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GRADE 12

TOURISM
NOVEMBER 2024

MARKS: 200

TIME: 3 hours

This question paper consists of 25 pages.



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. For QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of 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	TOPICS	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourist 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



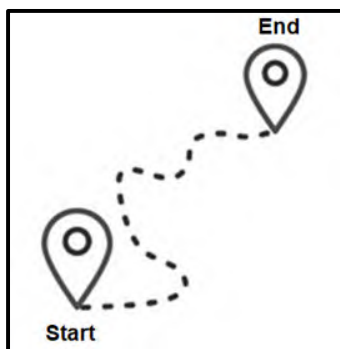
SECTION A: SHORT QUESTION**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1 Tips for waiters is a necessary expense of a tourist's budget. It is part of a/an ... expense.

- A transport
- B optional
- C accommodation
- D shopping

1.1.2 The arrival point of a journey is called (the) ...



- A destination.
- B departure.
- C embarkation.
- D transit.

1.1.3 The International Date Line (IDL) is the imaginary line ...

- A dividing the Earth in a Northern and Southern Hemisphere.
- B from where time zones are calculated.
- C resulting in a date change during travelling.
- D crossing Brazil, South America.

1.1.4 Drinking bottled water is considered a precaution against contracting ...

- A malaria.
- B cholera.
- C Covid-19.
- D avian flu.



1.1.5 A yellow fever certificate can be obtained from a/an ...

- A embassy.
- B travel clinic.
- C wellness clinic.
- D police station.

1.1.6

EXCHANGE RATE TABLE: CURRENCIES COMPARED TO THE SOUTH AFRICAN RAND			
Australian dollar	United States dollar	Euro	British pound
12,22	18,45	20,55	23,68

The most expensive destination for a tourist from South Africa:

- A Australia
- B USA
- C Germany
- D England

1.1.7 The photo below, taken in the Black Forest, is associated with this country:



- A Egypt
- B Germany
- C Iraq
- D Namibia

1.1.8 This structure was built to protect a country and is over 6 000 km long:

- A The Great Wall of China
- B The Leaning Tower of Pisa
- C The Vatican City
- D Ayers Rock



- 1.1.9 This waterfall is a natural attraction located between two countries in North America:
- A Angel Falls
 - B Mac-Mac Falls
 - C Niagara Falls
 - D Victoria Falls
- 1.1.10 ONE way in which an attraction caters for visitors with disabilities:
- A It charges higher entry fees.
 - B It facilitates universal access.
 - C It disregards the safety and security of their visitors.
 - D It employs people from the local community.
- 1.1.11 South Africa's brand logo below usually displays the following slogan:



- A 'Inspiring new ways'
 - B 'Proudly South African'
 - C 'I do Tourism'
 - D 'Welcome to South Africa'
- 1.1.12 SATourism's marketing campaign that was launched in 2022:
- A 'Live South Africa!'
 - B 'A world in one country'
 - C 'Alive with possibility'
 - D 'We are the world'
- 1.1.13 The #Khomani Cultural Landscape is traditionally associated with ...
- A an ancient golden rhino artefact.
 - B hunting with a bow and arrow.
 - C the remains of Mrs Ples.
 - D a former president's time in jail.



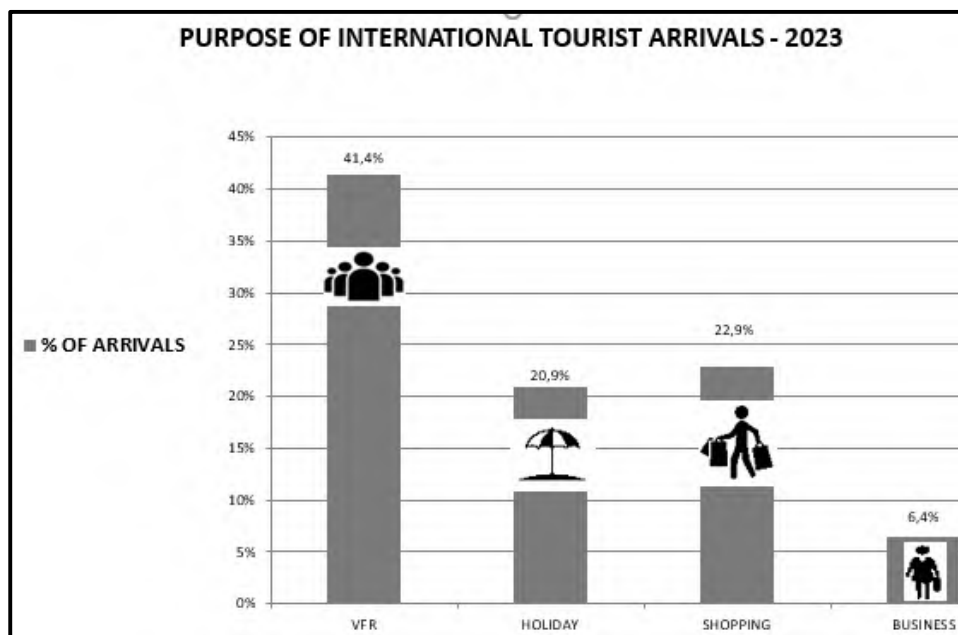
- 1.1.14 Tourism businesses saving electricity is considered to be a/an ... practice.



