GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

GAUTENG DEPARTMENT OF EDUCATION

PREPARATORY EXAMINATION

2020

10870

TOURISM

TIME: **3 hours**

MARKS: **200**

24 pages

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.
8. Use the table below as a guide to help you allocate your time according to each section.

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

1.1.1 Items which tourists bring into South Africa, on which they do not have to pay any additional taxes

A Prohibited goods
B Duty-free goods
C Restricted goods
D Declared goods

1.1.2 The preferred method of transport selected for a group of twenty students travelling together on a budget holiday

A Luxury long-distance train
B Long distance bus
C Luxury cruise liner
D Rental motorcar

1.1.3 Countries that make use of DST advance their standard time by … hour/s.

A one
B two
C three
D four

1.1.4 Bottled water is considered to be a precaution against …



A Malaria
B Rubella
C Yellow Fever
D Cholera

1.1.5 A tourist should apply for a Schengen visa before he/she travels to …

A Ethiopia.
B England.
C Greece.
D Japan.

1.1.6 A South African passport is valid for … years.

A two
B five
C ten
D fifteen

1.1.7 All places in a specific time zone share the same time, known as… time.

A saving
B standard
C seasonal
D solar

1.1.8 Good environmental practices at hotels include:

A Accurate financial record keeping
B Sponsorships to the local community
C Extra staff training sessions and development
D Waste management policy implementation

1.1.9 The rate at which a foreign exchange bureau sells foreign currency

A BBR
B BSR
C EUR
D EFT

1.1.10 The total value of a country's products and services produced in a year is known as the …

A CRS.
B JSE.
C GDP.
D VAT.

1.1.11 Foreign market share is the proportion of inbound tourists that South Africa receives in relation to the rest of the world, for example tourists …

A visiting SATourism's website.
B travelling domestically.
C arriving from source markets.
D emigrating to Europe.

1.1.12 South Africa's top three European source markets from the information below are:

Number of tourists from ten leading overseas countries in 2018

Country	Number of tourists
UK	430 708
USA	370 892
Germany	349 229
France	186 251
Netherlands	146 925
Australia	115 846
China	96 915
India	93 428
Brazil	70 539
Canada	67 779

[Adapted from www.statssa.gov.za]

A USA, UK and China
B Netherlands, France and Brazil
C India, Australia and Netherlands
D Germany, UK and France

1.1.13 A South African travel agent will receive money in advance from a tourist who lives in the United Kingdom.
The most suitable and safest form of payment for this transaction is:

A International bank draft
B Traveller's cheques
C Foreign bank notes
D Accepted credit card

1.1.14 An example of a preloaded debit card used as a form of payment is ...

A American Swiss.
B SWIFT transfers.
C Cash Passport.
D MoneyGram.

1.1.15 The following is an example of a natural disaster:

A Global recession
B Cyclone
C Civil war
D Summit

1.1.16 The Rugby World Cup is an example of a …

A national sport tournament.
B climate change summit.
C regular political event.
D global sporting event.

1.1.17 A possible negative impact of a global event on the host country would be ...

A employment for unemployed locals.
B reduction of crime in certain areas.
C increased prices of local goods.
D multiplier benefits for communities.

1.1.18 The Richtersveld Cultural and Botanical Landscape met the following selection criterion of UNESCO:

A Criterion 2, exhibits human values over a period of time
B Criterion 4, illustrates significant stage(s) in human history
C Criterion 7, contains high quality of natural occurrences
D Criterion 8, evidence of Earth's geological history

1.1.19 Web-based responses is a customer feedback method, for example:

A Follow-up calls made to clients
B E-mails sent to customers that invite feedback
C A short cell phone message to a customer
D Forms completed by clients in a restaurant

1.1.20 The umbrella-organisation that represents businesses in various sectors of the travel and tourism industry in South Africa:

A ASATA
B SAACI
C TBCSA
D SAYTC

(20 x 1) (20)

