



GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

**GAUTENG DEPARTMENT OF EDUCATION
PREPARATORY EXAMINATION
2017**

**10870
TOURISM**

TIME: 3 hours

MARKS: 200

27 pages

TOURISM
1087E



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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections and 10 questions.
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 (MINUTES)
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 options are provided as possible 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) for example 1.1.21 D.

1.1.1 A strong rand results in a / an ...

- A increase in international inbound tourism.
- B decrease in international outbound tourism.
- C increase in domestic tourism.
- D decrease in intra-provincial travel.

1.1.2 A guest house asks the customers to give feedback to rate the service at the establishment. The feedback can be used to ...

- 1 know where the problem areas are.
- 2 dismiss some of the staff who do not perform.
- 3 train personnel to deliver a better service.
- 4 rate staff performance.

Choose the correct combination for the uses of feedback.

- A 1, 3 and 4
- B 1, 2 and 4
- C 2, 3 and 4
- D 1, 2 and 3

1.1.3 A factor that hampers (slows down) the success of an attraction is ...

- A environmental management plans that are well implemented.
- B good marketing strategies.
- C neat and pleasant attraction facilities.
- D immoral staff behaviour.

1.1.4 Examples of natural unforeseen occurrences are ...

- A global recessions.
- B strikes.
- C floods.
- D acts of terrorism.

- 1.1.5 The following world icon is a World Heritage Site:
- A The French Riviera
 - B The Algarve
 - C Red Square
 - D The Black Forest
- 1.1.6 Feedback can be obtained from customers by means of the following methods. Choose the option that **DOES NOT** fit.
- A Surveys
 - B Questioning of staff
 - C SMS messages
 - D Web-based responses
- 1.1.7 A niche market refers to a market ...
- A that has the potential to grow.
 - B that is situated along a transport route to/from South Africa.
 - C that is considered less attractive.
 - D that is small and specialized.
- 1.1.8 Waste management at an attraction is considered a/an ... factor in contributing to the success of the attraction.
- A social
 - B environmental
 - C political
 - D promotional
- 1.1.9 Icons situated on the continent of North America are ...
- A Niagara Falls and Machu Picchu.
 - B The Statue of Liberty and Machu Picchu.
 - C The Grand Canyon and Niagara Falls.
 - D The Grand Canyon and Machu Picchu.
- 1.1.10 Icons situated in England:
Choose the ONE that **DOES NOT** match.
- A Buckingham Palace
 - B Big Ben
 - C Tower Bridge
 - D Black Forest

- 1.1.11 Which item exceeds the duty free allowance?
- A 2 litres of wine
 - B 200 cigarettes
 - C 100 ml of perfume
 - D sporting and recreational equipment
- 1.1.12 If it is 10:00 in Brazil (-3), what time will it be in South Africa (+2)?
- A 03:00
 - B 15:00
 - C 16:00
 - D 05:00
- 1.1.13 The time zone of the line of longitude at 120 ° W is ...
- A + 9.
 - B - 8.
 - C + 8.
 - D - 9.
- 1.1.14 This document indicates working hours, leave, employment contracts, deductions, pay slips and terminations.
- A Bill of rights
 - B Labour Relations Act
 - C Basic Conditions of Employment Act (BCEA)
 - D South African Schools Act
- 1.1.15 The following disease is a viral disease that attacks the liver. It is spread through contaminated food and water.
- A Yellow fever
 - B Hepatitis A
 - C Cholera
 - D Hepatitis B
- 1.1.16 Which phrase is directly linked to the economic pillar?
- A The use of environmentally friendly materials
 - B Skills development of local community
 - C The procurement of local goods and services
 - D Waste management and litter control

1.1.17 The main aspects of a day-by-day itinerary may include:

- A Logistical planning, facilities
- B Times, transport, accommodation, attractions
- C Logistical planning, unexpected interruptions
- D Order of activities, timing, amenities

1.1.18 The following factors refer to a corporate design that contributes to the professional image of a company.

- A Logo, name, communication
- B Logo, name, slogan
- C Professional appearance, uniforms, dress code
- D Logo, professional appearance, landscaping

1.1.19 Identify one of the causes of a weak currency.

- A A low rate of inflation
- B A high rate of inflation
- C A politically stable country
- D A positive GDP growth

1.1.20 Identify the negative effect of tourism on the local community.

- A Enables the community to preserve the environment
- B Supports job creation and entrepreneurship
- C Limited access to natural and cultural resources
- D Promotes skills development

