



GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

**GAUTENG DEPARTMENT OF EDUCATION
PREPARATORY EXAMINATION
2016**

**10870
TOURISM**

TIME: 3 hours

MARKS: 200

24 pages

TOURISM
1087E



10870E

X10



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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL questions.
3. Start the answer to each question on a NEW page.
4. Number your answers according to the numbering system used in the question paper.
5. Use the mark allocation at the end of each question as a guide to determine the length of your answer.
6. You may use a non-programmable calculator.
7. Write neatly and legibly in blue ink only.
8. Use the table below as a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME
A	Short Questions	40	20
B	Mapwork and Tour planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	200	180

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Four possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A – D) next to the question number (1.1.1 – 1.1.20) in your ANSWER BOOK, for example, 1.1.21 A.
- 1.1.1 The following travel document is issued by the consulate or the embassy of a destination country:
- A Identity Document
 - B Code of Conduct
 - C Visa
 - D MasterCard
- 1.1.2 Corporate social investment (CSI) in tourism refers to the role of ...
- A tourists in exchanging foreign currencies.
 - B government in the protection of the environment.
 - C tourism companies in supporting local communities.
 - D local communities in saving money to go on holiday.
- 1.1.3 The following is NOT an example of a political situation:
- A Terrorism
 - B Earthquake
 - C Civil War
 - D General unrest
- 1.1.4 This passport is issued by the Department of Home Affairs to a state employee who will travel internationally for government business.
- A Official
 - B Temporary
 - C Diplomatic
 - D Maxi-tourist
- 1.1.5 Choosing the red channel at an international airport means that the tourist ...
- A has no goods to declare.
 - B has goods to declare.
 - C has duty-free goods.
 - D is leaving the country.

- 1.1.6 This icon was once the main city of the Inca people.
- A Chichen Itza
 - B Machu Picchu
 - C Kremlin
 - D Mecca
- 1.1.7 The main aspects of an itinerary are ...
- A personal accident insurance and excess cover.
 - B budget, payment methods, expenses and gratuities.
 - C travel distances and unexpected interruptions.
 - D transport, accommodation, attractions and activities.
- 1.1.8 The following tourist attraction is situated in Jordan:
- A The Black Forest
 - B The Berlin Wall
 - C The City of Petra
 - D The Niagara Falls
- 1.1.9 The following is an example of a method used to obtain customer feedback:
- A Pre-loaded debit cards
 - B Travel wallet
 - C Follow-up calls
 - D Posters
- 1.1.10 The 0° line of longitude is also known as the ...
- A Greenwich Meridian.
 - B International Date Line.
 - C Equator.
 - D Tropic of Cancer.

- 1.1.11 A code of conduct promotes the following in the workplace:
- A Integrity
 - B Conflict
 - C Overtime
 - D Warnings
- 1.1.12 The time in the afternoon according to the 24 hour clock can be written as ...
- A 1:00.
 - B 13:00.
 - C 1:00 AM.
 - D one o'clock.
- 1.1.13 SANParks has provided ramped access into its toilet facilities and visitor areas. Identify the factor that has contributed to the success of SANParks as a tourist attraction.
- A Efficiency and ethical behavior of staff and management
 - B Safety and crime prevention
 - C Considering the needs of people with disabilities
 - D Excellent marketing locally and internationally
- 1.1.14 A safety precaution that will be suitable for a tourist walking in a street will be to ...
- A wind up all windows.
 - B make use of the luggage facility.
 - C request a room closest to the lifts.
 - D dress down and avoid wearing jewellery.
- 1.1.15 The rate which a bank uses to exchange a tourist's foreign currency to the local currency is called ...
- A BBR.
 - B BSR.
 - C Forex.
 - D a service fee.

- 1.1.16 Excellent service has a positive impact on the profitability of a business because of ...
- A an increased marketing budget.
 - B increased repeat business.
 - C negative word-of-mouth.
 - D an increased number of complaints.
- 1.1.17 This site was used for a period of time as a place of banishment, a leper colony and a military base before it became a world heritage site.
- A Robben Island
 - B Cradle of Humankind
 - C Mapungubwe Cultural Landscape
 - D Richtersveld Cultural and Botanical Landscape
- 1.1.18 The following organization supports countries to build public awareness for World Heritage Conservation:
- A SAHRA
 - B UNWTO
 - C WHO
 - D UNESCO
- 1.1.19 Cholera is a disease that is caused by ...
- A being bitten by the Zika mosquito.
 - B swimming in fresh water.
 - C consuming contaminated food and water.
 - D using unsterilized needles.
- 1.1.20 This term refers to the use of a name, term, symbol or design, or a combination of these to identify the product of an organization and distinguish it from its competitors.
- A Targeting
 - B Branding
 - C Marketing
 - D Positioning

(20x1) (20)

- 1.2 Give one word / term for each of the descriptions (1.2.1 – 1.2.5) by choosing a word / term from the list below. Write only the word / term next to the question number (1.2.1 – 1.2.5) in your ANSWER BOOK, for example, 1.2.6 SAT

mausoleum; trend; contract of employment; multiplier effect;
foreign market share; code of conduct; investment; civil war; pyramids

