



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2016

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 23 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. It will be to your advantage to show all calculations.
6. Round off your calculations to two places after the decimal point.
7. Write neatly and legibly.
8. The following table is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	20 marks	30 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	50 marks	50 minutes
E	8	Domestic, Regional and International Tourism	40 marks	30 minutes
	9	Communication and Customer Care		

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, e.g. 1.1.21 A.

1.1.1 A flight from Gaborone, Botswana to Dar es Selaam, Tanzania is classified as a ... flight.

- A domestic
- B intercontinental
- C regional
- D international

1.1.2 This symbol certifies food that is acceptable for ...



- A Hindus.
- B Jews.
- C Muslims.
- D Buddhists.

1.1.3 Under the Airports Company Act (Act No. 44 of 1993), ... manages South Africa's airports ...

- A IATA
- B ICAO
- C Federal Air Company of South Africa
- D ACSA

1.1.4 An example of a below-the-line promotional technique:

- A Poster
- B Promotional sponsorship
- C Electronic advertising
- D Radio

1.1.5 If a passenger flies from London, United Kingdom to New York, USA he/she will be on a ... flight.

- A transatlantic
- B transcontinental
- C domestic
- D connecting flight

- 1.1.6 A type of technology used at certain international airports to verify the identity of passengers using fingerprint matching:
- A Thermal body scanner
 - B Biometric scanner
 - C Full body scanner
 - D X-ray security scanner
- 1.1.7 The capital city of Mauritius is ...
- A Dodoma.
 - B Port Louis.
 - C Victoria.
 - D Luanda.
- 1.1.8 The part of the airport that consists of facilities for the take-off, landing and parking of airplanes.
- A Landside
 - B Terminal
 - C Airside
 - D Security control points
- 1.1.9 When travelling on board the Gautrain a passenger may not ...
- A listen to music using earphones.
 - B sleep.
 - C be in a wheelchair.
 - D chew gum.
- 1.1.10 Folklore refers to ...
- A traditional stories, beliefs and myths communicated verbally.
 - B traditional practices of a cultural group.
 - C the cuisine enjoyed by a particular culture.
 - D specific beliefs of different cultural groups.
- 1.1.11 The monetary unit used by England:
- A £
 - B ¥
 - C \$
 - D €
- 1.1.12 The main reason why tourists visit the Virunga National Park in the Democratic Republic of the Congo is to see ...
- A lemurs.
 - B elephants.
 - C mountain gorillas.
 - D camels.

- 1.1.13 RETOSA's main aim is to:
- A create safety and security in the global airline industry.
 - B facilitate joint tourism marketing opportunities in collaboration with the public and private sector in the southern African region.
 - C increase tourist arrivals globally through sustainable development initiatives.
 - D promote unity between all African states.
- 1.1.14 When converting foreign currency to rand, one must ... the amount of foreign currency into/with/to/from the ROE.
- A add
 - B subtract
 - C divide
 - D multiply
- 1.1.15 Insurance that is taken out by the renter of a vehicle to ensure that the vehicle is covered in the event of the vehicle being stolen.
- A PAI
 - B TLW
 - C WDW
 - D CDW
- 1.1.16 The minister that launched the 2012–2020 Domestic Tourism Growth Strategy.
- A Derek Hanekom
 - B Marthinus van Schalkwyk
 - C Cyril Ramaphosa
 - D Susan Shabangu
- 1.1.17 A tourist travelling in and around the Durban area on the Umgeni Steam Railway will be travelling on a ...
- A commuter train.
 - B luxury tourist train.
 - C scenic tourist train.
 - D novelty tourist train.
- 1.1.18 Tourists flying into Botswana will most likely use the ...
- A Sir Seretse Khama International Airport.
 - B Kilimanjaro International Airport.
 - C Harare International Airport.
 - D Julius Nyerere International Airport.

1.1.19 Tourists visiting the Maluti Mountains in ... can participate in pony trekking and skiing activities.

- A Namibia
- B Zambia
- C Swaziland
- D Lesotho

1.1.20 The slogan of the Vaya Mzansi campaign:

- A "Nothing's more fun than South Africa"
- B "Whatever you are looking for, it's right here in South Africa"
- C "A million new experiences are right here"
- D "South Africa, a fun, affordable, easy-to-do destination"

(20 x 1) (20)

1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H.

COLUMN A		COLUMN B	
1.2.1	Special offer code on a luxury cruise liner that means that a discounted price could be available for a partner travelling on the cruise	A	spa and fitness centre
1.2.2	Special offer code on a luxury cruise liner that means that a discounted price could be available if an early booking is made on the cruise	B	PR
1.2.3	Special offer code on a luxury cruise liner that means that if the client pays for two passengers, two additional passengers can travel for free	C	casino
1.2.4	The facility on-board a cruise ship that is only open when the cruise is at sea	D	B2
1.2.5	The most luxurious class of cabin available on a luxury cruise liner	E	Category 11
		F	PS
		G	Category 1

(5 x 1) (5)

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

1.3.1 Fishing is one of the primary attractions for tourists visiting the lake at the (Katse Dam/Cahora Bassa Dam) in Mozambique.

