



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

SEPTEMBER 2014

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 29 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. The following table is a guide to help you allocate your time according to each section.

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

SECTION A: SHORT QUESTIONS**QUESTION 1**

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

- 1.1.1 A travel document that gives travellers permission to stop in a country *en route* to another country.
- A Tourist visa
 - B Private visa
 - C Transit visa
 - D Courtesy visa
- 1.1.2 This world icon is the best example of humanity's cruelty to its fellow humans during war:
- A Berlin Wall
 - B The Colosseum
 - C The Kremlin
 - D Auschwitz
- 1.1.3 Which ONE of the following will not be included in the conditions of employment that an employee in the hospitality industry must sign upon starting work?
- A Remuneration
 - B Travel benefits
 - C Personal hygiene and grooming
 - D Professional accountability
- 1.1.4 Brand South Africa's slogan to market South Africa launched in 2012:
- A "More than you can imagine"
 - B "Inspiring new ways"
 - C "It's possible"
 - D "Alive With Possibility"
- 1.1.5 The global health organisation concerned mainly with public health:
- A IAMAT
 - B UNESCO
 - C FTTSA
 - D WHO

- 1.1.6 The Lilizela Tourism Awards introduced in 2013 rewards and celebrates excellence across the tourism industry for ...
- A universal accessibility.
 - B sustainability.
 - C service excellence.
 - D All of the above
- 1.1.7 A stipulated amount of money that a South African citizen travelling abroad can exchange for foreign currency in a calendar year:
- A Travel allowance
 - B Foreign currency
 - C Investment allowance
 - D Duty free goods
- 1.1.8 This world icon in Nepal has also been declared a UNESCO World Heritage Site:
- A The Algarve
 - B Mount Everest
 - C The Parthenon
 - D Venice
- 1.1.9 Which of the following are regarded as duty free items by SARS?
- A 2 months' supply of medicine for personal use
 - B 1 kg biltong/dried meat
 - C 1 rhino horn weighing 1,3 kg
 - D Up to 2 litres of wine
- 1.1.10 Mr Naidoo is travelling to London and will exchange R50 000 for GBP (GB£). The exchange rate at the time of the forex transaction is 16,45. How many pounds will he receive?
- A £3 039,51
 - B £816 000,00
 - C £3 063,72
 - D £822 500,00
- 1.1.11 A document that provides guidance on acceptable behaviour or protocol in the work place:
- A Contract of employment
 - B Code of conduct
 - C Environmental and customer service policies
 - D Basic conditions of employment

- 1.1.12 The time difference between Beijing and London is ...
- A 18 hours.
 - B 3 hours.
 - C 8 hours.
 - D 6 hours.
- 1.1.13 Eco-tourists can visit the Richtersveld Cultural and Botanical Landscape located in ...
- A Limpopo.
 - B Northern Cape.
 - C Western Cape.
 - D Free State.
- 1.1.14 Land markets are markets where at least ... of arrivals to South Africa use road transport.
- A 60%
 - B 30%
 - C 70%
 - D 50%
- 1.1.15 The following is an example of an unforeseen occurrence:
- A The death toll in the Syrian Civil War has exceeded 100 000
 - B Spain's triumph in the 2010 FIFA World Cup final
 - C The Marikana miners' strike resulted in 44 deaths
 - D An outbreak with a new avian influenza A (H7N9) virus was reported in China
- 1.1.16 What is the time in Sydney, Australia if it is 10:00 in South Africa?
- A 6 pm
 - B 18:00
 - C 02:00
 - D 2 am

1.1.17 The city in which the following conference was held in 2013:



- A Cancun
- B Durban
- C Doha
- D Warsaw

1.1.18 Provides the National Department of Tourism with statistics that can be used to identify tourism trends.

- A TOMSA
- B STATSSA
- C TBCSA
- D ITB

1.1.19 When doing time zone calculations that involve flying time, if you want to calculate the time of arrival of the flight at its destination you must ... the number of hours flying time.

- A add
- B subtract
- C multiply
- D divide

1.1.20 This city will host the International Olympic Committee's Summer Games in 2016:

- A Cape Town
- B Stockholm
- C Rio de Janeiro
- D Buenos Aires

(20 x 1) (20)

1.2 Choose a description from COLUMN B that best matches the picture in COLUMN A. Write only the letter (A–E) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 F.

COLUMN A	COLUMN B
1.2.1 	A Avis believes that expectations of customers will be influenced by the appearance of the business
1.2.2 	B It is the responsibility of each Avis employee to represent the business by portraying a professional image
1.2.3 	C Avis has become renowned for its high standard of service levels within the industry and will continue to be one of South Africa's truly customer orientated organisations
1.2.4 	D <i>Trying harder</i> is an attitude and a promise made by every Avis employee, which differentiates them from competitors, contributing to Avis' leading position in the car rental industry
1.2.5 	E Avis supports the Wilderness Leadership School, which exposes young people to positive experiences in the great outdoors, thereby raising their environmental awareness and instilling in them a love for nature

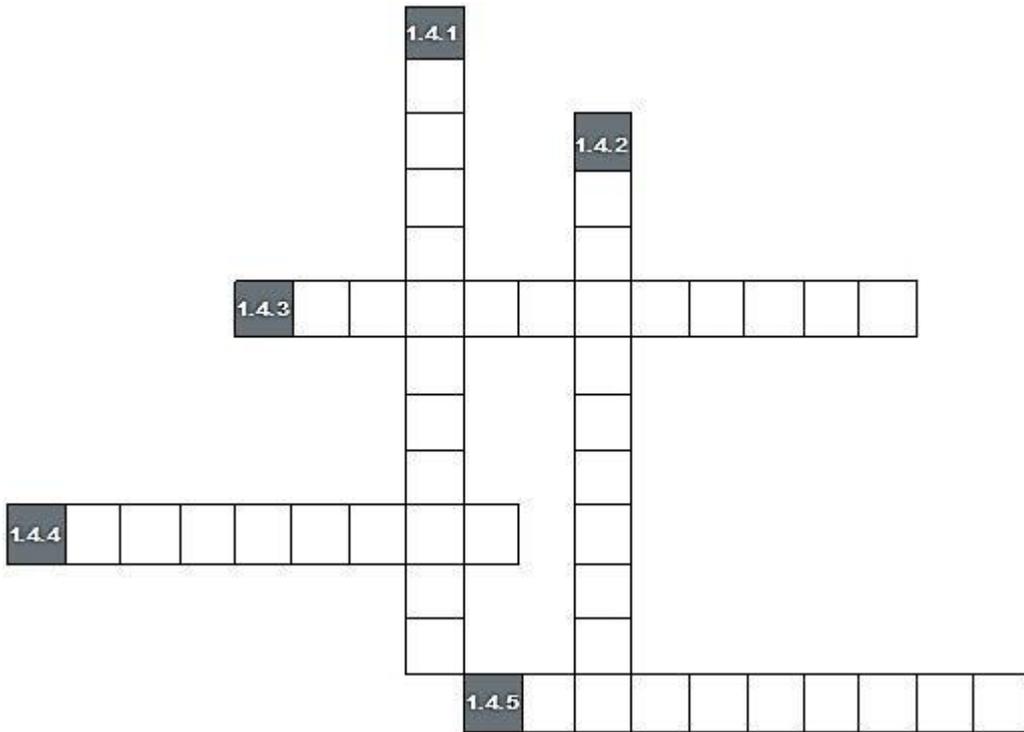
(5 x 1) (5)

- 1.3 Choose a term provided in the list below that best describes the descriptions that follow. Write only the term next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

IDL; visa; interests; bank selling rate; strong; baggage allowance; DST; weak; bank buying rate; passport
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- 1.3.1 A document issued by a national government that certifies the identity and nationality of its holder
- 1.3.2 This information must form part of a tourist profile in order for a tour organiser to draw up a tour plan
- 1.3.3 This practise involves the adjusting of the standard time of a country for part of a year, mainly for economic reasons
- 1.3.4 This position of the rand in relation to other foreign currencies will make it economically easier for South Africans to undertake overseas journeys
- 1.3.5 This rate that is offered by banks and other institutions to travellers when selling foreign currencies, will always be higher in order for the bank to make a profit (5 x 1) (5)

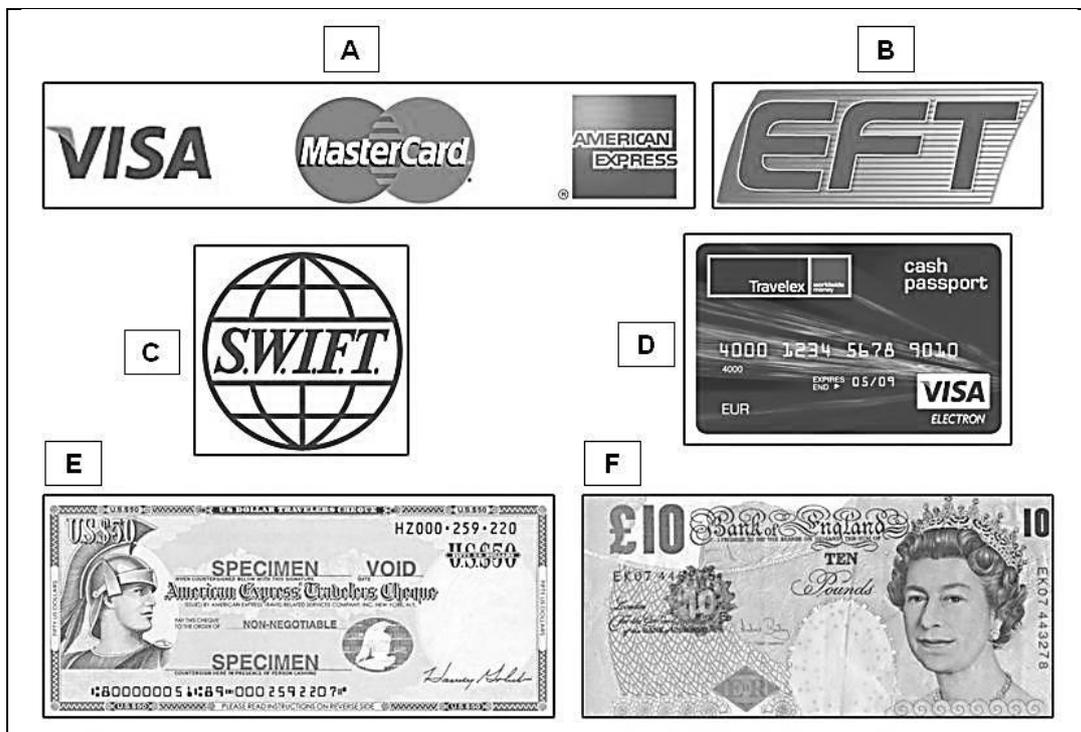
1.4 Complete the crossword puzzle below. Ignore spaces if the answer consists of more than one word. Write only the correct answer next to the question number (1.4.1–1.4.5) in the ANSWER BOOK e.g. 1.4.6 Leaning Tower of Pisa.



CLUES:

- 1.4.1 (DOWN) A site in Jerusalem that has become a place of prayer and pilgrimage for Jews from all over the world. Prayers are written on pieces of paper and inserted into cracks.
- 1.4.2 (DOWN) Construction, and specifically its roof’s design, makes this architectural masterpiece a welcome sight to visitors to the Sydney harbour.
- 1.4.3 (ACROSS) The ruined remains of a large, ancient Mayan city that contains a building that is a stepped pyramid, known as El Castillo (the castle).
- 1.4.4 (ACROSS) One of the most beautiful buildings in the world erected as a symbol of an Indian ruler’s everlasting love for his deceased wife. The octagonal monument was erected entirely from white marble.
- 1.4.5 (ACROSS) It used to be a market place, but became famous for the military parades held to demonstrate the power of the Kremlin to the world. (5 x 1) (5)

- 1.5 Study the images representing different forms of payment. Select the image that best fits the description below. Write only the letter (A–F) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK, for example 1.5.6 G.



