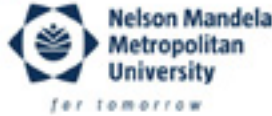


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DATE OF APPLICATION	<input type="text"/>	REF_Provert
Surname:	<input type="text"/>	Full Names: <input type="text"/>
ID No:	<input type="text"/>	<input type="text"/>
Tel No:	<input type="text"/>	SA Citizen: YES <input type="checkbox"/> NO <input type="checkbox"/>
Cell No:	<input type="text"/>	Postal Address: <input type="text"/>
Physical Address:	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>
Home Tel No:	<input type="text"/>	Applicant Email: <input type="text"/>
Do you suffer from any medical conditions?	YES <input type="checkbox"/> NO <input type="checkbox"/>	<input type="text"/>
<i>If yes, please describe</i>	<input type="text"/>	Do you make use of social media? YES <input type="checkbox"/> NO <input type="checkbox"/>
<input type="text"/>	<input type="text"/>	Facebook Name: <input type="text"/>
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Bloemfontein	<input type="checkbox"/>	Potchefstroom	<input type="checkbox"/>	Polokwane	<input type="checkbox"/>
Boksburg	<input type="checkbox"/>	Pretoria	<input type="checkbox"/>	Roodepoort	<input type="checkbox"/>
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Umhlanga	<input type="checkbox"/>	Vereeniging	<input type="checkbox"/>		

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Your programme choice of interest: **Entry requirements apply, see below

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Matriculation Year:

Other:

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Specify above FET institution:

Applied to University YES NO

Specify above university:

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List Subjects:

Please submit your Gr 11 and latest Gr 12 results

Tertiary Qualifications Obtained (Please submit a copy of qualification/s)

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Other		
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GAUTENG WEST**GRADE 10****DISTRICT (D2)****TOURISM****QUESTION PAPER****PAPER 1****FINAL EXAMINATION (2013)****TIME:** 3 hours**MARKS:** 200**Date:** Tuesday, 12 November 2013

This question paper consists of 20 pages.

12 NOVEMBER 2013

TOURISM GRADE 10
TIME: 3 HOURS**MARKS: 200****INSTRUCTIONS:**

1. Answer **SECTION A** on the separate answer sheet provided.
2. Answer **SECTIONS B to E** on folio paper.
3. You may use a non-programmable pocket calculator.
4. Leave lines open, after longer type questions.
5. Start each section on a new page.
6. Answer in full sentences where applicable.

SECTION A: SHORT QUESTIONS**QUESTION 1: MULTIPLE CHOICE QUESTIONS**

- 1.1 Various options are available as answers to the following questions. Choose the most correct answer and write only the selected letter (A-D) next to the question number, e.g. 1.21 A
- 1.1.1 Domestic tourism is ...
- A people moving to another town to go and live there.
 - B **NOT** an advantage to the economy.
 - C people travelling in their own country.
 - D people travelling to another country.
- 1.1.2 Greater St. Lucia Wetland Park is situated in ...
- A North West
 - B KwaZulu-Natal
 - C Western Cape
 - D Northern Cape
- 1.1.3 This type of map is used when a tourist wants to determine location of a continent.
- A A topographical map
 - B A political map
 - C A road map
 - D A physical map
- 1.1.4 The provincial tourism authority ...
- A issues permits to tour operators.
 - B markets the province as a tourism destination.
 - C issues passports and visas.
 - D is run by the private sector.
- 1.1.5 GPS stands for ...
- A Global Placing System
 - B Global Positioning Systems
 - C Global Position System
 - D Global Positioning Structure

- 1.1.6 The “Big Five” refers to ...
- A lion, tiger, elephant, hippo and buffalo
 - B buffalo, elephant, hippo, leopard and lion
 - C lion, leopard, elephant, giraffe and rhino
 - D elephant, leopard, rhino, lion and buffalo
- 1.1.7 A financial transaction performed on the internet is known as ...
- A computer banking service
 - B web banking service
 - C online banking
 - D WiFi banking
- 1.1.8 The national tree of South Africa is the ...
- A Stinkwood tree
 - B Baobab tree
 - C Yellow wood tree
 - D Oak tree
- 1.1.9 What does the following scale mean (1: 50 000)?
- A 1 cm on the map represents 50 000 km
 - B 1 km on the map represents 0,05 km
 - C 1 cm on the map represents 0,5 km
 - D 1 km on the map represents 5 km
- 1.1.10 ... is an example of a popular attraction in the Northern Cape.
- A Tafelberg
 - B uShaka Marine World
 - C The Kruger National Park
 - D The Augrabies Falls
- 1.1.11 To which sector of the tourism industry will the Kirstenbosch Botanical Garden belong?
- A Accommodation sector
 - B Attraction sector
 - C Transport sector
 - D Destination sector
- 1.1.12 Inbound tourism refers to ...
- A tourists from another country that travel in my country.
 - B tourists from their homeland travelling to another country.
 - C people travelling within the boundaries of their country.
 - D a field trip.
- 1.1.13 When a species is endangered, it refers to ...
- A the species is being neglected.
 - B the species is extinct.
 - C that only a few samples of this species is left.
 - D the species includes dangerous animals, like carnivores.

- 1.1.14 Guidelines regulating tourism behaviour in the area will include to ...
- A Leave your KFC-container on the ground after a picnic.
 - B 'Leave footprints only'.
 - C Pick flowers in the nature.
 - D Take plants to plant at home.
- 1.1.15 Faxes and memos are ...
- A forms of verbal communication.
 - B forms of written communication.
 - C face to face communication.
 - D inter personal communication.
- 1.1.16 SAHRA is ...
- A A category of heritage sites.
 - B An organisation that protects our heritage.
 - C A memorial plaque.
 - D A monument.
- 1.1.17 This campaign markets the local tourism growth within South Africa.
- A Batho Pele
 - B Domestic Growth Strategy
 - C Fair Trade in Tourism
 - D Vaya Mzansi

[17]

- 1.2 Match the descriptions/examples related to the tourism industry from **COLUMN B** with the terms/words in **COLUMN A**. Write only the letter (A-L) next to the question number (1.2.1 – 1.2.7), e.g. 1.2.8 K.

COLUMN A	COLUMN B
1.2.1 Midweek	A. Accommodation with a double bed for two people
1.2.2 Domestic tourism	B. Surroundings where living and non-living material co-exist.
1.2.3 Double room	C. A law that regulates the tourism industry
1.2.4 American plan	D. Tourism within the boundaries of the country
1.2.5 MICE	E. Displays, conferences, incentives, meetings etc.
1.2.6 Eco system	F. Prices are lower
1.2.7 White paper on Sustainable Tourism Development	G. Breakfast, lunch and supper are included in the Price.
	H. No meals are included in the price.

[7]

1.3 Indicate whether the following statements are **TRUE** or **FALSE**. Change the FALSE statement to make it TRUE.

1.3.1 Longitude lines appear in 15° intervals.

1.3.2 The Cradle of Humankind is only in Gauteng.

1.3.3 Non living culture is tangible.

1.3.4 Tourism road signs and information boards are written on a white background with brown words.

1.3.5 Poor customer service increases profits.

[10]

1.4 Study the following scenarios and choose the **MOST** correct term from the word search. 1.4.1 – 1.4.6

I	N	T	E	R	N	A	T	I	O	N	A	L	T	O	U	R	I	S	T
N	A	S	E	R	A	G	T	I	J	U	O	H	B	N	E	W	Q	B	Y
B	E	G	A	W	T	R	I	W	A	T	E	R	N	E	T	T	H	A	E
O	D	R	X	P	U	T	I	U	A	N	K	J	R	W	A	R	W	S	D
U	T	A	C	A	R	U	N	L	I	E	M	H	E	S	T	D	R	D	T
N	G	D	S	T	A	E	T	K	S	T	A	T	E	O	W	N	E	D	T
D	V	E	R	O	L	A	E	M	D	O	G	L	V	Z	Q	H	C	C	H
D	F	N	T	E	I	S	R	H	F	I	G	A	B	C	A	N	U	R	M
E	E	G	U	R	K	E	N	N	W	N	Q	O	F	E	E	T	I	G	J
U	O	S	J	I	E	F	E	R	E	T	E	P	G	N	H	G	O	B	P
A	S	D	F	G	H	J	T	K	L	O	P	W	E	R	T	H	Y	U	I

1.4.1 Air, roads, rail and ... transport are the four main forms of transport

1.4.2 The TGCSA ... establishments that are registered with them.

1.4.3 Mountains and rivers are ... attractions.

1.4.4 A Japanese tour group arrives in South Africa for a tour of two weeks. Identify the type of tourist.

1.4.5 A parastatal institution is a business that is ...

1.4.6 Business guests expect to be able to conduct business via the ... in their rooms.

[6]

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING

QUESTION 2

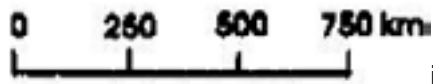
2.1 Fill in the missing words:

2.1.1 The 0° longitude line is also known as the ... meridian. (1)

2.1.2 South Africa's standard time is determined by the ... longitude line. (1)

2.1.3 The ... longitude line is also known as the International Date line. (1)

2.1.4



is known as ...

(1)

[4]

2.2 Read the tour plan below and answer the questions using the distance table:

Joseph and Lea are planning their 20-day annual holiday. On Day 1 they will depart from Pretoria and their first stop will be Bloemfontein. On Day 2 they will travel to Plettenberg Bay. After relaxing for 5 days, they will depart to Knysna to spend 2 days admiring the beautiful coastline of this area. Here they will visit the Knysna Heads and the Knysna Forest. On Day 10 they will visit the Cango Caves and an ostrich farm in Oudtshoorn. They will arrive late afternoon on Day 11 in Cape Town. Joseph and Lea will then spend the rest of their holiday in Cape Town where they will visit a variety of tourist attractions. On the last day they will return from Cape Town to Pretoria.

Table 1: Distance Table

	Bloemfontein	Cape Town	Durban	East-London	George	Johannesburg	Kimberley	Knysna	Oudtshoorn	Plettenberg Bay	Port Elizabeth	Pretoria	Umtata
Bloemfontein	-----	1004	634	586	869	398	177	932	743	968	677	456	570
Cape Town	1004	-----	1753	1099	438	1402	962	629	506	665	769	1460	1316
Durban	634	1753	-----	679	1317	630	811	1254	1377	1218	1003	636	445
East-London	586	1099	679	-----	638	1002	780	575	575	538	324	1040	234
George	869	438	1317	638	-----	1285	824	63	60	99	314	1229	872
Johannesburg	398	1402	630	1002	1285	-----	472	1351	1170	1387	1099	58	862
Kimberley	177	962	811	780	824	472	-----	887	698	923	1138	530	747
Knysna	932	629	1254	575	63	1351	887	-----	123	36	251	1417	809
Oudtshoorn	743	506	1377	575	60	1170	698	123	-----	159	374	1199	932
Plettenberg Bay	968	665	1218	538	99	1387	923	36	159	-----	215	1348	773
Port Elizabeth	677	769	1003	324	314	1099	1138	251	374	215	-----	1133	558
Pretoria	456	1460	636	1040	1229	58	530	1417	1199	1348	1133	-----	920
Umtata	570	1316	445	234	872	862	747	809	932	773	558	920	-----

2.2.1 Name **ONE** other attraction that the couple can visit in Oudtshoorn. (1)

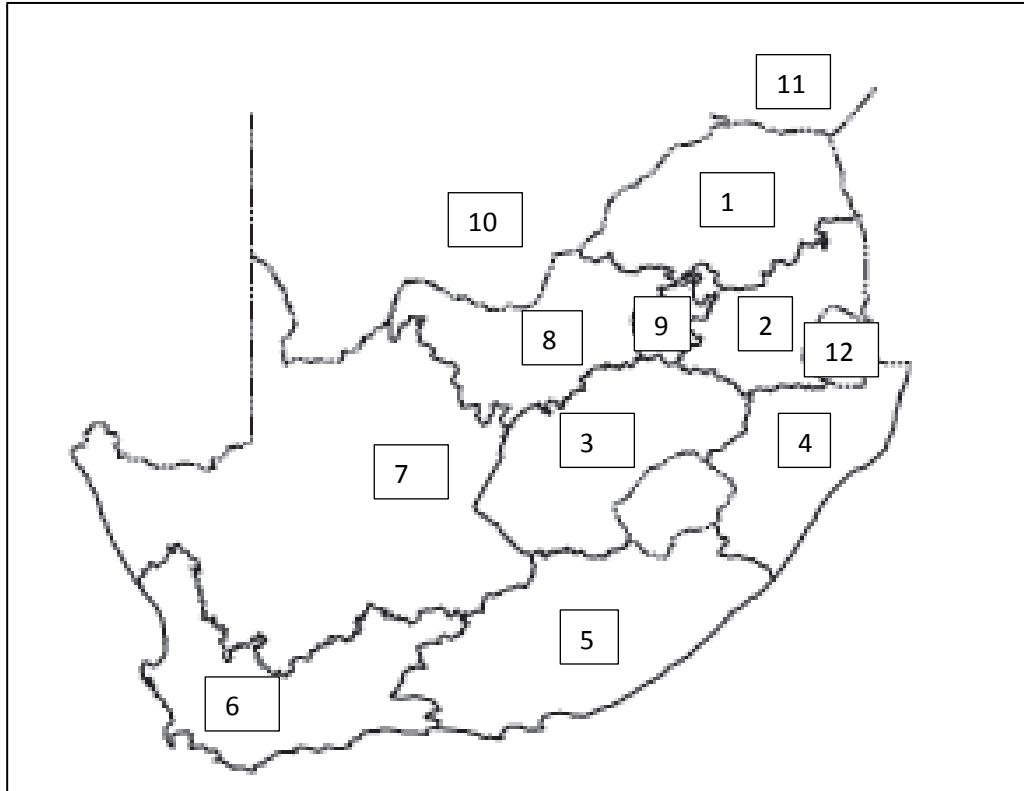
2.2.2 Calculate the **TOTAL** distance travelled during their holiday. Indicate **ALL** your calculations. Please note: (7)

- indicate only the distances between towns/cities mentioned in the case study
- do not include calculations to the attractions, etc.

[8]

2.3 Study the map of South Africa (Figure 1) and answer the questions:

Figure 1: Map of South Africa



- 2.3.1 Name the **TWO** neighbouring countries numbered 10 and 11 on the map. Refer to the number and then provide the answer. (2)
- 2.3.2 Identify the world renowned **township**, number 9, to the south west of Johannesburg, visited especially by international tourists. (1)
- 2.3.3 Provide the names of the provinces 3 and 6. Refer to the number and provide the answer. (2)
- 2.3.4 Name the longest river in South Africa which also forms the border between South Africa and Namibia. (1)
- 2.3.5 Identify **THREE** coastal provinces in South Africa. (3)
- 2.3.6 Name the river that forms the border between province number 1 and the country number 11. (1)

[10]

2.4 Identify the different types of tourist maps and describe the function of each. (6)

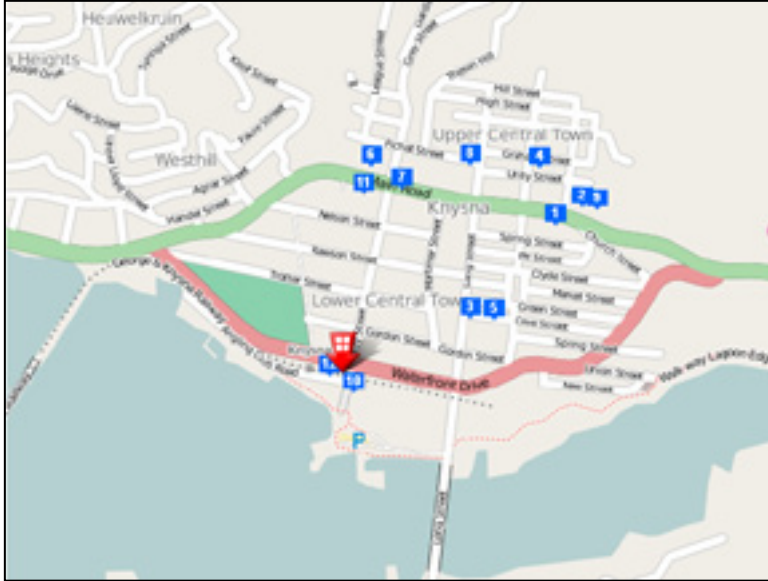


(A)



(B)

(C)



2.5 Electronic maps are available on computers and cell phones as interactive maps. These maps can be an electronic or interactive version that navigates to locate routes, places or to find attractions.

