



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2020

TOURISM

MARKS: 200

TIME: 3 hours

This question paper consists of 25 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. In QUESTIONS 3.1, 3.2 and 3.3, round off your answer to TWO decimal places.
- 6 Show ALL calculations where required.
7. Write neatly and legibly.
8. The following table is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME (minutes)
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Sustainable and Responsible Tourism	30 marks	30 minutes
E	8	Domestic, Regional and International Tourism	30 marks	30 minutes
	9	Communication and Customer Care		

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1 Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 A.

1.1.1 Daylight savings time is a practice whereby certain countries move their time one hour ...

- A backward in the summer months.
- B forward in the summer months.
- C backward in the winter months.
- D forward in the winter months.

1.1.2 The annual global sporting event held in Wimbledon in the United Kingdom, showcases the top ... in the world.

- A cyclists
- B tennis players
- C long distance runners
- D racing drivers

1.1.3 Accommodation that best suits a group of gap year tourists staying in Cape Town on a low budget.

- A Cape Grace 5-star hotel
- B Flintstones Guest House
- C Green Elephant Backpackers
- D Camps Bay B&B

1.1.4 In February 2020 global travel restrictions were introduced by many countries as a result of the coronavirus outbreak in ...

- A Cambodia.
- B Thailand.
- C Vietnam.
- D China.

1.1.5 A disease caused by larvae entering a person's body that can be avoided by staying out of potentially contaminated rivers.

- A Bilharzia
- B Malaria
- C Yellow fever
- D HIV

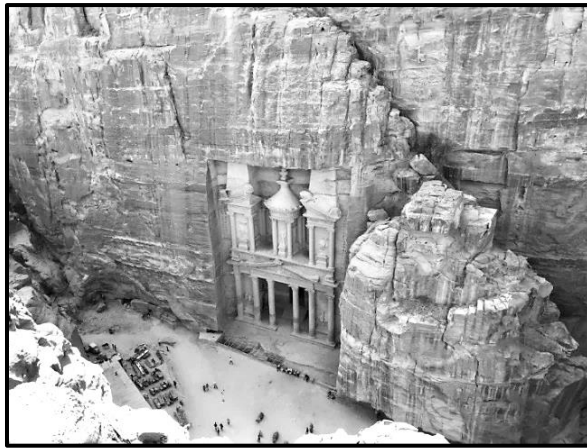
1.1.6 Tourists visiting the iSimangaliso Wetland Park World Heritage Site can view the natural beauty of ...

- A swamps and long sandy beaches.
- B canyons and valleys.
- C rivers and deserts.
- D mountains and waterfalls.

1.1.7 A document required when purchasing foreign currency before departing on an overseas holiday.

- A Valid air ticket
- B Health certificate
- C ID document
- D Custom's declaration form

1.1.8 This icon is located in ...



- A Turkey.
- B Mexico.
- C United States of America.
- D Jordan.

1.1.9 The time and date in Moscow, Russia (+4) when it is 09:00 on 1 January in New York, USA (-5).

- A 18:00 on 1 January
- B 00:00 on 1 January
- C 00:00 on 2 January
- D 18:00 on 2 January

1.1.10 ... will contribute to the safety at an attraction.

- A Conserving natural resources
- B An official website
- C A crisis management plan
- D Free entry to travel journalists

- 1.1.11 The term used when referring to daily changes in the value of currencies:
- A Bank Buying Rate
 - B Bank Selling Rate
 - C Rate of Exchange
 - D Fluctuations
- 1.1.12 Measures taken by a tourism business to address bad customer service will contribute to ...
- A a competitive disadvantage.
 - B low staff morale.
 - C poor employee retention.
 - D increased profitability.
- 1.1.13 The image below represents the ... pillar of sustainable tourism.

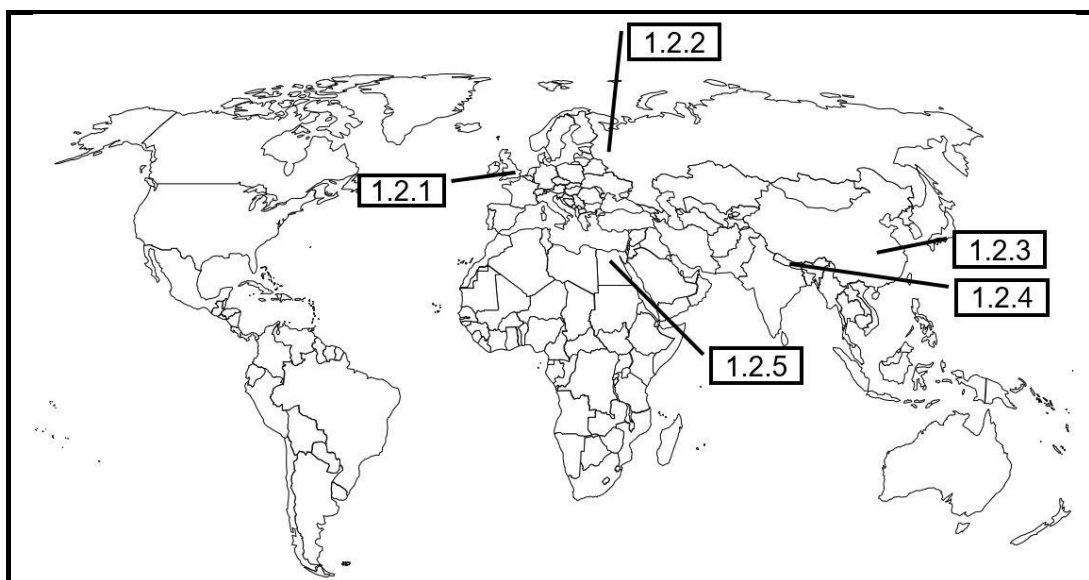


- A social
 - B environmental
 - C economic
 - D community
- 1.1.14 An unforeseen occurrence that caused massive destruction in Australia during 2019 and 2020:
- A Earthquake
 - B Bushfires
 - C Tsunami
 - D Volcanic eruption
- 1.1.15 Staff members from the Grand West Casino in Cape Town took time off their busy schedules to do repairs and renovations to the nearby SOS Children's Village to make the buildings a little better for all who live at the children's home. This is an example of ...
- A corporate social investment.
 - B universal access.
 - C responsible tourism.
 - D Fair Trade Tourism.

