

Basic Education
KwaZulu-Natal Department of Education
REPUBLIC OF SOUTH AFRICA

TOURISM
PREPARATORY EXAMINATION
SEPTEMBER 2014

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

MARKS: 200

TIME: 3 HOURS

This question paper consists of 23 pages.

INSTRUCTIONS AND INFORMATION

1. This paper consists of FIVE sections.
2. All questions are COMPULSORY.
3. Start each question on a new page.
4. You may use a calculator.
5. Show all your workings and calculations.
6. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (MINUTES)
SECTION A	SHORT QUESTIONS	40	20
SECTION B	MAPWORK & TOUR PLANNING; FOREIGN EXCHANGE	50	50
SECTION C	TOURISM ATTRACTIONS , CULTURE & HERITAGE TOURISM AND MARKETING	50	50
SECTION D	TOURISM SECTORS AND SUSTAINABLE & RESPONSIBLE TOURISM	30	30
SECTION E	DOMESTIC, REGIONAL & INTERNATIONAL TOURISM AND COMMUNICATION & CUSTOMER CARE	30	30
	TOTAL	200	180

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1 In each of the following questions four alternative responses are provided. Choose the correct answer and write only the letter (A-D) next to the question number

1.1.1 A SWIFT money transfer is a:

- A Cheque
- B Telegraphic transfer
- C Travellers Cheque
- D Bank Draft

1.1.2 The unique picture that a company designs for itself in order to project a professional image is called a:

- A Slogan
- B Logo
- C Name
- D Image

1.1.3 is the private sector organisation that was set up in 1998, to help raise funds that could be used to market South Africa as a destination:

- A ASATA
- B TBCSA
- C SAT
- D TOMSA

1.1.4 The process whereby money is filtered from an incoming tourist down to the local community is called the:

- A Multiplier Effect
- B Buying Power
- C Market Shares
- D Tourism Leakage

1.1.5 An outbound tourist can obtain an International Driver Licence from...

- A A travel agent
- B The Automobile Association of South Africa
- C A learner driving school
- D A recognised driving testing ground facility

1.1.6 Bull Fighting is a popular attraction in:

- A India
- B Brazil
- C Mexico
- D Spain

1.1.20 In 2011 the then National Minister of Tourism, Marthinus Van Schalkwyk launched the following marketing plan, which aims to make South Africa one of the Top 20 tourism destinations of the world by 2020.

- A Domestic Tourism Growth Strategy
- B Proudly South African Campaign
- C National Tourism Sector Strategy
- D Go South Africa Campaign

(20x1) (20)

1.2 For each of the following examples below provide the best form of payment that can be used in the tourism industry. Write only the number and the correct payment method.

- 1.2.1 Martin who lives in Australia needs to pay his deposit for his forthcoming trip to South Africa, within the next 24 hours.
- 1.2.2 Naledi is having lunch at an exclusive restaurant. The group that she is with is engaged in a lively discussion. She needs to pay for her meal but doesn't want to leave the table.
- 1.2.3 A tourist from Cape Town wants to stop en-route in East London to spend the night. There are no ATM's or banks available in the little town at night. How will he pay for his accommodation?
- 1.2.4 Jennifer stops at a roadside craft stall in Mpumalanga along a quiet road. She wants to purchase curios from the roadside crafter.
- 1.2.5 Timothy would like to check his bank balance before he makes any further purchases at a night market. The only ATM available is out of order.

(5x1) (5)

1.3 Match the description of the World Tourism Icon in Column A with their country of location in Column B. Write only the number and the letter corresponding with the matching answer.

