



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

**NASIONALE  
SENIOR SERTIFIKAAT**

**GRAAD 12**

**TRSM.1**

**TOERISME**

**FEBRUARIE/MAART 2016**

**PUNTE: 200**

**TYD: 3 uur**

**Hierdie vraestel bestaan uit 26 bladsye.**

# **OGGENDSESSIE**



**INSTRUKSIES EN INLIGTING**

Lees die instruksies aandagtig voordat jy die vrae beantwoord.

1. Hierdie vraestel bestaan uit VYF afdelings.
2. Beantwoord AL die vrae.
3. Begin ELKE vraag op 'n NUWE bladsy.
4. Rond jou antwoorde in VRAAG 3.3 tot TWEE desimale plekke af.
5. Toon ALLE berekeninge waar nodig.
6. Jy mag 'n nieprogrammeerbare sakrekenaar gebruik.
7. Gebruik die punttoekenning by elke vraag as 'n riglyn vir die lengte van jou antwoord.
8. Skryf netjies en leesbaar.
9. Die tabel hieronder is 'n riglyn om jou te help om jou tyd volgens elke afdeling in te deel.

| AFDELING | ONDERWERP                                                                       | PUNTE      | TYD<br>(minute) |
|----------|---------------------------------------------------------------------------------|------------|-----------------|
| A        | Kortvrae                                                                        | 40         | 20              |
| B        | Kaartwerk en Toerbeplanning;<br>Buitelandsevalutaverhandeling                   | 50         | 50              |
| C        | Toerismebesienswaardighede; Kultuur- en<br>Erfenistoerisme; Bemarking           | 50         | 50              |
| D        | Toerismesektore; Volhoubare en<br>Verantwoordelike Toerisme                     | 30         | 30              |
| E        | Plaaslike, Streeks- en Internasionale Toerisme;<br>Kommunikasie en Kliëntediens | 30         | 30              |
|          | <b>TOTAAL</b>                                                                   | <b>200</b> | <b>180</b>      |



**AFDELING A: KORTVRAE****VRAAG 1**

- 1.1 Vier opsies word as moontlike antwoorde op die volgende vrae gegee. Kies die antwoord en skryf slegs die letter (A–D) langs die vraagnommer (1.1.1–1.1.20) in die ANTWOORDEBOEK neer, byvoorbeeld 1.1.21 D.
- 1.1.1 Die 2015 Rugbywêreldbeker wat in Engeland gehou is, is 'n voorbeeld van 'n ...
- A wêreldberaad.
  - B niesport-wêreldgebeurtenis.
  - C wêreld- politieke gebeurtenis.
  - D wêreld- sportgebeurtenis.
- 1.1.2 'n Toeris sal by sy/haar aankoms op 'n internasionale lughawe die groen kanaal volg wanneer hy/sy ...
- A iets het om te verklaar.
  - B niks het om te verklaar nie.
  - C voorskrifmedikasie het om te verklaar.
  - D reisdokumente het wat getoon moet word.
- 1.1.3 Doeanebeamptes sal ... om te verseker dat passasiers aan doeaneregulasies op 'n internasionale lughawe voldoen wanneer hulle deur die groen kanaal beweeg.
- A alle handbagasie lukraak skandeer
  - B 'n persoonlike sekuriteitskontrole doen op alle passasiers wat uit 'n vliegtuig klim
  - C passasiers visenteer
  - D passasiers en hulle ingeweegde bagasie lukraak deursoek
- 1.1.4 Belastingvrye goedere word nie belas nie omdat ...
- A belastings by lughawens toegelaat word.
  - B winkels by nasionale lughawens van belastings vrygestel word.
  - C die belasting reeds by BTW ingesluit is.
  - D inkopies in internasionale gebied gedoen word.
- 1.1.5 'n Suid-Afrikaanse uitgaande internasionale toeris wat China wil besoek, sal by die ... vir 'n vakansievisum aansoek doen.
- A Departement van Binnelandse Sake
  - B Nasionale Departement van Toerisme
  - C Asiatiese Ambassade
  - D Chinese Ambassade

1.1.6 Die prent hieronder toon 'n wêreldbekende ikoon.



- A Die Piramides
- B Auschwitz
- C Die Switserse Alpe
- D Die Algarve

1.1.7 .... sal tot 'n positiewe ervaring vir toeriste by 'n besienswaardigheid bydra.

- A Die instel van interaktiewe slimfoonaktiwiteite
- B Die verhoging van toegangsfooie
- C Om die afstand tussen toeriste en die vertoonde items te vergroot,
- D Om interessante feite oor die besienswaardigheid nie aan toeriste mee te deel nie,

1.1.8 Die hoofborg van die Getaway-skou:

- A 'n Reisversekeringsmaatskappy
- B 'n Reispublikasie
- C 'n Reisagent
- D 'n Reisaandenkingswinkel

1.1.9 Die hoofrol van Suid-Afrikaanse Toerisme:

- A Om nuwe rolspelers in diens te neem
- B Om 'n besienswaardigheid te ontwikkel
- C Om toerismewette in te stel
- D Om Suid-Afrika te bemark

1.1.10 Kriterium 1 van UNESCO se Wêrelderfeniskriteria bepaal dat 'n Wêrelderfenisterrein 'n meesterstuk van menslike kreatiewe begaafdheid moet voorstel. Hierdie terrein voldoen aan Kriterium 1 vir sy uitstaande voorbeelde van San-rotskuns:

- A uKahlamba-Drakensbergpark
- B Mapungubwe Kulturele Landskap
- C Robbeneiland
- D Wieg van die Mensdom

- 1.1.11 UNESCO het die plan om 'n kabelkar te installeer wat toeriste na Machu Picchu sou vervoer, gekeer. Hierdie besluit ondersteun die ... pilaar van volhoubare toerisme.
- A sosiale
  - B omgewings-
  - C ekonomiese
  - D korporatiewe sosiale
- 1.1.12 Omgewingsvriendelike toeriste is toeriste wat ...
- A in avontuurgedrewe sportaktiwiteite belangstel.
  - B uit die stad vlug om met 4x4-voertuie op die strand te gaan rondry.
  - C verantwoordelik reis en die omgewing bewaar.
  - D so veel as moontlik oor hulle bestemming se gewoontes, geografie en kultuur leer.
- 1.1.13 'n Werknemer wat tot 'n nuwe posisie binne dieselfde maatskappy bevorder word, kan versoek word om 'n ... te teken.
- A nuwe dienskontrak en 'n aansoek om jaarlikse verlof
  - B aansoek vir jaarlikse verlof en 'n gedragskode
  - C nuwe dienskontrak en 'n gedragskode
  - D aansoek vir jaarlikse verlof en 'n beëindiging-van-diens-vorm
- 1.1.14 Inligting oor oortydwerk word in die ... afdeling van die dienskontrak aangetref.
- A verlof-en-aftrekkings-
  - B reisvoordele-
  - C uniformtoelae-
  - D werksure-
- 1.1.15 'n Suid-Afrikaanse uitgaande internasionale toeris sal by die ... vir 'n transitovisum aansoek doen wanneer hy/sy op Heathrow Internasionale Lughawe in Londen 'n ander vlug moet haal.
- A Departement van Ekonomiese Sake
  - B Britse Ambassade
  - C Departement van Binnelandse Sake
  - D Amerikaanse Ambassade



- 1.1.16 'n Suid-Afrikaner wat op die lughawe werk, ontvang 'n €5-fooitjie. Die €5 lewer ...
- A 'n direkte bydrae tot die BBP van Suid-Afrika.
  - B 'n groot bydrae tot TOMSA.
  - C geen bydrae tot die BBP nie.
  - D 'n 1% bydrae tot TOMSA.
- 1.1.17 Die uitbreek van die Ebola-virus het 'n ernstige invloed op mense op hierdie kontinent gehad:
- A Europa
  - B Afrika
  - C Asië
  - D Australië
- 1.1.18 'n Vorm van betaling wat gerieflike elektroniese bankdienste in die gerief van jou huis moontlik maak:
- A Kontant
  - B Bankwissel
  - C OTM
  - D EFO ('EFT')
- 1.1.19 Suid-Afrika se ... word bepaal deur die aantal internasionale toeriste wat die land besoek en hulle gemiddelde besteding per dag.
- A plaaslike marktaandeel
  - B buitelandse marktaandeel
  - C beursmarktaandeel
  - D beleggersmarktaandeel
- 1.1.20 Eienaars van toerismebesighede gebruik kliënteterugvoerings-instrumente om die ... van hulle maatskappy te evalueer.
- A diensvoorwaardes
  - B huidige beeld
  - C finansies
  - D gedrag van die werkgewers
- (20 x 1) (20)



- 1.2 Gee EEN woord(e)/term vir elk van die volgende beskrywings deur 'n woord(e)/term uit die lys hieronder te kies. Skryf slegs die woord(e)/term langs die vraagnommer (1.2.1–1.2.5) in die ANTWOORDEBOEK neer.

|                                                                                                                                                          |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|
| BAK; universele toegang; korporatiewe sosiale belegging;<br>Wieg van die Mensdom; byvoordele; BVK; heffing;<br>arbeidswet; Mapungubwe Kulturele Landskap |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|

- 1.2.1 Die koers wat deur 'n bank gebruik word wanneer plaaslike valuta na buitelandse valuta omgeskakel word
- 1.2.2 'n Faktor wat tot die sukses van 'n toeriste-besienswaardigheid bydra
- 1.2.3 Die bydrae wat deur 'n besigheid gemaak word aan die gemeenskap waarin dit sake doen
- 1.2.4 'n Voorbeeld van 'n kulturele Wêrelderfenisterrein in Gauteng
- 1.2.5 Aansporings wat gebruik word om werknemers te lok en te behou  
(5 x 1) (5)

- 1.3 Kies die korrekte woord(e) uit dié wat tussen hakies gegee word. Skryf slegs die woord(e) langs die vraagnommer (1.3.1–1.3.5) in die ANTWOORDEBOEK neer, byvoorbeeld 1.3.6 paspoort.

- 1.3.1 Die (Blou Moskee/Koepel van die Rots) is in Istanbul geleë.
- 1.3.2 Uitgawes vir vervoer en akkommodasie word in die (toer se reisprogram/toerbegroting) gespesifiseer.
- 1.3.3 'n Toeriste-besienswaardigheid kan as suksesvol beskou word wanneer die werklike getal besoekers (kleiner/groter) as die teikengetal is.
- 1.3.4 Die IDL het 'n onreëlmatige vorm om verwarring ten opsigte van datums en tyd vir (eilande/skepe) te vermy.
- 1.3.5 Die (gedragskode/dienskontrak) bevorder etiese gedrag in die werkplek.  
(5 x 1) (5)



- 1.4 Kies 'n funksie van elke organisasie uit KOLOM B wat by die logo in KOLOM A pas. Skryf slegs die letter (A–F) langs die vraagnommer (1.4.1–1.4.5) in die ANTWOORDEBOEK neer, byvoorbeeld 1.4.6 G.

| KOLOM A                                                                                   | KOLOM B                                                                                                   |
|-------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------|
| 1.4.1    | A 'n Suid-Afrikaanse diens wat akkurate inligting verskaf om ekonomiese ontwikkeling en groei te bevorder |
| 1.4.2    | B Bevorder volhoubare toerisme-ontwikkeling deur kapasiteitsbou                                           |
| 1.4.3   | C Help om Suid-Afrika plaaslik en internasionaal as 'n voorkeurbestemming te bevorder                     |
| 1.4.4  | D Die owerheid wat daarvoor verantwoordelik is om leierskap oor wêreldgesondheidsake te verskaf           |
| 1.4.5  | E Evalueer en assessee terreine van wêreldbelang en ken wêrelderfenisstatus aan sulke terreine toe        |
|                                                                                           | F Die organisasie wat inligting oor wêreldreisneigings verskaf                                            |