- A unsustainable
 - B responsible
 - C irresponsible
 - D wasteful
- 1.1.15 An example of good work ethics:
- A Respect for company property
 - B Gossip about fellow workers
 - C Take long smoke breaks
 - D Accept gifts from clients
- 1.1.16 The current rugby world champions:
- A France
 - B Ireland
 - C New Zealand
 - D South Africa
- 1.1.17 The mass shooting of university students in the United States of America can be regarded as a/an ...
- A natural disaster.
 - B act of terror.
 - C political situation.
 - D civil war.
- 1.1.18 ... collects information about tourists' length of stay in South Africa.
- A SARS
 - B PRASA
 - C Stats SA
 - D SATSA



- 1.1.19 The second most popular purpose of international tourist arrivals in South Africa:



[Source: www.statssa.gov.za]

- A Holiday
- B Shopping
- C Business
- D VFR

- 1.1.20 A disadvantage of web-based responses for customer feedback:

- A It is a fast and convenient feedback method.
- B It is completed after the service has been delivered.
- C An internet connection and data are required.
- D A smartphone or a laptop can be used to complete the feedback.

(20 x 1)

(20)

- 1.2 Give ONE word/term for EACH of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

natural disaster; recession; days spent; money spent; air; route planning; publicity; land; political
--

- 1.2.1 The Israel-Gaza War is an example of a ... situation.
- 1.2.2 The impact of fewer tourists and less money in an economy can lead to a/an ...
- 1.2.3 In tourism, the term *expenditure* refers to ... while travelling.
- 1.2.4 A bus accident injuring many tourists during a peak holiday season will lead to negative ...
- 1.2.5 Tourists from Zimbabwe entering South Africa at the Beit Bridge border post form part of ... markets.

(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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 passport.

1.3.1 Buying products made from recyclable material will result in a (reduced/increased) carbon footprint.

1.3.2 (FTT/SAHRA) ensures that fair wages and good working conditions are practised by tourism businesses in South Africa.

1.3.3 Offering internships to school-leavers from local communities is considered a (CBR/CSI) initiative of a tourism company.

1.3.4 A sustainable practice at a conference is for delegates to refill (glass/plastic) bottles at the water station.

1.3.5 Tourism businesses that acknowledge local customs, traditions and celebrations can be considered as practising (the triple bottom-line/foreign market share). (5 x 1)

(5)

1.4 Choose a World Heritage Site from COLUMN B that matches the description in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	The site, showcasing the remains of an ancient civilisation, that is located in Limpopo	A	Fossil Hominid Sites of South Africa
		B	Mapungubwe Cultural Landscape
1.4.2	A meteorite site located in the Free State and North West	C	iSimangaliso Wetland Park
		D	Vredefort Dome
1.4.3	The site in Mpumalanga that includes the Geotrail and ancient rock formations	E	Maloti-Drakensberg Park
		F	Barberton Makhonjwa Mountains
1.4.4	An estuary (river mouth) in KwaZulu-Natal that is popular for scuba diving		
1.4.5	The Sterkfontein Caves form part of this World Heritage Site in Gauteng		

(5 x 1)

(5)




- 1.5 Study the information below and answer the questions that follow.

APPEARANCE SAYS IT ALL

First impressions last! By the time the guest checks in, several judgements about the appearance of the business and the staff have already been made.

Staff members are often recognised by the uniforms they wear, as shown in pictures **A** to **H** below. A priority for the hotel management is to ensure hotel staff are professionally and appropriately dressed.



[Adapted from www.pinterest.com]

Match pictures **A** to **H** above with the job descriptions below. Write only the letter (A–H) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 K.