1.2 Give ONE word(s)/term for each of the following descriptions by choosing a word/term from the list below. Write only the word (s)/term next to the question numbers (1.2.1 to 1.2.5) in your ANSWER BOOK, for example, 1.2.6 equator

water vapour; bilharzia; malaria; compulsory; circular; feedback cards, greenhouse gases; linear; recommended; sms messages

1.2.1 Substances that contribute to global warming

1.2.2 The disease transmitted through the bite of a female mosquito

1.2.3 A restaurant is texting customers to evaluate their experience to assess the conduct of its waiters.

1.2.4 It is mandatory (a must) for tourists to get these vaccinations before they are allowed to enter certain countries.

1.2.5 A tour plan that starts in a certain city and ends in the same city (5)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question numbers (1.3.1 to 1.3.5) in your ANSWER BOOK, for example, 1.3.6 Passport.

1.3.1 DST is applied in (summer/winter).

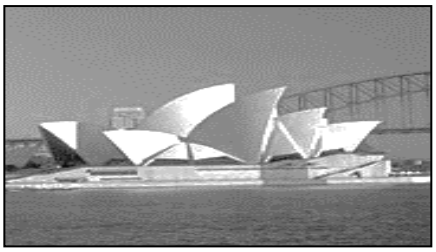
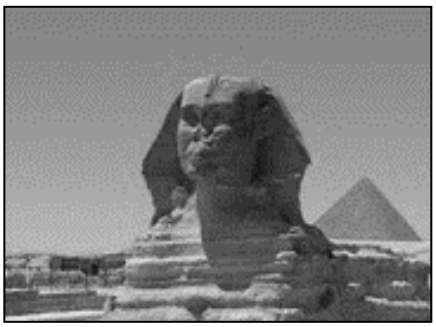
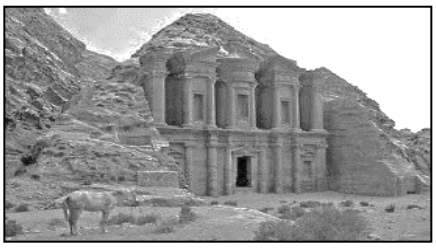
1.3.2 A form of payment that allows for convenient payment via electronic banking from the comfort of your home is (EFT / ATM).

1.3.3 Mauritius is situated on the 60° (East/West) longitude line.

1.3.4 Mapungubwe Cultural Landscape is located in (Mpumalanga/Limpopo).

1.3.5 CSI refers to investments in the local community by (the government/private companies). (5)

1.4 Choose a description from COLUMN B that best matches the picture of an icon in COLUMN A. Write only the letter (A – G) next to the question number (1.4.1 to 1.4.5) in your ANSWER BOOK, for example 1.4.6 H.

COLUMN A	COLUMN B
1.4.1 	A This site is a fortress castle built on a rocky hill. It is now a museum. B The Nabateans settled here and built a water-storage and distribution site. It became a thriving trade centre. C This site was built to be a mausoleum in memory of the emperor's late wife. D This site was a source of great conflict between people of the Jewish and Muslim faiths. E This amphitheatre was used to stage gladiator fights and entertainment activities. F Theatre and musical productions are performed in the concert venues of this site. G This site was built by a pharaoh to guard his tomb.
1.4.2 	
1.4.3 	
1.4.4 	
1.4.5 	

(5)

1.5 Study the boarding pass from Kulula.com and identify/calculate the numbered information below. Write only the answer next to the question number (1.5.1 to 1.5.5) in your ANSWER BOOK, for example, 1.5.6 airport



