

Hillcrest High School



**GRADE 11 TOURISM EXAM**

**NOVEMBER 2014**

Marks: 140

Time: 2 hours

Examiner: Mrs. M. Singh

Moderator: Mrs. S. Giai-Minietti

**INSTRUCTIONS AND INFORMATION**

- All sections are compulsory.
- Number the answers correctly according to the numbering system used in this question paper.
- Write all your answers on the answer book provided.
- Leave a margin for marking.
- Pay attention to spelling and sentence construction.
- Write neatly in blue or black pen.
- A calculator may be used.

<b>Section A</b> Short Questions	40 Marks		30 Minutes
<b>Section B</b> Tourism as an inter-related system	40 Marks		30 Minutes
<b>Section C</b> Responsible and sustainable tourism	30 Marks		30 Minutes
<b>Section D</b> Tourism geography and travel trends	30 Marks		30 Minutes
<b>TOTAL</b>	140		2 hours

## SECTION A

### MULTIPLE CHOICE AND SHORT QUESTIONS.

Select only one possible option.

- 1.1. The Comrades Marathon is associated with this province in South Africa
  - A. Western Cape
  - B. K.Z.N.
  - C. Gauteng
  - D. Free State
  
- 1.2. The name of this gateway airport has been changed to OR Tambo International Airport.
  - A. Cape Town International
  - B. Durban International
  - C. Bloemfontein Airport
  - D. King Shaka International
  
- 1.3. These SADC countries are bordered by the Indian Ocean on their eastern side
  - A. Lesotho, Kenya, Malawi
  - B. Zimbabwe, Tanzania, Malawi
  - C. Namibia, Botswana, Mozambique
  - D. Mozambique, Tanzania, Kenya
  
- 1.4. The currency used in Mozambique is
  - A. Pula
  - B. Metical
  - C. Lilangeni
  - D. Rupee
  
- 1.5. When planning a menu, shellfish is not appropriate for this cultural group
  - A. Christians
  - B. Buddhists
  - C. Muslims
  - D. Jewish
  
- 1.6. The following was introduced to encourage domestic tourism
  - A. Batho Pele
  - B. Sho't Left
  - C. Welcome Campaign
  - D. Hamba Kahle

- 1\_7. A form of written communication used to convey a short message between people in the same organization.
- A. Memo
  - B. Fax
  - C. Business letter
  - D. Report
- 1\_8. The marketing mix comprises the following
- A. product,price,place ,promotion
  - B. product,price,public relations,place
  - C. product,promotion,place,people
  - D. people,public relations,place,price
- 1\_9. Heritage Day is celebrated on the
- A. 27<sup>th</sup> April
  - B. 16<sup>th</sup> June
  - C. 24 September
  - D. 1 May
- 1.10 The gathering and analysing of information in order to draw up an effective marketing plan.
- A. Marketing product
  - B. Market research
  - C. Market segmentation
  - D. Marketing mix
- 1.11. This is used by some companies to evaluate their service standards
- A. Mystery customer
  - B. Spy
  - C. Poor tourism program
  - D. Global Tourism program
- 1.12. The most economical technology for duplicating large quantities of a document.
- A. Printer
  - B. Photocopier
  - C. Scanner
  - D. Computer
- 1.13. The Big Six is made up of the Big 5 PLUS
- A. Giraffe
  - B. Whale
  - C. Cheetah
  - D. Hippo

1.14. The largest province with a sparse population in S.A. is

- A. Northern Cape
- B. KZN
- C. Eastern Cape
- D. Mpumalanga

1.15. The Addo Elephant Park is found in this province

- A. Free State
- B. Northern Cape
- C. Eastern Cape
- D. Western Cape

(15)

1.2. Write out the following acronyms in full

- 1.2.1. WTO
- 1.2.2. ACSA
- 1.2.3. WHO
- 1.2.4. RETOSA
- 1.2.5. SADC

(5)

1.3. Identify the icons you will see if you visited the following places.

- 1.3.1. Sydney
- 1.3.2. Rome
- 1.3.3. Agra
- 1.3.4. New York
- 1.3.5. London
- 1.3.6. Rio De Janeiro

(6)

1.4. Name the currency that is used in the following countries.  
Write out your answer in full.

- 1.4.1. Japan
- 1.4.2. Botswana
- 1.4.3. South Africa
- 1.4.4. Hong Kong
- 1.4.5. Mauritius
- 1.4.6. Canada
- 1.4.7. Switzerland
- 1.4.8. New Zealand
- 1.4.9. Germany

(9)

