



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

**TOURISM
MARKING GUIDELINE
EXEMPLAR**

MARKS: 200

This marking guideline consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B ✓		
	1.1.2	D ✓		
	1.1.3	D ✓		
	1.1.4	B ✓		
	1.1.5	A ✓		
	1.1.6	A ✓		
	1.1.7	C ✓		
	1.1.8	A ✓		
	1.1.9	C ✓		
	1.1.10	C ✓		
	1.1.11	A ✓		
	1.1.12	A ✓		
	1.1.13	B ✓		
	1.1.14	C ✓		
	1.1.15	D ✓		
	1.1.16	D ✓		
	1.1.17	C ✓		
	1.1.18	B ✓		
	1.1.19	B ✓		
	1.1.20	B ✓	(20 x 1)	(20)
1.2	1.2.1	D ✓		
	1.2.2	G ✓		
	1.2.3	A ✓		
	1.2.4	E ✓		
	1.2.5	B ✓	(5 x 1)	(5)
1.3	1.3.1	Prasa ✓		
	1.3.2	divide ✓		
	1.3.3	scheduled tour ✓		
	1.3.4	Global Distribution System ✓		
	1.3.5	Listen carefully ✓	(5 x 1)	(5)
1.4	1.4.1	Serengeti National Park ✓		
	1.4.2	Sani Pass ✓		
	1.4.3	Royal Hills of Ambohimanga ✓		
	1.4.4	Mkhaya Game Reserve ✓		
	1.4.5	Fish River Canyon ✓	(5 x 1)	(5)
1.5	1.5.1	B ✓		
	1.5.2	C ✓		
	1.5.3	E ✓		
	1.5.4	D ✓		
	1.5.5	A ✓	(5 x 1)	(5)

TOTAL SECTION A: 40

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

- 2.1 Leisure tourist ✓✓
- Nature lover
 - Health tourist
- (2)

- 2.2 Bar and lounge area ✓✓
- restaurant
 - spa
 - fitness centre
 - swimming pool
- (2)

- 2.3 The restaurant ✓ will be the best facility to use the credit voucher.
Motivation: the special offer only includes breakfast daily so guests will have to have other meals at the restaurant. ✓✓

OR

- The bar will be the best facility to use the credit voucher.
- **Motivation:** guests may want to purchase a drink at the bar during their stay.

OR

- The spa will be the best facility to use the credit voucher.
- **Motivation:** guests may want to have a spa treatment.

OR

- The fitness centre will be the best facility to use the credit voucher.
 - **Motivation:** guests may want to exercise during their stay.
- (3)

- 2.4 Low-season ✓
- Winter
- (1)
[8]

QUESTION 3

- 3.1 3.1.1 C ✓ (1)
- 3.1.2 A ✓
• B (1)
- 3.1.3 Great British Pound ✓
• Pound Sterling (1)
- 3.1.4 USD ✓ (1)
- 3.1.5 Foreign exchange bureau ✓✓
• Bureau de change
• Commercial bank (2)
- 3.2 3.2.1 $ZAR\ 10\ 500,00 \div \checkmark 23,53 \checkmark = \pounds 446,24 \checkmark$

OR

£446,24 ✓✓✓ (3)

- 3.2.2 $ZAR\ 9\ 800,00 \div \checkmark 20,24 \checkmark = \text{€}484,19 \checkmark$

OR

€484,19 ✓✓✓ (3)
[12]

TOTAL SECTION B: 20

- 5.2 5.2.1 palaeontological ✓✓ (2)
- 5.2.2 Some of the excavations have been preserved in their original place so that members of the public can learn about this site and the amazing animals that have been discovered there. ✓✓
- Fossils that were removed are housed at the Iziko National Museum in Cape Town to ensure their protection. (2)
- 5.2.3 SAHRA declared the West Coast Fossil Park as a National Heritage Site. ✓✓
- Fossils that were removed are housed at the Iziko National Museum in Cape Town to ensure their protection. ✓✓ (2 x 2) (4)
- [20]**

