



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2020

**TOURISM
EXEMPLAR**

MARKS: 200

TIME: 3 hours



This question paper consists of 25 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. Use the mark allocation of each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME MINUTES
A	1	Short Questions	40	20
B	2	Map Work and Tour Planning	20	30
	3	Foreign Exchange		
C	4	Tourism Attractions	50	50
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	50	50
E	8	Domestic, Regional and International Tourism	40	30
	9	Communication and Customer Care		
		TOTAL	200	180

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 A.

1.1.1 Airport technology used to screen passengers for an increased temperature:

- A Full-body scanner
- B Thermal body scanner
- C Biometric scanner
- D X-ray scanner

1.1.2 The traditional beliefs, customs and stories of a community, passed through generations by word of mouth:

- A Culture
- B Facts
- C Heritage
- D Folklore

1.1.3 If a person renting a vehicle is fined R1 000 for speeding in the rented vehicle, he/she will have to pay:

- A A traffic fine administration fee only
- B The amount of the fine only
- C Nothing, if he/she selected the super insurance waiver
- D A traffic fine administration fee and the amount of the fine

1.1.4 The Vredefort Dome is currently the largest and one of the oldest known impact sites in the world.

- A asteroid
- B meteorite
- C artifact
- D shipwreck

1.1.5 A passenger on a luxury cruise liner who suffers from motion sickness (sea sickness) should select a ... cabin to minimise the effect of the motion of the sea.

- A mid-ship
- B high level
- C stateroom
- D suite

- 1.1.6 The Kissama National Park is located in ...
- A Angola.
 - B Botswana.
 - C Democratic Republic of the Congo.
 - D Malawi.
- 1.1.7 In order to accommodate mobility impaired passengers, the Gautrain has ...
- A a website.
 - B audio announcements.
 - C level boarding facilities.
 - D CCTV cameras.
- 1.1.8 The Ngorongoro Conservation Area in northern ... is home to one of the most spectacular safari experiences on the African continent.
- A Tanzania
 - B Malawi
 - C Madagascar
 - D Democratic Republic of the Congo
- 1.1.9 A semi-luxury bus service that drops passengers off at backpackers' hostels.
- A Translux
 - B Algoa Bus
 - C Baz Bus
 - D SA Roadlink
- 1.1.10 One of the main tourist attractions in Mauritius:
- A Bazaruto Archipelago
 - B Matopo Hills
 - C Coloured earths of Chamarel
 - D Mana Pools
- 1.1.11 The only remaining scenic tourist train that offers relaxing rides through the countryside in South Africa.
- A Umgeni Steam Railway
 - B Banana Express
 - C Apple Express
 - D Outeniqua Choo-Tjoe

- 1.1.12 ... sites are National Heritage Sites and are managed by the South African Heritage Resources Agency.
- A Grade I
 - B Grade II
 - C Grade III
 - D Grade IV
- 1.1.13 An example of a career in the tourism hospitality sector:
- A Personal chauffeur
 - B Concierge
 - C Cabin crew
 - D Professional conference organiser
- 1.1.14 Effective verbal communication includes:
- A Using jargon
 - B Using hand gestures
 - C Varying the tone of your voice
 - D Fidgeting
- 1.1.15 An item that could be included in the “Additional information” column when compiling a tour itinerary:
- A Passport and visa requirements
 - B Date and length of trip
 - C Transport arrangements
 - D Health and safety measures to avoid becoming ill when on holiday
- 1.1.16 The South African Minister of Tourism is ...
- A Elizabeth Thabethe.
 - B Derek Hanekom.
 - C Thokozile Xasa.
 - D Mmamoloko Kubayi-Ngubane.
- 1.1.17 An insurance option when renting a vehicle that covers the renter of the vehicle in their personal capacity.
- A WDW
 - B TLW
 - C PAI
 - D TWC
- 1.1.18 The capital city of Namibia is ...
- A Luanda.
 - B Windhoek.
 - C Etosha.
 - D Namib.

1.1.19 A passenger departing from South Africa who lands in Cairo, Egypt and changes aircraft en route to Geneva, Switzerland is said to be on a ... flight when departing Cairo, Egypt.

- A long-haul flight
- B connecting
- C transatlantic
- D regional

1.1.20 Printing, telephone, fax and internet expenses form part of the ... costs of a marketing budget.

- A vehicle and flight
- B communication
- C accommodation
- D personnel

(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 numbers (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 H. You may use a given option ONLY once.

