



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2018**

**TOURISM**

**MARKS: 200**

**TIME: 3 hours**



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This question paper consists of 23 pages.

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## 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
<b>A</b>	1	Short Questions	40 marks	20 minutes
<b>B</b>	2	Map Work and Tour Planning	20 marks	30 minutes
	3	Foreign Exchange		
<b>C</b>	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
<b>D</b>	7	Tourism Sectors	50 marks	50 minutes
<b>E</b>	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, for example

1.1.21 A.

1.1.1 A tourist will require euros when paying for items while travelling in:

- A England
- B Germany
- C Australia
- D Thailand

1.1.2 All of the following, except ... are above-the-line marketing techniques.

- A exhibitions
- B video walls
- C pamphlets
- D brochures

1.1.3 A ... is a valuable tool for frequent flyers.

- A smart phone
- B biometric scanner
- C travel agent
- D GDS

1.1.4 When in Malawi, tourists may want to visit the ...

- A Ngorongoro Conservation Area.
- B Kafue National Park.
- C Lake Kariba.
- D Liwonde National Park.

1.1.5 A South African budget airline where the price of a ticket is only for a seat on the airplane and passengers have to pay an additional amount in order to take check-in luggage on the plane.

- A Mango
- B 1 Time
- C Kulula.com
- D FlySafair

- 1.1.6 A heritage train that occasionally offers train trips in the Port Elizabeth region:
- A Umgeni Steam Railway
  - B Metrorail
  - C Apple Express
  - D Friends of the Rail
- 1.1.7 The Minister of Tourism is ...
- A Thokozile Xasa.
  - B Marthinus van Schalkwyk.
  - C Derek Hanekom.
  - D Elizabeth Thabethe.
- 1.1.8 Translux is an example of a bus company that offers ...
- A city sightseeing tours.
  - B transport to backpackers' lodges.
  - C transport for locals and visitors on scheduled routes.
  - D transfers from the airport to hotels for guests.
- 1.1.9 Research conducted by SATourism in 2011 indicated that one of the main reasons why most South Africans have not had the opportunity to travel in their own country was:
- A 'My family will not allow me to travel'
  - B 'I do not want to leave my partner at home'
  - C 'I do not have the time to travel'
  - D 'It is too dangerous to travel'
- 1.1.10 This insurance option covers the person renting the vehicle in their personal capacity during the period of the rental for death benefit, medical expenses and support required in the event of an accident:
- A PAI
  - B TLW
  - C STLW
  - D WDW
- 1.1.11 Examples of Global Distribution Systems:
- A Amadeus and Giovanni
  - B Galileo and Worldspan
  - C Giuseppe and Sabre
  - D Worldspan and Requiem

1.1.12 The preferred method of payment when renting a vehicle:

- A Debit card
- B EFT
- C Cash
- D Credit card

1.1.13 This sector is NOT part of the tourism industry:

- A Accommodation
- B Infrastructure
- C Transport
- D Travel organiser

1.1.14 People who work in the tourism industry must be aware that the foreign tourists in the photograph below ...



- A have three formal prayer times a day.
- B only drink water and wine.
- C are not allowed to eat pork.
- D are vegetarians.

1.1.15 Tours offered by tour operators that depart regularly on specific days at specific times, regardless of passenger demand are known as ...

- A package tours.
- B scheduled tours.
- C logically planned tours.
- D itineraries.

1.1.16 Sani Pass is a popular tourist route that connects ...

- A KwaZulu-Natal and Lesotho.
- B Free State and Swaziland.
- C KwaZulu-Natal and Swaziland.
- D Free State and Lesotho.

1.1.17 The slogan of this train is 'Getting South Africa to work':

- A Shongololo Express
- B Blue Train
- C Shosholozza Meyl
- D Metrorail

1.1.18 A permit is needed to modify protected structures older than ... years.

- A 40
- B 60
- C 80
- D 100

1.1.19 The Fish River Canyon attracts many tourists to this country:

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

1.1.20 A cultural festival held in the Eastern Cape that draws large numbers of domestic tourists:

- A Macufe
- B Aardklop Arts Festival
- C National Arts Festival
- D Woodstock Music Festival

(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	Located in the baggage claim area of an airport	A	Market research
1.2.2	The proportion of the sales of a particular tourism product that is controlled by one company	B	Security control points
1.2.3	Located below the passenger cabin	C	Marketing mix
1.2.4	An organised way of collecting, analysing and interpreting information	D	Carousel
1.2.5	The place in the airport terminal that marks the point where the landside ends and the airside begins	E	Market share
		F	Cargo hold
		G	Check in counter

(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 A flight from Johannesburg, South Africa to Cairo, Egypt is known as a (transcontinental/transatlantic) flight.