2.5.1 Explain why tourists prefer to use Google Street maps as electronic maps. (2)

[8]

TOTAL SECTION B: 30

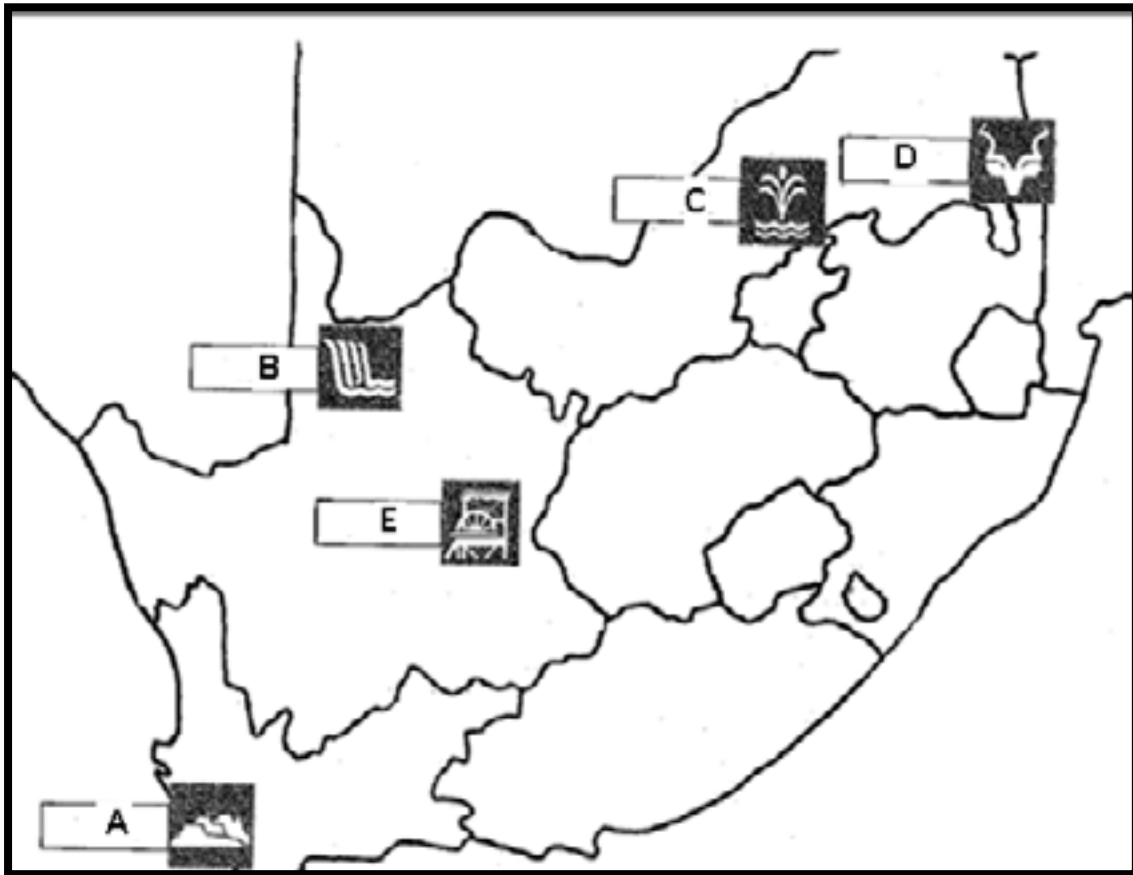
SECTION C: TOURISM ATTRACTIONS, CULTURE & HERITAGE AND MARKETING

QUESTION 3: TOURISM ATTRACTIONS

3.1 Answer the next question:

3.1.1 a) Identify the symbols labelled (A-E) that appear on the map. Write down the name of the symbol and give the name of the attraction referred to in this area. E.g. B&B: Albany Bed and Breakfast

[10]



3.2 Read the following case study of the Kruger National Park:

The Kruger National Park

The Kruger National Park in South Africa, is one of the oldest and biggest nature reserve in Africa. It covers an area of 2 million hectares that is the home to many forms of life. Many species are found in this rich landscape and it serves as an important tourism attraction, especially to international tourists.

It includes archaeological and historical areas that attract people that are interested in the rich cultural background of this area. The cultures, people and events that played a role in the development and history of the Kruger National Park, as well as the natural environment of this landscape, are conserved. This reserve is world-known as a leader in the field of environmental management strategies. It was founded in 1898 in order to protect the wildlife in this area.

The southern part of the Kruger is lush, with bushed areas and most of the wildlife is found here. The northern and central areas of the reserve are much drier.

There is a wide variety of accommodation in the reserve to cater for a wide variety of tourism needs and budgets. They vary from luxurious cottages, bush huts and rest camps up to campsites and caravan parks.

[Adapted from: Verken Grade 12, 2008]

- 3.2.1 Name the **TWO** provinces in which the Kruger National Park is situated. (2)
- 3.2.2 Explain the term 'species' as it appears in the passage. (2)
- 3.2.3 Who founded this world renowned park in 1898? (1)
- 3.2.4 Identify **THREE** types of tourists that will be interested in visiting the Kruger National Park. (3)
- 3.2.5 Identify the luxurious private reserve located in the southern part of the Kruger National Park. (1)
- [9]**

QUESTION 4: CULTURE AND HERITAGE

- 4.1 South Africa is known for its 'Rainbow Nation'. The different languages and cultural groups, each with its own unique heritage, are a draw card amongst international tourists.

Choose suitable word/s or terms from the list below to match the descriptions. Write only the question number and the selected answer, e.g. 4.1.8 Milk tart

Johny Clegg and his band Savuka, Soweto String Quartet, Steve Hoffmeyer, Mopanie worms, Bobotie, Waterblommetjie stew, Biltong, Koeksisters, Milk tart, Samoosas, Miriam Makeba.

- 4.1.1 A dish with a Cape Malayan influence, spiced with curry and herbs, covered with a savoury egg custard.
- 4.1.2 A stew containing mutton and a local waterlily, often enjoyed in the Western Cape.
- 4.1.3 A sought after dish known as "Masonja", enjoyed by the more adventurous tourists.
- 4.1.4 Classical music with an African flavour.
- 4.1.5 A world-known South African jazz musician.
- 4.1.6 An Afrikaans singer covering a variety of genres.
- 4.1.7 An example of a cross-cultural artist, that obtained international fame. (7)
- 4.2 Indicate if the following cultural elements are: tangible or intangible. Provide reasons for your answers. Redraw this table and complete:

Cultural feature	Tangible/Intangible	Reason
(a) Language		
(b) Festivals		
(c) Graves		(8)
(d) Ship wrecks		[15]

4.3 Read the following case study and answer the questions:

Concerned inhabitants of Johannesburg are appealing to the Johannesburg Metropolitan Council's decision to demolish ten buildings in the City Centre. Five of the buildings are older than 60 years. Many of them represent the art deco architectural style.

- 4.3.1 Who is responsible for this heritage referred to in the case study? (1)
- 4.3.2 Do you think these buildings should be demolished? Give **ONE** reason for your answer. (2)
- 4.3.3 Name the heritage organisation that could be contacted to try and prevent the Johannesburg Metropolitan Council from demolishing these buildings. (1)
- 4.3.4 Explain the importance of a heritage plaque. (2)
- [6]**

QUESTION 5: MARKETING

5.1 Read the case study below and answer the questions:

ADVENTURE BUZZ

Adventure Buzz is a tour operator in the Western Cape, specializing in adventure activities such as abseiling, white water rafting, mountain bike tours and skydiving. Their marketing focus is mostly on younger tourists, eager to let the adrenaline flow when they are on holiday. The company receives bookings through their website, from travel agents and tour operators. Excursion rates range between R500 and R850 per person per day.

- 5.1.1 Describe the target market of Adventure Buzz. (2)
- 5.1.2 Identify the following components of the marketing mix from the case study:
- (a) product
 - (b) place
 - (c) price (3)
- [5]**

5.2 Study the following advertisement and answer the questions:



5.2.1 Provide TWO possible target markets that will be potential customers. (1)

5.2.2 Describe TWO needs of each of the target markets. (4)

[5]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS AND SUSTAINABLE & RESPONSIBLE TOURISM

QUESTION 6: TOURISM SECTORS

6.1 Select from **LIST A** the type of tourist that will most probably visit each of the tourism destinations in **LIST B**. (**ONLY ONE** type of tourist per destination – no repetition) Write the number of each destination and the selected type of tourist next to the number, e.g. 5.1.11 Elderly tourist

LIST A: TYPES OF TOURISTS:

Business tourist, Adventure tourist, Sport tourist, Leisure tourist, Educational tourist
Religious tourist, VFR, Eco tourist, Health tourist, SIT, Cultural tourist, Shopping tourist,
Gap year tourist

LIST B: DESTINATION:

- 6.1.1 Disney World
- 6.1.2 A picnic in the Magalies Mountains with his family.
- 6.1.3 Jerusalem
- 6.1.4 Kruger National Park
- 6.1.5 Oxford University
- 6.1.6 Canopy Tours in Karkloof (KZN)

- 6.1.7 Aliwal North (springs)
- 6.1.8 Beijing Olympic Games 2008
- 6.1.9 Grahams town Art Festival
- 6.1.10 Visiting Robert's Bird Sanctuary

[10]

6.2 Study the following TWO advertisements (A and B) and answer the questions:

ADVERTISEMENT: A - AFRICA RIVER LODGE- PEACE ON THE BANKS OF THE ORANGE RIVER

On the banks of the Orange River, in the heart of the Green Kalahari's main town, Upington lays the stunning and elegant Africa River Lodge. With timeless elegance and exceptional service, Africa River Lodge displays the magical Kalahari! As timeless as the mighty Orange River, so is the heartfelt warmth of Africa River Lodge. We welcome old friends and new friends with the same heartfelt warmth. With 10 individual furnished en-suite bedrooms and 2 self-catering family units, each guest can fully relax in the luxury of this paradise on the banks of the river. Our spacious rooms are uniquely furnished with family heirlooms and antiques to create the feeling of your own home. Rooms are fully equipped with air conditioning, television, en-suite bathrooms, full internet access and fax facilities for the businessman away from his office. We cater for hunters and tourists with our freezer and barbecue facilities. Each room opens into the garden or their own private courtyard.

ADVERTISEMENT: B -LA BOHEME GUEST HOUSE

La Bohème is a safe and quiet TGCSA 5-star guest house is aimed at exceptional peaceful lifestyle. Conveniently located in a beautiful residential area with a lush tropical garden, La Bohème Guest house offers luxury bed and breakfast and self-catering accommodation with breath taking views of the Orange River Valley. The owner and hostess, Evelyne, is from Switzerland.

- 6.2.1 What type of tourist would prefer the accommodation establishment of ADVERTISEMENT A? Quote from the passage to support your answer. (3)
- 6.2.2 What do the following abbreviations stand for:
 - (a) sgl
 - (b) dbl
 - (c) TGCSA (3)
- 6.2.3 Explain **THREE** differences between the two accommodation establishments in ADVERTISEMENT A and ADVERTISEMENT B (3)
- 6.2.4 Explain the following tourism jargon:
 - a. en-suite bathroom
 - b. 5-star guest house (4)

- 6.2.5 Name **TWO** possible career/job opportunities available at the establishments mentioned in question 6.2.3. (2)

[15]

6.3 Read the following case study and answer the questions.

GROWTH IN TOURIST ARRIVAL NUMBERS TO SOUTH AFRICA

There was a record 15.1% growth in tourist arrivals in the country in 2010. More than eight million tourists (8,073,552) visited South Africa in 2010 compared to the seven million (7,011,865) in 2009.

According to the United Nations World Tourism Organisation (UNWTO), global tourist arrival numbers are estimated to have a 6.7% growth, but according to Marthinus van Schalkwyk, South Africa exceeded their wildest expectations with an 8% growth.

The 15.1% increase in the number of tourist arrivals, caused South Africa's markets, such as the Middle East, Asia and America to exceed. It was very good for South Africa's economy after the global economic recession.

- 6.3.1 What is the aim of the UNWTO? (2)
- 6.3.2 Which department is represented by Mr Marthinus van Schalkwyk? (1)
- 6.3.3 Identify the type of transport most commonly used by tourists from Asia and America coming to South Africa. (1)
- 6.3.4 Provide **TWO** advantages and **TWO** disadvantages of the above type of transport (as mentioned in 6.3.3). (4)
- 6.3.5 Which province is mostly advantaged by the inbound international tourists that enter South Africa. Motivate your answer. (2)

[10]

QUESTION7: SUSTAINABLE AND RESPONSIBLE TOURISM

- 7.1 Study the adapted article from *Tourism Update September 2010* and answer the questions:

CEDERBERG ROUTE DEVELOPS THE LOCAL COMMUNITY

Development by the Cederberg municipality in the Western Cape aims to expand tourism. They help the local community by involving them in commercial tourism activities.

The first phase of this development is a multi-purpose facility. The facility includes trails, accommodation and an information centre. The facility is aimed at attracting both domestic and international visitors to the heritage trail in the area. An empty vacant school has been converted into a backpackers lodge, run by the community at Heuningvlei.

The Donkey Cart Trail is an extension to the original project. The Rooibos tea farms were completed in July. The route will have a campsite at Kleinvlei, which includes a visitor information centre. There is a multi-purpose hall for use by the local community.

- 7.1.1 Identify the beneficiaries of the Cederberg route development from the passage. (1)
- 7.1.2 The Cederberg route has economic advantages. Mention **TWO** examples from the passage of how the local community benefited from this tourism development. (4)
- 7.1.3 The success of the Cederberg-route will depend on partnerships. Indicate **THREE** role-players that are involved in the formation of any tourism partnership. (3)
- [8]**
- 7.2 Study the picture below and answer the questions:



- 7.2.1 Explain what you understand by the term “carbon footprint”. (2)
- 7.2.2 Refer to the picture above and identify the sector that contributed the most to this footprint. (1)
- 7.2.3 Refer to the picture above and mention **FOUR** other tourism related activities that contributed to the carbon footprint. (4)
- [7]**

TOTAL SECTION D: 50

SECTION E: DOMESTIC TOURISM, COMMUNICATION AND CUSTOMER SERVICE

QUESTION 8: DOMESTIC TOURISM

- 8.1 Government recognises the fact that tourism makes a positive contribution towards the GDP, job creation and transformation in our country. The picture below illustrates a few aspects of domestic tourism.



- 8.1.1 Which campaign is referred to in the above picture and which campaign does it replace? (2)
- 8.1.2 Identify the organisation responsible for the campaign mentioned above. (1)
- 8.1.3 Name **THREE** aims identified to improve domestic tourism in South Africa. (3)
- [6]**

- 8.2 Use the table below to answer the questions.