COLUMN A		COLUMN B	
1.2.1	A South-African train offering luxurious safari train trips in the SADC region	A	Peer review
1.2.2	A fee that is paid by a captain of a luxury cruise liner to harbour authorities for the use of harbour facilities and services	B	Survey
1.2.3	A strategy used by tourism businesses to achieve and maintain quality service	C	There's Still Nothing Like Mzansi
1.2.4	A national marketing campaign slogan that aims to encourage domestic tourism	D	Shongololo Express
1.2.5	A method used by a tourism business to determine the level of customer satisfaction	E	Nothing's more fun than a Sho't Left
		F	Blue Train
		G	Port charges

(5 x 1) (5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the words next to the question numbers (1.3.1 – 1.3.5) in the ANSWER BOOK, for example 1.3.6 passport
- 1.3.1 (Autopax/Prasa) is the organisation responsible for the management of tourist trains in South Africa.
- 1.3.2 When converting South African Rand to a foreign currency one should (divide/multiply).
- 1.3.3 A tour that will depart regularly on specific dates and at specific times regardless of the number of tourists is known as a (scheduled tour/itinerary).
- 1.3.4 Amadeus is an example of a (Central Reservation System/Global Distribution System).
- 1.3.5 (Apologise without blaming/Listen carefully) is the first step to be taken when dealing with verbal customer complaints. (5 x 1) (5)
- 1.4 Choose a destination from the list given that matches a description below. Write only the name of the destination next to the question numbers (1.4.1–1.4.5) in the ANSWER BOOK. You may only use a given option once.

Mkhaya Game Reserve; Sani Pass; Grand Baie; Fish River Canyon; Serengeti National Park; Etosha National Park; Royal Hills of Ambohimanga
--

- 1.4.1 This site in Tanzania is famous for its annual migration of over 1,5 million wildebeest and 250 000 zebra
- 1.4.2 One of the most spectacular and scenic 4x4 vehicle routes in the whole of Africa
- 1.4.3 An important spiritual and historic site for the people of Madagascar
- 1.4.4 This park is home to the largest population of black rhinos in the Kingdom of Eswatini
- 1.4.5 Located in Namibia and regarded as one of the most popular hiking trails in Southern Africa (5 x 1) (5)

- 1.5 Study the images portraying aspects of Gautrain technology and link the image with the descriptions given below. Write only the letter (A–E) next to the question numbers (1.5.1–1.5.5) in the ANSWER BOOK. You may only use a given option once.

A	<div style="border: 1px solid black; padding: 5px;"> <div style="display: flex; justify-content: space-between; align-items: center;"> A Origin OR TAMBO INTER... > </div> <hr/> <div style="display: flex; justify-content: space-between; align-items: center;"> B Destination Sandton Station > </div> </div>
B	<div style="background-color: #333; color: white; padding: 10px; display: flex; align-items: center;"> <div style="margin-right: 10px;">R34</div> <div style="margin-right: 10px;">ETA 12 May 18:54</div> <div>Train in 47 minutes</div> </div>
C	<div style="display: flex; justify-content: space-around; align-items: center;"> → </div>
D	<div style="text-align: center;"> </div>
E	<div style="text-align: center;"> </div>

- 1.5.1 Real time information regarding train schedules is provided for passengers waiting on the Gautrain station platform
- 1.5.2 Scan your Gold Card to gain access to the Gautrain station platform
- 1.5.3 Travel on the Gautrain is not possible without a Gautrain Gold Card
- 1.5.4 Scan the QR code to gain access to the Gautrain website
- 1.5.5 The details of departure and arrival stations for each Gautrain trip are clearly given on the Gautrain website

(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.

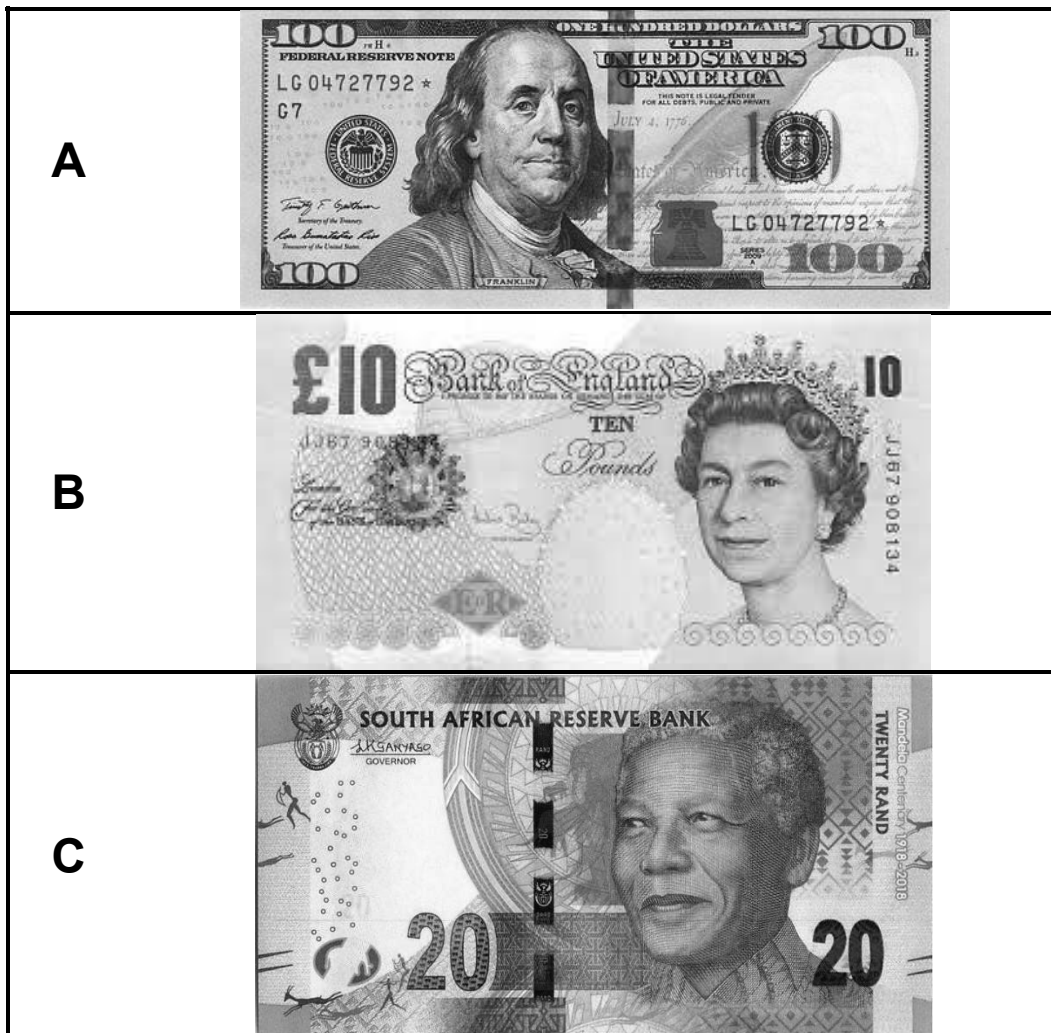
2 nights stay at the 5-star Twelve Apostles Hotel & Spa from only R3 785 per person sharing	
Service provider	Valid: 01 May 2020 to 30 Sep 2020
WHAT'S INCLUDED	HOTEL DETAILS
<ul style="list-style-type: none"> • 2 Nights at the 5-star Twelve Apostles Hotel & Spa • Breakfast daily • Complimentary scheduled transfer service to and from Camps Bay and the V&A Waterfront • R1 000 credit voucher per room, per stay to be used at any Twelve Apostles facility during the stay 	<p>The Twelve Apostles Hotel and Spa lies in the 12 Apostles Mountain Range and offers wonderful views of the Atlantic Ocean. It is the best getaway to relax while enjoying the beautiful scenery. Facilities include a bar and lounge area, restaurant, spa, a fitness centre and a swimming pool.</p>