- 1.2.1 A conflict between citizens of different regions within the same country
- 1.2.2 The amount of money made from international tourist arrivals, stated as a percentage of the total world market of international tourists
- 1.2.3 A building, located in India, that houses a grave
- 1.2.4 A pattern of behavior that gradually becomes noticeable over a period of time
- 1.2.5 A legally binding agreement between a company and its workers (5)
- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1 – 1.3.5) in your ANSWER BOOK, for example, 1.3.6 Visa
- 1.3.1 (Land markets / Air markets) refer to countries where at least 60% of arrivals from the specific country arrive at a border post.
- 1.3.2 The procurement of local goods and services is an example of the (social / economic) pillar.
- 1.3.3 Traditions that are passed down from generation to generation are referred to as (style / heritage).
- 1.3.4 More foreign tourists will be able to afford to visit countries with a (weak / strong) currency as it will increase their purchasing power.
- 1.3.5 A 'Cash Passport' is an example of a (credit card / pre-loaded foreign-currency debit card). (5)

- 1.4 Choose a term from Column B that best matches the description in Column A. Write only the letter (A – F) next to the question number (1.4.1 – 1.4.5) in your ANSWER BOOK, for example, 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	A meeting that involves Heads of State and high profile politicians	A	responsible tourism role players
1.4.2	These tours are known as all-inclusive tours	B	natural world heritage site
1.4.3	The tourism industry, the tourist, the local community and the environment	C	pre-booked tours
1.4.4	An approach to tourism that considers the social, environmental and economic impact of all activities	D	triple bottom-line
1.4.5	Cape Floral Region in the Western Cape	E	summit
		F	packaged tours

(5)

1.5 Identify the following logos by writing them out in full.

1.5.1



1.5.2.



1.5.3



1.5.4



1.5.5



FTT

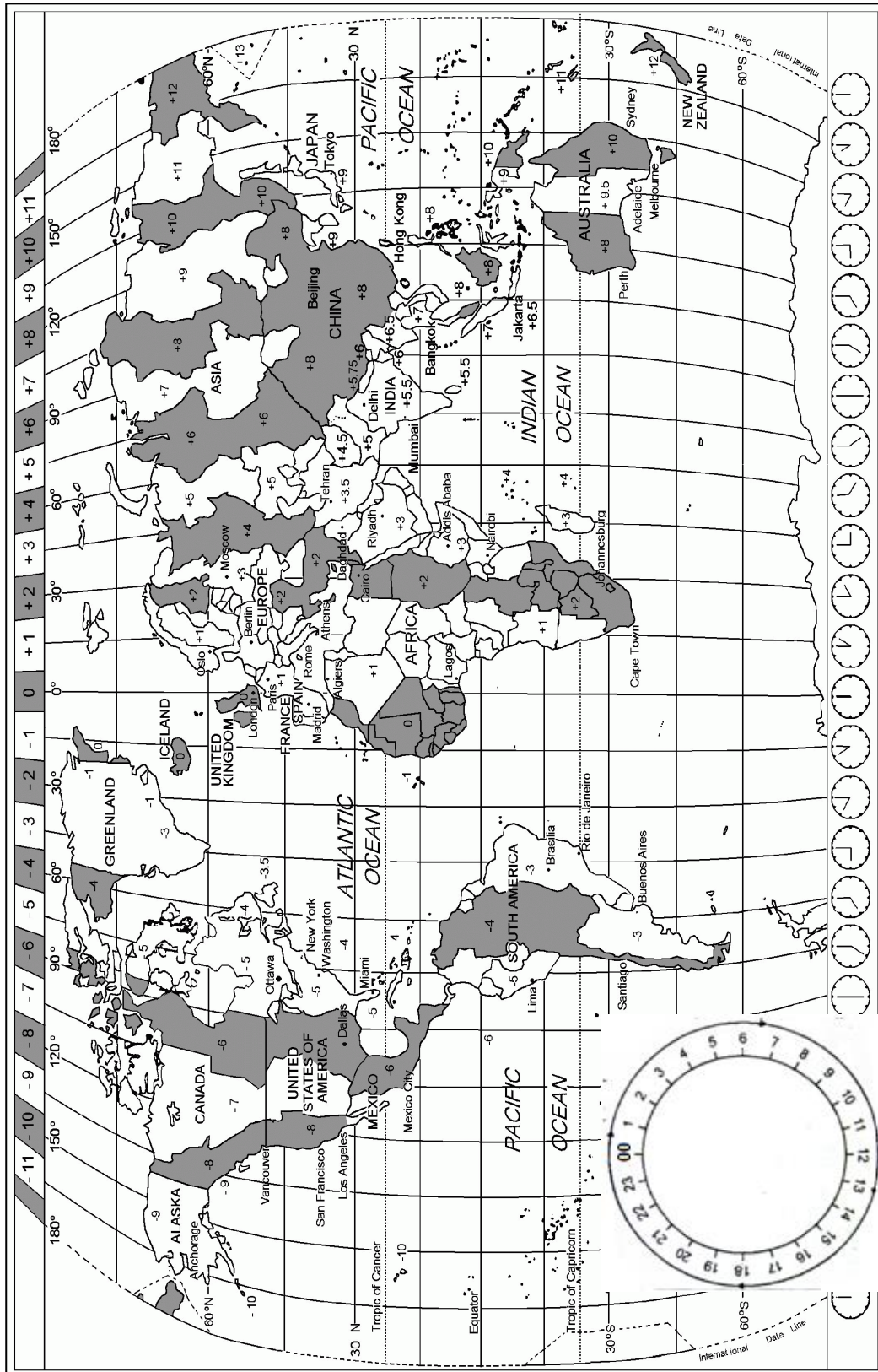
(5)

TOTAL SECTION A: 40

SECTION B: MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone Map, read the information given and answer the questions that follow.