1.5.1 The departure city

1.5.2 The flight number

1.5.3 The destination city

1.5.4 The time period between boarding and departure

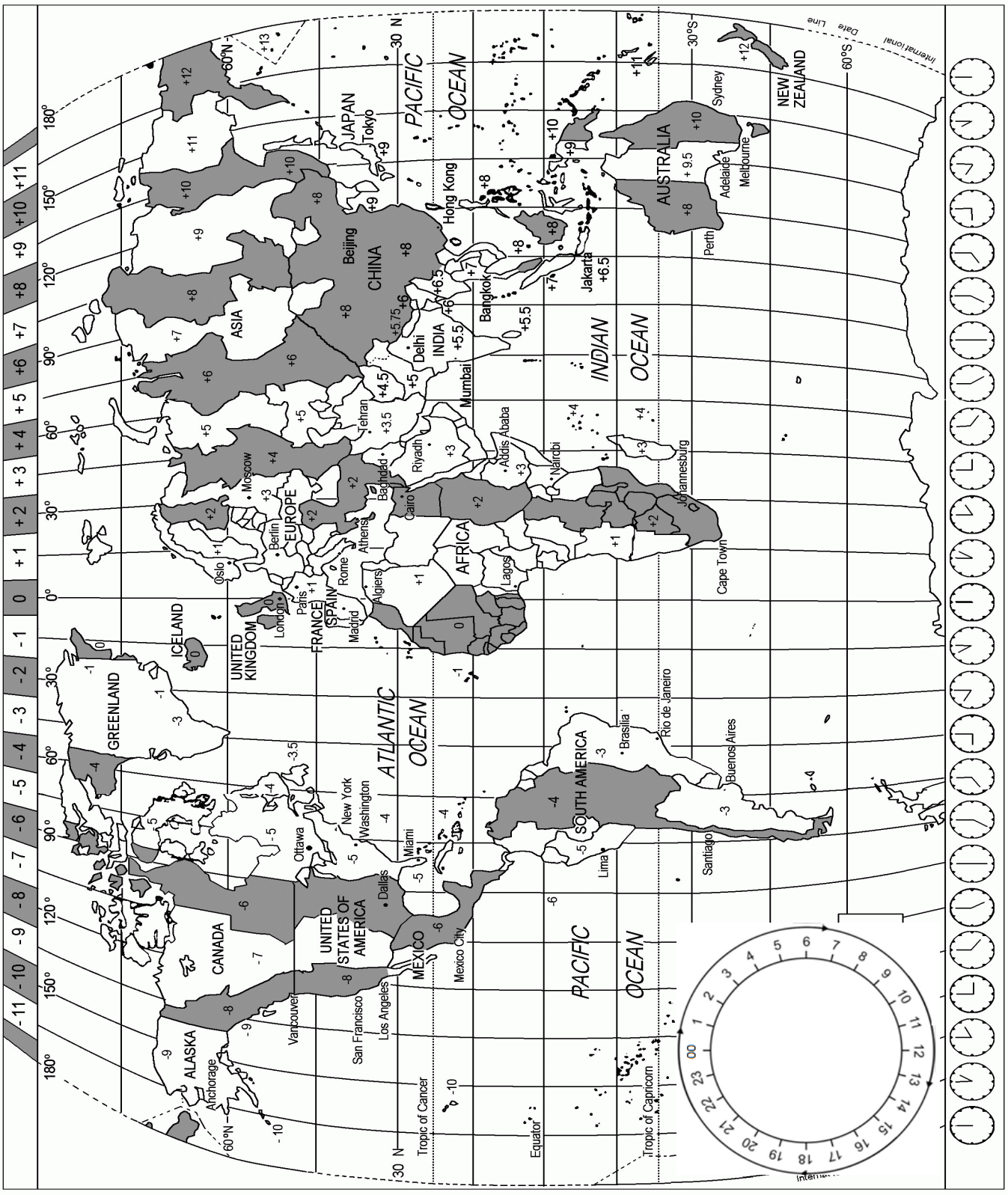
1.5.5 The duration of the flight (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone map below, read the information on the next page and then answer the questions that follow.