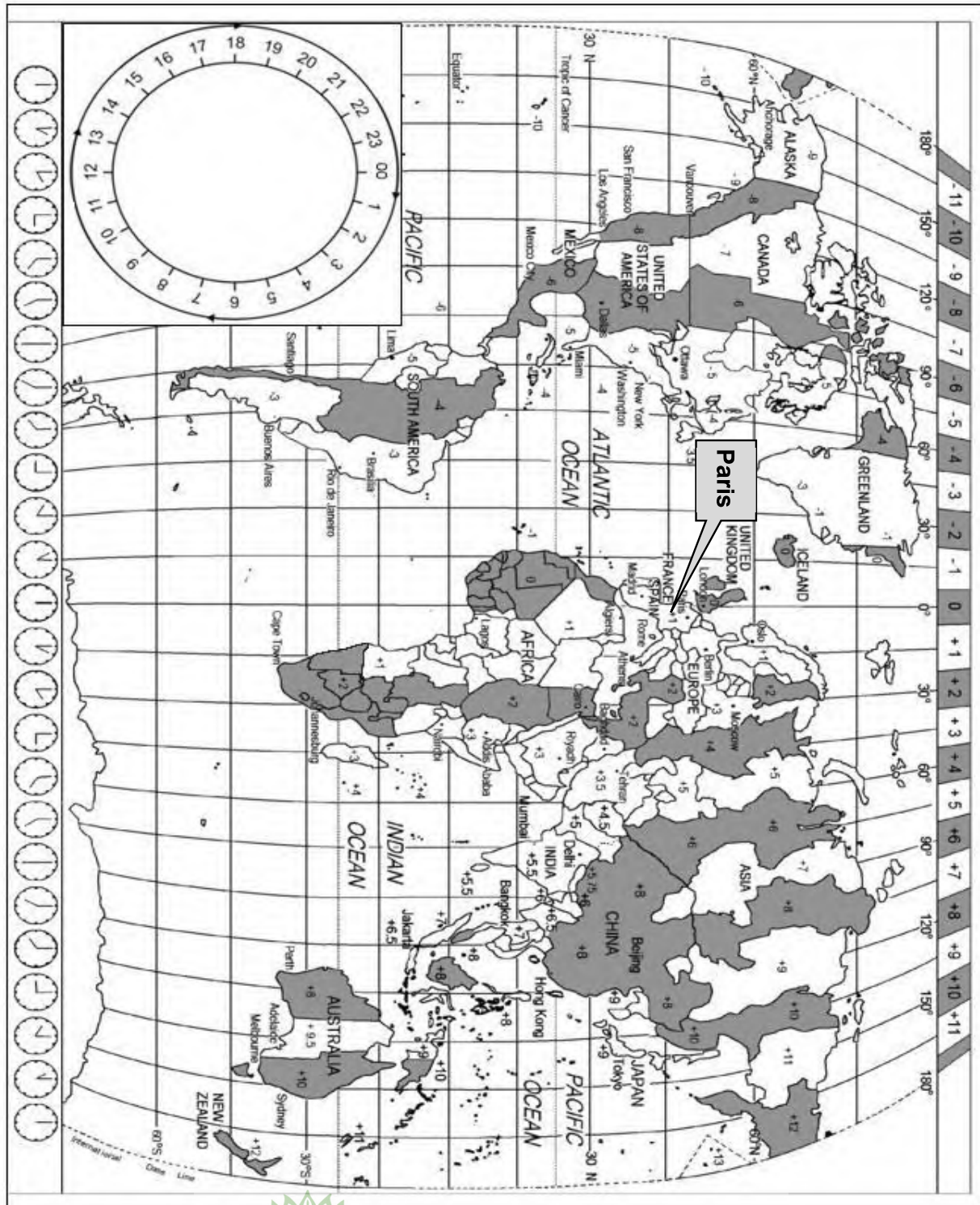
- 1.5.1 This staff member is responsible for ensuring that the hotel is kept clean.
- 1.5.2 This staff member must ensure all plumbing is fully functional at the hotel.
- 1.5.3 This staff member is a culinary specialist.
- 1.5.4 This staff member is the first point of contact with arriving guests at luxury hotels.
- 1.5.5 This person manages the team that ensures the safety of all guests. (5 x 1) (5)

TOTAL SECTION A: 40



SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE**QUESTION 2**

Study the World Time Zone map and the information below and answer the questions that follow.



2.1

PARIS – THIRD TIME AROUND!

The Summer Olympics took place in Paris, France, from 26 July to 11 August 2024.

Apart from London, Paris is the second city that had the opportunity to host the Olympic Games three times: first in 1900, then 1924 and now in 2024.

The Olympic Committee introduced breakdancing ('breaking') as an Olympic sport in Paris 2024. Three other sports were also introduced for the first time: sport climbing, skateboarding and surfing.

[Adapted from www.olympics.com]

BREAKDANCING (BREAKING)

Breaking is the name given to the actual dance. Dancers compete against opponents by showing off their moves in 60-second dance rounds, known as 'battles' or 'throw downs'.

Examples of breaking include head, back and elbow spins, windmills, jackhammers and hand glides.



[Adapted from www.redbull.com and www.istockphoto.com]

2.1.1 Calculate the time difference between London and Paris at the time of the Olympic Games. (2)

2.1.2 Team South Africa competed at the Paris 2024 Summer Olympics.

Their flight departed from OR Tambo International Airport at 20:00 on 18 July 2024. The duration of the flight was 11 hours.

