



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2016

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 11 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|---|----------|------|
| 1.1 | 1.1.1 | C ✓ | | |
| | 1.1.2 | C ✓ | | |
| | 1.1.3 | D ✓ | | |
| | 1.1.4 | B ✓ | | |
| | 1.1.5 | A ✓ | | |
| | 1.1.6 | B ✓ | | |
| | 1.1.7 | B ✓ | | |
| | 1.1.8 | C ✓ | | |
| | 1.1.9 | D ✓ | | |
| | 1.1.10 | A ✓ | | |
| | 1.1.11 | A ✓ | | |
| | 1.1.12 | A ✓ | | |
| | 1.1.13 | B ✓ | | |
| | 1.1.14 | D ✓ | | |
| | 1.1.15 | B ✓ | | |
| | 1.1.16 | B ✓ | | |
| | 1.1.17 | C ✓ | | |
| | 1.1.18 | A ✓ | | |
| | 1.1.19 | D ✓ | | |
| | 1.1.20 | B ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | F ✓ | | |
| | 1.2.2 | B ✓ | | |
| | 1.2.3 | D ✓ | | |
| | 1.2.4 | C ✓ | | |
| | 1.2.5 | E ✓ | (5 x 1) | (5) |
| 1.3 | 1.3.1 | Cahora Bassa Dam ✓ | | |
| | 1.3.2 | Hlane Royal National Park ✓ | | |
| | 1.3.3 | Botswana ✓ | | |
| | 1.3.4 | Tsodilo Hills ✓ | | |
| | 1.3.5 | leisure tourists ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | Informal fluctuations ✓ | | |
| | 1.4.2 | Multiplier effect ✓ | | |
| | 1.4.3 | Exchange rate ✓ | | |
| | 1.4.4 | Foreign exchange ✓ | | |
| | 1.4.5 | Currency ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | GDS ✓/Global Distribution System | | |
| | 1.5.2 | Market share ✓ | | |
| | 1.5.3 | CRS ✓/Central Reservation System | | |
| | 1.5.4 | Quality control checks ✓ | | |
| | 1.5.5 | SADC ✓/Southern African Development Community ✓ | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 2.1.1
- Eco-tourist ✓
 - Leisure tourist
 - Nature lover
- (Any 1 x 1) (1)
- 2.1.2 General tour ✓
- Motivation:** A general itinerary is usually written in paragraph form, starting with a new paragraph for each day. It will also have a title and a tour code. ✓ (2)
- 2.1.3 Tents ✓ (1)
- 2.1.4 No, the itinerary mentions “your” vehicles referring to the tourists. Tourists are taken back to their vehicles after the tour. ✓✓ (2)
- 2.1.5
- Meals ✓
 - Drinks ✓
 - Transport from the tourists’ vehicles and back again are supplied.
 - Guided hikes
- (Any 2 x 1) (2)

[8]**QUESTION 3**

- 3.1 3.1.1 The money of a country other than your own. ✓✓ (2)
- 3.1.2
- The value of a currency in relation to other currencies. ✓✓
 - The rate at which one currency is exchanged for another.
 - The act of exchanging currency of one country for its equivalent value in another (foreign) currency.
- (2)
- 3.2
- Foreign exchange bureau (bureaux de change) ✓✓
 - Commercial bank
 - Travel agencies
 - Airport foreign exchange bureau/agency (kiosk)
- (Any 1 x 2) (2)
- 3.3 $R20\ 000 \div \checkmark 17,43 \checkmark = \text{€}1\ 147 \checkmark \checkmark$
- OR**
- €1 147 ✓✓✓✓ (4)
- 3.4
- Not necessarily as the rates quoted are for 22 March and rates fluctuate daily. ✓✓
 - He could depending on the fluctuation in the exchange rate.
- (2)

[12]**TOTAL SECTION B: 20**

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

QUESTION 4

- 4.1 **A** – Serengeti National Park ✓
 B – Mount Kilimanjaro ✓
 C – Stone Town of Zanzibar ✓
 D – Skeleton Coast ✓
 E – Fish River Canyon ✓ (5 x 1) (5)
- 4.2 4.2.1 • The annual migration. ✓✓
 • The annual wildebeest and zebra migration. (Any 1 x 2) (2)
- 4.2.2 The mobile tented camps move with the wildlife as they migrate
 offering tourists on safari spectacular views. ✓✓ (Any 1 x 2) (2)
- 4.3 • 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. (Any 1 x 2) (2)
- 4.4 4.4.1 • Guided walks to view the various historical architectural
 styles, e.g. mosques, cathedrals, Arab-style houses, carved
 doors etc. ✓✓
 • Walking down the narrow streets and alleys to experience
 the local culture, e.g. Swahili and Arab cultures.
 • Visiting museums and markets.
 • Visiting sites that show evidence of the Arab slave trade, e.g.
 Slave Market.
 • Go on a spice tour. (Any 1 x 2) (2)
- 4.4.2 • Spending time at the beach. ✓✓
 • Participating in water sports (e.g. swimming, snorkelling,
 diving, surfing etc.)
 • Viewing the giant tortoises.
 • Visiting markets, shops, restaurants and cafés.
 • Going on a spice tour. (Any 1 x 2) (2)
- 4.5 • A long stretch of underdeveloped coastline where the Namib Desert
 meets the Atlantic Ocean. ✓✓
 • Remains of whale and seal skeletons as well as shipwrecks.
 • High sand dunes, canyons and mountains. (Any 1 x 2) (2)