1.3.2 The (Hlane Royal National Park/Kissama National Park) is home to the largest herds of game in the Kingdom of Swaziland.

1.3.3 The Okavango Delta in (Botswana/Lesotho) is the largest inland delta in the world.

1.3.4 The UNESCO World Heritage Site (Tsodilo Hills/The Great Zimbabwe Ruins) contains some of the highest concentrations of San rock art in the world.

1.3.5 Seychelles offers (leisure tourists/cultural tourists) a wide variety of activities. (5 x 1)

(5)

1.4 Choose a word(s) from the list that matches the descriptions below. Write only the word(s) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK. You may only use the listed words once.

foreign exchange, currency, indirect expenditure, exchange rate, informal fluctuations, rate of exchange, multiplier effect, bureaux de change
--

1.4.1 Exchange rates that change according to the supply of the local currency and tourist demand for the currency

1.4.2 Money spent by visitors to an area is later spent in the local economy

1.4.3 The value of a currency in relation to other currencies

1.4.4 The act of exchanging currency of one country for its equivalent value in another (foreign) currency

1.4.5 Notes and coins used as a medium of exchange in a particular country (5 x 1)

(5)

1.5 Give ONE term for each of the following descriptions. Write only the word/term next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.

1.5.1 Computerised reservation tools that can be accessed by licensed travel agents to make multiple travel-related reservations

1.5.2 The amount or proportion of the sales of a particular tourism product that is controlled by one company

1.5.3 Computerised tools that individual, travel-related businesses use to manage their bookings

1.5.4 The process used by a tourism business to determine acceptable product and service standards

1.5.5 An organisation that strives for regional integration to promote economic growth, peace and security in the southern African region

(5 x 1)

(5)

[40]

TOTAL SECTION A: 40

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

2.1 Study the extract below and answer the questions.

4 DAY PAFURI WALKING TRAIL (4DPWT) – From R5 458 pp

Day 1: Northern Kruger National Park exploration begins

Meet your guide at the Luvuvhu River Bridge. After parking your vehicles at the meeting point, you will depart by road or on foot to the trail camp. Settle in at the camp for a safety briefing with your guide.

Embark on an afternoon walk. On return to your camp, drinks will be served. Thereafter you can enjoy leisure time before the evening meal that will be prepared on an open fire. Relax after dinner and retire to bed in your tent.

Activity: *Afternoon walk* / **Meals:** *Dinner*

Day 2 and 3: Walking safaris and dinner under the stars

After an early wake-up call and light breakfast snack you will explore the northern Kruger National Park on foot. Return to the camp to enjoy a leisurely brunch. After brunch you can relax to prepare for an afternoon walk or drive, depending on the animal activity in the area. Return to camp for a relaxing hot shower followed by sundowners and refreshments. Dinner will be served around the fire.

Activities: *Morning and afternoon walks* / **Meals:** *Light morning snack, brunch and dinner*

Day 4: Depart

This morning we say goodbye to the adventure experience in the northern Kruger National Park. After a light snack and a short morning walk, return to trail camp to enjoy a hearty brunch. After the morning's activities, transfer back to the vehicles to depart to the meeting point for onward arrangements.

Activity: *Short morning walk* / **Meals:** *Light morning snack and brunch*

[Source: <http://www.krugerpark.com>]

- 2.1.1 Identify ONE type of tourist that would go on the above tour. (1)
- 2.1.2 Determine if the above tour is an example of a general tour or a personal tour. Motivate your answer. (2)
- 2.1.3 Identify the type of accommodation offered on this tour. (1)
- 2.1.4 State whether transport to and from the Kruger National Park is included in the tour. Motivate your answer. (2)
- 2.1.5 List TWO services that are offered to tourists on this tour. (2)

[8]

QUESTION 3

Read the scenario below and answer the questions.

Mr Tukulu will be travelling to France in April 2016. He will have to exchange his Rand for Euro before his departure. He follows the exchange rates in the weeks before his departure to determine when he will get the most favourable exchange rate before he exchanges his money.

Below is an extract that he will use to exchange his local currency for foreign currency.