(20)

- 1.2 Choose the correct word / term from those given in the block. Write only the answer(s) next to the question number (1.2.1 – 1.2.5), e.g. 1.2.6 O.R. Tambo International Airport.

target market	BSR
Kremlin	competitive advantage
global event	Colosseum
Buckingham Palace	Tower of London
CSI	

- 1.2.1 The official home and official workplace of a president, the centre of the country's government. It overlooks a famous plain.
- 1.2.2 ... is a defined group of customers to which a company aims to sell its products.
- 1.2.3 The way a business helps the community by adding some value to their lives
- 1.2.4 The military headquarters of the country. It serves as the home of the Yeomen Warders.
- 1.2.5 Offering something unique that other businesses do not have, is called ...

(5)

1.3 Complete the crossword below. Write down the question number (1.3.1 – 1.3.5) and your answer, e.g. 1.3.6 O.R. Tambo Airport.

1.3.1		1.3.3					1.3.4
						1.3.5	
1.3.2							

Clues:

Across:

1.3.1 A pattern of behaviour that gradually becomes noticeable over a period of time

1.3.2 An accepted mode of transport on the waterways in Venice






Down:

1.3.3 ... markets from which South Africa receives most of its tourists.

1.3.4 Chichen Itza refers to ... civilization.

1.3.5 Niagara Falls is situated on the border of the USA and ... (5)

- 1.4 Choose **explanations** from **COLUMN B** that match the **forms of payment** portrayed in **COLUMN A**, for example 1.4.6 G

	COLUMN A		COLUMN B
1.4.1	 EFT	A	The method that is used to transfer money internationally. The customer gives the bank permission to transfer a specific amount to a bank in another country. Allows the customer to pay for expenses before the holiday.
1.4.2	 Internet payments	B	Money is moved from one bank account to another via the Internet. An advantage is that you do not need access to other payment mechanisms like ATMs and credit card facilities. Internet banking safety is a major concern.
1.4.3	 Foreign bank notes	C	Benefits of this form of payment are that the customer does not deal with exchanging the correct amount of money and will result in lower exchange costs. Interest rates on this form of payment can be very expensive.
1.4.4	 Telegraphic transfer	D	The customer can make payments from a computer. Payments are made online at any time of the day. A pin code and password is needed. A disadvantage is that the customer needs access to an Internet connection.
1.4.5	 Credit cards	E	A prepaid credit card that allows the customer to load Euros, US Dollars, Pounds and Australian Dollars.
		F	Cash in the denomination of the country that will be visited. Gives the customer flexibility to pay for small transactions.

(5)

1.5 Rearrange the following immigration steps in the correct order.

- A Passport control
- B Customs
- C Arrival at airport
- D Baggage claim
- E Tax refund