- 1.1.16 Regarded as South Africa's top African land travel markets:
- A Nigeria and Angola
 - B Mauritius and Swaziland
 - C Zimbabwe and Lesotho
 - D Botswana and Kenya
- 1.1.17 A traveller who must catch a second flight en route to his/her final destination is said to be ... while waiting at the airport.
- A in possession of a visa
 - B deported
 - C in transit
 - D a tour operator
- 1.1.18 The procedure followed in the collection of the 1% tourism levy:
- A Hotels and car rental agencies pay a 1% tourism levy directly to the TBCSA.
 - B The TBCSA transfers the collected 1% tourism levy to TOMSA.
 - C TOMSA collects the 1% tourism levy paid by hotels and car rental companies.
 - D SATourism receives the collected 1% tourism levy from TOMSA.
- 1.1.19 Narcotic substances, for personal use, are regarded as ... by SARS.
- A prohibited goods
 - B illegal goods
 - C part of the travel allowance
 - D restricted goods
- 1.1.20 Construction, and specifically its roof's design, makes this architectural masterpiece a welcome sight to visitors:
- A Alcázar of Segovia
 - B Sydney Opera House
 - C Buckingham Palace
 - D The Algarve
- (20 x 1) (20)

- 1.2 Choose the name of a world icon provided in the list below that best fits the location indicated on the world map. Write only the name of the world icon next to the question numbers (1.2.1–1.2.5) in the ANSWER BOOK.

The Sphinx; Floating Markets; Mount Fuji; The Great Wall of China; Mount Everest; Berlin Wall; Tower Bridge; Taj Mahal; The Red Square



(5 x 1) (5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question numbers (1.3.1–1.3.5) in the ANSWER BOOK.

- 1.3.1 A traveller visiting Central Africa can be vaccinated against (yellow fever/cholera) to prevent infection.
- 1.3.2 International travellers should (keep their passports in their check-in luggage for safekeeping/place copies of their passports in their check-in luggage).
- 1.3.3 A tourist destination wanting to attract environmentally conscious tourists should market on (www.info.gov.za/ www.greenglobe.com).
- 1.3.4 Architects designing an environmentally friendly hotel should consider (including big windows in the rooms/installing air conditioners in rooms).
- 1.3.5 The two most expensive items when compiling a tour budget are (accommodation and meals/transport and accommodation).

(5 x 1) (5)

- 1.4 Choose a word(s) from COLUMN B that matches the description in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A		COLUMN B
1.4.1	A transaction that takes place over a computerised network, either among accounts at the same bank or to different accounts at separate financial institutions	A Indaba
1.4.2	A marketing drive to promote South Africa and the southern African region to the world	B EFT
1.4.3	The world's largest electronic payment messaging system used by banks to communicate payment instructions to each other	C Travel Wallet
1.4.4	A cheque which you can buy from a bank in order to pay someone who is not willing to accept a personal cheque	D Getaway Show
1.4.5	The leading consumer, travel, outdoor and adventure show in South Africa	E ITB
		F SWIFT
		G Bank draft

(5 x 1) (5)

- 1.5 Connect the internet related travel application portrayed in the images below with the functions given. Write only the question numbers (1.5.1–1.5.5) and the correct answer, for example 1.5.6 F.



- 1.5.1 Provides directions and information on road works, places of interest and rest stops along the chosen route.
- 1.5.2 Gives up to date information about flights, their status and check-in times.
- 1.5.3 A smart phone application that provides the user with up to date information about global diseases.
- 1.5.4 Offers a virtual tour of the destination.
- 1.5.5 Allows travellers the opportunity to obtain reviews about hotels, restaurants and destinations.

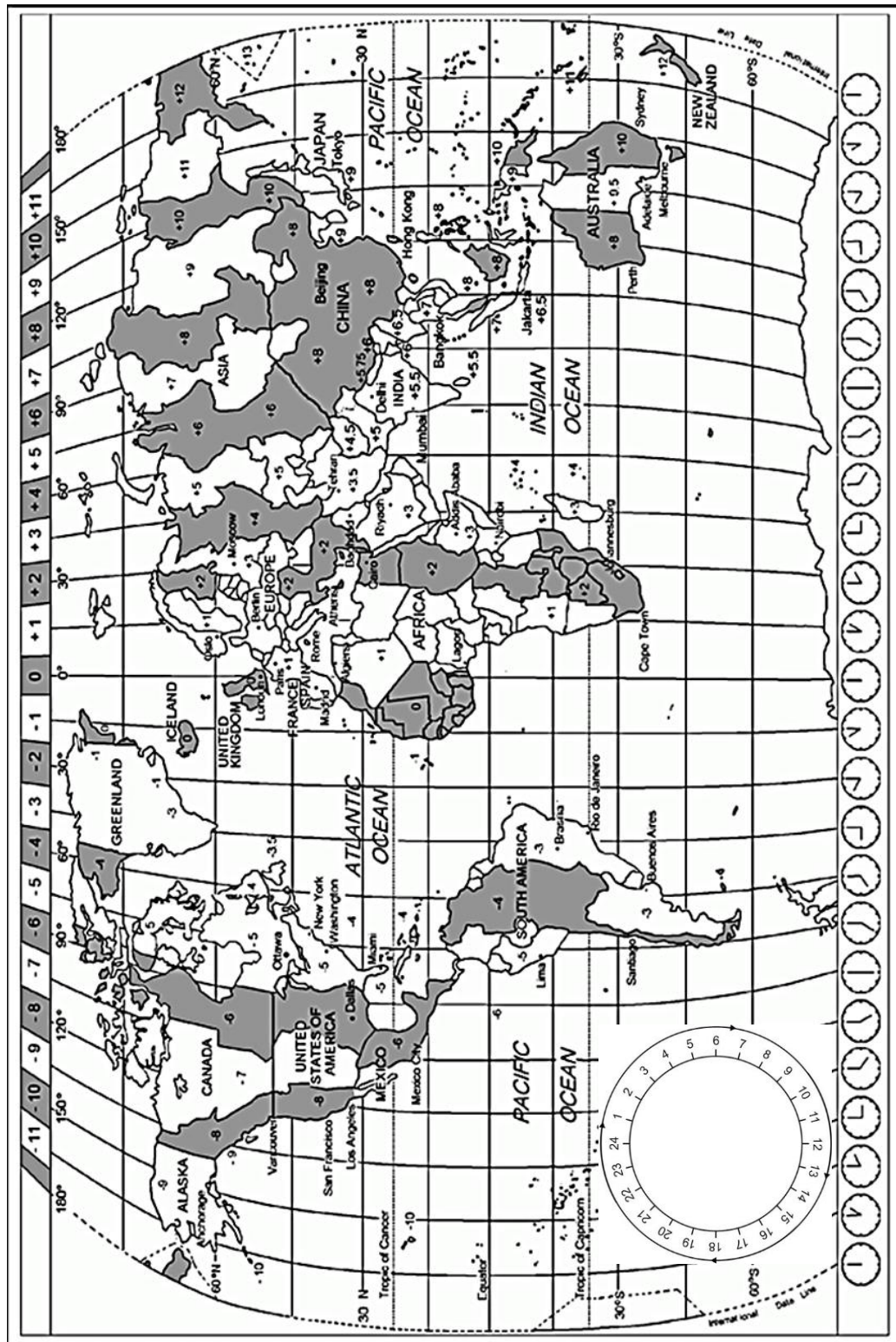
(5 x 1) (5)