[Adapted from www.pentravel.co.za]

- 2.1 Identify ONE type of tourist that will make use of the special offer at the 5-star Twelve Apostles Hotel & Spa. (2)
- 2.2 Name TWO facilities at the Twelve Apostles Hotel & Spa that would suit the profile of the tourist mentioned in QUESTION 2.1. (2)
- 2.3 Suggest ONE facility where a visitor to the Twelve Apostles Hotel & Spa could best use the R1 000 credit voucher per room. Motivate your answer. (3)
- NOTE:** Consider what is included in the special offer above. (3)
- 2.4 Determine the tourism season in which this special offer is available. (1)
- [8]**

QUESTION 3

- 3.1 Study the images and answer the questions. Your answers must be given from the perspective (viewpoint) of a South African bank.



- 3.1.1 Identify ONE letter that matches the local currency portrayed in the above image. (1)
- 3.1.2 Identify ONE letter that matches a foreign currency portrayed in the above image. (1)
- 3.1.3 Give the official name of the currency labelled **B**. (1)
- 3.1.4 Give the currency code of the currency labelled **A**. (1)
- 3.1.5 Name ONE facility where a traveller can exchange his/her local currency for foreign currency. (2)

3.2 Study the currency rate sheet and answer the questions.

Foreign currency	Exchange rate
£	23,53
€	20,24

3.2.1 Use the currency rate sheet given to calculate how much a traveller would receive when exchanging ZAR 10 500,00 for his trip to London.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.2.2 Use the currency rate sheet given to calculate how much a traveller would receive when exchanging ZAR 9 800,00 for his trip to France.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)


[12]

