

SECTION A: SHORT QUESTIONS

Question One
1.1 In each of the following questions four alternative responses are provided. Choose the correct answer and write only the letter (A-D) next to the question number (1.1.1 - 1.1.10) in the answer book. For example 1.1.11 D

- 1.1.1 A South African passport is valid for ...
A. 10 years B. 2 years C. 15 years D. life
- 1.1.2 The earth rotates at ____ for every hour.
A. 30° B. 0° C. 15° D. 10°
- 1.1.3 Crossing the IDL from east to west will enable a person to ...
A. lose a day B. gain a day C. neither lose or gain a day D. only gain a few hours
- 1.1.4 These European countries have not adopted the Euro as their unit of currency.
A. France, Germany & Denmark
B. Portugal, Spain & Switzerland
C. Britain, Italy & France
D. Britain, Denmark & Switzerland
- 1.1.5 The economic, social and environmental objectives of tourism can be found in this document
A. RDP B. Domestic Tourism Growth Strategy
C. The White Paper on the Development and Promotion of Tourism in S. A.
D. Guidelines for Responsible Tourism Development
- 1.1.6 A foreign exchange bureau will use the BBR when a tourist ...
A. Returns to S.A. from another country wanting to exchange foreign currency for ZAR.
B. Leaves S. A. for another country wanting to exchange ZAR for a foreign currency.
C. Wants to carry his foreign currency in travellers cheques.
D. Wants to carry his foreign currency in cash.
- 1.1.7 The Ndebele people are predominantly found in these two provinces
A. Northern Cape & Cape Town
B. Limpopo & Mpumalanga
C. Eastern Cape & Free State
D. KwaZulu Natal & Mpumalanga
- 1.1.8 This is one of the traditional meals consumed by the Cape Malays.
A. Potjiekos B. Amasi C. Sorghum D. Bobotie
- 1.1.9 A characteristic of a service is that it is ...
A. intangible. B. can be taken home with you.
C. non-perishable. D. it is similar to product.
- 1.1.10 ____ can be described as a cultural attraction.
A. Township Tours B. Visiting Ushaka Marine Park
C. Following the Midlands Meander
D. Visiting the Vredefort Dome

1.2 Fill in the crossword puzzle below. Write only the number and correct answer in your answer booklet.

1.	2.	3.	4.	5.	7.
			6.		
				9.	
	10.				
8.					

- 1. S. A. Tourism's strategy to take South Africa's destinations to people in the communities.
- 2. Award given to tourism businesses for showing environmental and social responsibility in their tourism venture.
- 3. Protocol focusing on emission of greenhouse gas
- 4. Summit held in S.A. promote sustainable living.
- 5. The organisation focusing on global warming.







- 6. Strategy aimed to promote domestic tourism in S.A.
- 7. Awards given to businesses that have provide excellent customer care.
- 8. Name the event that will be taking place in the picture above.
- 9. Awards given in recognition to successful black entrepreneurs.
- 10. Convention held to protect our wetlands.

1.3 Use the list below to complete the paragraph that follows.

Contract of employment skills labour laws application
Code of conduct working hours overtime double
Basic conditions of Employment Act service ethic THETA
professional accountability remuneration grievance
Department of Labour curriculum vitae

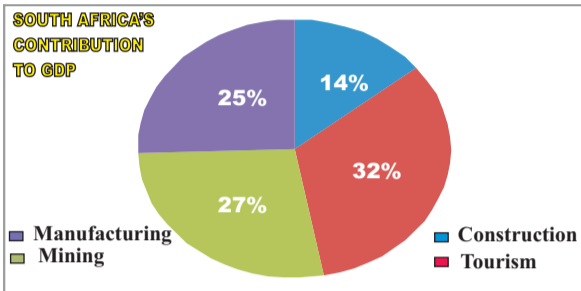
Sine Ndlovu has recently her diploma in Tourism Management. She sees an advertisement in the newspaper for Tourism marketing manager and sends in her 1.3.1 ____ together with her application form. She is appointed and her employer provides her with 1.3.2 _____. This will contain her 1.3.3 ____ and her 1.3.4 _____. The employer must abide by the laws as set out by the 1.3.5 _____ which is regulated by the 1.3.6 _____. Her behaviour and work ethic will be directed by the 1.3.7 ____ which she must also sign on her appointment. It is Sine's responsibility to display 1.3.8 ____ and 1.3.9 _____. If Sine is unhappy with her employers treatment of her she can lodge a 1.3.10 with management.

1.4 Examine the pictures in the next column and state the global occurrence represented in the picture. Suggest whether each occurrence has a negative or positive impact for a destination.

