



Province of the
EASTERN CAPE
EDUCATION



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2022

**TOURISM
MARKING GUIDELINE
(EXEMPLAR)**

MARKS: 200

This marking guideline consists of 10 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- | | | | | |
|-----|--------|-------------------------------------|----------|------|
| 1.1 | 1.1.1 | D ✓ | | |
| | 1.1.2 | B ✓ | | |
| | 1.1.3 | A ✓ | | |
| | 1.1.4 | A ✓ | | |
| | 1.1.5 | D ✓ | | |
| | 1.1.6 | B ✓ | | |
| | 1.1.7 | B ✓ | | |
| | 1.1.8 | B ✓ | | |
| | 1.1.9 | C ✓ | | |
| | 1.1.10 | B ✓ | | |
| | 1.1.11 | A ✓ | | |
| | 1.1.12 | D ✓ | | |
| | 1.1.13 | D ✓ | | |
| | 1.1.14 | D ✓ | | |
| | 1.1.15 | B ✓ | | |
| | 1.1.16 | A ✓ | | |
| | 1.1.17 | A ✓ | | |
| | 1.1.18 | A ✓ | | |
| | 1.1.19 | B ✓ | | |
| | 1.1.20 | B ✓ | (20 x 1) | (20) |
| 1.2 | 1.2.1 | D ✓ (Namaste) | | |
| | 1.2.2 | H ✓ (Kosher) | | |
| | 1.2.3 | F ✓ (Bowling) | | |
| | 1.2.4 | B ✓ (Billboard) | | |
| | 1.2.5 | C ✓ (Brochure) | (5 x 1) | (5) |
| 1.3 | 1.3.1 | transatlantic ✓ | | |
| | 1.3.2 | Sandton ✓ | | |
| | 1.3.3 | interior cabin ✓ | | |
| | 1.3.4 | WDW ✓ | | |
| | 1.3.5 | verify the identity of passengers ✓ | (5 x 1) | (5) |
| 1.4 | 1.4.1 | Etosha National Park ✓ | | |
| | 1.4.2 | Katse Dam ✓ | | |
| | 1.4.3 | Tsodilo Hills ✓ | | |
| | 1.4.4 | Lake Kariba ✓ | | |
| | 1.4.5 | Bazaruto Archipelago ✓ | (5 x 1) | (5) |
| 1.5 | 1.5.1 | Cockpit ✓ | | |
| | 1.5.2 | Business class ✓ | | |
| | 1.5.3 | Economy class ✓ | | |
| | 1.5.4 | Cargo hold ✓ | | |
| | 1.5.5 | Galley ✓ | (5 x 1) | (5) |

TOTAL SECTION A: 40

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

- 2.1 The tour members will stay in 4–5-star luxury accommodation. ✓✓
The itinerary mentions that the tour is exclusive, space is limited to 6 riders per tour. ✓✓ (2 x 2) (4)
- 2.2 Agree with the statement (**NOTE: do not award a mark for this statement.**)
A SITourist is a tourist that has a special interest in a specific activity. Therefore, the target market of the above-mentioned tour is tourists that are not only interested in nature but more specifically, in motorbike riding through the African bush.
Also accept: Participants will enjoy specific activities such as motorbike riding. ✓✓ (2)
- 2.3 There could be a limitation on the number of motorcycles that are available. ✓✓
- It is easier to manage a smaller number of motorcycles.
 - The tour operator wants to keep the tour exclusive. (2)

[8]**QUESTION 3**

- 3.1 Euro ✓ (1)
- 3.2 Japan ✓ (1)
- 3.3 The economy of the region will improve as members of the local community can earn an income from tourism by selling products and services to visiting tourists. ✓✓
Jobs (direct employment and indirect employment) will be created. ✓✓
- When money is spent in the local community, the money will have the effect of being multiplied later in that local economy.
 - The economy of the region will benefit through the tourists' contribution to the economy of the area. (2 x 2) (4)
- 3.4 3.4.1 $R18\,500 \div \checkmark 14,74 \checkmark = \$1\,255,09 \checkmark$

OR $\$1\,255,09 \checkmark \checkmark \checkmark$ (3)

3.4.2 $\pounds 25 \times \checkmark 20,28 \checkmark = R507,00 \checkmark$

OR $R507,00 \checkmark \checkmark \checkmark$ (3)**[12]****TOTAL SECTION B: 20**

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

QUESTION 4

- 4.1 4.1.1 Virunga National Park ✓✓
 4.1.2 Sani Pass ✓✓
 4.1.3 Lake Niassa ✓✓
 4.1.4 Namib Desert ✓✓
 4.1.5 Mount Kilimanjaro ✓✓
 4.1.6 Matopo Hills ✓✓ (6 x 2) (12)
- 4.2 4.2.1 4 x 4 driving ✓✓
 • Hiking (2)
- 4.2.2 Sand Boarding ✓✓
 • Quad biking
 • Hot air ballooning
 • Horse riding
 • Skydiving
 • Desert tours by bicycle (2)
- 4.2.3 Mountain climbing ✓✓
 • Hiking
 • Trekking
 • Horse riding (2)
- [18]**