TOTAL SECTION B: 20

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

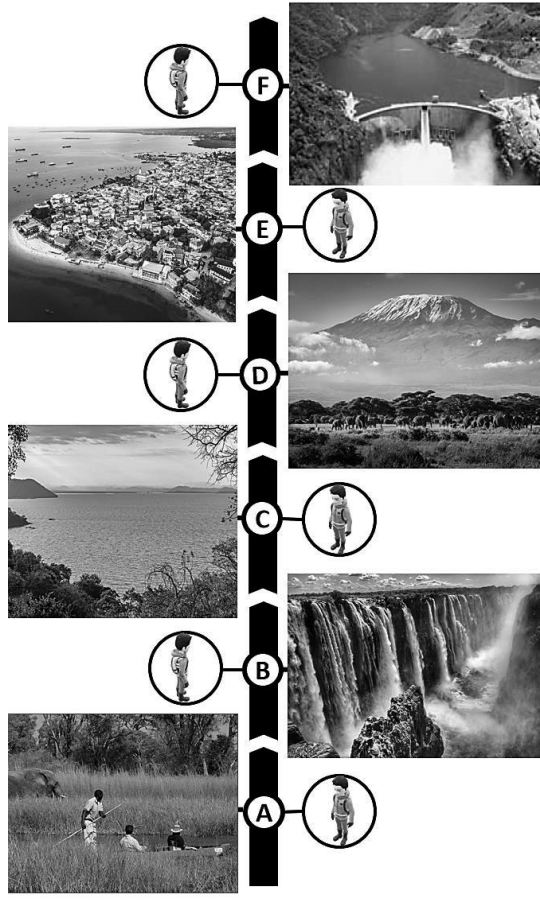
QUESTION 4

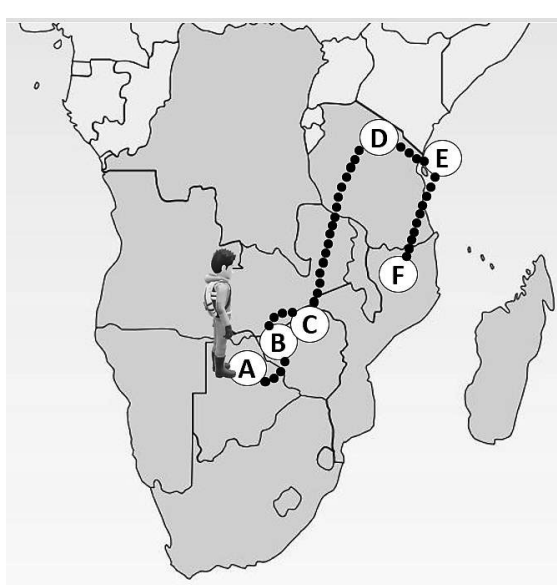
Refer to the information on the SADC countries and answer the questions.



Hi, I am Jake. I am so excited about my planned tour through some of the SADC countries! My interests include culture, nature and wildlife. Adventure activities also grab my attention. My hobby is fishing.

SADC ATTRACTIONS



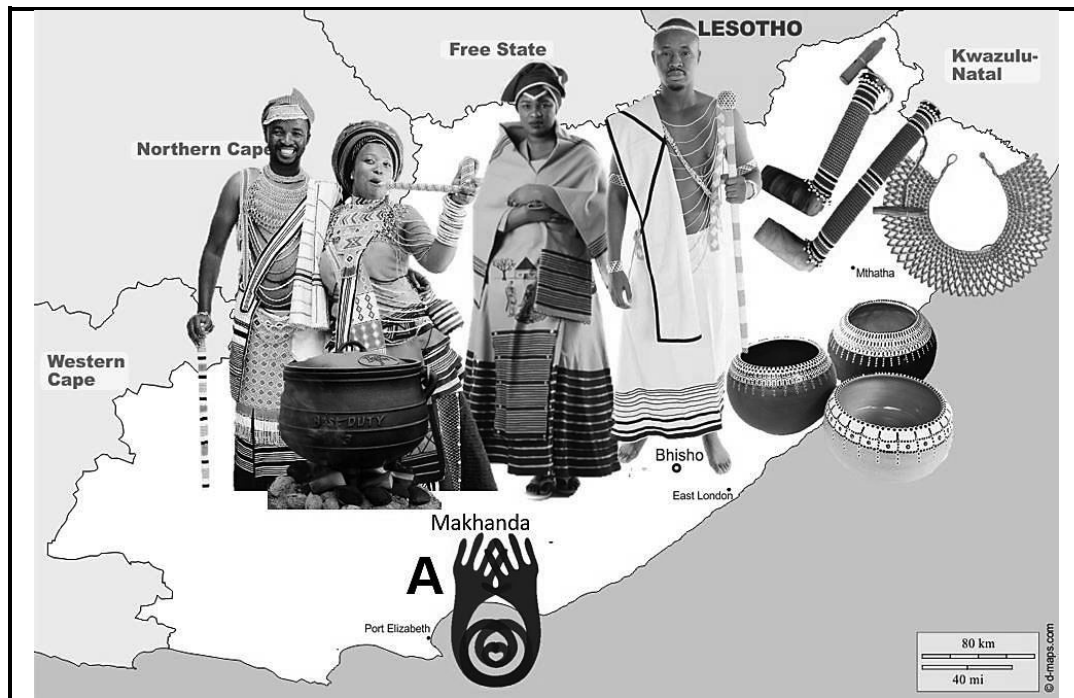


- 4.1 Identify the SADC tourism attractions, labelled **A** to **F**, that Jake will visit during his tour. (6 x 2) (12)
- 4.2 Give **ONE** example of a water-based excursion that Jake can undertake to view the abundance of wildlife at the attraction labelled **A**. (2)
- 4.3 Name the popular activity that Jake will be able to participate in at both the attractions labelled **C** and **F**. (2)
- 4.4 Describe **ONE** common (shared) feature regarding the location of the attractions labelled **B** and **C**. (2)

[18]

QUESTION 5

5.1 Study the images of aspects of culture on the map of the Eastern Cape and answer the questions.



5.1.1 Many tourists are attracted by the cultural uniqueness of the Eastern Cape.

Give your understanding of the concept *cultural uniqueness*. (2)


5.1.2 Identify THREE different aspects of the Xhosa culture, shown on the map, that will motivate cultural tourists to visit the Eastern Cape. (3 x 2) (6)

5.1.3 South Africa's cultural diversity promotes domestic and international inbound tourism. Every year, for 11 days, over 50 000 people flock to Makhanda (Grahamstown) to attend the cultural festival labelled **A**.

