



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2011

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 7 pages and an Insert of 4 (i – iv) pages:
 - Two Addendums
 - Marking Rubrics for Questions 4 and 7

Detach the Insert from the middle of the question paper. Please check that your question paper is complete.

2. There is a total of 7 questions to be answered.
 3. Read the questions carefully.
 4. Answer ALL the questions.
 5. Number your answers exactly as the questions are numbered.
 6. Write neatly and legibly.
 7. Pay special attention to spelling and sentence construction.
 8. Candidates must have a calculator to compute the forex calculations.
 9. Candidates must use colour pens/felt-tipped pens to complete the concept map.
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QUESTION 1

The tourism industry in South Africa has been woefully protected – protected from foreign competition (limited international investment in tourism facilities), protected from demanding, long-stay tourists (limited flow of international visitors) and protected from itself (suppliers cater to a largely homogeneous and predictable clientele, i.e. the easily identifiable needs of the privileged class).

As such, the potential of the tourism industry to spawn entrepreneurship, to create new services (e.g. local entertainment, handicrafts, etc.), to 'drive' other sectors of the economy, to strengthen rural communities, to generate foreign exchange and to create employment, has not been realised.

[The White Paper on Tourism in South Africa, 1996: 2.1 A missed opportunity]

- 1.1 Write a **paragraph** in which you **explain in your own words** what the writer is referring to in the above statement. (8)
- 1.2 **Name** two important events in South African history, which led to South Africa becoming an important tourist destination. (2)
- 1.3 **Name five** strategies, which the Government and former Department of Environmental Affairs and Tourism have put in place to redress the past imbalances in tourism. (5)
- 1.4 SATourism is our country's national tourism organisation responsible for marketing the country. Most of SATourism's promotional efforts are aimed at international markets, but in recent years it has also been promoting domestic tourism within South Africa in association with the Government.
- Name** the **six** key objectives of SATourism. (6)
- 1.5 1.5.1 **Explain** why it is important for SATourism to maintain a balance between new and existing markets. (2)
- 1.5.2 **Give** an example of a **new** and an example of an **existing** market. (2)
- [25]**

QUESTION 2

Refer to *Addendum A: Gorongosa: The human side of conservation* taken from *travel africa*, Edition 53 Winter 2010/11.

- 2.1 **Name** the three factors which impact on sustainable and responsible tourism development **and give one example of each** from the passage. (6)
- 2.2 **Advise** a tourist who will be visiting Gorongosa about each of the following factors below. He will be flying directly from England in January.
- Health (3)
 - Travel entry documents (2)
 - Responsible behaviour (4)
- 2.3 Refer to *Addendum B: World Time Zone Map* and calculate the following:
- While visiting Gorongosa, the tourist has to phone his daughter in Perth to wish her a happy birthday. He has to phone her on 12 January at 18:00 Perth time.
- 2.3.1 **Calculate** the time and date when he should make the phone call. Show **all** calculations. Ensure that DST is considered. (5)
- 2.3.2 **Explain** DST and why it is implemented in certain countries. (5)
- 2.4 2.4.1 **Identify** two possible career/job opportunities from two different sectors at the Gorongosa National Park. **Name** the career/job and the **sector** to which it belongs. (4)
- 2.4.2 **Explain** what is meant by 'career path'. (4)
- 2.5 You investigated different global strategies that are in place to protect the environment. The World Summit on Sustainable Development (2002) or WSSD is one of them.
- 2.5.1 **Name** the issues, which are being addressed by the WSSD. (4)
- 2.5.2 **Explain** how the Gorongosa National Park is aligning itself with the WSSD. (3)
- 2.6 2.6.1 **Define** a Central Reservation System. (2)
- 2.6.2 **Define** a Global Distribution System and give an example. (3)
- 2.7 **Write TWO paragraphs** in which you evaluate the economic and social impact of excellent service delivery versus poor service delivery at Gorongosa National Park. (10)

[55]

QUESTION 3

3.1 **Name** the five important Ps in marketing a tourism initiative and briefly **explain** what each P means. (10)

3.2 During this year you had to explore available and possible local tourism products that have the potential to develop into a unique tourism venture.