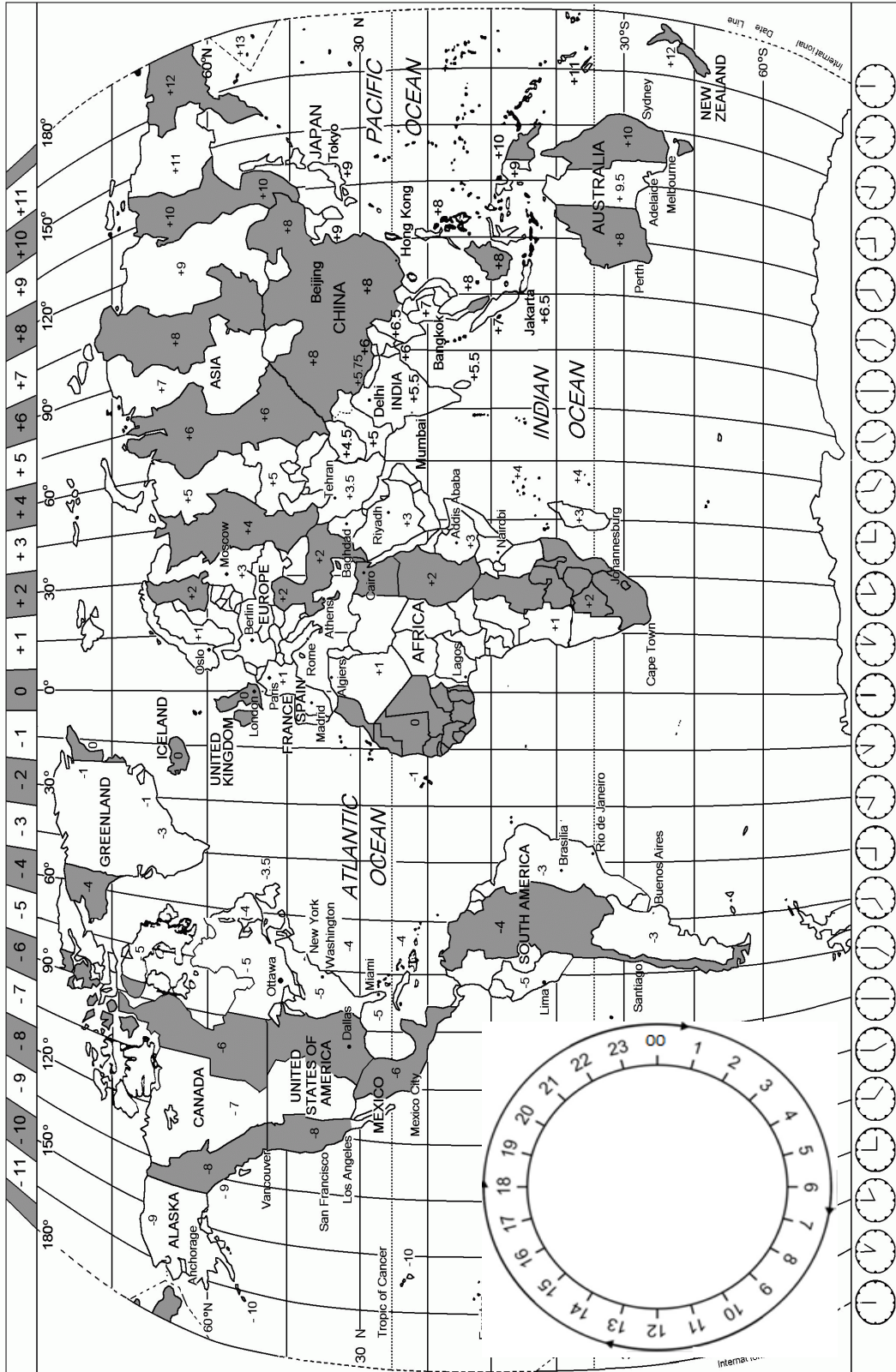
(5)

TOTAL SECTION A: 40

SECTION B : MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

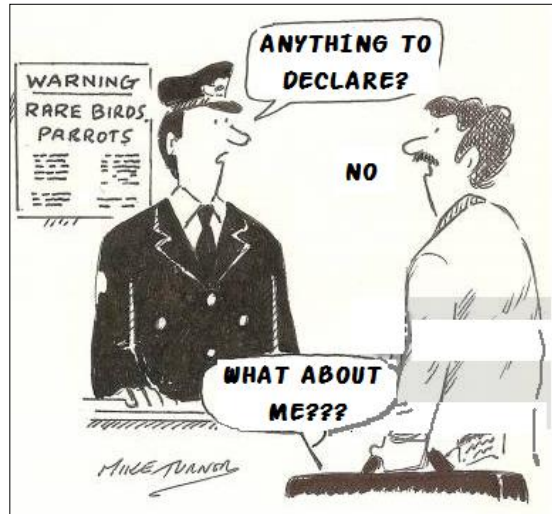
2.1 Study the World Time Zone Map, read the information given and answer the questions that follow.



A South African flight attendant, Linda Botha, would like to redeem her travel benefits by going on a holiday to Bangkok, Thailand. Her flight from O.R. Tambo International airport to Bangkok leaves at 17:00, Friday, 20 September 2017. The flying time will be 18 hours.

- 2.1.1 Calculate the time, day and date of arrival in Bangkok, Thailand. Show all calculations in your answer. (6)
- 2.1.2 Linda invited her friend, Michelle from London, in England to join her on her vacation in Bangkok, Thailand. Michelle arrives in Bangkok, Thailand on 22 September 2017 at 12:00, and the flying time is 11 hours. Calculate the **departure** time from London. Consider DST in London. Show all calculations. (6)
- 2.1.3 Flight attendants regularly suffer from jetlag.
- (a) Explain the cause of jetlag. (2)
- (b) Give TWO ways to minimize the effects of jetlag during a flight. (2)
- 2.1.4 Linda and her friend Michelle will be going to the night market in Bangkok. Advise them on TWO safety precautions that they should take while walking on the street or being in public places in a foreign country. (4)

