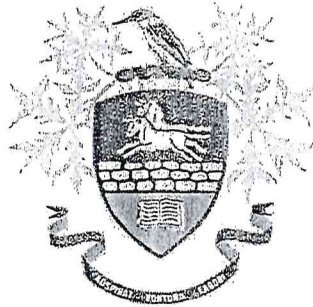


Hillcrest High School



TOURISM GRADE 12: 2021

TIME :2 HOURS

MARKS 140

EXAMINER : SINGH

MODERATOR : GEEL

INSTRUCTIONS TO LEARNERS

- 1.ALL QUESTIONS ARE COMPULSORY
- 2.WRITE ONLY IN BLUE/BLACK
- 3.EACH SECTION ON A NEW PAGE
- 4.CALCULATORS ARE ALLOWED
- 5.WRITE NEATLY AND LEGIBLY

Section A: SHORT QUESTIONS

QUESTION 1

Four options are provided. You are required to choose one.

Write down only the letter next to each question.

1.1.1. Ayers rock is the world's largest

- A sandstone
- B Limestone
- C stone
- D coral

1.1.2. Niagara Falls consists of

- A 1
- B 2
- C 3
- D 4

waterfall/s.

1.1.3. The statue of Christ the Redeemer is built on top of

- A Mount Everest
- B Mount Kilimanjaro
- C Corcovado
- D Alps

1.1.4. an amphitheatre built over 200 years ago and used for gladiator fights.

- A Parthenon
- B Colosseum
- C Kremlin
- D Red Square

1.1.5 This country is known for its gondolas.

- A Spain
- B France
- C Venice
- D Thailand

1.1.6. The Berlin Wall divided East Germany from West Germany.

East Germany was

- A Communist
- B Capitalist
- C democratic
- D Socialist

1.1.7. The annual Wimbledon tennis competition attracts tourists to the city of:

- A Paris
- B London
- C. Nice
- D Amsterdam

1.1.8. The constant changes in the value of a currency due to external factors is referred to as:

- A fluctuations
 - B exchange rate
 - C trends
 - D corporate changes
-

1.1.9. The following icon is found in the Southern Hemisphere.

- A Black Forest
- B Statue of Christ the Redeemer

- C Leaning Tower of Pisa
- D Statue of Liberty

1.10. The time in Durban is 12.00 when it will be ----- in London.

- A 14.00
- B 10.00
- C 13.00
- D 15.00

1.11. The GBP is used in

- A USA
- B India
- C England
- D Australia

1.12. The transferring of money from one sector to another or a chain reaction is commonly referred to as the ----- effect.

- A ripple
- B multiplier
- C balloon
- D visual

1.13. The Sydney Opera House is an Australian icon because of its

- A roof structure
- B blue tiled roof
- C Marble walls
- D ceiling paintings

1.2.

Choose the correct word(s) from those in brackets.

Write only the word next to the question number.

- 1.2.1. the mental picture that people have of a company is often referred to as
The (corporate identity/corporate image)
- 1.2.2. A pay- off line used by a company for marketing purposes is also known
as a (slogan/logo)
- 1.2.3. A free ticket for employees of an airline will be regarded as a
(travel benefit/fringe benefit)
- 1.2.4. The attitude of staff will be directed by a (environmental/customer
service) policy of the business.
- 1.2.5. The landscape displayed by a business will show positive professional
image with regards to the (interior/exterior) physical appearance of the
business.

(5)

1.3.

COMPLETE THE FOLLOWING SENTENCES BY FILLING IN THE MISSING WORDS

CIRCULAR ROUTE	MALARIA	TRANSIT VISA	SCHENGEN VISA
LINEAR ROUTE	BILHARZIA	BANK SELLING RATE	
BANK BUYING RATE	LONGITUDES	HEMISPHERES	
EXCHANGE RATE	CHOLERA		

- 1.3.1. This disease is common in sub -tropical areas and transmitted by a bite
of an Anopheles mosquito.

- 1.3.2. The type of route that a tourist will follow when they begin and end their journey at the same place.
- 1.3.3. This is the rate used when a South African converts ZAR to a foreign currency.
- 1.3.4. The division of the earth into the Northern and Southern areas
- 1.3.5. The endorsement on one's passport giving permission to be in another country during the stop-over time of a flight.