Describe one such product/venture under the following headings:

- Name of product/venture (1)
- Description of product/venture: appearance and location (2)
- Target market (1)
- Unique selling point (1)

3.3 Do a **SWOT analysis** to determine whether it would be viable to pursue the marketing and setting up of this product/venture.

The content of your SWOT analysis should include at least 16 valid points. (20)

3.4 **Match** Columns A, B and C.

Write only the number, with the two letters after it, e.g. 3.4.4. G (h).

	Column A		Column B		Column C
3.4.1	Heritage	A	The backbone of the tourism economy in South Africa	(a)	Neck rings were fastened permanently around a Ndebele woman's neck
3.4.2	Diversity	B	The arts, practice and institutions of a nation or people or group	(b)	Bungee jumping, bird watching, snorkelling, shopping, hiking
3.4.3	Culture	C	Anything that has a link with a past event or person	(c)	A tourist from Gauteng attends the Grahamstown festival
3.4.4	Domestic tourism	D	A range of different things	(d)	iSangoma, ancestor guidance, traditional medicine
3.4.5	Custom	E	Visiting friends and relatives	(e)	Voortrekker Monument
		F	A traditional way of behaving or doing something	(f)	A tourist from Lesotho visiting Ladybrand

(10)
[45]

QUESTION 4

Service excellence is vital in the Tourism industry. Therefore it is important to obtain **customer feedback**.

Draw a concept map illustrating:

- Different expectations and needs (cultural and/other) of different customers
- Methods to measure customer satisfaction and obtain feedback
- Examples of where and when these methods are best used
- How a business would benefit from customer feedback

Indicate the links among the concepts above, showing their interrelationships.

Colour-code your concept map.

Provide a key.

[25]