- 1.5.1 This global 24 hour communication network enables banks to send and receive messages about transfers in a secure environment.
- 1.5.2 This form of payment has a magnetic strip and is issued by a financial company. It allows the holder the option to borrow money from the issuer.
- 1.5.3 This pre-printed form of payment is issued by a financial institution for a fixed amount in various denominations. After endorsement by the holder's signature, it can be exchanged for the currency of the country that you are in.
- 1.5.4 This form of payment is PIN protected and it is not linked to a bank account. If it is stolen it can be replaced.
- 1.5.5 A safe and secure system used to transfer money automatically from one bank account to another through computer based systems without any paper money changing hands. (5 x 1) (5)

TOTAL SECTION A: 40

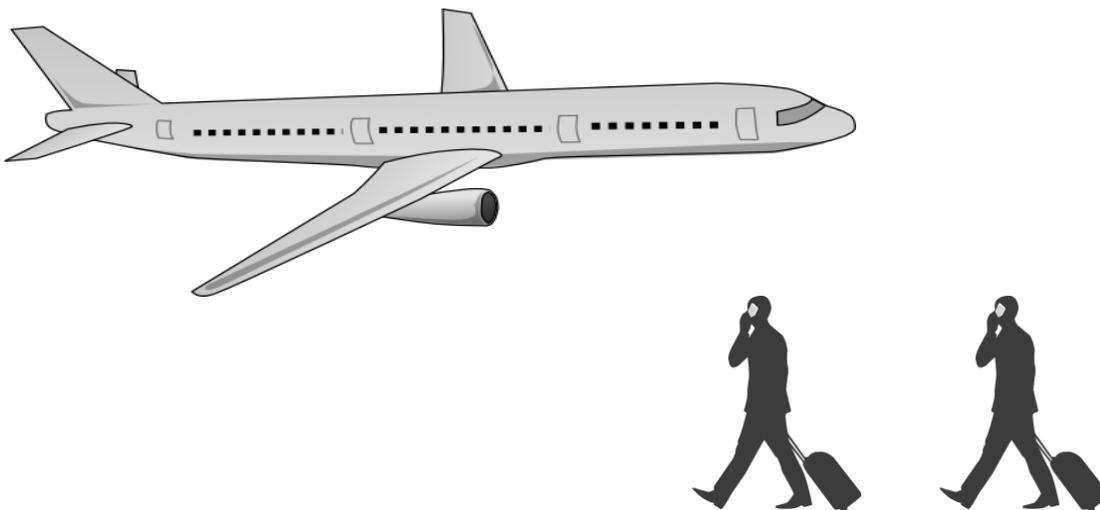
SECTION B: MAP WORK AND TOUR PLANNING – FOREIGN EXCHANGE

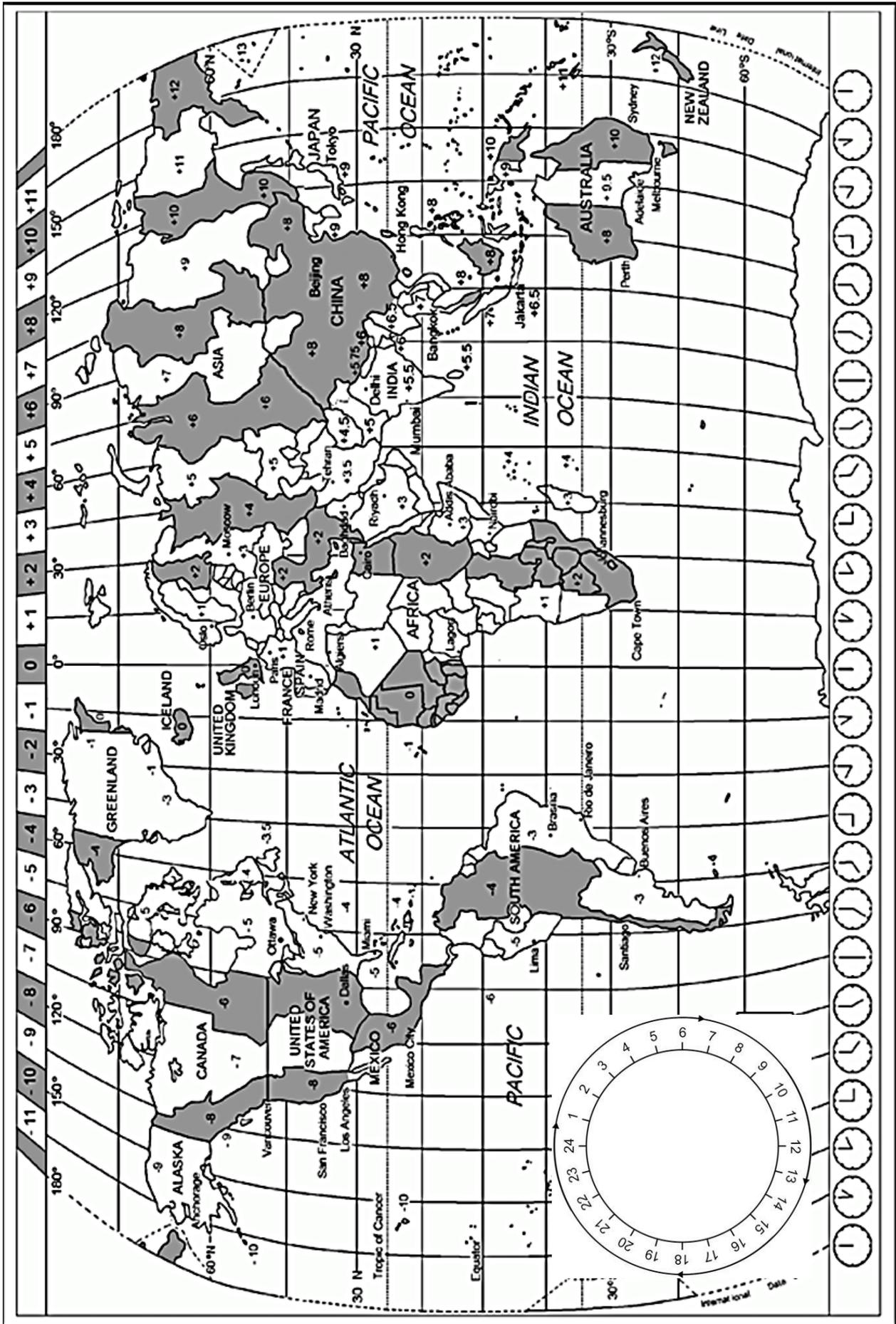
QUESTION 2

Read the scenario carefully and use the world time zone map provided to answer the questions below. Show all calculations.

Mr Dlamini works for a company in the motor industry in Johannesburg, South Africa. He has recently been appointed as the director for North and South America and has to visit the factories that he will be working with in Buenos Aires – Argentina and Dallas – USA. He will be travelling with his deputy director, Mr Langdon.

They will be flying from OR Tambo International Airport, Johannesburg on Sunday, 22 June 2014 at 10:00 to Buenos Aires, Argentina on Flight SA 222. The flight will take 10 hours and 30 minutes. They will spend a week in Buenos Aires and will then be flying to Dallas, USA. They will also spend a week in Dallas and thereafter return to Johannesburg on Flight SA 208 on Sunday, 6 July 2014 at 20:00. The flight time for this flight is 18 hours 45 minutes.





- 2.1 Ms Naidoo, Mr Dlamini's secretary, must phone the factories in Buenos Aires and Dallas to make appointments for Mr Dlamini and Mr Langdon to visit the factories. She will make the calls at 16:00 on Tuesday, 17 June.
- Remember that Buenos Aires does not use Daylight Savings Time (DST) but the USA does.
- 2.1.1 Give TWO advantages of using Daylight Savings Time (DST) for a country. (2)
- 2.1.2 Calculate the day and time that the calls from Ms Naidoo will be received in:
- (a) Buenos Aires (4)
- (b) Dallas (5)
- 2.2 Mr Dlamini has to make a telephone call to Ms Naidoo in Johannesburg from the factory in Dallas during his visit. He makes this call at 12:00 on Wednesday, 2 July.
- 2.2.1 Calculate the day and time that Ms Naidoo will receive the call in South Africa. (3)
- 2.2.2 Will this be a suitable time to phone Ms Naidoo at work? Provide a reason for your answer. (2)
- 2.2.3 Calculate the day and time that Flight SA 208 will arrive in Johannesburg. (5)
- 2.3 Upon his return to South Africa, Mr Dlamini will have been on an 18 hour 45 minutes flight. He will most likely suffer from jet lag.
- 2.3.1 List THREE of the symptoms that he will experience. (3)
- 2.3.2 Give him THREE pieces of advice about what he can do before and during the flight to avoid jet lag. (3)
- 2.4 Mr Dlamini does not need a visa to gain entry to Buenos Aires, but he does need a visa to enter the USA.
- 2.4.1 Explain the term "visa". (2)
- 2.4.2 Name the type of visa that these travellers will require to enter the USA. (1)

- 2.5 There is another travel document that these gentlemen need to travel internationally.
- 2.5.1 Name this document. (1)
- 2.5.2 Advise them where they should apply for the travel document mentioned in QUESTION 2.5.1. (1)
- 2.6 During his visit Mr Langdon goes shopping. He buys a 100 ml bottle of perfume for his wife and 3 litres of Californian wine for himself. He packs these into his suitcase.
- 2.6.1 Should Mr Langdon choose the green or the red channel when he arrives at customs? (1)
- 2.6.2 Motivate your answer in QUESTION 2.6.1. (2)
- 2.7 The safety of tourists is very important for the tourism industry of a country. Give TWO pieces of advice that could be given to Mr Dlamini about safety precautions that should be followed when at airports. (2)
- 2.8 If there is an opportunity, Mr Dlamini would like to spend some time doing sight-seeing while in South America. One of the places that he would like to visit is Manaus in the heart of the Amazon Jungle in Brazil.
- 2.8.1 What vaccinations and or medication does he require, before he can visit Manaus? (2)
- 2.8.2 Name ONE place that Mr Dlamini can go to in order to be vaccinated and/or receive the medication. (1)
- [40]**

QUESTION 3

Read the scenario carefully and answer the questions below. Show all calculations.

Mr Dlamini will be taking R25 000 spending money for the trip (as referred to in the extract in QUESTION 2.1). His company has prepaid the flights and accommodation. Mr Langdon will be taking R15 000 spending money. Exchange rates are as follows:

CURRENCY	BBR	BSR
US dollar (USD \$)	9,73	10,05
Argentine peso (ARS \$)	1,69	1,72

- 3.1 Mr Dlamini exchanges R10 000 for Argentine peso before his departure.
- 3.1.1 Will the *bureau de change* exchange his rands using the Bank Buying Rate (BBR), or the Bank Selling Rate (BSR)? (1)
- 3.1.2 Calculate how many Argentine peso he will receive for his R10 000. (3)
- 3.2 Mr Dlamini exchanges the remaining R15 000 of his money for US dollars.
- 3.2.1 Calculate how many US dollars he will receive for his R15 000. (3)
- 3.2.2 Upon his return Mr Dlamini has USD \$100 that he wants to exchange for ZAR. Calculate how much he will receive in ZAR. (3)
- [10]**

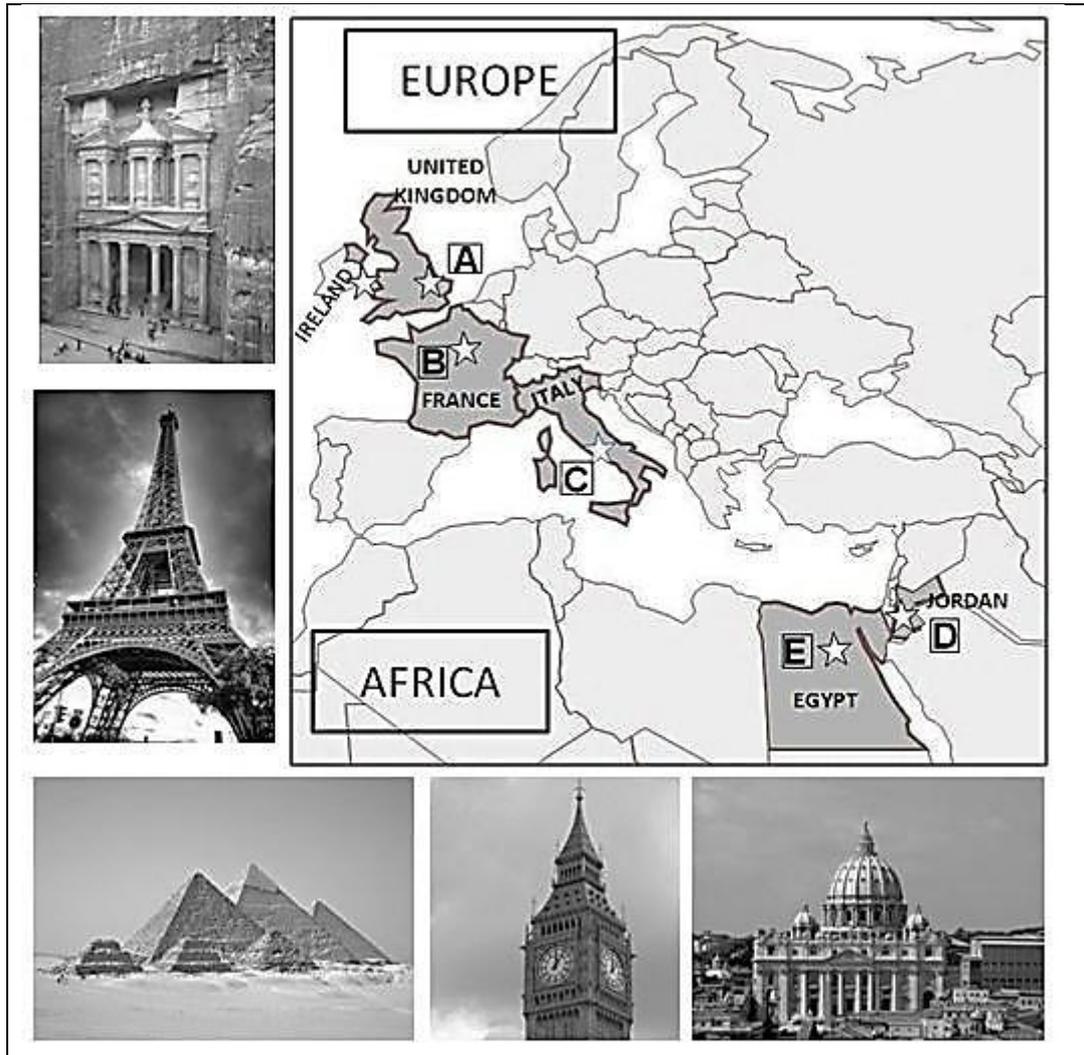
TOTAL SECTION B: 50

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

QUESTION 4

4.1 Mr and Mrs Fitzpatrick from Dublin, Ireland are about to depart on their dream holiday to the United Kingdom, France, Italy, Jordan and Egypt. A visit to a world icon in each of the countries will be the highlight of their tour.