- 4.6 4.6.1
- It is the second largest canyon in the world. ✓✓
 - It is the largest canyon in Africa.
 - The canyon's size is impressive: 161 km long, up to 27 km wide and almost 550 m at its deepest.
 - The canyon provide tourists with spectacular views and photographic opportunities. (Any 1 x 2) (2)
- 4.6.2 Hiking trail ✓ (1)
- [20]**

QUESTION 5

- 5.1 5.1.1 Dress ✓/traditional clothing
Singing ✓/music
Dance ✓ (3 x 1) (3)
- 5.1.2 Cultural uniqueness means that the cultural experience on offer is specific to the area and cannot be experienced elsewhere. ✓✓ (2)
- 5.1.3
- It offers international and domestic tourists the chance to participate in a cultural activity they might never have experienced before. ✓✓
 - The activity will enable inbound and domestic tourists to learn how other cultures express themselves using drums. ✓✓
 - International and domestic tourists will be able to understand the importance of drumming as a traditional form of cultural celebration.
 - Drumming is a fun and creative cultural activity. (Any 2 x 2) (4)
- 5.2 5.2.1 South African Heritage Resource Agency ✓✓ (2)
- 5.2.2
- Protect South Africa's cultural heritage. ✓✓
 - Educate and train South Africans to help identify heritage resources.
 - To keep an information database of the national estate. (Any 1 x 2) (2)
- 5.2.3
- The graves are part of South Africa's heritage. ✓✓
 - The graves must be conserved for future generations. ✓✓
 - The graves are symbolic reminders of our turbulent history.
 - The graves recall the reality of human loss in conflict. (Any 2 x 2) (4)
- [17]**

QUESTION 6

- 6.1 A – Billboard ✓
B – Magazine ✓
C – Cellphone ✓/Smartphone/Tablet (3)
- 6.2
- The media space used by these media tools to communicate their marketing message needs to be paid for. ✓✓
 - The marketing message is visible to the general public.
 - The media tools are used for mass communication. (Any 1 x 2) (2)
- 6.3
- It can reach a national target audience. ✓✓
 - It can give detailed information.
 - It targets a specific interest audience.
 - The reader can refer back to the information. (Any 1 x 2) (2)
- 6.4
- It can reach a wide range of people who drive or walk past the billboard. ✓✓
 - The size of billboards allows for spectacular visuals that can draw the attention of potential tourists. (Any 1 x 2) (2)
- 6.5 6.5.1 Nelson Mandela Bay Tourism will have to consider costs related to flights, ✓ car rental, ✓ petrol expenses, ✓ accommodation, ✓ meals and the possible entertainment of clients. (4 x 1) (4)

[13]**TOTAL SECTION C: 50**

SECTION D: TOURISM SECTORS**QUESTION 7**

- 7.1 7.1.1 **A** – Cockpit ✓
B – Galley ✓ (2 x 1) (2)
- 7.1.2 Pilot ✓
 Co-pilot
 Flight engineer/navigator (Any 1 x 1) (1)
- 7.1.3 The galley is the kitchen area in an aeroplane used for storing food, snacks and beverages. ✓✓ (2)
- 7.1.4 (a) **C** – Business class ✓
D – Economy class ✓ (2 x 1) (2)
- (b) • Business class is more comfortable but more expensive than economy class. ✓✓
 • Business class seats have more leg room and wider seats that can recline further than economy class. ✓✓
 • The standard of service in business class is better than economy class.
 • Meals and cutlery are of a higher standard than economy class.
 • Business class passengers get magazines and newspapers.
 • Business class passengers are closer to the front of the aircraft and disembark first.
 • The business class queues before boarding are shorter than economy class queues.
 • Business class passengers can use special airport lounges while waiting for flights. (Any 2 x 2) (4)
- (c) Economy class tickets are cheaper and therefore are more popular with budget travellers. ✓✓
 Economy class is a more cost effective travel class option. Business class tickets are more expensive and therefore appeal to fewer travellers. ✓✓ (2 x 2) (4)
- (d) Wide body aircraft ✓
Motivation: The aircraft has two aisles. This can be seen in the image as there are two doorways to the front section of the aircraft. ✓✓ (3)

