



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2019

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 23 pages.

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
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	20 marks	30 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	50 marks	50 minutes
E	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 flight from Johannesburg, South Africa to New York, USA is classified as a ... flight.

- A short haul
- B transatlantic
- C transcontinental
- D connecting

1.1.2 An example of an above-the-line advertising technique:

- A Personal selling
- B Poster
- C Exhibition
- D Promotional sponsorship

1.1.3 The symbol for local currency used in France:

- A €
- B \$
- C ₣
- D ¥

1.1.4 This famous East African attraction is located in ...



- A Malawi.
- B Tanzania.
- C Uganda.
- D Kenya.

1.1.5 On a domestic flight, a ... is most likely to be confiscated from a passenger at the security control point.

- A pair of nail scissors
- B laptop
- C container of headache pills
- D cellphone

1.1.6 The budget for this type of tour includes transport, accommodation and activities:

- A Scheduled tour
- B Itinerary
- C Self-drive tour
- D Package tour

1.1.7 This South African marketing campaign encourages ... tourism.



- A regional
- B niche
- C domestic
- D cultural

1.1.8 A machine used at airports to verify the identity of passengers:

- A X-ray security scanner
- B Identity document
- C Biometric scanner
- D Thermal body scanner

1.1.9 A method used by a tourism business to determine the level of customer satisfaction:

- A Performance management
- B In-service training
- C Surveys
- D Skills development

1.1.10 An amount, added to the bill of a customer who is renting a vehicle, that is paid on to TOMSA to assist with marketing South Africa as a destination:

- A Airport surcharge
- B Tourism levy
- C Insurance premium
- D Incidental cost

1.1.11 MICROS-Fidelio OPERA is an example of a(n) ...

- A online marketing campaign.
- B travel operator.
- C electronic booking system.
- D flight control system.

- 1.1.12 Advice to a first-time passenger on a luxury cruise liner:
- A The cheapest cabins are located at the back of the ship on the top deck.
 - B Casinos on board cruise liners are open 24 hours a day.
 - C The code PS on the website indicates that if the passenger books early there will be a reduction in the price of the cruise.
 - D Book a mid-ship cabin if you tend to suffer from motion sickness.
- 1.1.13 A government initiative aimed at encouraging young South Africans to become entrepreneurs in tourism:
- A Vuk'uzenzele
 - B Fundi
 - C This is your country
 - D Welcome campaign
- 1.1.14 A food item that is NOT kosher:
- A Shellfish
 - B Beef
 - C Eggs
 - D Tomatoes
- 1.1.15 Tourists can access the Stone Town of Zanzibar by using ... transport.
- A road or rail
 - B road or water
 - C air or rail
 - D air or water
- 1.1.16 Chobe National Park is located in ...
- A Malawi.
 - B Botswana.
 - C the Democratic Republic of the Congo.
 - D Mozambique.
- 1.1.17 This airline is known as South Africa's national carrier:
- A SA Express
 - B Mango
 - C SA Airlink
 - D SAA

- 1.1.18 The Victoria Falls is a waterfall on the ... River on the border between Zambia and Zimbabwe.
- A Kunene
 - B Shangani
 - C Zambezi
 - D Tugela
- 1.1.19 A limitation when seated in the emergency seat on an aircraft:
- A The passenger has more leg room than in other seats.
 - B There is no toilet nearby for the passenger to use.
 - C A female passenger may not put her handbag on the floor of the aircraft under her seat.
 - D The passenger will be served first when the cabin crew serve beverages.
- 1.1.20 Tourists visiting paleontological heritage sites will be able to view ...
- A fossils.
 - B meteorite craters.
 - C shipwrecks.
 - D artifacts.
- (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	A South African train known to be one of the most luxurious trains in the world	A	Video wall
1.2.2	A below-the-line marketing tool	B	Itinerary
1.2.3	A career opportunity in the hospitality sector	C	Voyage
1.2.4	An above-the-line marketing tool	D	Metrorail
1.2.5	Includes dates, times, accommodation, modes of transport and places to be visited for a tour	E	Concierge
		F	Rovos Rail
		G	In-store discount