Discuss how this festival showcases the rich cultural diversity of South Africa. (2 x 2) (4)

5.2 Study the information and answer the questions.

WEST COAST FOSSIL PARK



The West Coast Fossil Park at Langebaanweg in the Western Cape, approximately 120 km north of Cape Town, is a five-million-year old fossil bed that was discovered in the floor of a mine in the 1960's.

Ongoing excavations (*diggings*) at the palaeontological site have collected over one million vertebrate (*animals that have a backbone or spinal column*) fossils.

A number of the fossils were removed and are now housed at the Iziko National Museum in Cape Town. However, a section of the excavation has been preserved in its original place so that members of the public can learn about this site and the amazing animals that have been discovered there.

The West Coast Fossil Park was declared a National Heritage Site by the South African Heritage Resources Agency (SAHRA) in 2014.

[Adapted from [www. https://fossilpark.org.za](https://fossilpark.org.za)]

5.2.1 Complete the sentence:

SAHRA has categorised the West Coast Fossil Park as a ...
National Heritage Site. (2)

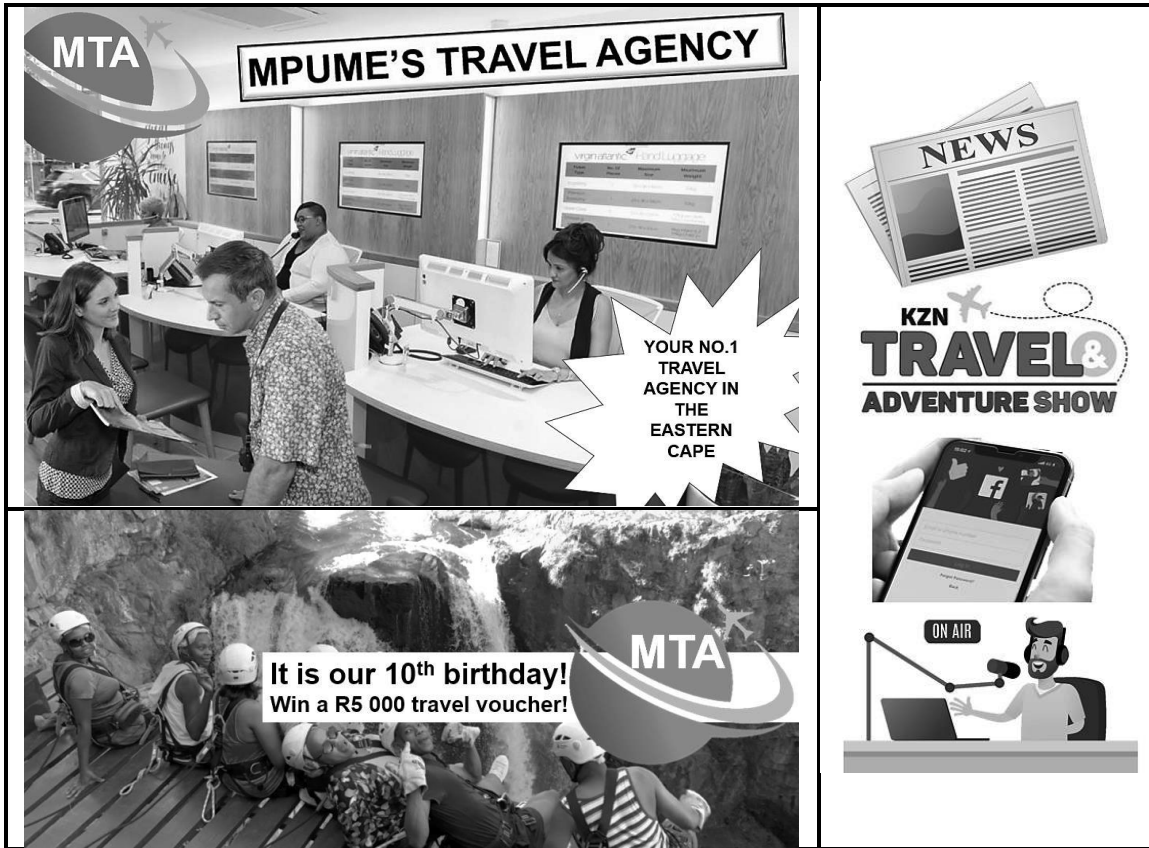
5.2.2 Explain ONE way in which SAHRA uses the West Coast Fossil Park to educate South Africans about our heritage. (2)

5.2.3 Provide proof from the extract that SAHRA is carrying out its role in protecting South Africa's heritage resources. (2 x 2) (4)

[20]

QUESTION 6

Study the marketing campaign images below and answer the questions.



- 6.1 Identify the potential customers targeted in the MTA marketing campaign. (2)
- 6.2 MTA makes use of a variety of advertising techniques in their marketing campaign. Identify:
 - 6.2.1 THREE above-the line techniques (3 x 1) (3)
 - 6.2.2 THREE below-the-line techniques (3 x 1) (3)
- 6.3 Deduce TWO reasons for travel costs to be included in MTA's marketing campaign budget. (2 x 2) (4)

[12]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS

QUESTION 7

Study the scenario and image below and answer the questions.