1.3.2 The word (Halaal/Kosher) describes the food that is suitable to be eaten by Jews.

1.3.3 A flight from Cape Town to Johannesburg is known as a (medium haul/short haul) flight.

1.3.4 Hindus are not permitted to include (beef/dairy) products in their diet.

1.3.5 An airport that has customs and immigration facilities, additional security and longer runways is a(n) (domestic/international) airport. (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 a given option once.

archaeology; boarding pass; archipelago; entrepreneur; Gold Card; border post; palaeontology
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1.4.1 A person who creates a new business in the face of risk and uncertainty

1.4.2 A gateway that provides road access between two countries

1.4.3 The study of the history of life on Earth as based on fossils

1.4.4 A requirement for travelling on the Gautrain

1.4.5 An area of the sea in which there are many small islands (5 x 1) (5)

1.5 Give ONE word/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 The company that owns and manages nine of South Africa's main airports

1.5.2 Countries that do not have access to the sea

1.5.3 The area in an airplane used for storing food, snacks and beverages

1.5.4 An above-the-line marketing tool designed to capture the attention of motorists and pedestrians

1.5.5 The SADC country tourists visit to view the highest mountain in Africa

(5 x 1)

(5)



**[40]**

**TOTAL SECTION A: 40**



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

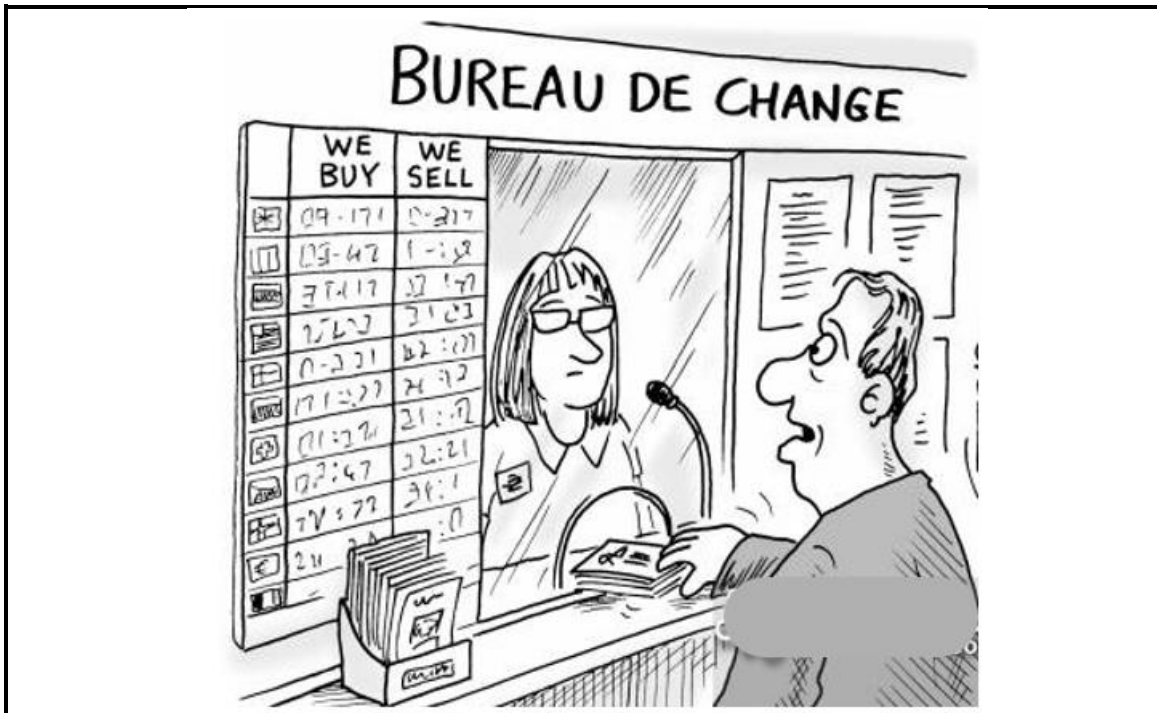
Read the extract and answer the questions.