PERCENTAGE EXPENDITURE BY DOMESTIC TOURISM IN EACH PROVINCE

PROVINCE	2010	2011
ZAR	%	%
Gauteng	19.3	22.5
Western Cape	26.2	23.0
KZN	36.2	35.1
Mpumalanga	8.4	5.3
Free State	3.7	8.8
Eastern Cape	2.5	0.5
Limpopo	1.9	4.3
North West	1.0	0.4
Northern Cape	0.8	0.1

- 8.2.1 Name **TWO** provinces that showed an increase from 2010 to 2011. (2)
- 8.2.2 Identify the province that showed the highest increase from 2010 to 2011. (2)
- 8.2.3 Which province earned the most from domestic expenditure? (1)
- 8.2.4 Provide **ONE** possible reason why the province in your answer at 8.2.3, earned most from domestic expenditure? (2)
- [7]**

QUESTION 9: COMMUNICATION & CUSTOMER SERVICE

- 9.1 The free service, Travelload, assists in planning and organising trips. Bookings, confirmation of flights, hotels and trains can be accessed and compiled in an itinerary your mobile phone. It is automatically adjusted with travel data like flight delays and mobile bookings of flights.



Google images

- 9.1.1 Give **TWO** functions of the Travelload for the tourist. (4)
- 9.1.2 Name **ONE** disadvantage that this type of technology has for tourism businesses. (2)

[6]

9.2 Read the scenario below and answer the questions:

IS THE SERVICE JUSTIFIED?

We arrived at 16:30 to book our place for the 17:20 movie session. We wanted to pay with our debit cards, but all the self-service machines were out of order. The cashier, in a very rude manner, told us that we have to pay cash, but could not explain why. I waited there while my friend went to an ATM to withdraw cash; just to see how the next group of people paid with a debit card. To wait thirty minutes to book a ticket and then experience such shocking service is unacceptable! This is not the first time we experienced such utter unacceptable service. Can the service of this branch please be upgraded?

[Adapted from www.hellopeter.com 21 April 2011]

- 9.2.1 Explain **TWO** ways in which this poor client service can have an impact on the business in the scenario above. (4)
- 9.2.2 How can poor client service, be improved? (2)
- 9.2.3 Arrange the next telephone etiquette options in the correct order. Write only the alphabet letters, e.g. J, F, I, G, H.
- A Mention the name of the company.
 - B Write down the information and, if necessary, take the message.
 - C Determine the needs of the client.
 - D Listen very carefully to the client. (5)
 - E Convey the message to the relevant person.

[11]

TOTAL SECTION E: 30

GRAND TOTAL: 200

GRADE 10 TOURISM**Answer Sheet**

Name: _____ Grade: _____

SECTION A

1.1.1	A	B	C	D
1.1.2	A	B	C	D
1.1.3	A	B	C	D
1.1.4	A	B	C	D
1.1.5	A	B	C	D
1.1.6	A	B	C	D
1.1.7	A	B	C	D
1.1.8	A	B	C	D
1.1.9	A	B	C	D
1.1.10	A	B	C	D
1.1.11	A	B	C	D
1.1.12	A	B	C	D
1.1.13	A	B	C	D
1.1.14	A	B	C	D
1.1.15	A	B	C	D
1.1.16	A	B	C	D
1.1.17	A	B	C	D

1.2.1	
1.2.2	
1.2.3	
1.2.4	
1.2.5	
1.2.6	
1.2.7	

1.4.1	
1.4.2	
1.4.3	
1.4.4	
1.4.5	
1.4.6	

1.3.1	
1.3.2	
1.3.3	
1.3.4	
1.3.5	

SECTION A	SECTION B	SECTION C	SECTION D	SECTION E
40	30	50	50	30

Signatures:

Teacher	
HOD	

GAUTENG WEST**GRADE 10****DISTRICT (D2)****TOURISM****MEMORANDUM****PAPER 1****FINAL EXAMINATION (2013)****TIME:** 3 hours**MARKS:** 200**Date:** Tuesday, 12 November 2013

This memorandum consists of 7 pages.

SECTION A: QUESTION 1

- 1.1.1 C✓
- 1.1.2 B✓
- 1.1.3 B✓
- 1.1.4 B✓
- 1.1.5 B✓
- 1.1.6 D✓
- 1.1.7 C✓
- 1.1.8 C✓
- 1.1.9 C✓
- 1.1.10 D✓
- 1.1.11 B✓
- 1.1.12 A✓
- 1.1.13 C✓
- 1.1.14 B✓
- 1.1.15 B✓
- 1.1.16 B✓
- 1.1.17 D✓ (17)
-
- 1.2.1 F✓
- 1.2.2 D✓
- 1.2.3 A✓
- 1.2.4 G✓
- 1.2.5 E✓
- 1.2.6 B✓
- 1.2.7 C✓ (7)
-
- 1.3.1 True✓✓
- 1.3.2 False✓ in North West as well✓
- 1.3.3 True✓✓
- 1.3.4 False✓, white words on a brown background ✓
- 1.3.5 False✓, lower the profits✓ (10)
-
- 1.4.1 Water✓
- 1.4.2 grade✓
- 1.4.3 natural✓
- 1.4.4 International tourist✓ Inbound tourist
- 1.4.5 state owned✓
- 1.4.6 internet✓ (6)

SECTION B: QUESTION 2**[40]**

2.1.1 UTC/Greenwich✓

2.1.2 30° EL/SAST✓

2.1.3 180 °✓

2.1.4 Scale✓

(4)

2.2.1 ONLY ONE: Cango Caves✓/ Ostrich farms

(1)

2.2.2 PTA to Bloem = 456 km✓

Bloem to Plet = 968 km✓

Plet to Knysna = 36 km✓

Knysna to Oudtshoorn = 123 km✓

Oudtshoorn to Cape Town = 506 km✓

Cape Town to PTA = 1460 km✓

3549 km✓

(7)

2.3.1 10 – Botswana✓ 11 - Zimbabwe✓

2.3.2 Soweto✓

2.3.3 3 - Free State✓ 6 - Western Cape✓

2.3.5 Orange River✓

2.3.5 ANY THREE: Northern Cape✓ Western Cape✓ Eastern Cape✓ KZN

2.3.6 Limpopo river✓

(10)

2.4 (A) Road map✓

- Indicate roads between cities and towns✓
- Indicates distances between cities and towns
- Practical information to use for travelling time. Cost of car hire & determine fuel costs

(B) Physical map✓

- Indicate the natural and manmade features✓
- Indicate the climatic regions, rivers, dams and the vegetation

(C) Street map✓

- Gives detail of street layouts of a certain city or town✓
- Indicate attractions of a certain place e.g. Kimberley

(6)

- 2.5.1 To plan routes on foot, per car or via public transport and it helps the user to locate attractions and accommodation/ to locate heir address (2)

SECTION C: QUESTION 3

[30]

- 3.1 A Mountain resorts✓ Table Mountain✓ (2)
 B Waterfalls✓ Augrabiense waterfalls✓ (2)
 C Hotsprings✓ Bela-Bela✓ (2)
 D National Parks Board✓ Kruger National Park✓ (2)
 E digging site✓ Kimberley Hole✓ (2)
- 3.2.1 Limpopo✓ & Mpumalanga✓ (2)
- 3.2.2 Group living thing that look alike-act in same manner✓generally the same✓
 - Springbuck (2)
- 3.2.3 Pres Paul Kruger✓ (1)
- 3.2.4 any 3: Nature tourist✓Culture tourist✓Eco tourist✓Leisrue tourist SIT (3)
- 3.2.5 Sabi-Sabi reserve✓ (1)

QUESTION 4

- 4.1.1) Bobotie✓
 4.1.2) Waterblommetjie stew✓
 4.1.3) Mopanie worms✓
 4.1.4) Soweto String Quartet✓
 4.1.5) Miriam Makeba✓
 4.1.6) Steve Hoffmeyer✓
 4.1.7) Johny Clegg and his band Savuka✓ (7)

4.2

A	Intangible✓	You cannot touch language✓	
B	Intangible✓	Cannot touch events you can only experience it✓	
C	Tangible✓	You can visit graves and feel and touch them✓	
D	Tangible✓	You can visit shipwrecks and feel and touch them ✓	(8)

- 4.3.1 Local heritage organisations✓
 4.3.2 No ✓, it forms part of the architectural style of this era ✓
 4.3.3 SAHRA✓
 4.3.4 Official opening of a National Heritage site✓
 It indicates a message in commemoration of this opening✓ (6)

QUESTION 5

- 5.1.1 The target market of Adventure Buzz is younger travellers ✓ looking for adventure activities ✓ (2)
- 5.1.2 ANY THREE: a) adventure activities ✓ b) Place: Western Cape ✓ c) Price: R500 – R850 pppd ✓ (3)
- 5.2.1 Young couples & Business tourists ✓ (BOTH) (1)
- 5.2.2 Needs- venue for a wedding ✓: chapel ✓ & hall/catering, etc (2)
Conference facilities ✓ catering ✓ accommodation, etc. (2)

SECTION D : QUESTION 6**[50]**

- 6.1.1 Leisure tourist ✓
- 6.1.2 VFR tourist ✓
- 6.1.3 Religious tourist ✓
- 6.1.4 Ecotourist ✓
- 6.1.5 Educational tourist ✓
- 6.1.6 Adventure tourist ✓
- 6.1.7 Health tourist ✓
- 6.1.8 Sport tourist ✓
- 6.1.9 Cultural tourists ✓
- 6.1.10 SIT ✓ (10)
- 6.2.1 Family tourist/Leisure, “ ✓ & 2 self-catering family will ... “ ✓
Business tourist, “- full internet access & fax facilities ✓ (3)
- 6.2.2 (a) single ✓
(b) double ✓
(c) Tourism Grading Council of South Africa ✓ (3)
- 6.2.3 A: Lodge
Situated in a natural area ✓ Guests can utilise the public areas. ✓
B: Guest House
A private house converted to accommodate guests ✓
The owner/manager usually resides on the premises in a cottage at the back (3)
- 6.2.4 (a) En-suite bathroom: a private bathroom leading out of the bedroom ✓ ✓
(b) 5 star Guest House: outstanding/excellent quality and luxurious decor. ✓
Compares favourably with the best international standards ✓ (4)
- 6.2.5 ANY OTHER POSSIBLE TWO:
 Receptionist ✓ Cleaner ✓ Gardener
 Manager Porter (2)

- 6.3.1 To publish & make a ranking list available✓, make international statistics available ✓ (2)
- 6.3.2 NDT ✓ (1)
- 6.3.3 air transport ✓ (1)
- 6.3.4 ADVANTAGES: ANY TWO:
- Fast mode of transport ✓ Safe ✓ Reliable High capacity
 - Cabin crew see to the needs of the passengers and serve snacks
- DISADVANTAGES: ANY TWO:
- Not flexible (times tables and routes are scheduled) ✓
 - Restrictions on the quantity and weight of luggage ✓ (4)
- 6.3.5 Gauteng ✓
- International Airport: OR Tambo is situated in JHB: most international visitors enter✓

QUESTION 7

- 7.1.1 Local community✓ (1)
- 7.1.2 ANY TWO ADVANTAGES: (2)
- Commercial tourism activities✓/ Heritage routes: Donkey cart route/Rooibostee
 - Develop overnight accommodation facility in mountainous area/ Backpackers Lodge
 - An empty school hall was converted into a backpackers lodge
 - A multipurpose hall at Heuningsvlei was made available to the local community (4)
- 7.1.3 ANY THREE: National government✓ Local government✓
- Entrepreneurs✓ Local community (3)
- 7.2.1 The amount of CO₂✓released by an human being in his lifespan✓ (2)
- 7.2.2 Recreation and Entertainment✓ (1)
- 7.2.3 ANY FOUR: Aviation✓ Communication✓ Commuter✓ Food and beverage✓
- Heat the area Clothing and shoes (4)

[50]**SECTION E: QUESTION 8**

- 8.1.1 Vaya Mzansi ✓ Sho't Left ✓ (2)
- 8.1.2 SAT✓ / Government (1)
- 8.1.3 ANY THREE:
- To increase domestic tourism revenue/income ✓
 - Increase domestic tourism volumes ✓
 - Address seasonality and geographical spread ✓
 - Enhance a culture of travel (3)

- 8.2.1 Gauteng ✓ Free State ✓ Limpopo (2)
- 8.2.2 Free state ✓✓ (2)
- 8.2.3 KZN ✓ (1)
- 8.2.4 ANY ONE: Most people travel within their province ✓✓
KZN has a variety of attractions and is cheaper to most domestic tourists (2)

QUESTION 9

- 9.1.1 Can receive booking information immediately ✓✓
Easy and fast access ✓✓ (4)
- 9.1.2 People will not visit the travel agencies anymore ✓✓
This will lead to travel agencies closing down/ people losing their job (2)
- 9.2.1 Better training ✓
Incentives for good client service ✓ (2)
- 9.2.2 less clients ✓ (2)
Poor word of mouth distribution to clients ✓
Less income to the business
Poor image of the company (2)
- 9.3 A, C, D, B, E (5)

TOTAL SECTION E: 30

GRAND TOTAL: 200

**GRADE 11 TOURISM (CAPS)
EXAMINATION
MARKS: 200
TIME: 3 HOURS**

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the following questions

1. This paper consists of FIVE sections.
2. All questions in Section A, B, C, D and E are COMPULSORY.
3. Start EACH question on a NEW page.
4. In question 2.2, 2.3, 2.4 round off your calculations to TWO decimal points.
5. The following table is a guide to help you allocate your time according to each section.


SECTION	TOPIC	MARKS	TIME
Section A	Short Questions	40 marks	20 minutes
Section B	Mapwork and Tour Planning, Foreign Exchange	20 marks	20 minutes
Section C	Tourism Attractions, Culture And Heritage Tourism, Marketing	50 marks	50 minutes
Section D	Tourism Sectors	50 marks	50 minutes
Section E	Domestic, Regional and International Tourism, Communication and Customer Care	40 marks	40 minutes
		200 marks	3 hours

SECTION A: SHORT QUESTIONS**QUESTION 1: MULTIPLE CHOICE**

1.1 Various options have been provided as possible answers to the following questions. Answer each question by writing the correct letter of the answer next to the question number, e.g. 1.1.11 E

- 1.1.1 Coupé is the term for ... (1)
 A a closed compartment seating only two passengers
 B separate areas in a passenger coach
 C a public coach on a train
 D the lowest class on a train
- 1.1.2 A South African tourist travelling to the Seychelles will enter the country via ... (1)
 A a road border crossing
 B a railway station
 C the airport
 D air traffic control
- 1.1.3 Flights on an aircraft that are hired by private companies or individuals. (1)
 A Transatlantic flight
 B Inbound flight
 C International flight
 D Chartered flight
- 1.1.4 Flights over a long distance for longer than 6 – 8 hours. (1)
 A Short-haul flights
 B Medium-haul flights
 C Long-haul flights
 D Transatlantic flights
- 1.1.5 ... acts in many cases as the domestic division of SAA (1)
 A 1 Time
 B Kulula
 C SA Express
 D SA Airlink
- 1.1.6 +1 on a flight schedule indicates... (1)
 A the time zone
 B the next day
 C the previous day
 D the day before

- 1.1.7 The part of the airport building that is open to passengers and visitors (1)
 A Gate
 B Airside
 C Landside
 D Terminal
- 1.1.8 If you are in a hurry and do not have any checked luggage with you, you can check in using ... (1)
 A the terminal
 B your driver's licence
 C the speed check-in kiosk
 D the gate
- 1.1.9 The baggage that is weighed when a passenger checks in at the airport. (1)
 A Excess baggage
 B Checked baggage
 C Hand luggage
 D Carry-on baggage
- 1.1.10 Used to protect baggage from being opened or tampered with. (1)
 A Information display board
 B Metal detectors
 C X-ray scanners
 D Baggage wrapping
- 1.1.11 An urban city commuter rail system. (1)
 A Metrorail
 B Gautrain
 C Shosholoza Meyl
 D Heritage train
- 1.1.12 The main reason why the Gautrain was built, was that ... (1)
 A all our other trains were too old
 B the government was forced to build a train for the Soccer World Cup
 C there were far too many vehicles on the roads between Johannesburg and Pretoria
 D The government wanted to copy overseas transport
- 1.1.13 The easiest method to pay for car rental is using ... (1)
 A a credit card
 B cash
 C a debit card
 D previous arrangement

- 1.1.14 Storytelling and songs are aspects of culture referred to as ... (1)
 A Dress
 B Dance and Music
 C Folklore
 D Cuisine
- 1.1.15 A descriptive itinerary that is generally planned for marketing purposes. (1)
 A Specific itinerary
 B Personalised itinerary
 C Timed itinerary
 D General itinerary
- 1.1.16 A reservation tool travel agents use when marketing an air, hotel, car or other travel service booking. (1)
 A Central Reservation System
 B General Reservation System
 C Global Reservation System
 D Local Reservation System
- 1.1.17  Is the logo of ... (1)
 A the SADC countries
 B preserve and protect our cultural heritage
 C the South African Tourism Board
 D provincial heritage agents
- 1.1.18 The changes in the exchange rate are known as ... (1)
 A local currency
 B foreign currency
 C foreign exchange
 D fluctuations
- 1.1.19 If the renter of a vehicle is under the stipulated age, a 'young driver' ... is payable. (1)
 A surcharge
 B waiver
 C liability
 D premium
- 1.1.20 Documentation that must be produced by passengers at airport security control points. (1)
 A Passport and e-ticket
 B ID and passport
 C ID and boarding pass
 D Boarding pass and e-ticket

[20]

- 1.2 Choose an explanation from COLUMN B that matches the term in COLUMN A. Write only the letter (A – F) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

	COLUMN A		COLUMN B
1.2.1	Currency	A	It refers to the changes in the rate of exchange between one currency and another.
1.2.2	Exchange rate	B	The currency used by citizens of a particular country.
1.2.3	Foreign currency	C	It is the act of exchanging currency of one country for its equivalent value in another currency.
1.2.4	Foreign exchange	D	It is the value of a currency in relation to other currencies.
1.2.5	Local currency	E	It is the money of another country.
		F	It refers to the main notes and coins used as a medium of exchange in a particular country.