5-17 January 2020



20 January – 2 February 2020



Glossary:
The Dakar Rally is an annual rally. It is an off-road endurance event.
The Australian Open is one of the Grand Slam tennis tournaments. The tournament consists of events for professional tennis players in singles, doubles and mixed doubles

Jack and Lydia, a couple in their fifties and sport fanatics, were very excited about two major sport events taking place in 2020. They attended both events and called this trip "Sports Galore".

They departed from OR Tambo International Airport in Johannesburg on an 11-hour flight to Riyadh Airport in Saudi Arabia. They were just in time to see the final two stages of the 2020 Dakar Rally.

After the flight from Riyadh they arrived in Melbourne on 18 January 2020 to be part of the enthusiastic crowds for the event that started on 20 January 2020.

Jack and Lydia returned to South Africa on 3 February 2020.

2.1.1 Identify the TWO continents where the global sporting events, mentioned above, took place. (2)

2.1.2 Jack and Lydia collected their visas before they departed. State the organisation where they applied for the visas. (1)

2.1.3 The couple departed from OR Tambo International Airport at 18:00 on 13 January 2020 on an 11-hour flight to Riyadh. Calculate the arrival time and date in Riyadh. (5)

2.1.4 Jack wanted to go on self-drive excursions and join spectator experiences of the final race stages in Saudi Arabia.

(a) Identify the document that Jack needed to do self-drive excursions in Saudi Arabia. (1)

(b) Name the organisation where Jack applied for the document mentioned in QUESTION 2.1.4 (a). (1)

(c) Jack used this document, identified in QUESTION 2.1.4 (a), for other purposes as well. Name ONE other use of the document. (1)

2.1.5 The two sport fanatics arrived in Melbourne at 08:00 on 18 January 2020. The flying time was 17 hours. Calculate the departure time and date from Riyadh. (Note: Melbourne practised DST.) (6)

2.1.6 Jack and Lydia suffered from jet lag after the flight from Riyadh to Melbourne.

(a) List TWO symptoms of jet lag that the couple could have experienced. (2)

(b) The flight from Riyadh to Melbourne, a West-East flight, could result in more severe (worse) jet lag. Give ONE reason for this phenomenon (happening). (2)

2.2 Study the infographic on health and safety below and answer the questions that follow.



[Adapted from www.Vectorstock.com]

2.2.1 Mention ONE way that a tourist can secure his/her money in a hotel room. (2)

2.2.2 Mention ONE condition that a tourist might suffer from if he/she does not use the following lotions:

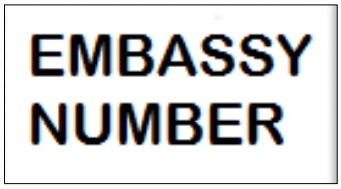
(a) Mosquito repellent (1)

(b) SPF 30 sun lotion (sun block) (1)

2.2.3 Explain TWO ways that a tourist can secure his/her luggage at an airport. (4)

2.2.4 Suggest ONE reason why the following pictures are placed under "**SECURE YOURSELF**".

(a) The number of the embassy



(2)

(b) The location of the hotel



(2)

2.3 Study the budget below that Jack and Lydia compiled for their "Sports Galore" holiday and answer the questions that follow.

Destination	**Budget**
Riyadh	R 30 000,00
Melbourne	R 60 000,00
TOTAL	**R 90 000,00**

2.3.1 Explain the importance of drawing up a holiday budget. (2)

2.3.2 Name TWO expenses that need to be factored into their budget. (2)
[37]

QUESTION 3

3.1 Study the forex table below, as at 16 August 2019, and answer the questions that follow.

- Show all calculations.
- Round-off the answer to TWO decimal places.