ABC Bank					
FOREX CLOSING INDICATION RATES FOR 22 MARCH 2016 as at 16:08					
Rates for amounts up to R200 000					
Closing rate history for date: 2016-03-22 at 16:08					
Currency	Bank buying			Bank selling	
	T/T	Cheques	Foreign notes	Cheques and T/T	Foreign notes
QUOTATIONS ON BASIS RAND PER UNIT FOREIGN CURRENCY					
British Sterling (GBP)	21,4966	21,4194	21,3469	21,9990	22,0636
Euro (EUR)	16,9668	16,9197	16,8423	17,4017	17,4317
United States Dollar (USD)	15,1408	15,0726	15,1333	15,4583	15,4583

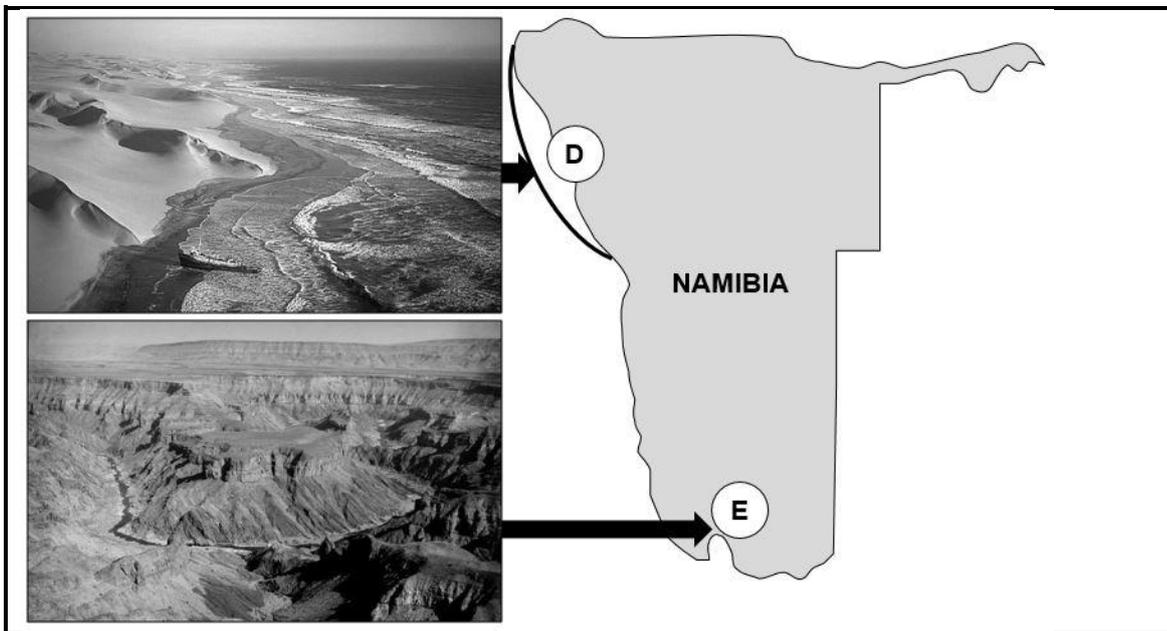
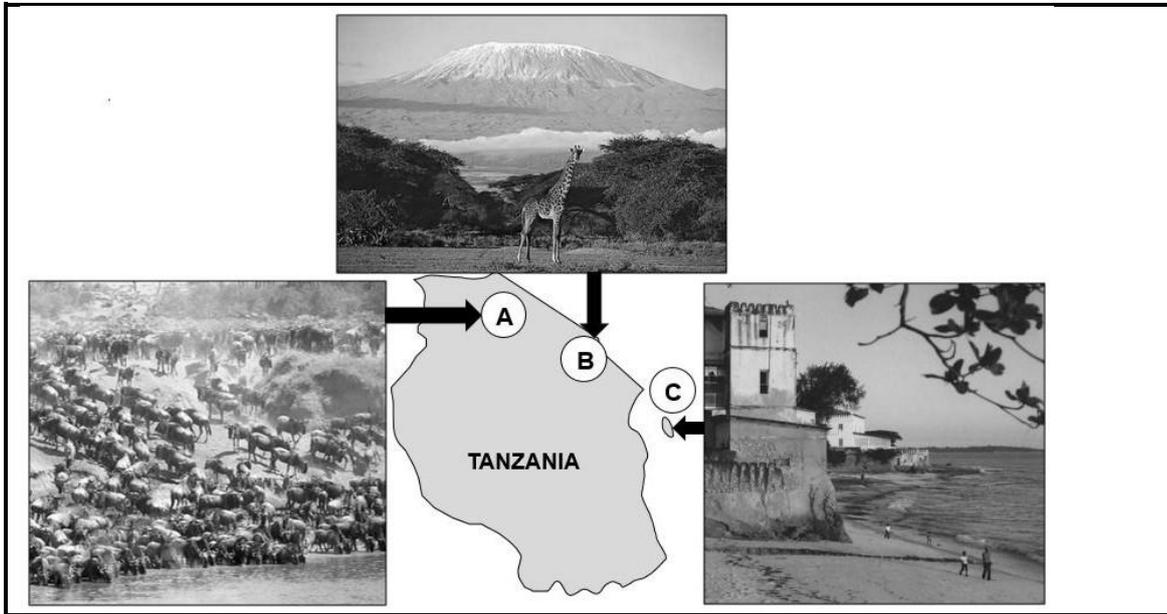
- 3.1 Explain the following concepts:
- 3.1.1 Foreign currency (2)
- 3.1.2 Exchange rate (2)
- 3.2 Advise Mr Tukulu on ONE place that he should go to exchange his money before his departure. (2)
- 3.3 Mr Tukulu exchanges R20 000,00 for Euro in cash. Using the bank selling rate, calculate the amount that he will receive in Euro. (4)
- 3.4 Will Mr Tukulu receive the same amount of Euro if he exchanges his Rand on 1 April 2016? Motivate your answer. (2)
- [12]**

TOTAL SECTION B: 20

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

QUESTION 4

Refer to the maps and pictures of tourism attractions in Tanzania and Namibia and answer the questions.



