



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2013

TOURISM

MARKS: 200

TIME: 3 hours

This question paper consists of 16 pages.

INSTRUCTIONS AND INFORMATION

Read the following instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTION A, B, C, D and E are COMPULSORY.
3. Start EACH question on a NEW page.
4. The following table is a guide to help you allocate your time according to each section.

SECTION	CONTENT	MARKS	MINUTES
A	SHORT QUESTIONS (ALL TOPICS)	40	20
B	MAP WORK, TOUR PLANNING, FOREIGN EXCHANGE	20	20
C	TOURISM ATTRACTIONS, CULTURAL AND HERITAGE TOURISM, MARKETING	50	50
D	TOURISM SECTORS: SUSTAINABLE AND RESPONSIBLE TOURISM	50	50
E	DOMESTIC, CUSTOMER, REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE	40	40
TOTAL		200	3 HOURS

SECTION A: SHORT QUESTIONS

QUESTION 1: MULTIPLE-CHOICE QUESTIONS

1.1 In each of the following questions four options are provided as possible answers. 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 A.

1.1.1 An airline that offers many services to passengers such as on-board meals and entertainment, preferential seating and blankets:

- A Budget airline
 - B Airline hub
 - C Full-service airline
 - D Connecting flight
- (1)

1.1.2 Facilities and activities on the cruise ship can include ...

- A swimming pools.
 - B a sports centre.
 - C jogging tracks.
 - D All the above.
- (1)

1.1.3 The languages spoken in the Western Cape are predominantly ...

- A Afrikaans, IsiXhosa and English.
 - B IsiXhosa, IsiZulu and English.
 - C IsiZulu, Sesotho and Afrikaans.
 - D English, IsiZulu and Sesotho.
- (1)

1.1.4 The rate at which a bank or money exchange business will sell foreign currency:

- A Currency
 - B The Bank Selling Rate
 - C The Bank Buying Rate
 - D Foreign Exchange Rate
- (1)

1.1.5 A special event at which an organisation promotes its products or services to a selected market. It can also be referred to as an expo or show:

- A Marketing
 - B Promotion
 - C Advertising
 - D Exhibition
- (1)

- 1.1.6 ... work on-board coaches. They assist passengers with boarding and serve refreshments during the journey.
- A Hostesses
 - B Duty managers
 - C Cleaners
 - D Security officials
- (1)
- 1.1.7 An entry point to a destination such as a country or region:
- A Landing strip
 - B Galley
 - C Gateway
 - D Entrance
- (1)
- 1.1.8 Food that is prepared according to Jewish custom is called ...
- A breakfast.
 - B cosher food.
 - C halaal.
 - D seafood.
- (1)
- 1.1.9 A ... is a document issued to a passenger after checking-in and allows a passenger to board a particular aircraft for a specific flight.
- A visa
 - B ticket
 - C boarding pass
 - D passport
- (1)
- 1.1.10 ... are double-decker busses where the whole or part of the top deck has no roof.
- A Open top busses
 - B Party busses
 - C Sleeper coaches
 - D Mega-busses
- (1)
- 1.1.11 This is an essential characteristic of a successful person in the tourism industry:
- A Able to work regular hours
 - B Enjoy helping and assisting people
 - C Perform best in a relaxed, no-stress working environment
 - D Must be good at working alone in an office
- (1)

- 1.1.12 This country does not have a coastline:
- A South Africa
 - B Namibia
 - C Lesotho
 - D Angola
- (1)
- 1.1.13 The following is an example of a domestic flight:
- A Cape Town to Durban
 - B Johannesburg to Windhoek
 - C Cairo to Johannesburg
 - D Maputo to Cairo
- (1)
- 1.1.14 A form of Afrikaans cuisine:
- A Pap
 - B Potjiekos
 - C Sorghum
 - D Nuts
- (1)
- 1.1.15 ONE of the following is not one of the BIG FIVE animals that we have in South Africa:
- A Lion
 - B Cheetah
 - C Leopard
 - D Rhinoceros
- (1)
- 1.1.16 ... is the way a business conducts itself with respect to dress code, decision making and appropriate behaviour.
- A Corporate world
 - B Dress sense
 - C Corporate culture
 - D Dress code
- (1)
- 1.1.17 Receiving good quality for the amount paid for the product or service:
- A Value for money
 - B Quality service
 - C Service excellence
 - D Fair price
- (1)
- 1.1.18 General requirements and personal qualities needed in the hospitality industry include:
- A Stamina for long hour shifts
 - B Good communication skills
 - C Ability to work well under pressure
 - D All of the above
- (1)