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



- 2.2.1 Identify the department of the immigration section to which the cartoon refers. (2)
- 2.2.2 Identify the channel that the traveller should use if he may proceed into the airport. Motivate your answer. (4)
- 2.2.3 Explain the difference between duty-free goods and prohibited goods. (2)
- 2.3 Eric wants to take a gap year, touring France, Italy and Germany. List FOUR travel documents that Eric would need for his trip. (4)

2.4 Refer to the following 2-day itinerary for the Dlamini family.

Travel party: 2 adults and 1 child
 Destination: Cape Town
 Duration of stay: 2 nights
 Spending money: R300 per day

Day	Transport	Accommodation	Meals
Day 1 Monday, 18 September 2017	Own vehicle (R200 petrol per day)	Fire and Ice Hotel Breakfast Dinner	Breakfast: Included in accommodation Lunch: Mugg & Bean Dinner: Included
Day 1	Attractions	Activities	Budget
	Morning: Visit to Two Oceans aquarium Afternoon: Visit to African Craft market	Evening: Walk along V&A Waterfront	Accommodation: R450 per adult and R200 per child Transport : R200 per day Two Oceans aquarium entrance fee: R100 per adult R50 per child Lunch: R80 per adult R50 per child Dinner: Included in accommodation
Day 2 Tuesday, 19 September 2017	Transport Own vehicle (R200 petrol per day)	Accommodation Fire and Ice Hotel Breakfast Dinner	Meals Breakfast: Included in accommodation Lunch: Wimpy Dinner: Included
Day 2	Attractions	Activities	Budget
	Morning: Cable car at Table mountain Afternoon: Leisure at the beachfront	Evening: Visiting a relative in the area	Accommodation: R450 per adult and R200 per child Transport: R200 per day Cable car: R250 per adult R150 per child Lunch: R80 per adult R50 per child Dinner: Included in accommodation

Copy the tour budget template below in your ANSWER BOOK and calculate the total budget required for two days in Cape Town, excluding transportation to and from Cape Town.

Day	Travel	Accommodation	Meals	Attractions and activities	Shopping
1					
2					
Total per aspect					

(4)

Total budget : _____

(2)

- 2.5 A mission team from a local church in Soweto would like to distribute gift boxes to an orphanage in Brazil. Brazil is a Zika risk area. Advise them on TWO precautions to take in order to prevent them from being infected.

(4)

[42]

QUESTION 3

Study the exchange rate table on 23 June 2017 below and answer the questions that follow.

COUNTRY	CURRENCY CODE	BBR	BSR
European Union	EUR	14,11	14,70

- 3.1. A Spanish eco-tourist will be visiting South Africa and has €2 000 to spend. Calculate the amount in rand that he will receive. Show all calculations. Your answer should be rounded-off to TWO decimal places.

(3)

- 3.2 In a paragraph, discuss TWO effects of a weak rand on inbound tourists. Underline the effects in your paragraph.

(5)

[8]

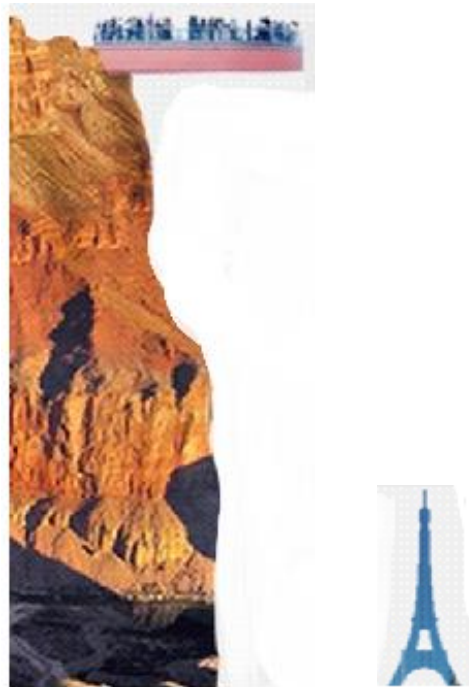
TOTAL SECTION B: 50

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

- 4.1 Study the image and the information about the Grand Canyon Skywalk and answer the question that follow.