1.5

Choose a description from COLUMN B that matches with that from COLUMN A

COLUMN A	COLUMN B
1.4.1 Sustainability	A acceptance and understanding of different cultural practices
1.4.2 Respect	B involve all participants in the decision-making process
1.4.3 Transparency	C all participants involved in a tourism activity should get their fair share of the income from the project
1.4.4 Democracy	D wise use of available resources
1.4.5 Reliability	E sharing all information with participants
	F the tourism product must always provide value for money

(5 x 1)

TOTAL SECTION A 40

2.2.1. Choose the correct option. Write down only the letter for your choice.

- A. Basic Broad Black Empowerment.
  - B. Broad Based Black Economic Empowerment
  - C. Black Broad Based Economic empowerment
  - D. Broad Black Based Economic Empowerment
- (1)

2.2.2. Although there are many strategies in place to include all South Africans in the tourism industry many of the historically disadvantaged are still not travelling. Who are these HDI,s and supply TWO possible reasons why they still do not travel. (5)

2.2.3. Study the logo in the extract above. Identify the sector to which it belongs. (1)

2.2.4. Explain ONE way in which SAA can address the transformation needs of S.A. (2)

2.2.5. Study the information below

COLUMN A	COLUMN B
<p><b>ADVANTAGES OF TRANSFORMATION IN TOURISM BUSINESSES</b></p> <pre> graph TD     A[TRANSFORMATION =] --&gt; B[NEW ROLE-PLAYERS]     B --&gt; C[NEW TARGET MARKETS]     C --&gt; D[NEW PRODUCTS]         </pre>	<p><b>EXAMPLES</b></p> <ul style="list-style-type: none"> <li>GUGULETHU TOWNSHIP TOURS</li> <li>GRADUATED HDI* MANAGER</li> <li>SUCCESSFUL YOUNG COUPLES</li> </ul> <p><small>*HDI – Historically Disadvantaged Individual</small></p>

Refer to the table above and select the most appropriate example from COLUMN B for the following.

2.2.5. (a) A new role-player occupying a management position in the tourism industry. (2)

- 2.2.5. (b) A new target market in the tourism industry. (2)
- 2.2.5. (c) A new product in the tourism industry. (2)

### QUESTION 3

Read the extract below and answer the following.



Careers in green tourism and green jobs have increased in demand because of the increase in awareness about the planet. More people are supporting environmentally friendly and green businesses, which is of benefit to the tourism industry.

It has been found that tourists are willing to spend more to stay at an environmentally-friendly accommodation. As a result of this consumer trend businesses and entrepreneurs have noted the profitability of going green. This has led to an increase in green tourism jobs.

You're probably wondering what kinds of jobs exist in this field. Being a tourist guide is one such job that gives you the opportunity to connect with a wide range of people. You can educate them about environmental issues and what they can do about it.

Being a tourist guide can hardly be called a job as very few jobs allow you to enjoy scenic walks and showcase the beauty of your country. Being a tourist guide is definitely an enjoyable job, but it is also one of great responsibility.

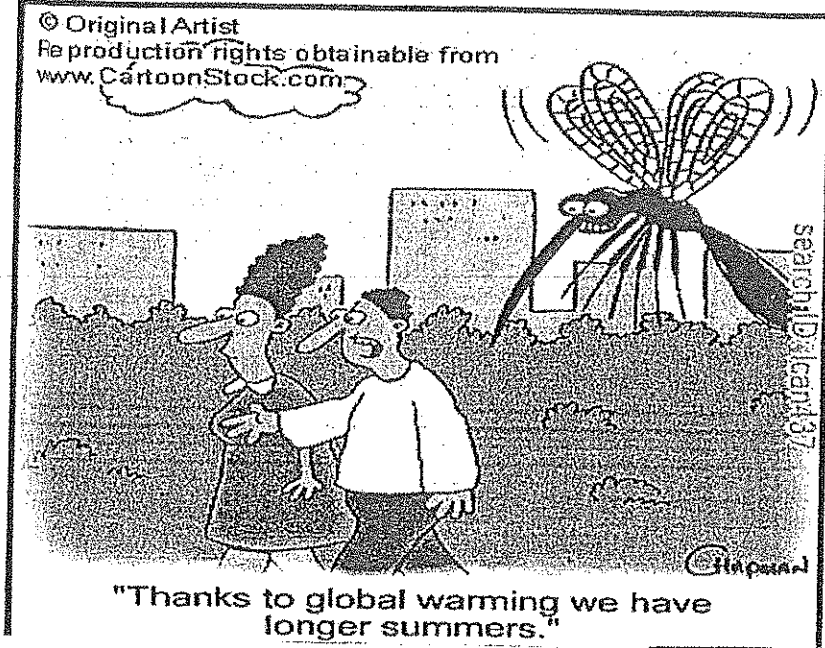
If you wish to get started in this career, you can study Natural Sciences, Tourism, Hospitality Studies or Communication Studies.