(5x1) (5)

COLUMN A	COLUMN B
1.3.1 This is the world's largest canyon that stretches about 365km along the Colorado River.	A. Australia
1.3.2 This ancient city which is located 2430m above sea level is known for the history of the Inca population.	B. Petra
1.3.3 One of the world's largest and richest monuments, this archaeological site pays homage to the Mayan civilization.	C. USA
1.3.4 The world's biggest single sandstone rock standing at a height of 348 m high and is oval shaped and multi-coloured.	D. Mexico
1.3.5 An ancient city located between the Red Sea and the Dead Sea which is half carved from Rock and is surrounded by mountains.	E. Peru
	F. Istanbul
	G. Netherlands

1.4 Select the most appropriate term from those in the brackets that best matches the descriptions. Write only the number and the correct term.

- 1.4.1 The (GBP/USD) has greater economic value on the global market.
- 1.4.2 The (GM/IDL) is the point from which we calculate time.
- 1.4.3 Ensuring that the visual appearance of a company projects excellent customer service is referred to as the (halo effect/service effect).
- 1.4.4 The (SHOUT/Batho Pele) campaign is aimed at improving service delivery in South Africa.
- 1.4.5 The process of ensuring that all people have equal access to tourism related environments and activities is called (Shared Access/Universal Access). (5)

1.5 Give the category of Global event the following examples fall under. Write only the number and the correct category of global event.

- 1.5.1 BRICS 2014
- 1.5.2 2014 South African national Elections
- 1.5.3 2014 Brazil World Cup
- 1.5.4 2014 Kidnapping of 200 Nigerian school girls
- 1.5.5 MH 17 Malaysian Air Crash (5)

TOTAL SECTION A: [40]

SECTION E: MAPWORK & TOUR PLANNING AND FOREIGN EXCHANGE**QUESTION 2: MAPWORK & TOUR PLANNING**

Use the following resources when answering the questions that follow.

A group of five South American business tourists will be visiting South Africa over a period of 10 days. They will be visiting 3 provinces. A sample itinerary for their 2 day, 2 night stay during their Cape Town stop-over is provided below. They will have to allow for the following costs:

Airfare: From Johannesburg (their arrival point to Cape Town) R 3280 p.p. (RET)

Accommodation (Sea-Point Hotel): R345 p.p.p.n

Hire of vehicle with private driver and all additional costs – R 590 p.p. p.d.

Table - Mountain – R 325 p.p.

Meals: 350 p.p.p.d

Shopping R 500 p.p.p.d.

CAPE TOWN WONDER TOUR SPECIALLY PREPARED FOR N. DUBE AND FRIENDS.**DAY 1**

Arrive at Cape Town airport. Your guide will meet you and provide a road transfer to the picturesque Cape Point Peninsula where you will be staying. Your accommodation is the Sea-Point hotel on a bed & breakfast basis and is situated near Simonstown and the famous Boulders beach and Penguin Conservation Area. Settle in to your accommodation in the morning. Around midday your guide will show you the Cape Point Peninsula. Visit Cape Point if time allows and enjoy a picturesque drive along the circular Cape Point Route through pretty seaside villages. Stops can be made at a snake park or at the Noordhoek Farm Village which is known for its lovely farm village and family atmosphere. Watch out for Whales, Baboons and Lighthouses along this route. Return to the Sea-Point hotel in the late afternoon. Enjoy dinner at the onsite Café Restaurant or on the Simonstown Waterfront just a 5 minute taxi drive or 20 minute walk away. Spend the evening at leisure exploring the pretty Boulders Beach coves . . . watch out for Penguins!!!!

DAY 2

Your private driver guide will meet you in a VW Microbus and take you on a tour of Cape Town City. Travel to Cape Town City and then up Table Mountain by Cable Car (weather permitting), your guide will show you the city and then enjoy lunch and shopping at South Africa's top tourist attraction, the Victoria & Alfred Waterfront. A working harbour with many shops, restaurants and entertainment opportunities. Return over Sunset via the Atlantic Ocean Route, through the valley of Hout Bay and Constantia to Simonstown, Boulders.

