



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2019

**TOURISM
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B ✓	(20 x 1)	(20)
	1.1.2	B ✓		
	1.1.3	A ✓		
	1.1.4	B ✓		
	1.1.5	A ✓		
	1.1.6	D ✓		
	1.1.7	C ✓		
	1.1.8	C ✓		
	1.1.9	C ✓		
	1.1.10	B ✓		
	1.1.11	C ✓		
	1.1.12	D ✓		
	1.1.13	A ✓		
	1.1.14	A ✓		
	1.1.15	D ✓		
	1.1.16	B ✓		
	1.1.17	D ✓		
	1.1.18	C ✓		
	1.1.19	C ✓		
	1.1.20	A ✓		
1.2	1.2.1	F ✓	(5 x 1)	(5)
	1.2.2	G ✓		
	1.2.3	E ✓		
	1.2.4	A ✓		
	1.2.5	B ✓		
1.3	1.3.1	wide ✓	(5 x 1)	(5)
	1.3.2	Newspapers ✓		
	1.3.3	RETOSA ✓		
	1.3.4	suite ✓		
	1.3.5	Storytelling ✓		
1.4	1.4.1	Matopo Hills ✓	(5 x 1)	(5)
	1.4.2	Grand Baie ✓		
	1.4.3	Lake Niassa ✓		
	1.4.4	Hlane Royal National Park ✓		
	1.4.5	Tsodilo Hills ✓		
1.5	1.5.1	D ✓	(5 x 1)	(5)
	1.5.2	C ✓		
	1.5.3	E ✓		
	1.5.4	A ✓		
	1.5.5	B ✓		

TOTAL SECTION A: 40

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

- 2.1 The tour is for a fixed period (18 April 2019–25 April 2019). ✓✓
 • There is a list of inclusions and exclusions for the tour.
 • The tour has a tour code. (2)
- 2.2 Leisure ✓✓
 • Romance
 • Water-based activities
- NOTE:** Accept any relevant, correct answers. (2)
- 2.3 Walking on the beach ✓
 Swimming ✓
 • Sun tanning
 • Snorkeling
 • Fishing
 • Kayaking/boating/canoeing/windsurfing/jet ski (2 x 1) (2)
- [6]**

QUESTION 3

- 3.1 Great British Pound ✓✓
 • British Pound
 • Pound Sterling (2)
- 3.2 Foreign exchange bureau ✓✓
 • Commercial bank (2)
- 3.3 A community can earn an income from tourism by selling products and services to tourists. ✓✓
 Jobs (direct employment and indirect employment) will be created, setting the multiplier effect into motion. ✓✓
 • When Mr Smith spends money in the local community of London, the money that he spends will have the effect of being multiplied later in that local economy. Therefore, the economy of London will benefit through his contribution to the economy of the area. (2 x 2) (4)
- 3.4 $R25\,500 \div \checkmark 18,80 \checkmark = \pounds 1\,356,38 \checkmark$
- OR**
- $\pounds 1\,356,38 \checkmark \checkmark \checkmark$ (3)
- 3.5 $\pounds 15 \times \checkmark 18,09 \checkmark = R271,35 \checkmark$
- OR**
- $R271,35 \checkmark \checkmark \checkmark$ (3)

