



Province of the  
**EASTERN CAPE**  
EDUCATION



**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2022**

**TOURISM  
(EXEMPLAR)**

**MARKS: 200**

**TIME: 3 hours**

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This question paper consists of 22 pages.

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## 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 in QUESTION 3.4.
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
<b>A</b>	1	Short Questions	40 marks	20 minutes
<b>B</b>	2	Map Work and Tour Planning	20 marks	30 minutes
	3	Foreign Exchange		
<b>C</b>	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
<b>D</b>	7	Tourism Sectors	50 marks	50 minutes
<b>E</b>	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 numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 A.

1.1.1 The most suitable facility when exchanging rand for foreign currency.

- A Major hotels
- B Cruise liners
- C Holiday resorts
- D Foreign exchange bureaux

1.1.2 The capital city of Angola:

- A Kissama
- B Luanda
- C Libreville
- D Kinshasa

1.1.3 The most important factors to consider when compiling a tourist profile.

- A Trip motivator, budget, dates and length of tour
- B Route planning, clothing to pack, trip dates
- C Trip motivator, costing, route planning
- D Additional information, activities, budget

1.1.4 Valued items such as historic buildings that have been passed down from previous generations and form part of the history of a group or a nation:

- A Heritage
- B Diversity
- C Tradition
- D Culture

1.1.5 A person working in the hospitality industry should ...

- A be able to drive a tour bus.
- B have a pilot's license.
- C be a qualified chef.
- D be able to work well in a team.

- 1.1.6 The Fish River Canyon attracts tourists to ...
- A Botswana.
  - B Namibia.
  - C Democratic Republic of the Congo.
  - D South Africa.
- 1.1.7 If a Gautrain passenger scans the QR code on the information leaflet, ...
- A he/she will automatically be booked on the next available train.
  - B he/she will connect to the Gautrain website.
  - C he/she will not have to have a Gold Card to travel on the Gautrain.
  - D he/she will be allowed to eat and drink on the Gautrain.
- 1.1.8 The annual National Arts Festival held in ... draws large numbers of domestic tourists.
- A Gqeberha
  - B Makhanda
  - C Kariega
  - D Qonce
- 1.1.9 A tour that is planned to depart on a regular basis, regardless of the number of tourists booked on the tour.
- A General tour
  - B Inclusive tour
  - C Scheduled tour
  - D Personal tour
- 1.1.10 An example of a below-the-line promotional technique:
- A Radio
  - B Exhibition
  - C Audio-visual display
  - D Magazine
- 1.1.11 Advice to a person hiring a motor vehicle from a car rental company.
- A Check the vehicle thoroughly for any damage before leaving the rental depot.
  - B Make sure that you have sufficient cash with you.
  - C Choose the cheapest option, even if the vehicle is not entirely suitable.
  - D To hire a vehicle the driver must be over 25 years of age.

- 1.1.12 These SADC countries are bordered by the Indian Ocean on their eastern side:
- A South Africa and Angola
  - B Malawi and Tanzania
  - C Angola and Malawi
  - D Mozambique and Tanzania
- 1.1.13 Should an emergency occur when travelling on the Gautrain:
- A Phone the police
  - B Open the door and jump out
  - C Engage the train's service breaks
  - D Press the alarm button in the carriage
- 1.1.14 A market ... is another name for a group of tourism customers who are alike and share similar characteristics.
- A volume
  - B profile
  - C sector
  - D segment
- 1.1.15 A traveller exchanging R32 250 for a business trip to Germany when the exchange rate is 17,46 will receive:
- A €563 085,00
  - B €1 847,08
  - C \$563 085,00
  - D \$1 847,08
- 1.1.16 The South African Minister of Tourism is...
- A Lindiwe Sisulu.
  - B Mmamoloko Kubayi-Ngubane.
  - C Thokozile Xasa.
  - D Fikile Mbalula.
- 1.1.17 A tour operator forms part of the ... sector of the tourism industry.
- A travel organiser
  - B destination organiser
  - C support services
  - D commercial
- 1.1.18 ... forms part of the folklore of different cultures in South Africa.
- A Storytelling
  - B Cuisine
  - C Chiefdoms
  - D Traditional medicine

1.1.19 A tour itinerary is a ...

- A list of expenses that a traveller can expect to pay when on a tour.
- B schedule including dates, times, activities and accommodation for a tour.
- C list of information about what travellers should pack for their trip.
- D schedule including the details found in a tourist profile.