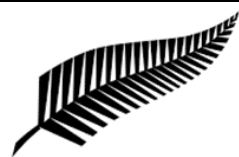





TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

- 2.1 Study the World Time Zone Map below, read the information about the Rugby World Cup 2019 in Japan and answer the questions that follow.



 <p>England Rugby</p>	 <p>RUGBY WORLD CUP™ JAPAN日本2019</p>	 <p>NEW ZEALAND RUGBY</p>
 <p>United Kingdom</p>	 <p>Japan</p>	 <p>New Zealand</p>
<p>England rugby team itinerary</p> <p>Depart: Heathrow International Airport, England Arrive: Narita International Airport, Japan Departure time: 13:50 Arrival time: ? Departure date: 8 September 2019 Flying time: 11h40m</p>	<p>New Zealand rugby team itinerary</p> <p>Depart: Auckland International Airport, New Zealand Arrive: Narita International Airport, Japan Departure time: ? Arrival time: 16:50 Arrival date: 9 September 2019 Flying time: 11hours</p>	
<p>South Africa Rugby World Champions 2019!</p> <div style="display: flex; justify-content: space-around;">   </div>		

- 2.1.1 In South Africa, many rugby fans watched the Rugby World Cup final played on 2 November in Yokohama, Japan. The starting time of this match was 18:00 (Japan local time).

Calculate the time that the rugby fans in South Africa had to switch on their television sets to watch the rugby match.

Show ALL calculations. (3)

- 2.1.2 Calculate the arrival time and date of the England rugby team at Narita International Airport in Tokyo, Japan.

Remember that England was not practicing Daylight Savings Time at the time of the flight given on the itinerary.

Show ALL calculations. (6)

- 2.1.3 Calculate the departure time and date of the New Zealand rugby team from Auckland International Airport, New Zealand.

Remember that New Zealand was practicing Daylight Savings Time at the time of the flight given on the itinerary.

Show ALL calculations. (6)

- 2.1.4 Consider the travel related information provided when answering the following questions.

(a) Identify ONE travel related condition that the England rugby team and their management could have suffered from on their arrival in Japan. (1)




(b) State ONE cause of the travel related condition identified in QUESTION 2.1.4 (a). (2)

(c) Suggest ONE precaution that the management of the England rugby team could have taken to minimise the effect of the travel related condition identified in QUESTION 2.1.4(a). (2)

- 2.1.5 Identify ONE document that the South African rugby team had to produce when applying for their visa to enter Japan. (2)

- 2.1.6 In a short paragraph explain to travellers entering South Africa what they can expect to encounter at customs control. (3 x 2) (6)

2.2 Use the information and images to answer the following questions.

In a recent partnership, the Tourism Grading Council of South Africa (TGCSA) joined up with Waze, the world's largest community-based traffic and navigation application (app designed to help travellers to find direction), to guide travellers to all tourism graded establishments.

Imagine driving through traffic on your way to a destination, while searching for the best route, Waze helps establishments to appear on the user's map on their cell phone or tablet, possibly steering them in their direction, be it a hotel, bed & breakfast or conference venue. 'By using Waze, travellers are saving time on the road, money on petrol and emissions into the environment.'

Using new technology such as Waze, is an amazing chance to highlight TGCSA's approach to modern technology and how it can help establishments to be recognised on a device in the palm of one's hand.


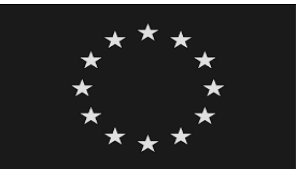
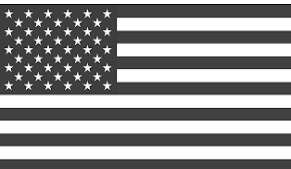
[Source: www.southafrica.net]

- 2.2.1 State ONE requirement for a traveller wanting to use the Waze app. (2)
- 2.2.2 Deduce ONE advantage for the TGCSA of travellers using the Waze app. (2)
- 2.2.3 Suggest ONE way in which the Waze app can assist (help) travellers with tour planning. (2)

[34]

QUESTION 3

Use the forex information given to answer the questions.

	A	B	C
			
	GBP	EUR	USD
BSR	18,78	15,99	14,22
BBR	18,07	15,41	13,89

- 3.1 Mr Dlamini, a businessman from King William's Town, Eastern Cape is going on a business trip to Paris, France. He has R22 500,00 to exchange before he leaves for his trip.

Calculate the amount of foreign currency that he will receive.

NOTE: Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

- 3.2 Mr and Mrs Felix from Port Elizabeth, Eastern Cape are going to visit their children in New York, United States of America. They want to exchange R37 800,00 before they leave South Africa.

Calculate the amount of foreign currency that they will receive.

NOTE: Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

- 3.3 Thando and Johnathan from East London, Eastern Cape are friends who have been on a tour to the United Kingdom. On their return they have £17 to exchange for South African rand.