GRAND CANYON SKYWALK

Grand Canyon Skywalk – 1219.2 metres



Eiffel tower - 324 metres

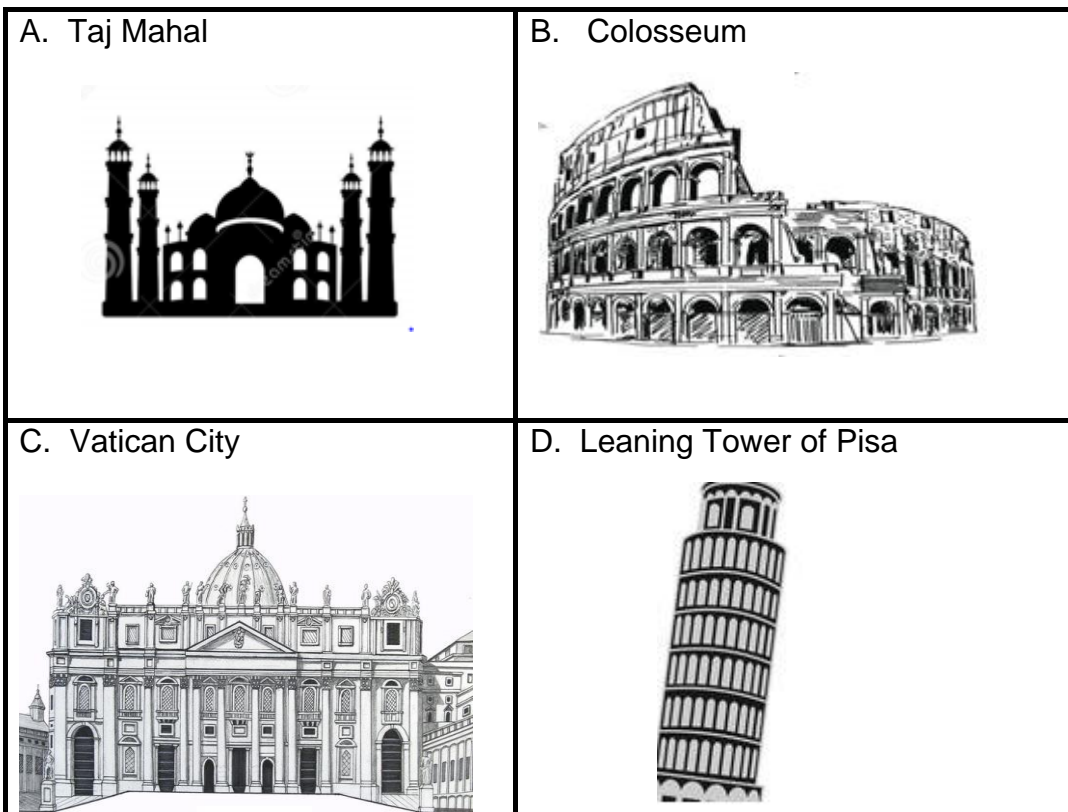


The Grand Canyon Skywalk was custom built and is owned by the Hualapai tribe. It was opened to the general public on March 28, 2007. Future plans for the Grand Canyon Skywalk complex include a museum, movie theater, VIP lounge and gift shop. Several restaurants including The Skywalk Café where visitors will be able to eat outdoors at the canyon's edge is part of the planning.

[Adapted from: <https://en.wikipedia.org>]

- 4.1.1 Name TWO types of tourists that will be interested in visiting the Grand Canyon. (2)
- 4.1.2 Name TWO other icons situated on the continent where the Grand Canyon is situated. (2)
- 4.1.3 Will it be possible for physically challenged people to visit the Grand Canyon Skywalk? Motivate your answer. (2)
- 4.1.4 The Hualapai tribe wants to make the Grand Canyon a successful tourist attraction. Suggest FOUR ways in which they can make this attraction successful. (8)

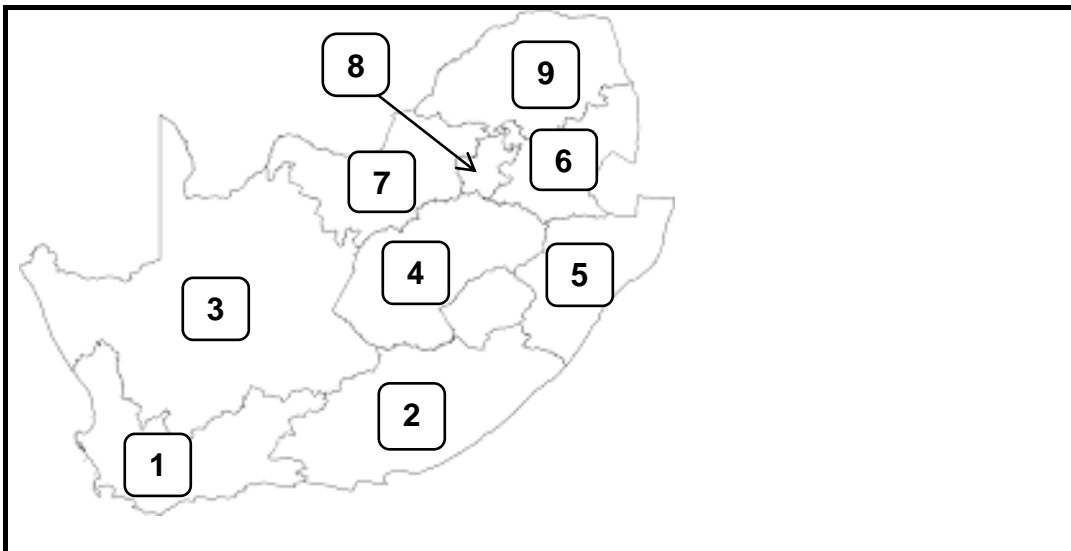
4.2. Answer the questions based on the world icons A – D.