- 2.1 Is this an example of a General itinerary or a Timed itinerary? Give a reason for your answer. (2)

An Itinerary is compiled during different phases or stages

- 2.2 Name the **THREE** phases that the travel agency would have gone through before producing this itinerary. (3)

- 2.3 Do you think that the chosen accommodation and transport suit the needs of these clients? Provide **TWO** reasons to motivate your answer. (3)

A client has to work with a reasonable budget in order to make the most of their holiday.

- 2.4 Prepare a simple budget for the Cape Town leg of their journey. Your budget must be in a table form. (6)

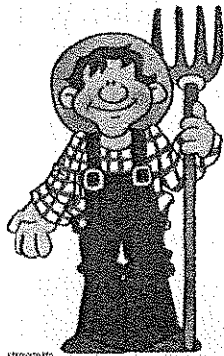
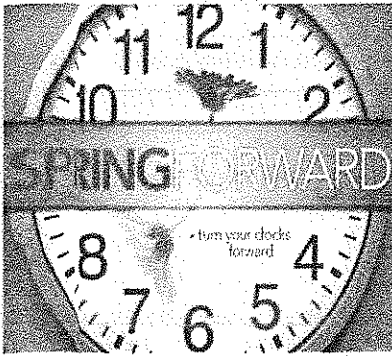
- 2.5 Many travel agents will provide the tourist with an overview of the tour before producing the final itinerary. Account for this practice by providing a logical answer. (3)

- 2.6 These tourists are coming from an area of South America that is very close to the Amazon Jungle. List **TWO** travel documents that the tourists will have to produce when entering South Africa. (2)

- 2.7 Name the two check points at their airport of departure, that they will have to pass through, before leaving South Africa when their journey is over. (2)

- 2.8 This group of tourists left Rio de Janeiro on Monday 23 June at 13:00. They travelled to Italy on a 12 hour flight. They spent 2 hours in transit in Italy before boarding a 10hr30 min flight to South Africa. Calculate their arrival time and date in South Africa. (5)

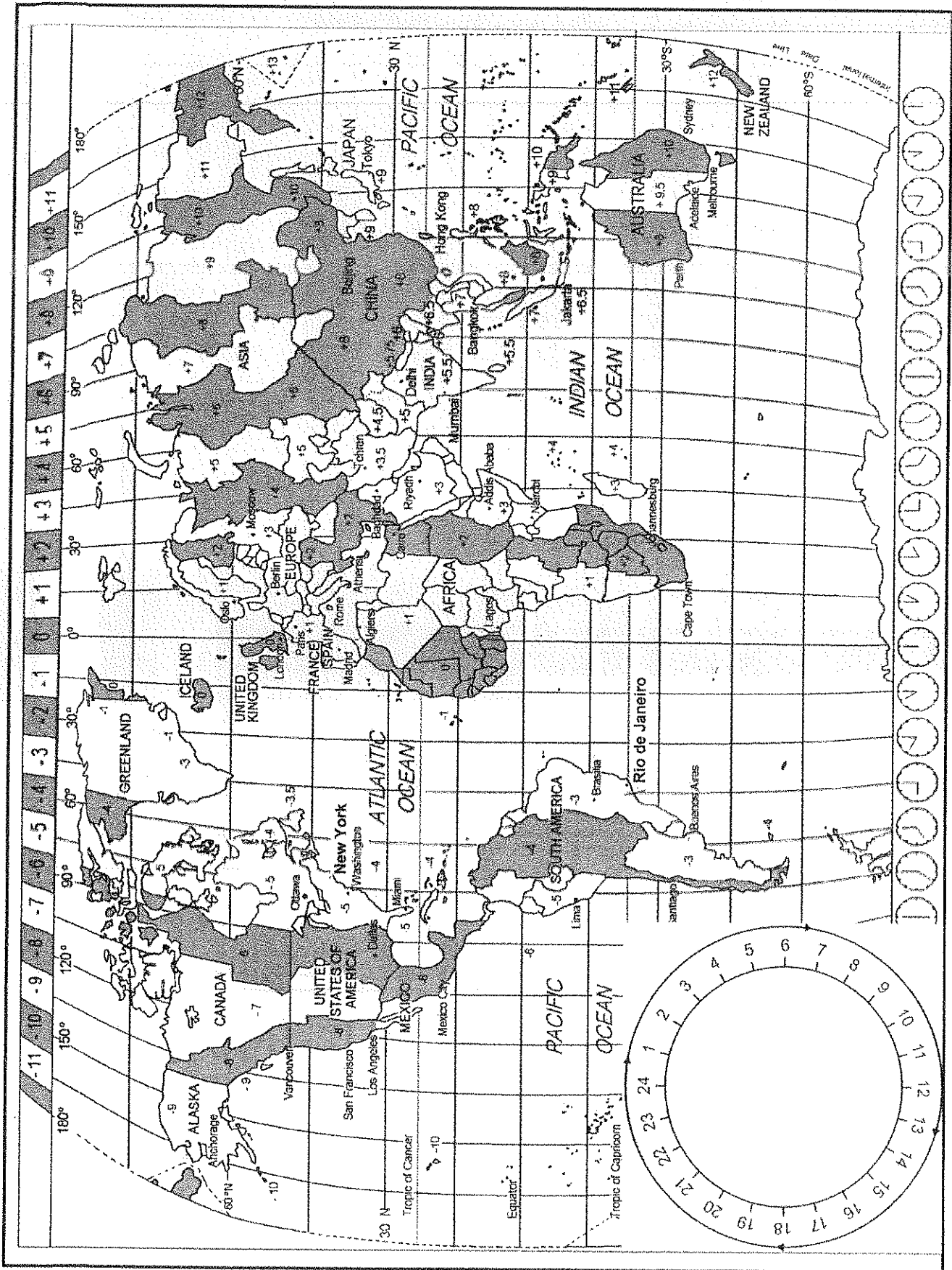
2.9 Examine the pictures below, before answering the questions that follow.