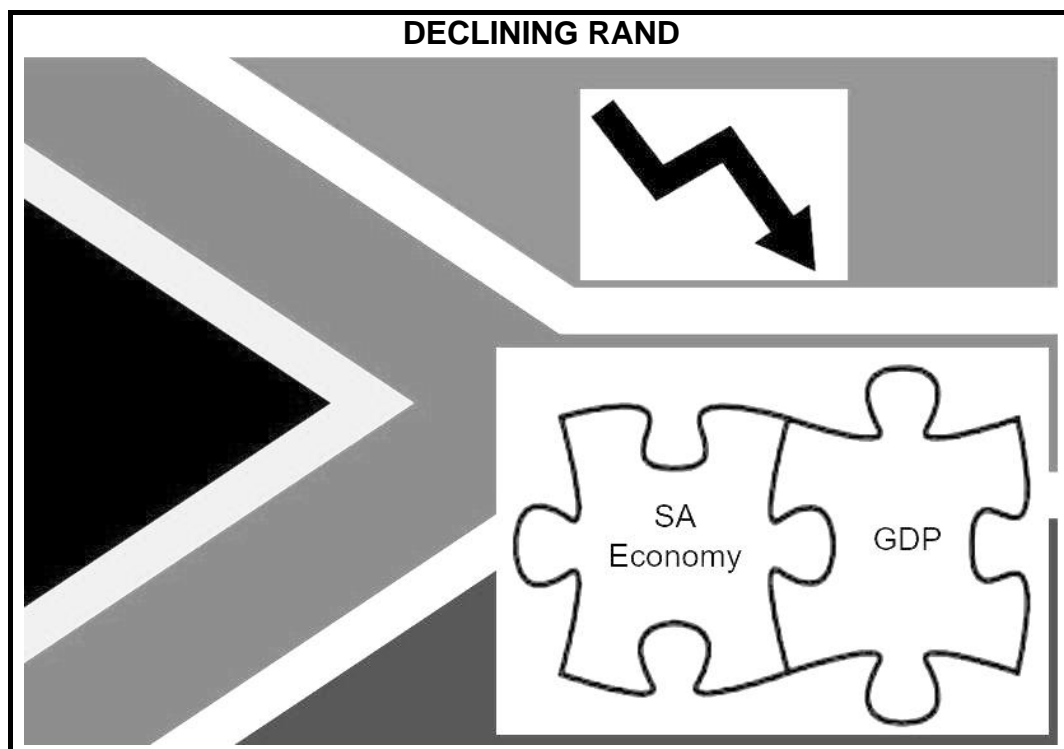
Calculate the amount of rand that they will receive.

NOTE: Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

3.4 Study the image and answer the questions.



- 3.4.1 State the meaning of the abbreviation, 'GDP'. (1)
- 3.4.2 Explain the link portrayed by the puzzle pieces in the image between the South African GDP and the South African economy. (2)
- 3.4.3 Discuss the effect portrayed in the image of the declining value of the Rand on international inbound tourism. (2 x 2) (4)

[16]

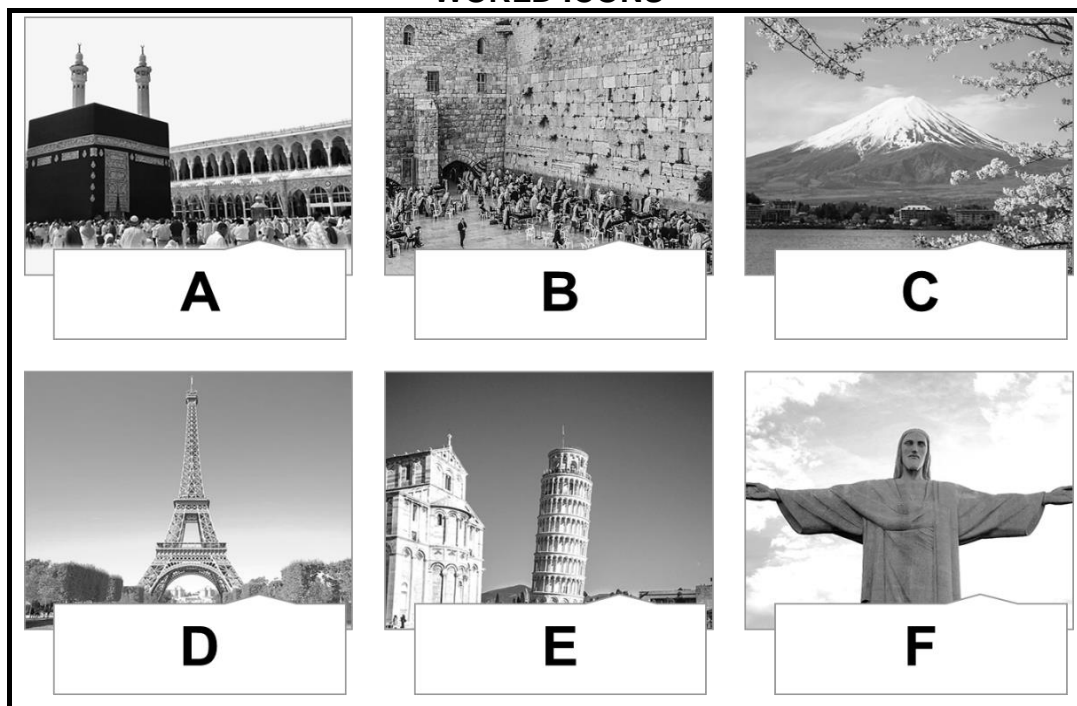
TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