1.1.20 ... will assist employees in the tourism industry to improve customer service delivery.

- A Marketing
- B Constructive criticism
- C Negative criticism
- D Cellphones

(20 x 1) (20)

1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–H) next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, for example 1.2.6 I. You may only use a given option once.

COLUMN A		COLUMN B	
1.2.1	Usually spoken with a slight bow and hands pressed together	A	Haram
1.2.2	A term to describe any food that complies with a strict set of dietary rules in Judaism	B	Billboard
1.2.3	A Japanese display of respect, remorse, gratitude and greeting	C	Brochure
1.2.4	A large outdoor advertising structure	D	Namaste
1.2.5	Usually folded and only includes a summary of information that is promotional in character	E	Video wall
		F	Bowing
		G	Flyer
		H	Kosher

(5 x 1) (5)

1.3 Choose the correct word(s) from those given in brackets. Write only the word next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK.

1.3.1 A flight from New York, USA, to Rome, Italy, is classified as a (transatlantic/transcontinental) flight.

1.3.2 The Gautrain station that acts as a link to OR Tambo International Airport is (Hatfield/Sandton) station.

1.3.3 A person with a limited budget, wanting to book a cruise on a luxury cruise liner should consider booking a(n) (interior cabin/suite).

1.3.4 A person who requires insurance against damage to the windscreen of a rented vehicle when hiring a vehicle will consider (CDW/WDW).

1.3.5 Biometric scanners are used at international airports to (scan passengers for Covid-19/verify the identity of passengers).

(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 numbers (1.4.1 to 1.4.5) in the ANSWER BOOK. You may only use a given option once.

Gariep Dam; Tsodilo Hills; Lake Victoria; Katse Dam; Okavango Delta; Bazaruto Archipelago; Serengeti National Park; Etosha National Park; Lake Kariba
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1.4.1 Namibia's most popular park for wildlife watching, which is also characterised by a large salt pan

1.4.2 This popular holiday destination, built in the Lesotho Maluti Mountains, offers a variety of water-based activities

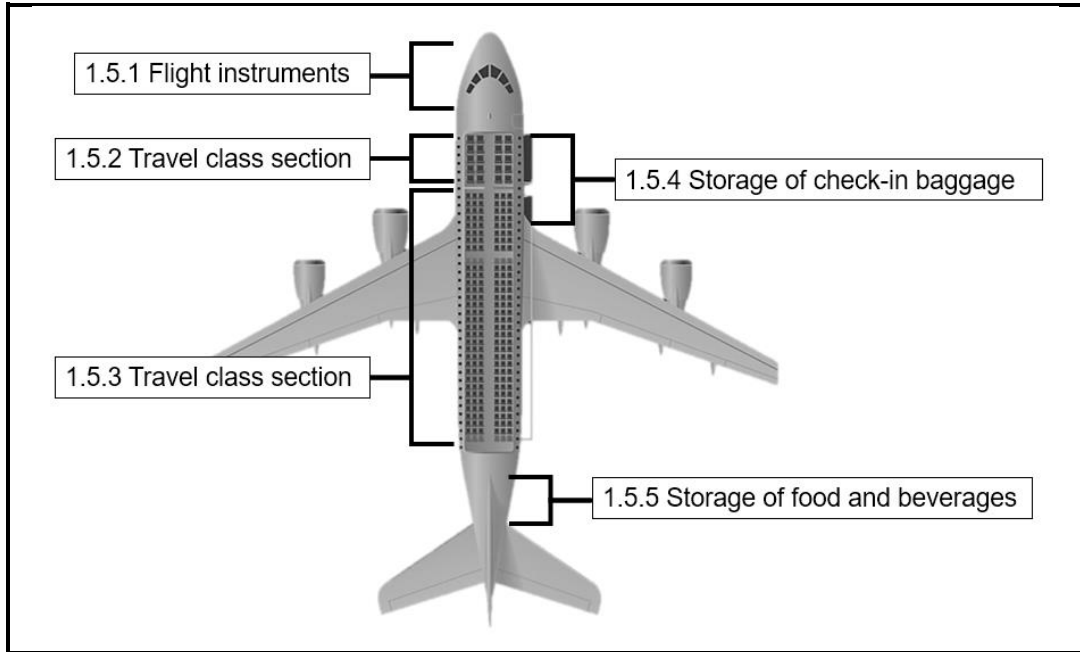
1.4.3 This attraction has one of the highest concentrations of rock art in the world

1.4.4 The world's largest man-made lake along the border between Zambia and Zimbabwe

1.4.5 A luxury tropical holiday destination located off the south coast of Mozambique

(5 x 1) (5)

1.5 Study the image of an airplane and the descriptions given. Identify the areas labelled 1.5.1 to 1.5.5. Write only the correct answer next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK.



