

SECTION A: SHORT QUESTIONS

QUESTION 1

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 This organisation is responsible for skills development and training of tourism professionals in South Africa.
A. UNWTO B. SATSA C. THETA D. DEAT
- 1.1.2 This global event was hosted by Beijing.
A. AI Grand Prix B. Olympic Games C. Euro 2008 D. Rugby WC
- 1.1.3 The Department of Environmental Affairs and Tourism launched these documents with the aim of promoting tourism in South Africa.
A. White Paper on the Development and Promotion of Tourism in South Africa B. Domestic Tourism Growth Strategy C. BEE Charter D. All of the above
- 1.1.4 An international tourist visiting more than THREE countries would require a ...
A. Schengen visa B. Transit visa C. Holiday visa D. Single visa
- 1.1.5 A travel agent would need to consult a ... when making the various bookings for a tourist.
A. A Travel guide B. brochures C. Africa Thompsons Tours Guide D. GSA magazine
- 1.1.6 The annual Reed dance is a festival associated with this cultural group of people in South Africa.
A. Xhosa B. Zulu C. Ndebele D. Pedi
- 1.1.7 The legal document that determines an employee's behaviour and discipline within the work environment is referred to as ...
A. working conditions B. Basic Conditions of Employment C. Code of Conduct D. job description
- 1.1.8 This water borne disease can be contracted by walking in infected water.
A. Typhoid B. Hepatitis B C. Cholera D. Bilharzia
- 1.1.9 Transfrontier Cross Parks were formed to ...
A. protect a country's indigenous flora and fauna B. ensure the natural migration of both man and animals C. to prevent a country's wildlife from straying into another country. D. to promote infrastructural development in our natural areas.
- 1.1.10 The ... issues immunization certificates to outbound international tourists.
A. WHO B. provincial doctor C. district surgeon D. general practitioner (10)

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

1.2.3 R			1.2.1 R			1.2.2 F		1.2.5 W
1.2.6 M		1.2.4 B						
			1.2.7 D					
	1.2.8 K							
			1.2.9 W					
						1.2.10 T		P

DOWN

- 1.2.1 DEAT used this strategy as part of a drive to take South African destinations to the domestic and international market.
- 1.2.2 An award Programme awarded to tourism establishments that invest in the people and the environment and are impacting positively on staff, communities and local economies.
- 1.2.3 Aims to promote the wise use of all wetlands through local, regional, national & international cooperation.
- 1.2.4 Designed with the aim of ensuring that previously disadvantaged groups become participants and owners of the tourism product and services.
- 1.2.5 Developed in 1996 by DEAT.

ACROSS

- 1.2.6 This strategy focuses on research & capacity building with the aim of improving the relationship of people with their environment globally
- 1.2.7 This abbreviation is the strategy used by DEAT to promote domestic tourism in South Africa.
- 1.2.8 An international treaty signed by many countries to limit greenhouse gases and combat global warming.
- 1.2.9 This summit was held in Johannesburg in 2001 committing countries from across the world to sustainable development for the present & future generations through cooperation & various strategies that will ensure the continuation of sustainable development
- 1.2.10 This programme facilitates the growth and expansion of small and medium sized enterprises in the tourism economy that results in job creation and income generating opportunities. (10)

1.3 Refer to the time zones map on page 13 before answering the following questions.

- 1.3.1 Provide the name given to the line labelled 1 (1)
- 1.3.2 Give another name for the 180 line of longitude. (1)
- 1.3.3 Name another SADC country that follows the same time zone as South Africa. (1)
- 1.3.4 State what the +2 as indicated in South Africa means. (1)
- 1.3.5 Provide the line of longitude that Buenos Aires uses to determine its time. (1) (5)

1.4 Complete the diagram. Write only the number and correct answer in your answer booklet.

1.4.1 **GROUP ROLES**

1.4.2

State what the above picture displays about teamwork. (2)

1.5

GOT A SERVICE YOU WOULD LIKE TO ADVERTISE IN THIS SPACE?

African Travel Jobs Online
LOGGESTAFF.COM

Catering Manager: Klerksdorp area

Description:
Ensure provision of quality food and service in the hospital environment to meet the requirements of the company, client and patients. Plan & cost menus. Timely completion of unit administration. Effective management of unit staff. Comply with Health & Safety regulations.