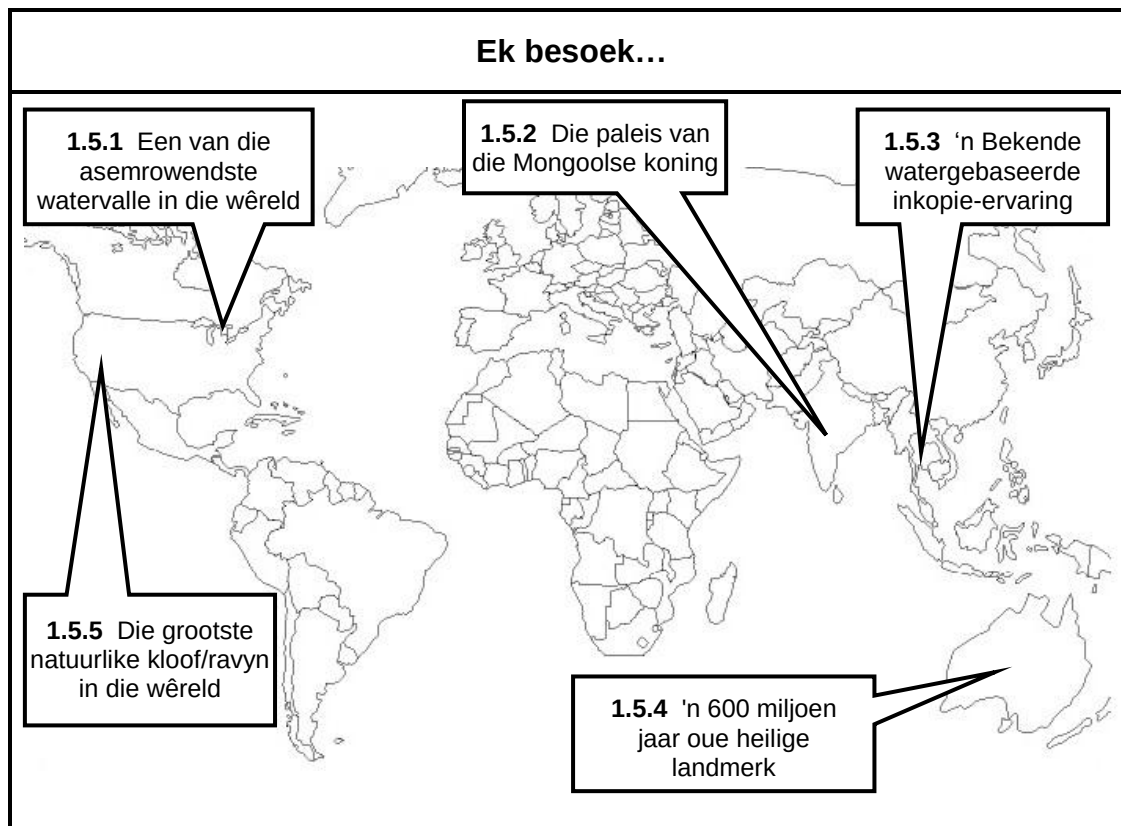
(5 x 1)

(5)



- 1.5 Toeriste besoek bekende ikone regoor die wêreld. Bestudeer die wêreldkaart hieronder en identifiseer elke ikoon (1.5.1–1.5.5) wat deur toeriste besoek word.

Skryf slegs die korrekte antwoord langs die vraagnommer (1.5.1–1.5.5) in die ANTWOORDEBOEK neer, byvoorbeeld 1.5.6 Machu Picchu.



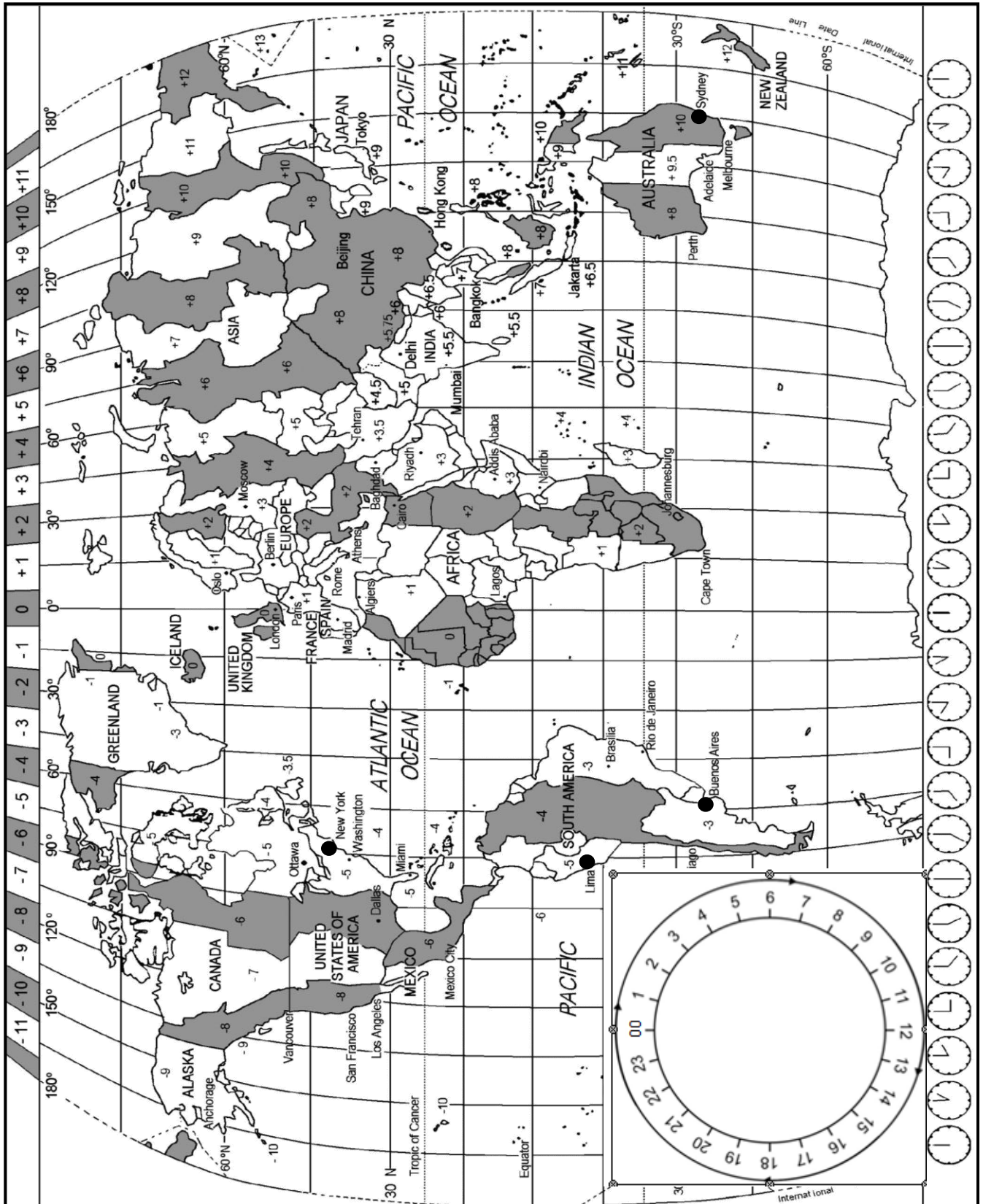
(5 x 1) (5)

**TOTAAL AFDELING A: 40**

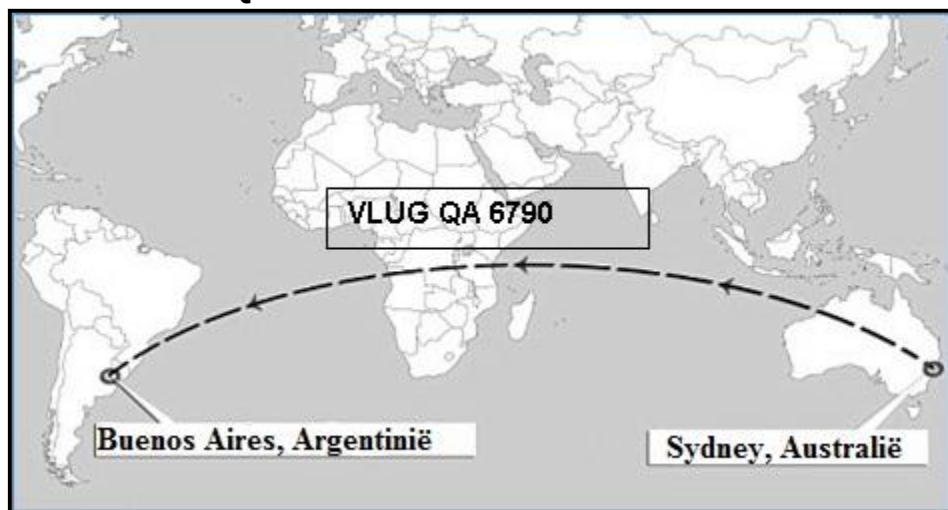
## AFDELING B: KAARTWERK EN TOERBEPLANNING; BUITELANDSEVALUTA- VERHANDELING

### VRAAG 2

Bestudeer die Wêreldtydsonekaart hieronder en die lugdienste se roetekaarte op die volgende bladsy en beantwoord die vrae wat volg.



2.1

**VLUG QA6790 VAN SYDNEY NA BUENOS AIRES**

Vertrekdatum: 13 Junie 2015

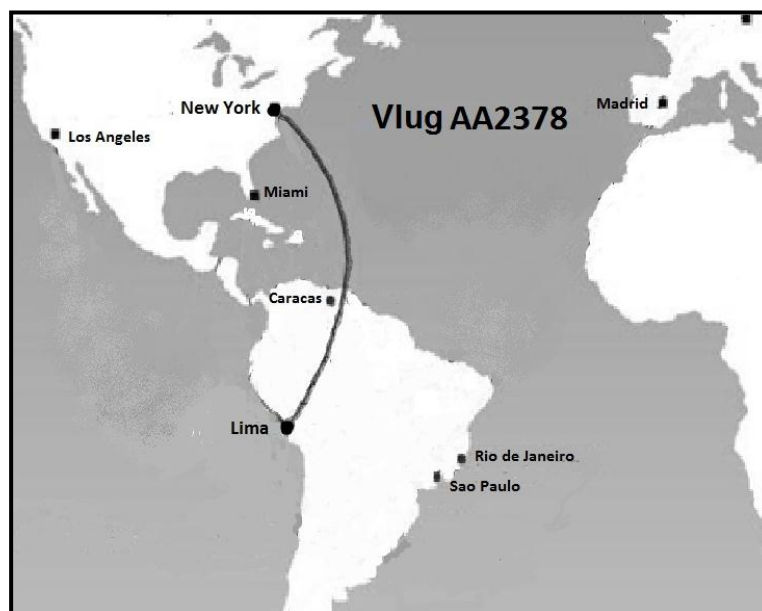
Vertrektyd: 10:30

[Bron: [www.quantas.com](http://www.quantas.com)]

Bereken hoe laat dit in Buenos Aires sal wees wanneer vlug QA6790 vanaf Sydney vertrek.

(4)

2.2

**AMERICAN AIRLINES EN DAGLIGBESPARINGSTYD (DBT)****LET WEL:** New York pas DBT toe.

\*DBT: New York Begindatum: 9 Maart  
Einddatum: 2 November

\*DBT: Lima pas nie DBT toe nie

[Aangepas uit [www.aa.com](http://www.aa.com)]

'n Toeris vlieg met American Airlines, vlug AA2378, vanaf New York na Lima. Hy vertrek om 09:00, op 21 Augustus 2015, uit New York. Die vliegtyd van New York na Lima is 7 uur 30 minute.

Bereken die tyd en die datum waarop hy in Lima aankom.

(6)



- 2.3 Daar is twee reisverwante toestande wat gedurende die twee vlugte in VRAAG 2.1 en 2.2 ervaar mag word, naamlik vlugvoosheid en vluguitputting.

Noem die reisverwante toestand wat deur die passasiers op die twee vlugte ervaar mag word.

Skryf slegs die reisverwante toestand langs die vraagnommer (2.3.1–2.3.2) in jou ANTWOORDEBOEK neer.

|       | VLUG   | REISVERWANTE TOESTAND |
|-------|--------|-----------------------|
| 2.3.1 | QA6790 |                       |
| 2.3.2 | AA2378 |                       |

(2)

(2)

[14]

### VRAAG 3

- 3.1 Lees die inligting hieronder, bestudeer die reisprogram en beantwoord die vrae wat volg.