<p><b>WILDLIFE ENCOUNTER offered by Simeliza Tours</b></p> <p>Enjoy two days and one night at Nkambeni Tented Safari Camp in Kruger National Park</p>		
<p><b>Included</b></p> <ul style="list-style-type: none"> <li>• Return transfers from Kruger Mpumalanga International Airport</li> <li>• Sunset game drive and early morning bush walk</li> <li>• All meals, snacks and liquid refreshments</li> </ul>	<p><b>Excluded</b></p> <ul style="list-style-type: none"> <li>• Flight tickets</li> <li>• Personal expenses</li> </ul>	
<p><b>Cost ZAR 3 760,00 pp</b> Rates are subject to availability and currency fluctuations A 50% deposit is required to secure your booking</p>		
<p>[Adapted from <a href="http://www.shotleft.co.za">www.shotleft.co.za</a>]</p>		

- 2.1 Identify the type of tourist that would be interested in booking this 2-day encounter. Motivate your choice of tourist type. (3)
- 2.2 Give ONE example of transport that is:
- 2.2.1 Included in the price of the 2-day encounter (1)
- 2.2.2 Excluded from the tour price (1)
- 2.3 Suggest TWO items that a person going on the above encounter should remember to pack. (2 x 1) (2)
- 2.4 Explain the term *currency fluctuations* referred to in the extract. (2)
- [9]**

**QUESTION 3**

Study the image below and answer the questions.



- 3.1 Mr Jones from Cape Town is going on holiday to the USA. Identify the type of transaction that is taking place in the image. (2)
- 3.2 Name the foreign currency that Mr Jones will buy for his holiday. (2)
- 3.3 Advise Mr Jones on the meaning of the words 'We buy' and 'We sell'. (2 x 2) (4)
- 3.4 Use the exchange rate given to calculate how much of the foreign currency Mr Jones will receive if he has budgeted ZAR 18 500 for his holiday.

**NOTE:** Round off your answer to TWO decimal places.  
Show ALL steps of your calculation.

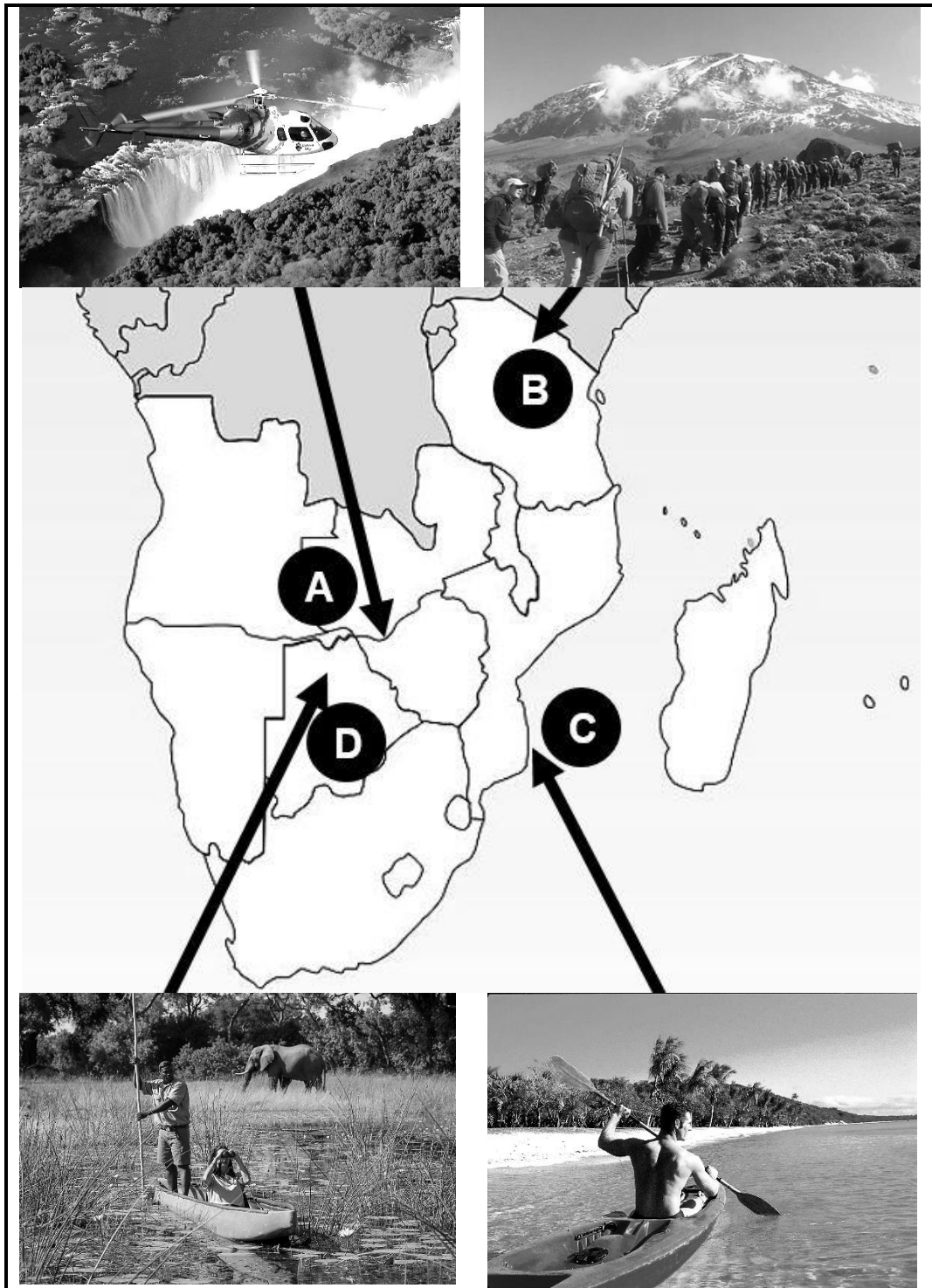
1 USA currency	ZAR 11,79	(3)
		<b>[11]</b>

