GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

GAUTENG DEPARTMENT OF EDUCATION

PREPARATORY EXAMINATION

2019

10870

TOURISM

TIME: 3 hours

MARKS: 200

24 pages

TOURISM

10870E

X05

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

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

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

SECTION A: SHORT QUESTIONS

QUESTION 1

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

1.1.1 This icon represents a collection of concentration camps during the Second World War.

A Machu Picchu
B Auschwitz
C The Kremlin
D Taj Mahal

1.1.2 The following icons are located in Europe:

A Swiss Alps, Windmills, Taj Mahal
B Floating markets, Big Ben, French Riviera
C Big Ben, Kremlin, Great Wall of China
D Eiffel Tower, Leaning Tower of Pisa, Venice

1.1.3 This organisation is responsible for the selection and the inscription of World Heritage Site status to sites across the world:

A NHRC
B TOMSA
C UNESCO
D UNWTO

1.1.4 The 9th World Heritage Site in South Africa:

A Cape Floral Region
B Barberton Makhonjwa Mountains
C Khomani Cultural Landscape
D Succulent Karoo Protected Areas

1.1.5 The Nama people may be found in the vicinity of the following World Heritage Site:

A iSimangaliso Wetland Park
B Mapungubwe Cultural Landscape
C Vredefort Dome
D Richtersveld Cultural and Botanical Landscape

1.1.6 The following is an example of a political situation of international significance:

A Hurricanes
B Tsunamis
C Civil war
D World summit

1.1.7 South Africa's land markets refer to …

A Mozambique, Namibia and Egypt.
B Botswana, Zimbabwe and UAE.
C China , Zambia and Malawi.
D Lesotho, Zimbabwe and Swaziland.

1.1.8 A characteristic that contributes to the success of a tourist attraction:

A Positive experiences of visitors
B Safety and Crime prevention
C Visitor numbers exceed the expected numbers
D Excellent marketing of tourism products

1.1.9 A disadvantage of internet payments:

A Bills can be paid online at any given time.
B One can open new accounts away from home.
C Entrance fees can be paid from anywhere in the world.
D A forgotten password would deny access to one's bank account.

1.1.10 The 2022 FIFA World Cup will be held in the following host country:

A Qatar
B Russia
C Brazil
D Malaysia

1.1.11 A passport is issued by …

A the Embassy of the destination country
B the Airport of departure
C the Department of Home Affairs
D the Bureau de Change

1.1.12 A tourist that travels to Paris, France will change his own currency to …

A Pounds.
B Euros.
C Dollars.
D Yen.

1.1.13 Measures to prevent malaria include:
Choose the ONE that DOES NOT fit.

A Get an injection / vaccination from the health clinic.
B Sleep under a mosquito net at all times.
C Cover hands and feet, especially at night.
D Use insect repellents especially at night.

1.1.14 The International Date Line is located at the … line.

A 0° latitude
B 180° latitude
C 180° longitude
D 0° longitude

1.1.15 Good practices of waste management refer to …

A Reduce, re-use and rewind
B Re-use, recycle and reverse
C Reduce, re-use and recycle
D Recycle, reduce and review

1.1.16 The slogan of a company is a … the company

A the trademark logo of
B picture that represents
C the promotional phrase of
D symbol that represents

1.1.17 A contract of employment includes the following:

A working hours of staff members
B service ethics of staff members
C uniform allowances to staff members
D standardised rules for staff members

1.1.18 When using road transport, travelling time will NOT be influenced by the …

A prepaid online toll fees.
B type of vehicle.
C condition of the roads.
D distance to be covered.

1.1.19 Free meals that staff receive at a hotel is considered as …

A remuneration.
B overtime.
C fringe benefits.
D travel benefits.

1.1.20 Marketing is:

A How tourists can be encouraged to visit South Africa
B The promotion of products and services to people
C Getting more foreign tourists to South Africa
D All of the above (20)

1.2 Choose the correct term / word from those given in brackets. Write only the word / term next to the question number (1.2.1 – 1.2.5) in your ANSWER BOOK, e.g. 1.2.6 Berlin.

1.2.1 The BBR will always be (lower / higher) than the BSR.

1.2.2 The line that divides the earth into a northern and a southern hemisphere is the (Greenwich line / equator)

1.2.3 (Branding / Advertising) is the use of a name, slogan, logo, design or a combination of these in order to market a product or business.