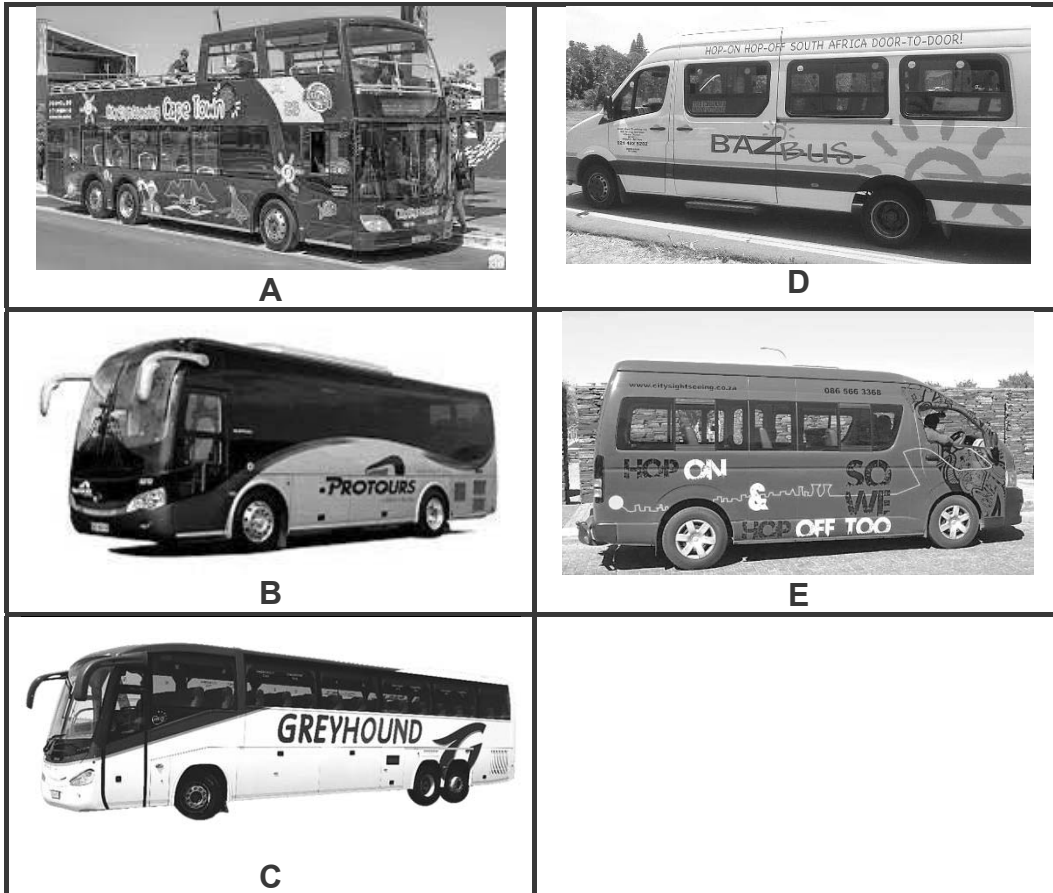
(5 x 1) (5)

- 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 SAA flight from OR Tambo International Airport, Johannesburg to Charles de Gaulle Airport, Paris will make use of a (wide/narrow) body aircraft.
- 1.3.2 (Newspapers/Pamphlets) are classified as conventional media tools.
- 1.3.3 (ACSA/RETOSA) aims to increase inbound tourism to Southern Africa.
- 1.3.4 A (cabin/suite) is the most luxurious option for accommodation on a luxury cruise liner.
- 1.3.5 (Cuisine/Storytelling) forms part of the folklore of different cultures in South Africa. (5 x 1) (5)
- 1.4 Choose a destination from the list given that matches the description 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.

Lake Niassa; Matopo Hills; Grand Baie; Tsodilo Hills; Katse Dam; Kafue National Park; Lake Kariba; Hlane Royal National Park

- 1.4.1 A world heritage site in Zimbabwe that contains massive granite boulders
- 1.4.2 A popular tourist destination known for its beaches, water activities and nightlife
- 1.4.3 An area filled with fresh water that is located between Malawi, Mozambique and Tanzania
- 1.4.4 A protected area that is home to the largest herds of game in eSwatini
- 1.4.5 A world heritage site with one of the highest concentrations of San rock art in the world (5 x 1) (5)

- 1.5 Study the images and scenarios below and match each scenario with the most suitable type of bus transport. Write only the letter (A–E) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.