**TOTAL SECTION B: 20**

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

**QUESTION 4**

Refer to the map of SADC countries and the linked images of tourism attractions below and answer the questions.



- 4.1 Identify the tourism attractions labelled **A**, **B**, **C** and **D**. (4 x 2) (8)
- 4.2 Name the river that the tourists in the helicopter will be able to view during their flight over the attraction labelled **A**. (2)
- 4.3 Give ONE reason why the attraction labelled **B** would interest an adventure tourist. (2)
- 4.4 Name TWO water based activities, other than the one shown in the image, which leisure tourists could participate in while visiting the attraction labelled **C**. (2 x 1) (2)
- 4.5 Give TWO reasons why the attraction labelled **D** is one of the top tourist attractions in Botswana. (2 x 2) (4)
- [18]**

### QUESTION 5

- 5.1 Study the information below and answer the questions.



**Xhosa Experience Cultural Tour**

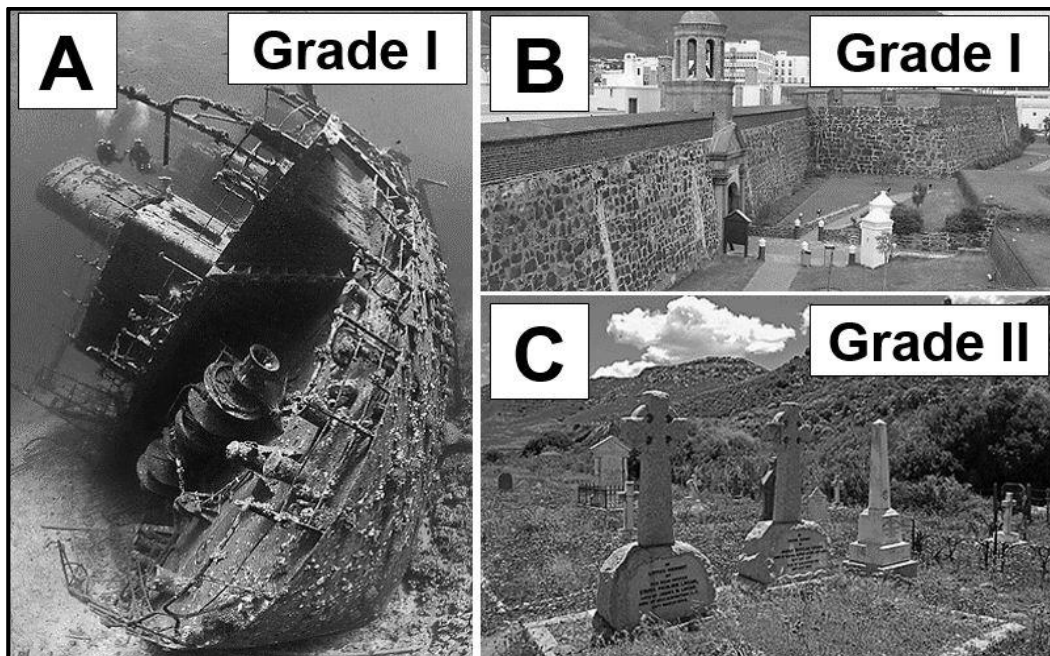
This tour takes you to a living village where you will learn about Xhosa culture and traditions.