Calculate the time and date the South African team arrived in Paris.

NOTE: France practised DST at the time of the Olympic Games. (4)



- 2.1.3 Explain ONE way in which the team members had to adjust their watches upon arrival in Paris. (2)
- 2.1.4 The duration of the flight was 11 hours.
- (a) Name the travel-related condition the team members suffered from after the flight. (2)
- (b) Discuss ONE reason for your answer to QUESTION 2.1.4(a). (2)
- 2.2 After the Olympic Games, the team members extended their stay in Europe in order to explore other regions of France, Italy and Spain.
- 2.2.1 Name the visa required for their journey. (1)
- 2.2.2 Explain ONE reason why the South African team had to apply for their visas on the French visa application website and visit the French embassy. (2)
- 2.2.3 Explain TWO advantages of the type of visa named in QUESTION 2.2.1. (4)
- 2.3 The team's itinerary included a visit to the Italian coast. They planned on spending a few days at the beach.
- 2.3.1 Name TWO items that the team members should have placed in the safe of the hotel room before leaving for the beach. (2)
- 2.3.2 In a paragraph, discuss THREE ways in which the team could protect themselves from exposure to the sun while at the beach. (6)
- NOTE:** Use full sentences in a paragraph format. (1)
- 2.3.3 Madrid in Spain is known for its vibrant nightlife.
- Suggest TWO ways in which the team could ensure their safety while exploring the streets of Madrid at night. (4)
- 2.4 On the team's arrival at the OR Tambo International Airport, Cheslin, one of the team members, had the following items in his luggage:
- 2 x 50 ml perfume
 - One pair of sneakers
 - 30 cigars
 - 3 litres of French wine
- Cheslin went through the red channel on arrival.
- Give TWO reasons why Cheslin proceeded to the red channel. (4)

[36]

QUESTION 3

3.1 Refer to the information below and answer the questions that follow.

Each South African team member had R50 000 spending money for the trip to the Summer Olympic Games in Paris. They exchanged their rands at the OR Tambo International Airport before their flight to Paris.

CURRENCY	BANK BUYING RATE (BBR)	BANK SELLING RATE (BSR)
British pound	23,66	23,68
Euro	20,52	20,55

Give the currency code for the following currencies:

3.1.1 British pound (1)

3.1.2 Euro (1)

3.2 Convert R50 000 into euro. (3)

3.3 Cheslin had €75 left upon his arrival in South Africa.

Calculate the amount in ZAR. (3)