QUESTION 5

- 5.1 5.1.1 Beating drums ✓✓
 • Traditional dancing
 • Traditional clothing
 • Singing (2)
- 5.1.2 Traditional clothing ✓✓
 Beadwork ✓✓
 Clay pots ✓✓
 • Baskets
 • Woven mats
 • Wooden sculptures
 • Traditional music instruments
 • Traditional weapons (3 x 2) (6)
- 5.1.3 The bridegroom compensates the family of his fiancée for her hand in marriage by giving cattle or the monetary value thereof (in modern times). ✓✓ (2)

- 5.2 5.2.1 South African Heritage Resources Agency ✓✓
 • SAHRA (2)
- 5.2.2 Evidence has been found of a wide variety of bone tools ✓✓ and
 bone arrowheads for hunting. ✓✓ (2 x 2) (4)
- 5.2.3 A permit will have to be obtained from SAHRA in order to make
 any changes to the site, for example, conducting excavations. ✓✓ (2)
- 5.2.4 To ensure that the site is preserved for future generations. ✓✓
 • The preservation of the site will provide opportunities for
 research into early human behaviour during the Middle Stone
 Age.
 • The protection of the site will contribute to a greater
 understanding of early human behaviour during the Middle
 Stone Age. (2)
- [20]**

QUESTION 6

- 6.1 Travelstart ✓ (1)
- 6.2 Eco-tourists ✓
 • Wildlife enthusiasts
 • Leisure tourists
 • Nature lovers (1)
- 6.3 6.3.1 E-mail ✓✓
 • Online/internet-based advertising
 • Electronic advertising
 • Web-based advertising (2)
- 6.3.2 Sales promotion ✓✓
 • Special offer (2)
- 6.4 The cost of renting television advertising space is very high. ✓✓ (2)
- 6.5 Personnel must be employed and paid to make phone calls and send
 emails to the advertising agency and accommodation establishments that
 form part of the marketing campaign. ✓✓
 Personnel must be employed and paid to communicate with potential
 customers who are interested in the offer and customers that have booked
 online. ✓✓ (2 x 2) (4)
- [12]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS**QUESTION 7**

- 7.1 7.1.1 Identity document/ID ✓✓
- Passport
 - Drivers' licence
 - Proof of identification (2)
- 7.1.2 Airside ✓✓
- Terminal building (2)
- 7.1.3 Wrapping the baggage will protect the contents of the item of luggage from being tampered with. ✓✓
- Wrapping the baggage will protect the contents of the item of luggage should the zip break. (2)
- 7.1.4 Business class passengers are allowed to board the airplane before the economy class passengers. ✓✓
- There may be a business class lounge where business class passengers can relax, and they will not have to sit on the uncomfortable chairs in the image. (2)
- 7.1.5 The staff member will check if the passenger is booked on the flight. ✓✓
- The staff member will ask the passenger if he/she has a preference for a specific seat in the airplane. ✓✓
- If the passenger has luggage, it will be weighed, and the staff member will put on a luggage ticket onto it and it will be loaded on the airplane.
 - The staff member will give the passenger a boarding pass which will allow him/her to board the airplane. (2 x 2) (4)
- 7.1.6 The final verification of passengers who will be boarding a specific flight is done at this counter by the relevant airline. ✓✓
- The airline staff member will check the passenger's boarding pass and identification and will allow him/her access to the airplane. (2)
- 7.1.7 ACSA provides an electronic board above the carousel indicating the airline and flight number that passengers disembarked from. ✓✓ (2)

- 7.2 7.2.1 Credit card ✓✓ (2)
- 7.2.2 Child safety seats ✓✓
 • GPS
 • Paraplegic hand controls (2)
- 7.2.3 When a vehicle is rented, the fuel tank is full. The renter is expected to return the vehicle with a full tank of fuel. The rental company will charge the amount of a full tank of fuel to the rental agreement and refund the amount if the vehicle's fuel tank is full on return. ✓✓ (2)
- 7.2.4 CDW stands for Collision Damage Waiver. If the renter takes the SCDW option, the premium/payment will be higher, but the excess payment will be less if the vehicle is involved in a collision/accident. ✓✓ (2)
- 7.2.5 This is an amount added to the rental fee of the vehicle that covers the administration costs of the rental company. ✓✓ (2)
- 7.3 7.3.1 The restaurant car offers meals in a communal facility. ✓✓
 • Seating is on bench style seats with basic table settings.
 • Meals are simple, not elaborate cuisine.
 • Meals are not included in the ticket price. (2)
- 7.3.2 A trip on the Shosholozza Meyl costs R690 and offers the passengers the same wonderful scenery as the Blue Train which costs a huge amount of money. ✓✓
 • The cost comparison is indicating that a trip on the Shosholozza Meyl is better value for money than a trip on the Blue Train. (2)
- 7.3.3 The Shosholozza Meyl offers a basic level of comfort ✓✓ whereas the Blue Train is an extremely luxurious train. ✓✓ (4)
- 7.4 7.4.1 (a) MSC Cruises ✓ (1)
- (b) Interscope ✓
 • Translux
 • City to City
NOTE: Accept any relevant local operators. (1)