<p><b>Highlights</b></p> <ul style="list-style-type: none"> <li>• Traditional dancing and singing</li> <li>• Storytelling</li> <li>• Local craft</li> <li>• Traditional meals</li> </ul>	<p><b>Rates</b></p> <ul style="list-style-type: none"> <li>• From R420,00 per person</li> </ul> <p><b>Details</b></p> <ul style="list-style-type: none"> <li>• Duration: 4 hours</li> </ul>
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[Adapted from [www.imontitours.co.za](http://www.imontitours.co.za)]

- 5.1.1 The *Xhosa Experience Cultural Tour* of Imonti Tours introduces tourists to the cultural uniqueness of the Eastern Cape.
- (a) Suggest TWO examples of Xhosa cuisine that tourists will be able to sample while on the tour. (2 x 1) (2)
  - (b) Suggest TWO types of local Xhosa crafts that tourists will be able to buy as souvenirs. (2 x 1) (2)
  - (c) Explain your understanding of the concept *cultural uniqueness*. (2)
- 5.1.2 Discuss TWO ways how the *Xhosa Experience Cultural Tour* offered by Imonti Tours contributes to the promotion of inbound tourism. (2 x 2) (4)

5.2 Study the images and answer the questions.



- 5.2.1 Identify the categories of Grade I and II heritage resources represented by the images labelled **A**, **B** and **C**. (3 x 1) (3)
- 5.2.2
- (a) Name the agency that is tasked with the management of Grade I heritage objects and sites. (1)
  - (b) Name the agency in your province that is tasked with the protection of Grade II heritage objects and sites. (1)
  - (c) Explain TWO other functions of the agency identified in QUESTION 5.2.2 (a). (2 x 2) (4)
- 5.2.3 Motivate why heritage resources need to be managed and protected. (2)

[21]

## QUESTION 6

6.1 Study the examples of marketing techniques and answer the questions.

**Promotional material A**

**TSOGO SUN**

**GET AWAY THIS WEEKEND**

**SAVE UP TO 25%**

from only  
**R1,199**  
per room per night  
including breakfast  
T's & C's apply

**BOOK ONLINE**

*SunBreaks*  
**WEEKENDER**

TSOGO Rewards  
MEMBER DISCOUNT APPLIES

[Source: [www.tsogosun.com](http://www.tsogosun.com)]

**Promotional material B**

**sta** STUDENT TRAVEL SOLUTIONS

**BOOK A STORE APPOINTMENT AND  
GET A R400 CREDIT  
ON YOUR NEXT TRIP!**

**SAVE R400**

**BOOK YOUR NEXT APPOINTMENT**

[Adapted from [www.statravel.com](http://www.statravel.com)]

- 6.1.1 Suggest ONE type of tourist that would be attracted by promotional material **A** and **B** respectively. (2 x 1) (2)
- 6.1.2 Identify the type of below-the-line promotional technique used in each of the advertisements labelled **A** and **B**. (2 x 2) (4)
- 6.1.3 Explain why the promotional techniques, labelled **A** and **B**, are effective marketing strategies for the above tourism businesses. (2)

6.2 Study the logo and answer the question.



[Source: [www.palmlodgemthatha.co.za](http://www.palmlodgemthatha.co.za)]

Advise the manager of the accommodation establishment portrayed above about the communications costs that need to be considered when compiling a marketing budget for the business.