#### PROJEK BLOODHOUND



[Bron: [www.bloodhoundssc.com](http://www.bloodhoundssc.com)]

Die Bloodhound-span (wat hoop om die wêreld-landspoedrekord te verbeter) het wêreldwyd gesoek na die perfekte woestyn om die vinnigste motor op aarde, die Bloodhound SSC, wat in Brittanje gebou is, te toets. Na 'n intensiewe soektog is besluit op Hakskeenpan in 'n afgeleë uithoek in die Noord-Kaap in Suid-Afrika. Oppervlaktetoetsing sal in die Verenigde Koninkryk plaasvind en as alles in orde is, beplan die span om in Oktober 2016 na Hakskeenpan te vertrek.

**Hoe om daar te kom en rond te ry:** Bestuur self. Upington is in die Noord-Kaap geleë, ongeveer 800 km van Johannesburg en Kaapstad af, en beskik oor 'n moderne lughawe.

**Duur van verblyf:** Beplan om 'n paar dae te bly, want afstande is groot.

**Wat om in te pak:** Klere vir uiters warm weersomstandighede, kameras, verkykers, stapskoene, drinkwater en sonbrandroom.

**Waar om te bly:** Die naaste dorp is Upington, ongeveer 250 km van Hakskeenpan af, maar die aanbevole akkommodasie is !Xaus Lodge in die Kgalagadi Oorgrenspark.

[Bron: [www.southafrica.net](http://www.southafrica.net)]

**Wat gebeur by !Xaus Lodge?**

- **Aandetes:** Aandetes word by die Lodge bedien.
- **Kulturele nedersetting:** Ry tot by die kulturele nedersetting om die San-handwerkers te sien of geniet hulle San-danse in tradisionele San-kleredrag.
- **Hakskeenpan-baan:** Bloodhound-toetsritte

[Aangepas uit [www.xauslodge.co.za](http://www.xauslodge.co.za)]**Uittreksel uit 'n 5-dag-reisprogram (geskatte koste van toer: R7 500)****21/10/2015****Dag 3:** !Xaus Lodge (Kgalagadi Oorgrenspark)

Gehuurde 4x4-voertuie

EEN aktiwiteit in die dag wat die plaaslike San-gemeenskap insluit en EEN aktiwiteit in die aand

**22/10/2015****Dag 4:** !Xaus Lodge (Kgalagadi Oorgrenspark) na Hakskeenpan

Gebruik 4x4-voertuie

Woon die Bloodhound-gebeurtenis by

[Aangepas uit Toerisme PAT 2015]

Die reisprogram hierbo is swak geskryf en belangrike elemente is weggelaat.

- 3.1.1 Noem TWEE belangrike elemente van 'n reisprogram wat by Dag 3 en 4 hierbo weggelaat is. (2)
- 3.1.2 Skryf 'n paragraaf, in die regte formaat, van die reisprogram hierbo waarin Dag 3 van die reisprogram herskryf en gekorrigeer word. (8)
- 3.1.3 Die afstand tussen Upington en die akkommodasie in die Kgalagadi Oorgrenspark is ongeveer 250 km. Die Britse span kom ná 'n langafstand vlug vanaf Londen teen ongeveer 17:00 op Upington-lughawe aan.  
  
Dink jy dit is raadsaam vir die Britse span om dadelik ná hul aankoms in Upington na die Kgalagadi Oorgrenspark te vertrek? Gee EEN rede vir jou antwoord. (2)
- 3.1.4 Gee EEN rede waarom hulle 4x4-voertuie op hierdie toer gebruik. (2)
- 3.1.5 Gee raad aan die Britse span oor EEN gesondheidsvoorsorgmaatreël waarvan hulle moet weet, veral wanneer hulle hierdie deel van die Noord-Kaap in die somer besoek. (2)
- 3.1.6 Bespreek TWEE redes waarom die Bloodhound-projek voordelig vir die Noord-Kaap as 'n toeristebestemming gaan wees. (4)



- 3.2 Bestudeer die plaaslike toerisme-marksegmente en beantwoord die vrae wat volg.

| PLAASLIKE TOERISME-MARKSEGMENTE                                                                                                                          |                                                                                                                                                              |                                                                                                                                                                                                  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SPONTANE<br>BEGROTING-<br>ONTDEKKERS                                                                                                                     | NUWE HORISON-<br>GESINNE                                                                                                                                     | MZANZI-GESINNE                                                                                                                                                                                   |
| Jodi en Carol is 18-jarige avontuursoekers met 'n besteebare inkomste van R5 000. Hulle geniet die buitelewe en hulle voorkeurakkommodasie is kampering. | Devi en Raj van Gauteng het twee kinders jonger as 12 jaar. Hulle geniet gehalte-gesinstyd by 'n kusbestemming. Hulle het 'n besteebare inkomste van R5 000. | Thabo en Beauty is albei in hulle middel-veertigs. Beide het 'n besteebare inkomste van R10 000 of meer. Thabo en Beauty geniet motorresies en is gaande oor die buitelewe, avontuur en kultuur. |

- 3.2.1 Uit die tabel hierbo, kies die mees gepaste toeristeprofiel vir persone wat sal verkies om die gebeurtenis by Hakskeenpan by te woon. (2)

- 3.2.2 Gee EEN rede vir jou keuse in VRAAG 3.2.1. (2)

- 3.3 Bestudeer die wisselkoerstabel hieronder en beantwoord die vrae wat volg.

| LAND                | VALUTAKODE | BAK   | BVK   |
|---------------------|------------|-------|-------|
| Verenigde Koninkryk | GBP        | 15.66 | 16.39 |

- 3.3.1 'n Bloodhound-spanlid het £1 300,00.

Bereken die bedrag in rand wat hy vir sy £1 300,00 sal kry. (4)

- 3.3.2 'n Britse toeris betaal R550,00 vir 'n Bloodhound-T-hemp.

Bereken die bedrag in pond wat die toeris vir die Bloodhound-T-hemp sal betaal. (4)

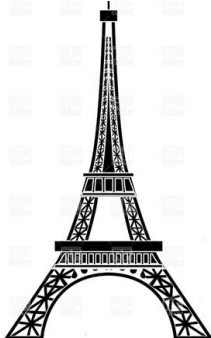
- 3.3.3 Bespreek, met inagneming van die wisselkoers, die koopkrag van die Britse span in Suid-Afrika. (4)  
[36]

**TOTAAL AFDELING B: 50**



**AFDELING C: TOERISMEBESIENSWAARDIGHEDE; KULTUUR- EN ERFENIS-TOERISME; BEMARKING****VRAAG 4**

4.1 Bestudeer die inligting in die tabel hieronder en beantwoord die vrae wat volg.

| DIE BEKORING VAN 'N TORING                                                         |                                                                                    |                                                                                      |
|------------------------------------------------------------------------------------|------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|
| Bekende torings in die wêreld lok jaarliks talle toeriste.                         |                                                                                    |                                                                                      |
| TORING A                                                                           | TORING B                                                                           | TORING C                                                                             |
|  |  |  |

[Aangepas uit [www.coloribus.com](http://www.coloribus.com)]

- 4.1.1 Identifiseer die lande waar toring **A** en **B** geleë is. (2)
- 4.1.2 (a) Verwys na die prent en identifiseer die mees ongewone strukturele kenmerk van toring **A**. (2)
- (b) Stel EEN omgewingsaspek voor wat tot hierdie ongewone kenmerk aanleiding gegee het. (2)
- 4.1.3 Gee EEN rede waarom toeriste sal betaal om met die hysers in toring **B** op te gaan. (2)
- 4.1.4 Verduidelik EEN manier waarop toring **B** voorsiening maak vir toeriste met fisiese gestremdhede. (2)
- 4.1.5 Gee die naam van toring **C**. (2)

4.2

**MACHU PICCHU**

Een miljoen besoekers het Machu Picchu in 2011 besoek vir die 100<sup>ste</sup> viering van sy 'ontdekking' deur die navorser Hiram Bingham. Owerhede was besorg oor die bewaring van die terrein en het daarom besoekersgetalle tot 2 500 per dag of 912 500 per jaar beperk.

[Aangepas uit [www.travelandleisure.com](http://www.travelandleisure.com)]

4.2.1 Gee TWEE redes waarom kulturele toeriste Machu Picchu sal besoek.

(4)

4.2.2 Gee EEN rede waarom die owerheid van Machu Picchu besoekersgetalle beperk.

(2)

4.3

Bestudeer die prent hieronder en beantwoord die vrae wat volg.

**DIE DAPPERSTE VAN DIE DAPPERES**

[Bron: [www.printablecolouringpages.co.uk](http://www.printablecolouringpages.co.uk)]

4.3.1 Gee die naam van die Europese land wat die bekendste vir stiergevegte is, soos geïllustreer in die prent hierbo.

(1)

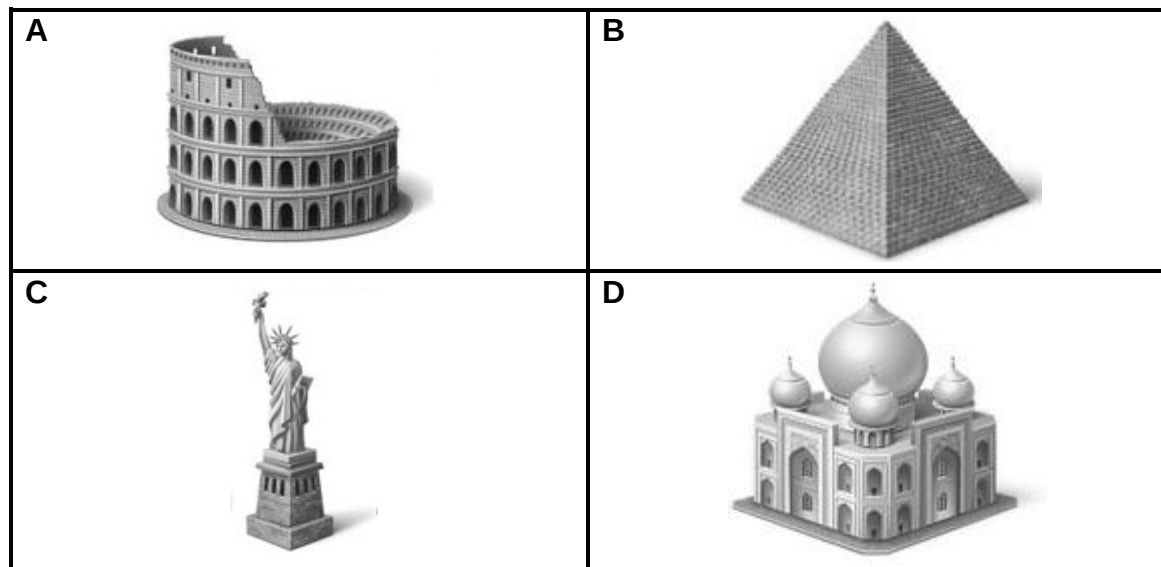
4.3.2 Baie toeriste geniet dit om na stiergevegte te kyk, terwyl ander teen dié aktiwiteit gekant is.

Skryf 'n paragraaf en gee TWEE argumente ten gunste van OF TWEE argumente teen hierdie aktiwiteit vir die vermaak van toeriste.