- 1.5.1 Hans and Gunter are German backpackers who want to travel from Cape Town to Durban spending a few days at each destination that they find attractive.
- 1.5.2 Mr and Mrs Naidoo want to travel from Bloemfontein to Port Elizabeth to attend a family wedding.
- 1.5.3 Jose and Fernando from Brazil are spending time in Soweto and want to experience the township vibe while on a township tour.
- 1.5.4 Zanele and Thembela from East London are visiting Cape Town and want to enjoy a sightseeing tour that will take them to some of the major attractions in and around the city.
- 1.5.5 Two Eastern Province rugby teams are travelling to Johannesburg to take part in the annual interprovincial rugby tournament.

(5 x 1) (5)

[40]



TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

Study the extract and answer the questions.

RAVENALA ATTITUDE – Seychelles from R23 010,00 pp sharing



Travel period:
18 April 2019 – 25 April 2019

Destination: Seychelles

Experience:
Beach & Island Holiday

Includes:
Price from Johannesburg – R23 010,00 pp sharing
Price from Durban – R23 010,00 pp sharing
Price from Port Elizabeth – R24 601,00 pp sharing

Fly-in package includes: return flights from Johannesburg to Seychelles, return airport to resort transfers, 5 nights' accommodation at Ravenala Attitude (couple's suite), breakfast and dinner daily

Exclusions: additional transfers, gratuities, professional fees, meals not mentioned in the package

Reference: TH2217730

[Adapted from www.suretravel.co.za]

- 2.1 The above tour is an example of a scheduled tour. Motivate this statement. (2)
 - 2.2 Identify the trip motivator for the above tour. (2)
 - 2.3 Deduce TWO activities that a person booking the above holiday can take part in while in Seychelles. (2 x 1) (2)
- [6]**

QUESTION 3

Study the information given and answer the questions.

Mr Smith is going on a business trip to London. He has R25 500 spending money to exchange for his trip prior to (before) his departure.



Foreign currency	Bank Buying Rate	Bank Selling Rate
Euro	15,51	16,10
British Pound	18,09	18,80

- 3.1 Identify the foreign currency that Mr Smith will exchange his Rand for. (2)
- 3.2 Name the facility where Mr Smith is processing his transaction. (2)
- 3.3 Explain how the money that Mr Smith is exchanging for his trip can benefit the local economy of London. (2 x 2) (4)
- 3.4 Calculate, using the bank selling rate, the amount of foreign currency that Mr Smith will receive when he exchanges his spending money before his departure.
- NOTE:** Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)
- 3.5 Upon his return Mr Smith has £15 bank notes left over. Calculate, using the bank buying rate, the amount of Rand that he will receive when he exchanges the £15.
- NOTE:** Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

[14]