- 3.1. Besides being a tour guide give ONE other example of a green tourism job. (2)
- 3.2. Explain why it is necessary for the tourism industry to Go Green. (2)
- 3.3. State TWO personal characteristics that a tourist guide needs in order to work effectively.  
Write full sentences discussing adequately each point. (4)
- 3.4. State TWO responsibilities of a tour guide. (2)

QUESTION 5

5.1.

Examine the cartoon below and answer the questions.



**As business people we have a responsibility to manage manufacturing emission that may lead to climate change. On the other hand, global warming has lowered my home heating bill.**

5.1.1. Explain your understanding of the terms

- a. climate change (2)
- b. global warming (2)
- c. carbon footprint (2)

5.1.2. From the cartoon, identify ONE cause of global warming. (2)

5.1.3. Explain THREE negative impacts of climate change on tourism businesses. (6)

5.1.4. Suggest TWO ways that tourism businesses can use to reduce global warming. (4)

TOTAL SECTION C

30 MARKS

SECTION D

TOURISM ATTRACTIONS, GEOGRAPHY AND TRAVEL TRENDS

QUESTION 6

6.1. Study the following SAA Timetable and answer the questions relating to the table.

Frequency	Depart	Arrive	Flight numbers	Stop/Via
<b>FROM DURBAN</b>				
<b>TO BLOEMFONTEIN</b>				
236	0740	1020	SA 8481	1 STOP
X67	0805	1240	SA 462	JNB
7	0905	1615	SA 464	JNB
X7	1035	1435	SA 1406	JNB
7	1235	1735	SA 476	JNB
X67	1235	1745	SA 476	JNB
7	1425	1950	SA 1408	JNB
X67	1440	1845	SA 1408	JNB
			(Above flight arrives 1910 on day 5.)	

[Adapted from SAA Timetable: 29 October 2006 – 24 March 2007]

~ nothing

X = except

- 6.1.1. Name the days on which flight SA 462 does Not fly to Bloemfontein. (2)
- 6.1.2. What indication is given in the timetable that supports your answer in 6.1.1. (2)
- 6.1.2. Choose any two flights from the timetable that you can use if you want to fly from Durban to Bloemfontein on a Monday and a Thursday. (2)
- 6.1.3. Determine the time of departure and the arrival time for any ONE flight that flies on a Sunday only. (2)
- 6.1.4. Explain why the flight time of SA 8481 is shorter than the rest of the flights to the same destination. (2)

## QUESTION 7

### SADC

Briefly explain why the following are regarded as attractions in the SADC region.

- 7.11. Okavango Delta in Botswana (2)
- 7.12. Victoria Falls in Zimbabwe (2)
- 7.13. Fish River Canyon in Namibia (2)
- 7.14. The Great Ruins in Zimbabwe (2)
- 7.15. Mount Kiliminjaro in Tanzania (2)

(NB.your answers must be informative showing research and evidence of learning.  
Two interesting points must be supplied for each response)

## QUESTION 8

Use the statistical information below to answer the questions.

### Foreign markets to South Africa

The second quarter of 2011 saw just fewer than 2 million tourist arrivals to South Africa, a decrease of 1.3% (-25,041) compared to the same period in 2010. Tourist arrivals decreased by 16.8% (-121,511) during the month of June 2011 compared to that of June 2010. There was a decline in tourist arrivals to South Africa from most regions, with the largest declines coming from the Americas (-34.1%) followed by Europe (-15.1%). Arrivals from the Africa land markets grew by 12.6%, the only region which recorded growth in this period. The table below shows the arrivals from the Africa air market.

Country	Growth	Decline	Purpose of visit	
			Leisure	Business
Angola		(-5.7%)	42.0%	37.6%
Kenya		(-1.6%)	21.6%	56.2%
Nigeria	16.2%		41.2%	44.6%
DRC	12.4%			48.9%

Source: SA tourism report 2011-April to June

- 8.1. What do you understand by the term "foreign markets"? (1)
- 8.2. Identify the region that has the largest decline of tourist arrivals to S.A. (1)
- 8.3. Why do you think this is so? (2)
- 8.4. What do you think is the main purpose of Nigerian tourists visiting S.A.? (2)
- 8.5. Provide a reason for the decline in the number of tourists' arrivals to S.A. in June 2011 compared to June 2010. (2)
- 8.6. Suggest a strategy in which S.A. can retain its growing markets. (2)

TOTAL SECTION D      30 MARKS