(3 x 1) (3)  
[11]

**TOTAL SECTION C: 50**

## SECTION D: TOURISM SECTORS

## QUESTION 7

7.1 Study the itinerary below and answer the questions.

<b>Your trip</b>		<b>Booking ref: 234EF1</b> <b>Issued date: 20/02/2018</b>
<b>Traveller</b> Mr Michael Stevens 1 adult	<b>Agency</b> Penika's Travel Agency PO Box 9876 Port Elizabeth ☎ +2741 246810	
<b>Wednesday 28 February 2018</b>		
<b>South African Airways SA 2062</b>		
<b>Departure</b>	28 February 08:25	Port Elizabeth (PLZ)
<b>Arrival</b>	28 February 10:05	Johannesburg - OR Tambo Intl (JNB) Terminal B
<b>Duration</b>	01h40m (non-stop)	
<b>Baggage allowance</b>	1 x check in (23 kg) 1 x carry on (8 kg)	
<b>Class</b>	Economy	
<b>Equipment</b>	Boeing 737- 800	
<b>Flight meal</b>	Vegetarian	
<b>Wednesday 7 March 2018</b>		
<b>South African Airways SA 419</b>		
<b>Departure</b>	7 March 14:25	Johannesburg - OR Tambo Intl (JNB) Terminal B
<b>Arrival</b>	7 March 16:00	Port Elizabeth (PLZ)
<b>Duration</b>	01h35m (non-stop)	
<b>Baggage allowance</b>	1 x check in (23 kg) 1 x carry on (8 kg)	
<b>Class</b>	Economy	
<b>Equipment</b>	Airbus Industry A320	
<b>Flight meal</b>	Vegetarian	
<b>Price</b>	<b>ZAR 5 637,38 (including taxes and fees)</b>	
<b>Air transportation charges</b>	ZAR 4 799,00	
<b>Taxes, fees and charges</b>	ZAR 838,38	

[Adapted from [www.flysaa.com](http://www.flysaa.com)]

7.1.1 Identify ONE document that Mr Stevens must produce in order to check in for his flights. (1)

7.1.2 Mr Stevens is flying on SAA, South Africa's national carrier. Inform him of TWO differences that he will encounter should he be booked on a budget airline such as Kulula.com or Mango. (2 x 2) (4)



- 7.1.3 (a) Advise Mr Stevens about the time that he should check in at Port Elizabeth Airport prior to his departure on 28 February. (1)
- (b) Give ONE reason why he should check in at the time given in QUESTION 7.1.3 (a). (2)
- 7.1.4 State whether Mr Stevens will be flying on a narrow body aircraft or a wide body aircraft on his return flight on 7 March. Give ONE reason for your answer. (3)
- 7.1.5 Advise Mr Stevens about where he should store his carry-on luggage once on board the aircraft. (1)
- 7.1.6 In a paragraph explain the procedures, in the correct order, that will be followed when Mr Stevens checks in for his flight at the SAA counter. (4 x 2) (8)

7.2 Study the images and answer the questions.



- 7.2.1 State the use of the technology portrayed in image A. (2)
- 7.2.2 Give ONE advantage for a passenger making use of the machine portrayed in image B. (2)
- 7.2.3 Explain the use of the machine portrayed in image C. (2)

7.3 Study the Gautrain images and answer the questions.





7.3.1 Discuss TWO strategies that the management of the Gautrain has implemented to ensure the safety of passengers at stations. (2 x 2) (4)


7.3.2 Describe TWO ways how the Gautrain accommodates passengers in wheelchairs. (2 x 2) (4)

7.4 Study the extract on the MSC Sinfonia and answer the questions.

**MOZAMBIQUE**  
**DURBAN, POMENE**








[Adapted from: [www.msccruises.co.za](http://www.msccruises.co.za)]

7.4.1 List TWO entertainment facilities that a passenger on the above cruise can expect while on the MSC Sinfonia. (2 x 1) (2)

7.4.2 (a) Identify ONE career opportunity on the MSC Sinfonia. (1)

(b) Give ONE skill that a person working in the career identified in QUESTION 7.4.2 (a) would require. (2)

7.5 Study the car rental extract and answer the questions.

Book now with Avis car rental			
<b>Pick up location:</b>	Port Elizabeth Airport	<b>Drop off location:</b>	Cape Town International Airport
<b>Pick up date:</b>	27 March 2018 10:00	<b>Drop off date:</b>	29 March 2018
Volkswagen Polo TSI		Total rental ZAR 1 977,00	
<b>Your reservation includes:</b> <ul style="list-style-type: none"><li>• 400 km (ZAR 3,12/km for additional km's)</li><li>• Airport surcharge</li><li>• Theft loss waiver</li><li>• Collision damage waiver</li></ul>			