- 4.1 Identify the tourism attractions labelled **A, B, C, D** and **E**. (5 x 1) (5)
- 4.2 4.2.1 Name the famous wildlife occurrence that is associated with attraction labelled **A**. (2)
- 4.2.2 Give ONE reason why many tourists on safari prefer mobile tented accommodation to view the wildlife occurrence identified in QUESTION 4.2.1. (2)

- 4.3 Give ONE reason why the attraction labelled **B** is regarded as a major challenge for mountaineers and climbers. (2)
- 4.4 Describe ONE activity at the UNESCO World Heritage Site labelled **C** that would interest a:
- 4.4.1 Cultural tourist (2)
- 4.4.2 Leisure tourist (2)
- 4.5 Describe the landscape that tourists will encounter when visiting the attraction labelled **D**. (2)
- 4.6 4.6.1 Give the main reason why the attraction labelled **E** is one of the main tourist attractions in Namibia. (2)
- 4.6.2 Name a five day activity that groups of experienced adventure tourists can participate in while visiting the attraction labelled **E**. (1)
- [20]**

QUESTION 5

- 5.1 Study the pictures portraying South African cultural uniqueness and answer the questions.



- 5.1.1 Identify THREE unique aspects of Xhosa culture shown in picture labelled **A**. (3 x 1) (3)
- 5.1.2 Explain your understanding of the concept *cultural uniqueness*. (2)
- 5.1.3 Discuss why the cultural activity in the picture labelled **B** is an effective way to promote inbound and domestic tourism in South Africa. (2 x 2) (4)

5.2 Study the image and read the extract on South African heritage and answer the questions.



BATTLE OF ISANDLWANA–1879

The Battle of Isandlwana was a battle in the Anglo-Zulu War in which King Cetshwayo’s Zulu 20 000 strong army wiped out a British force of 1 400 men on 22 January 1879, during which he lost 2 000 of his own soldiers. Afterwards the bodies of the British casualties at Isandlwana were buried in mass graves where they had fallen. Today piles of white stones mark the burial sites of the unidentified men who died in the battle. The Isandlwana battlefield and burial grounds have been declared a national heritage site and are legally protected by the National Heritage Resources Act (No. 25 of 1999) through SAHRA, an agency of the Department of Arts and Culture.

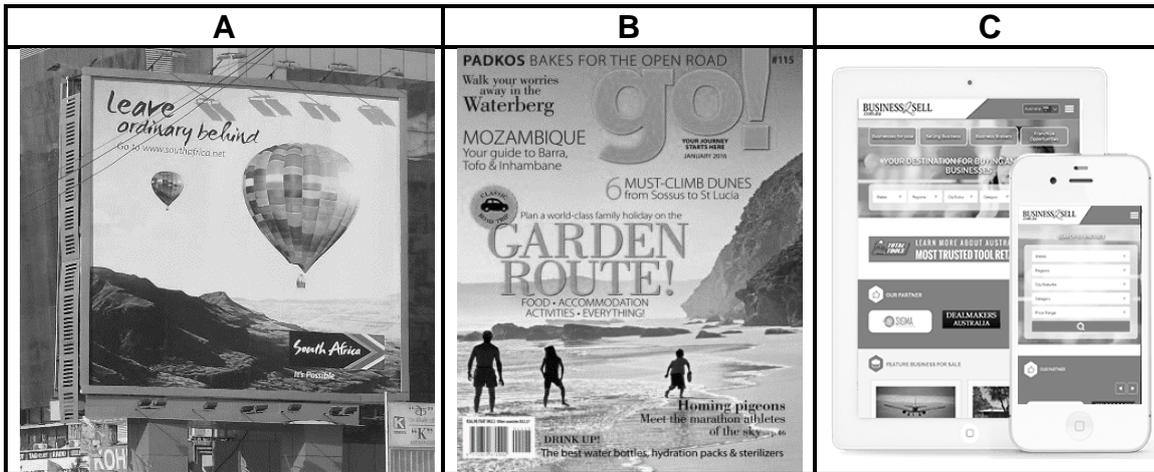
[Source: Adapted from: www.dailymail.co.uk]

- 5.2.1 Write out the acronym SAHRA in full. (2)
- 5.2.2 List ONE function of SAHRA. (2)
- 5.2.3 Suggest TWO reasons why the burial site at Isandlwana is part of South Africa’s national estate. (2 x 2) (4)

[17]

QUESTION 6

Refer to the pictures of advertising techniques and answer the questions.