(5)

- 1.4. MATCH COLUMN WITH COLUMN B Write only the letter next to the question number.

COLUMN A	COLUMN B
1.4.1. The WHO issues a worldwide health warning on an outbreak of the Zika virus.	A. unrest
1.4.2. violent service delivery protests across SA	B Global recession
1.4.3. On-going conflict in Syria between government and opposing forces that led to a refugee crisis.	C. terrorism
1.4.4. the weakening of major currencies across the world resulting in negative GDP growth.	D. civil war
1.4.5. creating panic and fear by killing and injuring innocent people across the world	E. global warming
	F. diseases

(5)

Total section A

(28)

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

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

Tony had just returned to South Africa after a holiday in India. At OR Tambo International Airport he entered the green channel at customs.

2.1.1 Name the public sector responsible for ensuring that travellers comply with the relevant customs regulations at South Africa's international airports. (1)

2.1.2 Give TWO reasons why Tony entered the green channel and NOT the red channel at customs control. (4)

2.1.3 During Tony's trip to India the temperatures ranged between 35°C and 40°C.

Advise Tony on the following:

(a) TWO reasons why he should drink only bottled water (4)

(b) TWO reasons why it is important to use sunscreen (4)

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

DREAM HOLIDAYS

Which destinations are at the top of your wish list?

Wherever you dream of travelling next, trips to special places need careful planning. There is a good chance you will get there only once in your lifetime.

So visit us at Dream Holidays where your itinerary will be planned carefully and your dreams will come true.

2.2.1 State TWO elements of an itinerary. (2)

2.2.2 Give TWO reasons why Dream Holidays believes a carefully planned itinerary is the key to a successful holiday. (4)

QUESTION 3

3.1.

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

table below.

A South African university choir has been invited to perform at an international music festival held in London (UK).			
The members of the choir each received R610,00 spending money.			
EXCHANGE RATES			
COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	16,09	17,18
United States of America	USD	14.31	14.45

- 3.1.1. Calculate the amount in pounds that each student received when they exchanged R610.00 at the forex bureau at ORT International Airport. (4)

NOTE ROUND OFF YOUR ANSWER TO DECIMAL PLACES.

SHOW ALL YOUR STEPS IN YOUR CALCULATION

- 3.1.2. When they returned to Africa they had 26.35 unused pounds left over.
Calculate the amount of rands they received. (4)

- 3.1.3. List three factors that may have an impact on exchange rate fluctuations in S.Africa (6)

- 3.1.4. List two documents required when purchasing forex. (2)

(16)