- 1.1.19 The ... car rental company is not South African owned.
- A Europcar
 - B Tempest
 - C Global
 - D First car
- (1)
- 1.1.20 The Global Distribution System (GDS) offers the following:
- A Traveller's guide
 - B Bus and train information
 - C A and B
 - D A only
- (1)
- 1.2 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.2.1–1.2.5) in your answer book.
- 1.2.1 A promotional or advertising technique using the media is called (above the line/bottom line). (1)
- 1.2.2 (RETOSA/DENOSA) is a tourism arm of the Southern African Development Community. (1)
- 1.2.3 A/n (itinerary/travel document) is a plan for a tour or a journey. (1)
- 1.2.4 The (untapped/established) travel market segment includes independent young couples and golden active couples. (1)
- 1.2.5 A type of market research is (surveys/conversations). (1)
- 1.3 Study the explanation below and identify the cultural group associated with each. Write (1.3.1–1.3.5) and the cultural group in your answer book, for example 1.3.6 Indian Cultural Group.
- 1.3.1 Colourful and geometric shapes characterise their houses and clothing (1)
- 1.3.2 Warriors and spears are carried by traditional men (1)
- 1.3.3 Blankets and straw hat worn mainly by men (1)
- 1.3.4 Found mainly in Limpopo, Thohoyandou (1)
- 1.3.5 Initiates wear red and white blankets (1)

- 1.4 Match the term in COLUMN B that matches the description in COLUMN A. Write only the letter (A–F) representing the term next to the question number (1.4.1–1.4.5) representing the description, for example 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Meat does not appear in this diet	A	Peer review
1.4.2	This is the common form of greeting in Europe and America	B	Halaal
1.4.3	Members of the same team evaluate each other's performance	C	Vegetarian
1.4.4	This person is independent and a decision maker	D	Handshake
1.4.5	Food that Muslim people are permitted to eat	E	Entrepreneur
		F	<i>Umngqusho</i>

(5 x 1) (5)

- 1.5 Choose the word(s) from the box that best suits the statement below. Write only the word(s) next to the question number in the answer book.

Luggage Carousel, Chartered flight, Scheduled flight, Business Class, Boarding Pass, Cockpit, Economy Class

- 1.5.1 This is where budget travellers can be found in an aircraft. (1)
- 1.5.2 This is the flight that follows a timetable. (1)
- 1.5.3 The pilot can be found in this part of an aircraft. (1)
- 1.5.4 This is a conveyer belt that carries passengers' baggage. (1)
- 1.5.5 This ticket gives you permission to enter the aircraft. (1)

TOTAL SECTION A: 40

SECTION B: MAPWORK, TOURPLAN AND FOREIGN EXCHANGE**QUESTION 2**

- 2.1 Ntarra is a travel agent and draws up a tour plan for the South African and Lesotho spectators to the 2014 FIFA World Cup Soccer in Brazil.
- 2.1.1 (a) Identify the type of tourist for which this tour plan is being prepared. (1)
- (b) Give a reason for your answer. (1)
- 2.1.2 Name FOUR facts a travel agent must consider when drawing up an itinerary. (4)
- 2.1.3 Give TWO reasons why a general itinerary would be a more suitable for this group than a personalised itinerary for each member of the group. (4)
- 2.2 Define the term *local currency*. (2)
- 2.3 Study the currency table below showing major currencies of the world and answer the questions that follow.

CURRENCY	VALUE IN RAND
British pound GB£	12,58
US dollar US\$	7,87
Australian dollar AU\$	8,16

- 2.3.1 A tourist from South Africa has visited Australia. She wants to buy a pie that costs AU\$8,00. Calculate how much this would cost in *South African rand*. (3)
- 2.3.2 A British tourist came to South Africa during 2013 AFCON with £25 000 to spend on meals, transport, accommodation and many other related things. Calculate how much she got when her money was converted into *rands*. (3)
- 2.4 State TWO places where travellers can obtain foreign currency. (2)

TOTAL SECTION B: 20

SECTION C: TOURISM ATTRACTIONS, CULTURAL AND HERITAGE TOURISM AND MARKETING

QUESTION 3

3.1 Study the extract below and answer the questions based on it.

Higher growth from emerging markets

South Africa also continued to enjoy growth from the emerging markets during the first quarter of this year. Brazil posted 71,7% growth, India grew by 23,1% and tourist arrivals from China increased by 67,7%.