- 6.1 Identify the media tools labelled **A**, **B** and **C**. (3 x 1) (3)
- 6.2 Explain why the media tools identified in QUESTION 6.1 are categorised as above-the-line promotional techniques. (2)
- 6.3 Give ONE reason why media tool labelled **B** would be a valuable marketing strategy for tourism businesses to inform domestic tourists about products and services. (2)
- 6.4 Explain the effectiveness of media tool labelled **A** to create awareness about South Africa as a tourist destination. (2)



Nelson Mandela Bay Tourism, the destination marketing association for the Nelson Mandela Bay metro, has been exhibiting at INDABA, Durban for over 20 years. INDABA is one of the largest tourism marketing events on the African continent.

[Source: Adapted from www.indaba-southafrica.co.za]

- 6.5.1 Write a paragraph discussing the travel costs that Nelson Mandela Bay Tourism will have to take into consideration for their personnel attending the Indaba when drawing up a marketing budget. (4 x 1) (4)

[13]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS

QUESTION 7

7.1 Study the pictures below that are related to the airline industry and answer the questions.



- 7.1.1 Identify the sections of an aircraft labelled **A** and **B**. (2 x 1) (2)
- 7.1.2 Name ONE member of the flight personnel that has access to the area labelled **A** during take-off and landing of an aircraft. (1)
- 7.1.3 Explain the purpose of the area labelled **B** on an aircraft. (2)
- 7.1.4 The pictures labelled **C** and **D** show travel class sections in an aircraft.
 - (a) Identify the travel class sections labelled **C** and **D**. (2 x 1) (2)
 - (b) Explain how the travel class labelled **C** differs from travel class labelled **D**. (2 x 2) (4)
 - (c) Compare the cost of a flight ticket for travel classes **C** and **D**. (2 x 2) (4)
 - (d) Deduce from image **D** whether the aircraft in the picture is a wide body or a narrow body aircraft. Motivate your answer. (3)

7.2 Study the airline schedule below and answer the questions.

Frequency	Dep. Time	Dep. City	Arr. Time	Arr. City	Flight number	Aircraft type / Class	No. of stops
1 2 3 4 5	11:50	PLZ	13:20	JNB	SA2164	738/Y	0
6 7	11:20	PLZ	13:00	JNB	SA2164	722/Y	0
Available dates: 20 December 2015–27 December 2015							
2 3 4 5	06:20	PLZ	08:10	JNB	SA1460	DH4/Y	0
1 6	06:10	PLZ	07:45	JNB	SA402	320/Y	0
Available dates: 27 December 2015–02 January 2016							

7.2.1 A passenger wants to travel from Port Elizabeth to Johannesburg on Wednesday, 30 December to spend New Year with his family. Supply him with the relevant details as indicated below regarding his flight:

- (a) Flight number (1)
- (b) Name of the airline (1)
- (c) Travel class (1)
- (d) Arrival time (1)

7.2.2 Advise the passenger mentioned in QUESTION 7.2.1 on THREE available options to check in for the flight. (3 x 1) (3)

7.3 Study the Shosholoza Meyl schedule and answer the questions.

Train routes:										
Route		Class		Schedule						
Cape Town–East London–Cape Town		*T & E		See schedule below						
Station		Class available		Day	Arr		Dep			
East London		Sitter		1			10:00			
Queenstown		Sitter		1	14:25		14:45			
Springfontein		Sitter		1	19:55		20:25			
De Aar		Sitter		2	00:40		01:00			
Beaufort West		Sitter		2	04:40		05:00			
Worcester		Sitter		2	10:40		10:55			
Cape Town		Sitter		2	14:10					
Fares:										
Cape Town										
T	E	Worcester								
140	110	T	E	Beaufort West						
260	180	200	140	T	E	Springfontein				
480	290	400	250	250	170	T	E	Queenstown		
600	350	520	310	360	220	160	130	T	E	
690	400	610	360	450	260	240	150	150	100	East London

*T – Tourist class / E–Economy class

7.3.1 A tourist wants to travel from Queenstown to Cape Town on 22 November 2016. Advise him regarding the following:

- Departure time from Queenstown station (1)
- Date and time of arrival at Cape Town station (2 x 1) (2)
- Cost of an economy class ticket (2)
- Bathroom facilities on the train (2)

7.4 Study the car rental quotation below and answer the questions.

Rental date: 21 March 2016–24 March 2016 (3 days)	
Collection and return: Port Elizabeth airport	
Group M – Ford Eco Sport or similar	
	Transmission type: Automatic Air conditioned Number of doors: 5 Number of passengers: 4 Luggage capacity: 5 Bags Car radio Car CD
Total: ZAR 2 291,00	Availability of this car is subject to confirmation
Additional extras (to be paid at rental collection)	
Additional driver	ZAR 310,00 per rental
Baby seat / Child booster seat / Child safety seat	ZAR 350,00 per rental
GPS Satellite Navigation System	ZAR 95,00 per day
Your quote includes:	
<ul style="list-style-type: none"> • VAT • CDW 	<ul style="list-style-type: none"> • Rental contract fee • PAI • Airport surcharge • 600 km free
Additional information:	
Price for additional kilometres: ZAR 4,48 / km	
You must be at least 18 years old to rent this vehicle	
Damage liability/excess: ZAR 38 115,00	
Theft protection liability/excess: ZAR 38 115,00	