TOTAL SECTION B: 20

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

QUESTION 4

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

A

B
Royal Hills of Ambohimanga

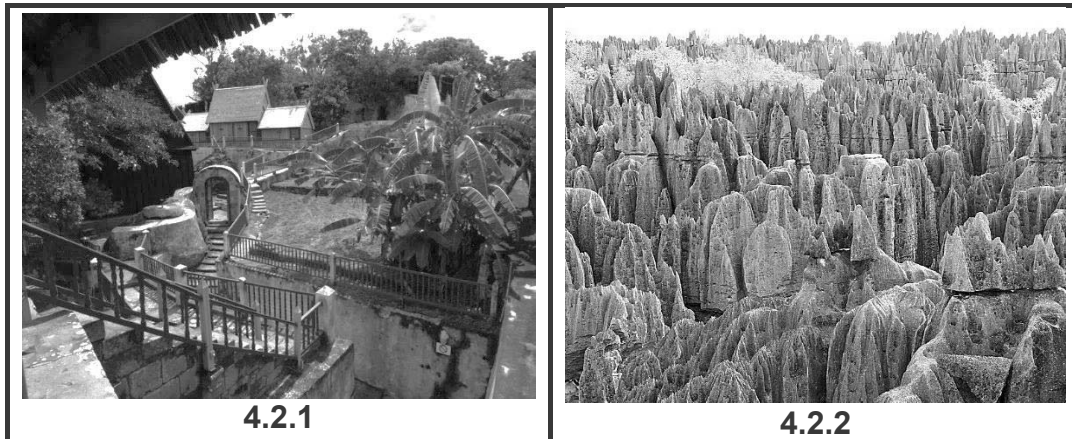
C

D

E
Virunga National Park

4.1 Identify the tourism attractions labelled **A**, **C** and **D**. (3 x 2) (6)

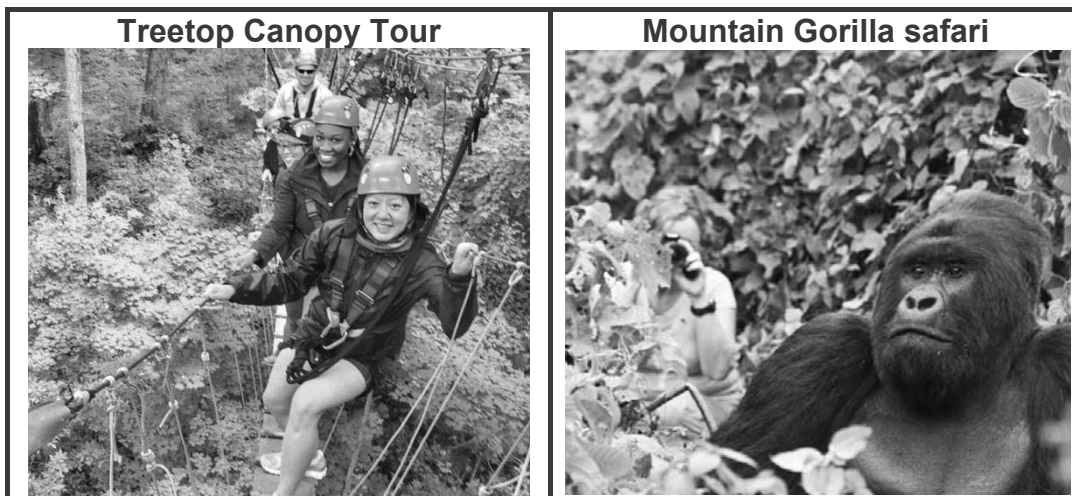
4.2 Study the numbered images below.



(a) Identify the image that best represents the SADC tourist attraction, Royal Hills of Ambohimanga, labelled **B** on the map. (2)

(b) Give ONE reason why the Royal Hills of Ambohimanga is considered to be a top tourist attraction in the SADC region. (2)

4.3 Study the tourism activities below.



4.3.1 Identify the “must-do” tourist activity in the Virunga National Park, labelled **E** on the map. (2)

4.3.2 Suggest ONE benefit that the tourist activity selected in QUESTION 4.3.1 will have for the conservation efforts of the Virunga National Park. (2)

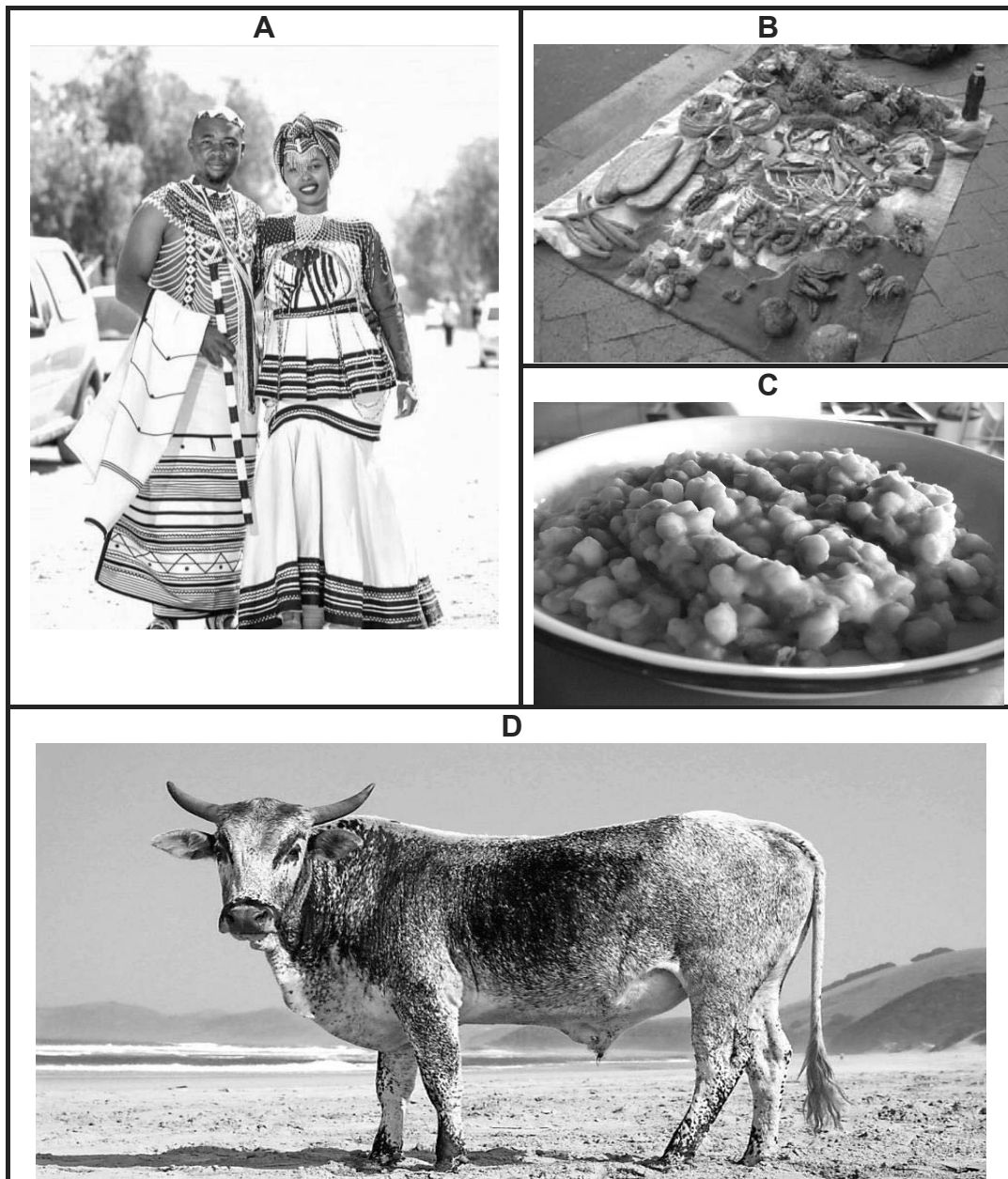
4.4 4.4.1 Explain how the remote location labelled **D** on the map got its name. (2)

