



TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 7 pages and an Insert of 5 (i– v) pages:
 - Two Addendums
 - Marking Rubrics for Questions 6.2 and 8

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

2. Read the questions carefully.
 3. Answer ALL the questions.
 4. Number your answers exactly as the questions are numbered.
 5. It is in your own interest to write neatly and legibly.
 6. Pay special attention to spelling and sentence construction.
 7. A non-programmable calculator may be used.
 8. Candidates must use colour pens/felt-tipped pens to complete the concept map.
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QUESTION 1

Read the extract below and answer the questions that follow.

Bangkok (CNN) – It seems like another typical day in central Bangkok – hot, muggy and busy, with traffic jams around town. But tension is rising as protesters continue to exert pressure on the Thai prime minister to step down.

Thousands of demonstrators were expected to march on key ministerial buildings on Wednesday. They are demanding an end to the government of Yingluck Shinawatra.

The Thai Foreign Ministry says that the growing political tension has made 23 foreign governments issue travel warnings to their citizens to be careful. These include the UK, the US, Canada, Australia, Germany, Sweden and Singapore.

Further large-scale protests are taking place with little warning at different places in Bangkok. The action has moved from the Democracy Monument to a number of government buildings.

The United States Embassy in Bangkok said: "Even demonstrations that are meant to be peaceful can turn violent."

[Adapted from: <<http://edition.cnn.com/2013/11/26/travel/life-in-bangkok-during-protests>>]

- 1.1 Why would tourists (based on this report) avoid Bangkok at this time? (2)
- 1.2 Write TWO paragraphs in which you **evaluate** the effect that the events in Bangkok might have on the country's economy. (10)
[12]

QUESTION 2

Refer to **ADDENDUM A**, *Birds of a feather ...* taken from an article in the *Saturday Star* of 5 March 2013 by Jim Freeman.

- 2.1 What is the main draw card at both destinations mentioned in the article? **Quote** TWO phrases from the passage to support your answer. (3)
- 2.2 **Give** TWO examples of marketing at Wilderness Manor. (2)
- 2.3 **Quote** a phrase to prove that the owners of Vensterklip promote sustainable and responsible tourism development. **Explain** the impact of this on the local community. (3)
- 2.4 **Identify** THREE possible career/job opportunities at Verlorenvlei/Wilderness Manor. (3)
- 2.5 **Choose** ONE of the three and **plan** a possible career path. (6)

- 2.6 **Advise** inbound tourists who are visiting the Western Cape for the first time on:
- Safety (2)
 - Travel documents (2)
 - Health (3)
- 2.7 **Write** a code of conduct for tourist behaviour that can be used at both Verlorenvlei and Wilderness Manor. (5)
- 2.8 **Quote** THREE phrases from the passage that indicate that the owners of Wilderness Manor are committed to service excellence. (3)
- 2.9 Marketing mix refers to a combination of different marketing activities.
- Construct** a summary of the marketing mix (FIVE Ps) by using the information in the article regarding Vensterklip's accommodation. (10)
- [42]

QUESTION 3

Study the exchange rate table below and answer the questions that follow. The table shows the exchange rate on 21 February 2014.

Country/Continent	Currency	Abbreviation	ZAR rate
United States of America	American Dollar	USD	10,9365
England	Pound Sterling	GBP	18,2005
Japan	Japanese Yen	JPY	0,1067
China	Chinese Yuan Renminbi	CNY	1,7952
Australia	Australian Dollar	AUD	9,8110
Europe	Euro	EUR	15,0309

- 3.1 Which country's exchange rate is least favourable for South Africans? Give a reason for your answer. (2)
- 3.2 Ms van Niekerk from Cape Town plans a visit to Sydney. She and her friend each have R30 000 spending money. Convert their total amount of spending money to the currency they will need. **Show all calculations and round your answer off to two decimal places.** (3)
- 3.3 Mr Cho from Tokyo will be attending a conference in Sandton. He wants to do some serious shopping while he is here. He has put 1 600 000 Japanese Yen aside for this purpose. How much spending money will he have in South African Rand? **Show all calculations and round your answer off to two decimal places.** (3)

- 3.4 Ms Ngwenya is in New York visiting friends. She took R28 000 with her on 21 February 2014. While visiting her friends the exchange rate changes to 9,8392. She has US\$1 380 left on her return to S.A. How will the new exchange rate influence her financial state once she is back? **Show all calculations and explain the effect of the exchange rate.** (6)
- 3.5 **Differentiate** between BSR and BBR by:
- **stating** what the abbreviations stand for and
 - **explaining** each one. (4)

[18]**QUESTION 4**

Refer to **ADDENDUM B**, *World Time Zone Map*, and answer the following questions.