Currency code and symbol	BBR	BSR
EUR (€)	16,075	16,810
GBP (£)	18,405	18,466
JPY (¥)	0,138	0,142

[Source: www.x-rates.com]

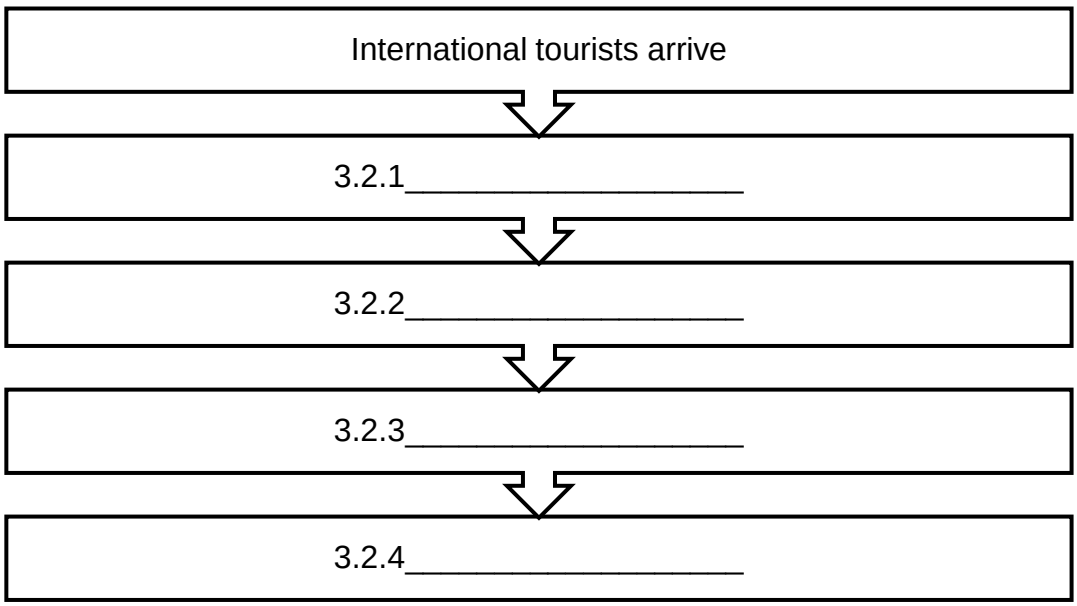
3.1.1 Calculate the amount that John received in Japanese Yen for the R10 000 which he budgeted for his holiday to Japan. (3)

3.1.2 On returning to South Africa, John had ¥550 that he wanted to exchange to rand. Calculate the amount that he received in rand. (3)

3.1.3 From the currencies listed in the table, identify the currency that will result in the best value for money when visiting South Africa. (1)

3.1.4 Motivate the answer in QUESTION 3.1.3. (2)

3.2 Explain how inbound international tourism sets the multiplier effect in motion. Use the following flow diagram as a guideline. Write the answer next to the question number 3.2.1 to 3.2.4 in your ANSWER BOOK.



(4)
[13]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 Study the tourist information below as found in a travel magazine and answer the questions that follow.

Icon A – Tourist information: • The name is derived from the Greek word Parthenos, meaning 'virgin'. • About 2 million visitors per year • It shows the remains of a 2 500-year-old temple.
Icon B – Tourist information: • The icon dates back 2 000 years. • It is the longest human-made defence structure and stretches over 8 850 km from east to west. • About 4 million visitors per year
Icon C – Tourist information: • Over 800 000 people gather in the courtyard of the Grand Mosque. • They circle the structure seven times. • The structure is a single-roomed stone and is covered in black fabric. • Entry is strictly prohibited. • About 3 million visitors per year staying for about 13 days

4.1.1 Differentiate between an *attraction* and an *icon*. (2)

4.1.2 Redraw and complete the table below in your ANSWER BOOK. Identify icons A – C described by the tourist information above and the countries where these icons are located.