Skills/Requirements:
National Diploma in Food Services Management or equivalent qualification essential. At least 3 years experience in contract catering management. Strong on controls and administration. Computer literate (MS Excel, Word, e-mail). Pro-active. Good client and customer communication skills. Own transport essential.

Salary: R6 000 + benefits
Country: South Africa
Date Posted: 05 Jun 2008
Employer type: Catering Company
Contact: Johan Brink (johanbrink@lodgestaff.com)
Telephone: (011) 439 2300

1.5.1 Identify TWO job descriptions that will be required if you had to apply for the above job. (2)

1.5.2 List TWO qualifications you are required to have in order to apply for this job. (2)

1.5.3 Provide the website details of the recruitment agency. (1)

1.5.4 Name ONE benefit you may get while employed in this position. (1)

1.5.5 Identify the skills you are required to have to qualify for this job. (3)

1.5.6 State the address you would use to send your CV if you were applying for this job. (1) [10]

ANSWERS QUESTION 1

- 1.1 1.1.1 C 1.1.2 B 1.1.3 D 1.1.4 A 1.1.5 D
 1.1.6 B 1.1.7 C 1.1.8 D 1.1.9 B 1.1.10 C

1.2 LO 1, AS 1.2 LO 2, AS 2.2

1.2.3 R			1.2.1 R			1.2.2 F		1.2.5 W
A			O			T		H
1.2.6 M		1.2.4 B	A			T		I
S		E	1.2.7 D			S		T
A		E	S			A		E
R			H					P
	1.2.8 K	Y	O	T	O			A
			1.2.9 W	S	S	D		P
							1.2.10 T	E
								R

1.3

- 1.3.1 GMT/0° 1.3.2 IDL/ International Date Line
- 1.3.3 Zimbabwe/ Botswana/ Swaziland/ Lesotho/ Zambia/ Mozambique/Zambia
- 1.3.4 2 hours from GMT/ 30° E line of longitude
- 1.3.5 45W
- 1.4
- 1.4.1 Information seeker/ clarifier/summariser/ standard setter/harmoniser/ gatekeeper/encourager (ANY ORDER)
- 1.4.2 Working together despite differences to achieve team goals.
- 1.5
- 1.5.1 Provide quality food & service/ plan & cost menus/ complete admin work/ manage staff
- 1.5.2 National Diploma in Food services/ M.S Excel/ Word/ e-mail/computer literate
- 1.5.3 Lodgestaff.com/www.lodgestaff.com
- 1.5.4 Medical Aid/ petrol allowance/pension
- 1.5.5 Good client & customer communication skills/ computer Skills/good administrative & management skills.
- 1.5.6 johanbrink@lodgestaff.com

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 Read the extract below taken from Minister Marthinus van Schalkwyk's speech at the launch of the Tourism Month 2007.

South African Government Information

***Job creation**

Last year, South Africa received nearly 8,4 million tourists. Tourism's contribution to job creation in 2006 amounted to 947 530 jobs. This was an increase of 9,6% over 2005. It is also easy to see why the tourism industry has been given such high priority in terms of AsgISA's plan to reduce poverty and unemployment and to raise the level of economic growth. Tourism's estimated contribution to Gross Domestic Product (GDP) increased from 4,6% in 1993 to 8,3% in 2006. However, we are ambitious and would like to see the GDP contribution of tourism rise to 12% by 2014. We are confident that we can build on the achievements of a solid partnership between government, the statutory bodies and the tourism industry.

The Minister said, "the jobs and business opportunities created in tourism have special significance for economies such as ours. They help to spread opportunities beyond our major metropolitan areas to provinces like the Eastern Cape where we are today. They create incentives to remain in rural areas, but also to develop, take pride in, and showcase local hospitality and culture. We see evidence of this in the entrepreneurs from all nine provinces that will be receiving Emerging Tourism Entrepreneur of the Year Award (ETEYA) awards at World Tourism Day on September 27th." (www.deat.gov.za)

- 2.1.1 Explain the term GDP. (2)
- 2.1.2 Suggest TWO ways on how the tourism industry contributes to the GDP. (4)
- 2.1.3 Identify THREE benefits of the tourism industry for South Africa. (3)
- 2.1.4 Discuss the importance of forming a partnership between government, statutory bodies and the tourism industry. (3)
- 2.1.5 The ETEYA award is an important award for entrepreneurs in South Africa. Do you agree? Give reasons for your answer. (3)
- 2.1.6 Discuss why growing the tourism industry is especially important for rural areas in South Africa. (2)
- 2.1.7 "When seeking Tourism Services in Southern Africa, whether you Are a tourist or from the travel trade, be sure to use a SATSA member.