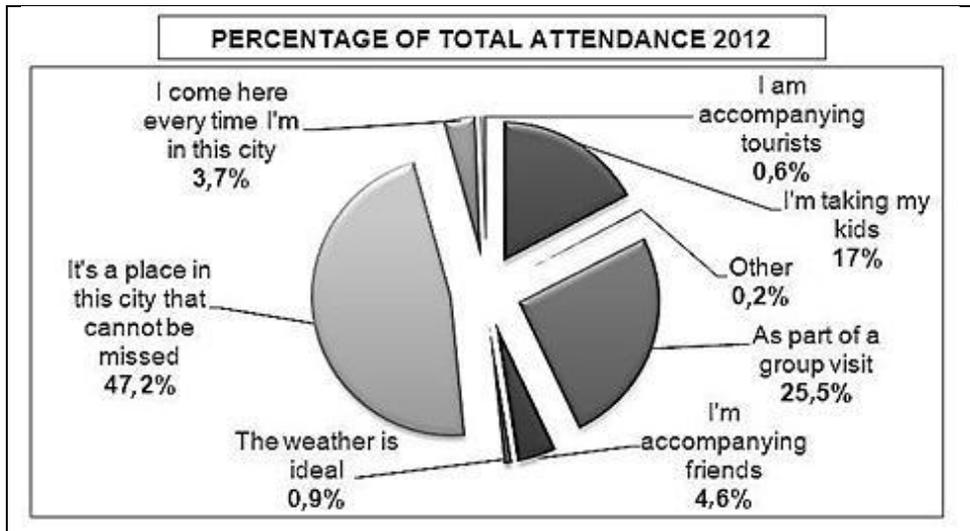
Study the pictures and the map of the world icons they will be visiting and answer the questions that follow.



- 4.1.1 Define the concept “*icon*”. (2)
- 4.1.2 Refer to the map and pictures on page 16:
 - (a) Identify the icons labelled **A**, **B** and **D**. (3 x 1) (3)
 - (b) Name the cities or towns in which the icons labelled **A**, **B** and **D** are located. (3 x 1) (3)
- 4.1.3 Provide THREE interesting facts that could have influenced Mr and Mrs Fitzpatrick to visit:
 - (a) The icon in the city labelled **C**, located in Italy (3)
 - (b) The world icon in the city labelled **E**, located in Egypt (3)
- 4.1.4

The icon labelled B in France is the most visited paid for tourist attraction in the world. Since opening in 1889 it has received 200 million visitors. In 2012 the total number of visitors recorded was 7,1 million.

Study the graph below showing the reasons why tourists visited the icon in 2012, shown as a percentage of the total attendance.



- (a) Using the pie graph, identify the percentage of the total attendance that Mr and Mrs Fitzpatrick will form part of when they visit this icon. (1)
- (b) Discuss the significance of this icon’s visitor statistics for the economy of France. (3 x 1) (3)

4.2 Study the extract and answer the questions.

 **tripadvisor**[®]

Gold Reef City, Johannesburg

TripAdvisor.com is a travel website that assists customers in gathering travel information, posting reviews and opinions of travel-related content and engaging in interactive travel forums.

Customer review on Gold Reef City Theme Park:

“Fun, yet disappointing attraction!”

Reviewed August 28, 2012

I had been looking forward to visiting Gold Reef City, as I love theme parks. I cannot deny that the rides were fun, but the overall experience was somewhat disappointing.

The place is not very well maintained, a lot of the rides were closed for maintenance. The operating rides are not in excellent condition, the colours are fading, some were surrounded by what was supposed to be like rivers or small lakes, but in truth were patches of stagnant disgusting waters.

Tellers taking our money should smile and be pleasant to the guests, occasionally!! All the food outlets give shocking service (1 hour to order, drink and pay for a coffee) and the quality of the food is well below par. Generally Gold Reef City needs a GOOD clean up, litter being everywhere. A final comment, look after your valuables ...

The place has a lot of potential, if properly looked-after.

[Source: www.tripadvisor.com]

Excellent marketing of tourism products locally and/or internationally as well as considering the needs of people with disabilities are but two factors that contribute to the success of a tourist attraction.

The negative customer review in the extract could lead to a loss of visitors for Gold Reef City.

Deduce THREE additional factors, from the extract, that the management of Gold Reef City should address to ensure the future success of Gold Reef City as a tourist attraction.

(3 x 2) (6)

[24]

QUESTION 5

Study the logo and cartoon and answer the questions.



- 5.1 Write out the acronym UNESCO in full. (2)
- 5.2 Complete the sentence by filling in the missing words:
UNESCO recognises places throughout the world that are rich in heritage.
UNESCO 5.2.1 ... and 5.2.2 ... them for future generations. (2)
- 5.3 Identify the South African World Heritage Site depicted in the cartoon. (1)
- 5.4 Which world famous paleontological fossil was discovered at this World Heritage Site? (1)
- 5.5 Name TWO natural World Heritage Sites in South Africa. (2)

- 5.6 In order for a site to be included in the World Heritage List, it must meet at least one of UNESCO's ten selection criteria.

Examine the extract taken from UNESCO's selection criteria and identify ONE criterion that was met by the site mentioned in the cartoon for it to be included in the World Heritage List. Write ONLY the letter of your choice in the ANSWER BOOK.

- (a) To exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design.
- (b) To bear a unique or at least exceptional testimony to a cultural tradition or to a civilisation, which is living or which has disappeared.
- (c) To be an outstanding example of a traditional human settlement, land-use, or sea-use which is representative of a culture (or cultures), or human interaction with the environment, especially when it has become vulnerable under the impact of irreversible change.

(2)

- 5.7 A World Heritage Site will add value to the tourism industry in the country in which it is located.

Provide TWO reasons to support this statement.

(2 x 2)

(4)
[14]

QUESTION 6

Study the extract and answer the questions.

SA TOURISM MARKETING EFFORTS REACHES ONE BILLION CONSUMERS

Speech delivered by Minister Marthinus Van Schalkwyk, 12 May 2013.

Speaking at the glittering opening ceremony of the 2013 Tourism Indaba held at the Inkosi Albert Luthuli International Convention Centre in Durban on Saturday night, the minister said South Africa’s overall international tourist arrivals growth in 2012 was 10,2%.

“This was against an average global industry growth of 4%. We are growing into a most sought-after tourist destination, with a vast array of unique experiences on offer.”

“But, of course, this did not just fall into our laps. We had to work harder than ever to sustain growth and encourage prospective travellers to act on the seed of inspiration we had sown through our various branding and marketing endeavours.”

“Our brand message on TV channels such as *National Geographic* and *CNN International* enabled us to reach over one billion consumers last year. Our video, banner and text adverts were displayed to targeted audiences over 1,1 billion times. This complemented our online partnerships with the likes of *Expedia*, *Facebook*, *TripAdvisor* and *WAYN.com*.”

“To further bolster growth, we have identified core markets, investment markets and tactical markets across regional Africa, the Americas, Asia and Australasia, as well as Europe. We understand that when we enter a market, we have to work hard to achieve success, and that it is always a partnership. That is why, in the coming year, SAT will open fully-fledged offices in Brazil, Angola, Kenya and Nigeria.”

[Source: www.info.gov.za]

- 6.1 Identify the travel trade show at which the minister of tourism was the guest speaker. (1)
- 6.2 Provide a short explanation of the Getaway Show. Give TWO facts. (2 x 1) (2)
- 6.3 Give ONE reason why it is important to market South Africa as a tourist destination. (1)
- 6.4 Deduce from the extract TWO different types of mainline media marketing tools that SAT successfully used to reach prospective travellers and to encourage them to choose South Africa as their destination of choice. (2 x 1) (2)

6.5 Identify a word from the extract that refers to a market that is considered to be less attractive, but showing opportunities. (1)

6.6 “... South Africa’s overall international tourist arrivals’ growth in 2012 was 10,2%.”

Suggest ONE positive effect that the Minister’s announcement would have on South Africa’s economy. (1)

6.7 The maintenance and enhancement of facilities and services to tourists can assist SA Tourism’s core responsibility of marketing South Africa as a tourist destination internationally.

Explain how the following industry examples assist in delivering the marketing promises made by SA Tourism.

6.7.1 The ETEYA Awards (2)

6.7.2 The TGCSA (2)

[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS – SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Read the scenario below and answer the questions.



Nomvuyo has recently been employed as a receptionist at a private game reserve in the Eastern Cape. She works long hours and it is expected of her to work on weekends and public holidays.

Nomvuyo has been given accommodation at the lodge and is allowed to go home on the weekends that she is off. Her working hours are 07:00 to 19:00.

She often does not get a lunch break as she has to deal with tourists at peak times. She is provided with a uniform and it is expected of her to be neat and presentable at all times. The lodge prides itself on giving excellent customer service.

- 7.1 Name the document that stipulates the laws under which Nomvuyo is employed. (1)
- 7.2 It is essential that Nomvuyo signs an employment contract before starting her new job at the lodge.
Suggest ONE reason to support this statement. (1)
- 7.3 Nomvuyo should also be given the code of conduct of the lodge before starting her new job.
 - 7.3.1 Explain the value of a code of conduct. (2)
 - 7.3.2 Name ONE item that can be included in a code of conduct. (1)

[5]

QUESTION 8

8.1 Read the following newspaper article and answer the questions.

**VILLAGERS' DREAMS REALISED WITH PLAN FOR
"GREEN" HOTEL**

Construction on a luxury R50-million hotel on a Wild Coast river estuary, which will be run entirely on green principles, will begin at the end of this month. The 100-room Nkanya Lodge will be situated at Qatywa Village on the Nkanya River. According to Eastern Cape Development Corporation (ECDC) project manager, Phakamisa George, the idea for the river and seaside hotel originated from four Nkanya Village residents who approached the ECDC for financial backing a few years ago.

Ellaine Gogo, daughter of one of the villagers, who sadly died before he could see his dream of a hotel alongside the Nkanya River estuary come true, said that she was excited that the hotel that her father had visualised when he bought the land in 1985 was becoming a reality. Gogo helped her father approach the ECDC for funding, but he died before his dream was realised. Funding for the hotel will come from the National Empowerment Fund (NEF) and the Industrial Development Corporation (IDC).

George said that the hotel would be powered by four wind turbines and solar panels and would re-use grey water and have an eco-friendly sewerage system.

Gogo said that her father would have been thrilled that locals, whom she described as "the poorest of the poor", would benefit in the form of jobs and community upliftment and their life-long dream of a "green hotel" will be fulfilled.

[Source: www.weekendpost.co.za]

8.1.1 If the Nkanya Lodge were to be viewed as a sustainable tourism destination it would have to adhere to the triple bottom line approach.

Name the THREE pillars of sustainable tourism and provide an example of each from the extract. (6)

8.1.2 (a) Identify ONE of the role players involved in the development of Nkanya Lodge. (1)

(b) State the responsibility of this role player. (1)

8.1.3 Upon completion, Nkanya Lodge will be an environmentally conscious destination.

Suggest TWO types of responsible tourist behaviour that visitors should exhibit when visiting Nkanya Lodge.

(2)

8.1.4 The extract above refers to a “green” hotel and “green” principles.

Explain what is meant by the use of the word “green” in this context.

(2)

8.2 Read the following extract and answer the questions.

SANParks LAUNCHES COMMUNITY BENEFIT PROJECT



MPUMALANGA – On October 25 South African National Parks (SANParks) officially launched its first legacy Corporate Social Investment (CSI) project in Cork Village in Mpumalanga, on the border of the Kruger National Park (KNP).

The launch is part of SANParks’ social ecology programme – started to change the management of protected areas towards an integrated approach.

SANParks CEO, Dr David Mabunda spoke at the sod turning for an administration block at Dumisani High School in Cork Village. The school, situated on the border of KNP, is the first beneficiary of the SANParks CSI project. David says the new approach ensures the establishment of mutually beneficial partnerships between locals and their neighbouring national parks.