(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.

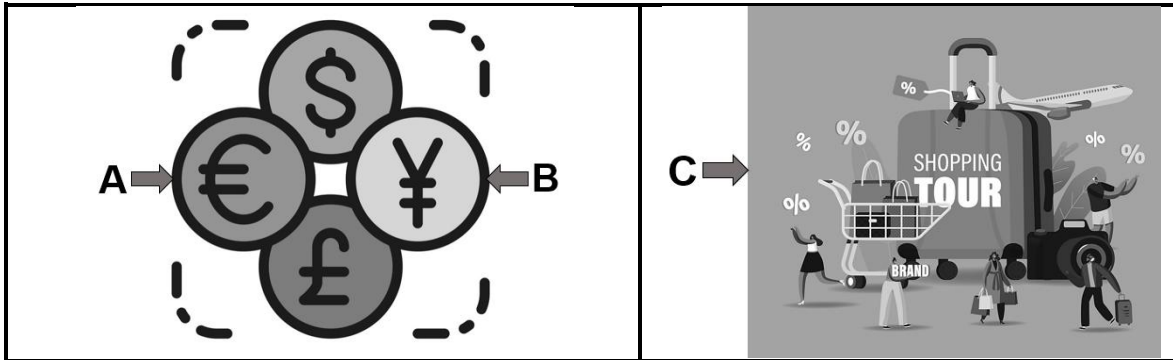
<b>RIDE A MOTORBIKE THROUGH THE WILD AFRICAN BUSH</b>	
	Imagine riding under the blazing African sun, on some of the world’s most beautiful roads and passes, each day ending with stays in luxury accommodation in the Mpumalanga Lowveld.
Our exclusive 5-star motorbike safari tour takes you into the heart of Big 5 country, through some of the most breath-taking scenery, giving you the experience of the African bush. This is a once in a lifetime experience.	
The tour takes you through the Panorama Route in Mpumalanga. Highlights include: Blyde River Canyon with Limpopo’s game reserves, Drakensberg escarpment, Mac Mac Falls, God’s Window, Pilgrim’s Rest and Three Rondavels ... the list goes on!	<p><b>THE RIDE</b></p> <ul style="list-style-type: none"> <li>• 3 days of riding in total</li> <li>• Maximum of 6 riders per tour</li> <li>• Bike rental, insurance and fuel included</li> <li>• 2 nights 4 – 5-star accommodation along the Panorama Route included</li> <li>• Passengers welcome</li> <li>• Two safari experiences included</li> </ul>

[Adapted from <https://famba-famba.com>]

- 2.1 Give TWO reasons why the above-mentioned tour will be suitable for tourists from a high-income bracket. (2 x 2) (4)
- 2.2 The above-mentioned tour package will appeal to a SITourist. State your opinion on this statement giving a relevant motivation. (2)
- 2.3 Suggest ONE reason why this tour is limited to a maximum of 6 riders per tour. (2)
- [8]**

### QUESTION 3

Study the images and answer the questions.



- 3.1 State the name of the currency labelled **A**. (1)
- 3.2 Name the country that uses the currency labelled **B**. (1)
- 3.3 Refer to the image labelled **C** and discuss the impact that tourist spending will have on the economy of the region visited. (2 x 2) (4)
- 3.4 Use the exchange rate table provided to answer the questions.

Foreign currency	Exchange rate
£	20,28
\$	14,74

- 3.4.1 Calculate the amount of foreign currency that a traveller will receive when exchanging R18 500 in preparation for a trip to the United States of America.

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

- 3.4.2 Calculate the amount in rand that a South African traveller will receive when exchanging £25 upon his return from a trip to England.