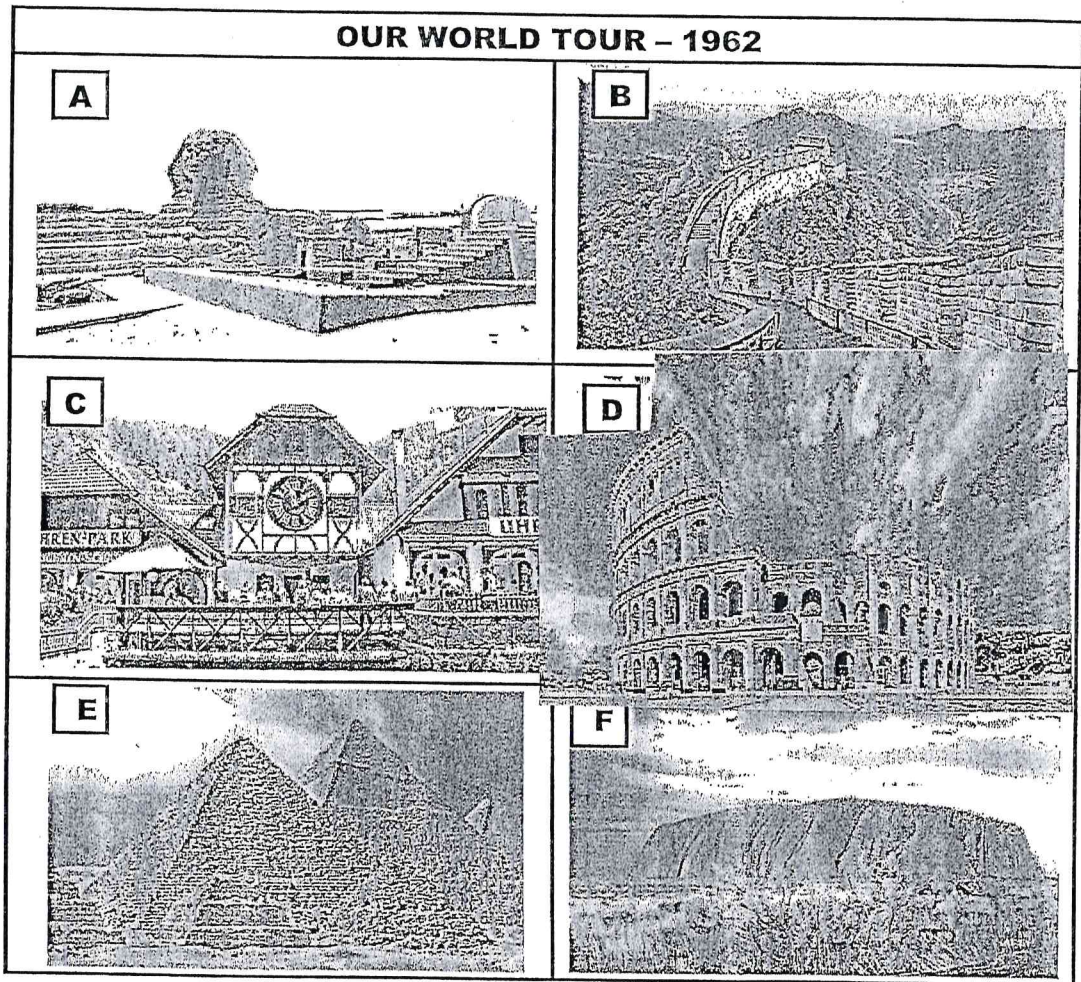
TOTAL SECTION B 35 MARKS

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

QUESTION 4

You came across an old photo album belonging to your grandmother.

Study the six photographs (A–F) of a world tour in her album below and answer the questions that follow.



[Adapted from www.placestoseeinyourlifetime.com]

- 4.1 Identify the icons and the countries in the photographs (A–E) that your grandmother visited on her world tour.

Write down only the letter (A–E) and the name of the icon and country next to the question number (4.1.1–4.1.5) in the ANSWER BOOK, for example J Statue of Liberty – USA