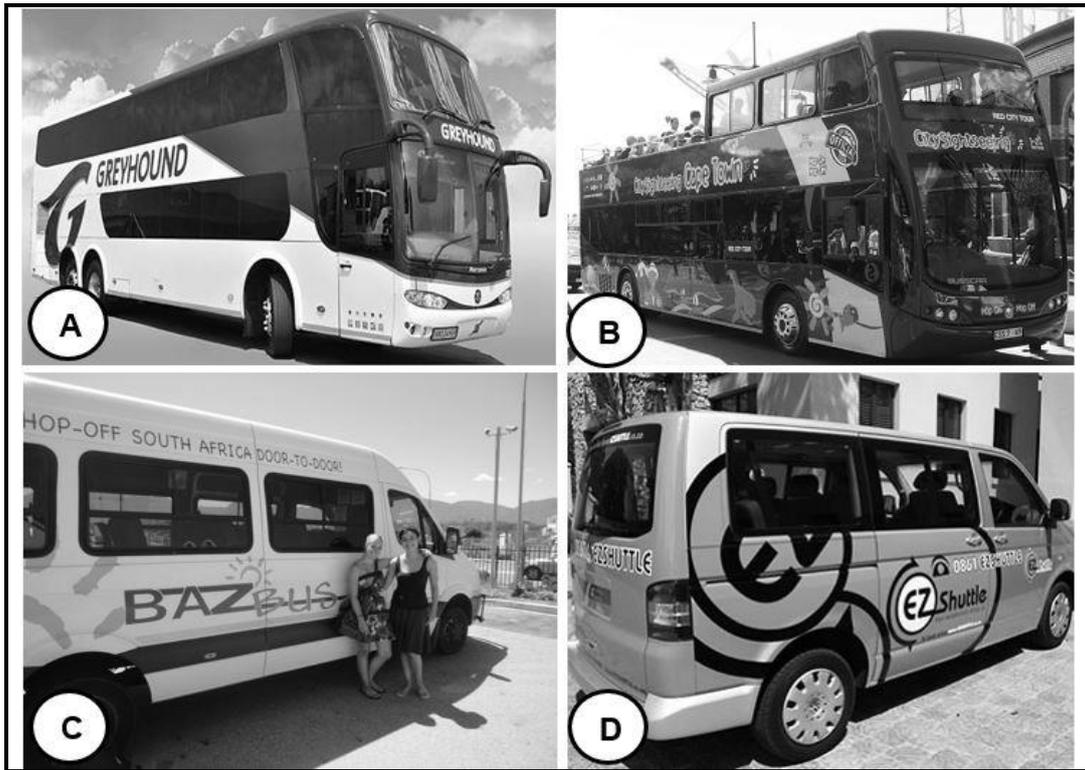
7.4.1 If the renter of the vehicle collects the Eco Sport at 09:00 on 21 March, at what time should the vehicle be returned on 24 March to avoid incurring additional costs? (1)

7.4.2 Explain the following car rental terms:

- (a) CDW (2)
- (b) Airport surcharge (2)
- (c) PAI (2)
- (d) Rental contract fee (2)

7.4.3 A client rents the vehicle for three days at an amount of R2 219. He travels 800 km. Calculate the total amount that he/she will have to pay for this rental. Show all calculations. (3)

7.5 Study the images related to the tourism bus industry and answer the questions.



7.5.1 Select the type of bus that best suits the type of tourists listed below. Motivate your selection of type of bus.

- (a) A German couple that want to visit a variety of attractions in Cape Town while on a day tour. (3)
- (b) A group of backpackers is planning a visit to towns along the Garden Route. (3)

TOTAL SECTION D: 50

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

QUESTION 8

- 8.1 Refer to the domestic travel deals and extract below and answer the questions.

Travel deal A: 5 day Kruger National Park Safari Package

- Return flights from Johannesburg to airport inside the Kruger National Park
- Accommodation in a family safari lodge
- All meals included (special children's menu)
- Early morning and late afternoon off-road game drives
- Special kids programme including art and crafts classes, face painting, learning about local Shangaan culture

Travel deal B: Cape Town International Jazz Festival Weekend Package

- 5 star luxury city hotel, walking distance from V&A Waterfront and Cape Town beaches
- Breakfast daily
- 2 day car hire
- VIP tickets to the Cape Town International Jazz Festival and entrance to the Chill Lounge to experience a vibrant mix of people, fine dining and world class entertainment