4.4.2 List TWO site seeing opportunities that a visitor to the attraction labelled **D** could encounter. (2 x 1) (2)

[18]

QUESTION 5

5.1 Study the images depicting the Xhosa cultural uniqueness of the Eastern Cape and answer the questions.



- 5.1.1 (a) Name the TWO main ingredients used to make the Xhosa dish in the image labelled **C**. (2 x 1) (2)
- (b) Identify the person in the Xhosa culture that would utilise the articles in the image labelled **B**. (2)
- (c) Explain the link, in traditional communities, between the images labelled **A** and **D**. (2 x 2) (4)
- 5.1.2 Discuss how the cultural uniqueness of the Xhosa people could influence international tourists to visit South Africa. (2 x 2) (4)

5.2 Study the information and answer the questions.

The Bo-Kaap, formerly known as the Malay Quarter, has been the traditional home of Cape Town's Muslim population. Much of the Cape Muslim community draws its roots from slaves brought in from Indonesia and other eastern countries. When slavery was abolished in the 1830s, many of these slaves settled in the Bo-Kaap.

NOTICE

NOTIFICATION OF THE INTENTION TO DECLARE A NUMBER OF SITES WITHIN THE BO-KAAP, CAPE TOWN AS NATIONAL HERITAGE SITES IN TERMS OF SECTION 27 OF THE NATIONAL HERITAGE RESOURCES ACT NO. 25 OF 1999

The Bo-Kaap Museum is one of twenty Bo-Kaap sites to be declared a national heritage site. Built in the 1760s, the Bo-Kaap Museum is the oldest house in the area still in its original form.



[Adapted from www.sahra.org.za and www.portfoliocollection.com]

5.2.1 Refer to the notification above:

- (a) Identify the legal body that issued the notification. (2)
- (b) Explain how the notification is linked to one of the functions of the legal body identified in QUESTION 5.2.1(a). (2)

5.2.2 After the 20 Bo-Kaap sites are declared national heritage sites, strict conditions will apply in order to protect them.

Motivate this statement. (2 x 2) (4)

5.2.3 Give ONE reason why the buildings in the Bo-Kaap should become part of the national estate. (2)

[22]

QUESTION 6

6.1 Study the marketing technique example below and answer the questions.



- 6.1.1 Identify the following type of promotional techniques used by Penika Travel Agency in the image:
 - (a) Above-the-line (1)
 - (b) Below-the-line (1)

 - 6.1.2 Give ONE reason why each type of promotional technique identified in QUESTION 6.1.1(a) and 6.1.1(b) are effective marketing strategies for Penika Travel Agency. (2 x 2) (4)

 - 6.1.3 Explain why Penika Travel Agency would have included internet and telephone costs in the marketing budget for their above-the-line marketing campaign. (2 x 2) (4)
- [10]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS**QUESTION 7**

Read the case study and information given carefully and answer the questions that follow.