Icon	Name of the icon	Country where the icon is located
A		
B		
C		

(6)

4.1.3 Give TWO types of tourists' interests in visiting Icon **A**. (2)

4.1.4 Explain why Icon **B** is regarded as an icon. (2)

4.1.5 Name TWO icons in Israel that will attract the same type of tourists that Icon **C** attracts. (2)

4.2 Study the article below and answer the questions that follow.

Facilities on Corcovado Mountain in Rio de Janeiro

Cog train *



If you are in a wheelchair, the easiest way to visit the Christ Statue is by taking the Cog train.

**Cog train* is a train used on the railway for steep mountains; they are fitted with special wheels and electric motors.
**Panoramic elevator* is a lift where the side and rear walls are completely made up of laminated (strengthened layers) glass so the people in the elevator can see outside.

At the Cog train station
There are no steps and the terrain (area) is relatively flat from the moment you get out of your vehicle, towards the ticket office, and where one boards the train. There are six free wheelchairs available at the train station. However, each train can only accommodate (fit) two wheelchairs.

At the summit (top) of Corcovado
Once you get off the train at the Christ statue area, there is a panoramic elevator* a few steps away. Then, there are two flights of escalators (sets of motorised stairs). The staff are very helpful and will bring your wheelchair up the escalators to the top of Corcovado where you can see the views of Rio de Janeiro and the Christ Statue.





Other transport
Another comfortable way to reach the Christ the Redeemer statue is riding one of the official 14-seater vans of Tijuca National Park. The vans take you all the way up to Paneiras, the entrance platform, in about an hour. There are wheelchair-accessible vans available.

[Adapted from www. myriotravelguide.com]

4.2.1 Identify the world icon photographed above. (1)

4.2.2 (a) Name any TWO factors that can contribute to the success of the icon identified in QUESTION 4.2.1. (2)

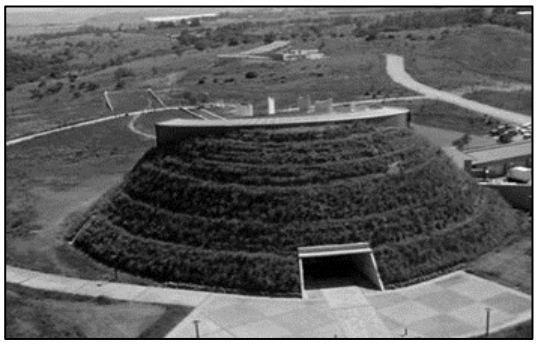
(b) Explain how each of the TWO factors mentioned in QUESTION 4.2.2 (a) can contribute to the success of the icon identified in QUESTION 4.2.1.
Make it clear which factor is being explained by using the factor as a sub-heading. (2 x 2) (4)

4.2.3 Indicate THREE available modes of transportation for the physically-challenged tourists at the icon identified in QUESTION 4.2.1. (3)
[24]

QUESTION 5

5.1 Name the TWO World Heritage Sites situated in KwaZulu-Natal. (2)

5.2 Study the picture below and answer the questions that follow.



Entrance to the Maropeng Visitor Centre, a part of the World Heritage Site – Fossil Hominid Sites of South Africa

[Source: www.maropeng.co.za]

5.2.1 Name the province where this part of the World Heritage Site – Fossil Hominid Sites of South Africa, is situated. (1)

5.2.2 Give a description of the World Heritage Site – Fossil Hominid Sites of South Africa, that can be used for marketing purposes. (2)

5.3 By the end of 2019 there were 10 UNESCO World Heritage Sites situated in South Africa.

5.3.1 Discuss ONE role of UNESCO regarding World Heritage Sites. (2 x 1) (2)

5.3.2 Explain TWO ways how the 10 World Heritage Sites in South Africa can have a positive impact on the tourism industry of South Africa. (4)

5.4 Read the information below and answer the question that follows.

World Heritage Site: Cape Floral Region Protected Areas

The property is located at the south-western corner of South Africa. The Cape Floral Region has been recognised as one of the most special places for plants in the world in terms of diversity, density and the number of endemic (indigenous) species. It is recognised as one of the world's 'biodiversity hotspots' for its diversity of endemic and threatened plants. This extraordinary assemblage (grouping) of plant life and its associated fauna is represented by a series of 13 protected area clusters.