(4)



4.4 Verwys na die ikone hieronder en beantwoord die vrae wat volg.

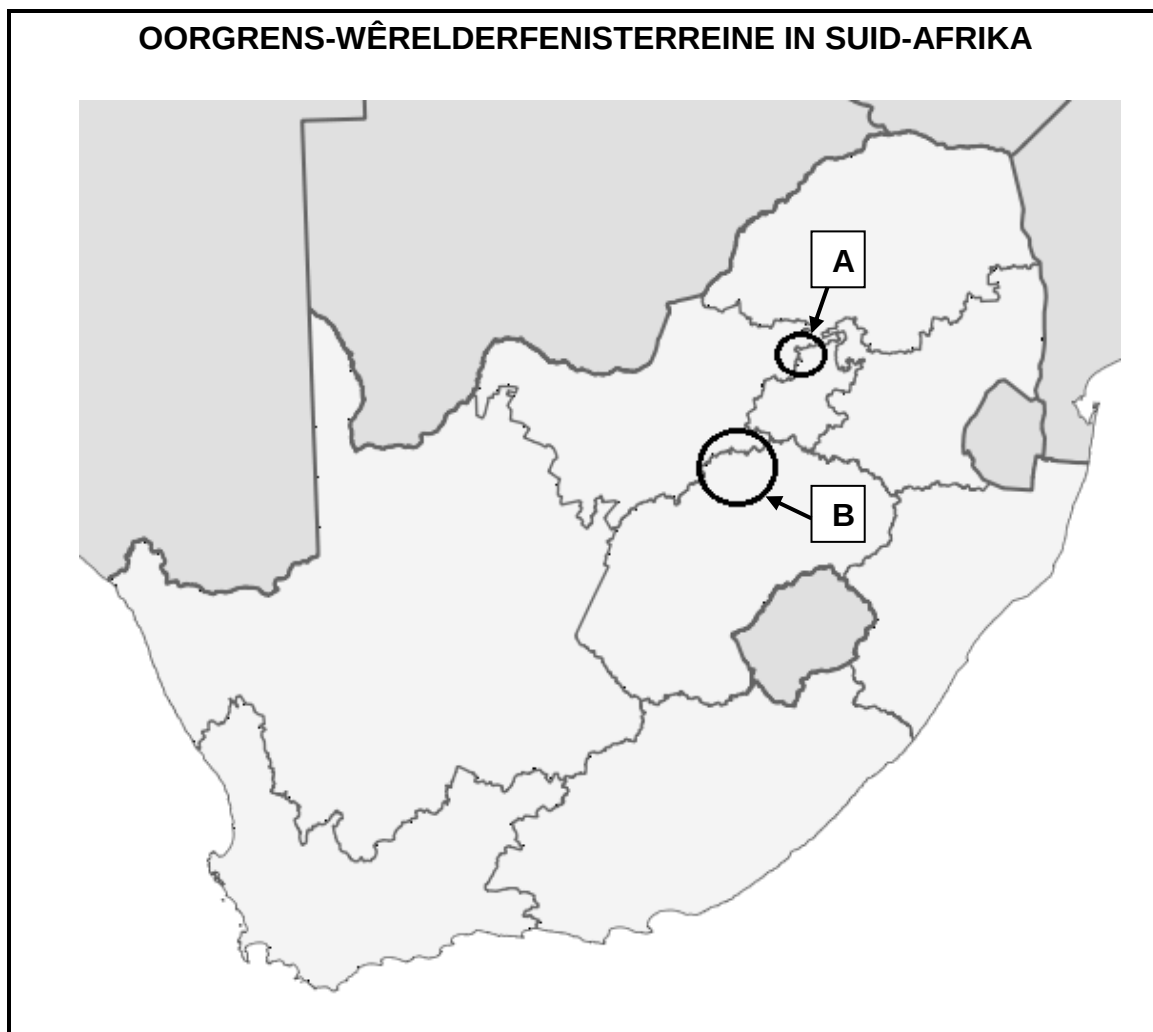


- 4.4.1 (a) Identifiseer ikoon **A**. (1)
- (b) Gee EEN feit oor die geskiedenis van ikoon **B**. (2)
- (c) Identifiseer ikoon **C**. (1)
- (d) Gee EEN feit oor die geskiedenis van ikoon **C**. (2)
- (e) Identifiseer ikoon **D**. (1)
- 4.4.2 Identifiseer EEN gemeenskaplike kenmerk van ikoon **A**, **B** en **D**. (2)

**[32]**

**VRAAG 5**

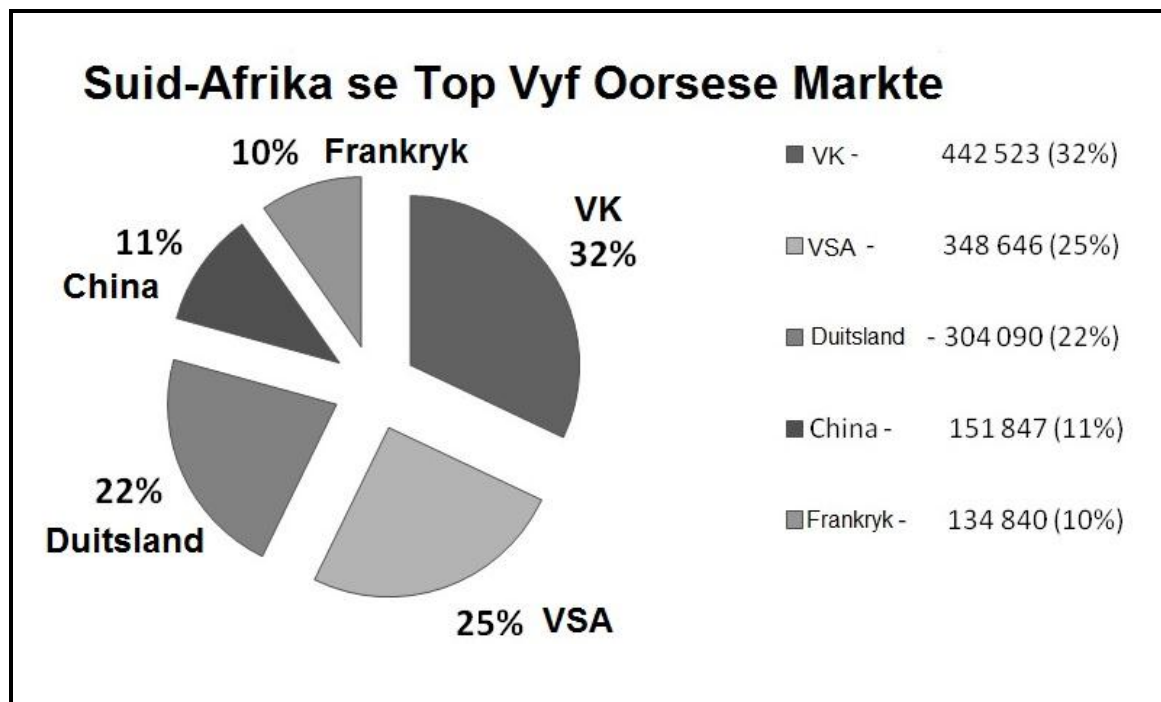
Bestudeer die kaart hieronder en beantwoord die vrae wat volg.



- 5.1 Identifiseer die TWEE Wêrelderfenisterreine, gemerk **A** en **B**, op die kaart. (2)
- 5.2 Identifiseer die provinsie wat 'n grens met beide Wêrelderfenisterrein **A** en **B** deel. (2)
- 5.3 Bespreek EEN punt van waarde wat TWEE Wêrelderfenisterreine binne sy grense vir die provinsie wat in VRAAG 5.2 geïdentifiseer is, inhou. (2)
- 5.4 Verduidelik hoe Wêrelderfenisterrein **B** miljoene jare gelede ontstaan het. (2)
- 5.5 Verduidelik EEN rede waarom Wêrelderfenisterrein **A** as die oorsprong van die mens bestempel word. (2)
- [10]**

**VRAAG 6**

Bestudeer die sirkeldiagram hieronder en beantwoord die vrae wat volg.



[Aangepas uit SATourism: 2015 Annual Tourism Performance Report]

- 6.1 Identifiseer TWEE van Suid-Afrika se grootste Europese markte uit die grafiek hierbo. (2)
- 6.2 Bespreek EEN rede waarom bemarking in die Europese lande wat in VRAAG 6.1 geïdentifiseer is, goed is wat deur Suid-Afrikaanse Toerisme bestee is. (2)
- 6.3 Noem die TWEE jaarlikse bemarkingsgeleenthede in Europa wat bydra tot die hoë besoekersgetalle na Suid-Afrika vanuit die lande wat in VRAAG 6.1 geïdentifiseer is. (2)
- 6.4 Verduidelik hoe Suid-Afrikaanse Toerisme fondse vir bemarkingsinisiatiewe vir die vyf lande hierbo kry. (2)

**[8]**

**TOTAAL AFDELING C: 50**

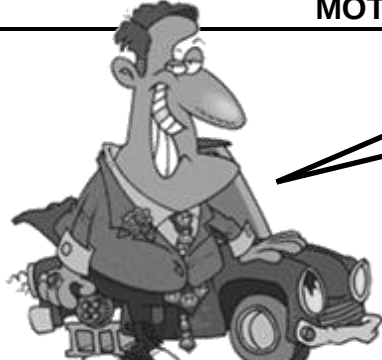
## AFDELING D: TOERISMESEKTORE; VOLHOUBARE EN VERANTWOORDELIKE TOERISME

### VRAAG 7

Bestudeer die motorverhuringsadvertensies hieronder en beantwoord die vrae wat volg.

Terwyl hy op die vliegtuig sit, het 'n passasier die twee advertensies in die vlugtydskrif gesien. Hy beplan om 'n motor te huur wanneer hy by sy bestemming aankom.

**MOTORVERHURINGSMAATSKAPPY A**



Ons het die laagste daaglikse tarief in die bedryf ... slegs R4 500 per dag

**SIMPLY THE CHEAPEST  
MOTORVERHURING**

[Bron: <http://ungenius.files.wordpress.com>]

**MOTORVERHURINGSMAATSKAPPY B**

**SUPREME  
MOTOR-  
VERHURING**

Elkeen wat hier werk, sal uit sy pad gaan vir jou.



Skakel ons nou by 086 765 9876

[Aangepas uit [www.corporate.ford.com](http://www.corporate.ford.com)]

- 7.1 Identifiseer die motorverhuringsmaatskappy wie se advertensie NIE 'n professionele beeld en 'n gevoel van trots en vertroue aan 'n voornemende kliënt uitstraal NIE. (2)
- 7.2 Bespreek DRIE elemente in die advertensie om jou antwoord op VRAAG 7.1 te staaf. (6)
- 7.3 Party maatskappye dink nie dat 'n professionele beeld belangrik is nie en konsentreer slegs op wins.
  - 7.3.1 Bespreek TWEE negatiewe gevolge van so 'n ingesteldheid. (4)
  - 7.3.2 Verwys na prent **B** en stel TWEE maniere voor hoe die personeel van Supreme Motorverhuring tot die professionele beeld van die maatskappy kan bydra. (4)

[16]

**VRAAG 8**

- 8.1 Die plakkaat hieronder is by die ingang van 'n gorillareservaat opgesit. Bestudeer die plakkaat en beantwoord die vrae wat volg.



# GORILLA-REËLS

## DIS VIR JOU EN ONS VEILIGHEID

**VOORDAT JY BEGIN**

HOES EN NIES VERSPREI SIEKTES EN KAN GORILLAS DOODMAAK. INDIEN JY VERKOU, GRIEP OF ENIGE ANDER AANSTEEKLIKE SIEKTES HET, MOENIE GORILLAS BESOEK NIE. STEL JOU TOERISTEGIDS IN KENNIS VAN JOU SIEKTE.

**WANNEER JY IN DIE PARK IS**



MOENIE ALLEEN RONDLOOP NIE, NEEM ALTYD N GIDS SAAM EN LUISTER NA HOM/HAAR!

**WANNEER JY GORILLAS BESOEK...**

HOU N VEILIGE AFSTAND



←

MINIMUM 7m (23 vt)

→



Geen Flits

**GEEN ROOK**



**GEEN EET OF DRINK NIE**



**GEEN SELFONE**



Slegs 1 uur



**BESOEKE WORD BEPERK TOT EEN UUR PER GORILLA GROEP PER DAG**



**WWF**

UGANDA WILDLIFE AUTHORITY



MOENIE ROMMEL STROOI NIE - NEEM DIT SAAM HUIS TOE



EN ASSEBLIEF, MOENIE ENIGE PLANTE PLUK OF WILDLEWE OF PLANTE VERWYDER NIE.



**DANKIE!**



[Aangepas uit [www.uwa.org](http://www.uwa.org)]

- 8.1.1 Gee EEN rede waarom die internasionale gorillabewaringsprogram dit nodig geag het om hierdie plakkaat te ontwerp en aan toeriste wat die park besoek, te vertoon.