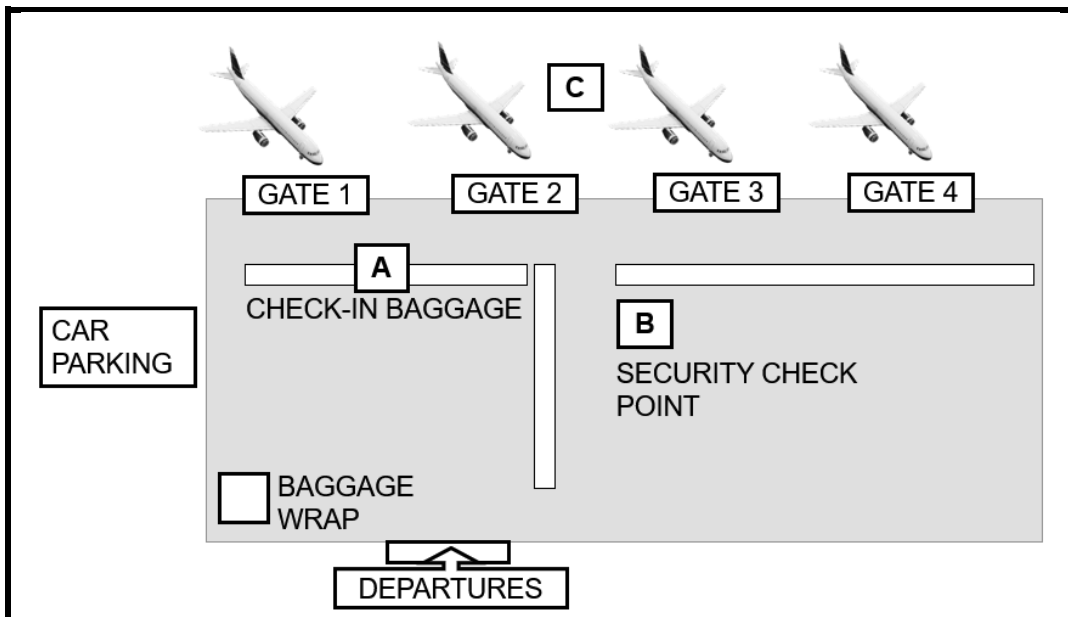
Ms Thomas, a Tourism teacher in Durban, KwaZulu-Natal was planning to take her Grade 11 class on a city tour of Durban's transport services in April 2020.

Due to the Covid-19 lockdown, Ms Thomas was unable to take her class on the planned outing. She then decided to invite the class on a virtual tour of the transport service facilities in Durban and its surrounding areas. After the tour, Ms Thomas required of her learners to answer a number of questions based on their virtual tour experience. These questions are given on the next page, numbered 7.1 to 7.6.

The images below are from the virtual tour.




- 7.1 List TWO facilities that King Shaka International Airport must have that differentiate it from a national airport. (2 x 1) (2)
- 7.2 Study the image of the layout of an airport and answer the questions.



- 7.2.1 Name ONE document that a passenger must show when checking in for a flight at the point labelled **A** in the image. (1)
- 7.2.2 Suggest ONE reason why a passenger would wrap his/her baggage before checking in for a flight. (2)
- 7.2.3 Identify the area of the airport labelled **C**. (1)
- 7.2.4 Before an aircraft can take off, the cabin crew must do a safety demonstration for the passengers. List TWO safety aspects that must be included in the demonstration. (2 x 2) (4)
- 7.2.5 Explain the importance of a boarding pass to a passenger planning to take a flight. (2)
- 7.2.6 Discuss the procedure to be followed when a passenger reports to the area labelled **B** in the image. (2 x 2) (4)

- 7.3 Study the extract based on the car rental company included in the virtual tour and answer the questions.

Group T Kia Picanto 1.0 LX or similar				Itinerary	
		Insurance options		Pick up: 3 April 2020 @ 10:00 King Shaka Airport Drop-off: 8 April 2020 @ 10:00 King Shaka Airport Vehicle choice: Kia Picanto 1.0 LX or similar Cost summary Vehicle: R1 710,00 Contract fee: R90,00 Optional extras: R1 101,00 TOTAL: R2 901,00 Excess rate: (p/km) R2,00	
		<input type="checkbox"/>	100 km free per day, STANDARD WAIVER Incl.		
		<input checked="" type="checkbox"/>	200 km free per day, SUPER WAIVER Incl.		
		<input type="checkbox"/>	Unlimited mileage, SUPER WAIVER Incl.		
Summary of optional extras:					
1	<input checked="" type="checkbox"/>	Tyre and windscreen cover	R41,00 per day		
2	N/A	Child seat	R493,00 per rental		
3	<input checked="" type="checkbox"/>	Additional driver	R361,00 per rental		
4	<input checked="" type="checkbox"/>	Navigation unit/GPS	R107,00 per day		
Cost of optional extras:					
1	R205,00				
3	R361,00				
4	R535,00				
Waiver options:					
	Standard cover	<input checked="" type="checkbox"/>	Super cover		

- 7.3.1 Identify ONE optional extra, giving the total cost thereof, that the renter of the vehicle selected when doing the online booking above. (2)
- 7.3.2 State the amount per kilometre extra that the renter will have to pay if he/she exceeds 200 km per day. (2)
- 7.3.3 Name the preferred payment method when renting a vehicle. (2)
- 7.3.4 Explain the difference between *standard* and *super insurance waiver*. (2 x 2) (4)

7.4 Study the extract based on MSC Cruises that the class visited on the virtual tour and answer the questions.

**MSC CRUISES
BEGINS
CONSTRUCTION
OF DURBAN
CRUISE
TERMINAL**



MSC Cruises, has started construction of the new Durban cruise terminal, which is expected to be functioning from January 2021.