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

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

QUESTION 4

- 4.1 **A –** Ngorongoro Conservation Area ✓✓
 • Serengeti National Park
C – Chamarel Falls ✓✓
D – Skeleton Coast ✓✓
 • Namib Desert (3 x 2) (6)
- 4.2 (a) 4.2.1 ✓✓ (2)
- (b) It consists of a royal city, royal burial sites and a collection of sacred places. ✓✓
 • It is the most significant symbol of the cultural identity of the people of Madagascar.
 • It serves as a place of worship to pilgrims from Madagascar and elsewhere.
 • It is the best-preserved monument of the pre-colonial Kingdom of Madagascar.
 • It is a UNESCO World Heritage Site. (2)
- 4.3 4.3.1 Mountain Gorilla safari ✓✓ (2)
- 4.3.2 It is the Virunga National Park's main source of income to fund conservation efforts to ensure the protection and survival of the critically endangered mountain gorillas. ✓✓ (2)
- 4.4 4.4.1 It got its name from the shipwrecks and whale skeletons that litter its shores. ✓✓ (2)
- 4.4.2 Visiting shipwrecks ✓
 Desert walks ✓
 • Desert 4x4 drives
 • Visiting the Cape Cross Fur Seal colony
 • Fishing
 • Viewing a variety of Namib Desert dwelling animals, birds and marine creatures
 • Sandboarding (2 x 1) (2)
- [18]**

QUESTION 5

- 5.1 5.1.1 (a) Samp ✓
Beans ✓ (2 x 1) (2)
- (b) Traditional healer ✓✓
• Sangoma
• Herbalist (ixhwele) (2)
- (c) Cattle form part of the custom of lobola ✓✓ whereby the man compensates the family of his fiancée for her hand in marriage by giving cattle. ✓✓ (2 x 2) (4)
- 5.1.2 The different aspects of the Xhosa culture will offer an original tourism experience. ✓✓
It will make tourists curious about how the Xhosa people live. ✓✓
• It will make tourists curious about the customs and traditions of the Xhosa people. (2 x 2) (4)
- 5.2 5.2.1 (a) South African Heritage Resources Agency ✓✓
• SAHRA (2)
- (b) SAHRA is tasked with the protection of South Africa’s cultural heritage and therefore the notification is proof that it is carrying out this function. ✓✓ (2)
- 5.2.2 The sites will be protected under the National Heritage Resources Act. ✓✓
A permit will have to be obtained from SAHRA in order to make any changes to the sites. ✓✓
• SAHRA must inform the public about any changes to the sites through a notice in the Government Gazette.
• The public will be given an opportunity to object against any proposed changes to the sites. (2 x 2) (4)
- 5.2.3 To ensure that these sites are preserved for future generations. ✓✓
• The protection of these sites will contribute to a greater understanding of the history, traditions and culture of Cape Town’s Muslim community.
• The preservation of the sites will provide opportunities for research into the history, traditions and culture of Cape Town’s Muslim community. (2)

[22]

QUESTION 6

- 6.1 6.1.1 (a) Billboard ✓ (1)
- (b) Sales promotion ✓ (1)
- 6.1.2 **Billboard:**
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 customers.
- Sales promotion:**
It can increase sales by attracting new and existing customers. ✓✓
- It could create an awareness of their product on offer.
 - It will result in an improved product availability for a limited time period. (2 x 2) (4)
- 6.1.3 To make phone calls and send e-mails to the advertising agency, airlines and cruise liner operators that form part of the marketing campaign. ✓✓
- To communicate with potential customers who are interested in the offer and customers that have booked. ✓✓
- To communicate with customers via online applications such as Twitter, Instagram and Facebook. (2 x 2) (4)
- [10]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS

QUESTION 7

7.1 7.1.1 Compartment: A partitioned section or separate room within a larger enclosed area (coach/carriage) of a train ✓✓
 Coupe: A compartment where two passengers are accommodated ✓✓ (2 x 2) (4)

7.1.2 Food and refreshments can be bought and enjoyed in the dining car. ✓✓
 • Snacks and beverages can be purchased from the trolley that goes from carriage to carriage. (2)

7.1.3 The tour group can take their own bedding with them on the train or can hire bedding at an additional cost. ✓✓ This is called a bedding ticket. (2)

7.1.4 Communal bathrooms, with a shower, toilet and wash hand basin, are found on each end of the carriages on the train. ✓✓ (2)

7.2 7.2.1 (a) Contract fee: an amount that covers the costs of the administration fee of the rental, that is added to the rental fee of the vehicle. ✓✓ (2)