A Port Elizabeth school is planning a 10-day tour from the Eastern Cape to Gauteng during the December 2019 school holidays. There will be nine learners and one teacher, Mrs Sithole, going on the tour. As a member of the tour group and a Tourism learner, Mrs Sithole has asked you to give advice to the other learners on various aspects of the transport sector that the tour group will be making use of.

- 7.1 The tour group will depart from Port Elizabeth station en route to Johannesburg station on Friday, 6 December at 11:00 on board the Shosholozha Meyl. Their arrival time will be approximately 09:20 on the following day. The learners will be accommodated in two compartments and the teacher will sleep in a coupe.



- 7.1.1 Explain the difference between a *compartment* and a *coupe*.
(2 x 2) (4)
- 7.1.2 Advise the tour group about the availability of food and refreshments on board the train. (2)
- 7.1.3 Recommend what options are available regarding bedding (blankets and pillows) for the tour group on board the train. (2)
- 7.1.4 Mrs Sithole would prefer to have a private bathroom for the duration of the trip. Explain what bathroom facilities are available on board the train. (2)

7.2 While in Johannesburg the tour group will hire a 10-seater bus from Pace Car Rental for the 4 days that they will spend in Gauteng. The details of their rental agreement are given below.

PACE CAR RENTAL – VEHICLE RENTAL AGREEMENT	
Pick up location:	Johannesburg
Pick up date and time:	Saturday, 7 December 2019, 11:00
Return location:	Johannesburg
Return date and time:	Tuesday, 10 December 2019, 11:00
Vehicle type:	Group F – Toyota Luxury 10-Seater Van or similar
3 days @ R1 135,00	
pd:	R3 405,00
Contract fee:	R70,00
Total:	R3 475,00
Insurance option (not included)	
SCDW & STLW:	R65 pd Excess: R7 000
Additional options with vehicle (not included)	
GPS:	R80 pd
Trailer:	R100 pd
Additional driver surcharge:	R225
PAI:	R25
Vehicle delivery cost:	R250
Kilometre option: 200 km free per day, additional R7,06 per km	



7.2.1 Explain the following concepts to Mrs Sithole.

(a) Contract fee (2)

(b) Additional driver surcharge (2)

7.2.2 Explain the effect on the premium and excess payment for the rental agreement should Mrs Sithole decide to select CDW and TLW insurance and thereafter accidentally reverse into a parked car. (4)



7.2.3 Calculate the total cost of the rental should the tour group require the following:

- Delivery to the Johannesburg train station on Saturday, 7 December
- A trailer and GPS
- They travel 525 km during the 3 days of their rental period

NOTE: Include all costs and show ALL steps in your calculation. (5)

7.3 Upon completion of their tour in Gauteng the tour group will travel from their place of accommodation in Randburg to OR Tambo International Airport aboard the Gautrain.

Below are some concerns that members of the group have about the Gautrain trip. Respond to each of their concerns in full.

7.3.1 The main requirement for travel on the Gautrain.

7.3.2 Getting access to the platform to wait for the train.

7.3.3 Safety while on the platform waiting for the Gautrain.

7.3.4 Identifying which train to board.

7.3.5 Luggage storage facilities on board the train.

(10)

7.4 On the final leg of the tour, the group will fly from OR Tambo International Airport, Johannesburg to Port Elizabeth. Their flight details are given below.

JNB, OR Tambo International Airport → PLZ		DURATION 01h45m
Flight number	SA1453	Economy class
Flight operated by SA Express		
15 December 2019		
DEP 07:30 ARR 09:15		
Baggage allowance		
20 kg check-in luggage		
7 kg hand luggage		
		
SOUTH AFRICAN AIRWAYS		
A STAR ALLIANCE MEMBER		

- 7.4.1 Give the time that the tour group must check in at OR Tambo International Airport prior to their departure. (2)
- 7.4.2 Explain ONE method that the tour group can use to check in for their flight. (2 x 2) (4)
- 7.4.3 Describe the procedure to be followed by the tour group when passing through the security control point before boarding their flight. (2 x 2) (4)
- 7.4.4 When booking the flight for the tour group online, Mrs Sithole sees that there is also a FlySafair flight on the same day.
 - (a) List ONE advantage of making their booking with FlySafair. (1)
 - (b) Explain the difference in baggage allowance between a SAA flight and a FlySafair flight. (2)

7.5 Study the advertisement and answer the questions.



Mantis Community Upliftment Programme – FREE

Have you passed grade 10, are you over 18 years of age and interested in a career in hospitality? The Mantis Community Upliftment Programme invites you to apply for a FREE 5-day hospitality course! The training will run from 1 – 12 July 2019 and consists of service excellence training in the field of hospitality.

