



CHIEF DIRECTORATE – CURRICULUM MANAGEMENT

**GRADE 12 LEARNER SUPPORT
PROGRAMME**

**REVISION AND REMEDIAL TEACHING
INSTRUMENT:
QUESTIONS AND ANSWERS**

SUBJECT: TOURISM

June 2009

This document consists of 17 pages.

Strictly not for test/examination purposes

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH section on a NEW page.
4. Number the answers correctly according to the numbering systems used in this question paper.
5. The following table is a guide to help you allocate your time according to each section.

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Tourism as an Interrelated System	40 marks	40 minutes
SECTION C	Responsible and Sustainable Tourism	40 marks	40 minutes
SECTION D	Tourism Geography, Attractions and Travel Trends	50 marks	50 minutes
SECTION E	Customers Care and Communication	30 marks	30 minutes

SECTION A**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 number (1.1.1 – 1.1.15) for example 1.1.16 B.

1.1.1 Which of the following is NOT a disadvantage of tourism?

- A Tourism leads to congestion and overcrowding.
- B Many tourists can cause degradation and erosion.
- C Tourism has led to over commercialising of cultures, which is unhealthy.
- D Tourism promotes the multiplier effect.

1.1.2 Which one of the following describes five stars in the accommodation grading system?

- A Superior
- B Exceptional
- C Fair
- D Very good

1.1.3 Tourism has risen from 4,6% of GDP in 1993 to 8,3% in 2006. Government's goal for tourism's percentage of GDP is to reach ... in 2014.

- A 10%
- B 15 %
- C 12%
- D 11,5%

1.1.4 Tourism employs a variety of skills in order to contribute to business profitability and ...

- A service delivery.
- B accountability.
- C serving.
- D responsibility.

1.1.5 Tourists can visit the Kahuzi-Biega National Park in the DRC to help with the counting of the endangered species of ...

- A mountain gorilla.
- B lemurs.
- C giant pangolin.
- D pygmy elephant.

- 1.1.6 The natural disaster that occurred on 26 December 2004 which devastated most of Thailand's and Indonesia's tourist destinations, was a/an ...
- A earthquake.
 - B tornado.
 - C tsunami.
 - D cyclone.
- 1.1.7 Deforestation refers to the ...
- A logging of trees.
 - B burning of bushes.
 - C planting of agricultural crops.
 - D all of the above.
- 1.1.8 The United Nations Conference on the Environment and Development, is also known as the ...
- A Earth Meeting.
 - B Earth Summit.
 - C UNCED.
 - D Agenda 21.
- 1.1.9 The following world heritage site is known for its historical and humanitarian significance:
- A Isimangaliso/St Lucia Wetlands Park
 - B Robben Island
 - C Cape Floral Kingdom
 - D Vredefort Dome
- 1.1.10 CITES is responsible for ...
- A preventing the shooting of endangered species.
 - B regulating the trade of endangered species.
 - C keeping a list of all extinct species.
 - D conservation of biodiversity.
- 1.1.11 One of the following is NOT an example of infrastructure:
- A Rivers
 - B Roads
 - C Communication facilities
 - D Provision of energy

1.1.12 A religious tourist may go to two of the following places listed below:

1. Jerusalem
2. Nairobi
3. Moria
4. Aliwal-North
5. Dodoma

- A 1 and 4
B 3 and 5
C 1 and 2
D 3 and 1

1.1.13 This type of tourist may not spend money on accommodation:

- A Backpackers
B Religious tourist
C VFR tourist
D Leisure tourist

1.1.14 The smallest independent state in the world is (the) ...

- A Lesotho.
B Vatican City.
C Washington DC.
D United Kingdom.

1.1.15 The currency of this country is the Kwanza:

- A Angola
B Zambia
C Mozambique
D Malawi

(15 x 1) (15)

1.2 Choose the correct option in brackets. Write only the correct answer next to the question number.

1.2.1 (WWF/SATSA) is a non-profit organisation that represents major service providers in the tourism industry.

1.2.2 The (Internet/e-mail) is the most recent of man's inventions in technology and can be used to source information from all over the world.

1.2.3 The (Ndebele/Xhosa) people were known as the Red Blanket people because of the red blanket in which they wrapped themselves.

- 1.2.4 (Carbon footprint/Carbon dating) is a term used to describe the measurement of biologically productive land required to support the living standards of an individual, a city or a country.
- 1.2.5 Minimum requirements regarding health and safety of workers, such as hours, are stipulated in the (Labour Relations Act 66 of 1995/Basic Conditions of Employment Act). (5 x 1) (5)

1.3 Complete the following sentences by supplying the missing word(s) next to the question number on your answer sheet.

- 1.3.1 Mangroves like to grow with their roots in
- 1.3.2 The Stellenbosch /Franschoek area is very well known for ...-tours.
- 1.3.3 Due to its lack of infrastructure, the West likes to refer to African countries as ... - countries.
- 1.3.4 ... is the international body responsible for the declaration of world heritage sites.
- 1.3.5 The people who live in or close to a natural tourist destination are known as the (5)

1.4 Complete the table below with the appropriate information. Write only the question number and the answer in your ANSWER BOOK, for example 1.4.1 Taj Mahal.