3.4 The gross domestic product is one of the main indicators to measure the wealth of a country.

3.4.1 Explain the concept *gross domestic product (GDP)*. (2)

3.4.2 Discuss TWO ways how the hosting of the Olympic Games contributed to an increase in the GDP of France. (4)
[14]

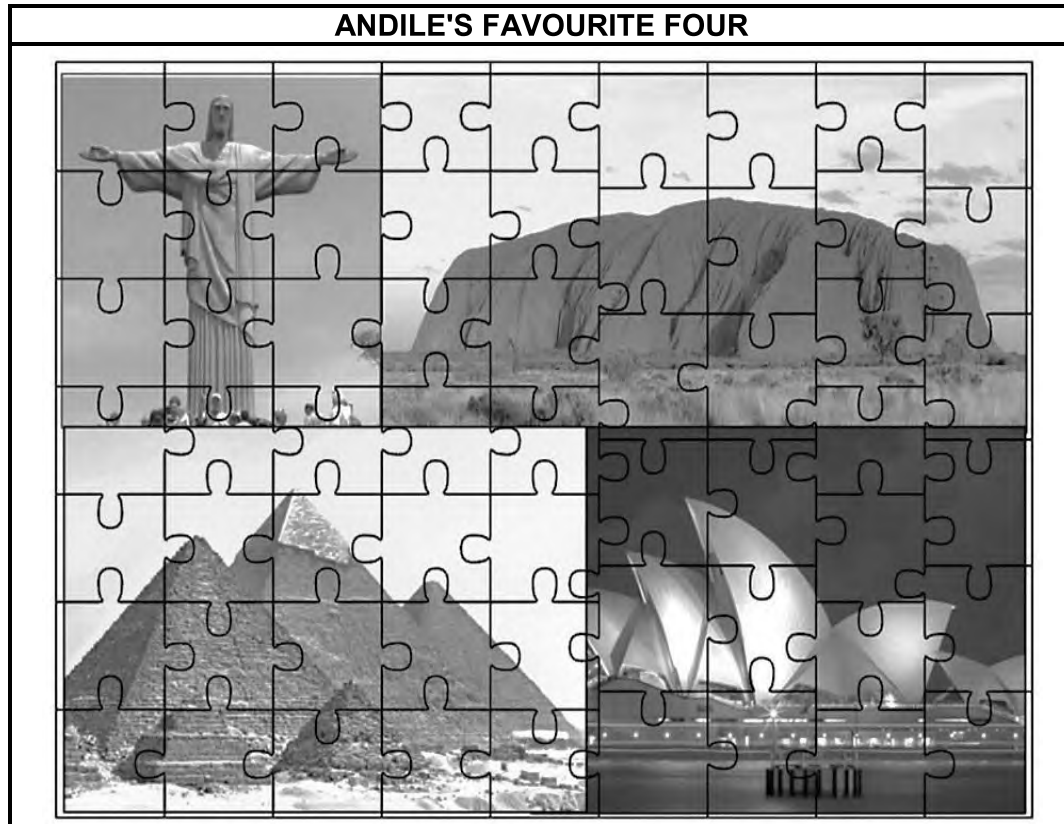
TOTAL SECTION B: 50



SECTION C: TOURIST ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING**QUESTION 4**

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

Andile, a South African globetrotter (world traveller), had a puzzle made of some of his favourite destinations in the world.



[Source: Own creation]

4.1.1 Refer to the puzzle above.

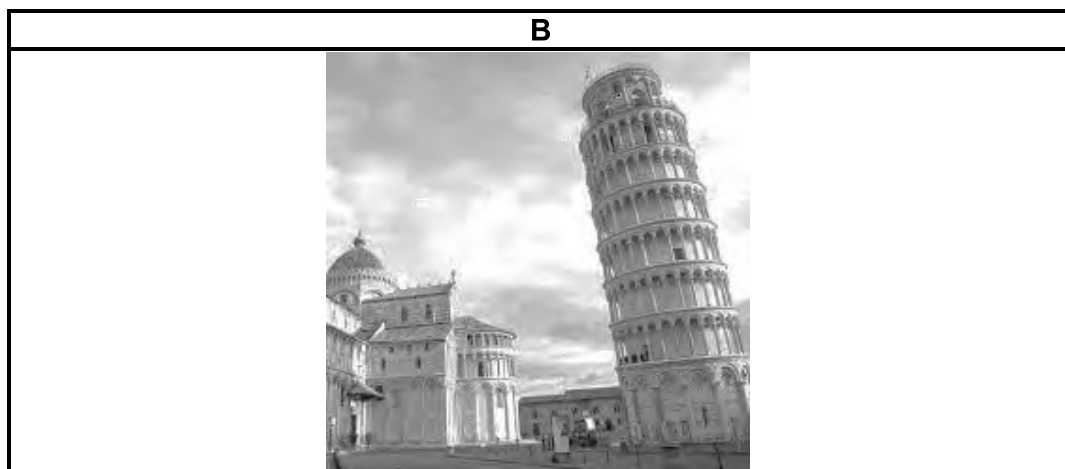
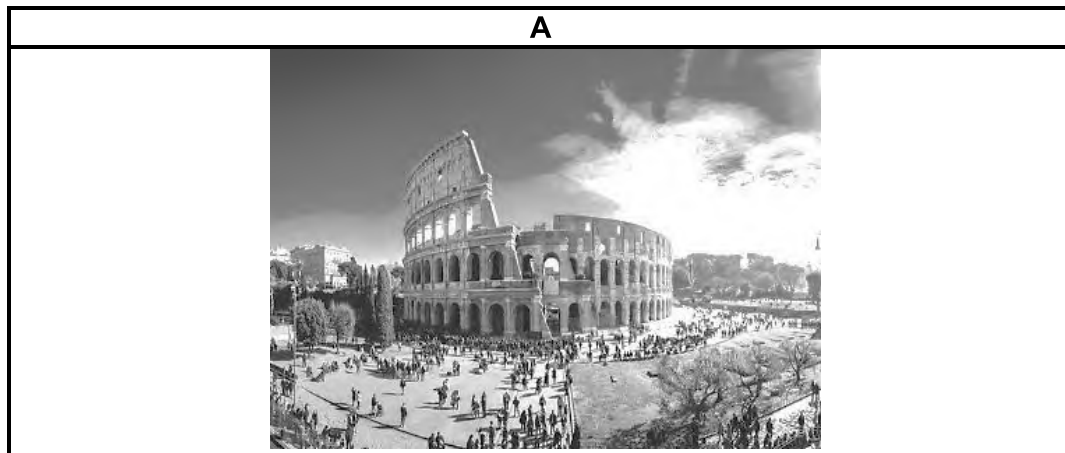
- (a) Identify the FOUR icons Andile visited. (4)
- (b) Name the countries where the icons identified in QUESTION 4.1.1(a) are located. (3)

- 4.1.2 (a) Identify the icon in the puzzle that is associated with music. (2)
- (b) Give ONE reason for your answer to QUESTION 4.1.2(a). (2)

4.1.3 Write THREE facts about the icon in the puzzle which is located in Africa. (6)

4.1.4 Give TWO reasons why tourists interested in sacred and religious sites would visit any TWO of the icons in the puzzle. (4)

- 4.2 Andile visited THREE icons (**A**, **B** and **C** below) located in the same European country.