Facilitated by Stenden South Africa | Sponsored by Mantis | Hosted by Fish River Sun Resort

- 7.5.1 Identify TWO career opportunities that a person who has attended the above-mentioned upliftment programme could embark on (begin). (2 x 1) (2)

 - 7.5.2 List TWO skills that a person working in the hospitality industry requires to ensure that they are able to cope with the demands of the industry. (2 x 1) (2)
- [50]**

TOTAL SECTION D: 50

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

QUESTION 8

8.1 Study the information on domestic tourism and answer the questions.

8.1.1 A survey of domestic tourism has revealed that the majority of South Africans are not travelling in their own country.

List TWO reasons in support of the above finding. (2 x 1) (2)

8.1.2 Analyse the South African domestic tourism market segments below and answer the questions.



A

“Holiday time with my kids is non-negotiable. I block that weekend off and don’t take any business calls. A 5-star B&B will do for me.”



B

“My favourite type of trip is where I can go on a boat cruise in the afternoon, spend the evening at a great restaurant and then hit the clubs.”



C

“Travelling is a necessity when you have children. You have to take them places so that they don’t just see it on TV, but they see for themselves.”



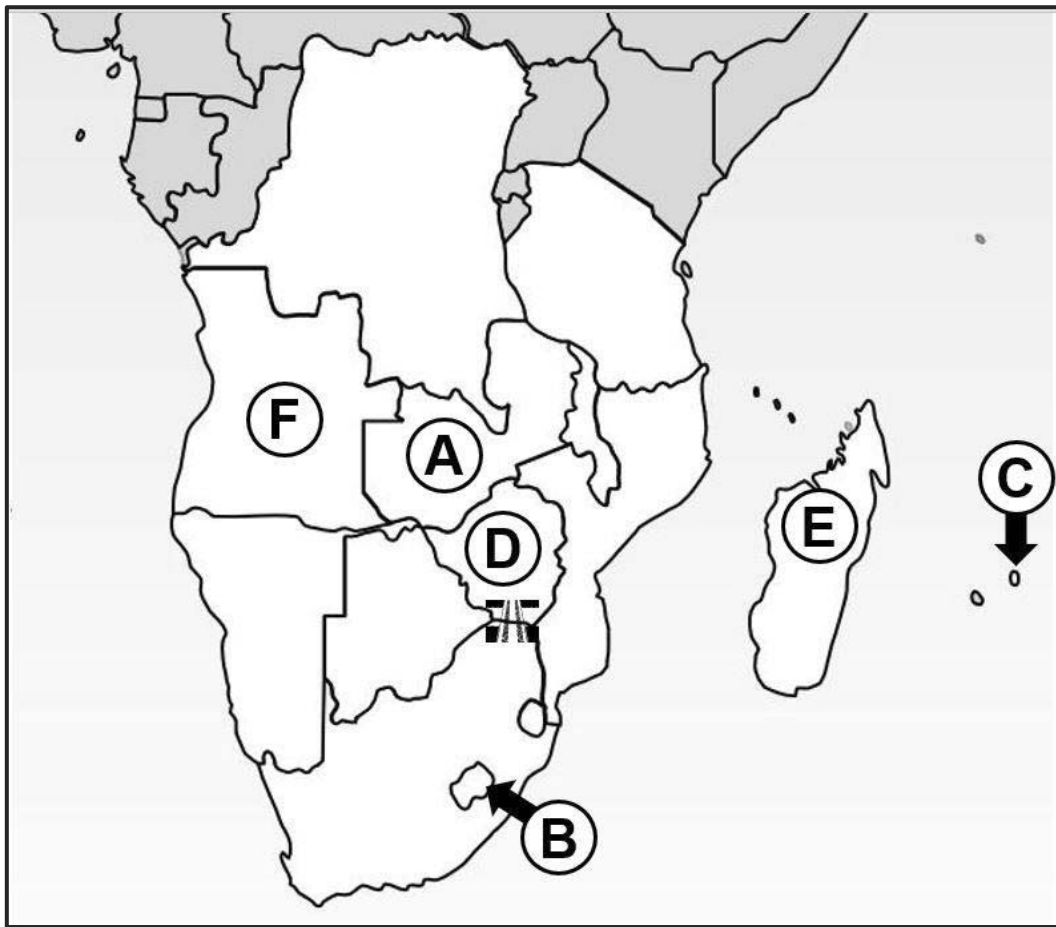
D

“The best trip will be to get on the road, take a map and just go and see what comes your way. Road trips are fantastic because we do crazy things along the way.”