1.2.4 According to the BCEA, normal hours will be (40/45) hours per week.

1.2.5 Bilharzia is caused by (drinking / swimming in) contaminated water. (5)

1.3 Choose the correct word(s) / acronym / number from the list below to complete the sentences. Write only the word(s) / acronym / number next to the question number (1.3.1– 1.3.5) in your ANSWER BOOK, e.g. 1.3.6 Black.

indigenous	single	-5
SARS	multi	TOMSA
+5	alien	frequent
	Schengen	

1.3.1 New York is situated on the 75˚ West longitude line. The time zone for New York is …

1.3.2 A document that allows entrance to most European countries is called a … visa.

1.3.3 A … traveller will be issued with a maxi passport.

1.3.4 The organisation responsible for the collection of taxes at customs in an airport is …

1.3.5 Plants that occur naturally in an environment are called … plants. (5)

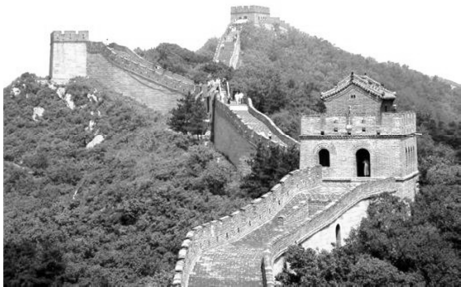
1.4 Match the description in COLUMN A with the form of payment in COLUMN B. Write the question number and the letter in your ANSWER BOOK, e.g. 1.4.6 H.

COLUMN A		COLUMN B
1.4.1	This method is used when making large payments that require a bank guarantee	A SWIFT transfer
1.4.2	Needed for small payments for example: tips, for snacks, tour buses and refreshments	B Travel Wallet
1.4.3	This method is most suitable when moving money internationally from one bank account to another bank account.	C Electronic Funds Transfer
1.4.4	An example of a preloaded foreign currency debit card	D Foreign bank notes
1.4.5	This form of payment will require a password and a PIN.	E Credit card
		F Internet payments
		G Bank drafts

(5 x 1) (5)

1.5 The following global icons were photographed as part of a souvenir book of travels. Identify the name of each icon contained in each picture frame.

Write only the name of the icon next to the question number (1.5.1 – 1.5.5) in your ANSWER BOOK, e.g. 1.5.6 Ayers Rock.

1.5.1	1.5.2	1.5.3
		
1.5.4	**1.5.5**	
		

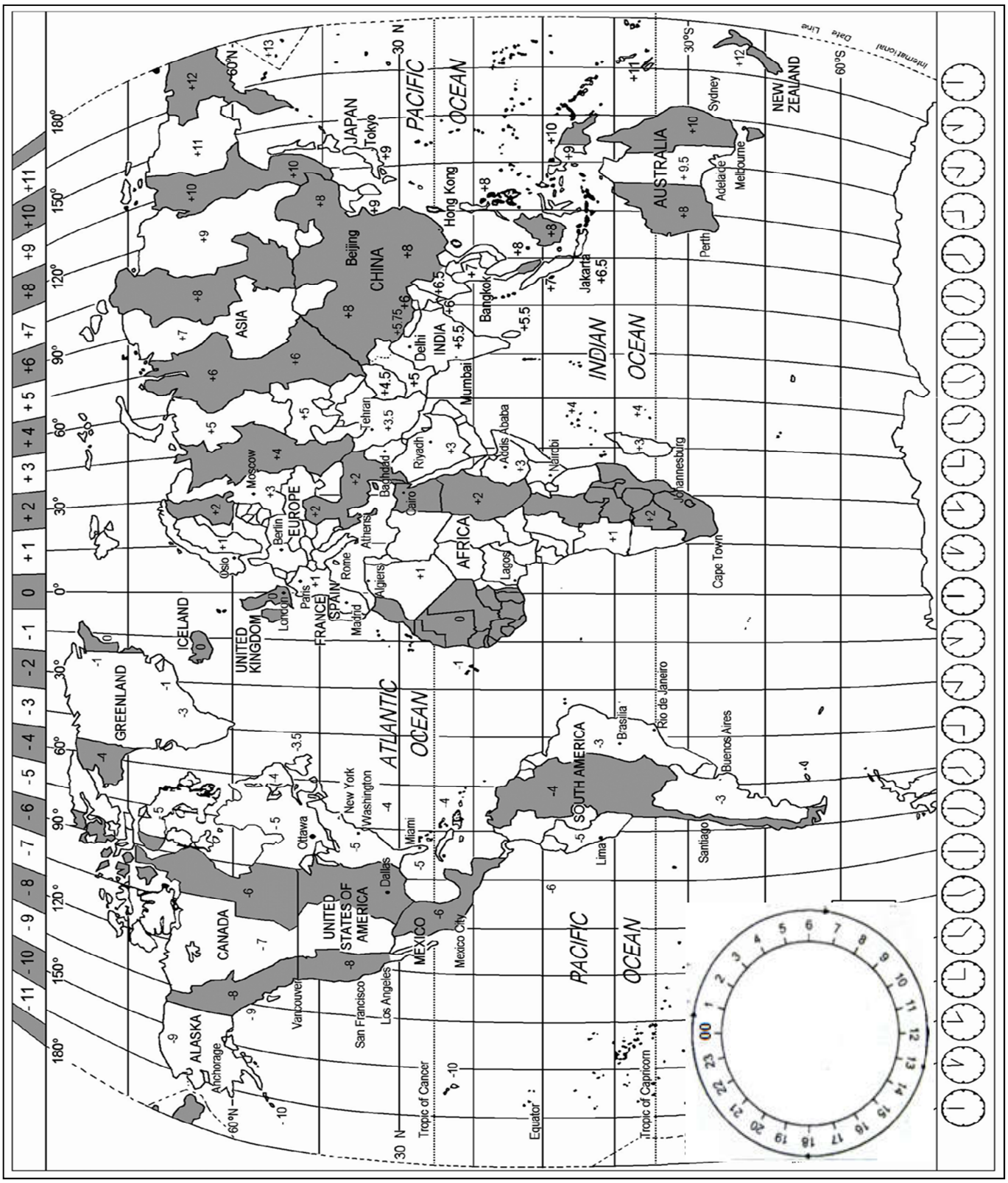
(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