(b) Additional driver surcharge: if the renter of the vehicle wants another licensed driver to drive the vehicle during the rental period, he or she must register that driver at an additional cost. ✓✓ (2)

7.2.2 If Mrs Sithole selects CDW and TLW insurance the premium for the rental will be lower ✓✓ but the excess payment will be higher than the R7 000 indicated on the rental agreement. ✓✓ (4)

7.2.3	Cost for 3 days and contract fee:	R3 475,00 (NOTE: Do not award marks for this as it is given in the question paper)	(5)
	SCDW & STLW:	R65 per day x 3 = R195 ✓	
	Vehicle delivery cost:	R250 ✓	
	Trailer:	R100 per day x 3 = R300 ✓	
	GPS:	R80 per day x 3 = R240 ✓	
	Total:	R4 460 ✓	

7.3 7.3.1 A person can only travel on the Gautrain if they have a Gold Card. ✓✓ (2)

7.3.2 Access to the platform is gained by scanning the Gold Card at the entrance to the platform which will allow the automatic access control gate to open. The passenger can then get onto the platform. ✓✓ (2)

- 7.3.3 There are security personnel present on all trains and at all stations together with electronic surveillance. ✓✓
- More than 650 CCTV cameras are in place in every rail car, at stations and on platforms to ensure high security.
 - The South African Transport Police and security guards constantly maintain a police presence. (2)
- 7.3.4 The destinations and departure times of the trains are indicated on the display boards on the platforms. ✓✓
- Information is displayed using bright, yellow LED lights on the front of the train, giving relevant information about the destination of the train.
 - A public address system is available to make announcements.
 - Electronic information is also displayed to passengers waiting at stations. (2)
 - Passengers can scan the QR code which will link them to the Gautrain website to get updated information.
- 7.3.5 On the airport service the two forward rail cars consist of special areas for the storage of baggage. ✓✓
- The baggage areas are located near the doors. (2)
- 7.4 7.4.1 06:30 or earlier ✓✓ (2)
- 7.4.2 **NOTE:** *Candidates should select ONLY ONE of the options listed below.*

Check-in counters

On arrival at the terminal, each tour group member queues at the service counter of the airline and hands their identity document and flight ticket (if in possession of one) to the airline assistant for check-in. ✓✓

The airline assistant will look up the passenger's reservation on the computer system. ✓✓

The passenger will place their baggage on the scale for weighing, and the airline assistant will tag the baggage and place it on a conveyor belt from where it goes to the aircraft.

The airline assistant then prints the boarding pass, attaches the baggage tags to it, and hands it together with the presented documentation back to the passenger.

OR

Online check-in

Members of the tour group can check in online via a computer, tablet or smartphone. Online check-in opens anything from four days to 20 hours before, and closes one to three hours before departure. Many airlines offer passengers the option of checking-in their bags. After arrival at the airport, they can hand in the baggage at a bag drop counter.

OR

Mobile check-in

Mobile check-in is done from any Internet-enabled smartphone. Passengers can log-in on the airline app (or airline website through the browser) and submit their e-ticket number or booking reference at the check-in screen. The passenger then downloads the boarding pass onto the phone.

OR

Self-service check-in kiosks

Members of the tour group can use the interactive touch screens of the self-service check-in kiosks located at the airport, to check in for their flights, select their seats and print their boarding passes. All a passenger needs to use the self-service check-in kiosk is the flight number and a booking reference number or a form of identification, such as a credit card or ID. Depending on the airline and destination, check-in closes 90 minutes to 40 minutes before departure.