HINT:
Despite what you may have heard, it's not for farmers.

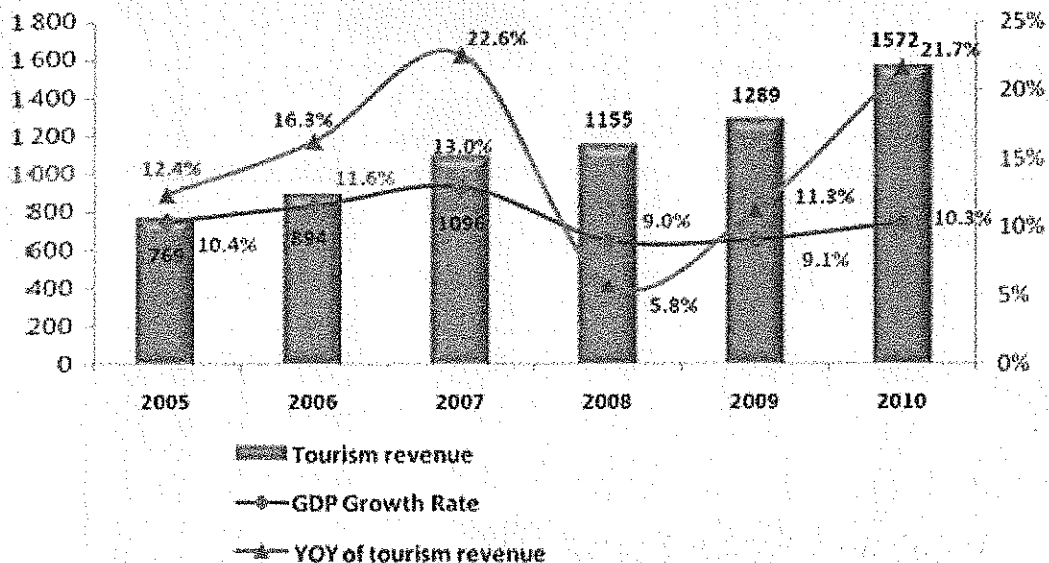
- 2.9.1 Name and Explain the travel concept portrayed by the pictures. (3)
- 2.9.2 Do you think that the farmer's comment is justified? Give a reason to support your answer. (3)
- 2.9.3 South Africa does not engage in this practice. Provide THREE reasons why you think South African tourism businesses prefer not to participate in this practice. (3)