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



2.1 Mr Smith and Mrs Smith is a couple from Washington DC. They visited South Africa and competed in the Comrades Marathon on 9 June 2019. Their flight departed from Washington DC on Sunday, 2 June 2019 at 07:30. The flying time to Johannesburg was 19 hours.

(DST applies to Washington DC.)

2.1.1 Calculate the day, date and time that they arrived in Johannesburg. (4)

They waited 2 hours on ORTIA in Johannesburg for a connecting flight to Durban. The flight from Johannesburg to Durban was 1 hour and 15 minutes.

2.1.2 Calculate the duration of the journey from Washington to Durban. (2)

2.2 Mr and Ms Graham reside in Riyadh, Saudi Arabia (+3). They also visited South Africa to take part in the Comrades Marathon. They departed from Riyadh on 3 June 2019 at 11:00 and arrived at OR Tambo International Airport at 19:00.

(Saudi Arabia does not use DST.)

Calculate the flying time from Riyadh to Johannesburg. (4)

2.3 Compare the flight-related conditions that the Smith couple and the Graham couple experienced during and after their respective flights.

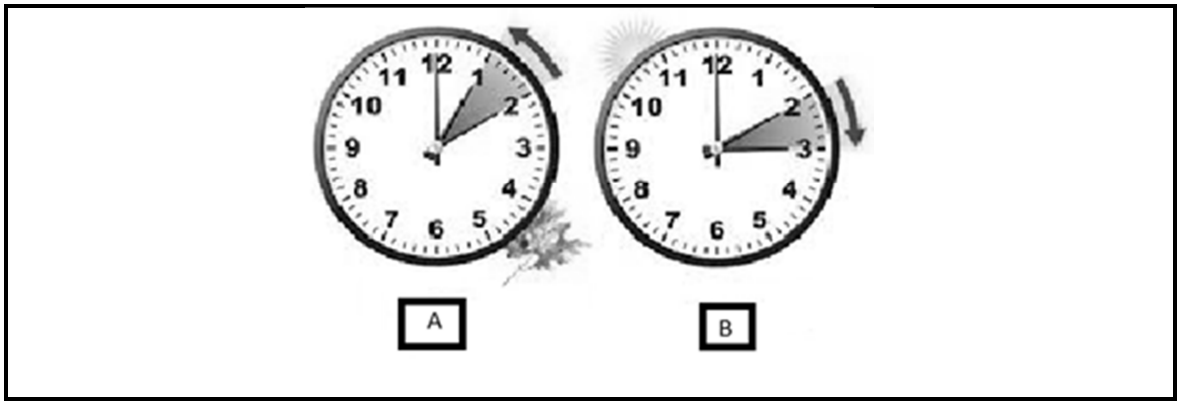
2.3.1 (a) Give the condition that the Smith couple would have experienced after their flight from Washington DC to Johannesburg. (1)