Determine the domestic market segments labelled **A**, **B**, **C** and **D** that have been identified by South African Tourism to form part of the Domestic Tourism Growth Strategy (2012–2020) marketing campaign. (4 x 2) (8)

8.1.3 In a paragraph explain THREE strategic objectives of the Domestic Tourism Growth Strategy (2012–2020) to grow domestic tourism for a sustainable tourism economy. (3 x 2) (6)

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



- 8.2.1 Name the countries labelled **A**, **C** and **E**. (3 x 1) (3)
- 8.2.2 Name the capital cities labelled **B** and **F**. (2 x 1) (2)
- 8.2.3 Give the name of the major gateway that is used by persons from the country labelled **D** to enter South Africa. (1)

[22]

QUESTION 9

9.1 Study the images that portray aspects of customer care for foreign tourists and answer the questions.



9.1.1 Identify the nationality of, or the cultural group that:

- (a) Bows when greeting (1)
- (b) Only consumes halal food (1)

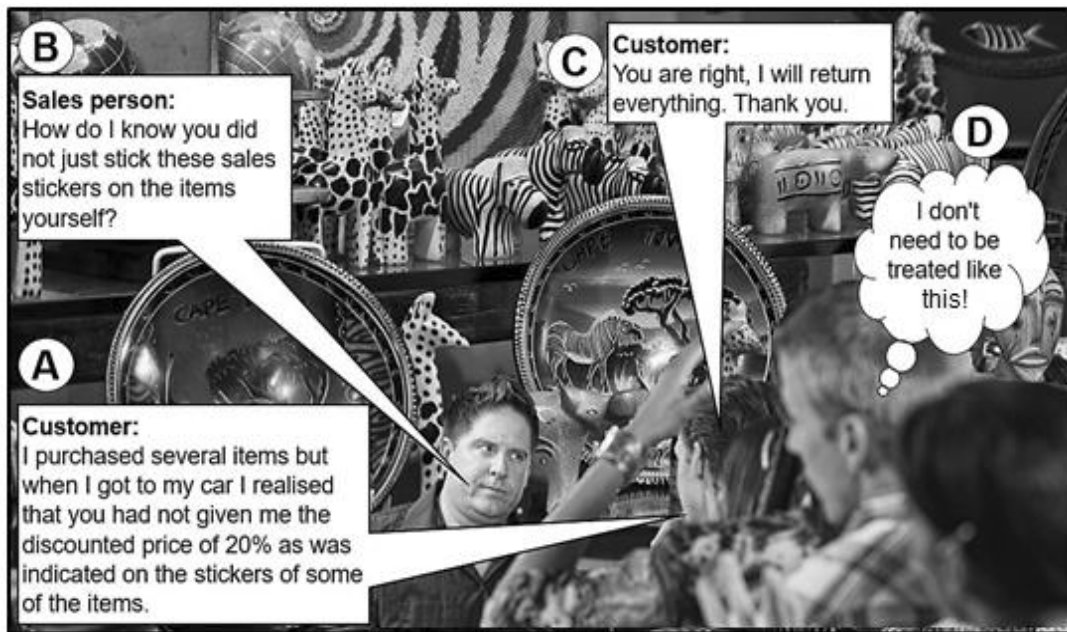
9.1.2 Discuss TWO benefits for the South African tourism industry if a tourism business trains its employees to consider cultural, religious and language differences when dealing with foreign tourists. (2 x 2) (4)

9.2 Study the image and answer the question.



Explain the value of the global distribution systems listed above for a travel agent. (2)

9.3 Study the picture below and answer the questions.



- 9.3.1 Identify the type of complaint used by the customer in the above picture. (2)
 - 9.3.2 The customer complaint was not dealt with effectively by the sales person.
Give TWO reasons to motivate this statement. (2 x 2) (4)
 - 9.3.3 Predict TWO impacts that the customer service offered by the sales person could have on the souvenir shop. (2 x 2) (4)
- [18]

TOTAL SECTION E: 40
GRAND TOTAL: 200