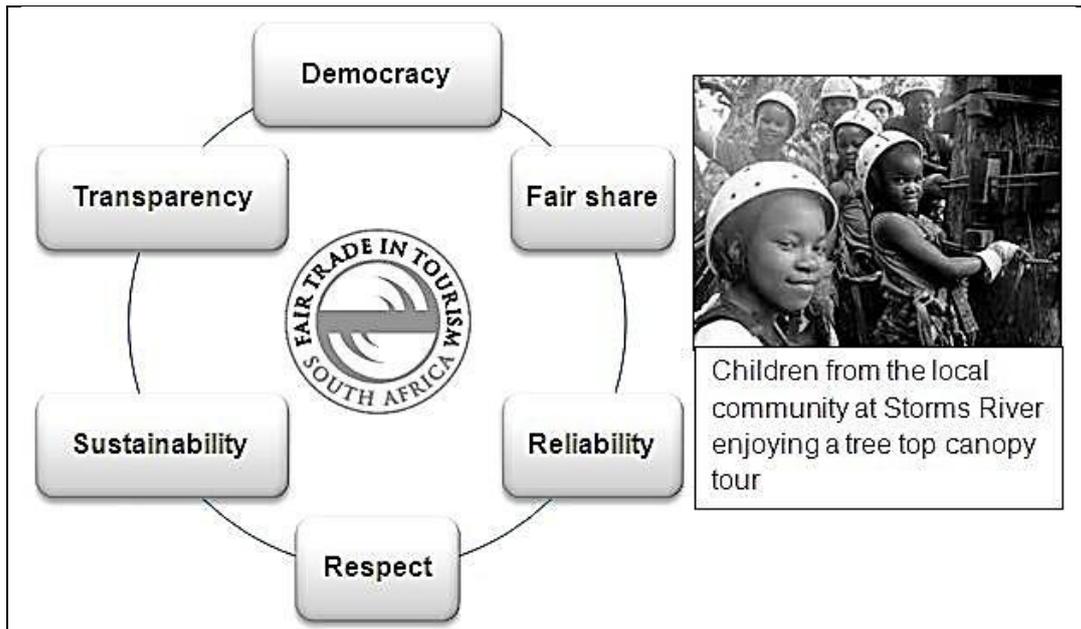
According to David a dedicated community levy (1% Community Levy on all reservations, introduced in 2011) was established to ensure SANParks’ tangible benefit to communities living adjacent to national parks in improving their livelihoods. SANParks will invest resources in the establishment of legacy projects in communities, particularly in rural areas.

“These will include support through provision of infrastructure and related resources in areas of education, youth development, health and other areas as identified with stakeholders.”

[Source: <http://sanpark.co.za>]

- 8.2.1 Explain your understanding of the term *Corporate Social Investment (CSI)*. (2)
- 8.2.2 Suggest how the building of an administration block could be advantageous to Dumisani High School. (2)
- 8.2.3 Discuss TWO advantages that this donation could have for SANParks in the Cork Village community. (2)

8.3 Study the diagram and picture below and answer the questions.



- 8.3.1 The diagram above shows the pillars of Fair Trade in Tourism South Africa (FTTSA).
Differentiate between the pillars below:
- (a) Transparency (2)
- (b) Respect (2)
- 8.3.2 Identify which pillar is represented in the picture of the children. (1)
- 8.3.3 Give ONE advantage to a business of being FTTSA accredited. (2)
- [25]**

TOTAL SECTION D: 30

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

QUESTION 9

9.1 Study the extract and answer the questions.

WESTGATE MALL ATTACK MIGHT HIT KENYA'S TOURISM SECTOR



On 21 September 2013, unidentified gunmen attacked the upscale Westgate shopping mall in Nairobi, Kenya. The attack, lasting until 24 September, resulted in at least 72 deaths and left more than 200 people injured.

A Somali Islamist group, Al-Shabaab, claimed responsibility for the incident and declared the attack was “just the premiere of Act 1”. Al-Shabaab said it launched the attack to demand that Kenya withdraw its troops from Somalia. Kenyan forces were deployed in Somalia in 2011 to strike at Al-Shabaab which Nairobi blamed for attacks and kidnappings in Kenya's eastern area and coastline.

A large percentage of Kenya's economy depends on the tourism industry. Tourists travel thousands of kilometers to visit the country's wildlife reserves. Past attacks in Nairobi have negatively impacted Kenya's tourism industry, prompting observers to think that the Westgate Mall assault might have the same effect.

[Source: www.ventures-africa.com]

- 9.1.1 Identify the type of political situation that is described in the extract. (1)
- 9.1.2 Explain your understanding of the concept “*political situations*”. (2)
- 9.1.3 Quote a phrase from the extract that warns of the possibility of future attacks in Kenya. (2)
- 9.1.4 Predict THREE negative impacts that the Westgate Mall attack could have on international tourists planning to visit Kenya. (3 x 2) (6)

- 9.2 Study the extract and the foreign tourist arrivals table below and answer the questions that follow.

PRESIDENT JACOB ZUMA ANNOUNCES IMPRESSIVE GROWTH IN INTERNATIONAL TOURIST VISITORS TO SOUTH AFRICA IN 2012 – 25 APRIL 2013

President Jacob Zuma announced in Cape Town that a total of 9 188 368 international tourists visited South Africa in 2012, an increase of 10,2% compared to 2011.

“Foreign tourists spent a total of R76,4 billion in South Africa in 2012, up 7,6% on the total foreign direct spend in the country in 2011. Spend by tourists from the Americas; Asia and Australasia as well as Europe have all increased.”

While President Zuma emphasised the importance of continuing to maintain and grow the country’s foreign market share in its core markets of Europe and North America, he was excited about the growth recorded from the emerging markets of regional Africa, Asia and South America.

[Source: <http://www.tourism.gov.za>]

ANNUAL TOURISM REPORT – 2010 TO 2012

	2010	2011	2012
TOTAL TOURIST ARRIVALS	8,073,552	8,339,354	9,188,368
AFRICA LAND MARKETS	5,455,301	5,828,128	6,303,945
AFRICA AIR MARKETS	335,155	356,191	406,685
AMERICAS	457,981	432,890	513,359
ASIA AND AUSTRALASIA	388,110	420,666	541,253
EUROPE	1,321,624	1,257,679	1,396,978

[Source: Statssa, South African Tourism analysis]

Note: Regions do not add up to total due to “Unspecified”– details in report body.

- 9.2.1 Identify the foreign market that showed the biggest increase in inbound tourists to South Africa in 2012 compared to 2011. (1)
- 9.2.2 Determine ONE foreign market that showed a decline in tourist arrivals in 2011 compared to 2010 and 2012. (1)
- 9.2.3 Calculate the difference in the total tourist arrivals between 2011 and 2012. (2)
- 9.2.4 Explain your understanding of the concept, *foreign market share*. (2)

9.2.5 President Zuma stated that there was an increase in the 'average spend per tourist' from the Americas, Europe, Asia and Australasia during 2012 compared to 2011.

Give ONE possible reason for this increase.

(2)
[19]

QUESTION 10

Study the picture below and answer the questions.



- 10.1 Identify the latest type of technology that guests dining at *Parker's Restaurant* are invited to use in order to submit feedback regarding their customer experience. (1)
- 10.2 Name any TWO other methods that restaurants can use to obtain customer feedback. (2)
- 10.3 Identify how *Parker's Restaurant* is enticing their customers to comment on their service. (1)
- 10.4 List the FOUR stages that the management of *Parker's Restaurant* needs to follow to analyse the feedback from their customers in order to improve their service delivery. (4)
- 10.5 By providing excellent customer service, the profitability of *Parker's Restaurant's* will improve.

Motivate this statement by providing THREE reasons.

(3)
[11]

TOTAL SECTION E: 30
GRAND TOTAL: 200

9.2.5 President Zuma het verklaar dat daar 'n styging in die gemiddelde spandering per toeris van die Amerikas, Europa, Asië en Australasië gedurende 2012 teenoor 2011 was.

(2) Gee EEN moontlike rede vir hierdie styging. [19]

VRAAG 10

Bestudeer die prent hieronder en beantwoord die vrae wat volg.



10.1 Identifiseer die nuutste tipe tegnologie hoe gaste wat die *Parker's restaurant* besoek, uitgenooi word, om hul terugvoering oor kliënte ervaring te deel. (1)

10.2 Noem enige TWEE ander maniere hoe restaurante kliënte-terugvoering kan bekom. (2)

10.3 Identifiseer hoe *Parker's restaurant* hul kliënte aanspoor om oor hul diens kommentaar te lewer. (1)

10.4 Lys die VIER stappe wat die bestuur van *Parker's restaurant* moet volg ten einde 'n analise te maak van die kliënte-terugvoering sodat hul dienslewering kan verbeter. (4)

10.5 Uitnemende kliënte-dienslewering sal daartoe bydra dat *Parker's restaurant* meer winsgewend raak. (3)

(3) Motiveer hierdie stelling deur DRIE redes te gee. [11]

TOTAAL AFDELING E: 30
GROOTTOTAAL: 200

9.2 Bestudeer die uitreksel en die buitelandse toeriste-aankomstabel hieronder en beantwoord die vrae wat volg.

PRESIDENT JACOB ZUMA KONDIG INDRUKWEKKENDE GROEI IN INTERNASIONALE TOERISTE-BESOEKERS NA SUID-AFRIKA IN 2012
25 APRIL 2013

President Jacob Zuma het in Kaapstad aangekondig dat 'n totaal van 9 188 368 internasionale toeriste Suid-Afrika in 2012 besoek het, 'n groei van 10,2% in vergelyking met 2011.

"Buitelandse toeriste het in 2012 'n totaal van R76,4 miljard in Suid-Afrika spandeer, 'n verhoging van 7,6% tot die totale buitelandse direkte besteding in die land teenoor 2011. Toeriste van die Amerikas, Asië en Australasië asook Europa spandeer almal meer geld."

President Zuma het die belangrikheid om voort te bou op groei in die land se kernmarkte, Europa en Noord-Amerika, onderstreep, maar hy was ook opgewonde oor die groei wat in opkomende markte in Suider-Afrika, Asië en Suid-Amerika getoon is.

(Vrylik vertaal in Afrikaans)
 [Bron: <http://www.tourism.gov.za>]

JAARLIKSE TOERISMEVERSLAG – 2010 TOT 2012			
	2010	2011	2012
TOTALE TOERISTE-AANKOMS	8,073,552	8,339,354	9,188,368
AFRIKA-LANDMARKTE	5,455,301	5,828,128	6,303,945
AFRIKA-LUGMARKTE	335,155	356,191	406,685
AMERIKAS	457,981	432,890	513,359
ASIE EN AUSTRALASIE	388,110	420,666	541,253
EUROPA	1,321,624	1,257,679	1,396,978

[Bron: *Statsa, Suid-Afrika se Toerisme-analise*]
 Let wel: Die streke se totale klop nie omrede "Ongespesifiseerde" detail in verslaggewing.

- 9.2.1 Identifiseer die buitelandse mark met die meeste groei van inkomende toeriste na Suid-Afrika in 2012 teenoor 2011. (1)
- 9.2.2 Noem EEN buitelandse mark wat 'n afname in toeriste-aankoms toon in 2011 teenoor 2010 en 2012. (1)
- 9.2.3 Bereken die verskil in totale toeriste-aankoms tussen 2011 en 2012. (2)
- 9.2.4 Verduidelik wat jy onder die begrip "buitelandse markandeel" verstaan. (2)

AFDELING E: PLAASLIKE-, STREEKS- EN INTERNASIONALE TOERISME; KOMMUNIKASIE EN KLIENTEDIENS

VRAAG 9

9.1 Bestudeer die uittreksel en beantwoord die vrae wat volg.

AANVAL OP DIE WESTGATE WINKELKOMPLEKS MAG DALK KENIAANSE TOERISMEBEDRYF TREF



Op 21 September 2013 het onbekende gewapende mans die luukse Westgate-winkelsentrum in Nairobi, Kenia aangeval. Die aanval wat tot 24 September geduur het, het gelei tot ten minste 72 sterftes en daar is meer as 200 mense beseer.

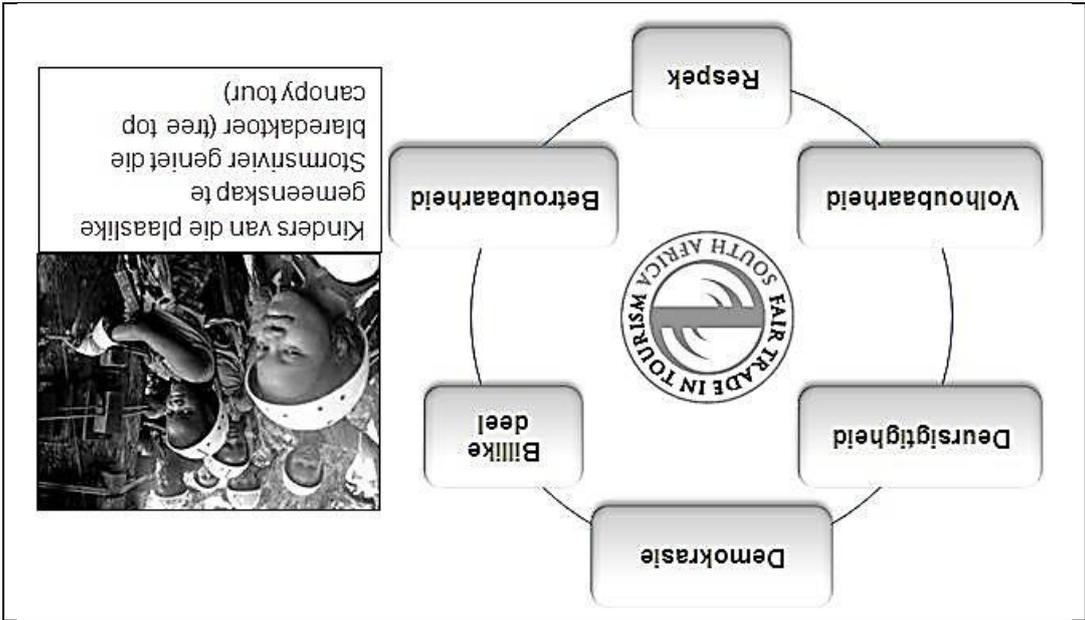
In Somaliese Islamitiese groep, Al-Shabaab, het verantwoordelikhed vir die voorval aanvaar en het verklaar dat die aanval "net die premiere van Toneel 1" was. Al-Shabaab het gesê hulle doel met die aanval is, om te eis dat Kenia sy troepe uit Somalie onttrek. Keniaanse troepe is in Somalie in 2011 ontplooi om op te tree teen Al-Shabaab wat deur Nairobi beskuldig is van aanvalle en ontvoerings in Kenia se oostelike gebied en kuslyn.