(2)

- 8.1.2 Verwys na die plakkaat en identifiseer EEN omgewingskwessie wat vir die bestuur van die park 'n bron van kommer is. (2)
- 8.1.3 Gee EEN rede waarom toeriste nie hulle kameras se flitse moet gebruik wanneer hulle foto's van die gorillas neem nie. (2)
- 8.1.4 Verduidelik EEN rede waarom toeristegroepe 'n tydsbeperking het om saam met die gorillas deur te bring. (2)
- 8.1.5 Gee EEN manier hoe die bestuur van die park kan optree teen toeriste wat nie die gorilla-reëls op die plakkaat nakom nie. (2)
- 8.2 Die park beoefen twee van die pilare van die driedubbele-slotreël, naamlik die omgewings- en die ekonomiese pilaar.
- Noem TWEE maniere waarop die park ook die sosiale pilaar by hulle volhoubare toerismepraktyke kan insluit. (4)
- [14]**
- TOTAAL AFDELING D: 30**



**AFDELING E: PLAASLIKE, STREEKS- EN INTERNASIONALE TOERISME;  
KOMMUNIKASIE EN KLIENTEDIENS****VRAAG 9**

9.1 Lees die uittreksel hieronder en beantwoord die vrae wat volg.

**VAN G8-BERAAD TOT G7-BERAAD**

Brussel het wêreldwye erkenning gekry sedert hulle die 2014 G7-beraad aangebied het. As gevolg van onlangse gebeure in die Oekraïne het die beplande 2014 G8-beraad in Sochi, Rusland, nie plaasgevind nie. Rusland is uit die beraad geskors. Leiers van die G7-nasies het toe in Brussel, België, vergader.

Verskeie dringende kwessies oor die wêreld ekonomie, energie en klimaatsverandering is by die G7-beraad bespreek. G7-leiers het ekonomiese groei en werkskepping as 'hoofprioriteite' geïdentifiseer.

Buiten die uiters belangrike kwessies wat by die beraad bespreek is, was die G7-beraad voordelig vir die gasheerland.

[Aangepas uit [www.ewn.co.za](http://www.ewn.co.za)]

9.1.1 Verduidelik die opskrif: Van G8-beraad tot G7-beraad. (2)

9.1.2 Rusland se betrokkenheid in die Oekraïne het veroorsaak dat hulle deelname aan die G8-beraad geweier is.

Verduidelik TWEE maniere waarop hierdie verlore geleentheid om as gasheer vir die beraad op te tree, Rusland se beeld en toerismegeleenthede beïnvloed het. (4)

9.1.3 Bespreek, in 'n paragraaf, DRIE maniere waarop belanghebbendes by die beplanning van die G7-beraad, omgewingsvolhoubaarheid ten opsigte van vervoer gedurende die geleentheid kon verseker. (6)

9.1.4 Verduidelik die volgende stelling:

Die G7-beraad was voordelig vir die gasheerland. (2)

9.2 Bestudeer die prent hieronder en beantwoord die vrae wat volg.



[Aangepas uit [www.cartoonstock.com](http://www.cartoonstock.com)]

- 9.2.1 Interpreteer die boodskap in die prent hierbo oor die gebruik van reisigerstjeks. (2)
- 9.2.2 Gee TWEE vorme van betaling wat reisigerstjeks tydens internasionale reis vervang het. (2)



- 9.3 Bestudeer die statistiek hieronder, wat buitelandse aankomste in Suid-Afrika in 2013 aandui, en beantwoord die vraag wat volg.

| <p><b>Suid-Afrika Verwelkom die Wêreld</b></p>  | <b>INTERNASIONALE AANKOMSTE IN SUID-AFRIKA 2013</b> |                                                      |
|----------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------|------------------------------------------------------|
|                                                                                                                                  | <b>KONTINENTE</b>                                   | <b>AANKOMSTE GETALLE</b>                             |
|                                                                                                                                  | Noord-Amerika                                       | 417 582                                              |
|                                                                                                                                  | Sentraal- en Suid-Amerika                           | 129 463                                              |
|                                                                                                                                  | Europa                                              | 1 494 978                                            |
|                                                                                                                                  | Midde-Ooste                                         | 57 382                                               |
|                                                                                                                                  | Asië                                                | 435 076                                              |
|                                                                                                                                  | Australasië/ Oseanië                                | 148 660                                              |
|                                                                                                                                  | Indiese Oseaan-Eilande                              | 24 394                                               |
|                                                                                                                                  | Afrika                                              | 6 889 389                                            |
|                                                                                                                                  | <b>Groottotaal</b>                                  | <b>9 616 964</b><br><b>(4,7% styging vanaf 2012)</b> |

[Aangepas uit [www.southafrica.net](http://www.southafrica.net)]

Buitelandse toeriste-aankomste in Suid-Afrika het in 2013 met 4,7% gegroei in vergelyking met 2012, en presteer dus ver bo die wêreldgemiddeld.

Gee TWEE redes wat tot die toenemende groei in internasionale inkomende toeriste na Suid-Afrika bygedra het.

(4)  
[22]

**VRAAG 10**

Bestudeer die reaksie op die klënteterugvoeringsinstrument wat deur die Inn Hotel gebruik is en beantwoord die vrae wat volg.

## Inn Hotel

Ons hier by die Inn Hotel gee om oor wat jy dink van die produkte en diens wat ons lewer. Neem asseblief 'n paar minute om jou gedagtes met ons te deel ... ons heg waarde aan jou terugvoering.

**Kamernr.:** 1106

**Datum:** 06/11/2015

**Naam van gas:** R Turner

|                               | <b>Uitstaande</b> | <b>Goed</b> | <b>Gemiddeld</b> | <b>Swak</b> |
|-------------------------------|-------------------|-------------|------------------|-------------|
| Voorkantoorpersoneel          |                   |             |                  | ×           |
| Restaurant (maaltye)          |                   |             | ×                |             |
| Huishouding                   |                   |             |                  | ×           |
| Hoe skoon is die kamers       |                   |             | ×                |             |
| Algemene indruk van die hotel |                   |             |                  | ×           |

**Gas se kommentaar:** Ek dink die hotel gee aan hulle personeel 'n lisensie om by niksvermoedende gaste te steel. Die hotelpersoneel was geensins van plan om na items te soek wat uit my kamer weggeraak het nie. Die personeel het nie in my verlies belanggestel nie.

***Ons hoop jy het 'n wonderlike tydjie by die Inn Hotel gehad.***

*Sien jou binnekort!*

- 10.1 Dit wil voorkom asof mnr. Turner se verblyf by die Inn Hotel nie aangenaam was nie.

Maak TWEE voorstelle vir strategieë wat die bestuur van die hotel in werking kan stel om die probleme wat mnr. Turner genoem het, op te los.

(4)

- 10.2 Verduidelik waarom die personeel by die Inn Hotel aandag moet gee aan die kommentaar van hulle gaste.

(4)

[8]

**TOTAAL AFDELING E:**  
**GROOTTOTAAL:**

**30**  
**200**



## QUESTION 10

Study the response of the customer feedback tool used by the Inn Hotel and answer the questions that follow.

[illegible]

10.1

It appears that Mr Turner did not have a pleasant stay at the Inn Hotel.

Recommend TWO strategies the management of the hotel can implement to address the problems identified by Mr Turner.

## 10.2

Explain why the staff at the Inn Hotel should pay attention to their guests' comments.

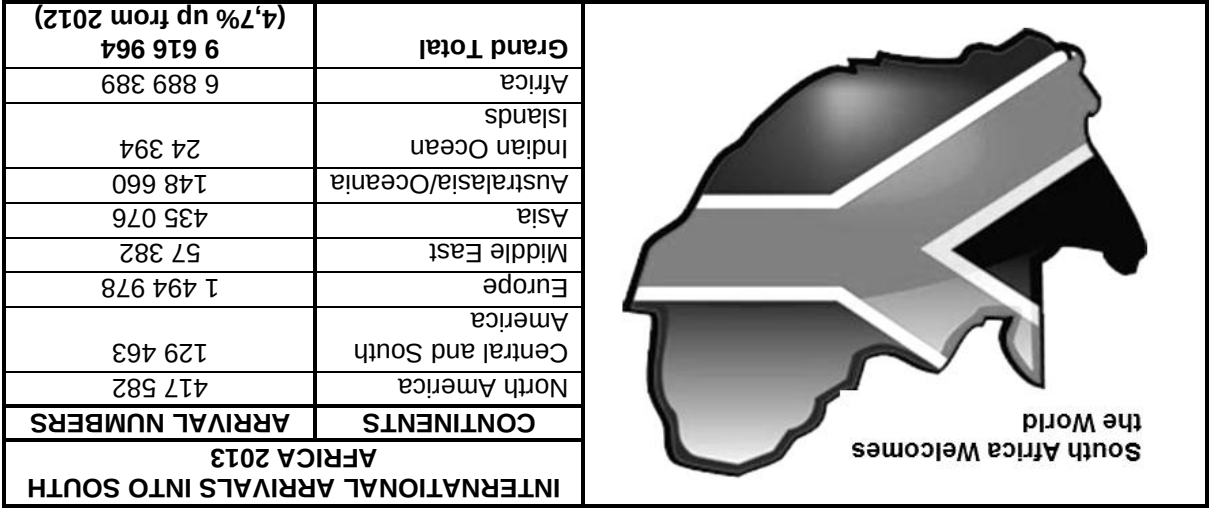
**[8]**  
(4)

**TOTAL SECTION E:**  
**GRAND TOTAL:**

200



9.3 Study the statistics below, indicating foreign arrivals into South Africa in 2013, and answer the question that follows.



[Adapted from [www.southafrica.net](http://www.southafrica.net)]

Foreign tourist arrivals into South Africa grew by 4,7% in 2013 compared to 2012, performing far above the global average.

Give TWO reasons that contributed to the increasing growth in international inbound tourists to South Africa.

(4)  
[22]



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



[Adapted from: [www.cartoonstock.com](http://www.cartoonstock.com)]

- 9.2.1 Interpret the message in the picture above about the use of traveller's cheques. (2)
- 9.2.2 Give TWO forms of payment that have replaced traveller's cheques during international travel. (2)



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

**QUESTION 9**

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

**FROM G8 SUMMIT TO G7 SUMMIT**



Brussels has earned global recognition since hosting the 2014 G7 Summit. Due to recent events in the Ukraine, the planned 2014 G8 Summit in Sochi, Russia, did not take place. Russia was suspended from the summit. Instead, leaders of the G7 nations met in Brussels, Belgium.

At the G7 Summit, a variety of pressing issues dealing with the global economy, energy and climate change were discussed. G7 leaders identified economic growth and job creation as 'top priorities'.

Besides crucial topics under discussion at the summit, the G7 Summit was beneficial for the host country.

[Adapted from [www.ewn.co.za](http://www.ewn.co.za)]

9.1.1 Explain the heading: From G8 Summit to G7 Summit. (2)

9.1.2 Russia was denied participation at the G8 Summit because of its involvement in the Ukraine. (2)

Explain TWO ways in which this lost opportunity for Russia to host the summit affected the country's image and tourism opportunities. (4)

9.1.3 In a paragraph, discuss THREE ways in which stakeholders involved in planning the G7 Summit could ensure environmental sustainability in respect of transport during the event. (6)

9.1.4 Explain the following statement: (2)

The G7 Summit was beneficial for the host country.



- 8.1.2 Referring to the poster, identify ONE environmental issue that is a concern to the management of the park. (2)
- 8.1.3 Give ONE reason why tourists should not use the flash of their cameras when taking photographs of the gorillas. (2)
- 8.1.4 Explain ONE reason why tourist groups are given a time limit to spend with gorillas. (2)
- 8.1.5 Give ONE course of action the management of the park can take against tourists who do not comply with the poster 'Gorilla Rules'. (2)
- 8.2 The park practises two of the pillars of the triple bottom line, namely the environmental and economic pillars. (4)
- State TWO ways in which the park can also incorporate the social pillar into their sustainable tourism practices. (2)
- TOTAL SECTION D: 30**

[14]



QUESTION 8

8.1 The poster below was put up at the entrance to a gorilla sanctuary. Study the poster and answer the questions that follow.

**GORILLA RULES**

THEY ARE FOR YOUR SAFETY AS WELL AS OURS!

**BEFORE SETTING OUT...**

COUGHS AND  
SNEEZES SPREAD  
DISEASES AND  
CAN KILL GORILLAS.  
IF YOU HAVE  
A COLD OR FLU OR  
OTHER INFECTIOUS  
ILLNESS, DO NOT VISIT  
GORILLAS; INFORM YOUR  
TOUR GUIDE OF YOUR  
ILLNESS.