- 1.4.1 Earthquake in China 
- 1.4.2 Michael Jackson's memorial 
- 1.4.3 Swine Flu 
- 1.4.4 Mumbai Bombings 
- 1.4.5 IPL Cricket matches 

SECTION B: TOURISM AS AN INTER-RELATED SYSTEM

Question 2
Examine the graph below and answer the questions that follow



- 2.1.1 Provide the full term for GDP and explain what the term means. (3)
- 2.1.2 According to the graph, state which sector makes the most significant contribution to the GDP. (2)
- 2.1.3 Suggest TWO ways how the accommodation sub-sector contributes to the GDP. (4)
- 2.1.4 As an employee within the tourism sector, one will also contribute to the GDP. Do you agree with this statement. Give a reason for your answer. (3)
- 2.1.5 Using one example, explain how the tourism industry directly contributes to a boost in the construction sector. (2)
- 2.1.6 List the contributions to the GDP in rank order, starting from the highest contributor to the lowest. (1)

2.2 Read the article below before answering the questions that follow

Despite the global economic downturn, the British and Irish Lions Rugby Tour will boost the country's economy by more than R1-billion. While the sheer weight of the tourists' spending power might have spread around a wide audience, S.A. Rugby coined it in terms of sponsorships and merchandising. With more than 40 000 visitors to move around the country, special travel arrangements had to be made. Between June 19 and June 29, SAA had to put on 32 additional flights. "That figure will increase and I have yet to receive figures from other airlines." Homan (S.A. Rugby's project manager said). Apart from the effects of the economic downturn, Homan's biggest fears before the tour centred around logistics. The concurrent hosting of the Confederations Cup complicated matters. "My fears were around stadium transition - changing rugby stadiums into soccer stadiums and then turning them around again. But we were successful" Homan said. Homan conceded that the outcry over high ticket prices had a negative impact on how the tour was perceived. Prices were fixed after S.A. Rugby maintained that international fans would make up the biggest market, leaving locals to contend with high prices.

- 2.2.1 Compare the popularity and magnitude of the British and Irish Lions Rugby tour as an event to the Confederations Cup. Give ONE reason for your answer. (4)
- 2.2.2 Discuss ONE way how the British and Irish Lions Rugby tour will help sustain the tourism industry. (2)
- 2.2.3 From the extract identify TWO benefits that the British and Irish Lions tour had on S.A.'s economy. (2)
- 2.2.4.1 Provide ONE way how SAA dealt with the influx of tourists. (2)
- 2.2.4.2 Suggest how this shows excellent service delivery on the part of the SAA. (2)
- 2.2.5 Name ONE product or service an informal trader would have been able to supply at these matches. (2)
- 2.2.6 Draw a flowchart to show how the informal trader would have set the multiplier effect in motion by the hosting of the rugby tour. (6)

2.3 The reason that the government decided to make developing tourism one of its national priorities is because of the gap that existed in the tourism industry as a result of previously disadvantaged groups being excluded from ownership, management and as participants of the tourism products due to our history.

- 2.3.1 Name the strategies implemented by government to address the following: (3)
 - a) Encouraging businesses to develop and train people from previously disadvantaged groups to become managers.
 - b) Encouraging and supporting ownership of tourism businesses.
 - c) Encouraging people from previously disadvantaged groups to travel.
- 2.3.2 Explain how forming a partnership between government and the private sector will assist in transforming the tourism industry. (2)

SECTION C: RESPONSIBLE & SUSTAINABLE TOURISM

Question 3
3.1 Read the article below and answer the questions that follow

In the far corner of the Kruger National Park lies a land known for its incredible biodiversity, its stoneAge history and now as a dynamic and successful partnership between community and ecotourism. The Makuleke tribe living in the far north east of South Africa lodged a land claim within the Kruger National Park. After much discussion between the park authorities, community agencies and legal teams, an innovative agreement was reached. The title deed became the tribes but the area was to be managed by the park authorities. The Makuleke now had their land but needed a partner with whom to create a sensitive and authentic brand of ecotourism. They chose Wilderness Safaris and signed a 45 year contract which would be

mutually beneficial. The Makuleke benefit from skills transfer, job creation, training, community development projects, lodge development and a share in business revenue. In return Wilderness Safaris is able to operate the most remote, pristine and diverse area in the Park. The Pafuri camp was built by a workforce from the Makuleke community, currently 955 of its staff are Makuleke and only essential skills is brought from outside. The community still lives where it was placed in 1969 about 75km from their ancestral land. Visitors in the area can expect spectacular scenery, diverse vegetation, wildlife, incredible birding and dancing and singing to the beat of the Makuleke's drums. Wilderness Safaris have spent several million rands on anti-poaching, guide training and in 2005 re-introduced six white rhinos where they have been extinct for over 100 years. They also run a Wilderness Safari education programme where the children from the tribe experience where their grandparents lived and learn about the wildlife, natural heritage as well as life skills.