(b) Motivate your answer to Question 2.3.1(a). (2)

2.3.2 (a) State the condition that the Graham couple would have experienced after their flight from Riyadh to Johannesburg. (1)

(b) Motivate your answer to Question 2.3.2(a). (2)

2.4 Answer the following questions based on DST.
Compare the times indicated on the clocks labelled **A** and **B**.



[Source: Internet images]

2.4.1 Select the clock that indicates DST being applied in the summer. (1)

2.4.2 Motivate your choice in Question 2.4.1. (1)

2.5

Safety is a very important aspect to consider when visiting a foreign country.



2.5.1 Give ONE way that the Smith couple could ensure their safety in the hotel. (1)

2.5.2 Give ONE way that the Graham couple could be safe at the airport. (1)

2.6 Suggest TWO ways that tourists can protect themselves against the harshness of the South African sun should they visit the country during summer. (2)

2.7

TRAVEL DOCUMENTATION

South Africans, Jenny and her boyfriend, Donald, are planning a holiday to the Grand Canyon, Arizona, USA. Jenny would like to take her two children with. They are aged 9 and 12. Jenny uses chronic medication for a heart condition. Donald is a very keen photographer. He would like to take his laptop and top-of-the-range Canon camera with, to take some breath-taking photos.

2.7.1 (a) Differentiate between an abridged and an unabridged birth certificate. (2)

(b) Select the type of birth certificate that Jenny should have for her two children to leave South Africa. (1)

2.7.2 Advise Jenny and Donald on the following aspects with regards to the applicable regulations, when moving through customs when they leave South Africa.

(a) Jenny's medication (2)

(b) Donald's camera and laptop (1)

2.8 List TWO requirements to take into consideration when compiling a budget for Jenny and Donald. (2)

2.9 Study the heading and extract below and answer the question that follows.

Zimbabwe woos Chinese tourists with visa relaxation.

The Zimbabwean government will be relaxing visa restrictions for Chinese tourists entering the country as of July 1, 2018 …

[15 Jun 2018 - Kerry Hayes]

Explain (in a paragraph) the influence or impact this decision might have on Zimbabwe's tourism industry and economy. 1 + (3 x 2) (7)

[37]

QUESTION 3: FOREIGN EXCHANGE

Refer to the foreign exchange rate table below and answer the questions that follow.

REMEMBER:
- Show all calculations.
- All answers should be rounded-off to TWO decimal places.



COUNTRY	CURRENCY	BBR	BSR
USA	US Dollar	13,47	13,50
UK	British Pound	17,89	17,99
Germany	Euro	15,64	15,69
Botswana	Pula	1,31	1,34

[17 June 2018]

3.1 Mr Smith departed from Washington DC to South Africa, with US$ 2 650. He had R350 left at the end of the holiday. Calculate the amount in US Dollars that he received on the day of departure after the holiday. (3)

3.2 Identify the currency with the best buying power for inbound tourists to South Africa as at 17 June 2018. Motivate your answer. (3)

