



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2017

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 (minutes)
A	1	Short Questions	40	20
B	2	Map Work and Tour Planning	20	30
	3	Foreign Exchange		
C	4	Tourism Attractions	50	50
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	50	50
E	8	Domestic, Regional and International Tourism	40	30
	9	Communication and Customer Care		
TOTAL:			200	180

SECTION A: SHORT QUESTIONS**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 number (1.1.1–1.1.20) in the ANSWER BOOK, e.g. 1.1.21 A.

1.1.1 The currency used when a South African is touring in London:

- A \$
- B ¥
- C ZAR
- D £

1.1.2 “Whatever you are looking for, it’s right here” was the slogan used by the ... campaign.

- A Sho’t Left
- B Responsible Tourism Town
- C Know your Country or City
- D Vaya Mzansi

1.1.3 Sight-seeing city tours by bus are examples of ...

- A scheduled tours.
- B itineraries.
- C the planning phase of a tour.
- D trip motivators.

1.1.4 Milk tart is an example of ... cuisine.

- A Cape Malay
- B San
- C Afrikaans
- D English

1.1.5 Technology used at some international airports to verify the identity of passengers:

- A Thermal body scanners
- B Full-body scanners
- C Biometric scanners
- D X-ray security scanners

- 1.1.6 These SADC countries are bordered by the Atlantic Ocean on their western side:
- A Zimbabwe, Tanzania and Malawi
 - B South Africa, Angola and Namibia
 - C Angola, Kenya and Malawi
 - D Namibia, Botswana and Mozambique
- 1.1.7 South Africa's first mass rapid transit rail system is called the ...
- A Gautrain.
 - B Shosholoza Meyl.
 - C Baz Bus.
 - D Metrorail.
- 1.1.8 When planning a menu, shellfish dishes are not appropriate for tourists.
- A Jewish
 - B German
 - C Hindu
 - D Mexican
- 1.1.9 A facility on board a luxury cruise liner that is only open when the ship is at sea:
- A Library
 - B Gym
 - C Theatre
 - D Casino
- 1.1.10 The acronym CRS stands for:
- A Central Registration Strategy
 - B Chief Recording Structure
 - C Central Reservation System
 - D Carrier Reservation System
- 1.1.11 The amount of money that a car rental company pays to TBCSA is called the ...
- A contract fee.
 - B tourism levy.
 - C airport surcharge.
 - D fuel deposit.
- 1.1.12 This UNESCO World Heritage site is located in Zimbabwe:
- A Chamarel Falls
 - B Mana Pools National Park
 - C Virunga National Park
 - D Etosha National Park

- 1.1.13 An example of an incidental cost that can be incurred when renting a vehicle:
- A PAI
 - B Contract fee
 - C Traffic administration fee
 - D Insurance
- 1.1.14 The capital of Swaziland:
- A Windhoek
 - B Victoria
 - C Mbabane
 - D Maseru
- 1.1.15 An example of a bus company that offers transport services between the main cities in South Africa:
- A Algoa Bus Company
 - B Golden Arrow Bus Company
 - C Ricksha Bus
 - D Intercap
- 1.1.16 The most famous landmark in the Ngorongoro Conservation Area in Tanzania is a ...
- A volcano.
 - B waterfall.
 - C crater.
 - D desert.
- 1.1.17 A passenger rail transport service that operates mainly between a city centre and outer suburbs:
- A Commuter train
 - B Tourist train
 - C Heritage train
 - D Novelty tourist train
- 1.1.18 The acronym SADC refers to the ... Community.
- A Southern African Developing
 - B Southern African Domestic
 - C Southern African Development
 - D Southern African Developed

1.1.19 The act of exchanging the currency of one country for its equivalent value in a foreign currency:

- A Exchange rate
- B Foreign exchange
- C Fluctuations
- D Multiplier effect

1.1.20 The ... is considered to be one of the world's great natural wonders.

- A Salonga National Park
- B Great Zimbabwe Ruins
- C Namib Desert
- D Victoria Falls

(20 x 1) (20)

1.2 Choose a description/term from COLUMN B that matches the airport and airline terminology 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	South Africa's national carrier	A	An airport that handles flights that begin and end in the same country
1.2.2	Domestic airport	B	Y
1.2.3	IATA code	C	SAA
1.2.4	International airport	D	Is used for ticketing, reservations and baggage handling
1.2.5	Class code for economy class on an aircraft	E	SA Express
		F	An airport that has customs and immigration facilities
		G	J

(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 (Destructive/Constructive) criticism will assist employees in the tourism industry to improve customer care.
- 1.3.2 Folklore is the (stories/songs) that are passed down from one generation to the next in specific cultures.
- 1.3.3 Heritage resources with (Grade I/Grade II) status are managed by SAHRA.
- 1.3.4 The annual Indaba tourism trade show held in Durban is an example of an (above-the-line/below-the-line) promotional technique.
- 1.3.5 (Marketing/Market research) is an organised way of collecting, analysing and interpreting information. (5 x 1) (5)

1.4 Choose a word(s) from the list that best matches each description/statement 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 a given option once.