A Brazilian tourism student, Natalia Correia entered a research competition and won an all expenses paid trip to London. Her flight will leave Rio de Janeiro at 14:00, Tuesday, 20 August 2016. The flying time will be 11 hours and 30 minutes.

- 2.1.1 Calculate the time, day and date of arrival in London if London is practising DST. Show all calculations in your answer. (6)
- 2.1.2 Natalia will be going on her first international flight and she may not be prepared for the possible dangers present at Heathrow Airport. Advise her on TWO safety precautions she should take at the airport in order to be safe. (4)
- 2.1.3 Identify and classify the type of tourist that Natalia Correia is, in the scenario above. (2)
- 2.1.4 Natalia Correia has a friend in South Africa. Her friend would like to call her from South Africa to hear about her flight experience. He will call at 10:00 on Wednesday. Calculate the time that it will be in London. Consider DST. (3)
- 2.1.5 Discuss the difference between the concepts of jetlag and jet-fatigue. Write ONE paragraph and provide ONE example of each concept. (6)

2.2 Read the following scenario and answer the questions that follow.

Mr and Mrs Joseph from South Africa went to Mauritius for a holiday. They bought many souvenirs while they were in Mauritius. They also bought some DVDs from a street market and collected some unique shells from Grand Baie. They intended to bring all of these items back to South Africa. Before they left for the airport, they consulted with the concierge at the hotel about the customs regulations. The concierge advised them to discard the shells and the DVDs.

- 2.2.1 Explain why the concierge asked them to discard both the DVDs and the shells. (3)
- 2.2.2 Discuss ONE difference between the red channel and the green channel at airports. (2)
- 2.2.3 Identify TWO duty free items from the list below:
Medicines for more than three months, 400 cigars, 200 cigarettes, 2 litres of wine (2)
- 2.2.4 Explain ONE reason why a country like Mauritius has customs regulations. (2)

2.3

Mr. Bakkes, a cultural tourist from South Africa wants to go on a Euro-Tour for 15 days to Italy, France and Switzerland. His main destination will be Switzerland. He would also like to drive in Switzerland.

2.3.1 Identify the FOUR travel documents that he will need to go on this tour. (4)

2.3.2 Mr. Bakkes needs to compile a tour budget. Name FOUR factors that will influence his tour budget. (4)

2.4 Explain the difference between *compulsory* and *recommended vaccinations*. (2)

2.5 Cholera is an infectious disease. Give ONE precautionary measure that a tourist can take to prevent contracting this disease. (2)
[42]

QUESTION 3

3.1 Study the exchange rate table below, as at 8 March 2016, and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	21.3657	22.6999
EU countries	EUR	16.4568	17.6156
United States	USD	15.1327	15.9939

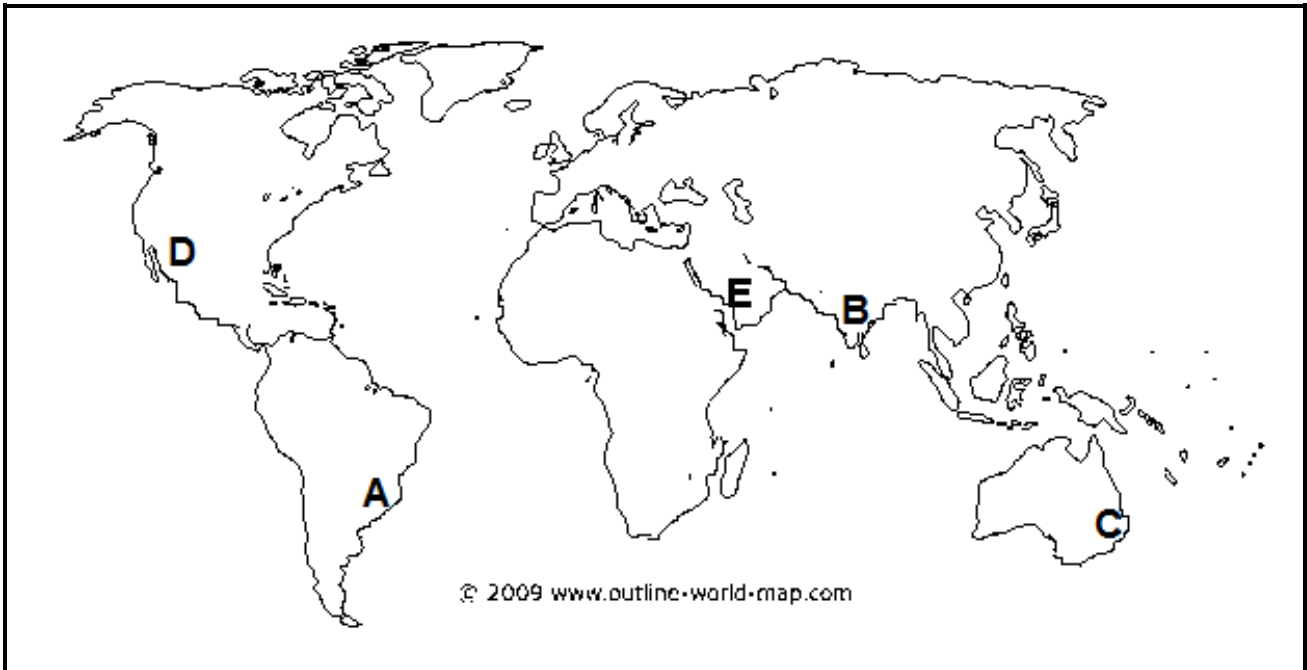
3.1.1 A South African leisure tourist will be visiting the Schengen Visa Area and has R20 000 to spend. Calculate the amount of Euros he will receive by referring to the information in the exchange rate table above. Show all calculations. Your answer should be rounded-off to TWO decimal places. (3)

