



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2018

**TOURISM
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 12 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|--------------------|----------|------|
| 1.1 | 1.1.1 | B ✓ | | |
| | 1.1.2 | A ✓ | | |
| | 1.1.3 | A ✓ | | |
| | 1.1.4 | D ✓ | | |
| | 1.1.5 | D ✓ | | |
| | 1.1.6 | C ✓ | | |
| | 1.1.7 | C ✓ | | |
| | 1.1.8 | C ✓ | | |
| | 1.1.9 | C ✓ | | |
| | 1.1.10 | A ✓ | | |
| | 1.1.11 | B ✓ | | |
| | 1.1.12 | D ✓ | | |
| | 1.1.13 | B ✓ | | |
| | 1.1.14 | C ✓ | | |
| | 1.1.15 | B ✓ | | |
| | 1.1.16 | A ✓ | | |
| | 1.1.17 | D ✓ | | |
| | 1.1.18 | B ✓ | | |
| | 1.1.19 | B ✓ | | |
| | 1.1.20 | C ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | D ✓ | | |
| | 1.2.2 | E ✓ | | |
| | 1.2.3 | F ✓ | | |
| | 1.2.4 | A ✓ | | |
| | 1.2.5 | B ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | transcontinental ✓ | | |
| | 1.3.2 | kosher ✓ | | |
| | 1.3.3 | short haul ✓ | | |
| | 1.3.4 | beef ✓ | | |
| | 1.3.5 | international ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | entrepreneur ✓ | | |
| | 1.4.2 | border post ✓ | | |
| | 1.4.3 | paleontology ✓ | | |
| | 1.4.4 | Gold Card ✓ | | |
| | 1.4.5 | archipelago ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | ACSA ✓ | | |
| | 1.5.2 | Landlocked ✓ | | |
| | 1.5.3 | Galley ✓ | | |
| | 1.5.4 | Billboard ✓ | | |
| | 1.5.5 | Tanzania ✓ | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 Eco tourist ✓
 • Nature lover
Motivation: The title of the tour is wildlife encounter which means that the trip motivator is wildlife experiences which will suit eco tourists/nature lovers. ✓✓ (3)
- 2.2 2.2.1 Included: transfers from Kruger Mpumalanga International Airport ✓
 • Shuttle service
 • Game drive vehicle
 • 4 x 4 vehicle (1)
- 2.2.2 Excluded: flights ✓ (1)
- 2.3 Hat ✓
 Clothes suitable for game drives and walks ✓
 • Sunscreen
 • Camera
 • Warm jackets for game drives (2 x 1) (2)
- 2.4 Daily changes in the rate of exchange between different currencies. ✓✓ (2)
[9]

QUESTION 3

- 3.1 Foreign exchange ✓✓ (2)
- 3.2 US Dollar ✓✓
 • US\$ (2)
- 3.3 **We buy:** This represents the bank buying rate whereby the bank buys foreign currency from clients at a specific rate. ✓✓
We sell: This represents the bank selling rate whereby the bank sells foreign currency to clients at a specific rate. ✓✓ (2 x 2) (4)
- 3.4 ZAR 18 500,00 ÷ ✓11,79 = US\$ 1569,13 ✓✓

OR

US\$ 1569,13 ✓✓✓ (3)
[11]

TOTAL SECTION B: 20

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

QUESTION 4

- 4.1 **A** – Victoria Falls ✓✓
 B – Mount Kilimanjaro ✓✓
 C – Bazaruto Archipelago ✓✓
 D – Okavango Delta ✓✓ (4 x 2) (8)
- 4.2 Zambezi River ✓✓ (2)
- 4.3 Climbing Mount Kilimanjaro will afford tourists the opportunity to participate in adventure activities. ✓✓
 • It is the highest mountain in Africa.
 • It is the highest free standing mountain in the world.
 • The peak of Mount Kilimanjaro is 5 895 m above sea level. (2)
- 4.4 Windsurfing ✓
 Snorkelling ✓
 • Water-skiing
 • Boat trips/Glass bottom boat trips
 • Pedal boating
 • Sailing/Yachting
 • Fishing/Big game fishing (Any 2 x 1) (2)
- 4.5 It is the largest inland delta in the world. ✓✓
 It attracts great concentrations of diverse animals and birds. ✓✓ (2 x 2) (4)
- [18]**

QUESTION 5

- 5.1 5.1.1 (a) Umngqusho (samp and beans) ✓
 Xhosa bread ✓
 • Umpokoqo (maize mixed with sour milk)
 • Isopho (corn soup)
 • Imithwane (pumpkin leaf and butter mélange)
 • Ilaxa (pumpkin leaf cooked together with fresh pumpkin)
 • Beef, mutton and goat's meat
 • Umqombothi (sorghum beer) (Any 2 x 1) (2)
- (b) Beadwork ✓
 Traditional clothing ✓
 • Arm and ankle bracelets
 • Clay pots
 • Baskets
 • Woven mats
 • Wooden sculptures
 • Traditional weapons (Any 2 x 1) (2)
- (c) The cultural experience on offer is specific to the area and cannot be experienced elsewhere. ✓✓ (2)