[5]

- 1.3 Study the pictures below and put them in the right sequence in which they will happen. Write only the numbers of the pictures in the correct sequence.

1.3.1		1.3.2	
1.3.3		1.3.4	

1.3.5 

1.3.6 

1.3.7 

1.3.8 

1.3.9 

1.3.10 

[10]

1.4 Choose the correct term, from the words in brackets, for car rental. Write only the number (1.4.1 – 1.4.5) and the selected word next to it.

1.4.1 A driver in the vehicle he rented from Avis will take out (TLW, PAI) as insurance for himself and for the passengers in the vehicle.

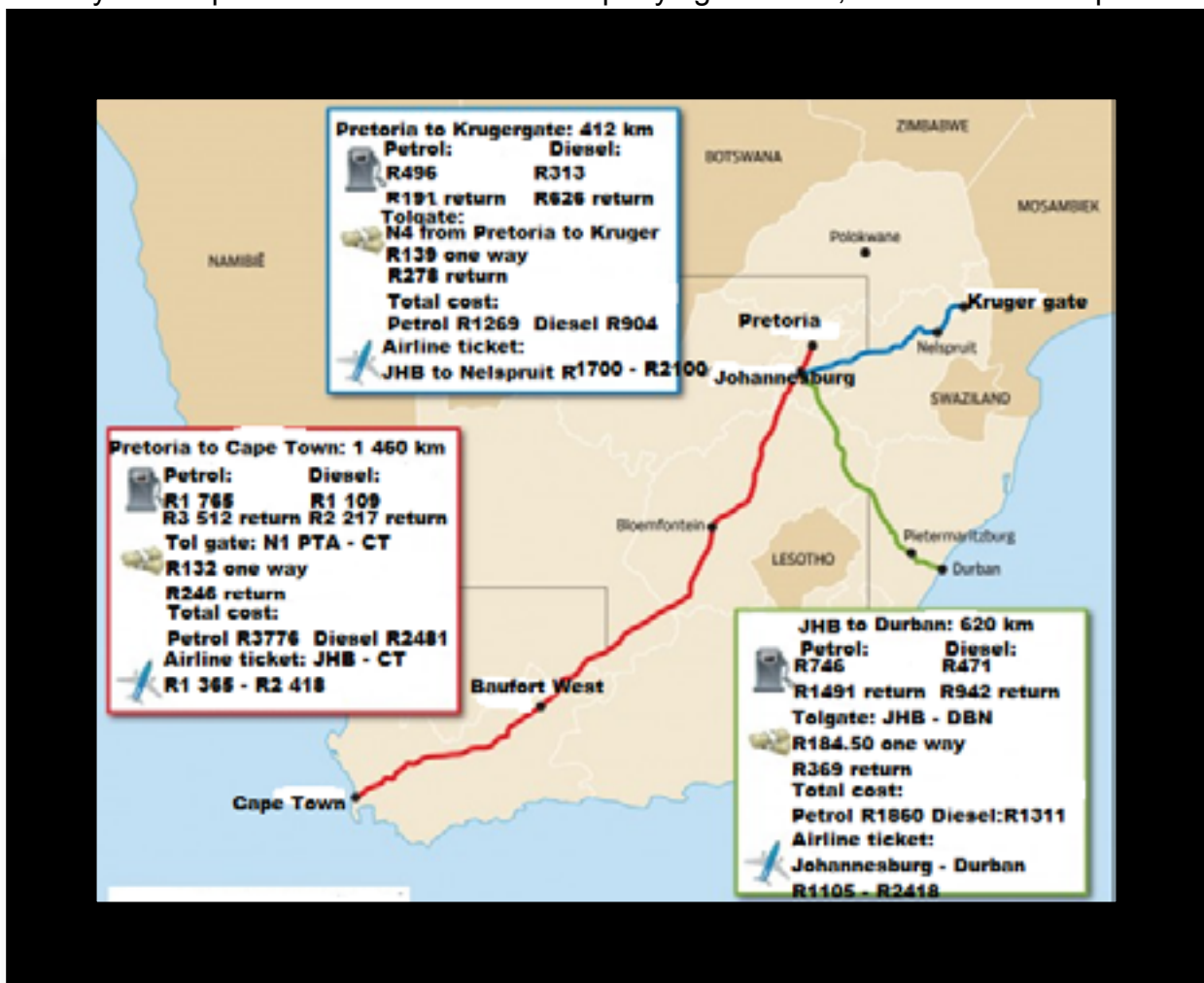
(1)

- 1.4.2 This type of insurance (CDW, SCDW) will cover the full amount of the damage to a rented car. (1)
- 1.4.3 (Tourism surcharge, Tourism levy) is an amount that is charged for all tourists who rent a car while visiting South Africa. (1)
- 1.4.4 (Additional driver fee, Contract fee) is the amount charged to draw up the rental agreement. (1)
- 1.4.5 This is a fee that needs to be paid if you have an accident. (Claim Administration Fee, Traffic Fine Administration Fee) (1)

[5]

TOTAL SECTION A: 40**SECTION B: MAP WORK, TOUR PLANNING AND FOREIGN EXCHANGE****QUESTION 2**

Study the map below and read the accompanying scenario, then answer the questions.



Mr and Ms Edwards are going on a tour in South Africa. On Day 1 they will fly from Cape Town to Johannesburg, from where they will rent a car to the Kruger National Park, where they will stay for Day 2. On Day 3 they will return to Johannesburg where they will spend 3 nights (Day 4 and 5) and then they will travel to Durban (Day 6), where they will stay for 3 nights (Day 7 and 8). They will travel back to Johannesburg where they will return the car and fly back to Cape Town (Day 9). During their time in the Kruger National Park, they will stay in the Skukuza camp in a self-service unit.

During their stay in Johannesburg they will stay at the 4 star Protea Hotel O.R Tambo, at the O.R Tambo International Airport. The Johannesburg Airport hotel is 35 minutes from Sandton, Rosebank and Newtown. Excellent shopping, dining and entertainment as well as four golf courses, parks and two casinos can be found nearby. The hotel is close to Rhodesfield Gautrain station and across the highway from the OR Tambo International Airport Johannesburg, in Kempton Park, Gauteng. They want to travel with the Gautrain to Pretoria on one of their days in Johannesburg to visit the Pretoria Zoo, Voortrekker Monument and the new statue of Mandela at the Union Buildings.

In Durban they will stay in the 4 Star, Protea Hotel Edward, on the Durban Beachfront. The hotel is situated on Durban's Golden Mile and is well-placed within the golden triangle which comprises the Suncoast Casino, uShaka Marine World and the International Convention Centre. The hotel is also about five minutes from the city centre. Here they want to spend a whole day on the beach, swimming and one day at Ushaka Marine World.

- 2.1 Re-draw the table below and fill in the necessary answers from the scenario. This will be the itinerary you as a travel agent will give Mr and Ms van Wyk.

Day	Transport	Accommodation	Activities	Attractions

(10)

- 2.2 Calculate the cost of their transport for the above tour if they rent a petrol-driven vehicle. Use only the information on the map. It is not necessary to record any other additional costs. Remember to include the tollgate costs. Re-draw your table and fill in the correct answers.

Type of transport	Route	One way/Return	Amount

(4)

- 2.3 Which exchange rate would Mr and Ms Edwards prefer to use on their visit to South Africa if they were tourists from London. Explain your answer.

(2)

1£ = ZAR 12.68 or 1€ = ZAR 11.61

- 2.4 Use the exchange rate table below and calculate the following:

Euro	11.61
British Pound	14.2
USA Dollar	9.36

Round off your answer to the second decimal.

- a) If a flight ticket from London to South Africa costs £1 200, how much will it cost in ZAR? (2)
- b) Explain how the money spent by Mr and Ms Edwards in South Africa can directly or indirectly benefit the people of South Africa (2)
- [20]

TOTAL SECTION B: 20

SECTION C: ATTRACTIONS, CULTURES, HERITAGE TOURISM & MARKETING

QUESTION 3

- 3.1 Read the following article on Tourism Update Online and answer the questions that follow..



RETOSA survey ranks Botswana least welcoming to tourists

12 Thu, Apr 2012

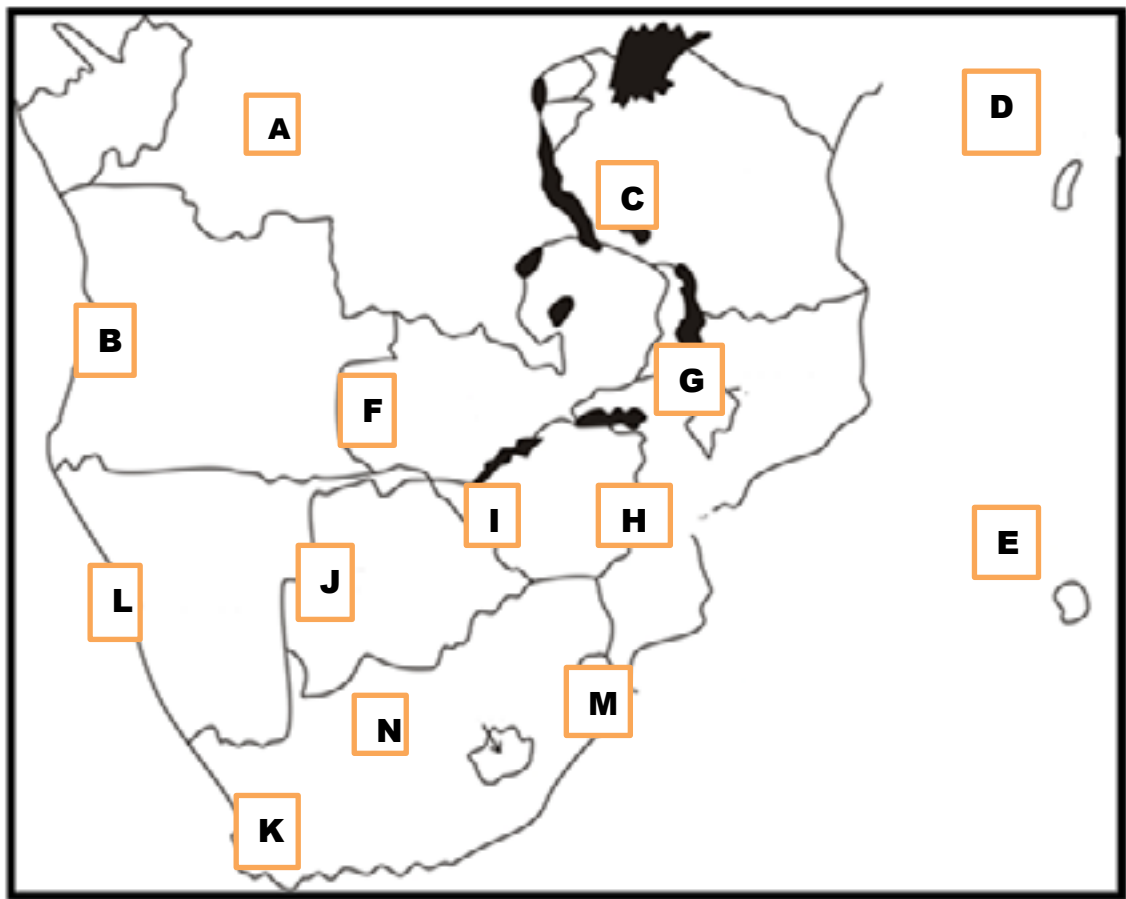
Botswana's tourism industry has been ranked the worst in Southern Africa in terms of receiving tourists, according to a report by the country's Sunday Standard. According to a study by RETOSA, the people of Botswana are considered hostile towards visitors. The study centered on those who meet tourists when they arrive in the country, such as taxi drivers, cleaners and other tourism service providers like hotel employees. Botswana's Environment, Wildlife and Tourism Minister, Kitso Mokaila, who attended the recent RETOSA convention in Mauritius, fears the finding, may adversely impact on its tourism industry, which is a major contributor to GDP. "Botswana was considered the worst when it comes to accepting or welcoming tourists in the country though we are probably the best when it comes to policies," he said. He asserted that the issue stemmed from a lack of understanding about the importance of tourism among citizens and reinforced the importance of educating Botswana citizens on the industry's significance.

- 3.1.1 Write the following acronyms in full: (1)
- A RETOSA (1)
- B SADC (1)
- 3.2 Name the two core functions of RETOSA. (2)
- 3.3 Determine how being a part of RETOSA can benefit the people of Botswana. (4)

- 3.4 Justify why Botswana has been ranked the worst in Southern Africa in terms of receiving tourists. (3)
- 3.5 Discuss the effect that this kind of behaviour of the people of the country can have on the tourism industry in that country. (4)
- 3.6 Study the map below and answer the questions that follow.
Read the statement and decide
- in which country you will find the attraction (mark with A – N) and
 - what is the name of the attraction

Re-draw the table below on your answer sheet and fill in the correct answers.

	Name of the country	Name of the attraction



- 3.6.1 One of Africa's most beautiful rivers flows through the park and it is one of the most visited areas by tourists. It is famous for its large herds of Cape Buffalo and Elephant that come to drink water in the river. (2)
- 3.6.2 It was the first National Park founded on the continent of Africa. It was founded by King Albert I of Belgium in 1925. The park was declared a World Heritage site in 1979. (2)

- 3.6.3 This ambitious project to supply water and generate electricity has come into being through the co-operation of the governments of South African and the country which you have to name. It is the largest water transfer scheme in Africa. (2)
- 3.6.4 It consists of sand dunes that, due to volcanic activity, have become coloured. The dunes consist of red, brown, violet, green, blue, purple and yellow sand. Tourists can also visit the nearby falls that are a magnificent sight. (2)
- 3.6.5 This area is a World Heritage Site located 30 km off the coast and consists of five tropical islands. (2)
- 3.6.6 This country became renowned because of its premier flagship hotel. Originally built in 1965, this hotel captures the history and tradition of the Nation and lies in the Ezulwini Valley. (2)
- 3.6.7 The highest mountain in Africa and the tallest free-standing peak in the world. (2)
- 3.6.8 The falls in the Zambezi River are an iconic attraction visited by tourists from all over. This icon is shared between Zimbabwe and its neighbour. (2)
- 3.6.9 The buildings on this site are said to be the second greatest stone structures in Africa, after the pyramids in Egypt. Now fallen into ruin, the city is a fascinating place to visit for tourists who are interested in culture and history. (2)
- 3.6.10 The country consists of an archipelago of 115 tropical islands. It is a very famous tourist attraction for the rich because it is quite an expensive place to visit. It is also the home of two World Heritage Sites. The one was once believed to be the original site of the Garden of Eden. (2)

[35]

QUESTION 4

4.1 Read the following extract and answer the questions.

SOUTHERN AFRICAN
TOURISM UPDATE
 Online FOR ORGANISERS OF TOURS

New SA focus for culture, heritage 23 Fri, Mar 2012 South Africa's culture and heritage could regain its rightful place in positioning South Africa as a "must-see" long-haul destination with the launch of a new national strategy this month.

