



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2013

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 8 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1: MULTIPLE-CHOICE QUESTIONS**

1.1	1.1.1	C ✓	(1)
	1.1.2	D ✓	(1)
	1.1.3	A ✓	(1)
	1.1.4	B ✓	(1)
	1.1.5	D ✓	(1)
	1.1.6	A ✓	(1)
	1.1.7	A ✓	(1)
	1.1.8	B ✓	(1)
	1.1.9	B ✓	(1)
	1.1.10	A ✓	(1)
	1.1.11	B ✓	(1)
	1.1.12	C ✓	(1)
	1.1.13	A ✓	(1)
	1.1.14	B ✓	(1)
	1.1.15	B ✓	(1)
	1.1.16	C ✓	(1)
	1.1.17	A ✓	(1)
	1.1.18	D ✓	(1)
	1.1.19	A ✓	(1)
	1.1.20	C ✓	(1)
1.2	1.2.1	Above the line ✓	(1)
	1.2.2	RETOSA ✓	(1)
	1.2.3	Itinerary ✓	(1)
	1.2.4	Established ✓	(1)
	1.2.5	Surveys ✓	(1)
1.3	1.3.1	Ndebele/AmaNdebele ✓	(1)
	1.3.2	Zulus/AmaZulu ✓	(1)
	1.3.3	Basotho/Sotho ✓	(1)
	1.3.4	Venda/AmaVenda ✓	(1)
	1.3.5	Xhosas/AmaXhosa ✓	(1)
1.4	1.4.1	C ✓	(1)
	1.4.2	D ✓	(1)
	1.4.3	A ✓	(1)
	1.4.4	E ✓	(1)
	1.4.5	B ✓	(1)
1.5	1.5.1	Economy class ✓	(1)
	1.5.2	Schedule flight ✓	(1)
	1.5.3	Cockpit ✓	(1)
	1.5.4	Luggage Carousel ✓	(1)
	1.5.5	Boarding pass ✓	(1)

TOTAL SECTION A: 40

SECTION B: MAPWORK, TOURPLAN AND FOREIGN EXCHANGE

QUESTION 2

- 2.1 2.1.1 (a) Sports tourists ✓ **OR** Outbound international/foreign tourists (1)
- (b) They are visiting Brazil for a sporting event/soccer matches. ✓ They are going to another country. ✓ (1)
- 2.1.2 Budget ✓ Date ✓ Time ✓
 Client profile ✓ (Names, Country of origin, number of people, next of kin, contact details, hobbies) ✓
 Age ✓ Interests ✓ Religion ✓ Likes and dislikes ✓ (Any 4 x 1) (4)
- 2.1.3 A general itinerary is made for a group of tourists ✓ with a common interest ✓ whereas a personalised itinerary will focus on an individual ✓ and his or her specific needs. ✓ (4)
- 2.2 *Local currency* is the money that the countries use for transacting within their countries, ✓✓ for example, US dollar is the local currency in the USA. (2)
- 2.3 2.3.1 AU\$8,00 x ✓ R8,16 ✓ = R65,28 ✓ (✓✓✓) (3)
- 2.3.2 £25 000 x ✓ R12,58 ✓ = R314 500 ✓ (✓✓✓) (3)
- 2.4
- Commercial banks ✓
 - Bureau de Change ✓
 - Airport kiosk ✓
 - Major hotels ✓
 - Cruise ships ✓
- (Any 2 x 1) (2)

TOTAL SECTION B: 20

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

QUESTION 3

- 3.1 3.1.1 *Marketing budget* is a budget that summarises the tasks necessary to realise specific marketing goals and the resources required to do these tasks. √√ (2)
- 3.1.2
- Trade workshops across key markets √√
 - Numerous travels √√
 - Trade and media familiarisation trips √√
 - On-going in-depth research into consumer needs √√ (Any 3 x 2) (6)
 -
- 3.1.3 "... to travel South Africa ourselves like tourists in our own country..." √√ (2)
- 3.1.4
- To find out what customers think about a potential product or service before it goes on sale. √√
 - To find out more about competitors so as to gain a competitive advantage. √√
 - To get to know exactly what customers need and want. √√
 - In order to satisfy customers' needs. √√
 - To ensure repeat visits. √√
 - In order to get good reputation and positive *Word of Mouth* (WOM). √√ (Any 4 x 2) (8)
- 3.2 3.2.1
- As means of exchange √√
 - Payment of *lobola* √√
 - Trade for land √√
 - Slaughtering of cattle for special celebrations √√
 - Slaughtering at funerals, rituals and customs √√
 - Selling to generate income √√ (Any 4 x 2) (8)
- 3.2.2
- (a) Sotho/Basotho √ (1)
 - (b) Tshivenda/Venda √ (1)
 - (c) Zulus/Swati √ (1)
 - (d) Afrikaans-speaking people √ (1)
- 3.3 SAHRA √ (1)

- 3.4
 - To co-ordinate all provincial heritage site agencies and ensure that they comply with national principles, standards and policy for heritage resources management. ✓✓
 - To promote public understanding and enjoyment of the national estate. ✓✓
 - To encourage public interest and involvement of the national estate. ✓✓
 - To encourage public interest and involvement in the identification, assessment recording and management of heritage resources. ✓✓
 - To promote education and training in fields related to the management of the national estates. ✓✓ (Any 3 x 2) (6)

 - 3.5 3.5.1 KwaZulu-Natal ✓ (1)
 - 3.5.2 Western Cape ✓ (1)
 - 3.5.3 Northern Cape ✓ (1)
- [40]**