3.1.2 The value of South Africa's currency has declined considerably. In a paragraph, discuss the effect of these declining exchange rates on inbound tourists. (5)
[8]

TOTAL SECTION B: 50

**SECTION C: TOURISM ATTRACTIONS: CULTURE AND HERITAGE TOURISM;
MARKETING****QUESTION 4**

4.1 Study the map below and answer the questions that follow.





Descriptions of icons are given below (4.1.1 – 4.1.5) and their locations are indicated on the map (A – E). Identify the icons in 4.1.1 – 4.1.5.

- 4.1.1 A It is located on top of the Corcovado Mountain and is a symbol of Christianity for Catholic people.
- 4.1.2 B It is an example of a massive romantic gesture in India in memory of an emperor's wife.
- 4.1.3 C It is one of the most famous performing arts centres in the world.
- 4.1.4 D It is an example of outstanding geological evidence that reveals valuable information about Earth's history.
- 4.1.5 E It is a place of religious significance for people of the Islamic faith, who are encouraged to undertake a pilgrimage there, or visit at least once in a lifetime.

(5)

4.2 Refer to the icons and information below and answer the questions that follow.

<p>A</p> 	<p>B</p> 
<p>Tumelo and Ryan are cultural tourists. They would like to visit Icon A and Icon B.</p>	

4.2.1 Name Icon A and Icon B. (2)

4.2.2 Copy the table below in your ANSWER BOOK that contains columns for the city, country, unique characteristic and a brief description for Icon A and Icon B. Complete the table.

Icon	City	Country	Unique characteristic	Brief description of icon
A				
B				

(8)

4.2.3 Explain the difference between an *icon* (like Icon A) and an *attraction*.

(4)

4.3

ULURU-KATA TJUTA NATIONAL PARK (AYERS ROCK CULTURAL SIGNIFICANCE)

Uluru (Ayers Rock) is a key sacred site in the traditional law of the indigenous Aboriginal community, who are traditional custodians of this sacred site. It is also one of the few World Heritage cultural landscapes (i.e. has both natural and cultural values as part of its listings). Uluru is a post-war tourist icon and potent cultural symbol for non-Aboriginal Australia – so much so that a visit to it is linked with undertaking “the climb”. Its perceived recreational value has become part of the site’s social significance for this section of society and many overseas visitors.

Sometimes the actions of tourists come in conflict with the wishes of the traditional custodians. At Uluru in central Australia, traditional Aboriginal owners request visitors not to climb the world’s largest monolith, but their request is ignored.