[35]

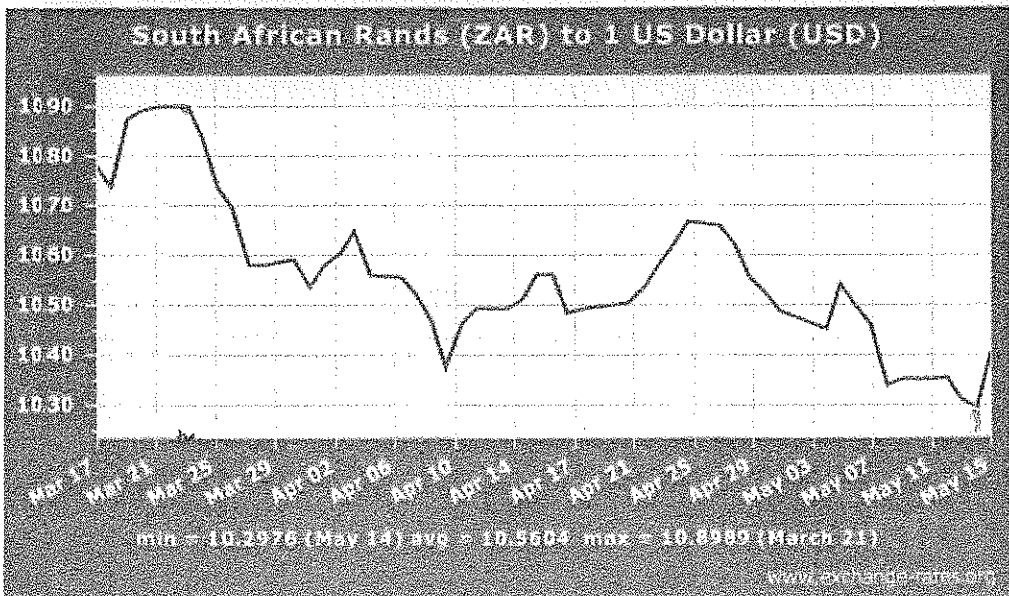


QUESTION3: FOREIGN EXCHANGE

Refer to sources below before answering the questions that follow.



GRAPH A



GRAPH B

3.1 Graph A shows you the effect that the tourism revenue has on the GDP over a five year period.

Explain how tourism exports lead to a growth in the GDP by providing TWO examples.

(2)

QUESTION 5: CULTURE & HERITAGE TOURISM

Refer to the extract below before answering the questions that follow.

South African World Heritage Site under Threat

January 30 2014 at 03:30pm

Durban - One of South Africa's best known World Heritage Sites – the iSimangaliso-St Lucia Wetland Park – has been targeted by the World Bank and South African heavy industry as the country's first carbon dioxide storage dump.