SATSA (South African Tourism Services Association) is aware of the importance of a high standard of service excellence within the tourism industry, therefore provides a strict code of conduct for SATSA members." (Sagoodnews.co.za)

- Explain why it is important to maintain high levels of service in the tourism industry. (4)
- 2.1.8 Suggest why a tourist will choose a tourism business that is a member of SATSA. (2)
- 2.1.9 Name the campaign launched by South African Tourism to ensure that all South Africans take responsibility in taking care of our tourists. (1)

2.2 Examine the cartoon below and answer the questions that follow.



- 2.2.1 Suggest what the tourist in the above cartoon is dissatisfied with regarding the destination he visited. (2)
- 2.2.2 Explain the type of publicity the destination is being given and discuss how this will impact on the destination and tourism businesses at the destination. (4)
- 2.2.3 You are the CEO of the tourism board of the above destination. Recommend TWO ways you would deal with such a complain. (4) [10]

2.3 Explain how government has used the following campaigns/ bids or strategies to redress past imbalances in tourism.

2.3.1

2.3.2

2.3.3

ANSWERS QUESTION 2

- 2.1
- 2.1.1 Gross Domestic Product/ the total value of goods produced and services provided in country in one year.
- 2.1.2 Foreign tourist bring in foreign currency that is spent on tourism products & services, this spending contributes to the economy of South Africa in the form of taxes, VAT, levies, petrol, etc. thereby contributing to the GDP.
- 2.1.3 Job creation/ reduces poverty/ economic growth/rural development/ generates pride/showcases hospitality & local culture (publicity)
- 2.1.4 Partnerships result in networking/ assistance is given to businesses/ entrepreneurs/ skills and training opportunities/development are shared/ it becomes easier for liaising with each other to reach common goals.
- 2.1.5 **Yes:** opportunity for skills development/ prizes include promotional funding/ free publicity for the business/ increases reputation of unknown entrepreneurs & their businesses. **No:** entrepreneurs must have the business acumen in order to be successful/ they show their ability as entrepreneurs by making it on their own/ they do not need these awards to prove their abilities.
- 2.1.6 Most of the rural areas do not have major industries where people can find employment, however tourism can reach rural communities as it adds value to a destination as an attraction and can thereby create employment and infrastructural development and community upliftment.
- 2.1.7 The tourism industry is very competitive, there are other destinations that have the same if not better products and services and if tourists do not receive excellent service, which they are paying for, they will choose another destination & we will lose out on the benefits of tourism for the country.
- 2.1.8 Reputable organisation, which endorses excellent service thereby assuring the tourist of a strict code of conduct of the tourism business being used & therefore quality service.
- 2.1.9 Welcome Campaign
- 2.2
- 2.2.1 Overcrowding/ disorganization/noise/heat
- 2.2.2 Negative publicity will result in decrease of inbound tourist arrivals therefore loss of income for the destination and tourism businesses.
- 2.2.3 Address the issue of overcrowding at the airport by extending the airport / create order and reduce noise through channeling at certain points to lesser-used areas. Air-conditioning of the airport main areas. (Any logical answer)
- 2.3
- 2.3.1 BEE Charter forces owners from previously advantaged groups to employ people of previously disadvantaged groups in management positions & to also allow them become owners of the tourism product.
- 2.3.2 By bidding and winning the bid for the FIFA Soccer World Cup, the government has ensured that it will create jobs, business opportunities and skills development for the previously disadvantaged groups pre World Cup / during the World Cup and post World Cup.
- 2.3.3 Sho't Left campaign offers discounted packages to people from previously disadvantaged groups who could not travel due to financial constraints with the opportunity of affordable travel.

For more questions and answers visit www.kzn12.co.za

GOOD LUCK!