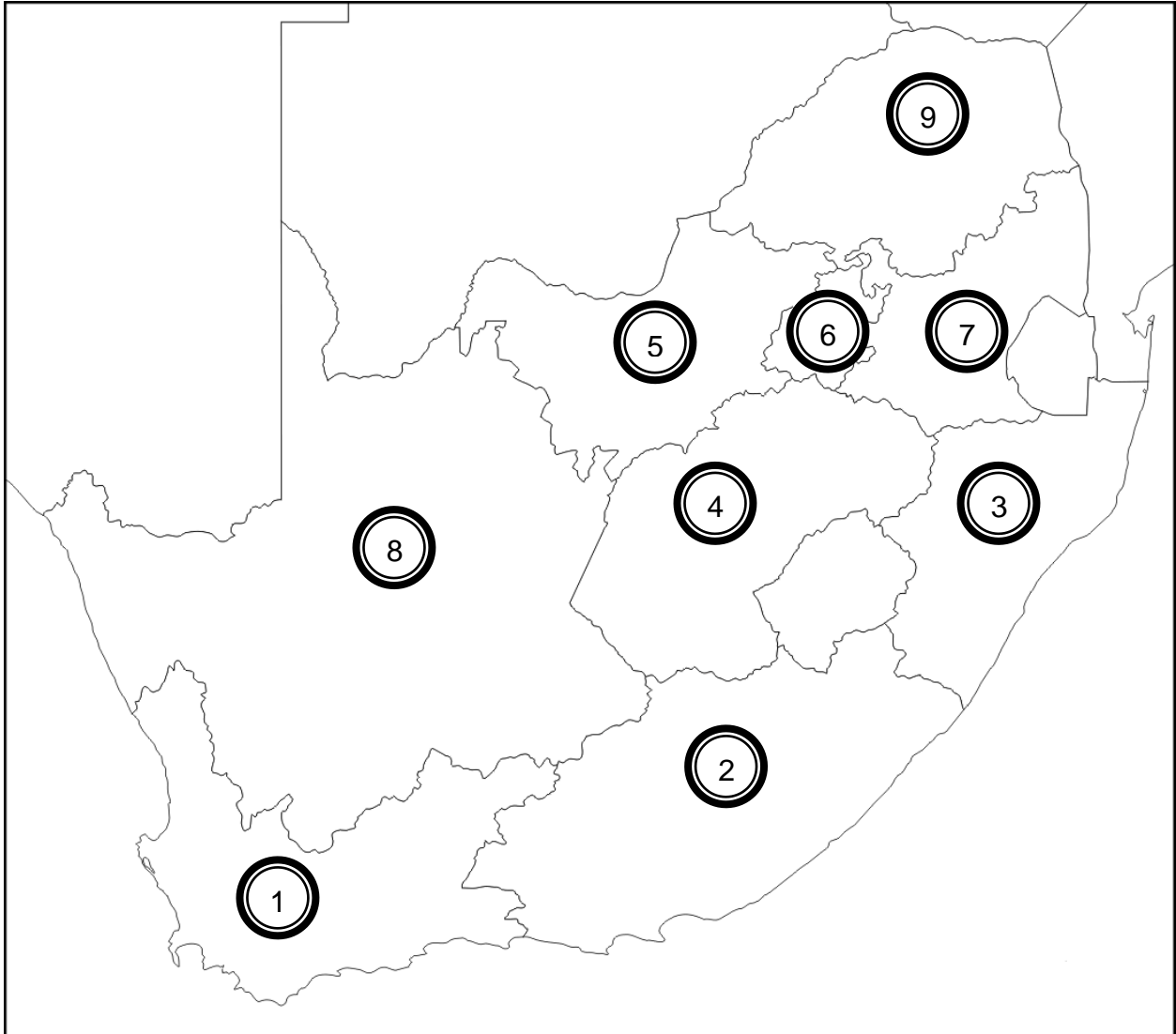


[Adapted from Cultural Tourism: The Partnership between Tourism and Cultural Heritage Management, Du Cros, H & McKercher, B, 2002]

- 4.3.1 Describe “monolith” in the last paragraph in your own words. (2)
- 4.3.2 Ayers Rock is sacred to the Aboriginal people. Due to its world heritage status it has attracted many tourists. Being classified as a world heritage site may not always be good for the local community. Do you agree or disagree? Explain your answer in a paragraph. (3)
- 4.3.3 Name and explain any THREE factors that can contribute to the success of a tourist attraction like Uluru. (9)
- [33]**

QUESTION 5

- 5.1 Study the map of the nine numbered provinces of South Africa below and answer the questions that follow.



- 5.1.1 Identify Provinces 3 and 8. (2)
- 5.1.2 Name the world heritage sites that are found in each province identified in Question 5.1.1. In Province 3 consider only the site next to the coast. (2)

- 5.2 Complete the table below on World Heritage Sites. Write ONLY the letter and the relevant answer.

Site	Province	Category (cultural/natural)	Description
A	B	Cultural	The culture at this site traded through the East African ports with Arabia and India.
C	KwaZulu Natal	Cultural	This site contains high quality San rock paintings.
D	Gauteng	E	This site provides insight into the evolution of mankind.

(5)

- 5.3 Refer to all the icons in Question 4 and give ONE example of the following:

5.3.1 A global natural world heritage site

(2)

5.3.2 A global cultural world heritage site.

(2)

[13]

QUESTION 6

- 6.1 According to the UNWTO (2015), tourism is the key to development, prosperity and well-being as it is becoming one of the largest and fastest growing economic sectors in the world. Explain ONE importance of marketing South Africa internationally as a preferred tourist destination.

(2)

- 6.2 Australia and Kenya strongly compete with South Africa in attracting wildlife and adventure tourists. Suggest TWO new tourism products (situated in the local area close to their wildlife and adventure experience) that South Africa can offer to compete and attract more international tourism.

(2)

[4]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7:**

Study the cartoon below and answer the questions that follow.



- 7.1 List any THREE areas that would promote a good image of the staff at the tourism company in the cartoon. (3)
- 7.2 Explain how a customer service course can contribute positively to the image of the company. Explain FOUR facts. (8)
- [11]

QUESTION 8

Read the following case study and answer the questions that follow.

MASHOVELA – ‘A PLACE WHERE THE DRUMS BEAT’

Mashovela Lodge, categorized as a Small Enterprise (11 – 25 staff), lies in the Morning Sun Nature Reserve, which is part of a natural heritage site situated in the heart of the Soutpansberg Mountains in Limpopo. The Venda-styled lodge opened in 2009. It is recognized for its eco-friendly accommodation, its educational initiatives as well as its support of local community arts and crafts. Its strong local community benefits through its employment of lodge staff and dancers

Mashovela Lodge has been certified by FTT, a globally recognized and groundbreaking responsible tourism certification programme since 2012. FTT-certification of the lodge signifies the commitment of the business to fair and responsible tourism. This includes fair wages and working conditions, fair purchasing and operations, equitable distribution of benefits and respect for human rights, culture and the environment. Other awards include being one of the three Gold Leaf Award recipients from the Wilderness Foundation for their eco-friendly accommodation, and receipt of the Imvelo Award in 2010 for their best Single Resource Management Programme.