Lake Kariba; Maluti Mountains; Bazaruto Archipelago; Tsingy de Bemaraha Strict Nature Reserve; Okavango Delta; Tamarin Bay; Liwonde National Park; Lake Malawi
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- 1.4.1 One of the highlights for tourists visiting this network of lagoons, lakes, waterways and islands in Botswana is a mokoro excursion.
- 1.4.2 This attraction located on the west coast of Mauritius, is well known for windsurfing and surfing activities.
- 1.4.3 An artificial lake located on the border between Zambia and Zimbabwe.
- 1.4.4 Basotho pony and horse riding trails allow tourists to experience spectacular views of this attraction.
- 1.4.5 A group of five islands off the east coast of Mozambique. (5 x 1) (5)

1.5 Rearrange the steps referring to a trip on the Gautrain in the correct order so that each step follows the previous one in a logical order. Write only the letters (A–E) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK, for example 1.5.6 F.

1.5.1 **A** – Pay attention to the electronic display boards on the train for destination and train times

1.5.2 **B** – Purchase your Gold Card

1.5.3 **C** – Disembark at your destination

1.5.4 **D** – Swipe your Gold Card

1.5.5 **E** – Gain access to the platform (5 x 1) (5)
[40]

TOTAL SECTION A: 40

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

2.1 Study the package tour below and answer the questions.

Askari Game Lodge and Spa – Magaliesburg (2 nights)	
Day 1	Flight: Port Elizabeth to Johannesburg Car hire: Avis Car Hire Accommodation: Askari Game Lodge and Spa
Day 2	Car hire: Avis Car Hire Accommodation: Askari Game Lodge and Spa
Day 3	Car hire: Avis Car Hire Flight: Johannesburg to Port Elizabeth
<p>Inclusions:</p> <ul style="list-style-type: none"> • Return flights from Port Elizabeth to Johannesburg • 3-Day car rental with 200 km free daily, limited waivers, airport surcharge and tourism levy • 2 Nights' accommodation at Askari Game Lodge and Spa • Breakfast and dinner daily • BONUS: One game drive per stay • Travel dates: 1 November 2017 – 31 January 2018 • Cost: R 4406 pp sharing <p style="text-align: right;">[Source: www.thompsons.co.za]</p>	

- 2.1.1 List TWO services offered to guests booking the above package tour. (2)
- 2.1.2 Name ONE type of tourist who would consider booking the above-mentioned offer. Motivate your answer. (2)
- 2.1.3 Identify ONE trip motivator for the package tour. (2)
- 2.1.4 Suggest TWO items that a tourist should pack when preparing for the package tour. Take into account the time of the year that the tour is on offer. (2)

[8]

QUESTION 3

Study the exchange rates given and answer the questions.

Foreign currency	Currency code	Exchange rate
United States Dollar	USD	14,19
Euro	EUR	15,29
Pound	GBP	17,62

- 3.1 Thembela from Port Elizabeth returns from her business trip to the USA. She has \$75 left over of her spending money. Calculate the amount in rand she will receive when exchanging her foreign currency for local currency.

Remember to show all the steps of your calculation. (3)

- 3.2 Melanie is planning a visit to her family in London. She has saved R8 500 to use as spending money for her trip.

3.2.1 Melanie has never travelled internationally before and has heard about the term "*fluctuations*" when exchanging currency. Explain this term to her. (2)

3.2.2 List TWO places where Melanie should go to exchange her local currency for foreign currency before her trip. (2)

3.2.3 Calculate how much of the foreign currency she will receive when she exchanges her rand for the currency of the destination that she will be visiting.

Remember to show all the steps of your calculations. (3)

- 3.3 Explain how the money that both Thembela and Melanie spend in the respective countries that they plan to visit will contribute to the local economies of those countries. (2)

[12]

TOTAL SECTION B: 20

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

QUESTION 4

Refer to the pictures of the SADC tourism attractions below and answer the questions.