- 7.2 7.2.1 (a) SA1460 ✓ (1)
- (b) SAA ✓/South African Airways (1)
- (c) Y ✓/Economy (1)
- (d) 08:10 ✓ (1)
- 7.2.2
- Check-in counter ✓
 - On-line check in ✓
 - Mobile check in ✓
 - Self-service check in kiosks (Any 3) (3 x 1) (3)
- 7.3 7.3.1 (a) 14:45 ✓ (1)
- (b) 23 November 2016 ✓
14:10 ✓ (2 x 1) (2)
- (c) R290,00 ✓✓ (2)
- (d) There are shared bathrooms on the train at both ends of carriages. ✓✓ (2)
- 7.4 7.4.1 The vehicle should be returned at 09:00 on 24 March. ✓ (1)
- 7.4.2 (a) Collision Damage Waiver is an insurance to cover the renter if the vehicle is involved in an accident while the renter is driving. ✓✓ (2)
- (b) Airport surcharge is a charge that applies to every rented vehicle collected from an airport depot. ✓✓ (2)
- (c) Personal Accident Insurance is an insurance option that covers the renter of 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. ✓✓ (2)
- (d) An amount added to the rental fee of the vehicle. The amount covers the administration costs of the rental. ✓✓ (2)
- 7.4.3 200 km extra x R4,48 p/km ✓ = R896 ✓ + R2 219 = R3 115,00 ✓ (3)

7.5 7.5.1 (a) B ✓

Motivation: This is the Cape Town city sightseeing tour bus that takes tourists to tourist destinations in and around Cape Town. ✓✓

(3)

(b) C ✓

Motivation: The Baz Bus is a bus mainly for backpackers that travel between Cape Town, along the coast to Durban and will therefore be suitable for the group of backpackers. ✓✓

(3)

TOTAL SECTION D: 50

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

QUESTION 8

8.1	8.1.1	Travel deal	Domestic market segment	ONE reason why the travel deal will interest the domestic market segment	
		Travel deal A	New Horizon Families ✓✓ OR Well-to-Do Mzansi Families	<p>New Horizon Families: This package deal will enable them:</p> <ul style="list-style-type: none"> To spend quality time together as a family ✓✓ To educate their children To provide their children with the opportunity to broaden their perspectives To enjoy a special offer on flights and accommodation <p>OR</p> <p>Well-to-Do Mzansi Families: This package deal will enable them:</p> <ul style="list-style-type: none"> To escape city life ✓✓ Break away from the daily pressures of life To spend time with family in a new and different location To expose their children to alternative ways of life and activities To enjoy a special offer on flights and accommodation 	(4)
	8.1.2	Travel deal B	High-Life Enthusiasts ✓✓	<p>This package deal will enable them:</p> <ul style="list-style-type: none"> To boost their social status ✓✓ Experience the finer things in life in new and different settings Enjoy a weekend holiday filled with activities Enjoy world-class experiences 	(4)

- 8.1.3
- To increase domestic tourism revenue (expenditure) ✓✓
 - To increase domestic tourism volume ✓✓
 - To improve measures and efforts aimed at addressing seasonality and equitable geographical spread ✓✓
 - To enhance the level of the culture of travel and tourism among South Africans ✓✓
- (4 x 2) (8)

8.2	8.2.1	Lesotho ✓		(1)
	8.2.2	Lilongwe ✓		(1)
	8.2.3	B ✓ – Botswana ✓	(2 x 1)	(2)
	8.2.4	Mozambique ✓ Maputo ✓	(2 x 1)	(2)
				[22]

QUESTION 9

9.1	9.1.1	<ul style="list-style-type: none"> • Be familiar with different cultural greetings customs. ✓✓ • Be aware of culturally acceptable gestures. ✓✓ • Speak clearly and slowly. ✓✓ • Use vocabulary that is easily understood. ✓✓ • Know keywords and phrases in different languages. • Be aware of how to use humour so as not to offend. • Develop good listening skills. • Be aware of the use of facial expressions. • Be aware of the acceptable physical distance between people when communicating. <p><i>(Accept any relevant answer related to communication with foreign visitors.)</i></p>	(4 x 2)	(8)
9.2	9.2.1	<p>Verbal complaints ✓</p> <p>Motivation: The lady is speaking directly to the person who she is complaining to. ✓</p>	(2 x 1)	(2)
	9.2.2	<p>By handling complaints in a constructive manner the business can ensure:</p> <ul style="list-style-type: none"> • Satisfied customers ✓✓ • More customers through recommendations and repeat business ✓✓ • Increased sales • An improved public image • Reduced marketing budget • Fewer customer complaints • Happier employees • A competitive advantage over its competition 	(2 x 2)	(4)
	9.2.3	<ul style="list-style-type: none"> • Listen carefully to what the customer has to say and let them finish what they want to say. ✓✓ • Ask questions in a concerned and caring manner. ✓✓ 	(2 x 2)	(4)
				[18]

TOTAL SECTION E: 40
GRAND TOTAL: 200