[Adapted from Sustainable Tourism Certification Alliance Africa, April 2014]

- | | | | |
|-----|--|---|-------------|
| 8.1 | 8.1.1 | Does the Mashovela Lodge support the triple bottom-line approach? Motivate your answer with examples from the text by linking each example to a different pillar. | (7) |
| | 8.1.2 | Develop a THREE POINT (one for each pillar) responsible tourism code of conduct for foreign tourists who are visiting the lodge. | (3) |
| | 8.1.3 | Name any THREE FTT principles that have been identified at the lodge. | (3) |
| 8.2 | Explain THREE ways in which the Mashovela Lodge can play a part in contributing to a greener and cleaner planet. | | (6) |
| | | | [19] |

TOTAL SECTION D: 30

SECTION E: QUESTION 9

9.1 Study the newsflash below and answer the questions that follow.

Rio's tourist industry could be shaken by new CDC warning to pregnant women.

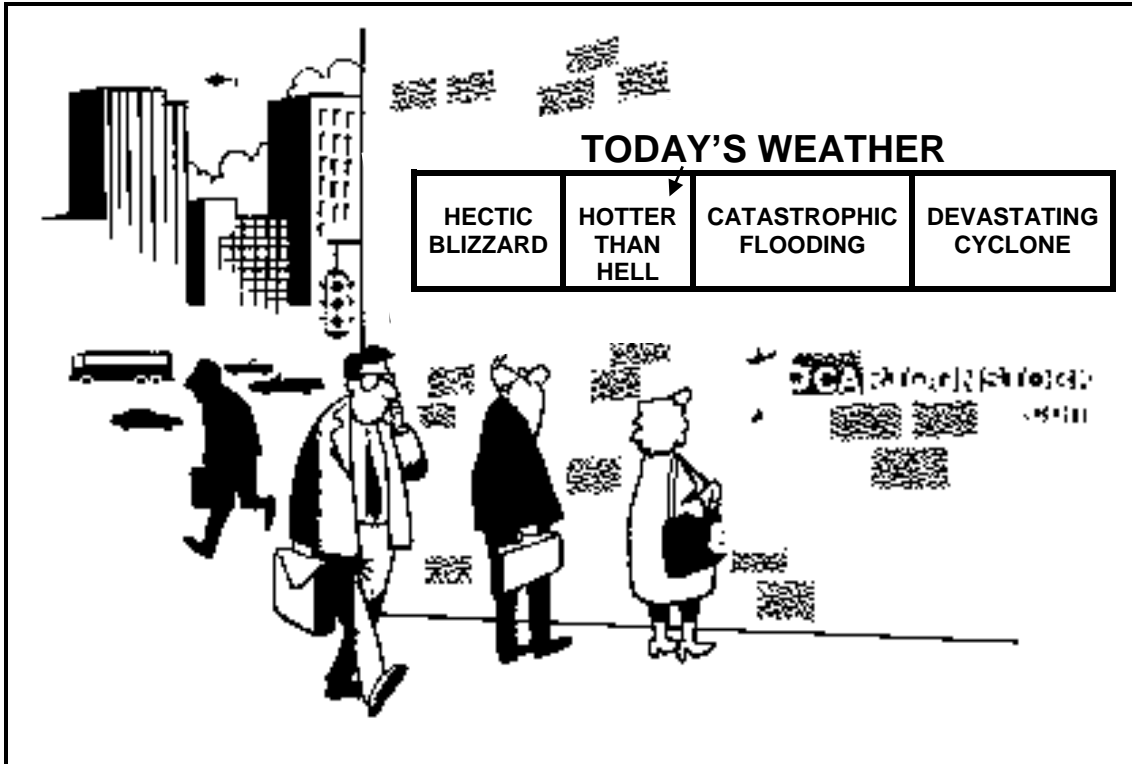
Pregnant women should consider avoiding the 2016 Summer Olympics in Brazil this August, according to a new warning by the United States' Centre for Disease Control and Prevention. The CDC's FEB. 26 statement relates to the risks posed by the Zika virus – an infection believed to be linked to serious birth defects.

The International Olympic Committee has estimated that close to half a million tourists will descend upon Rio for the Olympics. Since a trip to the Olympics is not exactly an impulse purchase, many people in the United States and elsewhere had already booked their tickets before the World Health Organisation (WHO) declared Zika to be an international public health emergency. Depending on how the Zika outbreak evolves, Brazil's tourism industry could face a wave of cancellations in the run up to the Olympics.

[Adapted from qz.com/626375/as-olympic]

- 9.1.1 Identify the type of event under which the 2016 Summer Olympics is classified. (1)
- 9.1.2 Discuss ONE advantage of hosting such an event. (2)
- 9.1.3 Identify the travel advisory organization in this newsflash. (1)
- 9.1.4 Explain ONE impact of the Zika virus on the tourism industry in the host country, Brazil. (2)