Cahora Bassa Dam



Royal Hills of Ambohimanga



Kahuzi-Biega National Park



The Tsodilo Hills



Matopo Hills

4.1 Name ONE activity that tourists can participate in while visiting the Cahora Bassa Dam.

(1)

4.2 Redraw and complete the table below in the ANSWER BOOK.

SADC attraction	Country	ONE reason why it is considered a top tourist attraction
<i>E.g. Fish River Canyon</i>	<i>Namibia</i>	<i>It is the second largest canyon in the world</i>
Cahora Bassa Dam		
Royal Hills of Ambohimanga		
Kahuzi-Biega National Park		
The Tsodilo Hills		
Matopo Hills		

(3)

(3)

(3)

(3)

(3)

[16]

QUESTION 5

5.1 Read the statement below and answer the questions.

The Rainbow Nation was the name given to South Africa by Archbishop Desmond Tutu after the first democratic election in 1994. This is a perfectly descriptive name that captures the cultural uniqueness and diversity in South Africa.

5.1.1 Explain your understanding of the concepts:

(a) Cultural uniqueness (2)

(b) Cultural diversity (2)

5.1.2 Identify the cultural group that best represents the cultural uniqueness of South Africa in the Eastern Cape. (2)

5.1.3 Describe TWO aspects of the traditional dress of the cultural group identified in QUESTION 5.1.2 that would attract tourists to visit the Eastern Cape. (2 x 2) (4)

5.2 Study the logo of SAHRA and answer the questions that follow.



- 5.2.1 Write the missing information labelled **A** to complete the logo. (2)
- 5.2.2 Write a paragraph explaining THREE functions performed by SAHRA in relation to the national estate. (3 x 2) (6)
- 5.2.3 Explain why special heritage permits are required to make changes to, or demolish structures older than 60 years. (2)

[20]

QUESTION 6

Study the collage on marketing techniques and answer the questions.



6.1 Flight Centre is one of South Africa's leading travel retailers. The business uses a combination of different promotional techniques to reach their target audience.

From the collage identify SIX promotional techniques used by Flight Centre to market their business.

Redraw and complete the table below in the ANSWER BOOK.

Above-the-line promotional techniques	Below-the-line promotional techniques

(6 x 1) (6)

6.2 Identify the TWO main segments of Flight Centre's target market. (2 x 1) (2)

6.3 Suggest TWO methods the management of Flight Centre could use to determine the effectiveness of the different promotional techniques applied by the business. (2 x 2) (4)

6.4 Flight Centre offers a toll-free number which customers can use to contact them.

Explain why the provision of this service will have an impact on the marketing budget of Flight Centre. (2)

[14]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS

QUESTION 7

7.1 Study the extract below and answer the questions.



		<p><i>SA consumers have a choice when it comes to airlines</i></p>	
<p>South African domestic travellers have a choice between a number of airlines competing in the market. Customers looking for cheap flights often turn to budget airlines, one of which is FlySafair. FlySafair's cheapest fare gives you a seat on the aircraft and 7 kg of carry-on luggage. Customers can then add on various other items, such as check-in bags and pre-selected seats, at a small fee.</p>			
	PLZ 18:55 – 20:35 JNB 01h40m, nonstop, economy Flight no. FA233 7 kg hand luggage + R150 for checked-in luggage		JNB 16:50 – 18:30 PLZ 01h40m, nonstop, economy Flight no. FA232 7 kg hand luggage + R150 for checked-in luggage
R758		R658	
<p>Total price: ZAR 1 416 for one traveller</p>			

[Source: www.flysafair.co.za]

- 7.1.1 List ONE example, other than the one given in the extract, of a budget airline operating in South Africa. (1)
- 7.1.2 Identify, using the IATA codes in the example, the departure and arrival cities of flight FA 232. (2 x 1) (2)
- 7.1.3 Discuss, providing TWO examples, how a budget airline differs from other carriers. (2 x 2) (4)
- 7.1.4 Deduce which type of aircraft, a narrow or a wide body aircraft, is used by FlySafair. Motivate your answer. (2 x 2) (4)
- 7.1.5 Explain to a first time flyer how to go about checking in upon arrival at the airport. (3 x 2) (6)
- 7.1.6 Tabulate ONE advantage and ONE disadvantage for a passenger being seated on an aisle seat on an aircraft. (2 x 2) (4)
- 7.1.7 Calculate the total price of the ticket if a passenger were to take one piece of checked in luggage on both legs of the return trip indicated in the example. Remember to show all the steps of your calculation. (2)

7.2 Read the extract on the car rental industry and answer the questions.

Vuyani Zulu is hiring a vehicle from justcarhire. He decides to hire a Kia Picanto.