[Adapted from: www.whc.unesco.org]

Explain how this site has met UNESCO's Criteria 10: To contain natural habitats for conservation of biological diversity. (2)

[13]

QUESTION 6

6.1 Study the picture below and answer the questions that follow.



6.1.1 Identify the marketing platform used by SATourism shown in the picture. (1)

6.1.2 Briefly describe the purpose of the event identified in QUESTION 6.1.1. (2)

6.2 Study the information below and answer the questions that follow.

SATourism markets South Africa as a tourism destination of choice.

6.2.1 Explain the meaning of *tourism destination of choice*. (2)

6.2.2 Name TWO international events outside the borders of South Africa that SATourism participates in, to market South Africa internationally. (2)

6.2.3 Explain the role of TOMSA in SATourism's marketing of South Africa. (2)

6.2.4 Provide TWO strategies that SATourism uses to attract more inbound tourists. (4)
[13]

TOTAL SECTION C: 50

SECTION D: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the information on Venice below and answer the questions that follows.

#EnjoyRespectVenezia
(Note: Venezia is the Italian name for Venice.)

Venice is the only city of its type in the world. It is a UNESCO World Heritage Site with cultural value which demands its preservation for future generations.

Sustainable tourism is tourism committed on the one hand to generate a low impact on the surrounding environment and community. On the other hand, it is committed to be a source of income and create employment for the local economy. Undoubtedly, it is getting harder to generate an income for the local economy and at the same time preserve the environment. Too little tourism and the city cannot survive. Too much tourism and the city can also not survive. We think that the solution has to be a different kind of tourism.

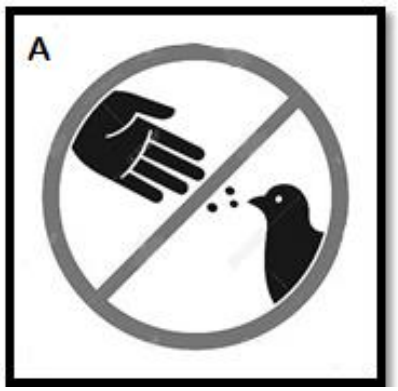
[Adapted from www.veneziaunica.it]

7.1 Refer to Paragraph 3 and the underlined text.
"Too little tourism and the city cannot survive."

Suggest ONE reason why the city would not survive if the number of visitors is too low. (2)

7.2 7.2.1 List the THREE pillars of sustainable tourism. (3)

7.2.2 Study the pictures below, and answer the question that follows.

 **Feeding birds**	 **Fake goods**

Link each of the pictures above to a pillar of sustainable tourism mentioned in QUESTION 7.2.1. Write the pillar next to the picture (A and B) and motivate the link with the pillar. (2 x 3) (6)

7.3 Study the cartoon, read the information given below and answer the question that follows.



Uncontrolled tourism can be caused by too many tourists overcrowding destinations.

A code of conduct for tourist behaviour is a set of rules that gives guidelines on how tourists should behave in a specific place.

Suggest THREE environmental rules that can be included in a code of conduct for tourists, to change their behaviour when visiting overcrowded destinations.

(3 x 2) (6)
[17]

QUESTION 8

Study the extract from a blog below and answer the questions that follow.

Baz Bus joins the Fair Trade Tourism family

South Africa's Baz Bus, which links more than 180 backpacker hostels in 40 different destinations across the country, has become Fair Trade Tourism approved.

The company is also making a huge difference to the lives of people in communities around Cape Town through various projects, supporting soccer teams in Hout Bay, a children's shelter in Woodstock and the Wola Nani community centre for women and children living with HIV/Aids in Khayelitsha. It is currently building new toilet facilities and classrooms at Babes Crèche and the Elundini Children's Home in Du Noon.