3.3 Identify the country that will be the best option for South Africans to visit. Motivate your answer. (3)

3.4 Explain how foreign income increases the multiplier effect and GDP of South Africa. (2 x 2) (4)

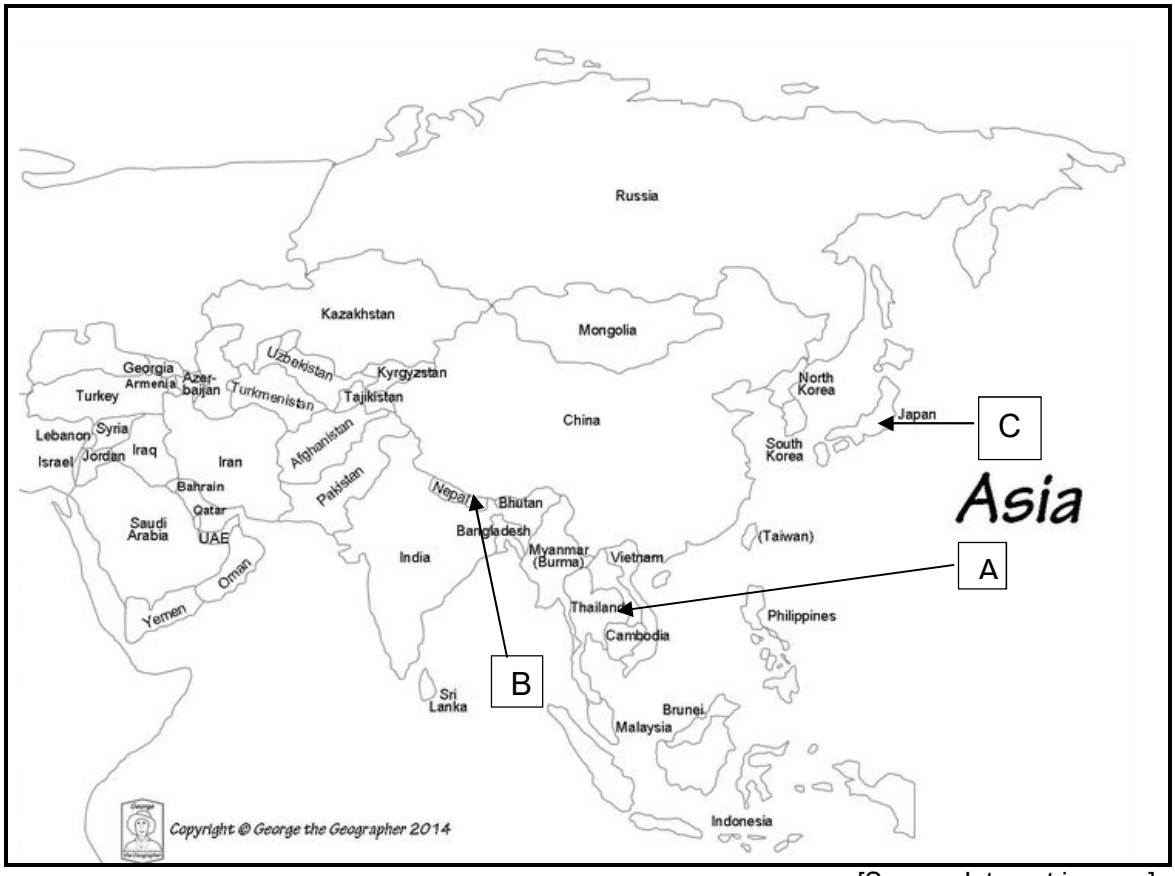
[13]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 Study the map of Asia and answer the question that follows.



[Source: Internet images]

Redraw the table below in your ANSWER BOOK and identify the names of the icons that can be found at **A**, **B** and **C**. Briefly describe the icons according to the relevant guideline.

Letter	Icon	Description
A	Name of the icon	Describe its cultural value to the tourists.
B	Name of the icon	Describe activities that may be explored at the icon.
C	Name of the icon	Describe its profile of the tourists visiting these icons.

(6)

4.2 Study the information on TWO out of TEN icons that are under threat an answer the questions that follow.

Tourism icons under threat from travellers

Our love for travel is a double-edged sword.

THE TAJ MAHAL



A number of threats risk the future of India's most famous monument, but tourism is at the top of the list. The largely unregulated stream of visitors' can break the 50 000 mark on some days. The constant footfall on the, marble floors is wearing down. Pollution from vehicles visiting the site is also discolouring the once gleaming white façade of the Taj Mahal.

VENICE



The influx of giant cruise ships to Venice's famed lagoon has been blamed for its deteriotating state which threatens its future. So much so that the city will be placed on UNESCO'S list of endangered heritage sites if Italy fails to ban such vessels by 2017, the United Nations warned. Development is also causing 'irreversible changes' to the delicate ecosystem with little coherence in terms of architecture and town planning.

[Adapted from: https://karryon.com.au/destinations/10-tourism- icons-under-threat -from-travellers/] [Source: Internet images]

4.2.1 Write out the acronym *UNESCO* in full. (2)

4.2.2 Explain what measures can be put in place when a site is placed on the endangered list of heritage sites. (2)

4.2.3 Redraw the table below in your ANSWER BOOK and identify the country where the icons are located and describe ONE reason why these attractions are regarded as Icons.

Tabulate the information as shown in the table below.