(Any 2 answers depending on the check-in option given by the candidate) (2 x 2) (4)

- 7.4.3 All hand luggage is screened by an X-ray screening machine. ✓✓
Passengers may also be asked to place certain regulated items in a bin for screening. ✓✓
- Passengers then pass through a metal detector to ensure that no weapons are concealed on their bodies. (2 x 2) (4)
- 7.4.4 (a) FlySafair is a budget airline that provides flights at a lower cost. ✓ (1)
- (b) On a FlySafair flight the passenger will pay extra for check in luggage, it is thus not included in the price of the flight ticket as is the case with other airlines. ✓✓ (2)

- 7.5 7.5.1 Hotel manager ✓
Chef ✓
- Housekeeper
 - Porter
 - Waitron
 - Concierge
 - Bartender

NOTE: *Accept any relevant career opportunities.* (2 x 1) (2)

- 7.5.2 Organisational skills ✓
Communication skills ✓
- Computer skills
 - Interpersonal skills
 - Skills related to the specific job, e.g. culinary skills

NOTE: Accept any relevant skills. (2 x 1) (2)
[50]

TOTAL SECTION D: 50

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

QUESTION 8

- 8.1 8.1.1 Cannot afford to travel ✓
No reason to take a trip ✓
- No time to travel
 - Disliking travel
 - Unemployment
 - Lack of a travel culture especially amongst previously disadvantaged communities
 - Limited tourism product development
 - Concerns over safety and security (2 x 1) (2)
- 8.1.2 A – Well-to-do-Mzansi Families ✓✓
B – High Life Enthusiasts ✓✓
C – New Horizon Families ✓✓
D – Spontaneous Budget Explorers ✓✓ (4 x 2) (8)
- 8.1.3 Increase domestic tourism expenditure. ✓✓
Increase domestic tourism volume. ✓✓
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 3 x 2) (6)
- 8.2 8.2.1 A – Zambia ✓
C – Mauritius ✓
E – Madagascar ✓ (3 x 1) (3)
- 8.2.2 B – Maseru ✓
F – Luanda ✓ (2 x 1) (2)
- 8.2.3 Beitbridge ✓ (1)
- [22]**

QUESTION 9

- 9.1 9.1.1 (a) Japanese ✓ (1)
- (b) Muslim ✓ (1)
- 9.1.2 Tourist satisfaction will increase. ✓✓
 Tourists will return to the country (repeat visitation). ✓✓
- Positive word of mouth will encourage other tourists to visit the country.
 - An increase in tourist numbers will lead to increased sales.
 - It will create an improved public image.
 - Positive word of mouth will reduce the marketing budget.
 - There will be fewer customer complaints.
 - An increase in tourist numbers will lead to job creation and skills development.
 - South Africa will have a competitive advantage over other destinations.
 - An increase in tourist numbers will result in new and improved tourism infrastructure development.
 - Employees will have greater job satisfaction. (2 x 2) (4)
- 9.2 Travel agents can book all of a customer's travel arrangements using a GDS. ✓✓
- A GDS provides information about the status of passenger reservations and flight schedules and can process everything from sales of airline tickets and package holidays to hotel accommodation and car hire. (2)
- 9.3 9.3.1 Verbal ✓✓
- In person (2)
- 9.3.2
- The sales person did not listen carefully to what the customer had to say. ✓✓
 - He did not ask questions in a caring and concerned manner. ✓✓
 - He did not apologise but rather accused the customer.
 - The problem was not solved immediately.
 - The customer was not offered some kind of compensation.
 - The customer was not thanked for informing him about the problem.
 - The customer was insulted.
 - The sales person did not follow the steps for dealing with verbal customer complaints. (Any 2 x 2) (4)

9.3.3 The business could also lose the sales of the other customers that overheard the incident. ✓✓

The business will experience a decrease in profits. ✓✓

- The bad customer service will lead to negative word of mouth.
- There will be no customer repeat visits.
- The marketing budget will have to be increased to improve the image of the business.
- Management will have to spend more time training staff.
- Employees could lose their jobs as a result of a decrease in profits.

(2 x 2)

(4)

[18]

TOTAL SECTION E: 40

GRAND TOTAL: 200