- 5.1.2 The tour provides tourists with original and memorable experiences through interaction with local villagers. ✓✓
It provides a fun and entertaining way for inbound tourists to experience the Xhosa culture. ✓✓
- It allows tourists to experience the Xhosa culture, their way of life and to discover their food and customs. (Any 2 x 2) (4)
- 5.2 5.2.1 **A** – Shipwrecks ✓
B – Structures older than 60 years ✓
C – Graves ✓ (3 x 1) (3)
- 5.2.2 (a) South African Heritage Resources Agency ✓
• SAHRA (1)
- (b) Eastern Cape Heritage Resources Agency ✓
• ECHRA (1)
- (c) SAHRA educates and trains South Africans to help identify heritage resources. ✓✓
It is tasked with keeping an information database on the national estate. ✓✓
- It is responsible for the establishment of national principles, standards and policy for the identification, recording and management of the national estate.
 - It identifies heritage resources of national importance.
 - It coordinates the functions of provincial and local heritage authorities. (Any 2 x 2) (4)
- 5.2.3 To ensure that our heritage resources are preserved for future generations. ✓✓
- Heritage resources contribute to a greater understanding of traditions and culture between different groups in our country.
 - Heritage resources celebrate the achievements of our country and its people.
 - Heritage resources provide opportunities for research into our traditions and customs. (2)

[21]**QUESTION 6**

- 6.1 6.1.1 **A** – Leisure tourist ✓
B – Student ✓
- Backpacking tourist
 - Youth tourist
 - Gap year traveller (2 x 1) (2)
- 6.1.2 **A** – Sales promotion ✓✓
B – In-store discount ✓✓ (2 x 2) (4)

- 6.1.3 Sales promotions and in-store-discounts can increase sales by attracting new and existing customers. ✓✓
- By using the promotional techniques the businesses will create an awareness of their products on offer.
 - They result in an improved product availability for a limited time. (Any 1 x 2) (2)

- 6.2 Printing costs ✓
Telephone costs ✓
Fax costs ✓
Internet costs ✓ (Any 3 x 1) (3)
- [11]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS**QUESTION 7**

- 7.1 7.1.1 Identity document ✓
 • Driver's license (Any ONE) (1)
- 7.1.2
 • Budget airlines provide flights at a lower cost. ✓✓
 • Passengers have fewer comforts. ✓✓
 • A lower level of service is provided on a budget airline.
 • Refreshments are usually not included in the ticket price and have to be purchased on board budget airlines.
 • Newspapers are usually not included in the ticket price and have to be purchased on board budget airlines.
 • Tickets are not usually assigned specific seats on budget airlines.
 • Only one class of service, economy class, is available on budget airlines. (Any 2 x 2) (4)
- 7.1.3 (a) 07:25 ✓ or earlier. (1)
 (b) He must check in at least one hour prior to departure in order to complete the check in procedures. ✓✓ (2)
- 7.1.4 Narrow body aircraft ✓
Motivation: In South Africa domestic flights are short haul flights and therefore only narrow body aircraft are used. ✓✓
 • Wide body aircraft are used on long haul, international flights. (3)
- 7.1.5 He must store his carry-on luggage in the overhead storage compartments on the aircraft. ✓ (1)
- 7.1.6
 • At the check-in counter he must produce valid identification. ✓✓
 • The assistant will verify his details on the computer system. ✓✓
 • His check in luggage will be weighed and a luggage tag will be placed on it to indicate his destination. ✓✓
 • The assistant will print a boarding pass with the information for his flight and attach his luggage tickets. ✓✓
- NOTE:** *The steps must be given in the correct order. Do not award marks if the steps are mixed up. Candidates should write in a paragraph. Bullets have been provided in the memo for ease of marking.* (4 x 2) (8)

- 7.2 7.2.1 A metal detector is used to scan the body of the passenger to ensure that they are not carrying concealed weapons. ✓✓ (2)
- 7.2.2 The baggage wrap equipment ensures that the contents of the luggage is safe and cannot be tampered with. ✓✓
- The baggage wrap equipment ensures that the contents of the suitcase is not lost should it break open during transit. (2)
- 7.2.3 A carousel delivers checked luggage to the passengers at the baggage claim area at their final destination. ✓✓ (2)
- 7.3 7.3.1 Each station and platform has CCTV cameras in place. ✓✓
- South African Transport Police and security guards maintain a constant presence at all times.
 - Only valid ticket holders are allowed on platforms. (Any 2 x 2) (4)
- 7.3.2 The gap between the car rail floor and the platform is minimised to allow for level boarding between the platform and the train. ✓✓
- Each train has a section that is allocated to passengers in wheelchairs. ✓✓ (2 x 2) (4)
- 7.4 7.4.1 Casino ✓
- Spa and fitness centre/gym ✓
- Shops
 - Library
 - Theatre
 - Cinema
 - Swimming pool
 - Lounges
 - Other facilities such as miniature golf courses, video arcades, rock-climbing walls, basketball and tennis courts (Any 2 x 1) (2)