Icon	Country	Describe why the attraction is regarded as an icon.
Taj Mahal	**A** (1)	**B** (2)
Venice	**C** (1)	**D** (2)

(6)

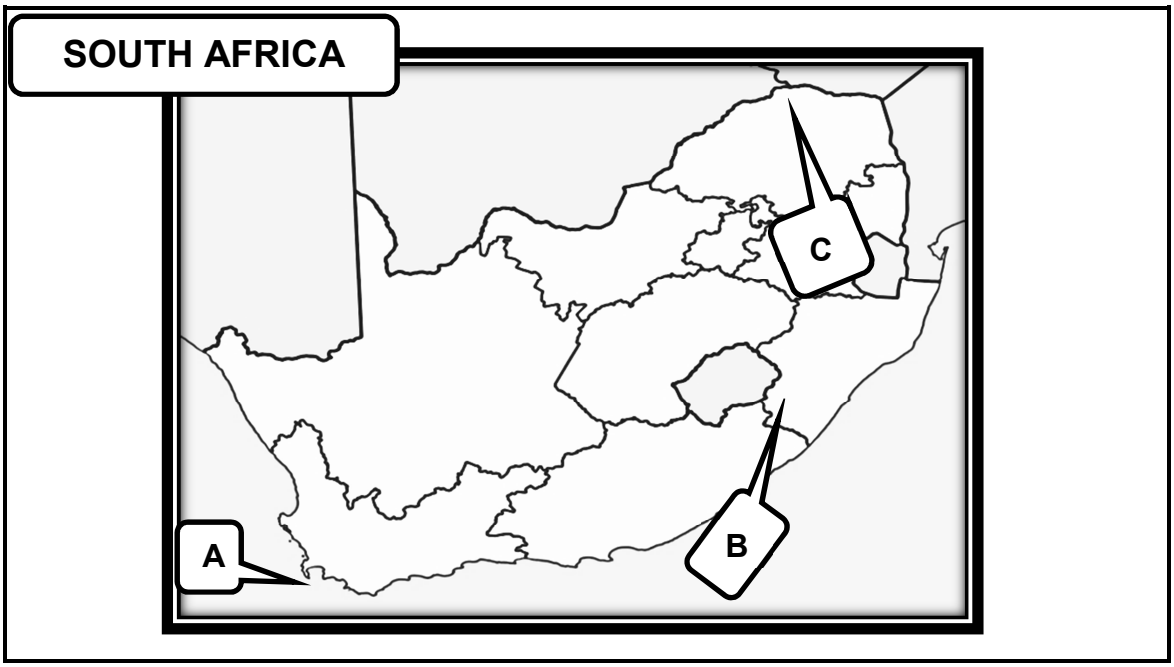
4.2.4 Consider the statement: "Our love for travel is a double-edged sword."

In a paragraph, explain this statement by discussing the impact of mass tourism on world icons. Your answer should include ONE disadvantage and ONE advantage for ONE of the icons in Question 4.2.3. (7)
1 + (3 x 2)

[23]

QUESTION 5

5.1 Study the map of South Africa and the extract from the indicated website on some of the World Heritage Sites and answer the questions that follow.



[Source: Internet images]

Redraw the table below in your ANSWER BOOK and complete the information required for sites labelled **A**, **B** and **C**, according to the name of the site, the province in which it lies, the type of site and a brief description.

	NAME OF SITE	PROVINCE	CULTURAL / NATURAL / MIXED SITE	BRIEF DESCRIPTION
A				
B				
C				

(12)

5.2

Tenth World heritage site for South Africa

The Barberton Makhonjwa Mountains were inscribed on 2 July 2018 at the 42nd World Heritage Committee Session held in Manama, the capital city of Bahrain. This unique site provides the world with evidence on life formation that dates back 3 billion years. Scientists found fossilised bacteria under thin layers of rock thought to be 3,2 billion years. The National Heritage Committee is proud that this discovery has now been recognised by UNESCO. This recognition will unlock the potential of the Makhonjwa Mountains to contribute immensely to socio-economic development.