[Adapted from: [www.book.avis.co.za](http://www.book.avis.co.za)]

7.5.1 Give the time that the vehicle should be dropped off at Cape Town International Airport if the renter does not want to incur additional costs. (1)

7.5.2 Explain the meaning of the following: (2)

(a) Airport surcharge (2)

(b) Collision damage waiver (2)

7.5.3 Calculate the total amount of the rental should the renter travel 500 km during the rental period. (2)

**NOTE:** Show ALL steps of your calculation. (2)

7.6 Consider tourist bus transport and tourist rail transport available between cities in South Africa and write a short paragraph in which you compare these types of transport with regard to: (4)

- Cost and
- Frequency (2 x 2)

[50]

**TOTAL SECTION D: 50**

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

**QUESTION 8**

8.1 Study the extract below and answer the questions.





**30 MARCH TO 1 APRIL 2018**  
**SOWETO CAMP FESTIVAL ADVENTURE**

Soweto's very own camping and music festival. The township hosts camping visitors annually at the historic Molefe Park. Imagine enjoying a safe and secure festival under the Soweto sky, rich with heritage, history and culture, coupled with great people, experiences and beautiful memories.

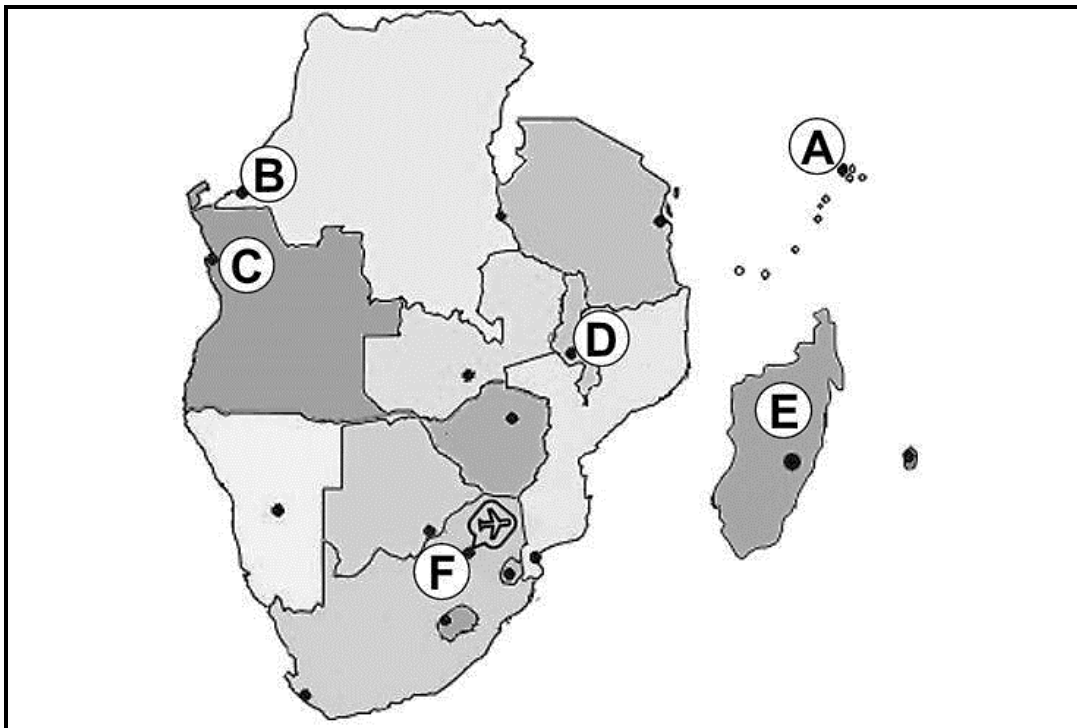
Enjoy a great line-up of activities, including quad biking, bungee jumping, indigenous games, a bicycle tour, a horse and carriage tour, live bands and numerous stalls. Come spend the Easter weekend in Soweto!