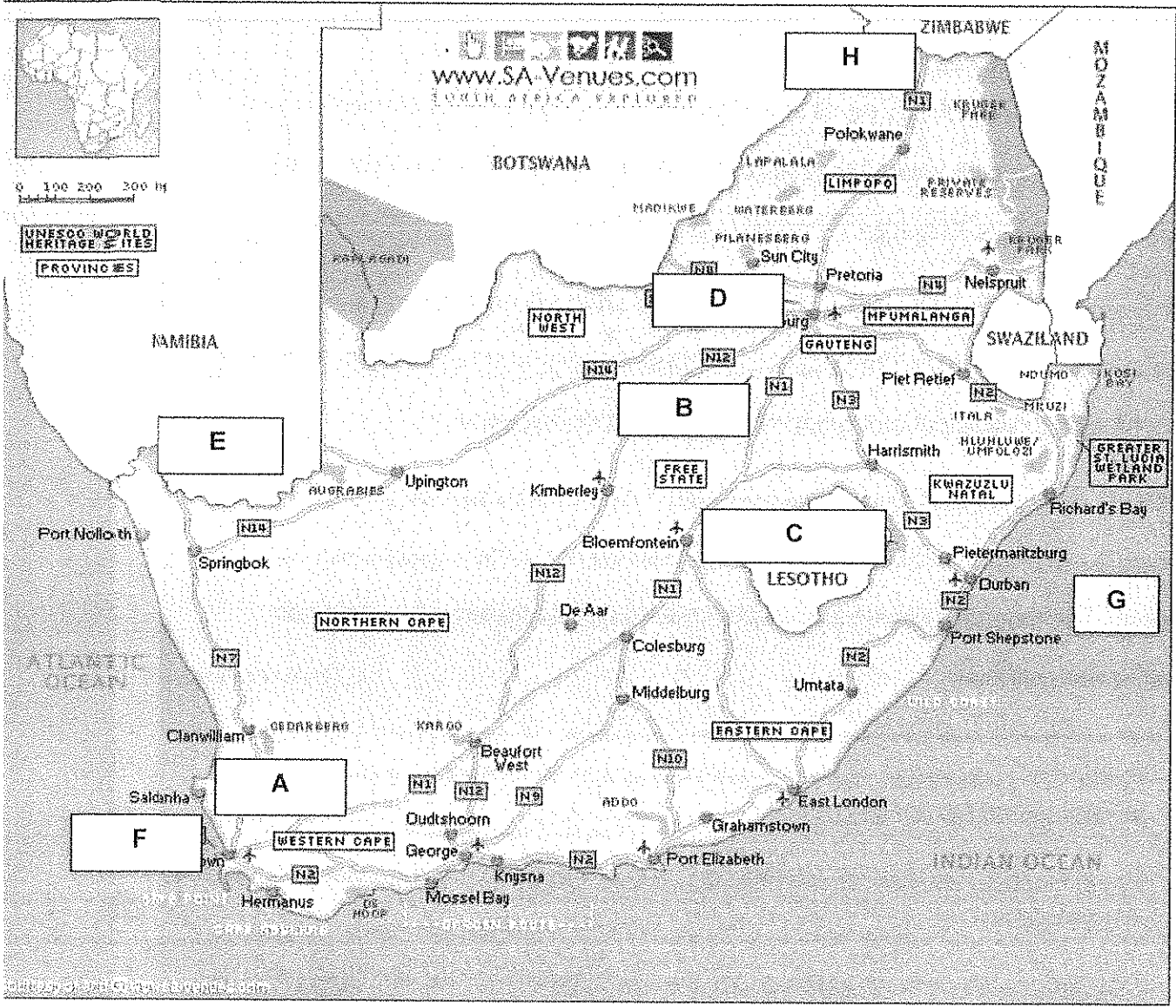
If the project goes ahead there are plans to pump 10 000 tons of carbon dioxide deep underground in the northern, coastal section of the iSimangaliso Park as a way of burying South Africa's growing cloud of climate-changing greenhouse gases.

The World Bank's "stakeholder engagement plan" on how to manage public perception and gain support for the controversial project states that one of the possible sites in KZN is inside the iSimangaliso Wetland, while the Eastern Cape site is close to the Addo Elephant National Park.

(www.iol.co.za)

- 5.1 UNESCO is responsible for declaring this site as a World Heritage site. What does UNESCO stand for? (2)
- 5.2 World Heritage sites are divided into three main categories. Which category does this site belong to? (2)
- 5.3 The World Bank is justifying using the park as a carbon dioxide storage dump, by saying that it is a way to get rid of greenhouse gases. Do you think that they are justified in endangering this World Heritage site even though it may help with the bigger problem of global warming? Give **TWO** reasons to support your answer. (4)
- 5.4 Provide **ONE** important criteria that was used to nominate this site as a World Heritage site that will now be severely affected, if this process goes through. (2)

5.5 Use the map provided to identify the five world heritage sites labeled A to E. Write only the letter and the name of the correct World Heritage Site in your answer books.