9.2 Study the cartoon below and answer the questions that follow.

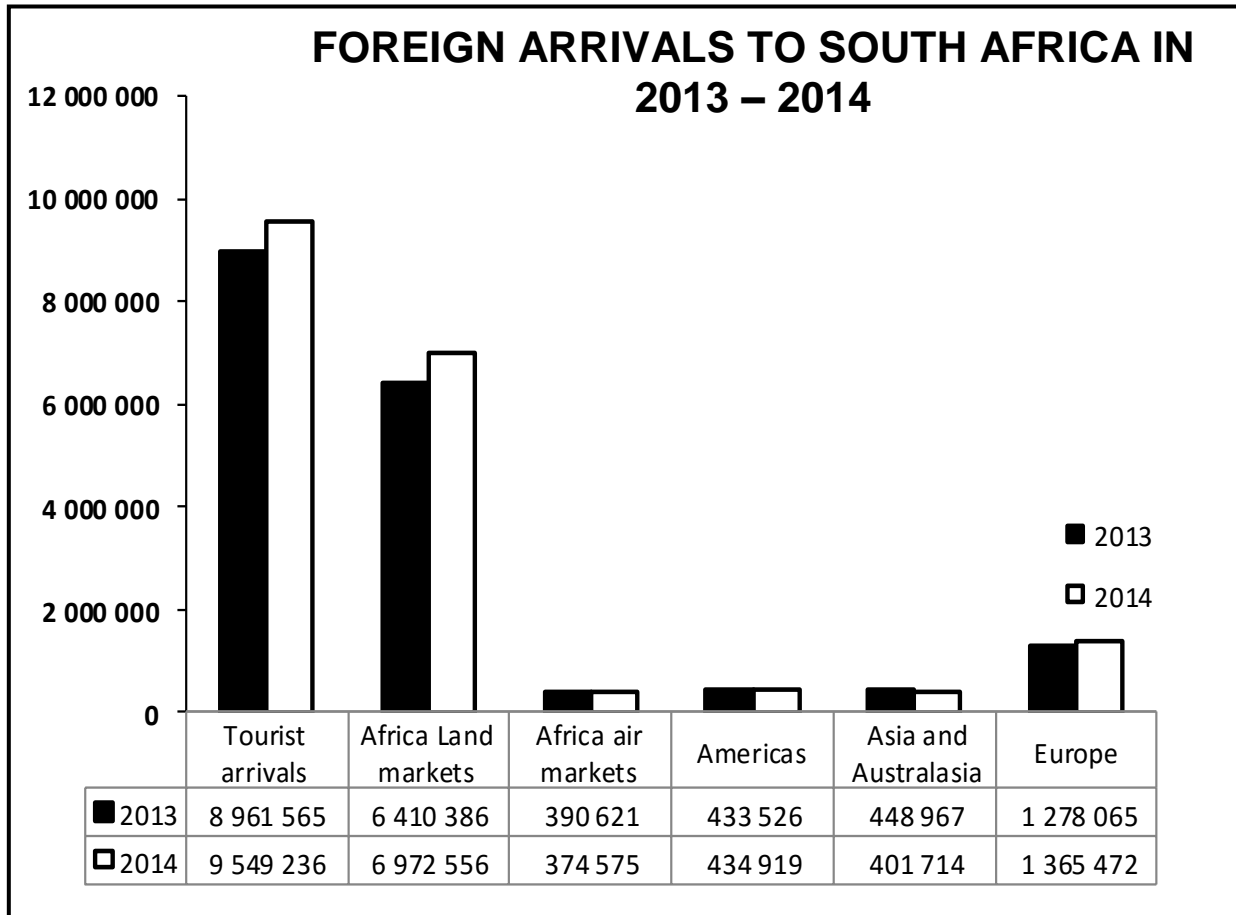


9.2.1 Name the category of events shown in the cartoon. (2)

9.2.2 Explain ONE impact of devastating cyclones on a tourist destination. (2)

9.3 Explain what a *political situation* is and identify ONE impact of such a situation on the South African economy. (4)

9.4 Study the graph and the table below showing the number of tourists arriving in South Africa and answer the questions that follow.