4.2.1 Identify the icons labelled **A**, **B** and **C**. (3)

4.2.2 Each of the icons above was constructed (built) in a unique way.

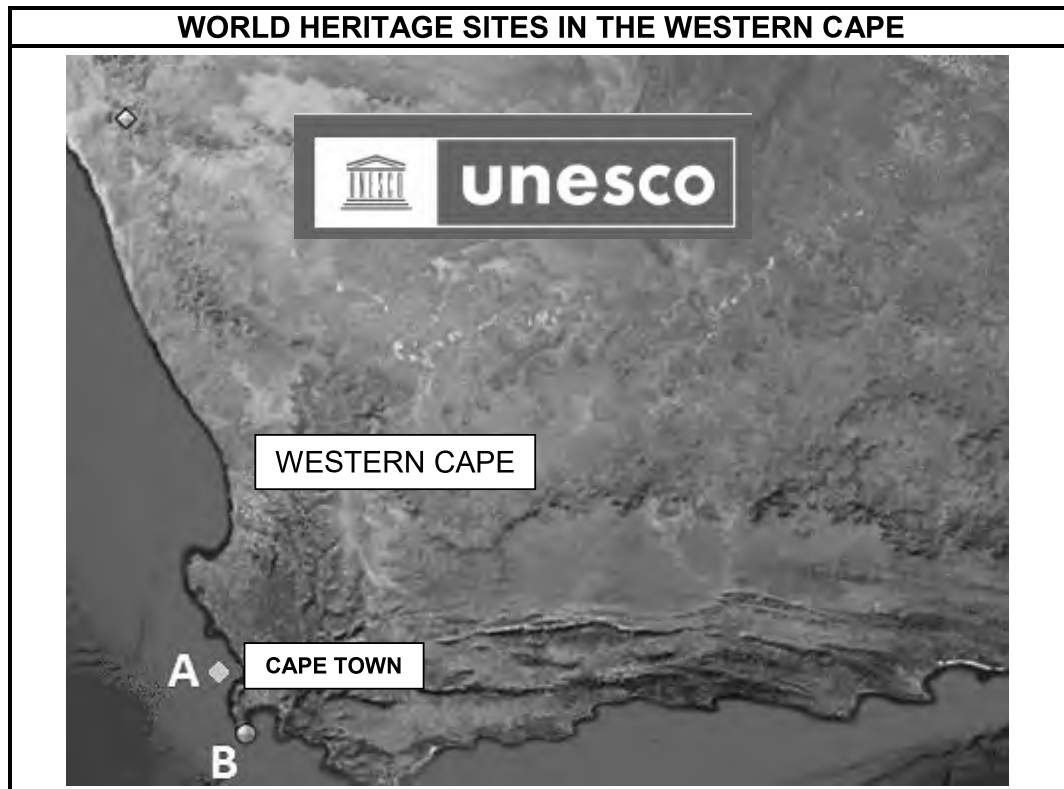
Discuss ONE fact of EACH of the icons with reference to their design and the way in which they were built.

(6)
[30]



QUESTION 5

Study the map below and answer the questions that follow.



[Adapted from www.whc.unesco.org/za]

- 5.1 Name the TWO World Heritage Sites located in the Western Cape, labelled **A** and **B** on the map. (4)
- 5.2 Give TWO reasons why the cultural site named in QUESTION 5.1 would attract tourists interested in the South African history. (4)
- 5.3 Explain the role of UNESCO in relation to World Heritage Sites. (2)
[10]

QUESTION 6

6.1 Read the website post below and answer the questions that follow.

**SATOURISM'S GLOBAL BRAND AMBASSADOR,
SIYA KOLISI**



'Siya is the perfect person to partner with SATourism in our marketing and promotional efforts as we seek to attract more travellers to come to visit our country. He is an exceptional South African whose story and journey inspire people from various parts of the globe. He is a true South African icon,' says the acting chief executive officer at SATourism, Nomasonto Ndlovu.

[Adapted from www.bizzcommunity.com]

- 6.1.1 Give ONE reason why Siya Kolisi was selected as the brand ambassador for SATourism. (2)
- 6.1.2 Discuss TWO reasons why SATourism markets South Africa internationally. (4)



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



[Adapted from www.bizcommunity.com]

6.2.1 Identify the international travel trade show in the picture above. (2)

6.2.2 SATourism receives funding to market South Africa internationally.

Explain the role of the TBCSA in the management of the marketing funds.