MSC Cruises will deploy the MSC Musica in Durban. The MSC Musica offers guests a variety of activities and facilities. Some of these are swimming pools, play areas for children, theatres, casinos, restaurants, shops and night clubs.

From interior cabins to those with their own balcony as well as elegant suites, there is a variety of accommodation types to satisfy every requirement.

[Adapted from <https://www.cruiseandferry.net> & <https://www.msccruises.co.za>]

7.4.1 Identify TWO facilities, from those listed in the extract, that are only open for passengers while the MSC Musica is at sea. (2 x 1) (2)

7.4.2 Explain the level of luxury accommodation that a passenger can expect when booking an interior cabin on the MSC Musica. (2)

7.5 The virtual tour included a visit to Moses Mabhida train station in Durban. Study the extract based on train travel in Durban and answer the questions.

Train travel in Durban

The Passenger Rail Agency of South Africa (PRASA) operates commuter rail services through Metrorail, transporting over 1,7 million passengers on weekdays throughout South Africa.



PRASA manages all the stations in Durban through its inner-city branches of Metrorail. Commuters wanting to travel by train must decide which will be their departure station and their arrival station and then buy a ticket from the station ticket office.

[Source: <https://www.metrorail.co.za>]

7.5.1 List TWO facilities available for passengers on the Metrorail. (2)

7.5.2 Explain the term *commuter*. (2)

- 7.6 Study the extract based on Greyhound luxury bus travel between Durban and Pretoria and answer the question.

Departure trip		
Durban – Johannesburg/Pretoria with Greyhound Dreamliner from R230,00 per person		
	Departure date: Fri, 10 April 2020 @ 08:00	Arrival date: Fri, 10 April 2020 @ 15:45
Return trip		
Pretoria/Johannesburg – Durban with Greyhound Dreamliner from R320,00 per person		
	Departure date: Mon, 13 April 2020 @ 22:00	Arrival date: Tue, 14 April 2020 @ 05:15

[Source: <https://bookings.greyhound.co.za>]

Consider the total cost of the above trip and compare it to the total cost of a return air ticket between Durban and Johannesburg. (2 x 2) (4)

- 7.7 Study the extract and answer the questions.

BOLD NEW EXPANSION PLANS FOR THE GAUTRAIN

The Gautrain has given South Africans a modern, safe, efficient and reliable transit alternative.


Benefits of the Gautrain are job creation, skills development, stimulation of the economy and social benefit for commuters and communities. Tourism is another winner, as three of the largest conference centres in the country are within reach of a Gautrain station.

An expansion plan over the coming years is to extend the existing system with new track and stations to serve a bigger area, with more than R134 billion expected to be spent. The planned developed network will improve links to existing train stations and the linked dedicated bus networks.

[Source: <https://www.iol.co.za>]

- 7.7.1 Identify ONE benefit of the Gautrain for tourism in Gauteng. (2)
- 7.7.2 List ONE manner/way that a passenger travelling on the Gautrain dedicated bus link can pay for his/her ticket. (2)
- 7.7.3 Suggest ONE manner/way that a passenger travelling on the Gautrain dedicated bus link can save on fuel costs. (2)

7.8 Read the extract and answer the questions.



A 'tourism entrepreneur' may be defined as a person or a group of persons producing and managing innovative tourism products. In this process the entrepreneur must have entrepreneurial skills along with the qualities required to work in the hospitality industry. Research has shown that most tourism entrepreneurs consider financial management as the most important challenge in their careers, followed by problem-solving and interpersonal skills.

[Adapted from www.yourarticlelibrary.com & www.academicstar.us]

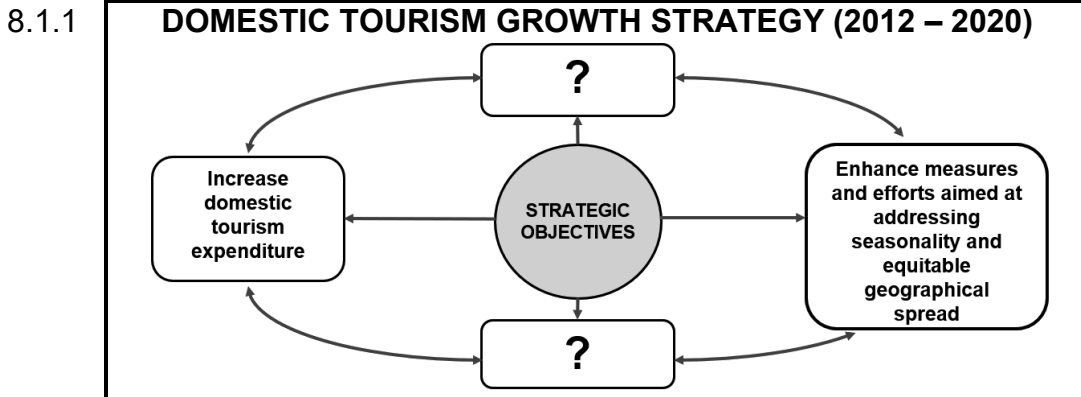
- 7.8.1 List TWO entrepreneurial skills required to be a successful tourism entrepreneur. (2 x 1) (2)
 - 7.8.2 Suggest TWO personality qualities (characteristics) that an employee in the hospitality industry requires. (2 x 1) (2)
 - 7.8.3 Mention ONE challenge that a tourism entrepreneur could be faced with, other than those mentioned in the extract. (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.