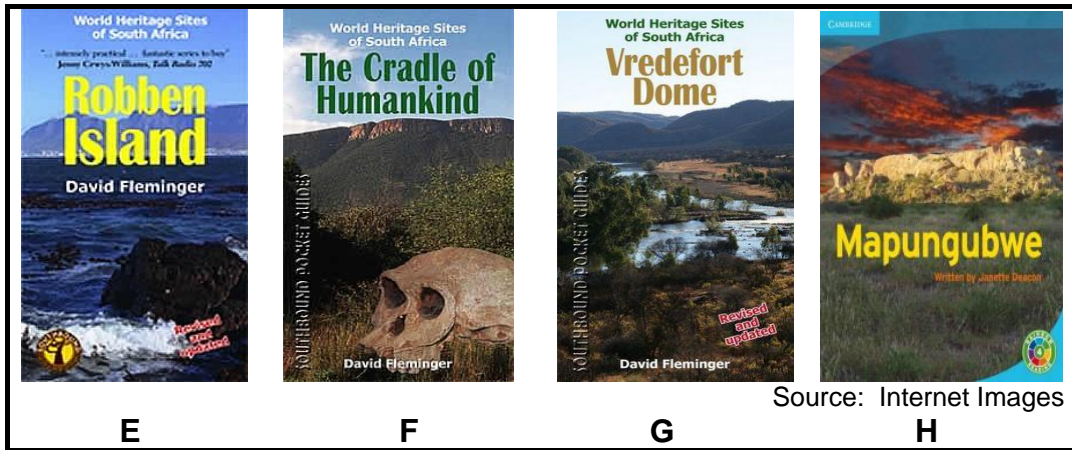
- 4.2.1 Name the countries where icons **A** and **B** are located. (2)
 - 4.2.2 Give ONE feature that makes icon **C** unique. (1)
 - 4.2.3 Give ONE reason why **D** is considered as an icon. (2)
 - 4.2.4 Name the continent where icons **B**, **C** and **D** are located. (1)
- [20]**

QUESTION 5

Refer to the map of South Africa and the titles of books on World Heritage Sites. Answer the questions that follow.



Source: Internet Images



Source: Internet Images

5.1 Copy the table in your ANSWER BOOK and complete it using the map above.

Number of province	Name of the province	Name of the World Heritage Site	Criteria – Cultural or natural
4			
8			
9			

(9)

5.2 In which way does site **A** differ from the other sites with reference to the criteria? (1)

5.3 Why is site **E** classified as a cultural site? (1)

5.4 Which site will be associated with the golden rhino? (1)

5.5 Name the famous landmark that forms part of site **D**? (1)

5.6 Refer to site **B**. Name the cultural group that is associated with this area. (1)

5.7 Give ONE reason why UNESCO is important to World Heritage Sites. (2)

5.8 World Heritage Sites are of great significance to the tourism industry of South Africa as well as to the provinces where they are situated. Outline TWO ways in which World Heritage Sites contribute to economic growth in the provinces where they are situated. (4)

[20]

QUESTION 6

Study the extract and the logos below to enable you to answer the questions that follow.

Marketing South Africa – Turning challenges into opportunities

Marketing South Africa to the world is one of the ultimate challenges and privileges that a marketer from this country could be faced with.

Cheryl Carolus
Chief Executive
Tourism South Africa

[www.brandsandbranding.co.za]



A.



B.



C.



D.