- 7.4.2 (a) Casino ✓✓
- Restaurants
 - Spa and fitness centre/gym
 - Shops
 - Library
 - Theatre
 - Cinema
 - Swimming pools
 - Lounges
 - A variety of accommodation facilities (cabins)
 - Childcare facilities
 - Entertainment facilities such as: bowling alleys, ice-skating rinks, rock-climbing walls, miniature golf courses, video arcades, basketball courts and tennis courts
- NOTE:** *Do not accept examples of amenities on board the luxury cruise liner.* (2)
- (b) Bathroom facilities ✓✓
- A variety of types of seats (reclining or not)
 - Snack kiosk
- NOTE:** *Do not accept examples of amenities on board the bus.* (2)
- 7.4.3 (a) Travel on a luxury cruise liner is about the leisurely experience, not about getting from point A to point B. Therefore, the reason for travel on a luxury cruise liner is leisure. ✓✓ (2)
- (b) Travel on a tour bus is a relatively cheap transport option to travel between cities or towns in South Africa. ✓✓ (2)
- 7.5 7.5.1 Dedication to excellent customer service delivery ✓
A positive attitude ✓
- An eagerness to learn
 - Passion and enthusiasm
 - Endurance (2 x 1) (2)
- 7.5.2 Puggia put her culinary skills into practice when she used the fresh produce to cook and freeze a variety of the Remo's favourite sauces and dishes instead of letting them go to waste. ✓✓
Puggia showed a sound knowledge of business practices by selling takeaway meals when patrons could not eat at the restaurant. ✓✓
- Puggia showed a sound knowledge of business practices by using the fresh produce before it went to waste. (2 x 2) (4)
- [50]**

TOTAL SECTION D: 50

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

QUESTION 8

- 8.1 8.1.1 (a) Sho't Left ✓ (1)
- (b) It's your country, enjoy it ✓ (1)
- 8.1.2 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 (3 x 2) (6)
- 8.1.3 (a) New Horizon Families ✓✓ (2)
- (b) Special offers on hotels will encourage this segment to travel. ✓✓
- Quality time for the family to spend together, and a reward for hard work.
 - Travel is a way to spend quality family time and broaden the family's horizons.
 - Travel is a way to educate their children, and to provide them with the opportunity to broaden their perspectives.
 - Travel is a way of providing them with the opportunity to broaden the family's horizons.
 - Travel is seen as a reward for hard work.
 - This segment has R5 000 to R10 000 disposable income a month.
 - This segment is aged 35 and older, black, coloured and Indian. (2)
- (c) 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 2 x 2) (4)

- 8.2 8.2.1 **A** – Zambia ✓
B – Malawi ✓ (2 x 1) (2)
- 8.2.2 **C** – Victoria ✓
D – Mbabane ✓ (2 x 1) (2)
- 8.2.3 An increase in the volume of tourists will generate an income for SADC member countries through tourist spending e.g., accommodation, attractions, shopping and transportation. ✓✓
- Tourism is labour intensive and a large number of people will be employed.
 - The multiplier effect will be put in motion which will lead to economic growth.
 - There will be a demand for new and improved tourism infrastructure development e.g., airports and communication networks.
 - The region will attract foreign investments and generate income from exports. (2)
- [22]**

QUESTION 9

- 9.1 9.1.1 (a) **G** ✓✓ (Pork) (2)
 • **D** (Alcoholic beverages)
- (b) **E** ✓✓ (Beef) (2)
- 9.2 9.2.1 Waiting a long time for their order to be taken. ✓✓
 • Being ignored by the waiter/waitron. (2)
- 9.2.2 Listen carefully to what the customer has to say and let him finish speaking. ✓✓
 Ask questions in a caring and concerned manner. ✓✓
 Apologise without blaming. ✓✓
 Solve the problem immediately. ✓✓ (4 x 2) (8)
- 9.2.3 There will be customer repeat visits. ✓✓
 There will be positive word of mouth. ✓✓
- The management will be able to adjust their in-service training to ensure that such an incident is not repeated.
 - The image of the business will not be negatively affected.
 - The profits of the business will not be negatively affected. (4)
- [18]**

TOTAL SECTION E: 40
GRAND TOTAL: 200