In total, the regional Asian market returned tourist arrivals growth of more than 43%, delivering 85 189 tourists against 59 549 tourists for the same three months last year.

Tourist arrivals from regional African tourist markets also achieved positive growth rates of 7,9%, with Angola up 48,5%, Nigeria showing 26,7% growth and Tanzania with 31,4% growth. The three stood out as exceptional continental-market achievers in the first three months of the year.

Van Schalkwyk said this overall growth could be ascribed to significant investments in the South African tourism industry in time, energy and resources.

These included a series of trade workshops across key markets, numerous travel, trade and media familiarisation trips hosted by South Africa, as well as ongoing in-depth research into consumer needs.

South Africa's valuable partnerships and determination to defend and grow its traditional tourist markets were now yielding dividends, as the industry had worked hard during difficult times, Van Schalkwyk said.

"We are extremely lucky to live in South Africa and to enjoy in our own backyard a destination that has grown tremendously in popularity and desirability all over the world."

"Let's work together and encourage each other to continue to make tourists feel at home, to travel South Africa ourselves like tourists in our own country and to continue offering the excellent service, value for money and accessibility that have delivered these exceptional results, which we are optimistic will continue well into the future," he said.

This overall growth could be ascribed to significant investments in the South African tourism industry in time, energy and resources.

- 3.1.1 Explain the term *marketing budget*. (2)
- 3.1.2 From the extract name the activities and strategies that helped South African tourism markets to grow.
- 3.1.3 Quote a sentence from the extract that shows support for Domestic Tourism. (2)
- 3.1.4 Discuss the importance of market research. (4 x 2) (8)

- 3.2 South Africa has the nickname of the RAINBOW NATION for a reason. South African culture is unique because it is a mix of a wide variety of different cultures. Most of them have unique cultural and customary practices. The common phenomenon among all of them is that their rituals are performed with slaughtering of a goat, sheep, ox or even chicken. Apart from slaughtering, animals in different cultures play different significant roles.



- 3.2.1 Explain FOUR ways in which Xhosa people use cattle in their culture. (8)
- 3.2.2 With which South African cultural groups are the following associated?
- (a) *Leqebekoane* (1)
 - (b) Domba Dance (1)
 - (c) Reed Dance (1)
 - (d) Boerewors (1)
- 3.3 State the agency responsible for heritage sites in South Africa. (1)
- 3.4 Describe THREE functions of the agency mentioned in QUESTION 3.3. (6)
- 3.5 State the provinces in which the following South African heritage sites are found:
- 3.5.1 Shaka Memorial (1)
 - 3.5.2 Cape Agulhas Lighthouse (1)
 - 3.5.3 Sol Plaatje Museum (1)
- [40]**

QUESTION 4

- 4.1 Name the country in which *Mount Kilimanjaro* is found. (1)
- 4.2 Describe FOUR reasons that make Mount Kilimanjaro a popular tourist attraction in Africa. (4)
- 4.3 State the countries that share the following attractions:
- 4.3.1 Sani Pass (2)
 - 4.3.2 Victoria Falls (2)
- 4.4 Mention the capital town of Namibia. (1)
- [10]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 5

5.1 Read the airline-timetable below and answer the questions based on it.

DAYS/ VALIDITY	DEPART	ARRIVE		FLIGHT		ACFT/ CI	STP
From Addis Ababa (ADD) GMT + 0300 To Johannesburg (JNB)							
12346	0850	ADD	1315	JNB	SA7201	763/JY	0
4	0850	ADD	1315	JNB	SA7201	752/JY	0
To 27 Oct							
4	0850	ADD	1315	JNB	SA7201	763/JY	0
From 03 Nov							
7	0850	ADD	1315	JNB	SA7201	763/JY	0
8	0850	ADD	1315	JNB	SA7201		0
02 Oct-02 Oct							

5.1.1 State the departure and the arrival cities. (2)

5.1.2 Indicate whether the airline in question is intercontinental or transcontinental. Justify your answer. (3)

5.1.3 You are working in the travel agency in your own town and you are trying to assist someone to book a plane ticket.

Explain to him/her the following information that appears on the timetable:

- (a) 4 (1)
- (b) 0850 (1)
- (c) 1315 (1)
- (d) 763 (1)
- (e) 0 (1)

- 5.2 Studies the information on the Blue Train provided below and then answer the questions that follow.