QUESTION 4

- 4.1 Tanzania ✓ (1)

 - 4.2
 - It is a world heritage site (WHS) ✓
 - It is the highest mountain in Africa ✓
 - It is the world's tallest free standing mountain ✓
 - 5 895 m high ✓
 - Dormant/inactive volcano ✓ (Any 4 x 1) (4)

 - 4.3 4.3.1 South Africa ✓ and Lesotho ✓ (2)
 - 4.3.2 Zimbabwe ✓ and Zambia ✓ (2)

 - 4.4 Windhoek ✓ (1)
- [10]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS: SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 5**

- 5.1 5.1.1 Departure: Addis Ababa ✓
Arrival: Johannesburg ✓ (2)
- 5.1.2 Transcontinental ✓ It moves from one city (country) to another within the same continent, e.g. Africa. ✓✓ (3)
- 5.1.3 (a) Day 4 (Thursday) ✓ (1)
(b) Departure time ✓ (1)
(c) Arrival time ✓ (1)
(d) Aircraft type ✓ (1)
(e) Direct flight – There is no stop between Johannesburg and Addis Ababa ✓ (1)
- 5.2 5.2.1 14:00 ✓ (1)
- 5.2.2 (a) One way ✓ (1)
(b) Return ✓ (1)
- 5.2.3 Frequency indicates the days on which the train is scheduled to depart. ✓✓ (2)
- 5.2.4 09:30 – 14:00 = 19h30 min ✓✓ (2)
- 5.3 5.3.1 A day rate is a flat fee that you must pay for each day that the car is hired. ✓✓ For Mrs Senge it is R100,00 per day. ✓✓ (2 x 2) (4)
- 5.3.2 Theft Loss Waiver ✓ (1)
- 5.3.3 R100,00 x 5 days ✓ = **R500,00** ✓ (Admin fee: **R30**; TLW: **R120,00**)
Total cost: R500,00 + R30,00 + R120,00 = R650,00 ✓✓ (4)
- 5.3.4 • Avis ✓
• Hertz ✓
• Budget ✓ (Any 2 x 1) (2)
- 5.3.5 Credit Card ✓ (1)
- 5.3.6 • Assures the companies that the customer is financially reliable. ✓✓
• It provides the identity of the client. ✓✓
• Guarantees the payment of the car and its tracking in the case of a renter stealing the car. ✓✓
• It ensures safety for the rental company. (Any 3 x 2) (6)

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QUESTION 6

- 6.1 A *cruise* is journey on a ship or boat taken for pleasure or as a holiday that usually stops at several places. √√√ (3)
- 6.2 Cape Town √ Port Elizabeth √ East London √ Durban √ (4)
- 6.3 A *cabin* is a room on a ship where passengers sleep √√ and a *suite* is the largest accommodation area with a private entertainment area available on a cruise ship. √√ (4)
- 6.4
- A deck for passengers' entertainment and relaxation √√
 - A deck for passengers' accommodation, catering and ship's control √√ (4)

[15]**TOTAL SECTION D: 50****SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE****QUESTION 7**

- 7.1 7.1.1 To attract or increase domestic tourists numbers. √√ (2)
- 7.1.2
- GDP growth √
 - Job Creation √
 - Transformation √ (Any 2 x 1) (2)
- 7.1.3 **Offer discounts during off peak (season) times** √√
- Offer special packages to target markets that can travel during off-peak times. √√
 - Creating niche markets during off peak times.
 - Aggressive marketing (including WOM/social media) during off-peak times. √√
 - Add-ons and special offerings/incentives during off peak times. √√
2 + (Any 1 x 2) (4)
- 7.2 7.2.1 **BBBEE** – Broad-Based Black Economic Empowerment √ (1)
- 7.2.2 **SMME** – Small Medium-Micro Enterprises √ (1)
- 7.3
- Young and upcoming √
 - Independent young couples and families √
 - Striving families √
 - Well-off homely couples √
 - Home-based low-income couples √
 - Older families with basic needs √
 - Golden active couples √ (Any 5 x 1) (5)

[15]

QUESTION 8

- 8.1 8.1.1 Compliment ✓ (1)
The customer was very impressed with the service of this particular airline. ✓✓ (2) (3)
- 8.1.2 (a) Would definitely attract new passengers. ✓✓ (2)
(b) Trustworthy business and perceived as offering excellent service. ✓✓ (2)
- 8.1.3 • The staff member was very prompt and showed efficiency in the handling of the request. ✓✓
• On arrival at the airport no hiccups experienced. The changes were effected as arranged the day before. ✓✓ (4)
- 8.1.4 *Direct:* A formal written complaint/a verbal face to face complaint. ✓✓
Indirect: Attitude or body language/expressing dissatisfaction to nearby customers. ✓✓ (2 x 2) (4)
- 8.1.5 • Listen carefully to the customer and let them finish. ✓
• Ask questions in a caring and concerned manner. ✓
• Apologise without blaming. ✓
• Solve the problem immediately. ✓
• Offer the customer something such as an upgrade, a free product, extra discount or a full refund. ✓
• Thank the customer for letting you know about the problem. ✓ (6)
- 8.2 8.2.1 Transport sector ✓ (1)
- 8.2.2 • Booking agents ✓
• Reservation clerks ✓
• Tour bus drivers ✓
• Taxi drivers ✓
• Shuttle bus drivers ✓
• Car hire consultants ✓
• Cruise ship crew ✓
• Tour operators ✓
• Flight cabin crew ✓
• Flight cabin attendants ✓
• Pilots ✓ (3)

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TOTAL SECTION E: 40
GRAND TOTAL: 200