QUESTION 6

- 6.1 Adventure tourists ✓✓ (2)
- 6.2 6.2.1 Newspapers ✓
Radio ✓
Web-based ✓/cellphone/social media/Internet (3 x 1) (3)
- 6.2.2 Sales promotion ✓
Personal selling ✓
Shows ✓/exhibitions/expositions (3 x 1) (3)
- 6.3 MTA had to budget for air travel costs as staff members need to travel from the Eastern Cape to KwaZulu-Natal to represent the business at the Travel & Adventure Show. ✓✓
- MTA had to budget for car rental costs as staff representatives need transport while working in KwaZulu-Natal. ✓✓
- MTA had to budget for accommodation and food costs of the staff members representing the business at the KZN Travel & Adventure Show. (2 x 2) (4)
- [12]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS**QUESTION 7**

- 7.1 Customs and immigration facilities ✓
 Additional security facilities ✓
- Longer runways
 - Facilities to accommodate larger aircraft
 - Facilities to store and load cargo (2 x 1) (2)
- 7.2 7.2.1 Identity document ✓
- Passport (1)
- 7.2.2 Baggage wrapping will keep the contents of the suitcase safe from theft or tampering. ✓✓
- Baggage wrapping will keep the contents of the suitcase safe should the suitcase be damaged in any way. (2)
- 7.2.3 Airside ✓ (1)
- 7.2.4 Fastening of seatbelts ✓✓
 Use of electronic equipment on board the aircraft ✓✓
- Use of oxygen masks in the case of an emergency
 - Location of emergency exits
 - The seating position of the passengers in the event of an emergency landing
 - Storage of tray tables (2 x 2) (4)
- 7.2.5 If the passenger is in possession of a boarding pass it will allow him/her onto the flight. ✓✓
- A boarding pass is proof that the passenger is booked on and has checked in for the flight. (2)
- 7.2.6 The passenger must show his/her boarding pass and identification document. ✓✓
 The passenger's hand luggage and anything that he/she may be carrying must pass through the X-ray security scanner in order to be scanned. ✓✓
- The passenger must walk through the metal detector to ensure that he/she is not carrying concealed goods that are not allowed on the aircraft. (2 x 2) (4)

- 7.3 7.3.1 Tyre and windscreen cover – R205,00 ✓✓ / R41,00 per day
 • Additional driver – R361,00 / R361,00 per rental
 • Navigation unit/GPS – R535,00 / R107,00 per day (2)
- 7.3.2 R2,00 per kilometre ✓✓ (2)
- 7.3.3 Credit card ✓✓ (2)
- 7.3.4 **Standard insurance waiver:** the renter pays a lower premium for the rental of the vehicle but will have to pay a higher excess in the event of an incident (theft/collision). ✓✓
Super insurance waiver: the renter pays a higher premium for the rental of the vehicle but will pay a lower or no excess in the event of an incident (theft/collision). ✓✓ (2 x 2) (4)
- 7.4 7.4.1 • Casinos ✓
 • Shops ✓ (2 x 1) (2)
- 7.4.2 Interior cabins are the most basic level of luxury on a cruise liner. ✓✓
 • Interior cabins are the smallest available for passengers.
 • Interior cabins do not have windows/portholes.
 • Interior cabins are located on the inside of the ship. (2)
- 7.5 7.5.1 • Seating facilities ✓
 • Bathroom facilities ✓ (2)
- 7.5.2 **Commuter:** a person who travels on a regular basis from one place to another and back. ✓✓ (2)
- 7.6 Travel on a luxury bus is cheaper than air travel. ✓✓The return trip in the example given will cost a total of R550. ✓✓A return flight between Durban and Pretoria will cost much more. (2 x 2) (4)
- 7.7 7.7.1 As three of the largest conference centres in South Africa are within easy reach of a Gautrain station this can increase the number of business/MICE/MESE tourists to Gauteng. ✓✓ (2)
- 7.7.2 The Gautrain Gold Card is used for paying for trips on the Gautrain dedicated bus link. ✓✓ (2)
- 7.7.3 A traveller on the Gautrain dedicated bus link can save fuel by not using his/her personal vehicle for travel but riding on the Gautrain bus. ✓✓ (2)