(5)

[15]

QUESTION 6: MARKETING

Use the following resources to help you answer the questions that follow.

Tourism Indaba to fill Durban coffers

Speaking on day one of the Tourism Indaba, at Durban's ICC, the MEC said there are already direct flights out of King Shaka International airport to Mozambique, Zambia and Zimbabwe adding there are plans to expand this.

"So we are very serious as KwaZulu-Natal. We really seriously want to ensure that we have a strategy that allows us to be able to spread our wings across the African continent. And therefore, the issue of connectivity to us is quite crucial," he said.

Mabuyakhulu has touched on the province's "tourism master plan" which gives all role players in the tourism industry the opportunity to make their own contribution in mapping the future of the industry.

He says the tourism industry is one of the biggest contributors to the country's gross domestic product.

"Here in KwaZulu-Natal, we can tell you that tourism actually employs more than 150 000 people. And therefore, it tells us that it is a sector that is very important, very crucial - and we all should therefore be investing in ensuring that tourism should grow," he added
Durban Indaba to promote Africa's growth

08 May 2014 at 14:37 by Khatija Nxedlana -

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CULTURE

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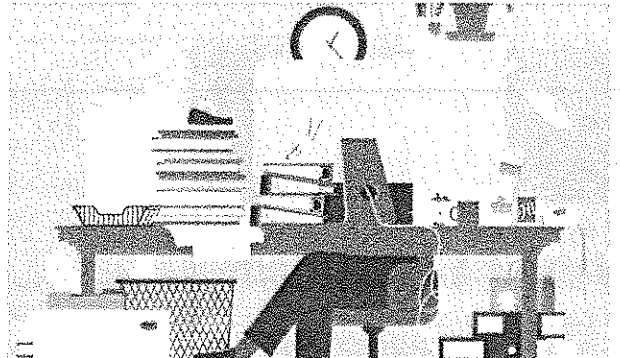
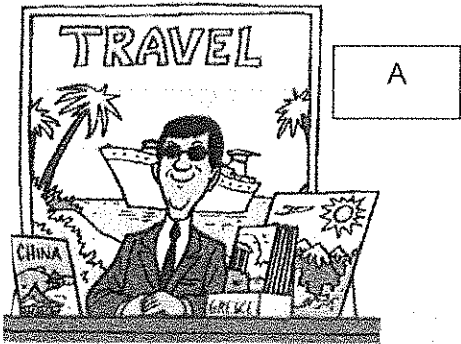
CAPE TOWN

- 6.1 **SAT is the national body responsible for marketing South Africa as a tourist destination.** List and give an example of any **FOUR** marketing activities that SAT engages in as part of their marketing strategy. (4)
- 6.2 Do you think that the tourism Indaba is adequate enough to market South Africa? Give **TWO** reasons to support your answer. (3)
- 6.3 **It has been said that Durban as the host destination for the Indaba has a competitive edge over other major cities in the country.** Do you agree with the above statement? Motivate your answer with a good reason. (3)
- 6.4 According to the MEC for KZN, plans are being made to improve transport networks with neighbouring countries. Explain why this would be an important part of the marketing plan for tourism in South Africa. (3)
- 6.5 The advert provided is from the SAT website. Evaluate the effectiveness of this advertisement in terms of marketing South Africa as a tourist destination. (4)
- 6.6 **This advertisement can attract certain niche markets**
- 6.6.1 What do you understand by the term niche market? (2)
- 6.6.2 Suggest **ONE** type of niche market that South Africa can attract through this advertisement. Provide a clear reason for your choice of niche market. (3)
- 6.7 The marketing mix is used extensively by SAT. From the advertisement, identify **ONE** of the elements of the marketing mix and explain why it is so important in the marketing process. (3)