(2)
[10]

TOTAL SECTION C: 50



SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

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

CONDITIONS OF EMPLOYMENT
<p>The head offices of international cruise lines are often based in major cities across the world. Therefore, they do not need to adhere to the basic conditions of employment legislation of any country. They can hire staff from anywhere in the world, even though it may create challenges relating to employment laws. However, cruise lines have set employment criteria that must be met when staff is hired.</p> <p>Working on a cruise ship often means long shifts of more than 12 hours a day. It is common practice to work seven days a week for several months without a break. Resting periods are often inadequate (too short) and staff is often not paid for working overtime.</p>


[Source: www.silverwind.com]


7.1.1 Name the agreement between the cruise line and a crew member that must be signed before reporting for duty on a cruise ship. (2)

7.1.2 Lydia is a travel agent specialising in bookings for cruise liners. Her office is in the city centre of Gqeberha. Her work week is from Monday to Friday and it is in line with the Basic Conditions of Employment Act (BCEA).

(a) Give Lydia's working hours as specified in the BCEA. (2)

(b) Advise Lydia on ONE regulation concerning overtime work. (2)

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

CODE OF CONDUCT	
<p>Be professional and courteous:</p> <ul style="list-style-type: none"> • Treat everyone with kindness and respect. <p>Prioritise safety and security:</p> <ul style="list-style-type: none"> • Always keep passengers and crew safe. <p>Work together as a team:</p> <ul style="list-style-type: none"> • Help each other and communicate well. <p>Respect privacy and confidentiality:</p> <ul style="list-style-type: none"> • Keep passengers' and crew members' information private. <p>Maintain cleanliness and appearance:</p> <ul style="list-style-type: none"> • Maintain a clean and neat uniform and personal hygiene. <p>Act with integrity:</p> <ul style="list-style-type: none"> • Be honest and do the right thing. <p>Respect cultural differences:</p> <ul style="list-style-type: none"> • Be mindful of different cultures and backgrounds. 	

[Adapted from www.labourguide.co.za]

7.2.1 Give ONE reason why a cruise line must have a code of conduct for their staff. (2)

7.2.2 Respect for cultural differences is essential when working on a cruise ship.

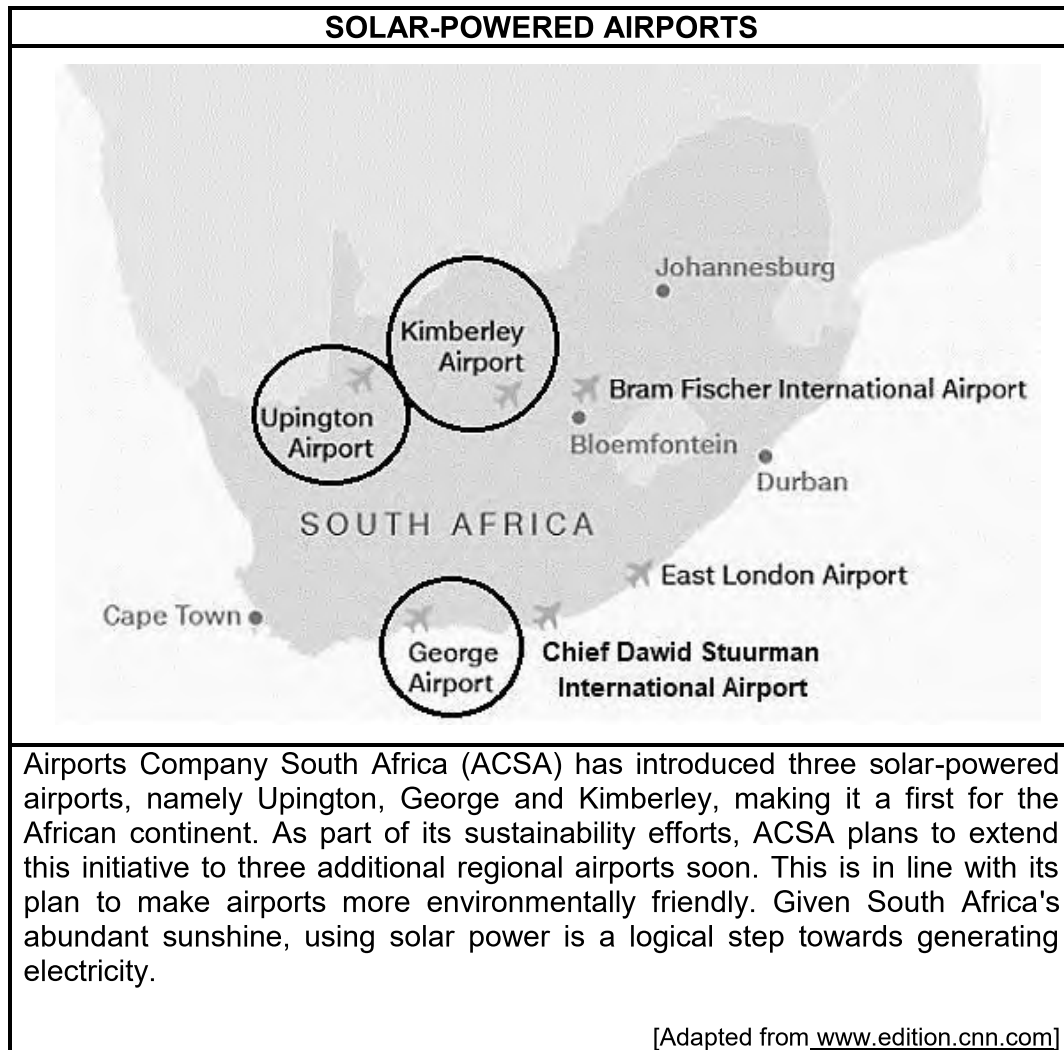
Discuss ONE consequence (what can happen) for a crew member who disrespects cultural differences. (2)