The national heritage and cultural tourism strategy, launched by Tourism Minister **Marthinus van Schalkwyk** earlier this month, has been described as the "first blueprint for heritage and cultural tourism development in South Africa".

Heritage and cultural tourism is undervalued in South Africa, says **Paul Miedema**, owner of Port Elizabeth-based Calabash Tours, a tour operator that specialises in cultural tours. “As a destination, we assert our African status by and large on our wildlife and our landscape. Politically, lip service is paid to the importance of heritage and culture, but within the private sector, there seems to be an underlying resistance to packaging it.”

Miedema says this resistance could be due to the fact that this type of tourism involves communities and is sometimes more abstract in content and harder to define. “Perhaps it also underlines the lack of innovation and willingness from the private sector to embrace a more ‘people centered’ tourism product.”

Heritage and cultural tourism products are the fastest emerging competitive niche products within domestic and international markets. The World Tourism Organisation (UNWTO) estimates that heritage and cultural tourism accounts for 40% of international tourism.

The new strategy aims to guide the integration of heritage and cultural resources and the use of heritage and cultural tourism into mainstream tourism. Further goals are to stimulate sustainable livelihoods at community grass-roots levels and to provide an opportunity to raise awareness, increase education and profile the conservation needs of heritage and cultural resources for sustainable tourism, among others.

Gauteng has always focused on cultural and heritage tourism, says Gauteng Tourism CEO **Dawn Robertson**. “For Gauteng, a region rich with heritage and cultural sites, it is a vital element of our tourism strategy and one of our strategic and competitive advantage areas.”

“We have incorporated cultural and heritage tourism promotion into both our domestic and international marketing campaigns, with special focus on sites like the Cradle of Humankind, Voortrekker Monument and various struggle heritage sites like the Apartheid museum and the recently opened Pretoria Central Prison Gallows,” she said.

As part of the strategy, the Department will invest R6m over three years for further development and active promotion of the eight World Heritage Sites in South Africa. A further R80 million will be invested over a three-year period in projects known for their “global significance”, including amongst others the Dinosaur Interpretative Centre in Golden Gate's Highlands National Park and the National Heritage Monument.

To access the strategy, visit www.tourism.gov.za

Gia Kaplan

- 4.1.1 Explain the following tourism terms used in the article:
- a) long-haul destination (2)
 - b) niche product (2)
 - c) global significance (2)
- 4.1.2 According to Paul Miedema, the marketing of cultural and heritage tourism does not take place in South Africa. Which aspects of South Africa are marketed according to him. (2)
- 4.1.3 Describe how the communities in South Africa would benefit if culture and heritage tourism are marketed globally. (4)
- 4.1.4 Name THREE above-the-line promotional techniques the organisers can use to promote global culture and heritage tourism. (3)
- [15]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 5

5.1 Read the article published by ETNW and answer the questions that follow.



SAA extends Mango codeshare agreement

08 Wed, Jan 2014

SAA has expanded its existing codeshare agreement with Mango, to include more coastal cities in South Africa, as well as Bloemfontein. SAA and Mango already have a codeshare agreement for flights between Cape Town and Durban as well as between Lanseria International Airport and Cape Town. It has now been extended to include flights from Johannesburg to Cape Town, Durban, Port Elizabeth and George. Also included are flights between Cape Town and Bloemfontein and Cape Town and Port Elizabeth. Mango continues to be the operating carrier with SAA placing its SA code on the flights as the marketing carrier. SAA customers' tickets will start with SA and then the flight number, while Mango customers' tickets start with the JE code. Voyager members will earn miles only if they book their flights on the SAA flight number, as is the case on Mango flights between Durban and Cape Town and between Lanseria and Cape Town. Tammy Sutherns

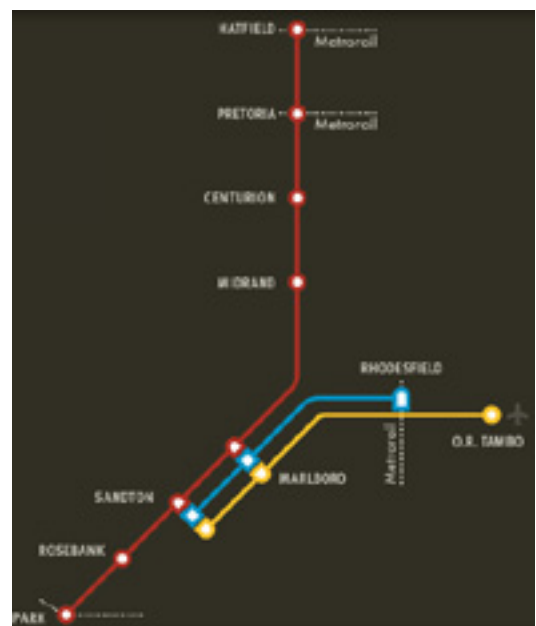
- 5.1.1 Name TWO other international airports in South Africa operated by ACSA, which are not mentioned in the article. (2)
- 5.1.2 The name of Bloemfontein International Airport was recently changed to ... (1)
- 5.1.3 Write out the acronym ACSA in full. (1)
- 5.1.4 Distinguish between a privately owned airport and a private landing strip. (4)
- 5.1.5 Explain code sharing. (2)
- 5.1.6 Name a low cost airline not mentioned in the article. (1)
- 5.1.7 Discuss THREE advantages of low cost domestic airlines for the tourism industry in South Africa. (3)
- 5.1.8 Explain to you client why the tickets of low cost airlines are cheaper than those of other airlines. (3)
- 5.1.9 Identify the national airline carrier of South Africa. (1)
- 5.1.10 Name TWO services that a passenger on the national airline carrier will receive that are included in the cost of the airline ticket. (2)
- [20]

QUESTION 6

6.1 Study the flight time table of SAA below and answer the questions.

From Windhoek (WDH) GMT+0100(+0200 until 05Apr and from 07Sep)							
To Cape Town (CPT)							
24	0740	WDH	1045	CPT	SA1752	CR2/Y	0
08Apr - 04Sep							
24	0840	WDH	1045	CPT	SA1752	CR2/Y	0
To	03Apr						
24	0840	WDH	1045	CPT	SA1752	CR2/Y	0
From	09Sep						
2	0840	WDH	1045	CPT	SA1752	CR2/Y	0
12Aug - 12Aug							
To Johannesburg (JNB)							
124	0715	WDH	1005	JNB	SA073	319/JY	0
07Apr - 04Sep							

- 6.1.1 Identify the type of flight indicated in the flight schedule above. (1)
- 6.1.2 You must book a flight for your client, from Windhoek to Johannesburg on 13 September 2014. Provide the necessary information to your client about his flight. (6)
- 6.1.3 State the code for the departure airport. (1)
- 6.1.4 Calculate the duration of the flight. (1)
- 6.1.5 The client will use the Gautrain from OR Tambo International to Sandton. Discuss the ticketing procedure with him. (4)
- 6.1.6 Explain the benefits of the Gautrain for the tourism industry of South Africa. (3)



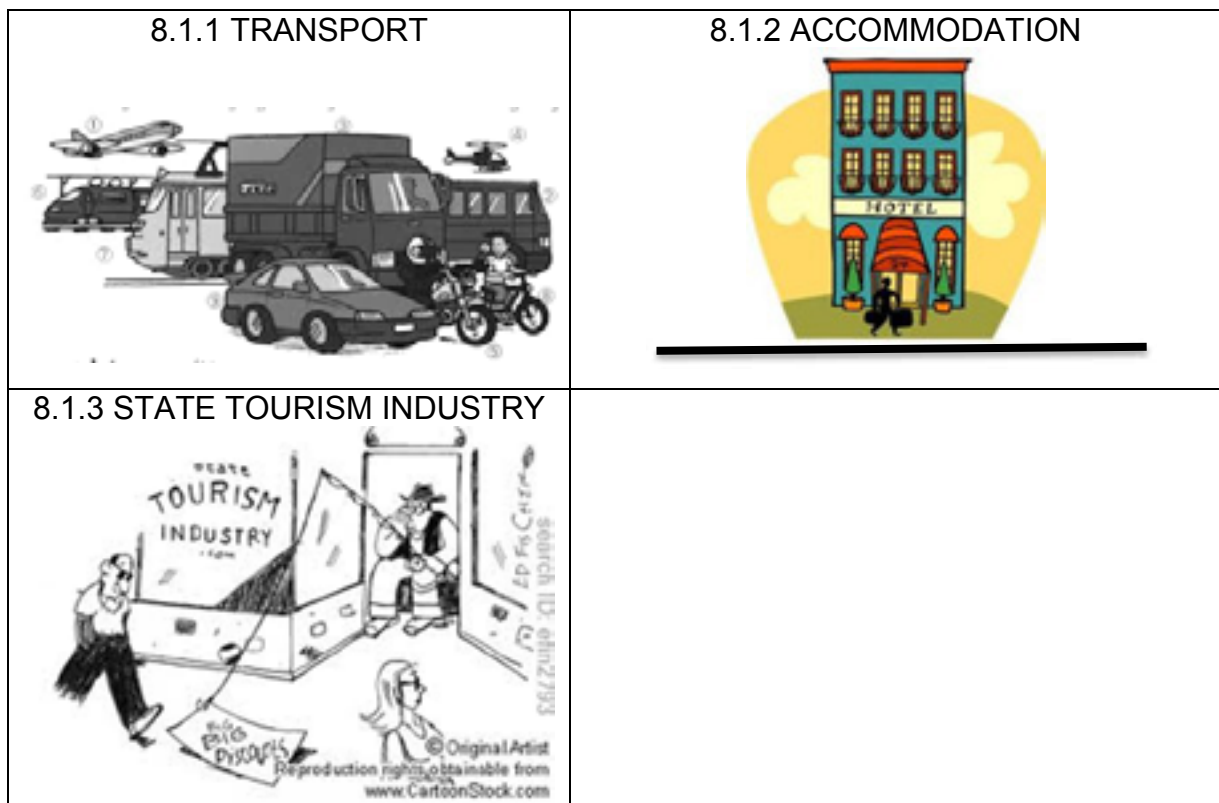
[16]

QUESTION 7

- 7.1 Name any **TWO** car rental companies operating in South Africa. (2)
- 7.2 Explain **TWO** requirements for hiring a car. (2)
- 7.3 List **TWO** additional costs that may be added to the rental car. (2)
- [6]

QUESTION 8

- 8.1 Identify **TWO** career opportunities in the tourism industry which are associated with the pictures below: (6)



- 8.2 Explain how an entrepreneur is able to notice a gap in the tourism market. (2)
- [8]

TOTAL SECTION D: 50

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM AND CLIENT SERVICE

QUESTION 9

“Domestic tourism is important not only to stimulate travel at home, but also to attract more foreign tourist arrivals to our country. When we have a nation of enthusiastic and passionate domestic leisure tourists, we gain a priceless bank of recommendations and ambassadors with which to attract more foreign tourists to South Africa”

- 9.1 State the FIVE domestic market segments. (5)
- 9.2 Tell your friend about the domestic objectives for Tourism. (3)
- 9.3 At the start of Tourism Month celebrations in 2013, the National Minister of Tourism, Mr M. Van Schalkwyk, unveiled a new domestic tourism marketing campaign that emphasised the fun of a domestic leisure getaway, and that South Africans to take short breaks. What was this campaign called? (1)
- 9.4 Name the campaign marketed in 2012, that was replaced by the campaign mentioned in 8.3. (1)
- 9.5 Explain ways by which the campaign made domestic tourism more affordable to the previously disadvantaged people of South Africa. (2)
- 9.6 Define regional tourism. (2)
- 9.7 Explain the term “gateway” in regional tourism and give examples. (4)

[18]

QUESTION 10

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



- 10.1.1 Analyse the problem in the cartoon. (2)
- 10.1.2 Discuss the negative impact of the situation depicted in the cartoon on the hotel. (4)
- 10.1.3 One of the neglected customers complained. Explain the value of customer complaints for a tourism business/hotel. (2)
- 10.1.4 The customer eventually got through to the hotel and lodged a complaint. Explain the SIX steps of dealing with verbal customer complaints. (6)
- 10.1.5 Customers can voice their dissatisfaction by writing to the organisation. Name THREE types of written communication an organisation can receive. (3)

10.1.6



After three months the customer who had the bad experience with the hotel in 10.1.1 saw the above suggestion in the hotel foyer. Suggest TWO ways by which the customer can leave comments to the business to make sure that the service level will be maintained. (2)

10.1.7 You need to be able to recognise different types of customers by their cultural background in order to communicate effectively and provide excellent customer service. List THREE ways in which cultures vary so that interaction is affected. (3)

[22]

TOTAL SECTION E: 40**GRAND TOTAL: 200**

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM (CAPS)
EXAMINATION 2014**

MARKS: 200

TIME: 3 HOURS

INSTRUCTIONS AND INFORMATION:

Read the instructions carefully before answering the questions:

1. This question paper consists of FIVE sections: SECTIONS A, B, C, D and E.
2. Answer ALL the questions.
3. In QUESTION 2 answers should be rounded off correctly to TWO decimal places.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. Use the mark allocation to determine the length of your answers.
7. The following table is a guide to help you allocate your time according to each section:

SECTION	TOPIC	MARKS	TIME
Section A	Short Questions	40 marks	20 minutes
Section B	Map work and Tour Planning, Foreign Exchange	50 marks	50 minutes
Section C	Tourism Attractions, Culture And Heritage Tourism, Marketing	50 marks	50 minutes
Section D	Tourism Sectors; sustainable and responsible tourism	30 marks	30 minutes
Section E	Domestic, Regional and International Tourism, Communication and Customer Care	30 marks	30 minutes
		200 marks	3 hours

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 number (1.1.1 - 1.1.20)
- 1.1.1 The . . . is responsible for the national tourism policy, regulation and development of tourism in South Africa.
 A NDT
 B TEP
 C DTI
 D SAT (1)
- 1.1.2 This cultural group of people is known for their brightly coloured traditional homes:
 A Xhosa
 B Ndebele
 C Venda
 D Zulu (1)
- 1.1.3 South Africa uses this line of longitude:
 A 30°W
 B 30°E
 C 180°
 D 0° (1)
- 1.1.4 A condition experienced when a traveller has crossed more than three time zones:
 A Jet lag
 B Jet fatigue
 C Insomnia
 D Claustrophobia (1)
- 1.1.5 The 0° line of longitude is also referred to as ...
 A the Daylight Saving Time Zone
 B time zones
 C the equator
 D the Universal Time Co-ordinate (1)
- 1.1.6 Identify ONE element that is NOT part of an itinerary:
 A Transport
 B Attractions
 C Accommodation
 D Visa requirements (1)

