



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2013

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 8 pages and an Insert of 4 (i – iv) pages:
 - Two Addendums
 - Marking Rubrics for Questions 3 and 11

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

2. There is a total of 11 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. It is in your own interest to write neatly and legibly.
 7. Pay special attention to spelling and sentence construction.
 8. A non-programmable calculator may be used.
 9. Candidates must use colour pens/felt-tipped pens to complete the concept map.
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QUESTION 1

- 1.1 **Say** what happened politically in South Africa in 1994 that totally changed the tourism industry. (1)
- 1.2 **Name** the person mainly responsible for this event/process. (1)
- 1.3 **Write** a paragraph in which you describe the tourism industry in South Africa before 1994. (8)
- 1.4 **Name and briefly describe** four strategies which were put in place by the South African Government after 1994 to bring about transformation in the tourism industry. (8)
- [18]**

QUESTION 2

Refer to **ADDENDUM A: TOURISM is South Africa's passport to growth** by Winnie Graham.

- 2.1 Respond to each of the following bullet points in a separate paragraph.
- **Evaluate** the role **service delivery** plays to ensure 'South Africa's reputation' as a world class and globally competitive tourist destination.
 - **Explain** the impact service delivery has on economic growth and community development in the country.
 - **Make recommendations** to improve service delivery. (10)
- 2.2 Our tourism industry 'has a sustainable resource base. It has labour intensive activities. Tourism has relatively low barriers of entry for entrepreneurs'.
- 2.2.1 **Give** the global strategy that focuses mainly on sustainable activities to protect the environment. (1)
- 2.2.2 **Describe** the strategy you have identified in Question 2.2.1. (2)
- 2.3 'S.A. has an amazing range of tourist attractions.'
- 2.3.1 **Name** the national organisation responsible for marketing and promoting this amazing range of tourist attractions which make South Africa a popular tourist destination. (1)
- 2.3.2 **List** the six main objectives of the above organisation. (6)
- 2.3.3 **Define** a 'niche market'. (2)
- 2.3.4 Apart from cruise tourism mentioned in the passage, **give TWO** other examples of niche tourism. (2)

2.3.5 'The cultural diversity found in South Africa can be seen as an important drawcard for international and domestic tourists.'

State whether or not you agree with this statement and **support** your argument by giving examples from **your own** and **one other cultural group** found in South Africa.

(4)
[28]

QUESTION 3

Refer again to **ADDENDUM A: TOURISM is South Africa's passport to growth** by Winnie Graham.

Draw a concept map in which you:

- Indicate the **three** factors impacting on sustainable and responsible tourism development.
- **Identify specific examples** from the article in ADDENDUM A that relate to each of the three factors.
- Also **provide a range of your own 'Proudly South African' examples** from your personal experience.
- **Show** the interrelationships among all of the above, by **making links** and **explaining** how these links work.
- **Colour-code** your concept map.
- Provide a **key**.

Refer to the Marking Rubric in the Insert when planning your answer.

[23]

QUESTION 4**4.1 Refer to ADDENDUM B – World Time Zone Map.**

Show all your calculations:

Calculate the following.

- 4.1.1 A tourist from France must phone his wife at 19:00 Paris time on 15 January. He is in Johannesburg on a business trip. **What time** should he phone his wife? (2)
- 4.1.2 If it is 11:40 in Cape Town on 1 February, **what time** is it in Adelaide? (2)
- 4.1.3 A young couple from Brasilia has booked a holiday to Durban. They will be departing for King Shaka International Airport (from Rio de Janeiro) on 20 March at 09:00 and the flight will last 14 hours. What will the **local time** be when the couple arrives in Durban? (3)
- 4.2 You have to advise a family from the Netherlands planning to visit South Africa.
- 4.2.1 **List** three main sources where they can find health and safety travel information. (3)
- 4.2.2 **Name** three infectious diseases, which the tourists might be exposed to, and briefly explain the cause of each disease. (6)
- 4.2.3 **What advice** would you give them regarding their travel entry documents? (2)
- [18]**

QUESTION 5

In South Africa there are endless opportunities to pursue a career in the Tourism Industry.

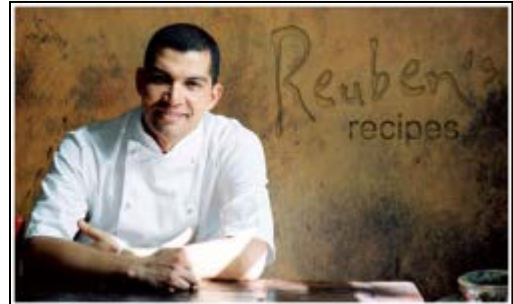
Study Images A and B below.

A



[Source: <<http://www.south-africa-tours-and-travel.com/talamati.html>>]

B



[Source: <http://www.franschoek.org.za/restaurants/reubens-restaurant/>]

5.1 **Choose** one of the images.