'n Groot persentasie van Kenia se ekonomie is afhanklik van die toerismebedryf. Toeriste reis duisende kilometers ver om die land se wildreservate te besoek. Vorige aanvalle in Nairobi het negatiewe gevolge vir Kenia se toerismebedryf gehad. Daarom is waarnemers van mening dat die Westgate Winkelkompleks-aanval dieselfde effek mag hê.

(Vrylik vertaal in Afrikaans)
[Bron: www.ventures-africa.com]

- 9.1.1 Identifiseer die tipe politieke situasie soos beskryf in die uittreksel. (1)
- 9.1.2 Verduidelik wat jy onder die konsep "politieke situasies" verstaan. (2)
- 9.1.3 Haal 'n frase aan uit die leesstuk wat daarop dui dat toekomstige aanvalle in Kenia verwyg kan word. (2)
- 9.1.4 Gee DRIE negatiewe gevolge wat die Westgate Winkelentrumsaanval op internasionale toeriste se beplanning om na Kenia te kom, mag hê. (3 x 2)

- 8.2.1 Verduidelik wat jy onder die term *Korporatiewe Maatskappike Belegging (CSI)* verstaan. (2)
- 8.2.2 Stel voor hoe die bou van 'n administratiewe blok tot voordeel van Hoërskool Dumisani kan wees. (2)
- 8.2.3 Bespreek TWEE voordele wat hierdie skenking vir SANParke in the Cork Village gemeenskap inhou. (2)
- 8.3 Bestudeer die diagram en foto hieronder en beantwoord die vrae wat volg. (2)



- 8.3.1 Die diagram hierbo toon die pilare van Regverdige Handel in Toerisme (Fair Trade in Tourism South Africa) (FTTSA) Onderskei tussen die onderstaande pilare: (2)
- (a) Deursigtigheid (2)
- (b) Respek (2)
- 8.3.2 Identifiseer die pilaar wat deur die foto van die kinders hierbo, weerspieël word. (1)
- 8.3.3 Gee EEN voordeel vir 'n besigheid indien dit FTTSA geakkrediteerd is. (2)

TOTAAL AFDELING D: 30
[25]

- 8.1.3 Met die voltooiing van Nkanya Lodge sal dit as 'n omgewingsbewuste bestemming bekend staan.
 - 8.1.4 Die koerantberig verwys na "groen"-hotel en "groen"-beginsels.
- (2)
- Verduidelik die betekenis van die woord "groen" soos gebruik in hierdie konteks.
- (2)
- 8.2 Lees die volgende uittreksel en beantwoord die vrae wat volg.

SANPARK Loods GEMEENSKAP BEGUNSTIGDE PROJIE




MPUMALANGA – Suid-Afrikaanse Nasionale Parke (SANParke) het op 25 Oktober, amptelik sy eerste natienskap, korporatiewe Maatskaplike Belegging (CSI)-projek in Cork Village in Mpumalanga, op die grens van die Kruger Nasionale Park (KNP) geleods.

Die bekendstelling is deel van SANParke se sosiale ekologieprogram – dit is begin om die bestuur van beskermde gebiede in die rigting van 'n geïntegreerde benadering te verander.

SANParke se uitvoerende hoof, Dr David Mabunda het by die soolleging vir 'n administratiewe blok by Hoërskool Dumisani in Cork Village 'n toespraak gelewer. Die skool, geleë op die grens van die KNP, is die eerste begunstigde van die SANParke CSI-projek. David sê die nuwe benadering verseker dat die stigting wedersydse voordelige vennootskappe tussen plaaslike inwoners en hul naburige nasionale parke bevorder.

Volgens David is 'n toegewyde gemeenskaphetting (1% Gemeenskaphetting op alle besprekings, ingestel in 2011) om SANParke se tasbare voordeel aan gemeenskappe wat langs nasionale parke woon, ingestel om die verbetering van hul lewensomstandighede te verseker. SANParke sal hulpbronne baie in die vestiging van natienskapsprojekte in gemeenskappe, veral in landelike gebiede.

"Dit sal ondersteuning soos voorsiening van infrastruktuur en verwante hulpbronne op die gebiede van onderwys, jeugontwikkeling, gesondheids- en ander gebiede soos geïdentifiseer deur belanghebbendes insluit."

[Bron: <http://sanpark.co.za>]

VRAAG 8

8.1 Lees die volgende koerantberig en beantwoord die vrae wat volg.

**DORPENARS SE DROME VERWENSELIK MET PLANNE
VIR “GROEN” HOTEL**

Konstruksiewerk aan ’n luukse R50-miljoen hotel by ’n Wildekus-riviermonding, wat geheel en al volgens groenbeginsels bedryf sal word, sal aan die einde van hierdie maand begin. Die 100-kamer Nkanya Lodge sal in die dorp Qatya op die Nkanya-rivier geleë wees. Volgens die Oos-Kaapse Ontwikkelingskorporasie (ECDC)-projekbestuurder, Phakamisa George, is die idee vir die hotel naby die rivier en see afkomstig van vier Nkanya-dorpsbewoners wat die ECDC ’n paar jaar gelede om finansiële steun genader het.

Ellaine Gogo, dogter van een van die inwoners, wat ongelukkig oorlede is voordat hy kon sien hoe sy droom van ’n hotel langs die Nkanya-riviermonding bewaarheid word, het gesê dat sy baie opgewonde is dat die hotel wat haar pa gevisualiseer het toe hy die grond in 1985 gekoop het, besig is om ’n werklikheid te word. Gogo het haar pa gehelp om die ECDC vir befondsing te nader, maar hy het gestert, voordat sy droom verwesenlik kon word. Befondsing vir die hotel sal van die Nasionale Bemagtigingsfonds (NEF) en die Industriële Ontwikkelingskorporasie (IDC) kom.

George het gesê dat die hotel se krag deur vier windturbines en sonpanele opgewek sal word en gebruikte water hergebruik sal word en daar sal ook ’n eko-vriendelike rioolstelsel wees.

Gogo het gesê haar pa sou opgewonde gewees het oor die plaaslike bevolking, wat sy beskryf as “die armstes van die armes”, wat voordeel sal trek in die vorm van werksgeleenthede en opheffing van die gemeenskap en dat hul lewenslange droom van ’n “groen hotel” vervul sal word.

(Vrylik vertaal in Afrikaans)
[Bron: www.weekendpost.co.za]

8.1.1 Indien die Nkanya Lodge as ’n volhoubare toeristebestemming gesien sou word, moet dit aan die driedubbale slotreël voldoen.

Noem die DRIE pilare van volhoubare-toerisme en voorsien by elk ’n voorbeeld vanuit die koerantberig.

8.1.2 (a) Identifiseer EEN van die rolspelers wat by die Nkanya Lodge ontwikkeling betrokke is.

(b) Noem die verantwoordelikhede van hierdie rolspeler.

AFDELING D: TOERISME SEKTOR – VOLHOUBARE EN VERANTWOORDELIKE TOERISME

VRAAG 7

Lees die scenario hieronder en beantwoord die vrae wat volg.



Nomvuyo is onlangs as 'n ontvangsdame by 'n private wildreservaat in die Oos-Kaap aangestel. Sy werk lang ure en dit word van haar verwag om oor naweke en openbare vakansiedae te werk.

Nomvuyo het by die lodge verblyf gekry. Sy word toegelaat om oor naweke, wanneer sy af is, huis toe te gaan. Haar werksure is 07:00 tot 19:00.

Dikwels het sy nie 'n middagagete-breek nie, aangesien sy tydens piektye met toeriste besig is. Sy word van 'n uniform voorsien en daar word van haar verwag om te alle tye netjies en fatsoenlik te wees. Die lodge is trots daarop om uitstekende klientediens te lewer.

- 7.1 Noem is die naam van die amptelike dokument waarin Nomvuyo se indiensnemingvoorwaardes gestipuleer word. (1)
- 7.2 Dit is noodsaaklik dat Nomvuyo 'n dienskontrak onderteken voordat sy haar nuwe werk by die lodge begin. (1)
- 7.3 Stel EEN rede voor om hierdie stelling te ondersteun. (1)
- 7.3.1 Nomvuyo moet ook die gedragkode van die lodge ontvang voordat sy haar nuwe werk begin. (2)
- 7.3.2 Verduidelik wat die nut van 'n gedragkode is. (2)
- 7.3.2 Noem EEN reël wat by 'n gedragkode ingesluit kan word. (1)

[5]

6.5 Identifiseer 'n woord uit die uittreksel wat verwys na 'n mark wat nog nie baie aanloklik is nie, maar potensiaal toon. (1)

6.6 "... Suid-Afrika se algemene internasionale toeriste-aankomsgroei was 10,2% in 2012."

Stel EEN positiewe impak wat die minister se aankondiging op Suid-Afrika se ekonomie sal hê, voor. (1)

6.7 Die instandhouding en verbetering van fasiliteite en dienste aan toeriste kan SA Toerisme se kernverantwoordelikhed om Suid-Afrika as internasionale toeristebestemming te bemark, help.

Verduidelik hoe die volgende bedryfsvoorbeelde 'n bydrae lewer tot die uitvoer van SA Toerisme se bemarkingsbelofte:

6.7.1 Die ETEYA-Toekennings (2)

6.7.2 Die TGSSA (TGCSA) (2)

[12]

TOTAAL AFDELING C: 50

VRAAG 6

Bestudeer die uittreksel en beantwoord die vrae wat volg.

**SA TOERISME BEMARKINGSPOGINGS BEREIK EEN MILJARD
VERBRUIKERS**

Toespraak deur minister Marthinus Van Schalkwyk, 12 Mei 2013

Tydens Saterdagand se glansryke openingseremonie van die 2013 Toerisme-
indaba by die Inkosi Albert Luthuli Internasionale Konferensiesentrum in Durban,
het die minister gesê dat Suid-Afrika se algehele internasionale toeristegroei
10,2% in 2012 was.

"Dit was teen 'n gemiddelde globale bedryfsgroei van 4%. Ons is besig om tot 'n
voorkeurtoeristebestemming te groei, met 'n groot verskeidenheid van unieke
ervarings om te bied."

"Maar, natuurlik het dit nie net in ons skote geval nie. Ons moes harder as ooit
werk om groei te handhaaf en voornemende reisigers aan te moedig om aksie te
neem op die saad van inspirasie wat ons deur middel van ons verskeie
handelsmerk en bemarkingspogings gesaai het."

"Ons handelsmerkboodskap op TV-kanale soos *National Geographic* en *CNN
International* het ons verlede jaar in staat gestel om meer as een miljard
verbruikers te bereik. Ons video, banier en teksadvertensies was meer as
1,1 miljard keer aan ons teikengehore vertoon. Dit was aanvullend tot ons
aanlynvennootskappe met onder andere *Expedia*, *Facebook*, *TripAdvisor* en
WAZN.com."

"Om groei verder te versterk, het ons kernmarkte, beleggingsmarkte en taktiese
markte regoor Suider-Afrika, die Amerikas, Asië en Australasië, sowel as Europa
geïdentifiseer. Ons besef dat wanneer ons 'n mark betree, ons hard moet werk
om sukses te behaal, en dat dit altyd 'n vennootskap is. Dit is waarom SAT in
die komende jaar volwaardige kantore in Brasilië, Angola, Kenia en Nigerië sal
open."

(Vrylik vertaal in Afrikaans)
[Bron: www.info.gov.za]

- 6.1 Identifiseer die reishandelskou waartydens die minister van toerisme as gasspreker opgetree het. (1)
- 6.2 Gee 'n kort verduideliking van die Getaway-uitstalling. Noem TWEE faktore. (2 x 1) (2)
- 6.3 Gee EEN rede waarom dit belangrik is om Suid-Afrika as toeristebestemming te bemark. (1)
- 6.4 Noem TWEE verskillende hoofstroommediabemarkingsmetodes, soos vermeld in die uittreksel, wat deur SAT suksesvol gebruik is om voornemende toeriste te bereik en hulle aan te moedig om Suid-Afrika as hul voorkeurtoeristebestemming te kies. (2 x 1) (2)

5.6 Om as terrein in die Wêrelderfenislys opgeteken te word, moet die terrein aan minstens een van UNESCO se tien keuringskriteria voldoen.

Bestudeer die uittreksel soos geneem uit UNESCO se keuringskriteria en identifiseer EEN kriteria waaraan die terrein, soos beskryf in die strokiesprent, voldoen het, ten einde te kwalifiseer om by die lys van Wêrelderfenisterreine gevoeg te word. Skryf SLEGS die letter van jou keuse in jou ANTWOORDEBOEK neer.