Garden Route: Cape Town to Port Elizabeth

	Frequency	Departure	Arrival
Trip 1	123.....67	14:00	09:30
Trip 267	07:00	14:00
Trip 3456	11:00	22:30
RATES (O/W) PEAK SEASON			
Luxury Double	R23 500,00		
De Luxe	R16 280,00		
Economy Class	R15 500,00		
RATES (RTN) OFF-PEAK SEASON			
Luxury Double	R19 600,00		
De Luxe	R13 550,00		
Economy Class	R10 000,00		

Mr Masemola would like to travel from Cape Town to Port Elizabeth on a Wednesday.

- 5.2.1 State his *departure time*. (1)
- 5.2.2 Write the following abbreviations in full:
- (a) O/W (1)
- (b) RTN (1)
- 5.2.3 Explain your understanding of *frequency* as used in the schedule. (2)
- 5.2.4 Calculate the duration of the train from Cape Town to Port Elizabeth. (2)
- 5.3 Read the extract below and answer the questions based on it.

Mrs Senge wants to visit her daughter in Port Elizabeth. She will catch a flight there and rent a car for five days. She wants a small car with limited benefits. A fiat is available from PE-Car Hire at R100 per day for the first 100 km per day free. Every kilometre over 100 km per day will cost R7,00. She has decided that she will make sure she does not travel more than 100 km per day. The administration fee is R30 and she has taken out TLW for R120.

- 5.3.1 Explain what *day rate* means and how it works. (2 x 2) (4)
- 5.3.2 Write the abbreviation TLW in full. (1)
- 5.3.3 Calculate the total cost that Mrs Senge will have to pay if she does not exceed 100 km per day. (4)

- 5.3.4 Name TWO rental companies that operated first in South Africa. (2)
- 5.3.5 State the most preferred payment method by most car rental companies. (1)
- 5.3.6 Give THREE reasons that make rental companies prefer the method mentioned in QUESTION 5.3.5. (6)

[31]

QUESTION 6

Cruise ships have been described as being holiday resorts at sea. Nearly everything that is available at a good resort will be available on board a luxury cruise ship. There are various levels or floors of a ship.



[Adapted from *Focus promotional sample*]

- 6.1 Explain the term *cruise* as used in the extract. (3)
- 6.2 Identify South Africa's FOUR cruise-liner ports. (4)
- 6.3 Differentiate between a *suite* and *cabin*. (4)
- 6.4 Describe any TWO types of decks that can be found on a cruise ship. (4)

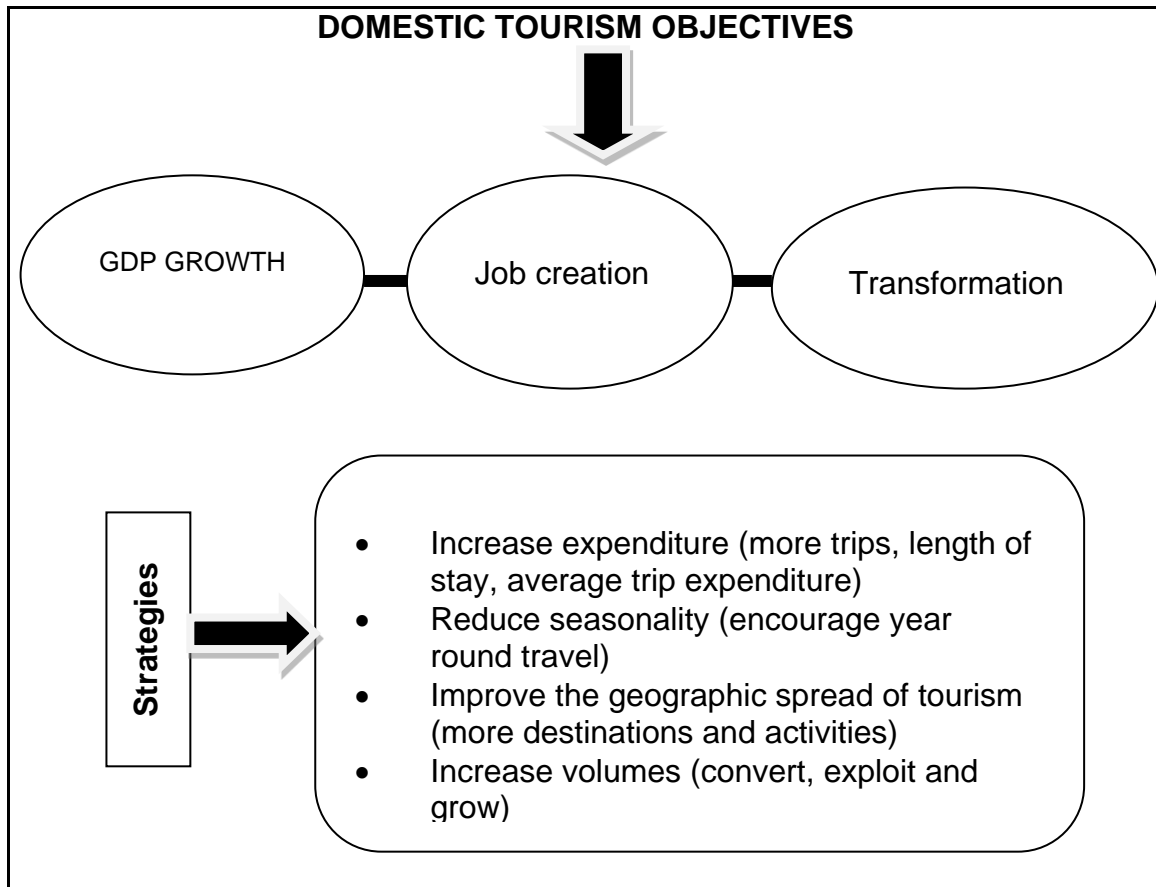
[15]