- 1.1.7 The organisation mandated (responsible for) with the regulation of travel health certificates globally:
A Department of Environmental Affairs and Tourism
B World Health Organisation
C South African Tourism
D UN World Tourism Organisation (1)
- 1.1.8 This organisation is the official tourism body responsible for marketing South Africa to the international world:
A UN World Tourism Organisation
B Department of Environmental Affairs and Tourism
C South African Tourism
D Southern Africa Tourism Services Association (1)
- 1.1.9 A legal document drawn up by an organisation that sets out the conditions under which a member of staff is expected to work:
A Contract of employment
B Curriculum Vitae
C Code of conduct
D The Labour Relations Act (1)
- 1.1.10 This term indicates positive changes to wealth, poverty, unemployment, currency value, foreign earnings and other aspects in a country:
A Gross Domestic Product
B Political unrest
C Economic growth
D Sustainable tourism (1)
- 1.1.11 The ... organisation encourages the identification, protection and preservation of heritage sites around the world.
A CATHSSETA
B FTT
C UNESCO
D SAHRA (1)
- 1.1.12 The price of one currency expressed in terms of units of another currency:
A Bank selling rate
B Bank buying rate
C Foreign exchange
D Exchange rate (1)
- 1.1.13 The Basic Conditions of Employment Act does not allow for the employment of children under the age of ...
A 18
B 16
C 17
D 15 (1)

- 1.1.14 South African Airways uses the code 'Y' on their timetables to indicate ...
A first class
B business class
C premium class
D economy class (1)
- 1.1.15 ... is the total value of all goods and services produced in a country in one year.
A VAT
B GDP
C TSEI
D TSA (1)
- 1.1.16 A customer satisfaction survey can be useful to a tourism business because ...
A it reports on staff's actions – positive and negative
B it gives feedback on customers' thoughts
C it advises on customers' expectations
D. All the above-mentioned (1)
- 1.1.17 This symbol represents the American currency:
A \$
B ¥
C £
D € (1)
- 1.1.18 This worldwide event was held at the Durban North Beach for the first time in South Africa from 21 – 23 March 2014.
A. Durban International Film Festival
B. Indaba
C. Land, Sea and Air Event
D. Comrades Marathon (1)
- 1.1.19 Choosing the red channel at an international airport means that the tourist leaving the country ...
A. has illegal goods/baggage
B. has goods to declare
C. has no goods to declare
D. A and B (1)
- 1.1.20 In South Africa an International Driving License is only issued by:
A. the consulate of the country to be visited
B. a foreign embassy of interest
C. the Automobile Association
D. the Department of Home Affairs (1)

[20]

- 1.2 Match the term in column A with the explanation in column B. Write the question number and the applicable letter.

	COLUMN A		COLUMN A
1.2.1	Multiplier Effect	A	The point where a new day begins
1.2.2	Daylight saving time	B	A non-profit organisation that promotes sustainable tourism development
1.2.3	International Date Line	C	When the bank sells money to the tourists
1.2.4	Greenwich	D	Form of payment when travelling internationally
1.2.5	Bank Selling Rate	E	This refers to the time zone that a country has decided to follow
1.2.6	Green channel	F	The Royal Observatory near London
1.2.7	Full board	G	The activity where money brought by tourists filters down through the economy and benefits other organisations
1.2.8	Traveller's cheques	H	The area for people who have nothing to declare
1.2.9	Standard time	I	Turning the clock one hour ahead in summer
1.2.10	FTT	J	Bank buys from tourists
		K	All meals and drinks are paid for and included in the overall budget

(10)

- 1.3 Complete the sentences by filling in the missing words. Write the question number and the answer.

1.3.1 The number of time zones around the globe is ...

1.3.2 The time zone on a map represents ... (degrees) and ... (hours)

1.3.3 The currency used by Japan is known as the ...

1.3.4 Exports refer to goods that South Africa ... other countries

(5)

- 1.4 Choose the correct answer from the options provided. Write the question number and the answer.

1.4.1 Africa is (behind/ahead) of time in India

1.4.2 A tourist that visits the Eiffel Tower will pay for his visit in (Sterling Pound/Euro)

1.4.3 The IDL runs through the (Pacific/Atlantic) Ocean

1.4.4 When one currency is converted to another currency the (foreign exchange/foreign exchange rate) will be used

1.4.5 A major currency of the world is (Chinese Yuan/Zambian Kwacha)

(5)

TOTAL SECTION A: 40

SECTION B: MAP WORK, TOUR PLANNING AND FOREIGN EXCHANGE

QUESTION 2

- 2.1 Compile an itinerary for Mr and Ms Dube from Johannesburg. They will stay in the exclusive accommodation provided. Study the itinerary (below) and work out a tour plan according to the table below. Re-draw the table on your answer sheet and complete. (14)

Day	Transport	Accommodation	Activities	Attractions	Meals included

CAPE TOWN TOUR - 4 DAYS

TOUR CODE: CT3

PRICE PER PERSON: **ZAR 10 175 - 26 620**

The four day Cape Town tour is a private guided tour which is devoted to bringing to life the highlights located in and around the South African Mother City. Clients have the option of choosing exclusive, luxury or standard accommodation when booking this tour with African Sky. For exclusive accommodation the highest price per person will be charged. African Sky uses their own shuttles to transport their clients on the tour.



The tour is conducted by an experienced African Sky guide whose knowledge of the attractions, culture and history of the city of Cape Town is sure to enhance your tour. This tour features visits to the Vergelegen Wine Estate, as well as Stellenbosch, Cape Point, Table Mountain and a host of other attractions.

TOUR HIGHLIGHTS

- WINE TASTING AT VERGELEGEN
- TOUR OF STELLENBOSCH
- VISIT TO THE CAPE CASTLE
- VISIT TO DISTRICT SIX
- INCREDIBLE VIEWS FROM TABLE MOUNTAIN
- KIRSTENBOSCH
- VIEWING CHEETAH UP CLOSE

CAPE TOWN TOUR ITINERARY

DAY 1

CAPE TOWN

Clients are met upon arrival at Cape Town International Airport, Cape Town. From here a drive of about fifteen minutes brings the tour to Vergelegen, one of the most impressive of all the wine estates of the Western Cape. This historic wine farm is located on the outskirts of Somerset West at the foot of the Helderberg. Here clients partake in a wine tasting, after

a brief explanation of the wine making process and the cultivars that are grown in South Africa. Another wine farm is then visited en route to the town of Stellenbosch, where your guide will highlight some of the most notable attractions in South Africa's second oldest town. The tour of Stellenbosch is followed by a journey of about 40 minutes to Cape Town, where guests are assisted with check-in at their hotel.

Overnight	Exclusive	Cape Grace Hotel
Overnight	Luxury	Commodore Hotel
Overnight	Standard	Portswood Hotel

Meals: Dinner

DAY 2

CAPE TOWN

This day of your Cape Town tour is devoted to the history and attractions found within the city. Adderley Street, the upper half of the Heerengracht is traversed, before walking down Government Avenue in the heart of Cape Town and enjoying a glimpse of the Houses of Parliament. The tour then visits the pentagonal Cape Castle, oldest of all the buildings in South Africa, which now serves primarily as a museum. It houses both the Good Hope Gallery as well as the Military Museum dedicated to the preservation of military artifacts, which cover both the Dutch, as well as the British periods of occupation. Subsequent to visiting the Castle and viewing the lovely Dolphin Pool, the tour ventures to District Six where time is devoted to visiting the local museum, which is housed in the former Methodist Mission in Buitenkant Street. The historic Strand Street is the last point of call before the tour makes its way to the hotel after a memorable day.

Overnight	Exclusive	Cape Grace Hotel
Overnight	Luxury	Commodore Hotel
Overnight	Standard	Portswood Hotel

Meals: Breakfast and Dinner

DAY 3

CAPE TOWN

First on the agenda of the day is a visit to Table Mountain. The flat-topped mountain was given its name by the Portuguese explorer Antonio de Saldanha. We ascend the mountain via the cableway, enjoying marvellous views of the Cape Town city bowl and the Atlantic Ocean beyond. Upon reaching the summit, some time is devoted to visiting different vantage points from where impressive views of the Cape Peninsula can be enjoyed. Your guide also provides some information on the Cape Floral Kingdom, highlighting some of the fynbos species found on the mountain. The visit to the summit of Table Mountain is followed by some time devoted to exploring the world famous Kirstenbosch Botanical Gardens. The gardens are home to seven thousand species of indigenous plants that create a most remarkable display.

Overnight	Exclusive	Cape Grace Hotel
Overnight	Luxury	Commodore Hotel
Overnight	Standard	Portswood Hotel

Meals: Breakfast and Dinner

DAY 4

DEPARTURE

After breakfast the tour travels to Paardevlei near Somerset West, where time is devoted to visiting the Cheetah Outreach. Here clients will gain some insight into the survival plight of the world's fastest animals. Cheetah used to occur in vast numbers across the countries of Africa and Asia, yet today the number of cheetah in South Africa is only around a thousand. You will learn interesting facts and experience close encounters with a few of these beautiful animals. Jackals, meerkat, servals, caracals and bat eared foxes can also be seen. Clients are then transferred to the airport for a flight back home, after a memorable tour of Cape Town and its surrounding area. Fly back to OR Tambo International Airport in Johannesburg.

Overnight: None

Meals: Breakfast

- 2.2 Calculate the cost of the tour for Mr and Ms Dube, excluding their flight tickets? (2)
- 2.3 Use the following exchange rates for question 2.3

£	R17.50
€	R14.50
US\$	R10.50

- 2.3.1 If Mr and Ms Dube were from America, what would the cost be for the 4-day tour? (4)
- 2.3.2 If Mr and Ms Dube were from London, what would the cost be for the 4-day tour? (4)
- 2.3.3 If Mr and Ms Dube visited France for a 4 day tour and the cost was 3,564 Euro, what would the amount be in ZAR? (4)
- 2.3.4 South Africa is experiencing a weak rand. What will this mean to overseas visitors coming to South Africa? (2)
- 2.3.5 Determine why it is necessary for the travel agent to develop a tourist profile for all the people on the tour. (3)

[33]

QUESTION 3 TIME ZONES

3.1 Answer the questions referring to the IDL:

- 3.1.1 a) Why does the IDL not follow a straight line? (1)
 b) Tourists are very curious about the IDL and the change in date. Give ONE positive impact on tourism in the countries near the IDL. (1)
- 3.1.2 Bongani wants to attend the Soccer World Cup in Brazil. He compiled an itinerary for his trip to South America via New York. The itinerary is as follows:
- Departure from South Africa: Monday, 9/6/2014 at 20:00
 - The flight to New York is 11 hours and 30 minutes
 - In New York he will meet his friend who is joining him for the soccer excitement
 - The stopover in New York is 3 hours and 30 minutes
 - Flying time to Rio de Janeiro is 7 hours
- a) Calculate Bongani's arrival time and date in New York. (New York will practise DST) (6)
 b) Determine the time, day and date of arrival in Rio de Janeiro. (7)
 c) Calculate the total duration of the journey – including the stop over. (2)

[17]

TOTAL SECTION B: 50**SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING****QUESTION 4**

- 4.1 Explain the difference between an icon and a tourist attraction. (2)
- 4.2 Study the following world map and identify the icons marked A – H. (24)
 State the name of the ICON, the Country in which it is located and ONE unique reason for it being an icon. Re-draw the table and tabulate your answers under the following headings:

NAME OF ICON	COUNTRY	UNIQUE REASON



QUESTION 5

5.1 Write the acronym UNESCO in full. (1)

5.2 Study the map of South Africa below and identify the heritage sites A – E.
Re-draw the table and tabulate your answers under the following headings: (15)

No	Name of site	Province	Why UNESCO declare it a world Heritage Site
----	--------------	----------	---

5.3 Refer to sites D and E on the map and discuss in paragraph form the criteria used by UNESCO for the declaration of these sites. (4)



- 5.4 Discuss TWO initiatives in which SATourism has become involved to help to maintain standards of facilities and services for the tourists.

(4)

[24]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 6

- 6.1 Professional image in the tourism industry is very important, because first impressions are vital.



- 6.1.1 Discuss the effect of the image portrayed by the uniform used by SAA to a potential tourist. This picture is taken from the SAA website. (2)
- 6.1.2 The image of the company is portrayed in question 6.1.1. Name FIVE other aspects companies use to market their companies. (5)
- 6.1.3 In South Africa, as in most other countries, there are laws when it comes to employing people to do a particular job. The most important law is called the Basic Conditions of Employment Act 75 of 1997 that came into operation on 01 December 1998.
- Advise the SAA staff in the photo above about the THREE issues addressed by the act mentioned above. (3)
- 6.2 Read the extract on the Gautrain and answer the questions that follow. Write the answer next to the question number.

GAUTRAIN – CARING FOR THE FUTURE

Sustainable development calls for an integrated approach, which considers the inter-relationship between transport, the environment, the economy and society as a whole. The aim of sustainable development is to build, operate and maintain a system that will be beneficial to all in the long run.

Gautrain aims to facilitate and to be a catalyst for sustainable development. Gautrain, therefore, has to meet the needs of the present generation without compromising the ability of future generations to meet their own needs.

Extract from : **Gautrain, a symbol of pride.**

6.2.1 Define:

4.2.1.1 sustainable development (2)

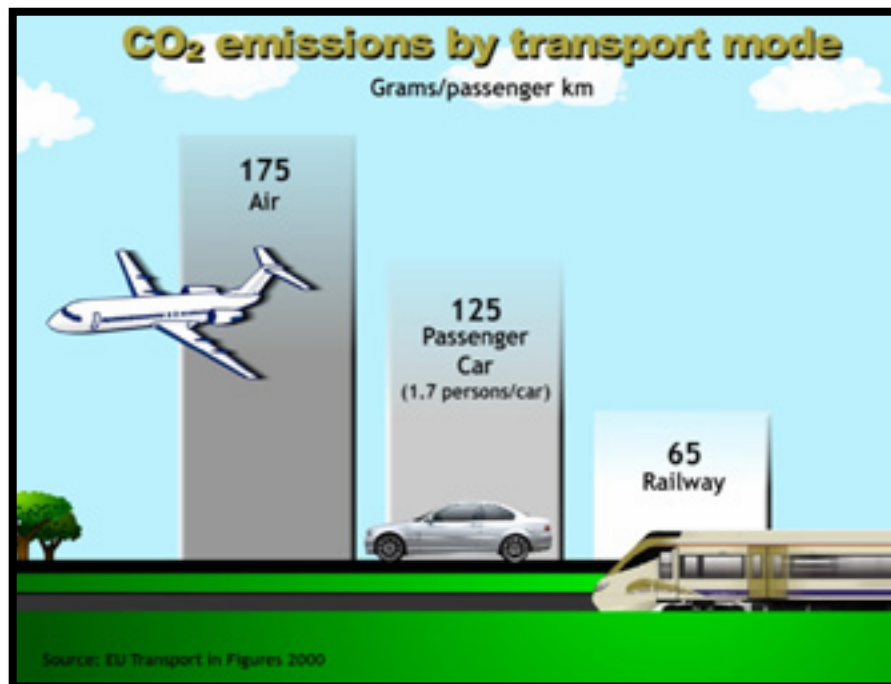
4.2.1.2 catalyst (2)

6.2.2 In TWO sentences, explain why the Gautrain project was started to contribute to sustainable development. (4)

6.2.3 Refer to the Triple Bottom Line approach.
Discuss the benefits of the Gautrain by referring to the 3BL. (6)

6.3 Study the picture below.

6.3.1 Explain why the Gautrain is considered as a “green train”. (2)



6.3.2 Compare the figures of air and road transport.
Justify the emissions reflected for air transport. (4)

[30]

TOTAL SECTION D: 30

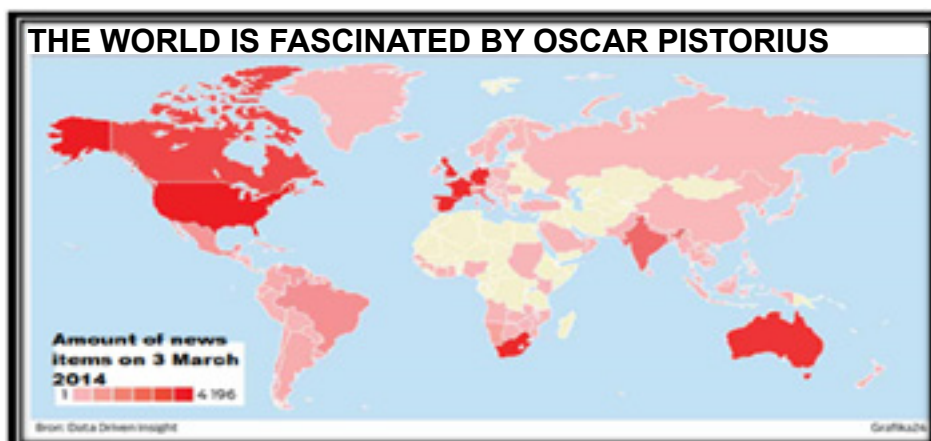
SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE

QUESTION 7

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



- 7.1.1 Identify the occurrence and also indicate the country in which it took place. (2)
- 7.1.2 Determine why this political situation become a worldwide event. (2)
- 7.1.3 Discuss the implications of this event on the tourism of the country. (3)
- 7.1.4 Indicate the type of tourist that would like to visit the site where 34 people were killed. (1)
- 7.2 On the map below the obvious interest in the Oscar Pistorius trail is depicted. This was according to the social media like SMSs Tweet and Twitter.