(a)	'n Belangrike wisselwerking tussen menslike waardes oor 'n tydperk of binne 'n kulturele gebied van die wêreld toon ten opsigte van ontwikkeling in argitektuur of tegnologie; monumentale kuns, stadsbeplanning of landskapontwerp.
(b)	'n Unieke of ten minste buitengewone getuienis wees van 'n kulturele tradisie of 'n samelewing wat tans bestaan of verdwyn het.
(c)	'n Uitstaande voorbeeld van 'n tradisionele menslike nedersetting, grondgebruik of seegebruik wees wat 'n kultuur (of kulture), of menslike interaksie met die omgewing verteenwoordig, veral wanneer dit kwesbaar is onder die impak van onomkeerbare verandering.

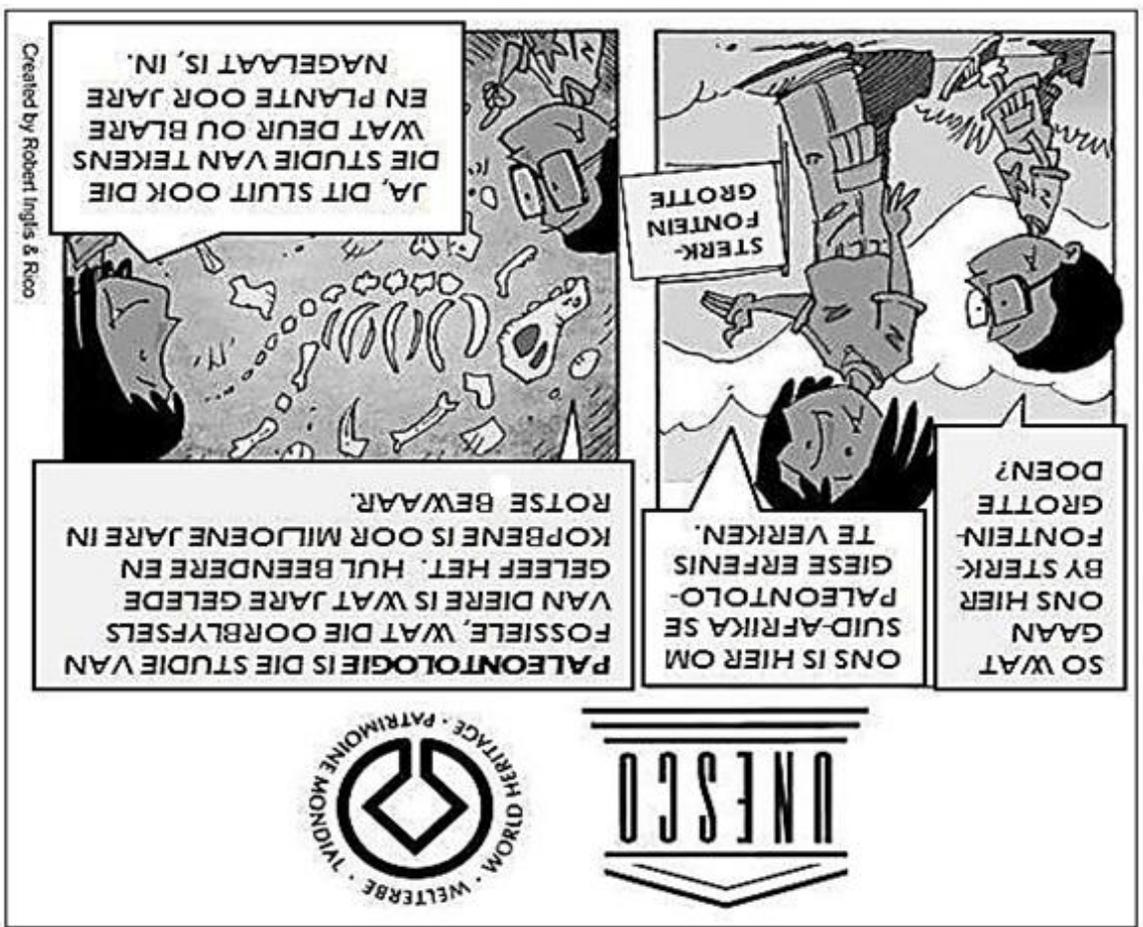
(2)

5.7 'n Wêrelderfenisterrein voeg waarde by tot die toerismebedryf van die land waarin dit geleë is.

Verskat TWEE redes om bogenoemde stelling te ondersteun. (2 x 2) (4) [14]

VRAAG 5

Bestudeer die logo en strokiesprent en beantwoord die vrae wat volg.



- 5.1 Skryf die volle betekenis van die akroniem UNESCO uit. (2)
- 5.2 Voltooi die sin deur die ontbrekende woorde in te vul: UNESCO erken plekke regoor die wêreld wat van buitengewone erniswaarde is. UNESCO 5.2.1 ... en 5.2.2 ... dit vir die nageslag. (2)
- 5.3 Identifiseer die Suid-Afrikaanse Wêrelderfenisterrein wat in die strokiesprent beskryf word. (1)
- 5.4 Watter wêreldbekende paleontologies-fossiel is by hierdie Wêrelderfenisterrein ontdek? (1)
- 5.5 Gee die name van TWEF natuurlike Wêrelderfenisterreine in Suid-Afrika. (2)

4.2 Bestudeer die uittreksel en beantwoord die vrae.

Gold Reef City, Johannesburg



TripAdvisor.com is 'n reiswebwerf wat kliënte help met die insameling van reis-inligting, plaas van resensies en menings oor reisverwante inhoud en betrokke is by interaktiewe reisforums.

'n Kliëntresensie oor Gold Reef City Pretpark:

“Pret, maar 'n teleurstellende attraksie!”

Hersien 28 Augustus, 2012

Ek het uitgesien na 'n besoek aan Gold Reef City, aangesien ek van temparke hou. Ek kan nie sry dat die ritte pret was nie, maar die algehele ervaring was ietwat teleurstellend.

Die plek word nie baie goed instand gehou nie, baie van die ritte is gesluit vir herstelwerk. Die werkende ritte is nie in 'n uitstekende toestand nie, die kleur is verbleik, sommige is veronderstel om deur voorstellings van riviere of klein mere omring te word, maar tans is daar net kolle walglike staande water.

Die kassiere, wat ons geld neem, moet soms glimlag en vriendelik met die besoekers wees! Al die kosatsetpunte lewer skokkende diens (1 uur om koffie te bestel, te drink en te betaal) en die kwaliteit van die kos is nie na wense nie. Or die algemeen benodig Gold Reef City 'n GOEIE skoonmaak, rommel is oral. 'n Finale opmerking, pas jou waardevolle items op ...

Hierdie attraksie het baie potensiaal, indien dit behoorlik instand gehou word.

(Vrylik vertaal in Afrikaans)
[Bron: <http://www.tripadvisor.com>]

Uitstekende bemarking van toerisme-produkte plaaslik en/of internasionaal asook inagneming van die behoeftes van mense met gestremdhede, is maar twee faktore wat bydra tot die sukses van 'n toeriste-aantreklikheid.

Die negatiewe kliënte-resensie in die uittreksel kan lei tot die afname in besoekers by Gold Reef City.

Verskat nog DRIE ander faktore uit die uittreksel, wat deur die bestuur van Gold Reef City aangespreek moet word, ten einde die toekomstige sukses van Gold Reef City as 'n toeriste-attraksie te verseker. (3 x 2)

[24]
(6)

4.1.1 Omskryf die begrip "ikoon". (2)

4.1.2 Gebruik die kaart en foto's op bladsy 16:

(a) Identifiseer die ikone gemerk **A**, **B** en **D**. (3 x 1) (3)

(b) Gee die naam van die stad of dorp waar die ikone, gemerk **A**, **B** en **D**, geleë is. (3 x 1) (3)

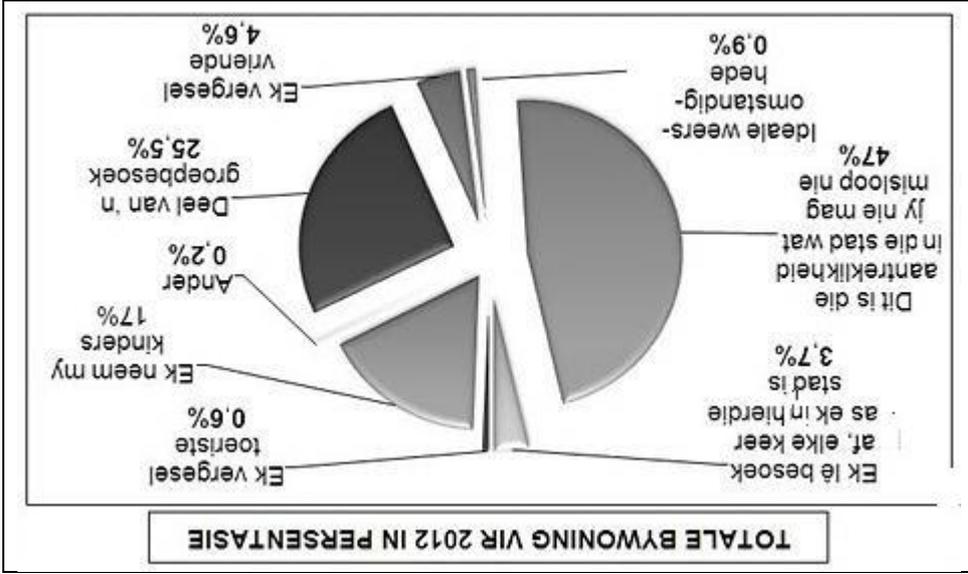
4.1.3 Verskat DRIE interessante feite wat mnr. en mev. Fitzpatrick kon beïnvloed het in hul keuse om die volgende ikone te besoek:

(a) Die ikoon in die stad gemerk **C**, in Italië. (3)

(b) Die wêreldikoon in die stad gemerk **E**, in Egipte. (3)

4.1.4 Die ikoon gemerk **B** in Frankryk is die gewildste toeristaantreklikheid in die wêreld wat toegangstooie vra. Sedert die opening in 1889 het dit 200 miljoen besoekers ontvang. In 2012 is die totale aantal besoekers as 7,1 miljoen aangestek.

Bestudeer die onderstaande sirkeldiagram wat die redes waarom die toeriste hierdie ikoon in 2012 besoek het, aandui. Dit word as n persentasie teenoor die totale bywoning aangedui.



(a) Gebruik die sirkeldiagram en identifiseer die persentasie van die totale bywoning waarvan mnr. en mev. Fitzpatrick deel sal wees wanneer hulle hierdie ikoon besoek. (1)

(b) Bespreek wat die ikoon se besoekerstatistiek vir Frankryk se ekonomiese groei sal beteken. (3 x 1) (3)

AFDELING C: TOERISME ATTRAKSIES – KULTUR- EN ERFENISSTOERISME; BEMARKING

VRAAG 4

4.1 Mnr. en mev. Fitzpatrick van Dublin, Ierland gaan eersdaags op hul droomvakansie na die Verenigde Koninkryk, Frankryk, Italië, Jordanië en Egipte vertrek. Die hoogtepunt van hul toer sal wees om 'n wêreldkoon in elke land te besoek. Bestudeer die foto's en kaart van die wêreldkone wat hulle sal besoek en beantwoord die vrae wat volg.



VRAAG 3

Lees die gevallestudie deeglik deur om die onderstaande vrae te beantwoord. Toon alle berekeninge.

Mnr. Dlamini sal R25 000 sakgeld vir die reis saamneem (soos verwys in die leesstuk by VRAAG 2.1). Sy maatskappy het vooraf die vlugte en akkommodasie betaal. Mnr. Langdon sal R15 000 sakgeld saamneem. Wisselkoerse is soos volg:		
GELDEENHEID	BAK	BVK
VSA dollar (USD \$)	9,73	10,05
Argentynse peso (ARS \$)	1,69	1,72

3.1 Voor sy vertrek wissel mnr. Dlamini R10 000 vir Argentynse peso.

3.1.1 Gebruik die *bureau de change* die Bankaankoopkoers (BAK), of die Bankverkoopkoers (BVK) om sy rande te wissel? (1)

3.1.2 Bereken hoeveel Argentynse peso hy vir sy R10 000 sal ontvang. (3)

3.2 Mnr. Dlamini wissel die oorblywende R15 000 van sy geld vir VSA dollars.

3.2.1 Bereken hoeveel VSA dollars hy vir sy R15 000 sal ontvang. (3)

3.2.2 Met sy terugkoms het mnr. Dlamini USD \$100 oor wat hy graag vir ZAR wil wissel. Bereken hoeveel hy in ZAR sal ontvang. (3)

[10]