Source: Internet Images

6.1 SA Tourism participates in TWO marketing shows that they use to market South Africa internationally. Name the shows. (2)

6.2 The four logos shown above play a very important role in the marketing strategy followed by the National Department of Tourism.

List the letter of the logo (A – D) and give ONE way in which EACH organisation assists in effective marketing. (8)

[10]

TOTAL SECTION C: 50

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

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



[Source: cartoonstock.com]

- 7.1.1 Identify TWO aspects from the cartoon that refers to the Basic Conditions of Employment Act (BCEA). (2)
- 7.1.2 Explain the concept *fringe benefits*. (2)
- 7.1.3 Refer to the statement at the bottom of the cartoon. Is the company adhering to the BCEA? Provide reasons for your answer. (2)

- 7.2 FEDHASA is the official representative of the hospitality industry of Southern Africa and requests its members to follow the code of conduct as set out by the organisation.

(fedhasa.co.za, accessed 23/06/17)

Explain the value of a code of conduct for a company in the workplace.

(2)

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

Welcome to the Working for Water Webpage (WfW)

Alien species that are not indigenous to the area are causing billions of rands of damage to South Africa's economy every year, and are the single biggest threat to the country's biodiversity.

Alien species are plants, animals and micro-organisms that are introduced into countries, and then outcompete the indigenous species. Alien species act as a direct threat to the water security, the relation of the living organisms to one another and the productive use of land. The fight against invasive alien plants is led by the Working for Water (WfW) programme.

Since its inception in 1995, the programme has cleared more than one million hectares of invasive alien plants, providing jobs and training to approximately 20 000 people from among the most marginalized sectors of society. WfW creates a supportive environment for skills training. It is investing in the development of communities wherever it works. It also implements HIV and AIDS projects.

[Adapted from *Triple wins for Sustainable Development-UNDP*, June 2012]

- 7.3.1 In paragraph format, explain how Working for Water promotes the triple bottom line approach. Your paragraph should include ONE example linked to EACH relevant pillar. Each pillar should be underlined.

(6)

- 7.3.2 Water is becoming a scarce resource. Mention THREE ways in which water can be better conserved in hotels.

(6)

7.4 Study the images below and answer the questions that follow.



- 7.4.1 Singita Private Game Reserve is a member of the Fair Trade in Tourism South Africa. Briefly explain the significance of this certification to ecotourists. (3)
- 7.4.2. FTT certification depends on tourism businesses meeting specific criteria. List any THREE criteria of the named specifics listed by the FTT. (3)
- 7.4.3 Discuss TWO ways in which FTT can contribute to sustainable tourism. (4)
- [30]**

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE**

QUESTION 8

Study the information which refers to preparations for a global event and answer the questions that follow.



- 8.1 Identify the event held in Rio de Janeiro in 2016. (1)
- 8.2 Refer to comments A – C. Explain (in ONE sentence) why the community had these responses with preparations for the event held in Rio de Janeiro in 2016. (6)

A A resident
'The Event has destroyed my home'

B The builder
'I'm happy with where we are'

C *The resident threatened with eviction*
'The stress has made me sick'

- 8.3 Read the quote from an article.

"Rio will be ready, I have no doubt. If you throw enough money and stoke the fires enough, you can make anything happen. The real question is, at what cost?"

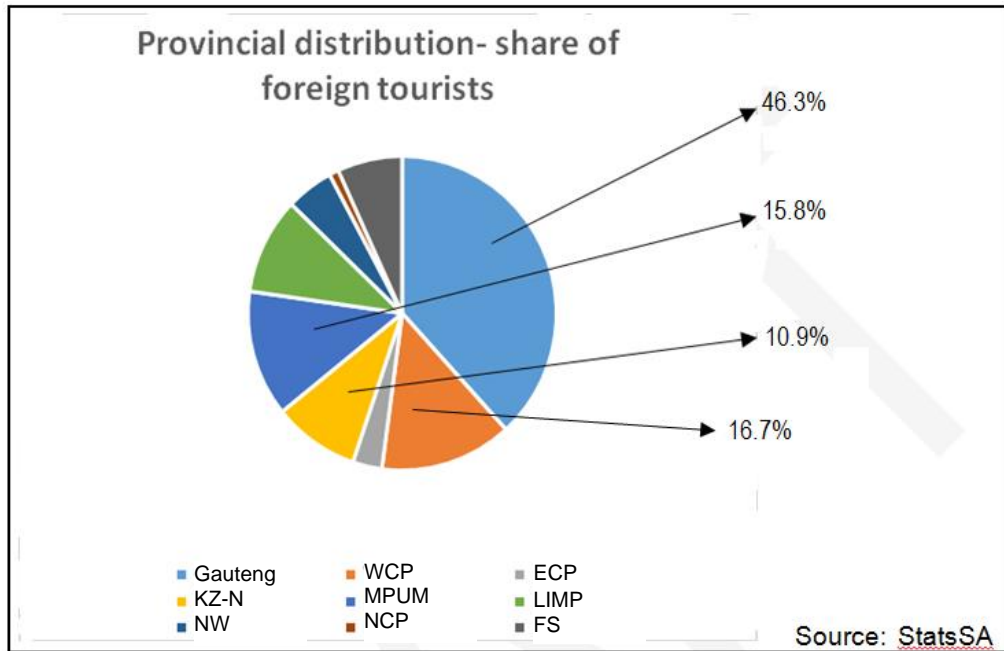
[Juliana Barbassa, Author of *Dancing with the Devil in the city of God*]