QUESTION 4

4.1 Study the images of the world icons and answer the questions that follow.

WORLD ICONS



4.1.1 Give the names of the icons labelled **C**, **D** and **E**. (3 x 1) (3)

4.1.2 Name the city in which the icon labelled **F** is located. (1)

4.1.3



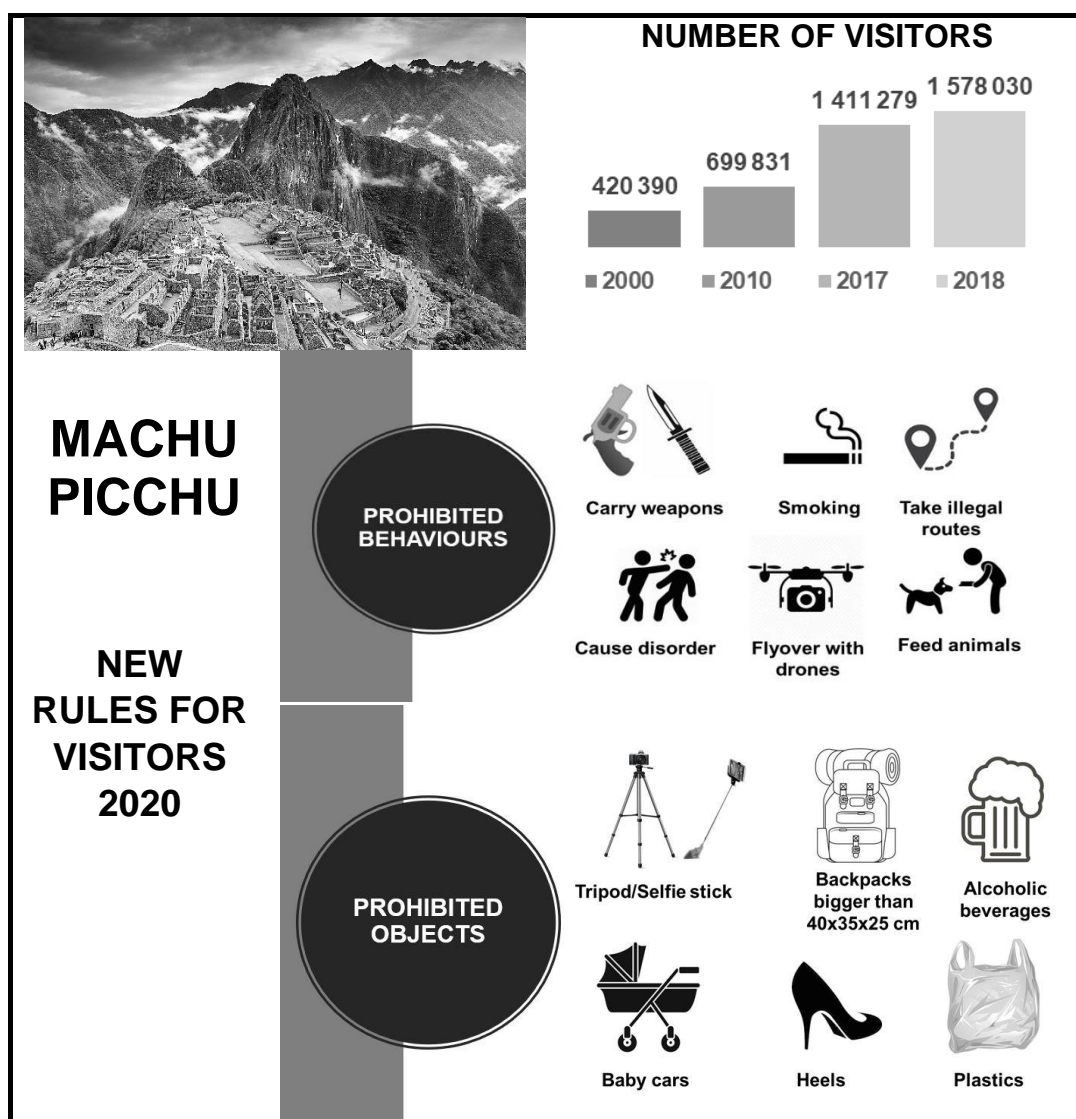
Mr Kammies from Cape Town would like to carry out an Islamic religious pilgrimage.

(a) Give the name of the icon that best suits his profile. (2)

(b) Name the country that he will have to travel to in order to carry out the pilgrimage. (1)

(c) Name the Islamic religious pilgrimage that he will perform while visiting the icon. (2)

- 4.2 Study the information on Machu Picchu and answer the questions that follow.



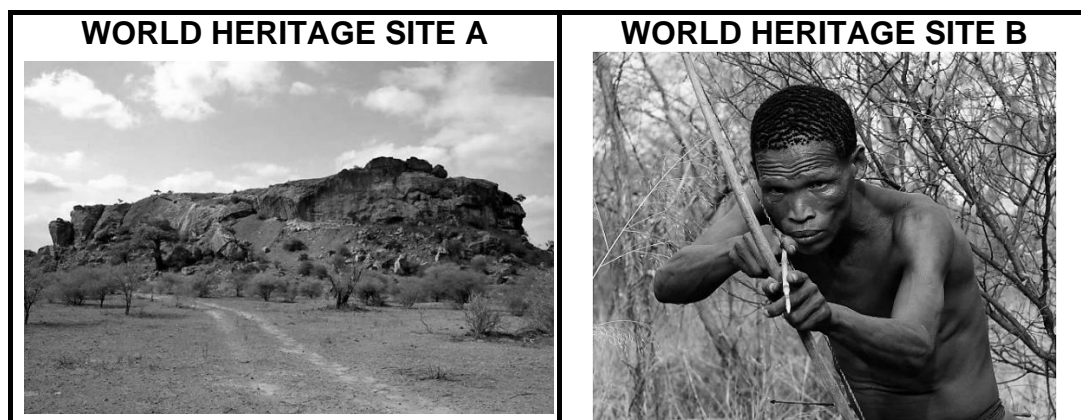
- 4.2.1 Name the country in which Machu Picchu is located. (1)
- 4.2.2 Explain ONE reason for the introduction of new rules for 2020 by making reference to the icon's visitor statistics. (2)
- 4.2.3 Identify TWO items that have been prohibited in order to improve the flow of visitors at the site. (2 x 2) (4)
- 4.2.4 Machu Picchu is one of world's most iconic archeological sites. There is, however, major concern over the impact of tourism on the preservation of Machu Picchu.

Write a paragraph discussing FOUR ways in which the new rules will minimise (lessen) the visitor impact on the environment. (4 x 2) (8)

[24]

QUESTION 5

Study the information on World Heritage Sites in South Africa and answer the questions that follow.



- 5.1 Identify the World Heritage Sites, recorded as cultural landscapes on the UNESCO World Heritage List, labelled **A** and **B**. (2 x 2) (4)
- 5.2 The World Heritage Sites labelled **A** and **B** have both met the requirements of UNESCO criterion (v).

UNESCO CRITERION (v):

“To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment especially when it has become vulnerable under the impact of irreversible change.”