50 TOTAAL AFDELING B:

- 2.5 Hierdie mans benodig ook 'n ander reisdokument vir hul internasionale reis, bo en behalwe die visum.
- 2.5.1 Noem hierdie dokument. (1)
- 2.5.2 Gee aan hulle raad oor waar hulle vir hierdie reisdokument, soos genoem in VRAAG 2.5.1 moet aansoek doen. (1)
- 2.6 Mnr. Langdon doen tydens sy besoek inkopies. Hy koop 'n 100 ml bottel parfuum vir sy vrou en 3 liter Kaliforniese wyn vir homself. Hy pak dit as bagasie in sy tas.
- 2.6.1 Met mnr. Langdon se aankoms by doeanes, moet hy die groen of rooi uitgang volg? (1)
- 2.6.2 Motiveer jou antwoord in VRAAG 2.6.1. (2)
- 2.7 Die toeris se veiligheid is vir die toerismebedryf van 'n land baie belangrik. Gee TWEE voorbeelde van advies wat aan mnr. Dlamini gerig kan word ten opsigte van veiligheidsvoorsorgmaatreëls wat op lughawens nagekom moet word. (2)
- 2.8 As daar 'n geleentheid is, sal mnr. Dlamini graag tyd wil spandeer aan die besigtiging van aantrekkingspunte in Suid-Amerika. Een van die plekke wat hy graag sal wil besoek is Manaus in die hart van die Amasone-woud in Brasilië.
- 2.8.1 Watter inenting en/of medikasie word verlang, voordat hy Manaus mag besoek? (2)
- 2.8.2 Noem EEN plek waarheen mnr. Dlamini kan gaan, ten einde hierdie inenting en/of medikasie te ontvang. (1)

[40]

(1)

(2)

(2)

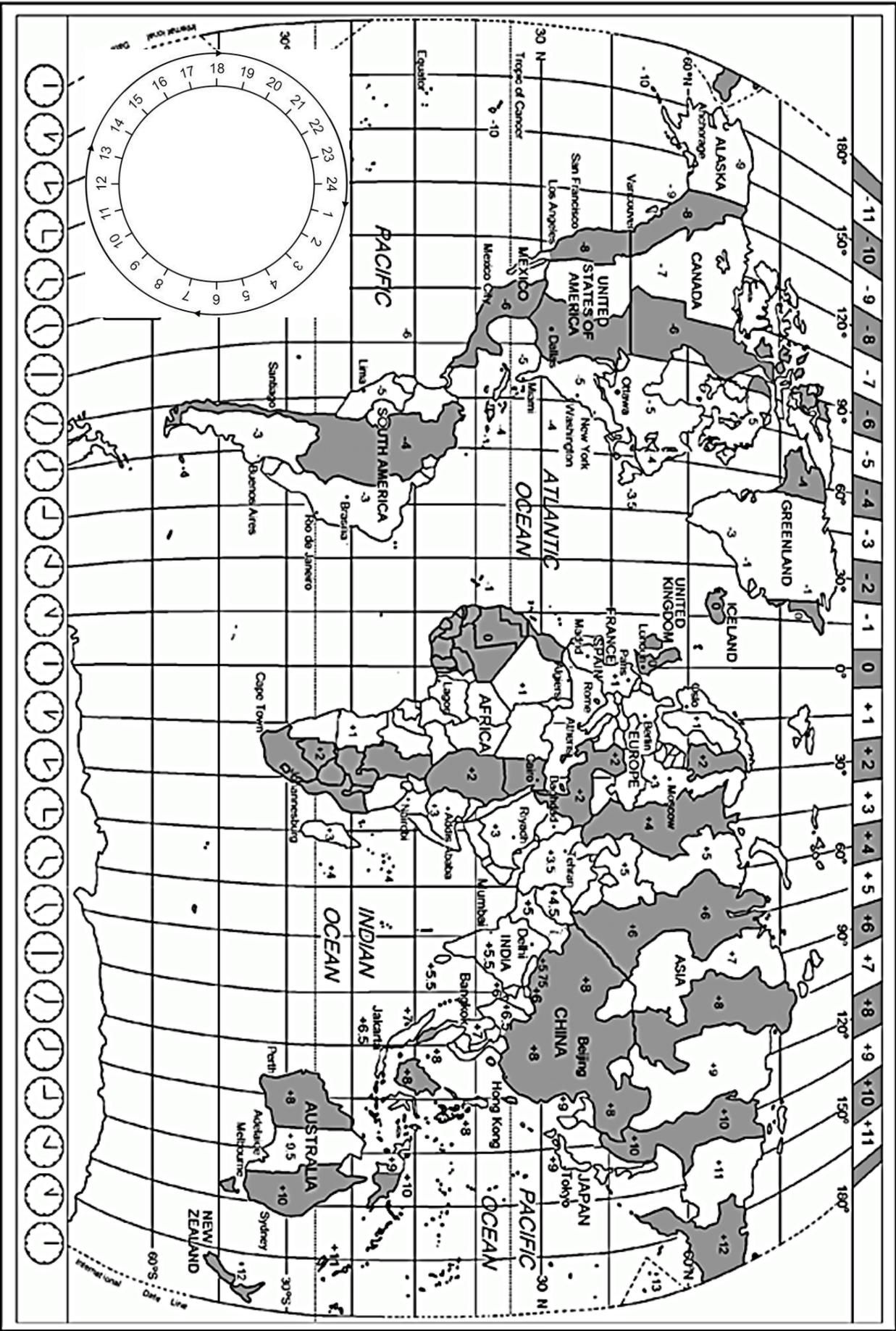
(2)

(1)

(1)

(1)

- 2.1 Me. Naidoo, mnr. Diamini se sekretaresse, moet die fabriek in Buenos Aires en Dallas skakel om afsprake vir mnr. Diamini en mnr. Langdon se besoek te maak. Sy sal die oproepe op Dinsdag, 17 Junie om 16:00 maak.
- Onthou dat Buenos Aires nie Dagligbesparingsyd (DBT) gebruik nie, maar die USA wel.
- 2.1.1 Gee TWEE voordele vir die gebruik van Dagligbesparingsyd (DBT) vir 'n land. (2)
- 2.1.2 Bereken die dag en tyd wat die oproepe van Me. Naidoo ontvang sal word in: (a) Buenos Aires (4) (b) Dallas (5)
- 2.2 Mnr. Diamini moet 'n telefoonoproep maak na me. Naidoo in Johannesburg vanat die fabriek in Dallas tydens sy besoek. Hy maak hierdie oproep op Woensdag, 2 Julie om 12:00.
- 2.2.1 Bereken die dag en tyd wat me. Naidoo hierdie oproep in Suid-Afrika sal ontvang. (3)
- 2.2.2 Is hierdie tyd 'n geskikte tyd van die dag om me. Naidoo by haar werk te skakel? Gee motivering vir jou antwoord. (2)
- 2.2.3 Bereken die dag en aankomstyd van Vlug SA 208 in Johannesburg. (5)
- 2.3 Met mnr. Diamini se terugkeer na Suid-Afrika, sal sy vlug 18 uur 45 minute duur. Hy sal waarskynlik aan vlugvoosheid ly.
- 2.3.1 Lys DRIE simptome wat hy sal ervaar. (3)
- 2.3.2 Gee DRIE voorbeelde van advies wat hy vooraf en gedurende die vlug kan toepas, om vlugvoosheid te vermy. (3)
- 2.4 Mnr. Diamini benodig nie 'n visum om Buenos Aires te besoek nie, maar wel om die USA te besoek.
- 2.4.1 Verduidelik die begrip "visum". (2)
- 2.4.2 Noem die tipe visum wat deur hierdie reisigers benodig word om die USA te besoek. (1)



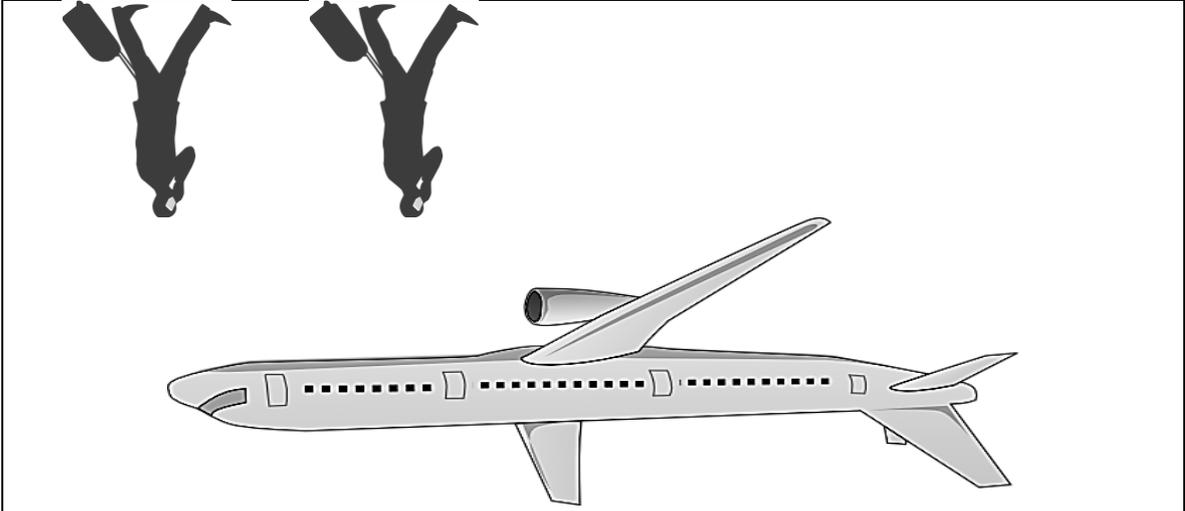
**AFDELING B: KAARTWERK EN TOERBEPLANNING – BUITELANDSE
VALUTAVERHANDELING**

VRAAG 2

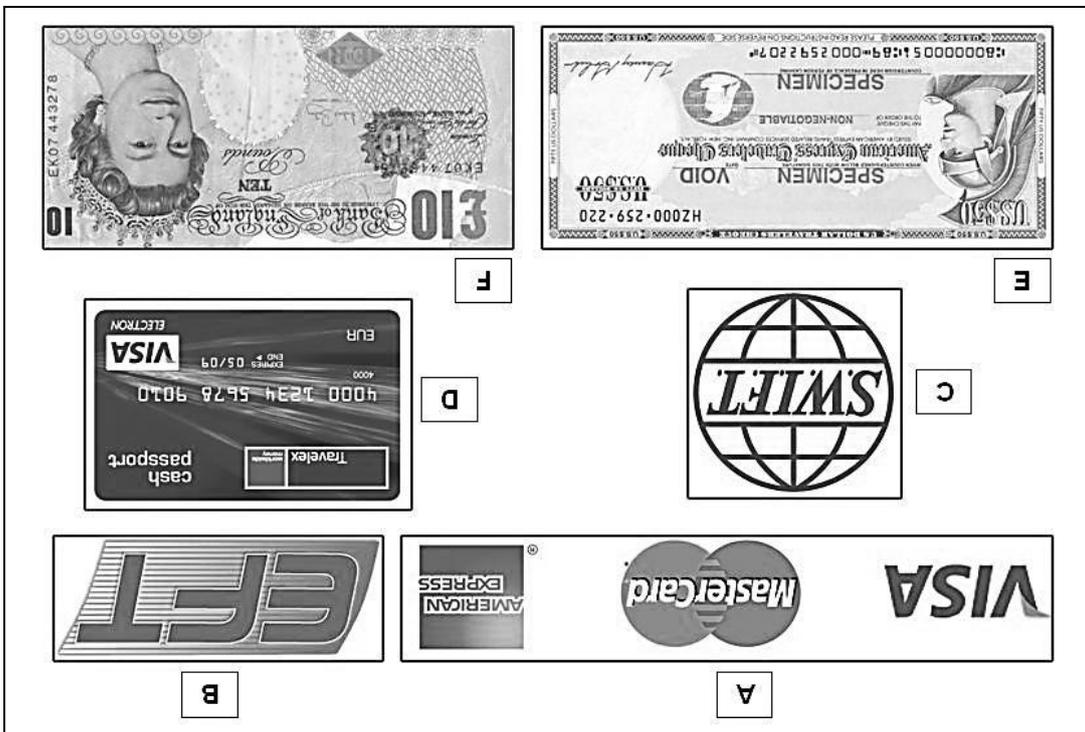
Lees die gevallestudie deeglik deur en gebruik die wêreldtydsonekaart wat voorsien word, om die onderstaande vrae te beantwoord. Toon alle berekeninge.

Mr. Diamini werk vir 'n maatskappy in die motorbedryf in Johannesburg, Suid-Afrika. Hy is onlangs as die direkteur vir Noord- en Suid-Amerika aangestel. Hy moet die fabriek in Buenos Aires – Argentinië en Dallas – USA, met wie hy werksaam gaan wees, besoek. Sy adjunkdirekteur, mnr. Langdon, sal saam met hom reis.

Hulle vlieg vanaf OR Tambo-Internasionale Lughawe, Johannesburg op Sondag, 22 Junie 2014 om 10:00 na Buenos Aires, Argentinië op Vlug SA 222. Die vlug sal 10 uur en 30 minute duur. Hulle sal 'n week in Buenos Aires spandeer en sal dan na Dallas, USA vlieg. Hulle sal ook 'n week in Dallas spandeer en daarna op Sondag, 6 Julie 2014 om 20:00 op Vlug SA 208 na Johannesburg terugkeer. Die vlugtyd vir hierdie vlug is 18 uur 45 minute.



1.5 Bestudeer die voorstellings van verskillende betalingsvorme. Kies die voorstelling wat die beste by die onderstaande beskrywing pas. Skryf slegs die letter (A–F) langs die vraagnommer (1.5.1–1.5.5) in die ANTWOORDEBOEK nêr, bv. 1.5.6 G.



1.5.1 Hierdie 24-ur per dag, wêreldwye kommunikasie-netwerk maak dit vir banke moontlik om boodskappe van banktransaksies veilig te stuur en te ontvang.