	Rental details Pick up: 8 October 2017 08:30 East London Airport Drop off: 10 October 2017 08:30 East London Airport	
Insurance type: SCDW and STLW Additional services: Additional driver GPS		Payment method: Credit card Inclusions: 200km per day and R2.26 per kilometre thereafter, insurance, airport surcharge, tourism levy, VAT.
Price: Rental R664 (2 days @ R332 per day) Additional services: R546 Contract fee: R77 Total: R1287		Exclusions: Fuel, insurance excess (R2640), windscreen damage, water or tyre damage, PAI.

[Source: www.justcarhire.co.za]

- 7.2.1 Identify the document that Vuyani must produce when he collects the vehicle. (2)
- 7.2.2 Explain the insurance type listed as SCDW. (2)
- 7.2.3 Explain what is meant by the term “*insurance excess*”. (2)
- 7.2.4 Outline what is included in PAI. (2)
- 7.2.5 Discuss why car rental companies require clients to pay for their rental using a credit card. (2 x 2) (4)
- 7.2.6 Calculate the amount that Vuyani will have to pay if he rents this vehicle at the quoted price and drives 460 km. Remember to show all the steps of your calculation. (3)

- 7.3 Gautrain management are taking commuters' safety very seriously and have put strict security measures in place to ensure that they are safe when using the train.



Write a paragraph discussing the safety and security measures of the Gautrain.

Include the following aspects in your paragraph:

- Gautrain stations (2)
- On board the Gautrain (2)

- 7.4 Study the pictures taken on board the MSC Sinfonia luxury cruise liner and answer the question.



The MSC Sinfonia has a range of accommodation to meet the budget and specific requirements of their guests.

Differentiate between the TWO types of accommodation in the pictures. (2 x 2) (4)

7.5 Read the extract on entrepreneurial opportunities in tourism and answer the questions.

Young SA Entrepreneur uses bicycle tours to introduce international visitors to the “real SA”



Jeffrey Mulaudzi, a young entrepreneur from one of Johannesburg’s oldest townships, Alexandra, is offering tourists the opportunity to experience the “real Alexandra” through bicycle tours.

Mulaudzi saw an opportunity to introduce the people and lifestyle of Alexandra to tourists during the 2010 FIFA Soccer World Cup. He then made tour brochures and marketed his services, thus increasing his client base. Today he employs three tour guides and hosts three tours a week. Cost of the tours is R200 for 2½ hours and R400 for a 4 hour tour. The price includes bike hire, helmets, water and lunch prepared by the local community.

Jeffrey’s motto is, “Never give up!”

[Source: www.southafrica.info]

7.5.1 Identify TWO characteristics that Jeffrey has that assist him in being a successful entrepreneur. (2 x 1) (2)

7.5.2 Deduce ONE problem that Jeffrey could have experienced when starting his business. (2)




[50]

TOTAL SECTION D: 50

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

QUESTION 8

8.1 Study the travel behaviour and preferences of the domestic tourism market segments below and answer the questions.

A	B	C
 <ul style="list-style-type: none"> • Weekend specials with many activities. • Make new friends. • Discover new places. • Fun! Fun! Fun! 	 <ul style="list-style-type: none"> • Travel is a way of life. • Spend quality time with loved ones. • Travel experiences and memories are important. 	 <ul style="list-style-type: none"> • Travel to escape the city. • Spend time with family in new and different locations. • Expose the children to different activities.

Name the domestic market segments labelled **A**, **B** and **C** that have been identified to form part of the target market of the Domestic Tourism Growth Strategy (2012–2020) marketing campaign. (3 x 2) (6)

8.2 Study the extract and answer the questions that follow.

A survey of domestic tourism has revealed the least popular month for leisure travel in South Africa is May while the most popular month for leisure travel is December.