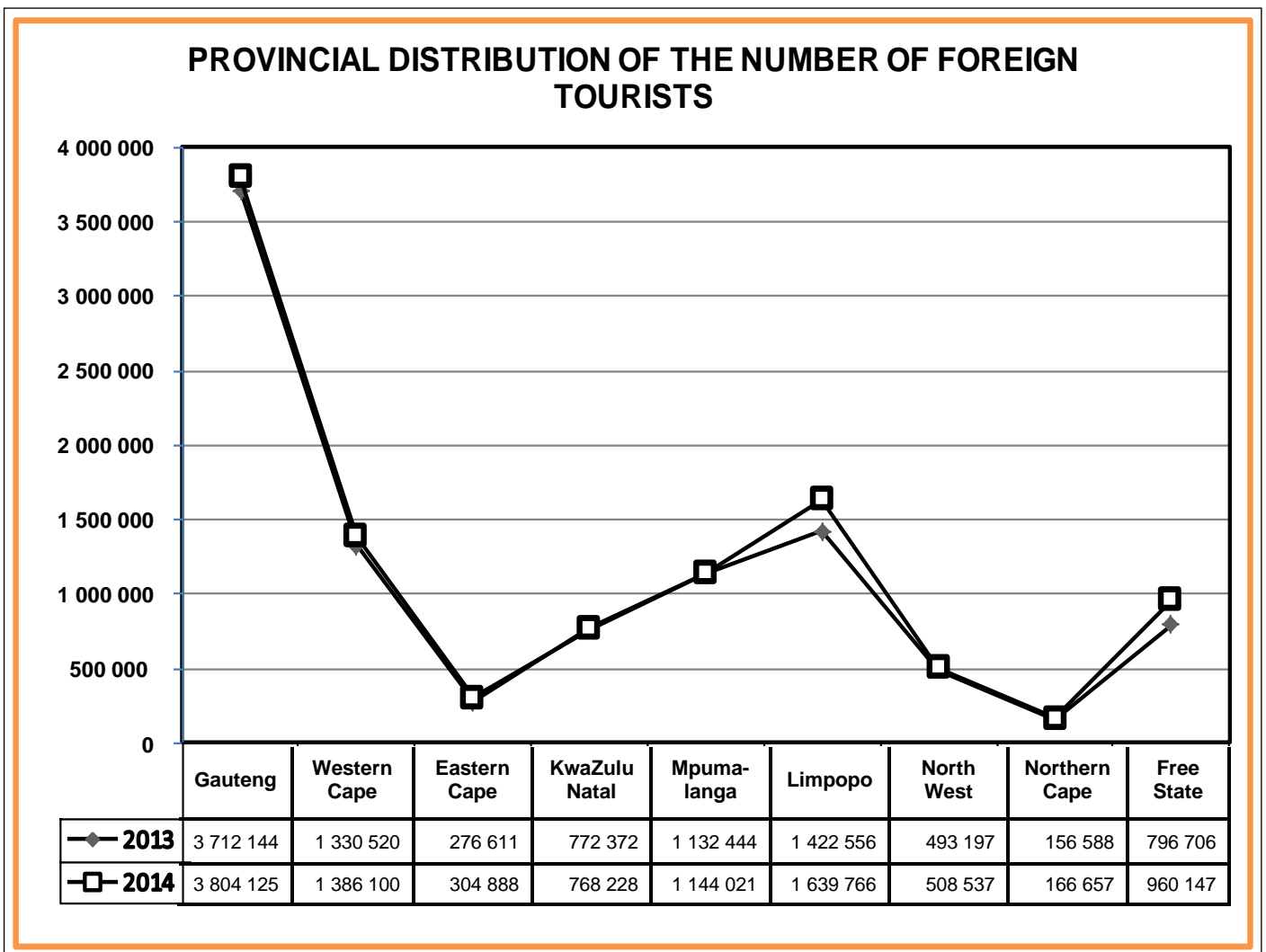


	Difference	%Change
Tourist Arrivals	587 671	6,6
Africa land	562 170	8,8
Africa air	16 046	- 4.1
Americas	1 393	0.3
Asia and Australasia	47 253	- 10.5
Europe	87 407	6.8

[Adapted from Stats SA, SA Tourism analysis 2013 – 2014]

- 9.4.1 Identify South Africa’s biggest market from 2013 – 2014. (2)
 - 9.4.2 Define the category of *Africa air markets*. (2)
 - 9.4.3 Compare the foreign arrivals to South Africa from the Asia and Australasia markets during the year of 2013 and 2014. Identify the trend and explain your answer. (2)
- [6]**

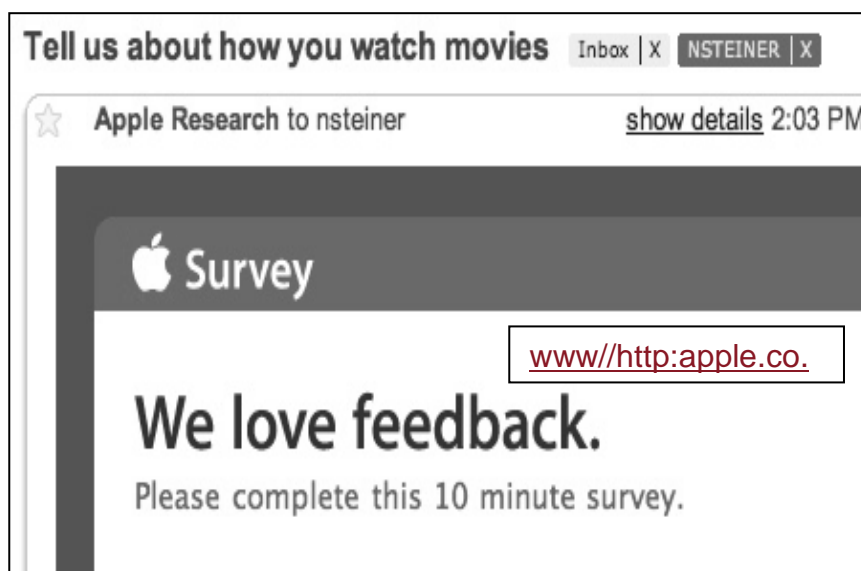
9.5 Study the following graph (adapted from the South African Tourism report, 2013 – 2014, Quarter 4) and answer the questions that follow.



- 9.5.1 Name the province that received the biggest number of foreign arrivals. (1)
- 9.5.2 Explain ONE possible reason why the Northern Cape received the least visits. (2)
- 9.5.3 Recommend ONE way in which South African Tourism can improve their marketing strategy in order to attract inbound tourism to the Northern Cape. (1)
- 9.6 Mention ...
- 9.6.1 ONE advantage that credit card payments have for inbound tourists.
- 9.6.2 ONE disadvantage that credit card payments have for inbound tourists. (2)
- [26]**

QUESTION 10

Study the customer feedback tool below and answer the questions that follow.



- 10.1 Identify the customer feedback tool above. (2)
- 10.2 Explain ONE reason why customer feedback is important in a tourism-based business. (2)

[4]

TOTAL SECTION E: 30

TOTAL: 200

END