INTERNATIONAL ICON	NEAREST CITY/TOWN	COUNTRY
1.4.1	Sydney	1.4.2
1.4.3	1.4.4	Saudi Arabia
Golden Gate Bridge	1.4.5	1.4.6
1.4.7	Agra	1.4.8
Table Mountain	1.4.9	1.4.10

(10)

1.5 State whether the following statements are TRUE or FALSE. If you think a statement is FALSE, give a reason.

- 1.5.1 A guide should always be well groomed and wear a company uniform if available.
- 1.5.2 Always wait for a tourist to greet you before you greet him or her.
- 1.5.3 If you disagree with the point of view of a tourist, always argue the point until the tourist agrees with you. (5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

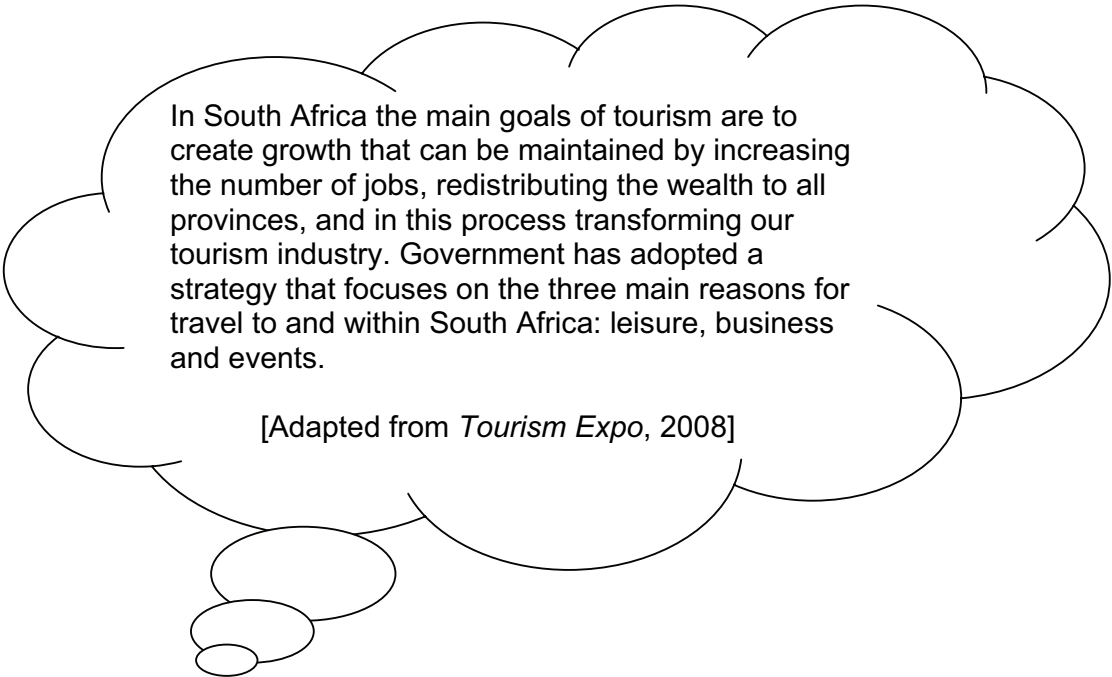
2.1 Read the extract below and answer the questions that follow.

“Much has been done since Environmental Affairs and Tourism Minister Marthinus van Schalkwyk launched the Tourism BEE scorecard in 2005. The objective of the scorecard was to facilitate transformation in the tourism sector, eventually leading to a charter on how BEE can be monitored and reported on.”

[Adapted from a speech by: Tami Sokutu,
Chairman, Tourism Empowerment Council of
South Africa, April 2008]

- 2.1.1 From the extract above, give the full name for the strategy that relates to tourism development which corrects the imbalances of the past. (2)
- 2.1.2 Identify SEVEN focus areas that the BEE scorecard addresses. (7)
- 2.2 Skills development is one of the focal points in ensuring service delivery in various sectors of tourism. Suggest what each tourism BEE company has to do, to ensure realisation of it and maintenance of standards. (2)
- 2.3 Established and listed BEE companies on the JSE report exceptional skills development focus.
- 2.3.1 Discuss the positive impact this will have towards the country's GDP. (2)
- 2.3.2 Suggest what message this will be sending to tourists about tourism in our country. (2)

2.4 Read the extract below and answer the questions that follow:



In South Africa the main goals of tourism are to create growth that can be maintained by increasing the number of jobs, redistributing the wealth to all provinces, and in this process transforming our tourism industry. Government has adopted a strategy that focuses on the three main reasons for travel to and within South Africa: leisure, business and events.