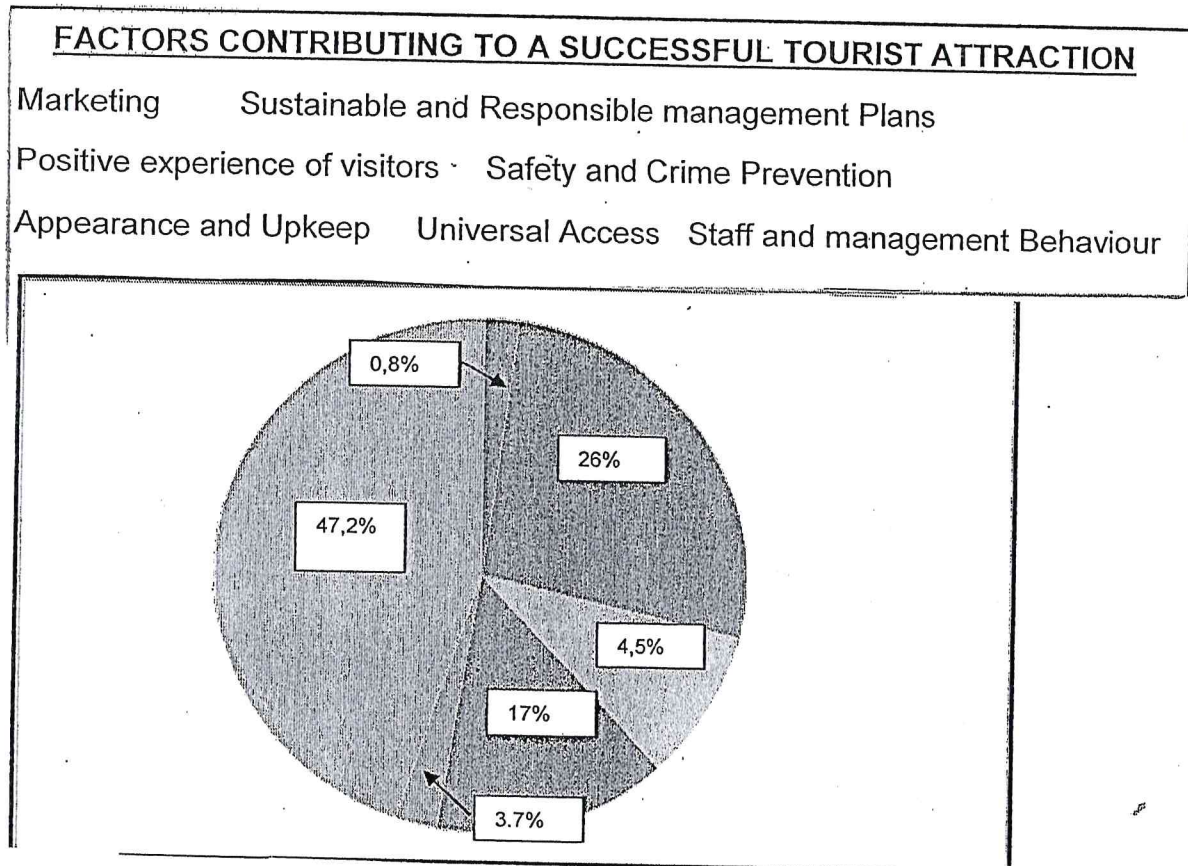
- 4.2 4.2.1 Give the number of countries your grandmother visited on her 1962 tour. (10)
- 4.2.2 Name the continent she did NOT visit. (2)
- 4.2.3 Identify ONE country she visited in the Southern Hemisphere. (2)

[16]

QUESTION 5

5.1.

The following pie chart shows a summary of tourists' feedback with regards to their visits. Match their comments with the factors that contribute to a successful tourism attraction. Write ONLY the question number and the correct factor from the options provided below.