**WHEN IN THE PARK...**

NEVER WALK ALONE,  
ALWAYS TAKE A GUIDE  
AND LISTEN TO HIM/HER!

**WUWA**  
UGANDA  
WILDLIFE  
AUTHORITY

**WWE**

**WUWA**

**WHEN YOU ARE WITH GORILLAS...**

KEEP YOUR DISTANCE  
NO FLASH

MINIMUM 7m (23ft)

**NO EATING  
OR DRINKING**

**NO SMOKING**

**NO CELL  
PHONES**

**1  
HOUR  
ONLY**

VISITS ARE LIMITED TO ONE HOUR  
PER GORILLA GROUP PER DAY.

**AND PLEASE DON'T  
PICK OR REMOVE ANY  
PLANTS OR OTHER  
WILDLIFE.**

**DON'T  
DROP  
LITTER.  
TAKE IT  
HOME.**

**THANK YOU!**

[Adapted from [www.uwva.org](http://www.uwva.org)]

8.1.1 Give ONE reason why the international gorilla conservation programme saw the need to design and display this poster to tourists visiting the park.

(2)





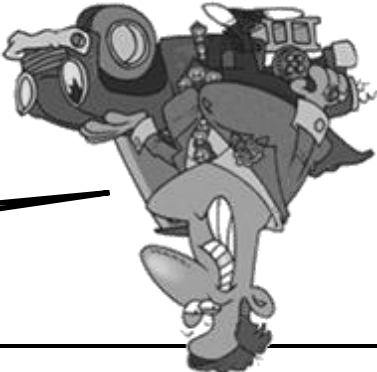
SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the car rental advertisements below and answer the questions that follow.

While on board an aeroplane, a passenger saw the two advertisements in the in-flight magazine. He plans to hire a car upon arrival at his destination.

**CAR RENTAL COMPANY A**



**STIMPLY THE CHEAPEST**  
**CAR RENTAL**

We charge the lowest daily rate in the industry ... only R4 500 per day.

[Source: <http://ungenius.files.wordpress.com>]

**CAR RENTAL COMPANY B**



**SUPREME**  
**CAR**  
**RENTAL**

Call us now on 086 765 9876

[Adapted from [www.corporate.ford.com](http://www.corporate.ford.com)]

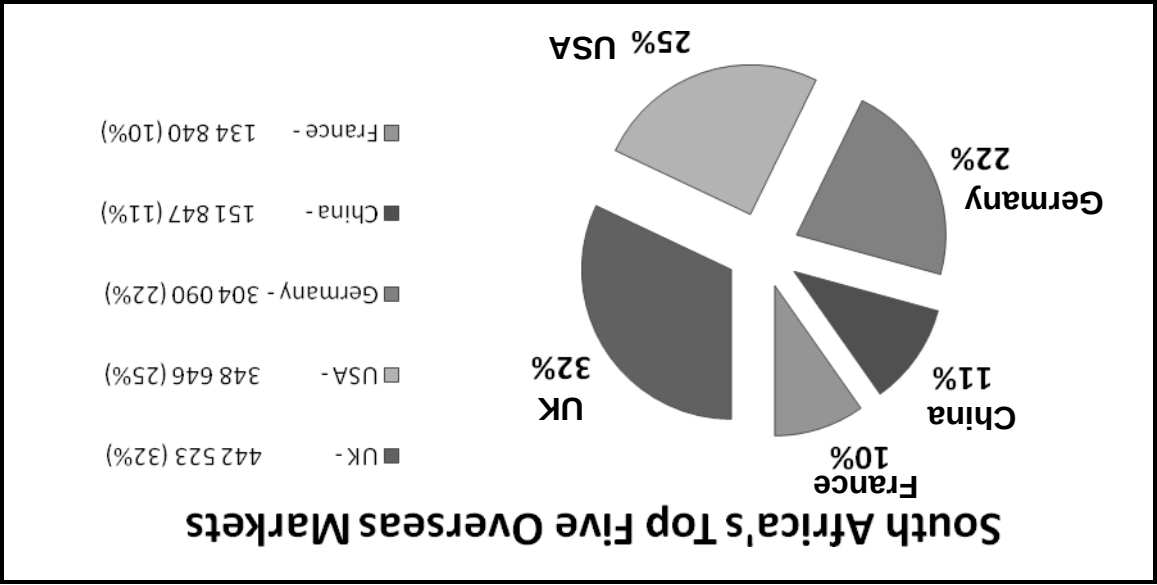
- 7.1 Identify the car rental company whose advertisement does NOT project a professional image and a sense of trust and confidence to a prospective customer.
- 7.2 Discuss THREE elements from the advertisement to support your answer to QUESTION 7.1.
- 7.3 Some companies do not consider a professional image as important and concentrate only on profits.

- 7.3.1 Discuss TWO negative consequences of such an attitude.
- 7.3.2 Referring to picture B, suggest TWO ways how the staff of Supreme Car Rental can contribute to the professional image of the company.



QUESTION 6

Study the pie chart below and answer the questions that follow.

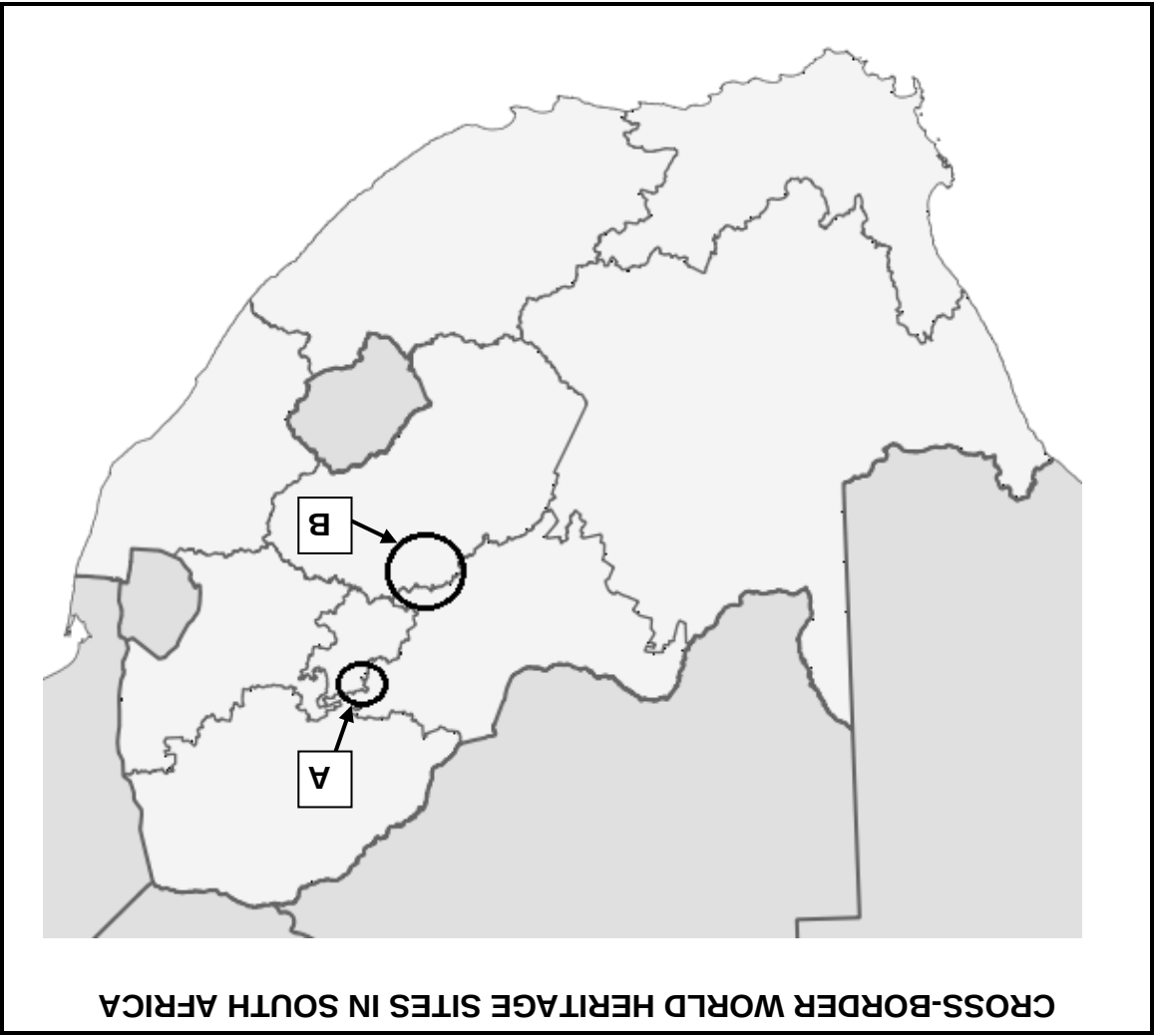


- 6.1 From the graph, identify TWO of South Africa's largest European markets. (2)
- 6.2 Discuss ONE reason why marketing to the European countries identified in QUESTION 6.1, is money well spent by South African Tourism. (2)
- 6.3 Name the TWO annual marketing events in Europe that contribute to the high visitor numbers to South Africa from countries identified in QUESTION 6.1. (2)
- 6.4 Explain how South African Tourism gets funding for their marketing initiatives for the above five countries. (2)
- TOTAL SECTION C: 50**



**QUESTION 5**

Study the map below and answer the questions that follow.



5.1 Identify the TWO World Heritage Sites labelled **A** and **B** on the map. (2)

5.2 Identify the province that shares a border with both World Heritage Sites **A** and **B**. (2)

5.3 Discuss ONE point of value for the province identified in QUESTION 5.2 of having TWO World Heritage Sites. (2)

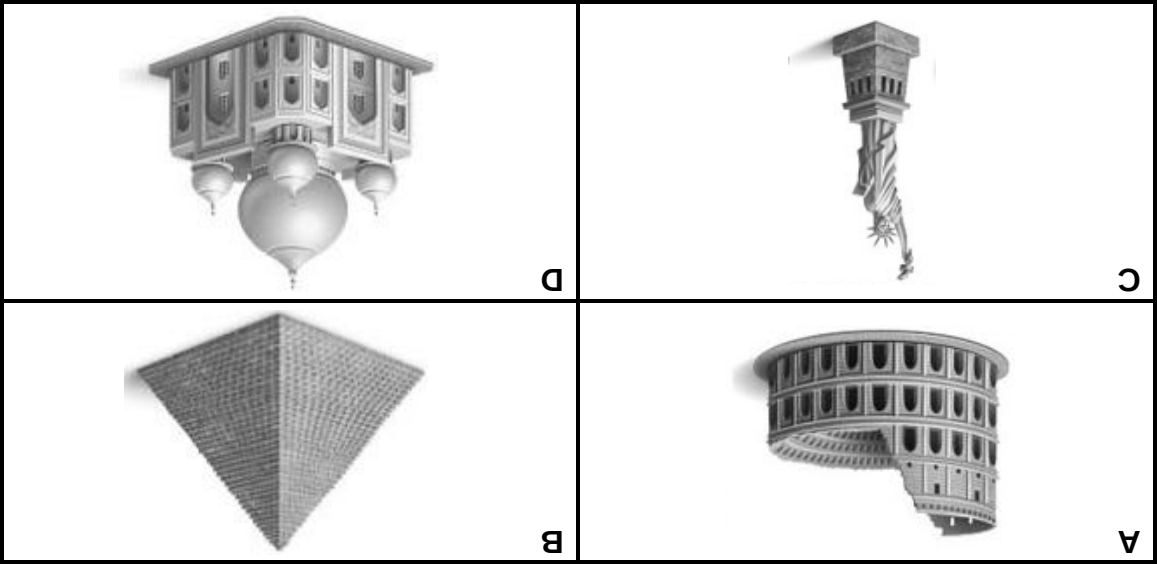
5.4 Explain how World Heritage Site **B** was created millions of years ago. (2)

5.5 Explain ONE reason why World Heritage Site **A** is regarded as the origin of man. (2)

[10]



4.4 Refer to the icons below and answer the questions that follow.



4.4.1 (a) Identify icon **A**. (1)

(b) Give ONE fact on the history of icon **B**. (2)

(c) Identify icon **C**. (1)

(d) Give ONE fact on the history of icon **C**. (2)

(e) Identify icon **D**. (1)

4.4.2 Identify ONE feature common to icons **A**, **B** and **D**. (2)

[32]



4.2

**MACHU PICCHU**

One million visitors made the trip to Machu Picchu in 2011 for the 100<sup>th</sup> anniversary of its 'discovery' by researcher Hiram Bingham. Authorities raised concerns about the site's preservation and therefore limited visitor numbers to 2 500 a day or 912 500 per year.