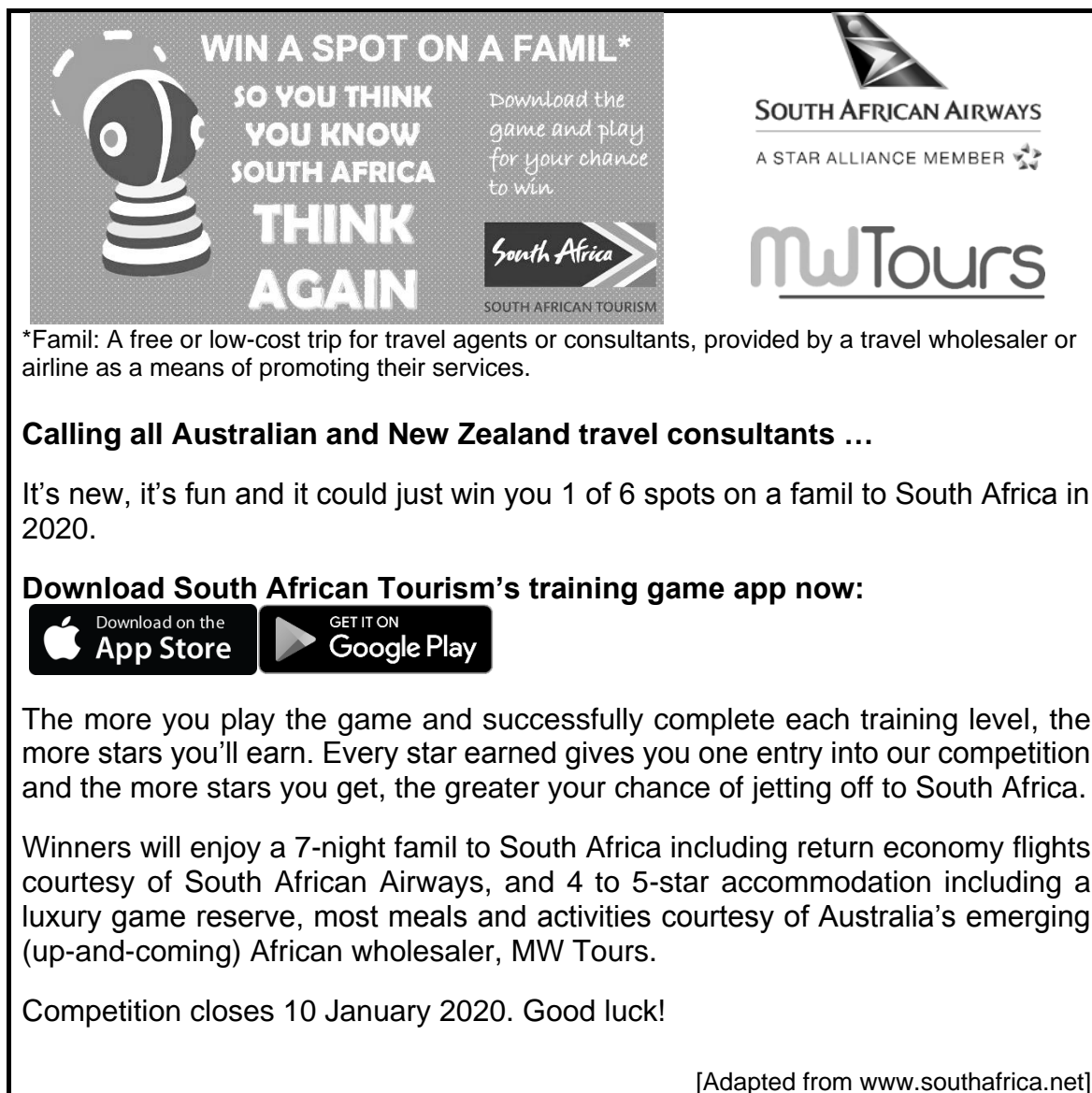
- 5.2.1 Identify the natural occurrence that led to the decline of the cultural settlement in the World Heritage site labelled **A**. (2)
- 5.2.2 Refer to the World Heritage Site labelled **B**:
- Explain TWO methods that the San people use to exploit scarce resources in an extremely hostile environment, as was practised by their ancestors over thousands of years. (2 x 2) (4)
- 5.3 UNESCO regards the granting of a mining licence for coal 5 km from the boundary of the World Heritage Site labelled **A** as a threat. Plans to resume coal mining operations have been suspended and it is uncertain when mining operations will resume.

Suggest ONE negative impact of mining operations on the future of the site.

(2)
[12]

QUESTION 6

Study the extract below and answer the questions that follow.



The image shows a promotional graphic for a competition. On the left, a lightbulb icon is next to the text 'WIN A SPOT ON A FAMIL*'. Below this, it says 'SO YOU THINK YOU KNOW SOUTH AFRICA THINK AGAIN'. To the right, it says 'Download the game and play for your chance to win' and features the 'South Africa' logo with 'SOUTH AFRICAN TOURISM' underneath. On the right side of the graphic, the 'SOUTH AFRICAN AIRWAYS' logo is shown with 'A STAR ALLIANCE MEMBER' and the 'mwTours' logo.

*Famil: A free or low-cost trip for travel agents or consultants, provided by a travel wholesaler or airline as a means of promoting their services.

Calling all Australian and New Zealand travel consultants ...

It's new, it's fun and it could just win you 1 of 6 spots on a famil to South Africa in 2020.

Download South African Tourism's training game app now:

Download on the **App Store** GET IT ON **Google Play**

The more you play the game and successfully complete each training level, the more stars you'll earn. Every star earned gives you one entry into our competition and the more stars you get, the greater your chance of jetting off to South Africa.

Winners will enjoy a 7-night famil to South Africa including return economy flights courtesy of South African Airways, and 4 to 5-star accommodation including a luxury game reserve, most meals and activities courtesy of Australia's emerging (up-and-coming) African wholesaler, MW Tours.

Competition closes 10 January 2020. Good luck!


[Adapted from www.southafrica.net]

- 6.1 Identify the marketing platform selected by SATourism to involve Australian and New Zealand travel agents in its training game competition. (2)
- 6.2 Explain how the SATourism marketing campaign could contribute to an increase in Australian and New Zealand visitors to South Africa. (3 x 2) (6)
- 6.3 Determine TWO core functions of SATourism that have been achieved with this marketing campaign. (2 x 2) (4)
- 6.4 Discuss how SATourism has incorporated branding to boost the marketing campaign. (2)

[14]**TOTAL SECTION C: 50**

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

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



Tourvest is Southern Africa's leading integrated (unified) tourism group, operating various businesses from travel management companies, hotels, lodges and restaurants to craft, curio and jewellery shops and foreign exchange bureaux.