- 7.2.1 Name TWO continents from the map which are intrigued by the incident mentioned on the map. (2)
- 7.2.2 Discuss why the person mentioned on the map is recognised worldwide. (3)
- 7.2.3 Determine whether the above mentioned incident can be classified as a global event. (4)
- [17]

QUESTION 8

8.1 Study the picture below and answer the questions that follow. This form of customer feedback has been spotted in the bathrooms of the OR Tambo International Airport.

8.1.1 Give ONE reason why the Airports Company of South Africa (ACSA) display these notices in the bathrooms at the airport. (2)

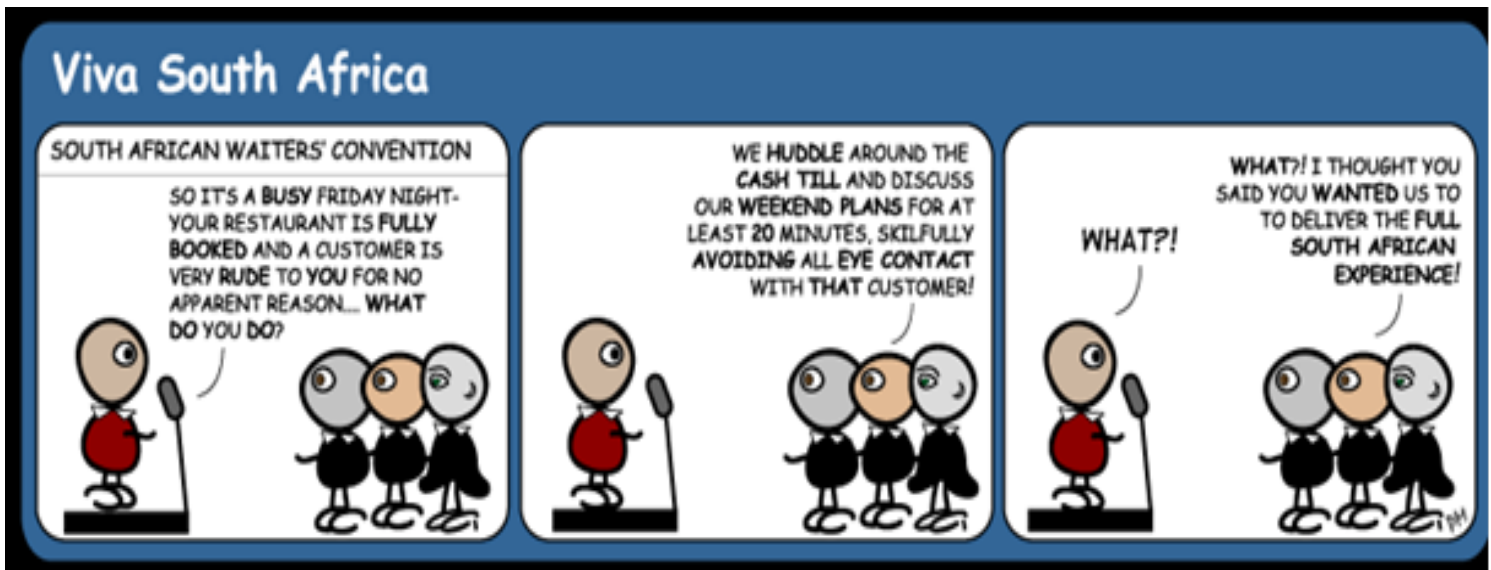
8.1.2 Explain why the company provides the bathroom number (F10M) (2)

8.1.3 You visited the bathroom recently and found it very clean and hygienic. Use the instructions in the picture below and complete **A** and **B** together with your feedback to the company.

A (1)
B (4)



8.2 Study the comic strip and answer the questions.



8.2.1 Do you agree with the answer from the waiter? Give a reason for your answer. (2)

8.2.2 Suggest TWO ways in which a similar situation must be handled by a waiter. (2)

[13]

TOTAL SECTION E: 30

GRADE 11 TOURISM (CAPS) EXAM MEMORANDUM

SECTION A: SHORT QUESTIONS

QUESTION 1: MULTIPLE CHOICE

1.1

1.1.1	A
1.1.2	C
1.1.3	D
1.1.4	C
1.1.5	C
1.1.6	B
1.1.7	C
1.1.8	C
1.1.9	B
1.1.10	D
1.1.11	A
1.1.12	C
1.1.13	A
1.1.14	C
1.1.15	D
1.1.16	C
1.1.17	B
1.1.18	D
1.1.19	A
1.1.20	C

[20]

1.2

1.2.1	F
1.2.2	D
1.2.3	E
1.2.4	C
1.2.5	B

[5]

1.3

1.3.4✓

1.3.6✓

1.3.1✓

1.3.5✓

1.3.7✓

1.3.10✓

1.3.8✓

1.3.2✓

1.3.9✓

1.3.3✓

[10]

1.4

1.4.1 PAI✓

1.4.2 SCDW✓

1.4.3 Tourism levy✓

1.4.4 Contract fee✓

1.4.5 Traffic Fine Administration Fee ✓

[5]

TOTAL SECTION A: 40**SECTION B: MAP WORK, TOUR PLANNING AND FOREIGN EXCHANGE****QUESTION 2****2.1**

Day	Transport	Accommodation	Activities	Attractions
1	Aeroplane✓ Car✓	Skukuza self-catering✓	Watching the scenery and wild animals on their way	-
2	Car	Skukuza self-catering	Watching the wild animals (Big Five) ✓	-
3	Car	Protea Hotel O.R Tambo✓	Driving from KNP to JHB. Sightseeing.	-
4	Car	Protea Hotel O.R Tambo	Shopping, Mandela statue, Gambling, Golf	Sandton City✓ Casino (Emperors Palace)
5	Gautrain✓	Protea Hotel O.R Tambo	-	Pretoria Zoo Union Buildings Voortrekker Monument✓
6	Car	Protea Hotel Edward✓	Watching the scenery on their way to Durban	-
7	Car	Protea Hotel Edward	Swimming and visiting the beach✓	-
8	Car	Protea Hotel Edward	-	Ushaka Marine World✓
9	Car Aeroplane	-	Watching the scenery on their way to Durban	-

(10)

The activities and the attractions on day 4 and 5 and 7 and 8 may be reversed. Other activities in the scenario may be used unless it is stipulated for candidate to use certain information.

2.2

Type of transport	Route	One way/Return	Amount
Aeroplane	CT to JHB	Return	R1 365.00✓
Car	JHB – Kruger gate	Return	R1 269.00✓
Car	JHB to DBN	Return	R1 860.00✓
TOTAL			R4 494.00✓

(4)

2.3 1 £ = ZAR 12.68✓

They will get more ZAR to spend in SA✓

(2)

2.4 a) $£1200 \times 14.22 \checkmark = \text{ZAR } 17064.00 \checkmark$

(2)

b)

- Every tourist who comes into the country spends money while there. This money ✓ goes into expenses like transport, accommodation, food, attractions and shopping.
- This is good because it means foreign tourists bring more money into the country. ✓
- Direct beneficiaries are those people or businesses which make money directly from tourists, that is, the tourist pays that person or business directly.
- Indirect beneficiaries are those people or businesses that still benefit from the tourism but the tourist does not pay them directly.
- Multiplier effect

(2)

TOTAL SECTION B: 20**SECTION C: ATTRACTIONS, CULTURES, HERITAGE TOURISM & MARKETING****QUESTION 3****3.1**

3.1.1 A Regional Tourism Organisation of Southern Africa✓

(1)

B South African Development Community✓

(1)

3.2 promotion✓ and marketing✓ of tourism in the SADC region

(2)

3.3 a) create economic growth✓ and boost job creation✓

b) alleviate poverty✓ and stimulate economic development in rural areas✓

c) assist with broader economic development by using tourism related infrastructure✓ and transport networks✓

d) broaden air transport✓ to allow direct flights to more destinations in SADC✓

e) partnerships with the local communities✓ to improve the quality of life✓ for the people (ANY TWO)

(4)

3.4 The Botswana citizens have a lack of understanding ✓ about the importance ✓ of tourism for the country. The people must be educated ✓ on the significance of the Tourism industry. (3)

3.5 Tourists will not return to the country ✓
 Bad word of mouth ✓
 Money will not flow into the country and this will lead to job losses ✓
 Poverty in the country ✓
 No expansion of the infrastructure of the country
 Crime (4)

3.6

	Name of the country	Name of the attraction
3.6.1	J – Botswana ✓	Chobe National Park ✓
3.6.2	A - DRC ✓	Virunga National Park ✓
3.6.3	N - Lesotho ✓	Lesotho Highlands Water Project / The Katse Dam ✓
3.6.4	E - Mauritius ✓	Chamarel Falls and coloured earths of Chamarel ✓
3.6.5	H - Mozambique ✓	Bazaruto Archipelago ✓
3.6.6	M - Swaziland ✓	Royal Swazi Hotel ✓
3.6.7	C - Tanzania ✓	Mount Kilimanjaro ✓
3.6.8	F - Zambia ✓	Victoria Falls ✓
3.6.9	I - Zimbabwe ✓	The Great Zimbabwe Ruins ✓
3.6.10	D - Seychelles ✓	The Beaches ✓

(20)
 [35]

QUESTION 4

4.1

- 4.1.1 a) People who will come from far ✓ to experience the destination. It indicates tourists from far away destinations like international (other countries) ✓ (2)
- b) specialised product ✓ in this case cultural and heritage tourism ✓ (2)
- c) people worldwide (global) ✓ would be interested to come and experience the culture and heritage in South Africa. ✓ (2)

4.1.2 Wild life ✓ and landscape ✓ (2)

- 4.1.3 a) more job creation for the local communities ✓
- b) It will create a positive feeling ✓ amongst the community about their culture and heritage

- c) It would create a proud feeling towards the rainbow nation – national proudness towards the country. ✓
- d) more money will be generated and a better standard of living for the communities when culture and heritage tourism is promoted. ✓
- e) It will have a multiplier effect on the people in the community.
- f) small towns and rural areas will be developed.
- g) better infrastructure for these areas. (4)

- 4.1.4
- a) conventional media tools: ✓renting space on television, newspapers, magazines, posters, radio.
 - b) Printed material: ✓ brochures, flyers, pamphlets, posters bill boards, meander maps.
 - c) Electronic advertising: ✓video walls, audio-visual presentations, digital displays, cell phone advertising, web-based advertising.
(If the learners did not use the three main types of advertising and they used the examples, the examples must be one out of each of the different types of marketing methods – not all out of one method) (3)
- [15]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 5

5.1

- 5.1.1 OR Tambo International ✓
Cape Town International ✓
King Shaka International
Bram Fischer International
Port Elizabeth International
Upington International (2)
- 5.1.2 Bram Fischer International Airport ✓ (1)
- 5.1.3 Airports Company of South Africa ✓ (1)
- 5.1.4 Privately owned: airports that are owned by private individuals or companies. ✓ A perfect option for owners of smaller aeroplanes ✓ (2)
Privately owned landing strips: are found in open spaces ✓ and belong to private individuals or companies. ✓ (grass, gravel or tarmac) (2)

- 5.1.5 Mango continues to be the operating carrier✓ with SAA placing its SA code on the flights as the marketing carrier. ✓ (2)
- 5.1.6 Kulula ✓ (1)
- 5.1.7 People can buy cheaper tickets. ✓
More people have access to this type of transport✓
More people are in the position to travel✓
Domestic tourism will expand (3)
- 5.1.8 Limited service delivery from the in-flight staff✓
No food included in the ticket price✓
Seats not so comfortable – not enough legroom✓ (3)
- 5.1.9 SAA / South African Airways✓ (1)
- 5.1.10 Complementary on-board food and drink✓
In-flight magazine called Sawubona✓
DVD and music for in-flight entertainment
More comfortable – more legroom (2)
- [20]

QUESTION 6

6.1

- 6.1.1 Regional flight ✓ (from Windhoek to Johannesburg) (1)
- 6.1.2 08:40 departure✓
10:45 arrival✓
Flight nr. SA1752✓
Aircraft CR2✓
Class: Y✓/ economic
Stop: 0✓ (6)
- 6.1.3 WDH✓ (1)
- 6.1.4 2 hours 5 min✓ (1)
- 6.1.5 Cashless transport system✓
First buy a Gautrain card✓
Load money onto it✓
By means of credit or debit cards, cash at ticket office or ticket vending machine✓ (4)
(The answer must be in full sentences – explain)
- 6.1.6 affordable, cost effective transport✓
efficient services✓

reliable timetables✓
 comfortable travel
 environmentally friendly operations
 safety and security
 convenient electronic ticketing (3)
 [16]

QUESTION 7**7.1**

7.1 Avis✓ Budget✓ Europcar, 1First, Hertz, Tempest (or any other one) (2)

7.2

The driver must be over the age of 21 years✓
 The client must have a valid driver's license✓
 A credit card is required to make the payment
 Home address and contact details
 The signing of the rental contract (2)

7.3

Tourism levy✓
 Fuel deposits and charges✓
 Airport surcharge
 Additional deliver fee
 Contract fee (2)
 [6]

QUESTION 8**8.1**

8.1.1 Pilot✓ driver✓ luggage handler, cabin attendant, cleaning staff, ticket officers, security, administrative, custom official, security, hiring agency staff , etc. (2)

8.1.2 Porter✓ Concierge✓ Front desk personnel, Manager, Cleaners, Housekeeping, etc. (2)

8.1.3 Management of specialist tourism service✓ marketing✓, human resources, community liaison, quality control and monitoring, policy making, software development and technical maintenance, office systems management, accounting, business and community, business and community liaison etc. (2)

8.2 ANY POSSIBLE CORRECT TWO :

- Proper market research and satisfying the current needs in the industry ✓
- Matching the advertisement technique to your target market✓
- Offering specials and competitive packages✓ (2)
[8]

TOTAL SECTION D: 50

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM AND CLIENT SERVICE

QUESTION 9

9.1

- 9.1 Spontaneous Budget Explorers✓
New Horizon Families✓
High – Life Enthusiasts✓
Seasoned Leisure Seekers✓
Well to Do Mzansi families✓ (5)

- 9.2 It is a strategy (plan):
To increase domestic tourism revenue (income) ✓
Increase domestic tourism volume✓
Address seasonality and geographical spread ✓
Because of the climate some areas are restricted to tourists✓
Create situations to make it easier for people to travel especially previous disadvantaged groups
Enhance a culture of travel / tourism (3)