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

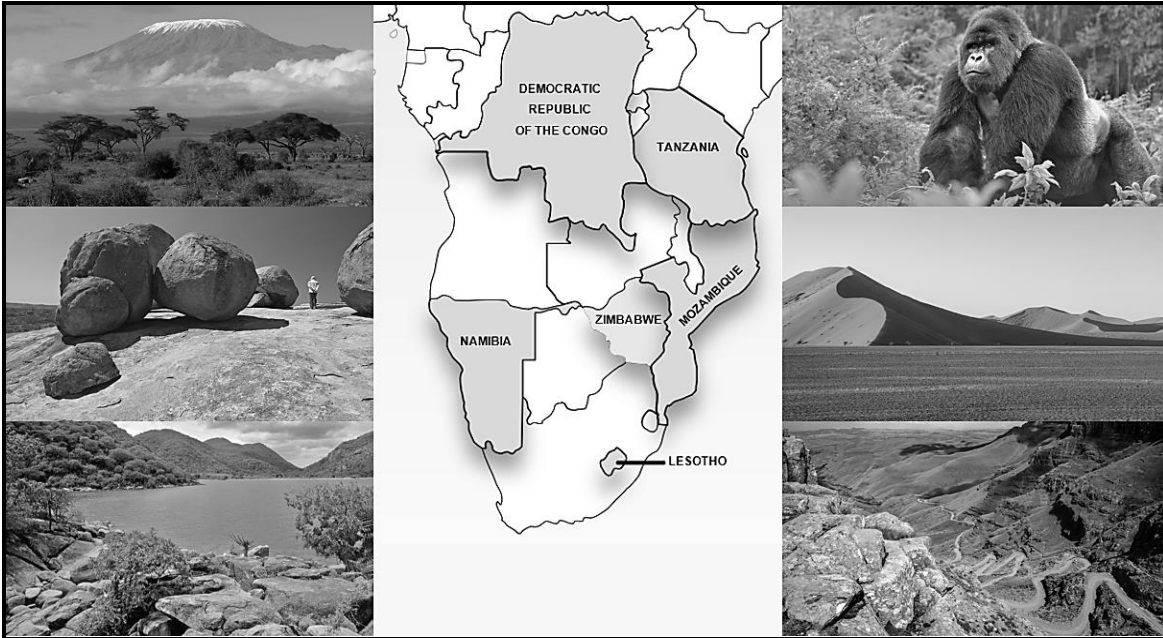
**[12]**

**TOTAL SECTION B: 20**

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

**QUESTION 4**

Refer to the map of the SADC countries and images of attractions and answer the questions.



4.1 Study the images above showing SADC attractions and link each image with the name of the SADC country to complete the table below.

Write only the name of the SADC attraction next to the question number (4.1.1 to 4.1.6) in the ANSWER BOOK.

NAME OF SADC COUNTRY	NAME OF ATTRACTION	
Democratic Republic of the Congo	4.1.1	
Lesotho	4.1.2	
Mozambique	4.1.3	
Namibia	4.1.4	
Tanzania	4.1.5	
Zimbabwe	4.1.6	

(6 x 2) (12)

4.2 Give an example of ONE adventure activity tourists can participate in at the attraction identified in QUESTION 4.1 when visiting:

4.2.1 Lesotho (2)

4.2.2 Namibia (2)

4.2.3 Tanzania (2)

**[18]**

**QUESTION 5**

- 5.1 Study the review posted on Tripadvisor, the world's largest online travel planner, and answer the questions.

**Tripadvisor**  
**Robin** wrote a review Dec 2019  
London, United Kingdom  
●●●●●  
**Great and informative visit to a Xhosa village**  

We were recently in East London while on a cruise and booked a cultural village tour for the afternoon. After a 40 km picturesque drive, we arrived at the Khaya La Bantu Xhosa Cultural Village. Upon our arrival the atmosphere was electric with the sound of beating drums, traditional dancing, colourful traditional clothing and singing. Thereafter we were introduced to the custom of lobola and Xhosa heritage. There was also an opportunity to sample traditional dishes and locally brewed beer, as well as purchasing interesting arts and crafts.

We enjoyed this tour and highly recommend it.