Tourvest's social responsibility programs support sustainable social development through community development programs.

The following are beneficiaries of Tourvest and their various divisions' CSI policy:

A	B	C	D
Lesedi Beading Ladies supply gifts to various hotels and lodges in the Tourvest Group. In return, the business pays their rent, electricity and security expenses.	Afrika Tikkun's Career Readiness Programme is aimed at providing support to school learners on issues such as school subject choices, career and lifestyle choices.	Lemala Tented Lodges use recycling, power and water conservation systems that allow them to function without using power and water provided by the government.	Nkambeni Safari Camp Tourism Project employs more than 150 members from the local community and is involved in various projects aimed at lessening poverty and creating jobs.

7.1.1 Identify the beneficiary by giving the correct letter, labelled **A**, **B**, **C** or **D**, that proves that Tourvest upholds the following pillars of sustainable tourism:

- (a) Environmental (2)
- (b) Social (2)
- (c) Economic (2)

7.1.2 Suggest **ONE** way by which Afrika Tikkun's Career Readiness Programme could enable learners to enjoy a brighter future. (2)

7.2 Study the brochure and answer the questions that follow.



!Khwa ttu
SAN SPIRIT SHARED

!Khwa ttu: As a unique travel destination and training centre, we at !Khwa ttu combine culture and heritage, adventure and relaxation, and education, giving a new understanding of the phrase, 'San Spirit Shared'.



At ||Kabbo Academy, based at !Khwa ttu we develop skills to prepare the local San for employment, giving them the ability to support their families. Through our Tourism Training Program, unemployed young San learn how to be nature and culture guides and develop skills aimed at employment in the hospitality industry. This program develops skills that enable San to enter the workplace.



At !Khwa ttu we are committed to conserving biodiversity and encouraging a sustainable environment. Through our nature project !Khwa ttu is allowing the land to recover from farming, removing alien vegetation and re-introducing indigenous wildlife. Water and energy saving measures have been introduced.



On 24 September 2018, we launched our world class !Khwa ttu San Heritage Centre dedicated to the history, lives, challenges and successes of all San groups in southern Africa. This is the only Heritage Centre in the world dedicated to the San and demonstrates San culture and beliefs. San artists and craftsmen make and sell their products at the centre. We also observe fair trade principles in our dealings with these artists and craftsmen.



TO DO:

Our unique, San-Guided eBike tour to a San cultural village is guided by members of the local community and gives an understanding about the traditional lifestyle of the San, their culture, heritage and ancient survival skills.

7.2.1 Identify TWO activities that visitors to !Khwa ttu could enjoy during their visit. (2 x 2) (4)

7.2.2 List TWO Fair Trade principles that the management of !Khwa ttu could observe (follow) in their dealings with San artists and craftsmen. (2 x 2) (4)

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Please turn over

- 7.2.3 Discuss THREE ways by which the San people involved with !Khwa ttu can earn an income to improve their quality of life.
(3 x 2) (6)
- 7.2.4 Suggest TWO strategies (plans) that the management of !Khwa ttu could introduce to:
- (a) Conserve water and energy (2 x 2) (4)
- (b) Attract environmentally conscious tourists to the destination
(2 x 2) (4)
- [30]**

TOTAL SECTION D: 30

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

QUESTION 8

8.1 Study the extract and pictures below and answer the questions that follow.

Hong Kong is best known as a shoppers' paradise. There is, however, so much more to Hong Kong than shopping. Visitors can enjoy views of the city from high altitude, sample local food, celebrate festivals and watch sports competitions. Hong Kong is also a hub for trade, air travel, finance, conferences, exhibitions and trade fairs.

Since June 2019 anti-government protests have rocked Hong Kong for months and the situation shows no sign of dying down.



Flightradar24
@flightradar24

Follow

More than 100 flights were cancelled at #HongKong International Airport (#HKIA) on Monday (Aug 5, 2019) morning as #protesters in the city disrupted transportation services ✈️❌

Breaking News

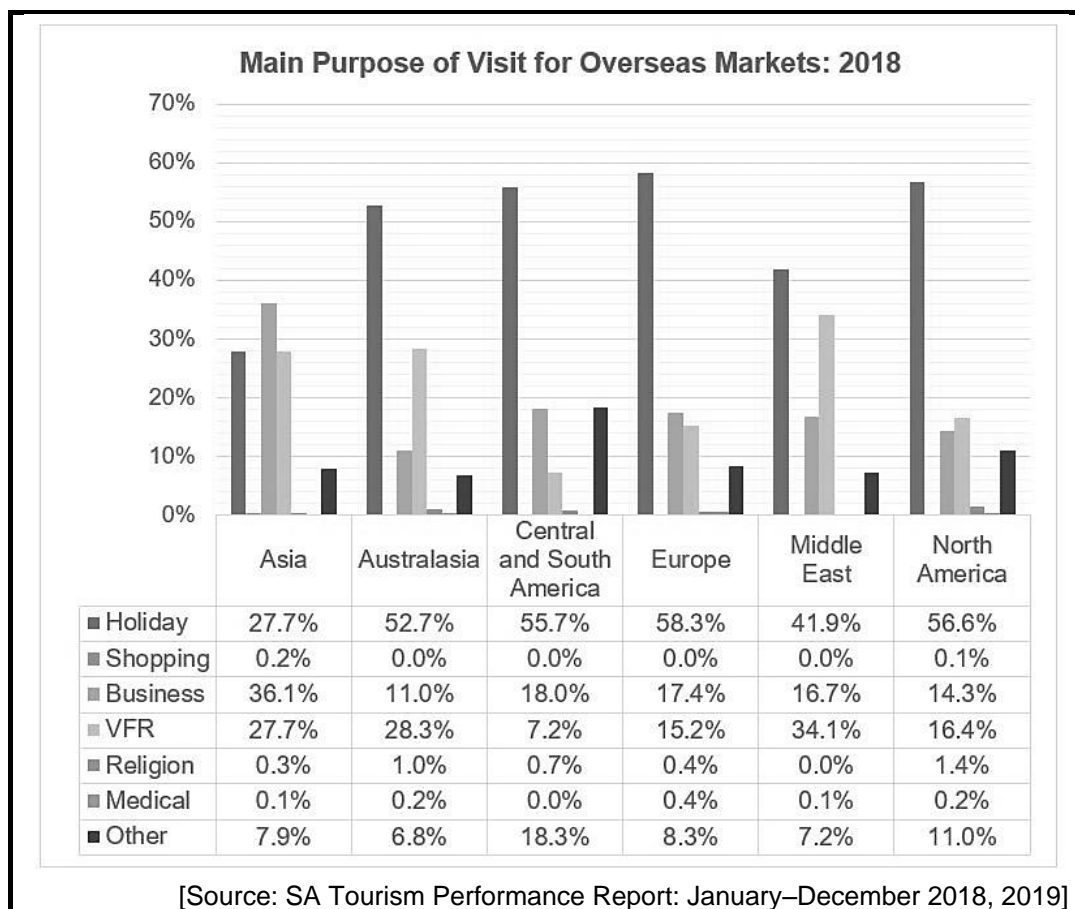
- Hong Kong readies for more chaos as violence spreads citywide
- Hotels in Hong Kong suffer cancellations and a drop in bookings
- Hotel room rates in Hong Kong to drop by 40%