[Adapted from: [www.shotleft.co.za](http://www.shotleft.co.za)]

- 8.1.1 Identify the domestic tourism market segment targeted in the travel deal on the Sho't Left website. (2)
- 8.1.2 Motivate your answer to QUESTION 8.1.1 by supplying the following information on the profile of the identified domestic tourism market segment:
- (a) Age group (2)
  - (b) Preferred type of holiday (2)
  - (c) Reason for travelling (2)
- 8.1.3 Give TWO strategic objectives of the Domestic Tourism Growth Strategy (2012–2020) that the above travel deal achieves. (2 x 2) (4)

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



- 8.2.1 Name the country labelled E. (1)
- 8.2.2 Name the capital cities labelled A, B, C and D. (4 x 1) (4)
- 8.2.3 Identify the major gateway labelled F. (1)

8.3 Study the logos below and answer the questions.



- 8.3.1 Name the SADC body that the national tourism organisations shown above collaborate with in order to promote inbound tourism to Southern Africa. (2)
- 8.3.2 Explain how SADC member countries will benefit by collaborating to increase inbound tourism to Southern Africa. (2)

[22]

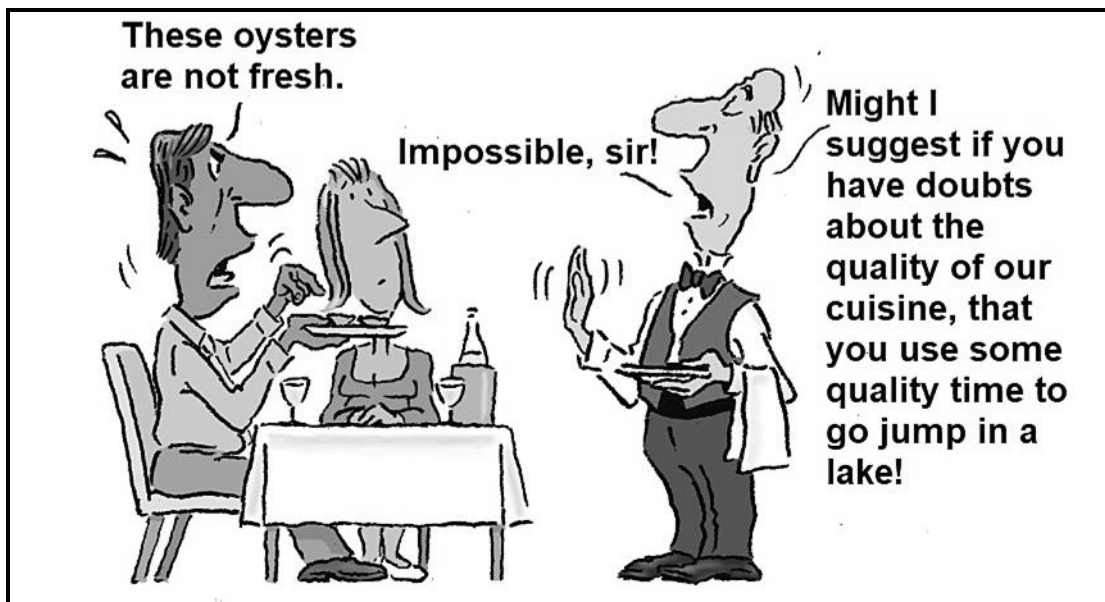
**QUESTION 9**

9.1 Study the image and answer the questions.



- 9.1.1 (a) Identify the computerised system that is being used by the hotel receptionist to check in the guests. (2)
- (b) Provide an example of a software product that is commonly used by the hotel industry in South Africa that enables them to run the computerised system identified in QUESTION 9.1.1 (a). (2)
- 9.1.2 Explain how potential guests can access the hotel's computerised system to gain information on room availability. (2)

9.2 Study the cartoon and answer the questions.



9.2.1 The waiter in the restaurant has not been trained to deal with verbal customer complaints. After listening to what the customer had to say he should have asked questions in a caring and concerned manner.

List FOUR other steps, in the correct order, that the waiter should have followed to deal with the customer complaint. (4 x 2) (8)

9.2.2 Recommend ONE strategy, apart from customer surveys and quality control checks, which the management of the restaurant could introduce to achieve quality service. (2)

9.2.3 Explain why the management and staff at the restaurant should pay attention to their guests' complaints. (2)

[18]

**TOTAL SECTION E: 40**  
**GRAND TOTAL: 200**