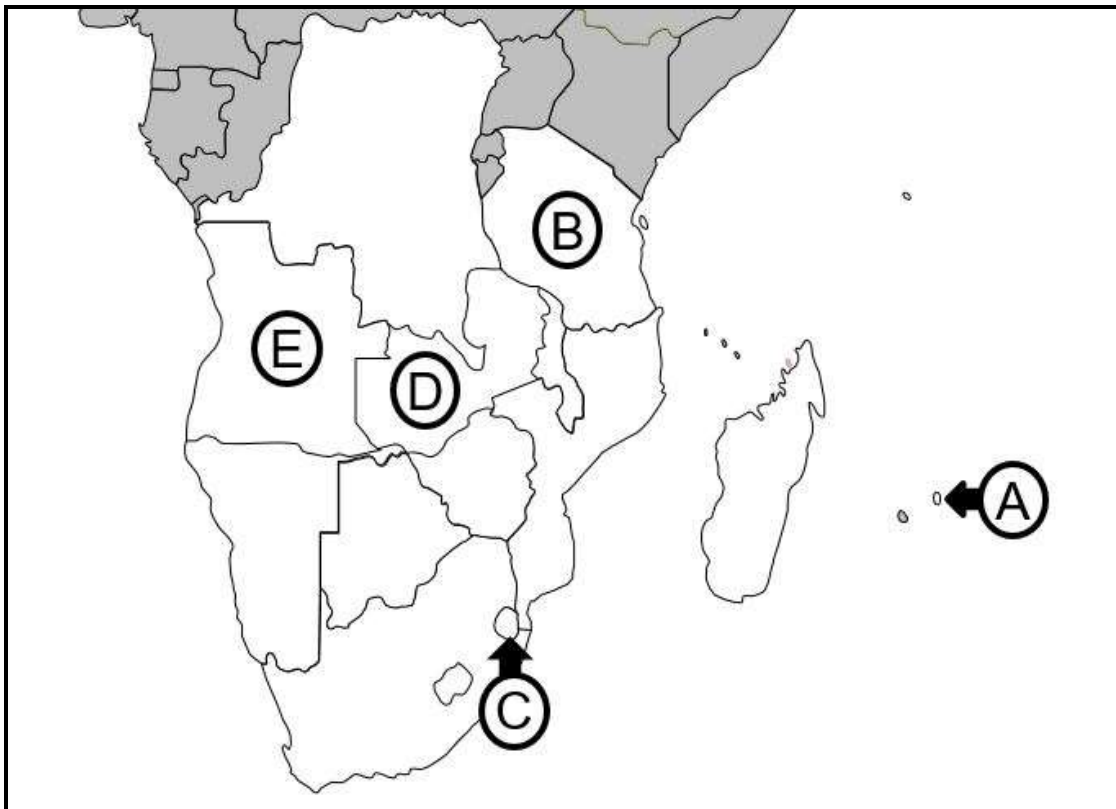
[Adapted from: <http://www.fin24.com>]

8.2.1 Give ONE reason why domestic tourists prefer to travel in December. (2)

8.2.2 Identify ONE strategic objective of the Domestic Tourism Growth Strategy (2012–2020) that specifically aims to address the less popular months for leisure travel among domestic tourists. (2)

8.2.3 Explain TWO ways in which the Domestic Tourism Growth Strategy (2012–2020) aims to achieve the objective identified in QUESTION 8.2.2. (2 x 2) (4)

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



- 8.3.1 Name the country labelled **D**. (1)
- 8.3.2 Name the capital city of the country labelled **E**. (1)
- 8.3.3 Write the letter of the country that tourists will be visiting when arriving in the gateway city of Dodoma. (1)
- 8.3.4 Name ONE type of transport that leisure tourists from South Africa will mainly use when planning to visit the country labelled **A**. (1)
- 8.4 Travelling in Southern Africa is an unforgettable experience. It is a region of extremes – a world in 15 countries.
 - 8.4.1 Name the SADC body responsible for the development of tourism and regional destination marketing across the 15 Southern African countries. (2)
 - 8.4.2 Discuss ONE advantage of regional tourism for the SADC member countries. (2)

[22]

QUESTION 9

- 9.1 Study the extract below on customer care for foreign tourists and answer the questions.

Research released by the MasterCard-Crescent Rating Global Muslim Travel Index for 2016 revealed that in 2015, there were an estimated 117 million Muslim visitor arrivals globally. This represents close to 10% of the entire travel market.