TOTAL SECTION D: 50

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

QUESTION 7

7.1 Study the flow diagram below and answer the questions.



The flow diagram shows how the THREE domestic tourism objectives will be met.

- 7.1.1 Explain what *increase volumes* means. (2)
- 7.1.2 From the flow diagram, identify TWO objectives that will be met if the number of domestic tourists within South Africa increases significantly. (2)
- 7.1.3 Suggest TWO ways in which tourism businesses can reduce seasonality. (4)
- 7.2 What do the following abbreviations stand for?
- 7.2.1 BBEE (1)
- 7.2.2 SMME (1)
- 7.3 Give FIVE segments of domestic tourists in South Africa. (5)

[15]

QUESTION 8

8.1 Read the two incidences written below and answer the questions based on them.

INCIDENT A (LETTER)

To: South African Express

I would like to thank you for the professional and friendly service that we received from your staff. I phoned on Saturday, 25th July to change the date of my daughter's ticket, flying from Bloemfontein to Cape Town. What a surprise when your helpful staff member could make all the changes immediately and could give us a reference number. But the biggest surprise of all was to arrive at the airport the next day to find everything as it should be.

After two negative incidences with another local airline, the excellent service was a refreshing change, and we will definitely make use of your services in the future.

Thank you very much. It was a pleasure doing business with you.

Yours truly
Masixole Shazi

INCIDENT B

John works for a travel agency. The office is usually busy and the staff is expected to deal with a variety of enquiries. They are usually under some pressure to complete their work on time.

One morning John is busy at his desk, when a customer approaches him. John does not recall seeing her before, but the customer's body language and facial expressions indicate that she is very angry. She throws down an airline ticket on John's desk.

After a lengthy argument with John, the customer explodes and writes the following:

"This flight didn't change. It doesn't exist! How dare you try to blame me for your own incompetence! Who is in charge here? I want to speak to the manager."

Thank you

Yolisa

8.1.1 Identify whether incident A is a complaint or a compliment to the company. Briefly explain your answer. (3)

8.1.2 Evaluate the impact of this Masixole's (incident A) inputs on:

- (a) Future customers (2)
- (b) The airline's business image (2)

- 8.1.3 Describe the professional and friendly service the writer (Masixole) is referring to in incident A. (4)
- 8.1.4 Differentiate between *direct* and *indirect complaints*. (4)
- 8.1.5 Pretend you are the manager of this travel agency (in incident B). State SIX steps you would follow in dealing with Yolisa's complaint. (6)

8.2 Study the cartoon below and answer the questions based on it.



- 8.2.1 Which sector does this cartoon display? (1)
- 8.2.2 Name THREE career opportunities the sector mentioned in QUESTION 8.2.1 offer. (3)

[25]

TOTAL SECTION E: 40
GRAND TOTAL: 200