[Adapted from www.heritageportal.co.za]

5.2.1 Name the 10th World Heritage Site of South Africa that was inscribed in July 2018. (2)

5.2.2 (a) Identify the category under which it was inscribed.
(b) Motivate your answer to Question 5.2.2 (a). (2)

5.2.3 Assess the tourism potential of the Makhonjwa Mountains. Your answer should describe how the local communities would benefit from the influx of tourists to the area, with reference to income generation and entrepreneurship. (3)
[**19**]

QUESTION 6

6.1 Refer to the logos of organisations and answer the questions that follow.

world travel market Africa 10-12 April 2019 Cape Town	South Africa Inspiring new ways
SATourism plays a very important role in marketing.	

6.1.1 Refer to the logos and discuss ONE way in which SATourism promotes South Africa internationally. (2)

6.1.2 Explain how SAT is funded in order to achieve its marketing goals. (4)

6.2 SATourism has developed a unique SA brand to help market to its investors. Discuss the effectiveness of a single brand image in the marketing process. (2)
[8]

TOTAL SECTION C: 50

P.T.O.

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 The management of ABC Hotels want their staff to be dressed professionally but in line with their workplace requirements to fulfil their respective duties.

The picture shows four men employed by ABC Hotels. Study the pictures and answer the questions that follow.

1.	2.	3.	4.
			

7.1.1 Select an employee, based on their **dress code**, for each of the listed positions at the hotel (Column A). Write the number of the employee in Column B and motivate your choice in ONE sentence. (Column C) Complete the table below by redrawing it in your answer book.

A. Position	B. Number	C. Motivation
Chef		
General Manager		
Children's entertainment		

(6)

7.1.2 List TWO **other** aspects that form part of professional image of the staff. (2)

7.2 Study the picture below and answer the question that follows.



South African NATIONAL PARKS

The Kruger National Park is the flagship park of South Africa.

Suggest TWO important rules in the code of conduct that address tourist behaviour when visiting the Kruger National Park. (4)

[12]

QUESTION 8

Study the information on Stormsriver Adventures and answer the questions that follow.

Tsitsikamma

Stormsriver ADVENTURES

Stormsriver Adventures is a responsible tourism company and professional market leader in cable sliding (or zip-lining). Based in the heart of the majestic Tsitsikamma Forest, we offer several eco-adventure activities such as the Tsitsikamma Canopy Tour (a "FIRST IN AFRICA").

The training of guides from the local community, community projects, clothing distribution and HIV / Aids awareness has been self-funded by Stormsriver Adventures since 1998.

Our adventure team is made up of enthusiastic and trained local guides, who not only ensure the safety of all visitors, but also add interesting insights into the local surrounds, fauna, flora and culture.

The provision of food for a school feeding scheme in terms of which each child in the school is provided with one proper meal a day. The aim of this aspect of the charitable work is to help uplift scholars' academic achievements.

240 Primary school children are provided with meals 4 times a week. The programme has been running since 2003.

Stormsriver Adventures was one of the 1st accredited activity FTT companies in 2003.

[Adapted from: www.stormsriver.com]

8.1 Explain the meaning of 'responsible tourism' in Line 1 of the case study. (2)

8.2 Select THREE examples from the case study to prove that Stormsriver Adventures practises sustainable tourism.

Your answer should reflect the pillars of sustainability and the applicable examples. Present your answer in table format. (3 x 2) (6)

8.3 Answer the following questions based on your knowledge of CSI.

8.3.1 The abbreviation CSI stands for … (2)

8.3.2 (a) Explain the concept of CSI. (2)
(b) Does Stormsriver Adventures apply CSI? (1)
(c) Justify your answer to Question 8.3.2 (b). (2)

8.4 Stormsriver Adventures is an accredited FTT company.

8.4.1 Write out the abbreviation *FTT*. (1)

8.4.2 Outline TWO criteria that FTT uses to assess a tourism business for accreditation. (2)
[18]

TOTAL SECTION D 30

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

QUESTION 9

9.1 Read the article below and answer the questions that follow.

Does hosting a World Cup make economic sense?

Organizers of this summer's World Cup in Russia have predicted that the total economic impact of the tournament could be as high as $30.8 billion by 2023.

Economist Andrew Zimbalist lists examples of the white elephants left barely used in host cities once tournaments have ended. Before the 2010 World Cup in South Africa, low-income residents living in settlements near tournament sites were reportedly evicted in an attempt to improve the country's image on the national stage.

Brazil's most expensive World Cup stadium is now a parking lot and their preparations for the World Cup cost about $11 – 14 billion.