Complete the flow diagram. (2 x 2) (4)

8.1.2 Refer to the domestic travel deals and answer the questions.

TRAVEL DEAL A

SAVE UP TO 65%

Includes

- Accommodation
- All meals
- Game Drives
- Spa Voucher

Book Now
Travel Later

Enjoy an all-inclusive luxury safari holiday at the multiple award-winning Rhino Lodge

LUXURY SUITE
Only R2990* per person per night sharing

SUPERIOR SUITE
Only R4500* per person per night sharing

LUXURY VILLA
Only R16500* per villa per night

Book and pay by 30 June 2020 with flexible travel dates until 18 December 2020

rest@rhinoluxury.co.za | +27 81 033 0041 | rhinoluxury.co.za


TRAVEL DEAL B

KWAZULU-NATAL ROAD TRIP DRAKENSBERG 2020
3 Nights Drakensberg

3 Nights Alpine Resort

- Room Type: 3 Bedroom Chalet
- Breakfast daily
- Return Transport: Joburg/Durban
- Mountain Hiking
- 3 Adventure Activities: (Zip Line, Flying Trapeze, King Swing, Bungee Bounce)
- 1 Dinner - Braai
- R2995.00 per person sharing

TRAVEL DEAL C



**NORTH WEST
HARTBEES WEEKEND RETREAT**

Hartbeespoort
2 Night Luxury Room
Breakfast daily
R1598 per person

Link each of the travel deals labelled **A**, **B** and **C** with one of the domestic tourism market segments targeted by the Domestic Tourism Growth Strategy marketing campaign. Give ONE reason why the travel deal will attract the interest of the identified market segment. (3 x 4) (12)

8.2 Read the extract and answer the question.

In common with the rest of the world, the SADC countries are suffering from the economic damage inflicted by the COVID-19 pandemic. Given the variety of attractions across the SADC region, the tourism industry can play a key role in rejuvenating local economies.


[Adapted from <https://www.futuredirections.org.au>]

Discuss THREE economic benefits of regional tourism for SADC member countries once lockdown restrictions are eased and they reopen their borders for regional travel. (3 x 2) (6)

[22]

QUESTION 9

- 9.1 Study the extracts on customer care for foreign tourists and answer the questions.



RAINBOW NATION AIRLINES

“The wings of South Africa”

SPECIAL MEALS
If you have special dietary requirements, let us know in advance and we will provide you with a special meal.

Special meal options

Low-calorie diet: Low fat and low sugar meal.

Asian vegetarian meal: Seasoned vegetarian meal with limited use of dairy products.

Kosher diet: A meal containing only kosher foods prepared by a reputable specialist kitchen.

Hindu diet: Meal is prepared respecting Hindu dietary habits and beliefs.

Muslim diet: Meal is prepared respecting Muslim dietary habits and beliefs.

BIG 5 GAME RESERVE

KEY POINTS TO REMEMBER IN WELCOMING CHINESE VISITORS



- A verbal greeting rather than physical contact is accepted
- Do not hug, back slap or put an arm around your Chinese visitor's shoulders when you first meet them. The Chinese do not like to be touched by strangers
- Do use both hands when handing someone an object, such as a teacup or a business card

- 9.1.1 Name ONE food product that will be excluded from the following special meal options offered by Rainbow Nation Airlines:

- (a) Kosher diet (2)
- (b) Muslim diet (2)
- (c) Hindu diet (2)

- 9.1.2 In a paragraph, explain TWO advantages for the South African tourism industry when businesses implement strategies to show respect for the cultural and religious practices of foreign tourists.

(2 x 2) (4)

9.2 Study the image and answer the questions.



- 9.2.1 Identify the type of complaint used by the guests, after returning home, to lodge their dissatisfaction with the service provided by Paradise Hotel. (2)
- 9.2.2 Suggest ONE way that the management of Paradise Hotel, in their response to the complaint, should compensate the guests. (2)
- 9.2.3 Explain TWO benefits for Paradise Hotel if the customer complaint is handled satisfactorily. (2 x 2) (4)

[18]

TOTAL SECTION E: 40
GRAND TOTAL: 200



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 ✓		
1.2	1.2.1	D ✓		
	1.2.2	G ✓		
	1.2.3	A ✓		
	1.2.4	E ✓		
	1.2.5	B ✓		
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 ✓		
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 ✓		
1.5	1.5.1	B ✓		
	1.5.2	C ✓		
	1.5.3	E ✓		
	1.5.4	D ✓		
	1.5.5	A ✓		

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