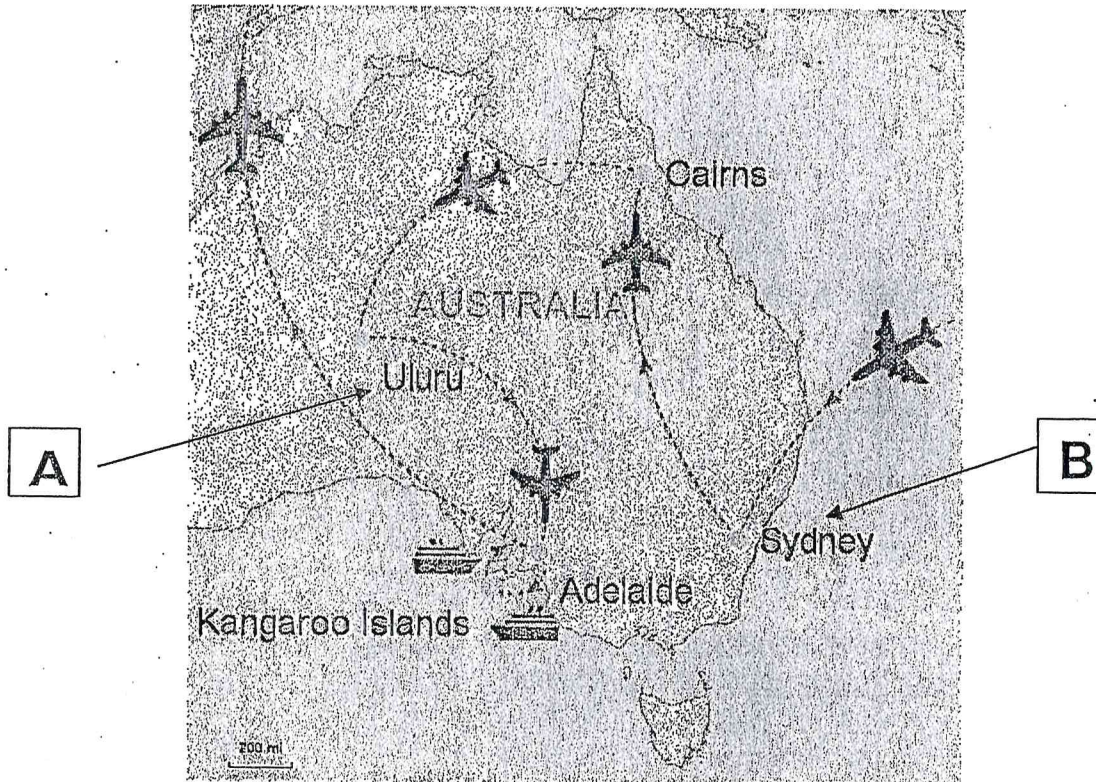


- 5.1.1. 3,7% I feel so much better with the new cameras and cordoned off areas.
- 5.1.2. 47,2% the accessibility of the icon and facilities here are magnificent and will make me come back annually.
- 5.1.3. 17% the braille information and the audio streaming of the educational talk is perfect.
- 5.1.4. 26% My friends can enjoy my experience through the new virtual tours.
- 5.1.5. 4,5% the public seating all around the beautiful, manicured gardens allows for one to rest and appreciate the site.

QUESTION 6

6.1.1.

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



6.1.1. Name the icons located at A and B (2)

6.1.2. Identify from A and B which icon would suit the following types of tourists. Provide a reason for your answer.

Tabulate your answer by redrawing the block below in your booklet.

TYPE OF TOURIST	ICON SUITED FOR THE TOURIST	REASON
CULTURE AND LEISURE		
CULTURE AND ECO		

(4)

6.1.3. Discuss the reason why the locals and the Australian government have joint management of the icon at Uluru. (2)

6.1.4. write a short paragraph showing how diversity and culture of these two icons can be used to promote inbound and domestic tourism in Australia. (4)

QUESTION 7

7.1.

Read the following case study and then answer the questions that follow.

A group of five adventure/ecotourists from Gauteng are planning a five day trip to Durban and back during the non-peak month of September. They will travel by 4x4 that belongs to one of the group members and will share all expenses. During the week they will travel approximately 1200km in total and they expect to spend around R2 400 on diesel.

They will be staying at a game lodge that will cost them R 329 pppn including breakfast. The group have allocated R 350 pppd for meals. They have created an itinerary for themselves, based on their interests and have chosen to complete the following activities within the first three days of their stay in Durban:

- Shark cage diving at UShaka marine World – R 1500 pp
- Bungee Jumping at Moses Mabida Stadium – R 600pp
- Kayaking at bells beach – R 480pp
- Canoeing at Blue lagoon – R 500pp
- Shallow reef snorkelling on the North Coast – R 450pp

7.1.1. There are many people responsible for putting together a successful itinerary. Describe the function of the following role players in forming an itinerary.

A Tour operator (2)

B Travel agent (2)

7.1.2. Explain two benefits of group travelling during non-peak season.

(4)

7.1.3. Why do you think the group have chosen to do the most exciting activities at the beginning of their trip? (2)

7.1.4. **The group decided to work with a budget.**

a. Explain the importance of working out costs when compiling a budget. (2)

b. Using the information provided in the case study complete a simple budget showing how much this trip will cost ONE member of the group.

SHOW ALL CALCULATIONS. REDRAW THE TEMPLATE BELOW IN YOUR ANSWER BOOK.

SERVICE/ACTIVITY	CALCULATION	AMOUNT
*	*	*
*	*	*
*	*	*

(10)

TOTAL SECTION C (55 MARKS)




SECTION D

INTERNATIONAL TOURISM AND CUSTOMER CARE

QUESTION 8

8.1.

Read the information below and answer the questions that follow.