Predict/describe a possible career path for the person(s) in the image.

The following aspects should be reflected in your answer:

- Job title and brief description (2)
- Professional qualifications needed (2)
- Opportunities for further development (2)
- Personal qualities required (2)

5.2 **Write** a code of conduct **in bullet point form** for the above employee. (5)
[13]

QUESTION 6

You were required to participate as a member of a team in an Industry-Related Task (IRT), either at your school or in your community.

Report back on the following:

- 6.1 Clearly **state and explain** the nature of your IRT. (3)
 - 6.2 **Describe** your role. (3)
 - 6.3 **Evaluate** your own contribution and explain the ways in which you contributed towards service excellence. (6)
 - 6.4 Based on this report, **analyse** the importance of teamwork to provide quality service. (10)
- [22]

QUESTION 7

You were asked to explore/investigate local tourism products/services that have the potential to develop into a unique tourism venture. You also wrote a SWOT analysis and report on the viability of one of these ventures.

- 7.1 **Describe** your product/service, **using the five Ps**, also known as 'the marketing mix'. (10)
- 7.2 **Explain** what you regard as the unique selling point of your product/service. (2)
- 7.3 **Explain** why you think/do not think your business will be a success. (2)
- [14]**

QUESTION 8

Customer feedback is very important to every tourism related business in South Africa. Different customers have different needs and expectations.

- 8.1 **Name** different methods to measure customer satisfaction and obtain feedback. (8)
- 8.2 **Indicate** how technology can be used to streamline the above process. (5)
- [13]**

QUESTION 9

Match Column A with the description in Column B and the example in Column C.

Write only the answer, e.g. 9.1 F ii.

| | Column A | | Column B | | Column C |
|-----|----------------------------------|---|---|-----|---|
| 9.1 | Heritage | A | A group of customers/tourists sharing similar characteristics. | i | The Voortrekker Monument |
| 9.2 | An authentic tourism experience | B | Something that has a link with a past event or person/s. | ii | iSimangaliso, KZN |
| 9.3 | Cultural and botanical landscape | C | A combination of developed, developing and underdeveloped markets. | iii | Middle aged: 41 – 50, high income |
| 9.4 | A market segment | D | Involves genuine and meaningful interaction between the host community and the tourist. | iv | Richtersveld Transfrontier Park, Northern Cape |
| 9.5 | Wetland park | E | The Nama people provide a perfect example of how humans can co-exist with nature without destroying it. | v | A visit to the Cape Malay quarters, preparing and enjoying a traditional meal |
| | | F | Contains three major lake systems, eight interlinking ecosystems, Africa's largest estuarine system and 526 bird species. | vi | National Arts Festival, Grahamstown |

[10]

QUESTION 10

Study the exchange rate table below and answer the questions that follow.

The table shows the exchange rate on Tuesday, 19 February 2013.

| Country/Continent | Currency | ZAR rate |
|-------------------|-----------------------|----------|
| USA | American Dollar | 8,8811 |
| England | British Pound | 13,7433 |
| Europe | Euro | 11,8539 |
| Japan | Japanese Yen | 0,0945 |
| China | Chinese Yuan Renminbi | 1,1456 |
| Australia | Australian Dollar | 9,1519 |
| Botswana | Botswana Pula | 0,9233 |

- 10.1 **Explain** what 'foreign currency' is. (1)
- 10.2 **Give** the country/continent that would be the most expensive for South African outbound tourists. Give a reason for your answer. (2)
- 10.3 A tourist from China has CNY 85 000 to spend on his visit to Cape Town. Convert the amount to ZAR. Show the calculations. (3)

- 10.4 Ms Ngwane plans to go to Boston. Her friends Asha and Tessa are going as well. Each one has ZAR 45 000 spending money. **Calculate** how much spending money they will have on arrival in Boston.

(5)
[11]

QUESTION 11

Natural disasters are often frightening and difficult for us to understand. This is because we have no control over when and where they happen. However, as communities and governments, we can control how prepared we are to deal with the dangers that natural disasters bring.

Places where natural disasters are more likely to happen need accurate ways to predict disasters and warn the public in time.

[Source: <<http://issues.tigweb.org/disasters>>]



[Source:< www.facenfacts.com/Newsdetails>]

Write an essay in which you:

- **Explain** what a natural disaster is.
- **Give examples** of different natural disasters.
- **Evaluate** the impact that natural disasters might have on **tourism trends** in the countries where they occur. **Give** supporting details and/or examples.
- **Reflect** on the effect these disasters might have on the **economy** of the particular countries and other countries in the region. **Give** supporting details and/or examples.

Refer to the Marking Rubric in the Insert when you plan this answer.

[30]

Total: 200 marks