[25]**TOTAL SECTION C: [50]**

SECTION D: TOURISM SECTORS AND SUSTAINABLE & RESPONSIBLE TOURISM

QUESTION 7: TOURISM SECTORS



- 7.1 In your opinion, which office (A or B), portrays a professional image? Give a reason for your answer. (3)
- 7.2 Explain why it is so important for a tourism company to maintain a professional image at all times. (2)
- 7.3 Name any **TWO** factors that determine a company's image. (2)
- 7.4 How would you improve the image for Company A? (2)
- 7.5 Explain the effect with examples, on business B as a result of their image. (2)

Refer to the extract below before answering the questions that follow.

Code of Conduct

The HRH Group of Hotels believe that honesty, integrity and fair play are important assets in its business. All employees of the Organisation must ensure that the Organisation's reputation is not tarnished by dishonesty, disloyalty or corruption.

This Code of Conduct sets out the standards of behaviour expected from the employees and guidelines to handle different situations.

- 7.6 Give the difference between a Code of Conduct and a Contract of Employment. (2)
 - 7.7 A Code of Conduct allows for a grievance process. Explain this process. (2)
- [15]**

- 9.1 Who is responsible for compiling tourism statistics such as the graphs provided? (1)
- 9.2 Explain the importance of these statistics for:
- 9.2.1 The public sector (2)
- 9.2.2 The private sector (2)
- Both the graphs show an increase in tourist arrivals to South Africa in 2011.**
- 9.3 Do you think that the 2010 Soccer World Cup could have influenced this tourism trend? Give a reason for your answer. (2)
- 9.4 Explain why South Africa has such a supportive regional market in terms of tourism visits (2)
- 9.5 Account for why the UK remains a core market for South Africa by providing **TWO** reasons. (2)
- 9.6 In recent years Zimbabwe has suffered a major economic recession
- 9.6.1 What kind of global event category does a recession fall under? (1)
- 9.6.2 Explain the impact that this recession has had on tourism in Zimbabwe. (1)
- 9.6.3 Do you think that the South African tourism industry has gained from this problem faced by Zimbabwe? Give a reason to support your answer. (2)
- [15]**

QUESTION 10: CUSTOMER CARE AND COMMUNICATION

Refer to the extract below before answering the questions that follow

I am still fuming from my experience with an online site for booking airfares this morning.. Woke up sick as a dog needing to catch a flight at 07:00. I have probably booked one hundred flights through this company's site and I have always paid the R200 insurance if changes ever come up, including unexpected illness. I have never actually used this insurance but was happy to have it until I was told from your airline " I am sorry there is nothing we can do for you" Lesson learned. Don't buy insurance from an online booking site or better yet avoid this one altogether.

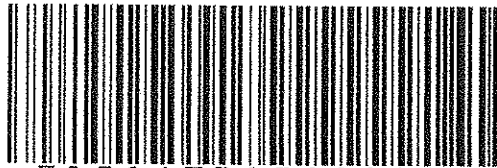
www.katenasser.com/worst-customer-service-stories

- 0.1 Explain the impact that this complaint will have on this airlines profitability. (3)
- 0.2 List **FOUR** steps that this airline will have to go through in order to address this customer complaint. (4)

- 10.3 The person complaining has chosen to lodge their complaint using a web-based customer feedback mechanism (CFM).
- 10.3.1 Why do you think that this customer chose this form of CFM. Give TWO reasons for your answer. (4)
- 10.3.2 Do you think that a follow-up call to this customer will serve to help reduce the customer's anger? Give a reason for your answer. (2)
- 10.4 How can this airline use this complaint as a positive feedback instrument? (2)
- [15]

TOTAL SECTION E: [30]

GRAND TOTAL: 200



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