1.5.2 Hierdie vorm van betaling het 'n magnetiese band en word deur 'n finansiële maatskappy uitgereik. Die houër het die keuse om geld by die uitreikmaatskappy te leen.

1.5.3 Voorafgedrukte vorm van betaling wat deur 'n finansiële instansie vir 'n vaste bedrag in verskillende denominasies uitgereik word. Nadat dit deur die houër onderteken is, kan dit vir buitelandse valuta van die land waar jy jou bevind, gewissel word.

1.5.4 Hierdie vorm van betaling word deur 'n sekuriteits-PIN-kode beskerm en word nie aan 'n bankrekening gekoppel nie. Indien dit gesteel word, kan dit vervang word.

1.5.5 'n Veilige en betroubare stelsel om fondse outomaties van een bankrekening na 'n ander oor te dra deur die internetbankdiensstelsel, sonder dat enige banknote hanteer word.

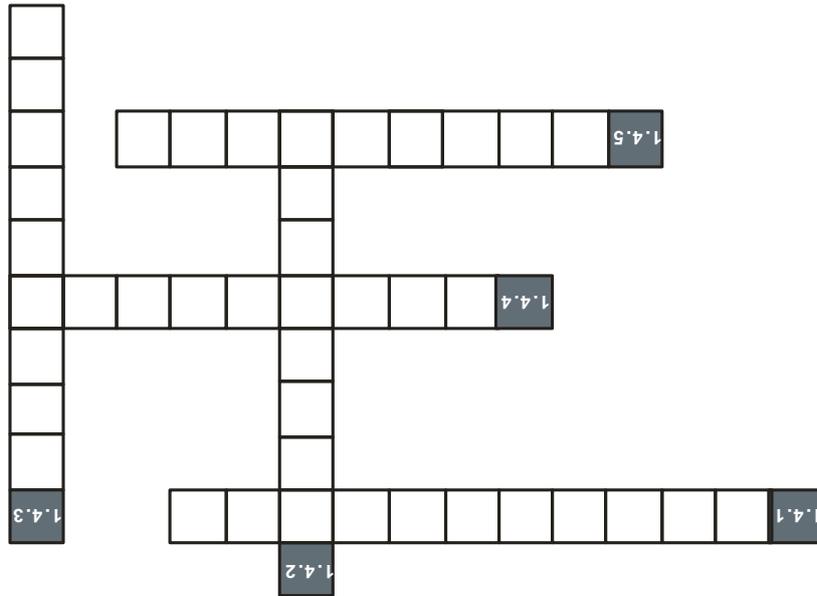
(5)

40 TOTAAL AFDELING A:

- 1.4.1 (DWARSE) Die bouvalle van 'n groot antieke stad, Maya. 'n Trap-piramide bekend as El Castillo (die kasteel).
- 1.4.2 (AF) Een van die pragtigste geboue ter wêreld, opgerig deur 'n Indiese heerser ter nagedagtenis aan sy vrou as toonbeeld van sy oneindige liefde vir haar. Hierdie agthoekige monument is heiltemal van wit marmar gebou.
- 1.4.3 (AF) Konstruksie, spesifiek die dakontwerp, maak van hierdie attraksie 'n argitektoniese meesterstuk. Die verwelkome gestig in Sydney-hawe.
- 1.4.4 (DWARSE) Die terrein in Jerusalem waarna Joodse pelgrims van regoor die wêreld kom vir gebed. Gebede word op stukkie papier geskryf en in die muurkake geplaas.
- 1.4.5 (DWARSE) Vantevore gebruik as 'n markplein, maar het bekend geword vir militêre parades wat gehou is om die mag van die Kremlyn aan die wêreld te vertoon.

(5 x 1)

LEIDRADE:



Voltooi die onderstaande blokkiesraaisel. Ignoreer spasies indien die antwoord uit meer as een woord bestaan. Skryf slegs die korrekte antwoord langs die vraagnummer (1.4.1-1.4.5) in die ANTWOORDEBOEK neer by. 1.4.6 Leunende Toring van Pisa.

1.4

1.3 Kies 'n term wat in die onderstaande lys gegee word wat die onderstaande beskrywings die beste beskryf. Skryf slegs die term langs die vraagnummer (1.3.1–1.3.5) in die ANTWOORDEBOEK neer.

IDL; visum; belangstellings; bankverkoopkoers; sterk; bagasie-toelae;
DBT; swak; bankaankoopkoers; paspoort

- 1.3.1 'n Dokument wat deur die nasionale regering uitgereik word wat die identiteit en nasionaliteit van die dokumenthouer bevestig
- 1.3.2 Hierdie inligting moet deel uitmaak van 'n toerissteprofiel sodat 'n toerorganiseerder 'n toerplan kan opstel
- 1.3.3 Hierdie praktyk behels die aanpassing van die standaardtyd van 'n land vir 'n gedeelte van 'n jaar, hoofsaaklik om ekonomiese redes
- 1.3.4 Hierdie posisie van die rand in verhouding tot ander buitelandse geldeenheide maak dit ekonomies beter vir Suid-Afrikaners om oorsese reise te onderneem
- 1.3.5 Hierdie koers wat deur banke en ander instansies aan reisigers met die verkoop van buitelandse valuta aangebied, word sal altyd hoër wees sodat die bank 'n wins kan maak

(5) (5 x 1)

1.2 Kies 'n beskrywing in KOLOM B wat die foto in KOLOM A die beste beskryf. Skryf slegs die letter (A–E) langs die vraagnommer (1.2.1–1.2.5) in die ANTWOORDEBOEK neer, bv. 1.2.6 F.

KOLOM B	KOLOM A
<p>A Avis glo dat die veragtinge van kliente deur die voorkoms van 'n besigheid beïnvloed sal word</p>	<p>1.2.1 </p>
<p>B Dit is elke werknemer van Avis se verantwoordelikheid om die besigheid te verteenwoordig deur 'n professionele beeld uit te dra</p>	<p>1.2.2 </p>
<p>C Avis is bekend vir hul hoë standaard van dienstelevering in die bedryf en sal voortgaan om een van Suid-Afrika se ware klient-georiënteerde organisasies te bly</p>	<p>1.2.3 </p>
<p>D <i>Probeer harder</i> is 'n gesindheid en belofte wat deur elke werknemer van Avis gemaak word, wat die verskil maak tussen hulle en hul opposisie. Dit dra by tot die feit dat Avis die topposisie in die motorhuurbedryf beklee</p>	<p>1.2.4 </p>
<p>E Avis ondersteun die Wilderness Leierskapskool, waar jong mense blootgestel word aan positiewe buitelewe ervarings en daardur omgewingsbewustheid kweek en hul met 'n liefde vir die natuur besiel</p>	<p>1.2.5 </p>

(5 x 1)

(5)

1.1.17 Die stad waar die onderstaande konferensie in 2013 gehou is:



- A Cancun
- B Durban
- C Doha
- D Warschau

1.1.18 Voorsien die Nasionale Departement van Toerisme met statistieke wat hul in staat stel om toerisme-tendense te identifiseer:

- A TOMSA
- B STATSSA
- C TBCSA
- D ITB

1.1.19 Wanneer tydsonrekeninge gedoen word en vliegtyd in ag geneem moet word om die aankomstyd van 'n vlug by die bestemming te bepaal, moet jy die vliegtuig ...

- A byvoeg.
- B aftrek.
- C vermengvuldig.
- D deel.

1.1.20 Hierdie stad sal die gashoofstad vir die Internasionale Olimpiese Komitee se Somerspele in 2016 wees:

- A Kaapstad
- B Stockholm
- C Rio de Janeiro
- D Buenos Aires

(20 x 1) (20)

- 1.1.12 Die tydsverskil tussen Beijing en Londen is ...
 A 18 uur.
 B 3 uur.
 C 8 uur.
 D 6 uur.
- 1.1.13 Ekotoeriste kan die Richtersveld Kulturele- en Botaniese Landskap besoek in ...
 A Limpopo.
 B Noord-Kaap.
 C Wes-Kaap.
 D Vrystaat.
- 1.1.14 Landmarkte is marke waar ten minste ... van sy aankomste in Suid-Afrika met padvervoer is.
 A 60%
 B 30%
 C 70%
 D 50%
- 1.1.15 Die volgende is 'n voorbeeld van 'n onvoorspelbare gebeurtenis:
 A Die dodetal in die Siriese burgeroorlog het die 100 000 merk verbygesteek
 B Spanje se oorwinning in die 2010-FIFA Wêreldbeker-sokkefinaal
 C Die Marikana-myners se staking het 44 sterftes tot gevolg gehad
 D Die uitbreek van die nuwe voëlgriepvirus A (H7N9) is in Sjina aangemeld
- 1.1.16 Hoe laat is dit in Sydney, Australië as dit 10:00 in Suid-Afrika is?
 A 6 nm.
 B 18:00
 C 02:00
 D 2 vm.

1.1.6 Die Lilizela Toerisme-toekennings, ingestel in 2013, beloon en vier uitnemendheid in die toeristebedryf vir ...

- A universele toegang.
- B volhoubaarheid.
- C diensuitnemendheid.
- D Al bogenoemde

1.1.7 'n Bepaalde bedrag geld wat 'n Suid-Afrikaanse burger, wat na die buiteland reis, vir buitelandse valuta in 'n kalenderjaar kan wissel:

- A Reistoelae
- B Buitelandse valuta
- C Beleggingsstoelae
- D Doeanevry-items

1.1.8 Hierdie wêreldkoon in Nepal is ook 'n UNESCO Wêrelderfenisterrein:

- A Die Algarve
- B Berg Everest
- C Die Parthenon
- D Venesie

1.1.9 Watter van die volgende word as doeanevry-items deur SARS beskou?

- A 2 maande voorraad medisyne vir persoonlike gebruik
- B 1 kg biltong/gedroogde vleis
- C 1 renosterhoring wat 1,3 kg weeg
- D Tot 2 liter wyn

1.1.10 Mnr. Naidoo gaan na Londen reis en wil R50 000 vir GBP (GB£) wissel. Die wisselkoers ten tye van die omskakeling is 16,45. Hoeveel pond sal hy ontvang?

- A £3 039,51
- B £816 000,00
- C £3 063,72
- D £822 500,00

1.1.11 'n Dokument wat riglyne gee vir aanvaarbare optrede of protokol in die werksplek:

- A Werkskontrak
- B Gedragskode
- C Omgewings- en klientediensbeide
- D Basiese diensvoorwaardes

AFDELING A: KORTVRAE

VRAAG 1

- 1.1 Vier opsies word as moontlike antwoorde vir die volgende vrae gegee. Kies die antwoord en skryf slegs die letter (A–D) langs die vraagnummer (1.1.1–1.1.20) in die ANTWOORDEBOEK neer, bv.1.1.21 A.
- 1.1.1 Die reisdokument wat reisigers toelaat om oor te klim in 'n land, op pad na 'n ander land toe:
- A Toeristewisum
B Privaatwisum
C Deurgangswisum
D Welwillendheidswisum
- 1.1.2 Hierdie wêreldikoon is die beste voorbeeld van menslike wreedheid teenoor ander gedurende oorlogstyd:
- A Berlynse-muur
B Die Kolosseum
C Die Kremlin
D Auschwitz
- 1.1.3 Watter EEN van die volgende sal nie by die diensvoorwaardes, wat deur 'n werker in die gasvryheidsbedryf by indiensneming onderteken moet word, ingesluit wees nie, wanneer hy/sy begin werk?
- A Vergoeding
B Reisoordele
C Persoonlike higiëne en versorging
D Professionele verantwoordbaarheid
- 1.1.4 Die slagspreuk vir bemerking van Suid-Afrika se handelsmerk wat in 2012 geloods is:
- A "More than you can imagine"
B "Inspiring new ways"
C "It's possible"
D "Alive With Possibility"
- 1.1.5 Die wêreldgesondheidsorganisasie wat hoofsaklik betrokke by openbare gesondheid is:
- A IAMAT
B UNESCO
C FTSA
D WHO

INSTRUKSIES EN INLIGTING

1. Hierdie vraestel bestaan uit VYF afdelings.
2. ALLE vrae in AFDELING A, B, C, D en E is VERPLIGTEND.
3. Begin elke VRAAG op 'n NUWE bladsy.
4. Jy mag 'n nieprogrammeerbare sakrekenaar gebruik.
5. Skryf netjies en leesbaar.
6. Die volgende tabel is 'n riglyn om jou te help om jou tyd volgens elke afdeling in te deel.

AFDELING	VRAAG	ONDERWERP	PUNTE	TYD
A	1	Kortrae	40 punte	20 minute
	2	Kaartwerk en Toerbeplanning	50 punte	50 minute
B	3	Buitelandse Valutaverhandeling		
C	4	Toerisme Attraksies	50 punte	50 minute
	5	Kultuur- en Erfenis-toerisme		
	6	Bemaking		
D	7	Toerisme Sektoere	30 punte	30 minute
	8	Volhoubare en Verantwoordelike Toerisme		
E	9	Plaaslike-, Streeks- en Internasionale Toerisme	30 punte	30 minute
	10	Kommunikasie en Kliëntediens		

Hierdie vraestel bestaan uit 29 bladsye.



TYD: 3 uur

PUNTE: 200

TOERISME

SEPTEMBER 2014

GRAAD 12

**NASIONALE
SENIOR SERTIFIKAAT**