[Adapted from *Tourism Expo*, 2008]

- 2.4.1 Briefly discuss the aims of SAT and the Department of Environment and Tourism's domestic growth strategy. (3)
- 2.4.2 Benefits of tourism include job creation. Describe THREE other benefits to a community of a tourism venture. (6)
- 2.4.3 Mention FOUR tourist segments that are a target of this strategy. (4)
- 2.4.4 Of all these tourist segments identify the ONE that has the most potential to contribute significantly to domestic tourism growth and explain why this is so. (3)

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QUESTION 3

Read the following information about THETA.

Vision:

Our people trained for a sustainable future.

Mission:

To facilitate the achievement of excellent standards and growth through the development and recognition of people.

Values:

Service excellence, efficiency, equity
Integrity, partnership, quality and accessibility.

[Adapted from: *Tourism Career Expo*, 2008]

- 3.1 Write the acronym THETA in full. (2)
- 3.2 Evaluate what THETA's vision, mission and values emphasise about the purpose of a company's code of conduct. (4)
- 3.3 Working in the tourism industry requires people who can work under challenging conditions. Suggest THREE challenging working conditions for hotel and restaurant chefs. (3)
- [9]

TOTAL SECTION B: 40

SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 4**

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



A WALK ON THE WILDSIDE

A letter from Jason Bell-Leask, Director, International
Fund for Animal Welfare (IFAW) Southern Africa

The Oxford English Dictionary explains 'wild' as follows: 1. (of animals or plants) living or growing in the natural environment; 2. (of people) not civilised; 3. (of scenery or a region) barren or uninhabited; 4. uncontrolled; 5. not based on reason or evidence (a wild guess) etc.

It is not difficult to see how Africa fits four of these definitions. Its natural beauty is unsurpassed, with rugged coastlines and vast deserts, open savannas and enchanting forests, elephant herds and elephant shrews, endangered riverine rabbits and abundant herds of wildebeest. It is in this diversity of wildlife, landscapes, ecosystems, people and cultures that optimism prevails.

But we should also acknowledge the numerous threats to the continent's riches. We live in challenging socio-economic times. We are losing species at an alarming rate, critical wildlife habitats are under threat, water resources are becoming scarcer – the list goes on. The combination of a continent rich in natural resources and a world driven by commercialisation and consumerism is a recipe for disaster. Global awareness of the ecological state of our planet is growing, and with it a realisation of the urgent need for intervention in Africa to ensure that its ecological integrity is maintained for future generations. From the destruction of central African rainforests and their associated species through logging to the grotesque loss of food resources through overfishing, political action is vital.

If we don't turn the tide of commercial exploitation and habitat destruction soon, Africa and its natural resources will face permanent threat. So, too, will the associated wildness that the continent has to offer, a wildness that is part of the very fabric of our existence as Africans. Perhaps the first step is to look to nature to point us in the right direction. A bird in flight, a breathtaking sunset, a breaching whale – there is an abundance of beautiful sights to inspire us, to rekindle our own wild spirit, and to save that of our continent.

[Africa Geographic, August 2008]

- 4.1.1 Provide a *definition* for the term biodiversity. (2)
- 4.1.2 List FOUR *globally recognised*, socio-economic factors which make sustainable tourism development in Africa difficult. (4)
- 4.1.3 Discuss 'global warming' as an international threat to the planet. In your discussion you must: (3)
- (a) Explain what it means. (3)
- (b) Explain how the Kyoto Protocol tries to address the issue. (3)
- (c) Provide THREE examples of the effect of global warming on the planet. (3)
- 4.1.4 Explain what the author means when he states: '*a world driven by commercialisation and consumerism.*' (3)
- 4.1.5 Identify the role politicians play in eco-tourism, and explain why the author would suggest that 'political action is vital' in addressing the challenges facing the ecology in Africa. (1 + 2) (3)
- 4.1.6 Suggest how Africa and its people can address the issue of overfishing in an attempt to prevent the further decline in endangered fish species. Make THREE suggestions. (3)
- [24]**

QUESTION 5

- 5.1 Outline THREE ways in which SA Tourism can use World Heritage Sites in South Africa as a marketing tool to encourage domestic tourism. In your explanation refer to any THREE such sites. (3 + 3) (6)
- 5.2 Confirm South Africa's rich cultural heritage by listing FIVE different cultural groups, with an example of a craft from each group that international tourists will be able to buy at a roadside market to take back home. (5 x 2) (10)
- [16]**

TOTAL SECTION C: 40