
Additional: Exemplar midyear examination

Total marks: 200

Time: 3 hours

Section A: Short questions

In this section learners will answer short questions based on all the topics they studied in Terms 1 and 2. They will choose correct answers, state whether statements are true or false, complete sentences by writing a missing word or term and match terms with definitions or explanations.

Refer to pages 282 and 283 in the Learner Book for an example of a Midyear exam short question section.

In these sections the learners will analyse and interpret maps, tables and itineraries. They will be required to answer in full sentences and paragraphs or complete itineraries and tables based on case studies. They may also analyse a graph, complete crossword puzzles or answer a series of questions based on a case study.

Section B Map work and tour planning; foreign exchange

Refer the learners to pages 310 and 311 for examples of the structure of the types of questions they will find in Section B. Supply them with copies of Question 2 in this exemplar.

Question 2

Answer the quiz questions

- 2.1 In the planning of a route by bus or car, one should take note of the location of and the fees that apply to these passage points. (2 words)
- 2.2 Travellers along a route must be informed of any interesting places and events along the main route that might be worth while making a detour for. (Collective noun)
- 2.3 The person whose responsibility it is to provide travellers with a complete guide in respect of the route they are going to travel on and all the options they have as far as deviations are concerned. (2 words)
- 2.4 The planning of a route involves the timing aspect of departures and arrivals. If travellers are ending their journey at an airport, it is absolutely essential for the planner to be aware of the time for their departure by air. (hyphenated word)
- 2.5 It is important for travellers to visit interesting places along the route in this sequence.
- 2.6 Even the best route plan might be affected by the fact that travellers might encounter unexpected repairs to roads they are travelling on. (2 words)

[6]

Section C Tourism attractions

Refer the learners to page 312 for an example of the structure of these types of questions and supply them with copies of Question 3 in this exemplar.

Question 3 Tourism attractions

Study the extract below and answer the questions that follow.

UNIVERSAL ACCESSIBILITY

Universal access refers to the ability of all people to have equal opportunity and access to a service or product from which they can benefit, regardless of their social class, ethnicity, ancestry or physical disabilities. On the international front, Universal Accessibility has taken the centre stage. South Africa has followed suit and the tourism industry is slowly but surely adapting to the international trend by ensuring Universal Accessibility to this important sector of the market. In order to conform to Universal Accessibility standards, travelling packages and tourism products should be designed to meet and exceed the needs of people with disabilities, senior citizens and families travelling with children.

WHY IS ACCESSIBILITY IMPORTANT?

Tourism products are designed with the sole purpose of being enjoyed by all tourists, for example; young, elderly and people with disabilities. Statistics from the United Nations Social and Economic Council (UNESCAP) indicate that the potential global market for Universal Accessible Tourism (UAT) is 650 million people with differing disabilities and 600 million elderly people. According to UNESCAP, revenue generated by this market is a staggering \$13.6 billion in the United States alone.

Many elderly people, families and people with disabilities are keen to travel, but there is a big difference in the accessibility of destinations. This, combined with poor information and negative experiences, discourages potential customers. In South Africa, the potential market for Universal Accessible tourism represents around 30% of the population and only a portion of the 30% has adequate disposable income to travel. This represents an untapped segment of the market.

The demand for Universal Accessible tourism products needs to be addressed urgently. It would be advisable for the tourism service providers to consider the merits of accelerating measures to address the needs of this sector of the market. This should be based on the predicted demand which far exceeds the current availability of Universal Accessible accommodation, services and facilities. Improved accessibility will not only result in economic benefit to the tourism industry but will also assist in overall social integration.

(Adapted from UNIVERSAL ACCESSIBILITY IN TOURISM - National Department of Tourism)

- 3.1 Name the THREE groups whose travel needs must be addressed by Universal Accessibility. (3)
 - 3.2 Provide TWO reasons from the extract why certain people find it difficult to travel. (2)
 - 3.3 Quote a sentence from the extract that shows that in South Africa there are many citizens who would be able to participate in tourism if more attention is given to Universal Accessibility. (2)
- The demand for Universal Accessible tourism products needs to be addressed urgently.**
- 3.4 Suggest THREE ways how the management of an attraction could address Universal Accessibility for the visually impaired. (3)

[10]

[NOTE: Section D is not examined in the midyear exam]

Section E Domestic, regional and international tourism

Refer the learners to pages 313 for an example of the structure of these types of questions and supply them with copies of Question 4 in this exemplar.

Question 4

Read the statement below and write a paragraph to explain why political unrest could have a disastrous effect on a country's tourism industry.

Political instability and unrest can have a disastrous effect on a country's tourism industry. The recent examples of the invasion of Iraq, al-Qaeda terrorist threats, the Arab-Israeli conflict and instability in African countries, such as Ethiopia, Sudan and the Democratic Republic of Congo (DRC), all have an effect on the world tourism industry.

[5]

Exemplar mid-year examination memorandum

Question 2 Map work

- | | |
|---------------------|------------------|
| 2.1 Toll gates ✓ | 2.4 Check-in ✓ |
| 2.2 Attractions ✓ | 2.5 Logical ✓ |
| 2.3 Route planner ✓ | 2.6 Road works ✓ |

[6]

Question 3 Tourism attractions

- 3.1 People with disabilities ✓
 The elderly ✓ / senior citizens
 Families travelling with children ✓ / the young (3)
- 3.2 There is a big difference in the accessibility of destinations ✓
 Poor information ✓ or
 Negative experiences (2)
- 3.3 In South Africa, the potential market for Universal Accessible tourism represents around 30% of the population and a portion of the 30% has adequate disposable income to travel. ✓✓ (2)
- 3.4 Information should be made available in a variety of formats, such as large print, audio and Braille for people with visual impairments.
 The website on the attraction should make an audio version of the marketing material available or people with visual impairments.
 The staff should undergo disability-awareness training to increase awareness of common disability-related issues.
 A Braille version of the attraction's brochure and site map should be available for people with visual impairments
 Guide dogs for the visually impaired must be allowed.
 The staff should undergo disability-awareness training to increase awareness of common disability-related issues.
 Staff should be able to assist and attend to the needs of people with visual impairments.
 Pathways should be wide enough and kept free of obstacles and slip resistant.
 Restaurants and souvenir shops must be accessible and allow guide dogs.
 Audio announcements should be done.
 The management should frequently communicate and exchange information with relevant organisations such as the SA National Council for the Blind. (any 3)

[10]

Question 4

Learners should cover at least five of the following points in their paragraph:

- they will be nervous to travel so will avoid the area
- they may feel unsafe
- they may choose alternative destinations
- this will result in less money sent in the country
- this will result in less revenue
- this will also result in less foreign exchange

(any 5)

[5]