- (Adapted from an article by Ilana Stein: Tourism Tattler sue 3: 2007)
- 3.1.1 Explain the triple bottom line of sustainable ecotourism. (3)
- 3.1.2 Use example from the extract to show each pillar of the triple bottom line. (6)
- 3.1.3 Suggest ONE reason why it was important that the Makuleke be given back their land. (2)
- 3.1.4 The Makuleke's way of life is a potential tourist attraction. Do you agree? Give ONE reason for your answer. (3)
- 3.1.5 Name the THREE role players in this tourism venture. (3)
- 3.1.6 If you were employed as a conservation consultant, name three responsible environmental practices you would advice tourists to abide by and give ONE reason for each practice. (6)
- 3.1.7 Identify ONE the Wilderness Safaris is protecting the Makuleke's heritage. (2) (25)

3.2 Diversity and heritage in South Africa's various cultures are used to market and promote inbound and domestic tourism. There are differences between the various cultures and heritage, each having value and each with a certain level of saleability:

3.2.1. Examine the map of South Africa below.



- 1.1 State the predominant culture found in each province. (9)
- 1.2. State the following:
 - a) Name the province that has cultural world heritage sites. (3)
 - b) Name the world heritage sites. (3)
 - c) State why it has been declared a cultural world heritage site. (6)
- 2. Below are some of South Africa's cultural groups. Provide information according to the table. Tabulate your answers in the form of a table. Give only ONE point that is most common to each group.

Cultural Group	Festival	Dress	Food	Folklore/Religion/Belief Systems
Ndebele				
Zulus				
Xhosas				
Cape Malays				
Indian				
Afrikaans				
MARKS	(7)	(7)	(7)	(7)

- 3. How is South Africa's various branded for marketing purposes? (1) (50)

SECTION D: TOURISM, GEOGRAPHY, ATTRACTIONS & TRAVEL TRENDS

4.1 Answer the following questions

- 4.1.1 Benjamin is travelling to New York from South Africa. His flight departs from O.R. Tambo airport at 13:00 on 03/08/09. He is on a direct flight and stops at Cape Verde Islands (15°E) to refuel. His elapsed time from O.R. Tambo to Cape Verde is 12 hrs. His flight stops at Cape Verde for 5 hrs. His flying time from Cape Verde to New York is 11 hrs. Calculate the time at which Benjamin would have reached JFK Airport in New York. (8)
- 4.1.2 Choose the correct answer: Do you think Benjamin was on an a) Intercontinental or b) Transatlantic flight Give a reason for your answer. (2)
- 4.1.3 Name the difference between a direct flight and a non-stop flight. (2)
- 4.1.4 Leisel from South Africa is studying in Sydney, Australia. She needs to contact her parents in South Africa. She calls them at 8:00 Australian time. Calculate the time her parents would have received the call in South Africa. (3)
- 4.1.5 Nkanyenzi has been invited to play rugby for a team in the UK. He leaves Durban International at 10:00. His flying time from Durban to OR Tambo is 1 hr. He waits in OR for his interconnecting flight to London Heathrow Airport for 4 hrs. Calculate the time Nkanyenzi would arrive in London. NOTE; London is practising DST at this time. (5)
- 4.1.6 Give TWO reasons why some countries practice DST. (4)
- 4.1.7 Do you think Benjamin would have experienced jet lag? Why? (3)
- 4.1.8 Name THREE symptoms of jet lag. Name THREE ways how a tourist can prevent getting jet lag. (6) (33)

4.2 Examine the information below on Tanzania before answering the questions that follow.

Passport Nisa Note: All visitors entering Tanzania require a visa. Visitors may obtain a visa on arrival at Dar-es-Salaam or Zanzibar airports for US\$50, payable in cash. All visitors also require proof of sufficient funds and should documentation for their return or onward journey, Passports should be valid for at least six months from date of entry. Those arriving from an infected country must hold a yellow fever vaccination certificate. Several immunizations are recommended for yellow fever, tetanus, typhoid, polio, Havrix and an anti-malaria prophylactic.

- 4.2.1 Identify THREE components that are vital to include in an itinerary. (3)
- 4.2.2 As a South African entering Tanzania list TWO travel documents which you will need. (2)
- 4.2.3 State the difference between a passport and a visa. (2)
- 4.2.4 List THREE safety precautions you would advise a tourist to take note of when visiting Mt Kilimanjaro. (3) (10)