- 7.4.2 (a) Chef ✓
- Waitron
 - Actor or dancer in theatre productions
 - Photographer
 - Beautician
 - Hairdresser
 - Crew members

NOTE: *Accept any relevant career opportunities.* (1)

- (b) Chef – culinary skills ✓✓
- Waitron – good communication skills ✓✓
Actor or dancer in theatre productions – acting or dancing skills
 - Photographer – skills required to take photos e.g. creativity
 - Beautician – skills required to act as a beautician e.g. visualisation
 - Hairdresser – hairdressing skills e.g. styling
Crew members – skills required to perform their duties e.g. problem solving

NOTE: *Accept any relevant skill.* (2)

7.5 7.5.1 10:00 ✓ or earlier

NOTE: Rental companies allow approximately 1 hour leeway before charging the renter for another day (1)

7.5.2 (a) **Airport surcharge:** A charge that applies to every vehicle rented from an airport depot. ✓✓ (2)

(b) **Collision damage waiver:** Insurance that car rental companies charge in the event of the rented vehicle being involved in an accident during the rental period. ✓✓ (2)

7.5.3 ZAR 1 977,00 + ZAR 321,00 ✓ (100 km @ R3,21 p/km)
= ZAR 2 298,00 ✓

OR

ZAR 2 298,00 ✓✓ (2)

7.6 **Cost:**

Bus transport is more expensive than rail transport and therefore trains are more cost effective. ✓✓

Frequency:

Tourist buses run more frequently (often) than trains and are therefore more popular with travellers. ✓✓

NOTE: *Accept any relevant correct answers.*

(2 x 2)

(4)

[50]

TOTAL SECTION D: 50

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

QUESTION 8

- 8.1 8.1.1 Spontaneous Budget Explorers ✓✓ (2)
- 8.1.2 (a) Aged between 18 and 24 years ✓✓ (2)
- (b) They prefer a weekend holiday filled with activities ✓✓ (2)
- (c) To get away from the monotony of life ✓✓
- To add to their life experiences
 - To discover new people, places and adventures (2)
- 8.1.3 Increase domestic tourism expenditure. ✓✓
Increase domestic tourism volumes. ✓✓
- Enhance measures and efforts aimed at addressing seasonality and equitable geographic spread.
 - Enhance the level of the culture of tourism/travel among South Africans. (Any 2 x 2) (4)
- 8.2 8.2.1 Madagascar ✓ (1)
- 8.2.2 A – Victoria ✓
B – Kinshasa ✓
C – Luanda ✓
D – Lilongwe ✓ (4 x 1) (4)
- 8.2.3 O.R. Tambo International Airport ✓ (1)
- 8.3 8.3.1 Regional Tourism Organisation of Southern Africa ✓✓/RETOSA (2)
- 8.3.2 Collaboration will generate income for the region through tourist spending e.g. accommodation, attractions, shopping and transport. ✓✓
- A large number of people will be employed as tourism is labour intensive.
 - The multiplier effect will be put in motion which will lead to economic growth.
 - It will create a demand for new and improved tourism infrastructure development e.g. airports (to accommodate more flights) and communication networks.
 - It will create more awareness of Southern African as a tourist destination.

NOTE: Accept any other appropriate answer. (Any 1 x 2) (2)

[22]

QUESTION 9

- 9.1 9.1.1 (a) Central Reservation System ✓✓
 • CRS (2)
- (b) MICROS-Fidelio ✓✓
 • MICROS-Fidelio OPERA (2)
- 9.1.2 The potential guest can visit the hotel's website to gain access to its CRS. ✓✓
 • The potential guest can call the hotel's toll free number to access its CRS. (2)
- 9.2 9.2.1 **The waiter should have:**
 • Apologised without blaming. ✓✓
 • Solved the problem immediately. ✓✓
 • Offered the customer some kind of compensation. ✓✓
 • Thanked the customer for informing him about the problem. ✓✓
- NOTE:** *No marks to be awarded if the steps are not in the correct order.* (4 x 2) (8)
- 9.2.2 Performance management ✓✓
 • Team and peer reviews
 • In-service training (Any ONE) (2)
- 9.2.3 This will assist in identifying areas in need of improvement. ✓✓
 • Management will introduce strategies to improve products and service.
 • Builds a better business.
 • Staff will make less mistakes.
 Fixing mistakes will:
 • Lead to positive word of mouth advertising.
 • Improve customer satisfaction and encourage repeat visits.
 • Improve the reputation of the restaurant and reduce the marketing budget. (Any ONE) (2)

[18]

TOTAL SECTION E: 40
GRAND TOTAL: 200