- 9.3 Nothing's More Fun than a Sho't Left ✓ (1)

- 9.4 The Vaya Mzansi campaign✓ (1)

- 9.5 The new campaign had more affordable/cheaper✓ tours for the people, making it easier✓ to go on holiday.
The people can even use their Edgars card ✓ to fly with a low budget airline and pay later✓
More marketing on the TV and radio was done to encourage the people to go on holiday (2)

- 9.6 The movement of people within a region ✓ of a continent✓ (2)

- 9.7 A gateway is the accessibility✓ of each SADC country from South Africa.
The Way you will get into or out of a country. It can be by road✓ air✓ or water✓ (4)

[18]

QUESTION 10

10.1

- 10.1.1 There is a staff shortage✓
Not enough people to answer the telephone✓
The hotel is very busy and the staff cannot attend to the telephone ringing, because they are attending to the other tourists.
Bad service delivery
People want to book at the hotel but nobody answers the phone (2)

- 10.1.2 People will stop phoning the hotel because they do not receive quality service✓
Bad word of mouth will be spread about the hotel ✓
Less people will visit the hotel✓

- The hotel will not make a profit anymore✓
This will lead to people losing their jobs (4)
- 10.1.3 They show an organisation how good or bad their customer service is✓
They show an organisation that customers want to continue doing
business with them ✓
They provide an opportunity to the business to improve its products
and service (2)
- 10.1.4 EXPLAIN so the answers must be in full sentences to receive a mark.
Listen carefully and with interest to what the customer has to say✓
Ask questions in a caring, concerned manner✓
Apologise for the mistake✓
Solve the problem immediately or find someone who can solve the
problem✓
Offer a reward in the form of compensation to the customer – free
supper✓
Thank the customer for filing a complaint and making you aware of the
situation ✓ (6)
- 10.1.5 Complaint letters/e-mails/faxes✓
Customer comment cards and suggestion boxes✓
SMS complaints✓
Internet complaints (3)
- 10.1.6 Suggestion boxes ✓
Customer surveys ✓/ Questionnaire (2)
- 10.1.7 Religious practices✓
Food and drink preferences ✓
Dress and appearance✓
Language
Customer expectations (3)

[22]

TOTAL SECTION E: 40**GRAND TOTAL: 200**

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

**TOURISM (CAPS)
MEMORANDUM 2014**

MARKS: 200

TIME: 3 HOURS

QUESTION 1**1.1**

1.1.1	A ✓
1.1.2	B ✓
1.1.3	B ✓
1.1.4	A ✓
1.1.5	D ✓
1.1.6	D ✓
1.1.7	B ✓
1.1.8	C ✓
1.1.9	A ✓
1.1.10	C ✓
1.1.11	C ✓
1.1.12	D ✓
1.1.13	D ✓
1.1.14	D ✓
1.1.15	B ✓
1.1.16	D ✓
1.1.17	A ✓
1.1.18	C ✓
1.1.19	D ✓
1.1.20	C ✓

(20)

1.2

1.2.1	G ✓
1.2.2	I ✓
1.2.3	A ✓
1.2.4	F ✓
1.2.5	C ✓
1.2.6	H ✓
1.2.7	K ✓
1.2.8	D ✓
1.2.9	E ✓
1.2.10	B ✓

(10)

1.3

- 1.3.1 24 ✓
 1.3.2 15° ✓ 1 Hour ✓
 1.3.3 Yen ✓
 1.3.4 send to/ sell to ✓

(5)

- 1.4.1 Behind✓
- 1.4.2 Euro✓
- 1.4.3 Pacific✓
- 1.4.4 Foreign Exchange Rate✓
- 1.4.5 Chinese Yuan✓

(5)

TOTAL SECTION A: 40**SECTION B: MAP WORK, TOUR PLANNING AND FOREIGN EXCHANGE****QUESTION 2****2.1**

Day	Transport	Accommodation	Activities	Attractions
1	Aeroplane Shuttle ✓	Cape Grace Hotel✓	Wine tasting✓	Vergelegen wine farm✓ or Stellenbosch✓
2	Shuttle✓	Cape Grace Hotel	Walk down Adderley Street ✓ or Heerengracht	Castle of Good Hope/ Cape Castle✓ District Six✓
3	Shuttle✓ Cable car	Cape Grace Hotel		Table Mountain✓ Kirstenbosch Botanical Garden✓
4	Shuttle✓ Aeroplane			Cheetah Outreach✓

Accommodation is the same for all three days. One mark for all three days – all or nothing. If one day is left out, no marks must be awarded.

Transport – Where there are two types of transport for the day, both must be named for 1 mark – all or nothing.

(14)

2.2 R/ZAR 26 620.00 x 2 = R/ZAR✓ 53 240.00✓

(2)

2.3.1 R/ZAR 53 240.00 ÷✓ 10.50✓ = US\$✓ 5 070.48✓

(4)

2.3.2 R/ZAR 53 240.00 ÷✓ 17.50✓ = £✓ 3 42.29✓

(4)

2.3.3 3,564 € x✓ 14.50✓ = R/ZAR✓ 51 678.00✓

(4)

2.3.4 They will get more value for their money✓✓

They will have more money to spend in South Africa when they visit.

(2)

2.3.5 To determine the interests of the tourist✓

- To know their dietary requirements ✓
- To know the places or activities they already visited ✓
- To be sure that the tour he plans for them will be a unique experience
- People of different ages have different needs – to cater for everybody on their tour
- It must suit the needs of the individual customer
- Know the budget of the tourist / To plan a tour according to their budget as per profile (3)

QUESTION 3 TIME ZONES

3.1

- 3.1.1 a) To prevent the same country to have 2 different dates ✓ (1)

- b) **Positive impacts of the IDL on the countries:**
 People like to go there to see what it is about. ✓
 Want to see (experience) the New Year first.
 See where the New Year starts.
 More opportunities for tourism businesses. (1)

3.1.2

- a) Bongani's itinerary:
 South Africa : +2
 New York: -5 (+1 DST) ✓ -4
 Time difference : 6 hours ✓

 20:00 – ✓ 6 Hours = 14:00
 14:00 + ✓ 11hrs 30mins = 25:30
 Arrival time : 01:30 ✓ Tuesday ✓ 10/6/2014 (6)

- b) Stop over time: 3 hrs 30mins + ✓ 01:30 = 05:00 ✓ (10/6/2014)

 New York: -4
 Rio de Janeiro: -3
 Time difference: 1 hour

 05:00 + ✓ 1 hr = 06:00 Local time in Rio de Janeiro (10/6/2014)

 06:00 + ✓ 7 hours flying time = 13:00 ✓
 Tuesday ✓ 10/6/2014 ✓ (7)

- c) SA to New York 11 hrs 30 mins
 Stopover in New York 3 hrs 30 mins ✓ for the sum
New York to Rio de J 7 hrs 00 mins
 Total duration 22 hrs 00 mins ✓ (2)

TOTAL SECTION B: 50

SECTION C: TOURISM ATTRACTIONS, CULTURE AND HERITAGE TOURISM, MARKETING

QUESTION 4

4.1

TOURIST ATTRACTION	ICON
<ul style="list-style-type: none"> An attraction could be anything that causes tourists to visit a destination. ✓ It could be a town, city or country that has many features ✓ Natural – game park or a place of natural beauty Human-made Global event Attractions may not be known all over a country <p>Some are national or provincial</p>	<ul style="list-style-type: none"> It is a significant feature of a country that makes that country famous all over the world. ✓ It is often of value to the human race due to its unique characteristics ✓ Icons are known and easily recognised globally

(2)

4.2

NAME OF ICON	COUNTRY	UNIQUE REASON
A Sydney Opera House ✓	Australia ✓	A unique modern design on the shores of Sydney Harbour ✓
B Floating markets ✓	Thailand ✓	Important method of transport ✓
C Statue of Liberty ✓	Northern America ✓	46m high figure of a woman holding up a blazing torch. Celebration of freedom ✓
D Taj Mahal ✓	India ✓	One of the most beautiful buildings in the world built out of love. A beautiful monument in the memory of his wife. ✓
E Christ the Redeemer ✓	Brazil ✓	It is regarded as the 5 th largest statue of Jesus Christ. ✓

F Mt Fuji✓	Japan✓	Highest mountain in Japan. One of three holy mountains. Semitic shape. Dormant volcano. ✓
G Mecca✓	Saudi Arabia✓	The holiest city of the Islamic faith and the birthplace of the Prophet Mohamed. ✓
H Blue Mosque✓	Turkey✓	Famous for its blue tile work and six fluted minarets. ✓

(24)

QUESTION 5

5.1 United Nations Educational, Scientific and Cultural Organisation✓
Must be correct to receive 1 mark – all or nothing)

(1)

5.2

No	Name of site	Province	Why did UNESCO declare it a world Heritage Site
A	Robben Island✓	Western Cape✓	Buildings have a history. Symbolise the triumph of the human spirit of freedom and democracy over oppression. ✓
B	Richtersveld Cultural and Botanical Landscape✓	Northern Cape✓	Represents a way of life that is a significant stage of the area. Culture of Nama. ✓
C	Ukhahlamba / Drakensberg Park✓	KwaZulu-Natal✓	Rock art largest and most concentrated in Africa south of Sahara. San people lived there. Diversity of habitat. ✓
D	iSimangaliso Wetland Park✓	KwaZulu-Natal✓	Five interlinked ecosystems. One of the largest estuary systems in Africa, as well as one of the most southerly coral reefs in the continent. ✓
E	Cradle of Humankind✓ (Sterkfontein)	Gauteng✓	Exceptional testimony of specimens dating back more than 3.5 mil years. ✓

(15)

- 5.3 Info on D - Natural ✓ plants, animals, conservation, geological ✓
 Info on E - Cultural ✓ Ms Ples, origin of mankind, historical value,
 scientific value, archaeological ✓
 (Any two facts) (4)
- 5.4 a) Imvelo Rewards ✓ This reward is for tourism businesses that act in a
 responsible manner. They must maintain the highest of standards of service
 as well as responsibility throughout to win this award. ✓
- b) The Emerging Tourism Entrepreneur Award ✓ The award encourages
 emerging entrepreneurs to establish themselves in the industry, and prove
 that they can be successful through hard work and high standards. ✓
- c) Conferences such as South African Travel and Tourism Industry Conference
 (SATTIC) ✓ Tourism businesses are encouraged to offer high standards of
 facilities and service, where they get the opportunity to to meet other role
 players and to network. ✓ (4)

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 6

6.1

- 6.1.1 The professional appearance of the staff gives a good and stable impression
 to the potential client. ✓
 It gives a feeling of trust to the client. ✓
 It gives the impression to the client that if this I what the staff look like, I can
 trust the company with my business.
 This is a business that knows how to treat their customers. (2)
- 6.1.2 Name ✓ Logo ✓ slogan ✓ website ✓ stationery ✓ marketing material, product
 packaging, physical appearance of the business, Environmental policies,
 customer service policies. (5)
- 6.1.3 Conditions of employment service ✓
 Maximum working hours ✓
 Annual, sick and maternity leave ✓
 The particulars and termination of employment
 Payment of remuneration and wages, deductions and other acts concerning
 remuneration
 Payment of contributions to benefit funds
 The monitoring and enforcement of the law and legal proceedings (3)

6.2

- 6.2.1 The way to develop a country or area in such a way to meet the needs of the generation, but not to compromise the needs of the future generations. ✓✓ (2)

Catalyst:

Something or someone that helps to bring about a change ✓✓ (2)

- 6.2.2 It supplies a fast, comfortable transport to OR Tambo International Airport ✓✓
It will lead to less congestion on the roads around Johannesburg. ✓✓
Government needs to provide real alternatives to the motor car user
The image and acceptability of public transport must be improved
Less emissions – less cars (4)

- 6.2.3 Economy ✓: Less accidents, less claims from insurance ✓
More use of 'public' transport
Less damage to roads
Reduce travel distances, time and cost
Improve city sustainability
Stimulates economic growth
New development
(any 1 benefit) (2)

Social ✓ Job creation ✓
People end up with less road rage
Easier and faster way to travel
Get to work calmly and not stressed up by the traffic
Provides transport to most tourist attractions along the route
(any 1 benefit) (2)

Environment: ✓ Less pollution ✓
Less use of fuel
Less global warming/climate change (any 1 benefit) (2)

6.3

- 6.3.1 If the Gautrain is compared to a motor car and an aeroplane you can see that it is friendlier to the environment than the other modes of transport. ✓✓
Less pollution
Less contribution to global warming (2)

- 6.3.2 Air transport is 175 ✓ and road (car) is 125 ✓ Air travel more passengers than in a car ✓
Result: per person less pollution ✓ (4)

TOTAL SECTION D: 30

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

QUESTION 7

7.1

7.1.1 The strike at the mines in Marikana where 34 people were killed. ✓
In South Africa. ✓ (2)

7.1.2 It was a political situation where the SAPD killed people. ✓
All eyes were on South Africa to see how the situation would be resolved. ✓
It was a new government and the same things happened that occurred previously. (2)

7.1.3 People felt that they do not want to visit the country if it goes back to its old ways. ✓
People felt the political situation was not resolved in the country. ✓
People did not feel safe to visit the country if the police shoot so easily. ✓
Loss in profits may lead to retrenchments, because of the ongoing strike.
Decrease in tourist numbers.
The loss in revenue, because lesser people will visit the country.
The loss of confidence in the destination's ability to employ safety measures. (3)

7.1.4 Dark tourist. ✓ (1)

7.2

7.2.1 North and South America, Canada, Australia, Europe, India (2)

7.2.2 Oscar Pistorius is a leading South African runner, who won fame as an athlete with a disability ✓ competing at a high level, including multiple Paralympic Games ✓ and the 2012 Summer Olympics. ✓

- News about him was covered in magazines and TV worldwide.
- At the 2011 World Championships in Athletics, Pistorius became the first amputee to win an able-bodied world track medal.
- At the 2012 Summer Olympics, Pistorius became the first double leg amputee to participate in the Olympics when he entered the men's 400 metres and 4 × 400 metres relay races.
- At the 2012 Summer Paralympics, Pistorius won gold medals in the men's 400-metre race and in the 4 × 100 metres relay, setting world records in both events. He also took silver in the 200-metres race, having set a world record in the semi-final.
- Pistorius also carried the flag at the opening ceremony of the 2012 Summer Paralympics.
- In the 200 metres event Pistorius established a new T43 world record of 21.30 seconds in his heat on 1 September,[8] but he was defeated in the final the next day by Alan Oliveira of Brazil. Pistorius took silver, and then created a controversy by complaining about the length of Oliveria's blades.

SASCOC issued a statement welcoming Pistorius's apology for his outburst and declared their full support.

- Pistorius won a gold medal on 5 September running the anchor leg as part of the South African 4 × 100 metres relay team. (3)

7.2.3 Multi-country participation ✓ (this means that many countries participate in the event, either as participants or spectators)

Multi-country interest and attention ✓ (many countries across the world take keen interest in the event –TV, Twitter)

The event has a huge following globally. ✓

Global media attention both in print and electronic media. ✓ (4)

QUESTION 8

8.1

8.1.1 It creates the opportunity to obtain first hand feedback on service delivery from the tourists. ✓✓

So that they can establish if tourists are satisfied with the state or condition of the bathrooms. (2)

8.1.2 There are many different bathrooms all over the airport building. The number identifies the bathroom. ✓✓

So they can establish who is responsible for the bathroom and that corrective action can be taken should tourists be dissatisfied. (2)

8.1.3 A – 32691 ✓ (1)

B – WASHROOM F10M ✓✓

Any positive message ✓✓ (4)

8.2

8.2.1 No ✓ because he definitely does not know how to treat a customer. ✓

The customer always right. (2)

8.2.2 The waiter should be friendly at all times ✓ and treat the customer with respect ✓ (2)

TOTAL SECTION E: 30