- Q6.1.4. Explain why Sun International Hotel Group has chosen a website as a technique to promote its business. Supply two reasons. (4)**

(20)

THE END!!