The question being asked is 'at what cost?' State TWO advantages and TWO disadvantages of the event in Rio de Janeiro in 2016 on Brazil.

(8)
[15]

QUESTION 9

Study the pie graph on foreign tourists – showing the provincial distribution.



Gauteng	Western Cape	Eastern Cape	KZ-N	Mpumalanga	Limpopo	North West	Northern Cape	Free State
46.3%	16.7%	3.7%	10.9%	15.8%	12.1%	6.0%	1.2%	8.2%

- 9.1 Suggest a reason why Gauteng has the highest percentage of arrivals. (2)
- 9.2 The Northern Cape Province has the lowest percentage of visitors. Suggest ONE strategy how this problem can be solved. (2)
- [4]**

QUESTION 10

10.1 Study the image and answer the question that follows.



It is important to receive feedback from customers. Give ONE advantage for the business and ONE advantage for the customers to be part of feedback.

(4)

10.2 Study the guest survey and answer the question that follows.

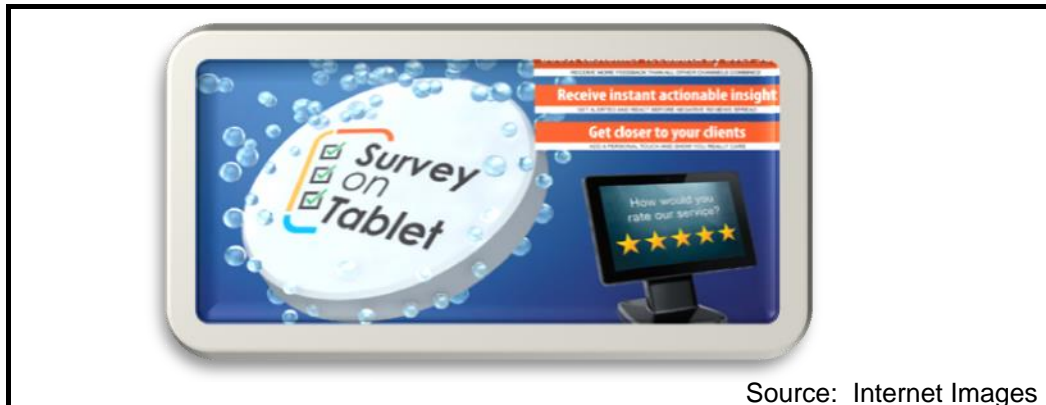
Franksons Café GUEST SURVEY		Rating for this survey
FOOD QUALITY Excellent 5 4 3 2 1 Poor	5	Food quality: 5
MENU VARIETY Excellent 5 4 3 2 1 Poor	4	Menu variety: 4
SERVICE Excellent 5 4 3 2 1 Poor	2	Service: 2
ATMOSPHERE Excellent 5 4 3 2 1 Poor	2	Atmosphere: 2
CLEANLINESS Excellent 5 4 3 2 1 Poor	5	Cleanliness: 5

Source: Internet Images

Refer to the ratings as listed above.

The ratings for the food and cleanliness are very high. There is a lack of service and atmosphere. Will the customers return to the restaurant? Motivate your answer. (4)

10.3 Study the advertisement and answer the questions that follow.



10.3.1 Name ONE other way of getting feedback from customers. (1)

10.3.2 The advertisement is published in a magazine mainly read by the owners and stakeholders of tourism businesses and it received very positive remarks. Give TWO advantages of using feedback in this format. (2)

[11]

TOTAL SECTION E: 30

TOTAL: 200

END