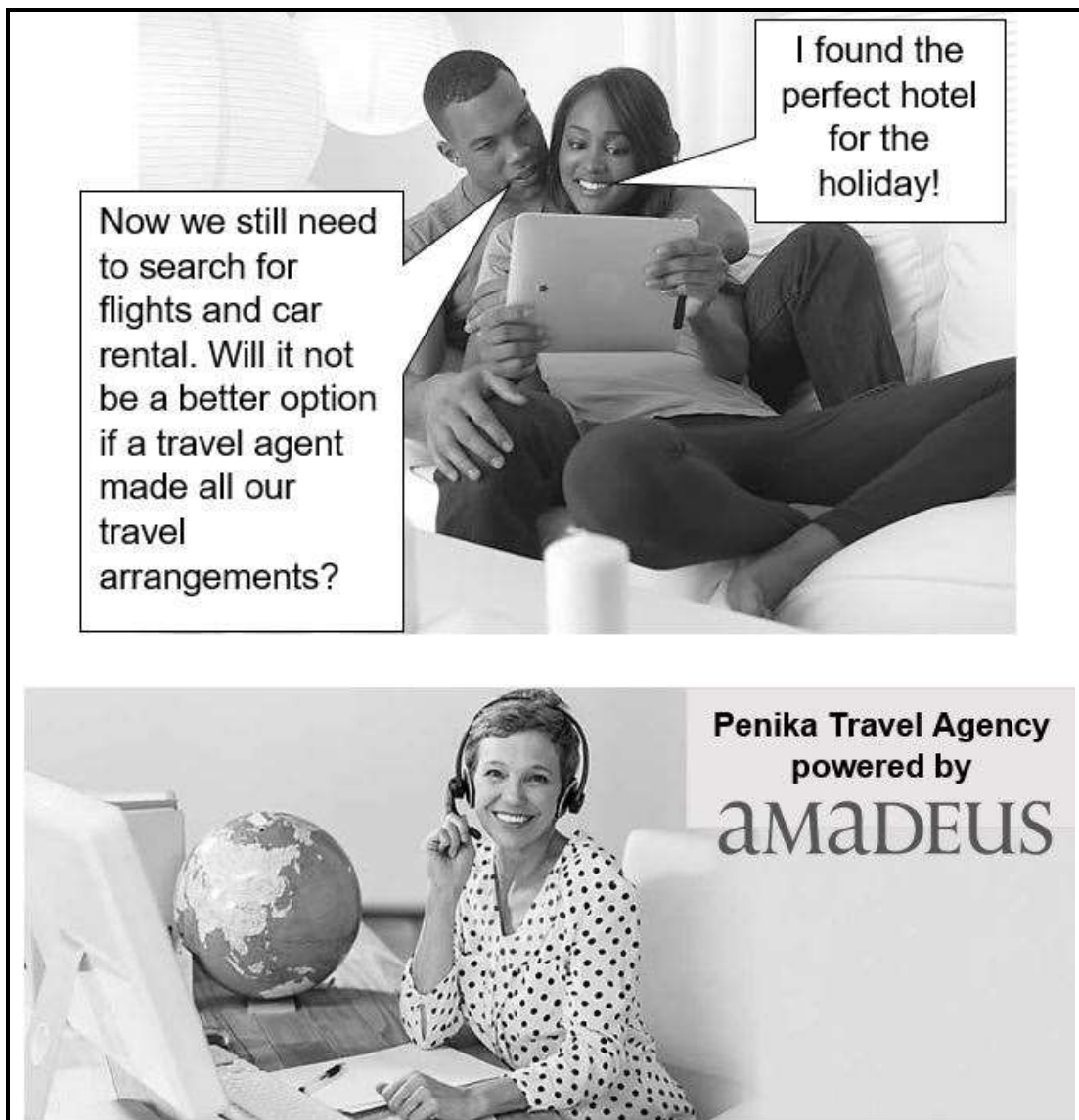
The fast growing Muslim travel segment is an opportunity for the South African tourism industry. In order to benefit from it, it is important to understand the needs and preferences of Muslim travellers and how to adapt products and services for them.

[Adapted from <http://traveller24.news24.com>]

Staff training can make or break the Muslim guest experience.

Discuss TWO aspects of the customs and traditions of the Muslim travel market segment that the management of a hotel should address in their guest-related staff training programme. (2 x 2) (4)

9.2 Study the images below and answer the questions.



9.2.1 Amadeus is an example of a global distribution system.

Name TWO other examples of major GDSs used by travel agencies. (2)

9.2.2 Explain, referring to the couple’s needs, how the use of Penika Travel Agency’s access to GDS technology can simplify their travel arrangements. (2 x 2) (4)

9.2.3 Identify TWO strategies that Penika Travel Agency can implement in order to achieve and maintain quality service delivery for its customers. (2 x 2) (4)

9.2.4 Describe TWO benefits of excellent customer service for a travel agency. (2 x 2) (4)

[18]

TOTAL SECTION E: 40
GRAND TOTAL: 200