- 7.8 7.8.1 Motivation ✓
Commitment ✓
- Able to work independently
 - Willingness to take risks
 - Creativity
 - Ability to recognise and take an opportunity
- NOTE:** *Accept any relevant entrepreneurial skills.* (2 x 1) (2)
- 7.8.2 Positive attitude ✓
A good team player ✓
- Politeness
 - Enthusiasm
 - Respect
 - Patience
- NOTE:** *Accept any relevant personality qualities.* (2 x 1) (2)
- 7.8.3 Suitable infrastructure ✓✓
- Competition
 - Lack of knowledge about available technology
 - Governmental regulations
 - Changes in the market
- (2)
[50]

TOTAL SECTION D: 50

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 8**

- 8.1 8.1.1 To increase domestic tourism volume ✓✓
To enhance the level of the culture of travel and tourism among
South Africans ✓✓ (Any order) (2 x 2) (4)

8.1.2 Travel deal A:

High-Life Enthusiasts ✓✓

Reason:

Travel is a way to boost one's social status, and to experience
the finer things in life in new and different settings. ✓✓

- Prefer a weekend holiday filled with activities compared to a quiet weekend getaway
- Have R10 000 or more disposable income a month

OR

- Well-to-do-Mzansi families

Reason:

- Travel is all about escaping the city and being able to spend time with friends and family in new and different locations.
- Travel is also about exposing the children to alternative ways of life and activities
- Special offers on hotels would encourage them to travel within South Africa
- Have R10 000 or more disposable income a month

Travel deal B:

Spontaneous Budget Explorers ✓✓

Reason:

Prefer a weekend holiday filled with activities compared to a quiet weekend getaway. ✓✓

- Travel is a way to discover new people, places and adventures
- Travel to get away from the monotony of daily life
- Travel to add to their life experiences and fond memories
- Have about R5 000 or more disposable income a month

Travel deal C:

Seasoned Leisure Seekers ✓✓

Reason:

Travel to escape, relax and spend quality time with loved ones. ✓✓

- Travel is a way of life and something of a necessity.
- This group of consumers understands the value of travel experiences and memories over commodities.
- Have R5 000 or more disposable income a month. (3 x 4) (12)

8.2 An increase in the volume of tourists will generate an income for SADC member countries through tourist spending e.g. accommodation, attractions, shopping and transport. ✓✓

Tourism is labour intensive and many people will be employed. ✓✓

The multiplier effect will be put in motion which will lead to economic growth. ✓✓

- An increase in international visitors will lead to foreign exchange earnings.
 - There will be a demand for new and improved tourism infrastructure development e.g. airports and communication networks.
 - Growth in regional tourism will attract foreign investments. (3 x 2) (6)
- [22]**

QUESTION 9

- 9.1 9.1.1 (a) Pork ✓✓
- Rabbit
 - Ostrich
 - Shellfish
 - A combination of meat and milk products (2)
- (b) Pork ✓✓
- Foods products that are not Halaal (2)
- (c) Meat ✓✓
- Fish
 - Eggs (2)
- 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.
 - South Africa's image as a destination of choice will improve.
 - 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.
- NOTE:** *Bullets have been used for ease of marking.* (2 x 2) (4)
- 9.2 9.2.1 Written ✓✓
- e-mail
 - website
 - online (2)
- 9.2.2 **Offer the guests:**
A voucher for one night's free accommodation for their next visit. ✓✓
- A free meal voucher
 - A full refund
 - A letter of apology (2)

9.2.3 **Satisfactory handling of the complaint will:**

Assist the management in identifying areas in need of improvement. ✓✓

Improve customer satisfaction. ✓✓

- Encourage repeat visits.
- Build a better business.
- Lead to positive word-of-mouth advertising.
- Lead to customer loyalty.
- Improve the reputation/image of the hotel.
- Reduce the marketing budget of the hotel.
- Staff will make fewer mistakes.
- Management will introduce strategies to improve the quality of products and services.
- Good word-of-mouth advertising will attract more customers.

(2 x 2)

(4)

[18]

TOTAL SECTION E: 40

GRAND TOTAL: 200