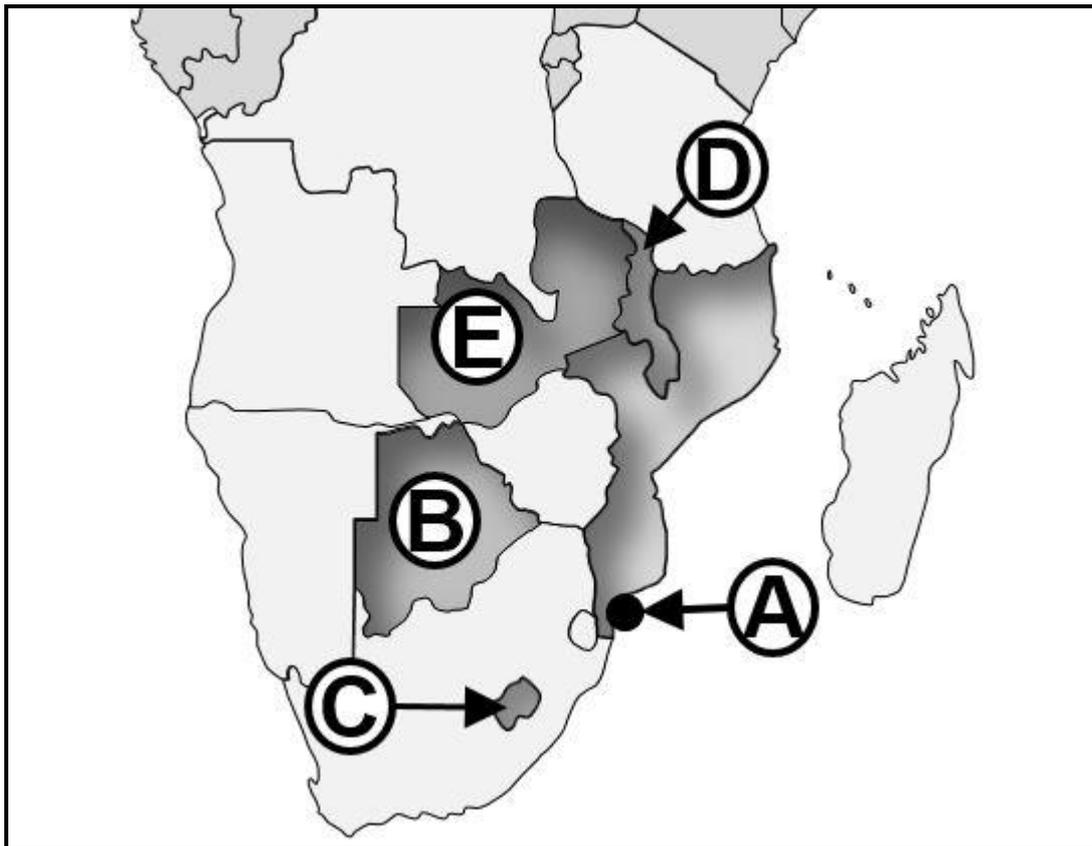
The NDT's Domestic Tourism Growth Strategy (2012–2020) has identified FIVE domestic tourism market segments to inspire South Africans to travel.

Link the travel deals **A** and **B** each with one of the five domestic tourism market segments as identified by the NDT's Domestic Tourism Growth Strategy. Give ONE reason why the travel deal will attract the interest of the identified market segment.

Redraw and complete the table below in the ANSWER BOOK.

	Travel deal	Domestic market segment	ONE reason why the travel deal will interest the domestic market segment		
8.1.1	Travel deal A			(2 x 2)	(4)
8.1.2	Travel deal B			(2 x 2)	(4)
8.1.3	List FOUR strategic objectives of the Domestic Tourism Growth Strategy (2012–2020).			(4 x 2)	(8)