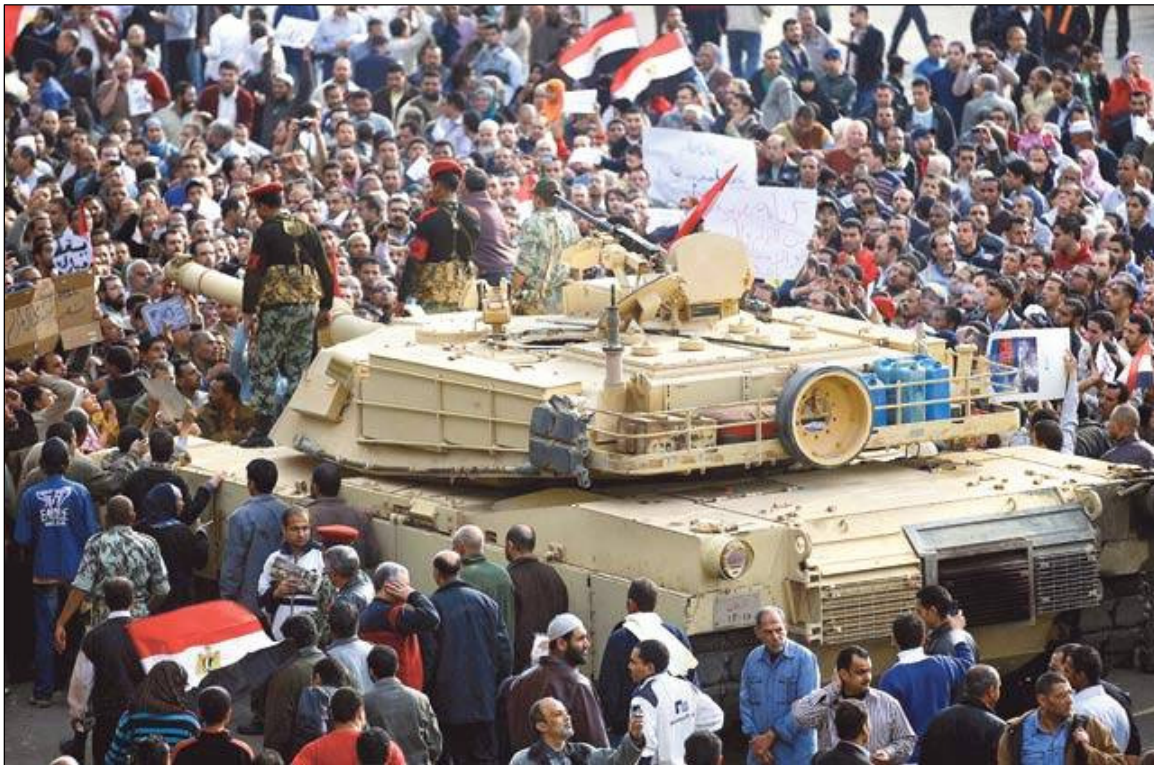
QUESTION 5

CAIRO – The battle for the heart of Cairo has left a bloodied city seething with the hatred of hand-to-hand civil war. Gasoline bombs lit the night and explosions rocked the square. Some journalists trying to cover the clashes were assaulted, including a CBC cameraman.

The chaos came hours after President Mubarak said he would step down in September, after 30 years of autocratic rule. An endless parade of wounded were carried off the battlefield bleeding from slashed heads, broken teeth or blinded eyes.

Authorities say 1 500 were injured on Wednesday. At least 140 people have been killed during nine days of a popular uprising to overthrow Mubarak. The protests in the most populous Arab state – a diplomatic heavyweight in the Middle East – threaten to spread and rock autocratic governments throughout the region.

[By Sandra Contenta, *Toronto Star*, Thursday, 3 February 2011]



Egyptians surround an army tank during protests in Tahrir Square, central Cairo on 6 February 2011. People gathered for a sixth day of anti-government protests in Cairo and other cities under heavier military surveillance. [Image Credit: European Pressphoto Agency]

- 5.1 **Name** the country of which Cairo is the capital city and **give one reason** why this country is a popular **tourist** destination. (2)
- 5.2 **Predict** the impact that the political unrest might have on tourism in this country. (7)
- [9]

QUESTION 6

Study the exchange rate table **below** and **answer the questions that follow**. The table shows the exchange rate on **Friday 4 February 2011**.

Country/Continent	Currency	ZAR rate
USA	American Dollar	7,2588
Europe	Euro	9,85997
England	British Pound	11,6789
Pakistan	Pakistan Rupee	0,08482
China	Chinese Yuan	1,10704
New Zealand	New Zealand Dollar	5,57992
Mozambique	Mozambican Metical	0,19899

- 6.1 **Identify the country/continent** where a South African tourist will financially benefit most to visit. **Explain why.** (2)
- 6.2 **Identify the country/continent** where a South African tourist will financially benefit least to visit. **Explain why.** (2)
- 6.3 Mr van Wyk from Bloemfontein had €2 485 left when he returned from Rome on 1 March 2011. The exchange rate had changed to 9,64523. **Explain** how the new exchange rate influenced his finances once he was back and **support your answer by showing your calculations.** (4)
- 6.4 Mrs Sibande and her daughter each have ZAR 8 000 spending money. They are going to Maputo on holiday. **Convert their total amount of spending money** to the currency of their destination. Show **all** your calculations. (3)

[11]**QUESTION 7**

You were required to participate as a member of a team in an industry-related task.

Write an essay about this task, in which you analyse:

- the importance of teamwork to provide quality service
- ways in which you contributed towards service excellence
- what strategies your team developed to achieve and maintain quality service
- your own strengths and weaknesses in teamwork
- how your strengths supported the achievement of goals and quality service in the task
- how the weaknesses of the team (yours and your team mates') impacted on the task

Give your essay a suitable title.

Your essay should be **no shorter** than one-and-a-half A4 pages.

[30]**Total: 200 marks**