IMPACTS OF FIFA WORLD CUPS		
 <p>SOUTH AFRICA 2010 FIFA WORLD CUP</p>	 <p>2014 FIFA WORLD CUP Brazil</p>	 <p>FIFA WORLD CUP RUSSIA 2018</p>
<p>The funding for a FIFA World Cup is spent on the construction of new and existing infrastructure that will support the event.</p> <p>South Africa spent more money than initially planned on the 2010 FIFA World Cup. The five stadiums that were built for the event are not all able to sustain themselves.</p> <p>In Brazil some of the stadiums and projects remain incomplete after the FIFA World Cup. Russia, however, reduced the cost of infrastructural development for the 2018 FIFA World Cup.</p> <p>[Adapted from www.duke.edu]</p>		

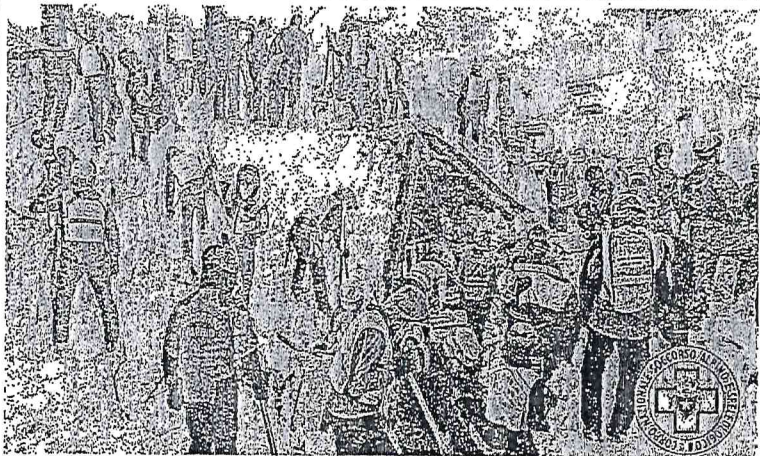
- 8.1.1. Refer to the extract and state one positive economic impact for countries hosting the FIFA World Cup. (2)
- 8.1.2. It is not guaranteed that hosting this kind of event will generate economic benefits.
- Discuss one reason why the host country would risk overspending knowing that there could be a financial loss. (2)
- 8.1.3. Suggest one way how non profitable stadiums in Africa can be converted into income generating venues. (2)

QUESTION 9

9.1.

Read the information below and then answer the questions.

HOTEL BURIED IN SNOW



After heavy snow storms and powerful earthquakes, an avalanche hit a hotel in Italy in 2017, killing 29 tourists and injuring 11 people.

[Adapted from www.news.sky.com]

- 9.1.1. Identify the unforeseen circumstance. (2)
- 9.1.2. Discuss two impacts that this circumstance above may have on the ski resort in Italy. (4)

CASH SHORTAGE IN ZIMBABWE

Tourists in Zimbabwe may not be able to withdraw cash from ATMs due to a cash shortage in the country.

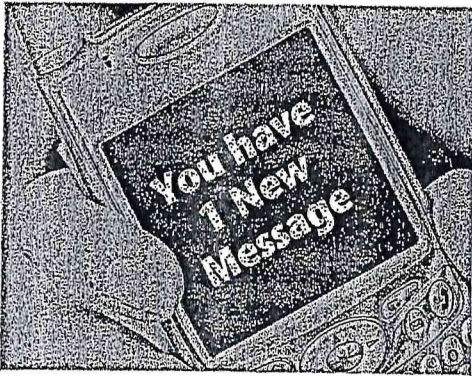
[Adapted from www.ftwonline.co.za]

- 9.2.1. Explain one challenge tourists in Zimbabwe face when they want to draw cash at the ATM. (2)
- 9.2.2. Advise a tourist travelling to Zimbabwe on two ways how to address this problem. (4)

QUESTION 10

10.1.

Study the extract below and answer the questions that follow.

A RESTAURANT GETS IT RIGHT	
	<p>Customers at the restaurant have complained about slow service and the quality of food. The restaurant therefore introduced an SMS feedback system. Customers are given a card with the restaurant's cell number requesting feedback via SMS.</p> <p>On receiving a complaint via SMS, the manager of the restaurant responds within 10 minutes. He sends back an SMS message, assuring the customer the complaint will be addressed and offers a 20% discount on their next visit.</p> <p style="text-align: right;">[Adapted from www.marketingminefield.co.uk]</p>

- 10.1.1. Identify two advantages from the extract of using feedback via SMS. (2)
- 10.1.2. Give one other feedback method where customers can use technology for their complaints. (2)

TOTAL SECTION D (22 MARKS)