8.2 Study the map of the SADC member countries and answer the questions.

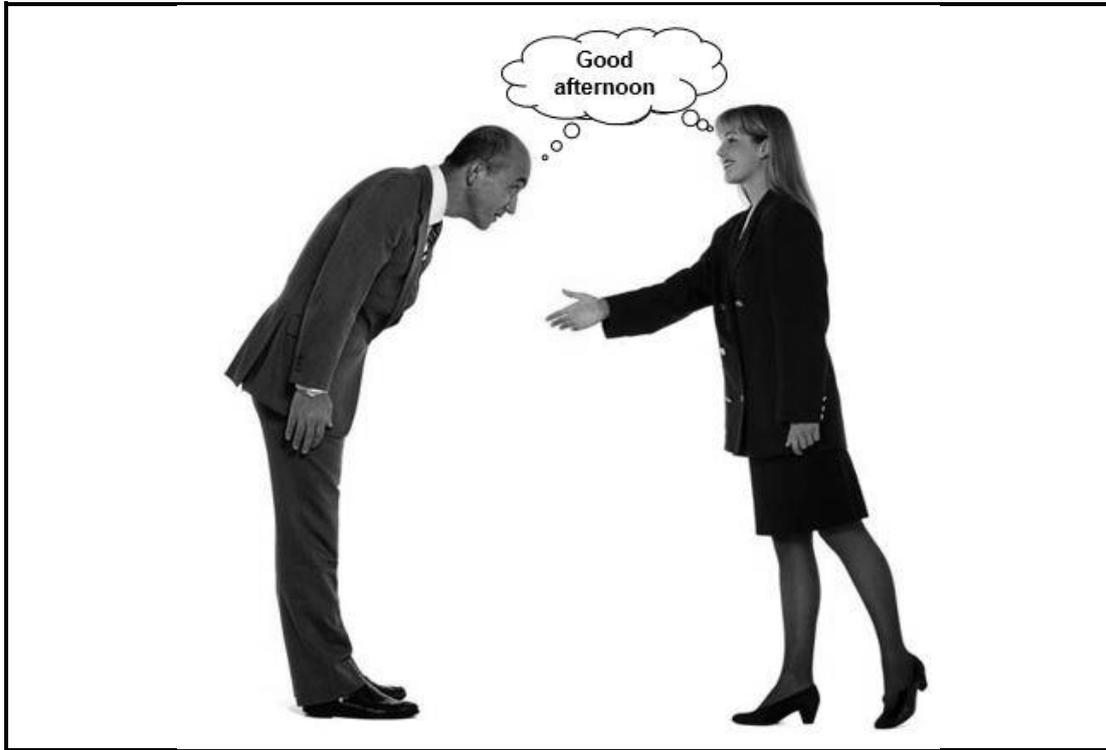


- 8.2.1 Name the country labelled **C**. (1)
- 8.2.2 Name the capital city of the country labelled **D**. (1)
- 8.2.3 Write the letter and name of the country that lies to the south-west of Zimbabwe. (2 x 1) (2)
- 8.2.4 Write the name of the country and the gateway port city labelled **A** that tourists will visit while on a MSC Cruise. (2 x 1) (2)

[22]

QUESTION 9

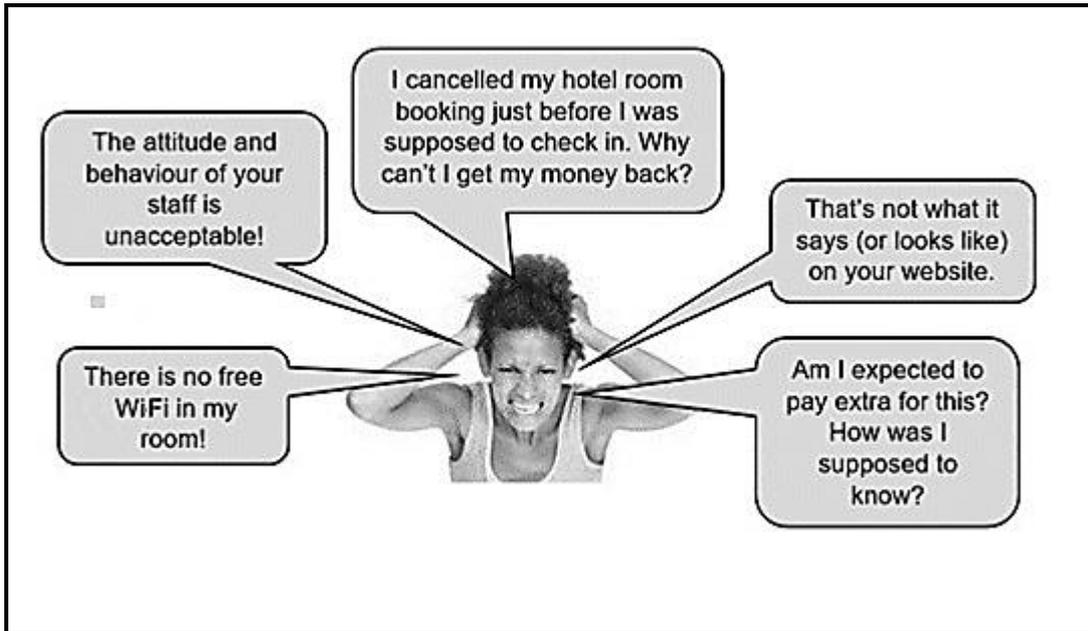
9.1 Study the picture and answer the question.



To be competitive in today's global marketplace, the South African tourism industry needs to be aware of the cultural traditions and customs of foreign visitors.

9.1.1 Discuss FOUR aspects that employees in a hotel should consider in order to ensure effective communication with foreign visitors from diverse cultural backgrounds. (4 x 2) (8)

9.2 Study the image below showing the top five customer complaints in the tourism industry and answer the questions.



- 9.2.1 Deduce from the extract whether the complaints are examples of verbal or written complaints. Motivate your answer. (2)
 - 9.2.2 Discuss the value for the tourism business of handling these complaints in a constructive manner. (2 x 2) (4)
 - 9.2.3 List the first TWO steps required when dealing with the customer complaints mentioned in QUESTION 9.2.1. (2 x 2) (4)
- [18]**

TOTAL SECTION E: 40
GRAND TOTAL: 200