7.2.3 Explain how respecting a code of conduct can promote a conducive (good) working environment for staff. (2)
[12]



QUESTION 8

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



8.1.1 Explain the concept of *solar power*. (2)

8.1.2 (a) Complete the sentence below.

The use of solar power is associated with the ... pillar of sustainability. (2)

(b) Name the other TWO pillars of sustainability. (2)

8.1.3 Explain TWO advantages for airports of using solar power. (4)



8.2

ACSA's 2025 strategy is to 'become the most sought-after (in demand) partner in the world for the provision of sustainable airport management solutions'.

Discuss TWO ways in which ACSA's 2025 strategy can contribute to EACH of the aspects below.

8.2.1	Business operations	(2 x 2)	(4)
8.2.2	Responsibility regarding climate change	(2 x 2)	(4)
			[18]

TOTAL SECTION D: 30



**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

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

BRICS IS EXPANDING

<p>BRICS is an acronym for five emerging (developing) countries, namely Brazil, Russia, India, China and South Africa. In October 2023, BRICS met in Russia and admitted new member countries.</p> <ul style="list-style-type: none"> • This BRICS relationship helps South Africa to trade with oil-rich nations. • The relationship attracts investments and boosts economic growth in South Africa, especially during the current energy crisis. • The annual BRICS meeting covers cooperation, trade, investment, climate change, sustainable development and politics. <p>Overall, it serves as a platform to promote cooperation among the countries, so that challenges and opportunities facing these countries can be collaborated (work together) on.</p> <p style="text-align: right;">[Adapted from www.theguardian.com]</p>

9.1.1 Choose the correct word(s) from those given in brackets.

BRICS can be classified as a (summit/political event). (2)

9.1.2 Discuss TWO ways in which the cooperation between BRICS member countries can provide opportunities to manage the energy crisis South Africa is experiencing currently. (4)



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

DEVASTATING FLOODS – SEPTEMBER 2023	
Storm Daniel caused damage in Libya, Greece, Turkey and Bulgaria. It led to over 10 000 deaths and billions of dollars in damage. The strong winds and heavy rain caused flooding and destruction. This occurrence made it hard for people to get clean water, food, healthcare and emergency aid.	
[Adapted from www.globalcitizen.org]	




9.2.1 Identify the type of unforeseen occurrence in the article above. (2)

9.2.2 Explain how damage to infrastructure can affect communities' access to the following:

(a) Clean water (2)

(b) Emergency aid (2)

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

PAYMENT TRENDS – DIGITAL WALLETS	
Digital wallets, known as e-wallets, allow a person to make electronic transactions using a smartphone. Users can download multiple payment methods and pay for shopping with a few taps of their smartphones.	
 <p>APPLE PAY</p>	 <p>GOOGLE PAY</p>
	

[Adapted from www.digipay.guru]

9.3.1 Discuss TWO advantages of using a digital wallet to pay for tourism products and services. (4)

9.3.2 Give TWO reasons why cash is no longer a preferred method of payment. (4)

[20]



QUESTION 10

Refer to the information below and answer the questions that follow.



[Adapted from www.pinterest.ph]

10.1 Explain the meaning of the concept *customer survey*. (2)

10.2 By simply filing customer responses, the company will miss the opportunity to improve its products and services.

Suggest TWO ways in which companies should manage customer responses to ensure better customer service. (4)

10.3 Discuss TWO ways in which the use of customer surveys can result in improved customer satisfaction for the tourism business. (4)

[10]

TOTAL SECTION E: 30
GRAND TOTAL: 200