[Adapted from [www.travelandleisure.com](http://www.travelandleisure.com)]

4.2.1 Give TWO reasons why cultural tourists will visit Machu Picchu. (4)

4.2.2 Give ONE reason why the authorities of Machu Picchu are limiting visitor numbers. (2)

4.3

Study the picture below and answer the questions that follow.



[Source: [www.printablecolouringpages.co.uk](http://www.printablecolouringpages.co.uk)]

4.3.1 Name the European country most famous for bullfights as illustrated in the picture above. (1)

4.3.2 Many tourists enjoy watching bullfighting, whilst others are opposed to this activity.

In a paragraph, give TWO arguments in favour of OR TWO arguments against this activity for tourists' entertainment. (4)



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

QUESTION 4

4.1 Study the information in the table below and answer the questions that follow.

| THE POWER OF A TOWER                                                                  |                                                                                     |                                                                                     |
|---------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|
| Famous towers in the world attract many tourists annually.                            |                                                                                     |                                                                                     |
| TOWER A                                                                               | TOWER B                                                                             | TOWER C                                                                             |
|  |  |  |

[Adapted from [www.coloribus.com](http://www.coloribus.com)]

- 4.1.1 Identify the countries where towers **A** and **B** are located. (2)
- 4.1.2 (a) Referring to the above picture, identify the most unusual structural feature of tower **A**. (2)
- (b) Suggest ONE environmental aspect that has led to this unusual feature. (2)
- 4.1.3 Give ONE reason why tourists would pay to use the lifts to go up tower **B**. (2)
- 4.1.4 Explain ONE way in which tower **B** makes provision for physically challenged tourists. (2)
- 4.1.5 Name tower **C**. (2)



3.2 Study the domestic tourism market segments and answer the questions that follow.

| DOMESTIC TOURISM MARKET SEGMENTS                                                                                                                  |                                                                                                                                                                             |                                                                                                                                                                                                 |
|---------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| SPONTANEOUS<br>BUDGET EXPLORERS                                                                                                                   | NEW HORIZON<br>FAMILIES                                                                                                                                                     | MZANZI FAMILIES                                                                                                                                                                                 |
| Jodi and Carol are 18-year-old adventure-seekers with a disposable income of R5 000. They enjoy the outdoors and prefer camp-style accommodation. | Devi and Raj from Gauteng have two children under the age of 12. They enjoy spending quality family time at a coastal destination. They have a disposable income of R5 000. | Thabo and Beauty are both in their mid-forties. They both have a disposable income of R10 000 or more. Thabo and Beauty enjoy watching car racing and love the outdoors, adventure and culture. |

3.2.1 From the table above, select the most suitable tourist profile for persons that may choose to attend the event at Hakskeenpan.

3.2.2 Give ONE reason for your choice in QUESTION 3.2.1.

3.3 Study the exchange rate table below and answer the questions that follow.

| COUNTRY        | CURRENCY CODE | BBR   | BSR   |
|----------------|---------------|-------|-------|
| United Kingdom | GBP           | 15.66 | 16.39 |

3.3.1 A Bloodhound team member has £1 300,00.

(4) Calculate the amount in rands that he will get for his £1 300,00.

3.3.2 A British tourist pays R550,00 for a Bloodhound T-shirt.

(4) Calculate the amount in pounds the tourist will pay for the Bloodhound T-shirt.

3.3.3 Discuss the buying power of the British team in South Africa, taking into account the exchange rate.

50 TOTAL SECTION B:

[36]

(4)





**What's happening at iXaus Lodge?**

- **Dining:** In-house dining at the lodge
- **Cultural village:** Drive to the cultural village to see San crafters at work or enjoy their San dancing in traditional San clothing.
- **Hakskeenpan track:** Bloodhound test drives

[Adapted from [www.ixauslodge.co.za](http://www.ixauslodge.co.za)]

**Extract from a 5-day itinerary (approximate cost of tour: R7 500)**

**21/10/2015**  
**Day 3:** iXaus Lodge (Kgalagadi Transfrontier Park)  
Hired 4x4 vehicles  
ONE daytime activity involving the local San community and ONE night-time activity

**22/10/2015**  
**Day 4:** iXaus Lodge (Kgalagadi Transfrontier Park) to Hakskeenpan  
Use 4x4 vehicles  
Attend the Bloodhound event

[Adapted from Tourism PAT 2015]

The itinerary above is poorly written and important elements have been left out.

- 3.1.1 Name TWO important elements of an itinerary that have been omitted from Days 3 and 4 above. (2)
- 3.1.2 In a paragraph, rewrite and correct Day 3 of the itinerary above, using the format of an itinerary. (8)
- 3.1.3 The distance between Upington and the accommodation in the Kgalagadi Transfrontier Park is approximately 250 km. After a long-haul flight from London, the British team arrives at Upington Airport at approximately 17:00. Do you think it would be advisable for the British team to depart for the Kgalagadi Transfrontier Park on arrival in Upington? Give ONE reason for your answer. (2)
- 3.1.4 Give ONE reason why they use 4x4 vehicles on this tour. (2)
- 3.1.5 Advise the British team on ONE health precaution they should be aware of, especially when visiting this part of the Northern Cape in summer. (2)
- 3.1.6 Discuss TWO reasons why the Bloodhound Project is going to advantage the Northern Cape as a tourist destination. (4)





2.3

There are two travel-related conditions that may be experienced during the two flights in QUESTIONS 2.1 and 2.2, namely jet lag and jet fatigue.

State the travel-related condition that may be experienced by the passengers on the two flights.

Write only the travel-related condition next to the question number (2.3.1–2.3.2) in the ANSWER BOOK.

|       |        |                          |
|-------|--------|--------------------------|
| 2.3.1 | FLIGHT | TRAVEL-RELATED CONDITION |
| 2.3.2 | AA2378 |                          |
|       | QA6790 |                          |

[14]  
(2)  
(2)

QUESTION 3

3.1 Read the information below, study the itinerary and answer the questions that follow.

PROJECT BLOODHOUND



[Source: [www.bloodhoundssc.com](http://www.bloodhoundssc.com)]

The Bloodhound team (who aims to break the world land speed record) searched the globe to find the perfect desert to test the fastest car on earth, the British-built Bloodhound SSC. After an intensive search, Hakskeenpan, in the remote reaches of South Africa's Northern Cape, was selected. Runway testing will be conducted in the United Kingdom and, all being well, the team plans to head to Hakskeenpan in October 2016.

**How to get there and around:** Self-drive. Upington is situated in the Northern Cape, approximately 800 km from Johannesburg and Cape Town, and has a modern airport.

**Length of stay:** Plan to spend several days, as distances are vast.

**What to pack:** Clothing for extremely hot weather conditions, cameras, binoculars, walking shoes, drinking water and sun block.

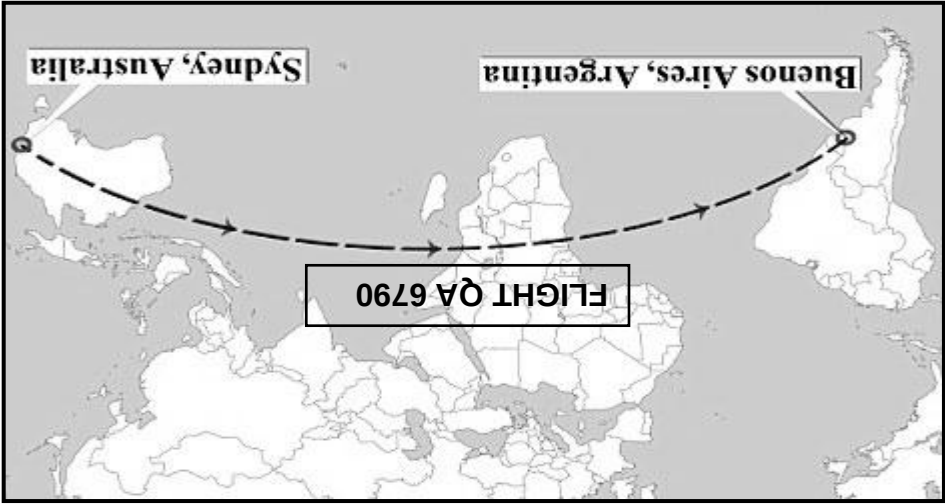
**Where to stay:** The closest town is Upington, approximately 250 km from Hakskeenpan, but the recommended accommodation is Xaus Lodge in the Kgalegadi Transfrontier Park.

[Source: [www.southafrica.net](http://www.southafrica.net)]



2.1

**FLIGHT QA6790 FROM SYDNEY TO BUENOS AIRES**



Departure date: 13 June 2015  
Departure time: 10:30

[Source: [www.quantas.com](http://www.quantas.com)]

Calculate the arrival time in Buenos Aires when flight QA6790 departs from Sydney.

(4)

2.2

**AMERICAN AIRLINES AND DAYLIGHT SAVING TIME (DST)**



**NOTE:** New York practises DST.  
\*DST: New York Start date: 9 March  
End date: 2 November  
\*DST: Lima does not practise DST.

[Adapted from [www.aa.com](http://www.aa.com)]

A tourist flies with American Airlines, flight AA2378, from New York to Lima. He departs from New York at 09:00 on 21 August 2015. The flying time from New York to Lima is 7 hours 30 minutes.

Calculate the time and date of his arrival in Lima.

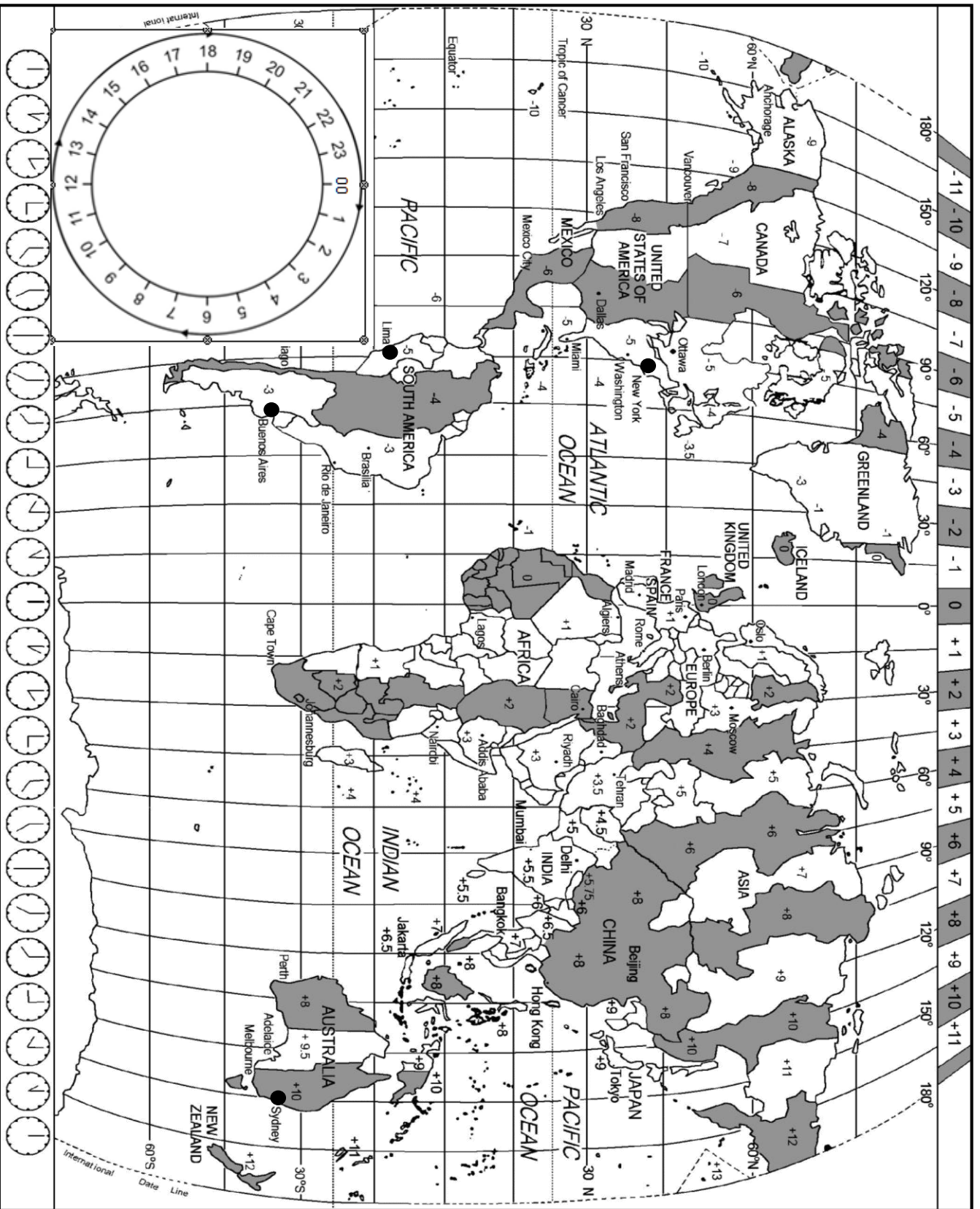
(6)



## SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

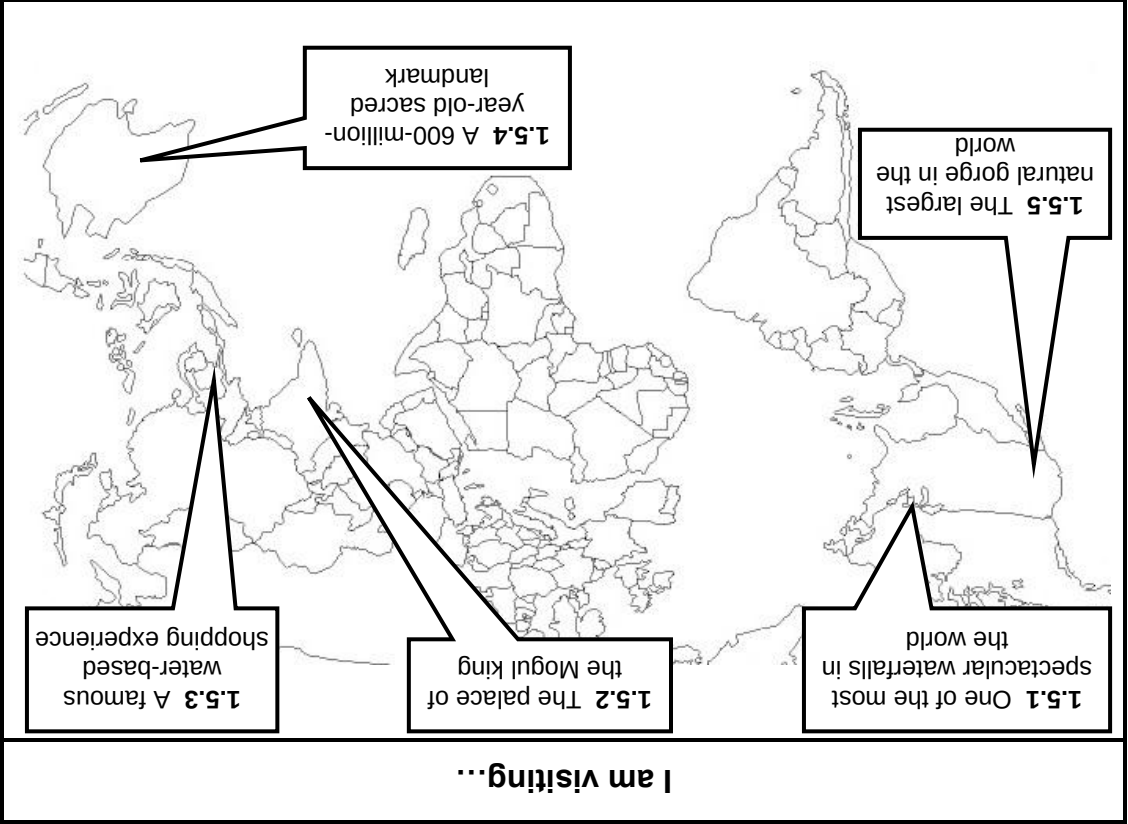
### QUESTION 2

Study the World Time Zone Map below and the airline route maps on the next page and answer the questions that follow.



1.5 Tourists are visiting famous icons across the world. Study the world map below and identify each icon (1.5.1–1.5.5) visited by tourists.

Write only the correct answer next to the question number (1.5.1–1.5.5) in the ANSWER BOOK, for example 1.5.6 Machu Picchu.



(5) (5 x 1)

TOTAL SECTION A: 40



1.4

Choose a function of each organisation from COLUMN B that matches the logo in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 G.

| COLUMN A |                                                                                      | COLUMN B |                                                                                                   |
|----------|--------------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------------------|
| 1.4.1    |  | A        | South African service providing accurate information to promote economic development and growth   |
| 1.4.2    |  | B        | Promotes sustainable tourism development through capacity building                                |
| 1.4.3    |  | C        | Assists in promoting South Africa as a choice destination both locally and internationally        |
| 1.4.4    |   | D        | The authority responsible for providing leadership on global health matters                       |
| 1.4.5    |    | E        | Evaluates and assesses sites of global significance, awarding world heritage status to such sites |
|          |                                                                                      | F        | The organisation that provides information on global travel trends                                |

(5 x 1)

(5)



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

|                                                                                                                                                      |
|------------------------------------------------------------------------------------------------------------------------------------------------------|
| BBR; universal access; corporate social investment;<br>Cradle of Humankind; fringe benefits; BSR; levy;<br>labour law; Mapungubwe Cultural Landscape |
|------------------------------------------------------------------------------------------------------------------------------------------------------|

1.2.1 The rate used by a bank when converting from local currency to foreign currency

1.2.2 A factor contributing to the success of a tourist attraction

1.2.3 The contribution made by a business to the community in which it operates

1.2.4 An example of a cultural World Heritage Site in Gauteng

1.2.5 Incentives used to attract and retain employees (5 x 1) (5)

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

1.3.1 The (Blue Mosque/Dome of the Rock) is located in Istanbul.

1.3.2 Expenses for transport and accommodation are specified in the (tour itinerary/tour budget).

1.3.3 A tourist attraction can be considered successful when the actual number of visitors is (smaller/bigger) than the target numbers.

1.3.4 The IDL has an irregular shape to avoid confusion in terms of dates and time for (islands/ships).

1.3.5 The (code of conduct/contract of employment) promotes ethical behaviour in the workplace. (5 x 1) (5)



- 1.1.16 A South African working at the airport receives a tip of €5. The €5 makes ...  
 A a direct contribution to the GDP of South Africa.  
 B a large contribution to TOMSA.  
 C no contribution to the GDP.  
 D a 1% contribution to TOMSA.
- 1.1.17 The Ebola outbreak severely affected people on this continent:  
 A Europe  
 B Africa  
 C Asia  
 D Australia
- 1.1.18 A form of payment that allows for convenient electronic banking from the comfort of your home:  
 A Cash  
 B Bank draft  
 C ATM  
 D EFT
- 1.1.19 The number of international tourists visiting the country and their average spending per day determine South Africa's ...  
 A local market share.  
 B foreign market share.  
 C stock market share.  
 D investors' market share.
- 1.1.20 Owners of tourism businesses use customer feedback tools to assess the ... of their company.  
 A conditions of employment  
 B current image  
 C finances  
 D conduct of the employers

(20 x 1)

(20)

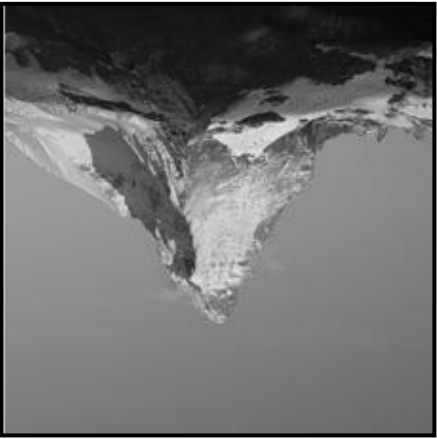


|        |                                                                                                                                                             |                                                                                                                                                                                                                                                                   |
|--------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1.1.11 | UNESCO stopped the plans to install a cable car to transport tourists to Machu Picchu. This decision supports the ... pillar of sustainable tourism.        | A social<br>B environmental<br>C economic<br>D corporate social                                                                                                                                                                                                   |
| 1.1.12 | Environmentally friendly tourists are tourists who ...                                                                                                      | A are interested in extreme sporting activities.<br>B escape city life to go 4x4 driving on the beach.<br>C engage in responsible travel that conserves the environment.<br>D learn as much as possible about their destination's customs, geography and culture. |
| 1.1.13 | An employee who is promoted to a new position within the same company, may be required to sign ...                                                          | A a new contract of employment and an application for annual leave.<br>B an application for annual leave and a code of conduct.<br>C a new contract of employment and a code of conduct.<br>D an application for annual leave and a termination of service form.  |
| 1.1.14 | Information on overtime can be found in the ... section of the contract of employment.                                                                      | A leave and deductions<br>B travel benefits<br>C uniform allowances<br>D working hours                                                                                                                                                                            |
| 1.1.15 | A South African outbound international tourist would apply to the ... for a transit visa when changing flights at Heathrow International Airport in London. | A Department of Economic Affairs<br>B British Embassy<br>C Department of Home Affairs<br>D American Embassy                                                                                                                                                       |





1.1.6 The picture below shows a world-famous icon.



- A The Pyramids
- B Auschwitz
- C The Swiss Alps
- D The Algarve

1.1.7

.... will contribute to a positive experience for tourists at an attraction.

- A Introducing interactive smartphone activities
- B Increasing the entrance fees
- C Increasing the distance between tourists and the items on display
- D Withholding interesting facts about the attraction

1.1.8

The main sponsor of the Getaway Show:

- A A travel insurance company
- B A travel publication
- C A travel agent
- D A travel souvenir shop

1.1.9

The main role of South African Tourism:

- A To employ new role players
- B To develop an attraction
- C To introduce tourism laws
- D To market South Africa

1.1.10

Criterion 1 of UNESCO's World Heritage Criteria states that a World Heritage Site must represent a masterpiece of human creative genius. This site meets Criterion 1 for its excellent examples of San rock art:

- A uKahlamba Drakensberg Park
- B Mapungubwe Cultural Landscape
- C Robben Island
- D Cradle of Humankind



SECTION A: SHORT QUESTIONS

QUESTION 1

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

1.1.1 The 2015 Rugby World Cup held in England was an example of a ...

- A global summit.
- B non-sporting global event.
- C global political event.
- D global sporting event.

1.1.2 A tourist will follow the green channel on arrival at an international airport when he/she has ...

- A something to declare.
- B nothing to declare.
- C prescription drugs to declare.
- D travel documentation to present.

1.1.3 To ensure that passengers comply with customs regulations at an international airport when they go through the green channel, customs officers will ...

- A randomly scan all hand luggage.
- B run a personal security check on all passengers disembarking from an aircraft.
- C conduct a body search of passengers.
- D conduct random searches of passengers and their checked luggage.

1.1.4 Duty-free goods are not taxed because ...

- A taxes are allowed at airports.
- B shops at the national airports are exempt from taxes.
- C the tax is already included in VAT.
- D shopping is done in international territory.

1.1.5 A South African outbound international tourist who wants to visit China will apply at the .... for a holiday visa.

- A Department of Home Affairs
- B National Department of Tourism
- C Asian Embassy
- D Chinese Embassy



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 question on a NEW page.
4. In QUESTION 3.3, round off your answer to TWO decimal places.
5. Show ALL calculations where required.
6. You may use a non-programmable calculator.
7. Use the mark allocation at each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is 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            |





# MORNING SESSION

This question paper consists of 26 pages.

TIME: 3 hours

MARKS: 200

FEBRUARY/MARCH 2016

TOURISM

TRSM.1

GRADE 12

NATIONAL  
SENIOR CERTIFICATE

Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA

basic education