[Adapted from twitter.com]

- 8.1.1 Classify the political situation example in the extract above. (2)
- 8.1.2 Discuss FOUR consequences of the political situation that led to the newspaper headline, 'Hotels in Hong Kong suffer cancellations and a drop in bookings'. (4 x 2) (8)
- 8.1.3 Suggest ONE other measure, apart from dropping room rates that the Hong Kong hotel industry could introduce to overcome the negative economic impact of the political situation. (2)

8.2 Study the statistics below and answer the questions that follow.

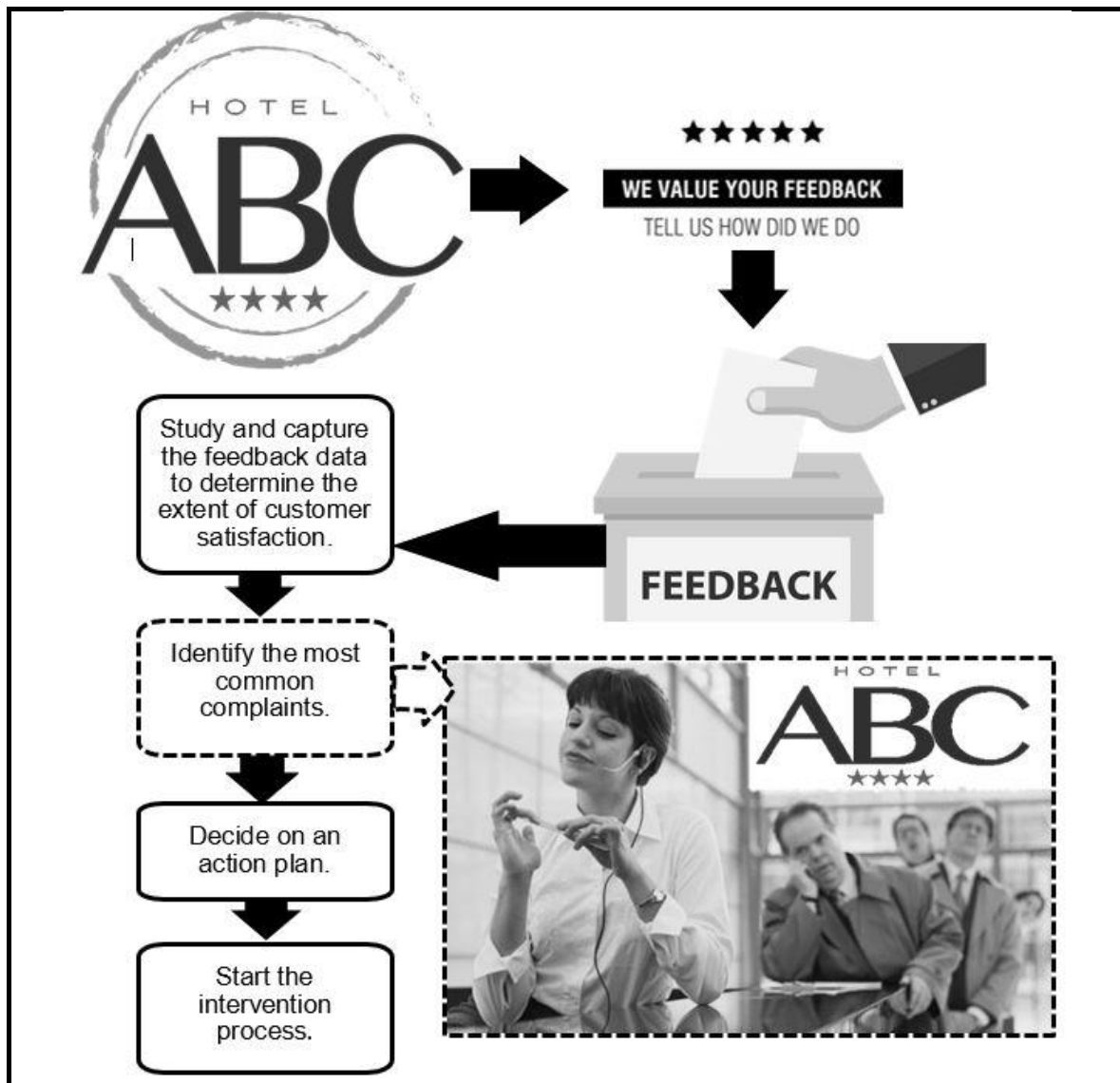


- 8.2.1 Identify the regions that indicated (showed) that more than half of the tourists' main purpose for visiting South Africa was for holiday. (4 x 1) (4)
- 8.2.2 Discuss ONE factor (reason) that contributed to the Asian region, in particular China, outperforming all other overseas markets in terms of business travel to South Africa in 2018. (2)
- 8.2.3 Explain the value of statistics for the tourism industry. (2)

[20]

QUESTION 9

Study the flow diagram on customer feedback and answer the questions.



- 9.1 Identify the method used by ABC Hotel to obtain feedback from their guests. (2)
- 9.2 Describe the leading guest complaint on poor service delivery, identified by the management of ABC Hotel, after an analysis of the feedback data. (2)
- 9.3 Suggest THREE strategies that the management of ABC Hotel should put into action to address the feedback received from their guests. (3 x 2) (6)

[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200