[Adapted from www.weforum.org]

9.1.1 The article makes reference to a 'white elephant'. Explain the definition of the term as used above. (2)

9.1.2 Critically analyse the positive and negative impacts of hosting a global event with reference to:

(a) The government (2 x 1)
(b) The people (2 x 1) (4)

9.2 Study the following global newspaper and online headlines and answer the questions that follow.

Terrorist attacks had 'serious effect' on tourism

Last year's tourism figures plummeted (dropped) as a result of the terrorist attacks at the Brussels Airport and in the metro. The number of British visitors was down by 20%, American tourists was down by 25% and the Japanese by a whopping 45%.

[Adapted from www.euromonitor.com]

Visitor numbers fall at UK attractions after terrorist attacks.

[Adapted from: www.guardian.com]

Terrorism is a push factor (discourages tourists from visiting) in tourism.

Discuss the impact of terrorism on:

9.2.1 International tourism and
9.2.2 The economy of the affected country (4)

9.3 Study the information on international arrivals and answer the questions that follow.



INTERNATIONAL ARRIVALS

No.	Country	Tourist Arrivals – January 2016	Country	Tourist arrivals – January 2017	% Growth
1	Zimbabwe	250 514	Lesotho	277 031	8,4
2	Lesotho	209 403	Zimbabwe	244 966	-2,2
3	Mozambique	145 775	Mozambique	137 972	-5,4
4	Swaziland	75 176	Swaziland	72 685	-3,3
5	UK	46 264	UK	48 165	4,1

[Adapted from: TABLE 2 SA's Top 20 Source markets: January 2017 vs January 2016: https://tkp.tourism.gov.za]

9.3.1 Identify the largest African source market in 2016. (2)

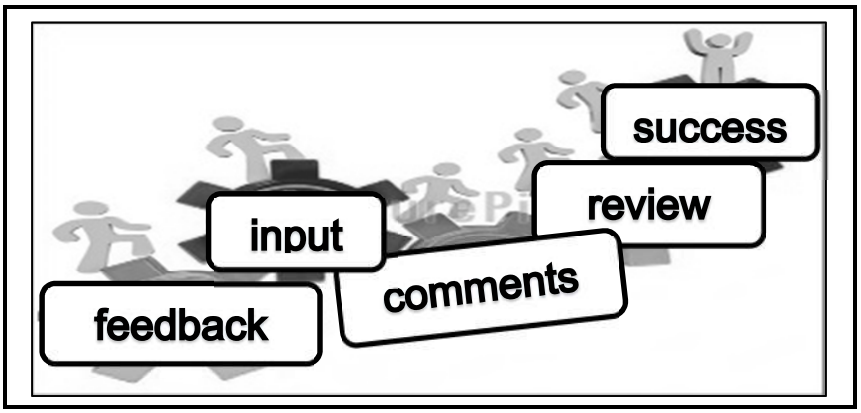
9.3.2 List the country showing the greatest growth percentage. (2)

9.3.3 Identify the country that falls within the top 5 source markets that may also be referred to as an air market. (1)

9.3.4 Discuss how South Africa can attract more tourists from the countries that are showing a decline in growth percentages. (2)
[17]

QUESTION 10

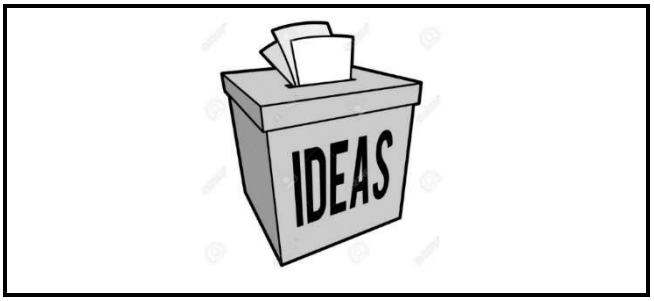
10.1 Study the image below and answer the question based on customer feedback that follows.



[Source: Internet images]

Discuss how customer feedback can contribute to a business's success with reference to the image above. Your answer should include THREE of the key words displayed above. (3)

10.2 Customer feedback tools are important for tourism businesses.



[Source: Internet images]

10.2.1 Identify the type of feedback tool that is displayed above. (1)

10.2.2 Discuss the process of analysing feedback. (4)

10.3 Draw a flow diagram showing how service delivery leads to business profitability. The following key words should be used in the flow diagram.

job creation; income generation; increased sales; repeat visits; increased word of mouth

(5)

[13]

TOTAL SECTION E: 30

TOTAL: 200

END