- 4.1 What is the 0° line of longitude called? (1)
- 4.2 What is the 180° line of longitude called? (1)
- 4.3 What is meant by the term 'daylight saving' and why do some countries implement it? (5)
- 4.4 Mr Naidoo is in Hong Kong. He needs to phone a business partner in Cape Town for a tele-conference at 17h30 South African time on 26 June. What time and on what day should he make the phone call? **Show all calculations.** (4)
- 4.5 Thandi takes a 15-hour flight from Australia to Johannesburg. A sixty-year-old lady flies from Cape Town to Dublin, Ireland. The journey takes 19 hours, as there had been a delay in London where she had to take a connecting flight. Which one of the two is likely to experience jet lag and why? (2)

[13]**QUESTION 5**

Read the extract below adapted from the *Responsible Tourism Handbook*. Then answer the questions that follow.

Tourism businesses with good environmental practices improve the quality of the areas around them. They enhance the experience for guests. They uplift the living standards of local communities.

Responsible tourism means respect for local culture. It also supports social and economic development.

[From: *The Responsible Tourism Handbook* (2003), Department of Environmental Affairs and Tourism, Pretoria]

- 5.1 Explain the concept and background of the triple bottom line by answering the following questions:
- 5.1.1 **Name** the THREE factors impacting on sustainable and responsible tourism development. (3)
 - 5.1.2 **Explain** what EACH of the three above-mentioned factors mean. (3)
 - 5.1.3 **List** TWO specific ways, for each factor, in which to practise sustainable and responsible behaviour. (6)
- 5.2 **Match** the terminology in Column A with the explanation in Column B. Write only the number and letter, e.g. 5.2.1 G. (example only)

	COLUMN A		COLUMN B
5.2.1	Performance management	A	A phrase or memorable motto used repeatedly, as in advertising or promotion
5.2.2	Quality control checks	B	It takes place while one is a full-time employee
5.2.3	Logo	C	Includes activities which ensure that goals are consistently being met in an effective manner. It can focus on the performance of an organisation, a department or an employee
5.2.4	Slogan	D	The evaluation of work by one or more people of similar competence to the producers of the work
5.2.5	In-service training	E	A set of procedures intended to ensure that a manufactured product or performed service adheres to a defined set of quality criteria or meets the requirements of the customer
		F	A recognisable and distinctive graphic design, stylised name, unique symbol, or other device for identifying an organisation

(5)
[17]

QUESTION 6

One of your SBA tasks this year was an Industry-Related Performance. You were required to be actively involved as part of a team in a tourism-related project or service.

6.1 Give a **short description** of the specific project or service you were part of. (3)

6.2 **Draw a concept map** in which you specifically indicate:

- Your own strengths **and** weaknesses
- The strengths of your team members
- The importance of team work
- The different expectations of your customers
- Strategies you and your team implemented to achieve and maintain quality service

Show the interrelationships among them, 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 you plan this answer. (20)

6.3 **Assess** how your own contribution or lack of contribution impacted on the team and the profitability of your project. (5)
[28]

QUESTION 7

Since 1994, when we became a democracy, South Africans have become aware that tourism can play a big role in the economic development of our country and our people.

The task of marketing any country is a large and complex one. We cannot just post advertisements showing beautiful beaches, stunning scenery and amazing wildlife.

We need to be wise with the marketing budget; we have to allocate it very precisely to attract the most profitable type of tourist. This all takes very careful research and planning.

This is the very core of SAT's activities.

[Adapted from: <<http://www.gttpsa.org/wp-content/uploads/2011/04/SA-Tourism.pdf>>]

7.1 **Name** and **describe** the THREE main roles of SAT. (6)

7.2 SAT uses opportunities to market South Africa internationally in two world cities. What are these marketing initiatives called? (2)

7.3 This organisation also uses opportunities locally for marketing South Africa to the Southern African region and the world. **Give TWO** examples. (2)

7.4 **Briefly describe** the above two marketing initiatives. (6)

7.5 **Say** what province you live in.

Choose a successful tourist attraction in your province and **write a paragraph** in which you describe the factors contributing to the success of this specific attraction. (5)

- 7.6 You investigated available and possible **tourism products** that have the potential to develop into a **unique tourism venture**.
- 7.6.1 **Give** an example of such a product. (1)
- 7.6.2 **Briefly describe** the product. (2)
- 7.6.3 **Do a SWOT analysis** of the above-mentioned product. (16)
- [40]**

QUESTION 8

SHORT-TERM GOAL OF SERVICE EXCELLENCE STRATEGY:

To provide a pleasant and unforgettable service experience to South Africa's visitors, and to all other customers in the tourism value chain.

WELCOME CAMPAIGN OVERARCHING OBJECTIVE:

To showcase South Africa as a friendly, welcoming, memorable travel experience that is focused on providing world-class service to all its customers.

[<<http://www.tourism.gov.za/AboutNDT/Branches1/domestic/Documents/National%20Tourism%20Service%20Excellence.pdf>>]



- 8.1 **Write an essay** in which you support the above goals set by the Department of Tourism. **Evaluate and report** on the impact that the provision of service excellence has on economic growth and community development in South Africa. Use the following as subheadings:

- Product and service
- Impact of service excellence on economic growth – GDP and benefits to the South African economy
- Impact of service excellence on community development
- The interrelationship of all the above
- Recommendations for improvement
- How services delivered in one sector impact on services delivered in another sector

Give your essay a **suitable title**.

You need not refer to the subheadings in this specific order.

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

[30]

Total: 200 marks