Baz Bus marketing manager Lisa McLaughlin says that being part of Fair Trade Tourism is of huge value to Baz Bus. "It ensures that the interests in the communities in which we work are being met and increases awareness of the issues and challenges facing tourism in South Africa," she explains. "Now we get to network with like-minded businesses and share in their experiences as we work together towards making South Africa a more desirable destination."

Fair Trade Tourism is a non-profit organisation dedicated to promoting sustainable tourism in southern Africa and has certified businesses in South Africa, Mozambique and Madagascar. "Fair Trade Tourism also grows awareness about responsible tourism to travellers and assists tourism businesses to operate more sustainably through intensive, hands-on training and certification readiness programmes," explains the organisation's managing director Nivashnee Naidoo.

"We are particularly excited to welcome Baz Bus to the Fair Trade Tourism family," she says.

[Adapted from http://blog.bazbus.com/]

8.1 Identify THREE examples of Baz Bus's corporate social investment. (3)

8.2 Suggest THREE benefits for Baz Bus from joining Fair Trade Tourism as an approved FTT member. (6)

8.3 Explain TWO roles that FTT plays in the tourism industry. (4)
[13]

TOTAL SECTION D: 30

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

QUESTION 9

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

CO2 EMISSIONS RELATED TO COP24 CONFERENCE IN KATOWICE

COP24·KATOWICE 2018
UNITED NATIONS CLIMATE CHANGE CONFERENCE

Number of participants:
Based on the information received from the UNFCCC secretariat after the end of COP24; there were 22 933 participants.

[Adapted from www.COP24.gov.pl]

9.1.1 Give the purpose of the COP24 global event. (2)

9.1.2 Discuss TWO advantages of the large number of participants at COP24, for the host country Poland. (4)

9.1.3 Discuss TWO disadvantages of such a large number of participants at a global event of this nature, for the host country Poland. (4)

9.2 Describe TWO negative impacts that the Corona virus outbreak had on the air transport industry worldwide. (4)

9.3 Study the table below and answer the questions that follow.

Total Tourist Arrivals by Region: April 2019 (vs April 2018)

Region	April 2018	April 2019	Difference	%Difference
Europe	113 734	**134 273**	20 539	**18,1%**
North America	33 332	**32 950**	-382	**-1,1%**
Central and South America	8 362	**8 954**	592	**7,1%**
Australasia	11 136	**11 889**	753	**6,8%**
Middle East	3 009	**4 113**	1 104	**36,7%**
Asia	24 444	**24 952**	508	**2,1%**
Africa	671 834	**684 811**	12 977	**1,9%**
Unspecified	1 043	**1 117**	74	**7,1%**
Grand Total	866 894	**903 059**	36 165	**4,2%**

[Adapted from www.tourism.gov.za]

9.3.1 Identify the region that has shown the highest percentage of change. (2)

9.3.2 Identify the region that shows a decline in tourist arrivals. (2)

9.3.3 Provide ONE reason why the highest number of tourists in 2018 came from the region indicated in the table. (2)

[20]

QUESTION 10

Read the scenario below and answer the questions that follow.

> Nompumelelo owns a local restaurant. She is very ambitious and wants to have the largest market share amongst the local competitors.
> She realised that in order for her to become successful, her restaurant must attract most of the customers. She decided to conduct online customer feedback of her restaurant.

10.1 Discuss the purpose of customer feedback. (2)

10.2 Suggest ONE possible online feedback method that Nompumelelo can use. (1)

10.3 Give FOUR steps that the restaurant owner can follow to analyse her customer feedback. (4)

10.4 Suggest THREE possible methods of payment that international tourists can use at the restaurant. (3)

[10]

TOTAL SECTION E: 30

TOTAL: 200

END