[Adapted from [www.tripadvisor.co.za](http://www.tripadvisor.co.za)]

- 5.1.1 Identify ONE unique aspect of Xhosa culture that the tour group encountered as they entered the Khaya La Bantu Xhosa Cultural Village. (2)
- 5.1.2 Suggest THREE items of Xhosa arts and crafts that Robin and the tour group members would have been able to purchase during their visit to the Khaya La Bantu Xhosa Cultural Village. (3 x 2) (6)
- 5.1.3 Explain the Xhosa custom of *lobola*. (2)

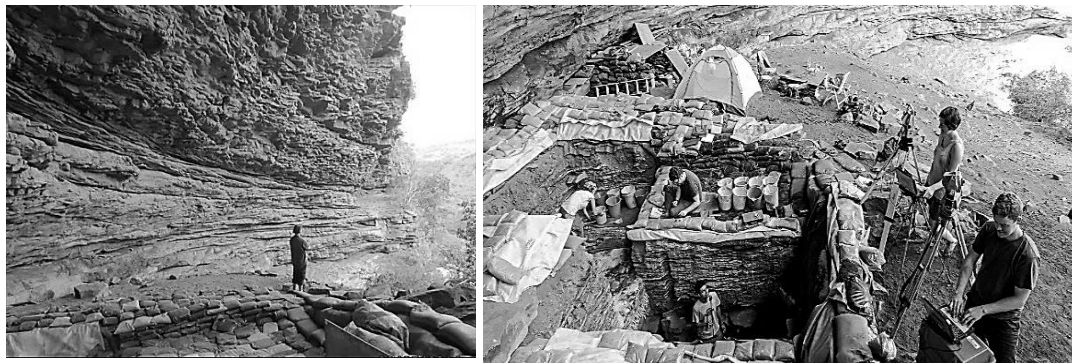
5.2 Study the information and answer the questions.

**SIBUDU CAVE FINALLY DECLARED A NATIONAL HERITAGE SITE**

Sibudu Cave, located on a farm in Sinembe, Kwadukuza Municipality in KwaZulu-Natal, was declared a National Heritage Site in 2020.

Sibudu Cave, a rock shelter above the uThongathi River in KwaZulu-Natal, is regarded as one of South Africa’s most important archaeological sites.

Discovered in 1967, Sibudu was first excavated in 1983 by archaeologist Aron Mazel of the Natal Museum. Between 1998 and 2011, Wits University directed the excavations, and since 2011 excavations have been directed by a German university.



This prehistoric site is believed to hold answers about early human behaviour. The cave shows a long record of occupation between 77 000 and 35 000 years ago during the Middle Stone Age.

From the excavations at Sibudu, evidence has been found of some of the earliest examples in the world of sea-shell beads, a wide variety of bone tools, bone arrowheads for hunting, use of herbal medicine, and the earliest example of the use of bedding – all about 70,000 years old.


[Adapted from [www. https://www.wits.ac.za](https://www.wits.ac.za) and [www.northcoastcourier.co.za](http://www.northcoastcourier.co.za)]

- 5.2.1 Name the agency of the Department of Arts and Culture that declared Sibudu Cave a National Heritage Site in 2020. (2)
- 5.2.2 Provide proof from the extract that Sibudu Cave can be linked to some of the earliest examples of human technology. (2 x 2) (4)
- 5.2.3 Explain ONE way in which the agency mentioned in QUESTION 5.2.1 will protect a nationally declared archaeological heritage site such as Sibudu Cave. (2)
- 5.2.4 Give ONE reason why Sibudu Cave needs to be managed and protected. (2)

**[20]**

**QUESTION 6**

Study the extract from the promotional campaign below and answer the questions.


**Safari stays at half the price!**  Inbox x

Travelstart <noreply@e3.travelstart.com> [Unsubscribe](#)

To me ▼

**travelstart**  
*Freedom to move*

**This Week's Travel Deal: Safari bush break**





**Mdluli Safari Lodge**

2 nights, meals + game drives

From **R5 500** pps

**Book Now**






**Shepherd's Tree Game Lodge**

2 nights, meals + game drives

From **R4 745** pps

**Book Now**



**NOTE:** All Travelstart promotions are subject to terms and conditions. See promotion pages for more details.

- 6.1 Identify the tourism business responsible for the promotional campaign. (1)
- 6.2 Identify the potential tourists targeted in the promotional campaign. (1)
- 6.3 The tourism business makes use of two advertising techniques in their marketing campaign. Name:
  - 6.3.1 ONE above-the-line technique (2)
  - 6.3.2 ONE below-the-line technique (2)
- 6.4 Suggest ONE reason for the tourism business not to consider renting space/time on television for their marketing campaign. (2)
- 6.5 Motivate TWO personnel costs that would have been included in the budget for the above-mentioned promotional campaign. (2 x 2) (4)

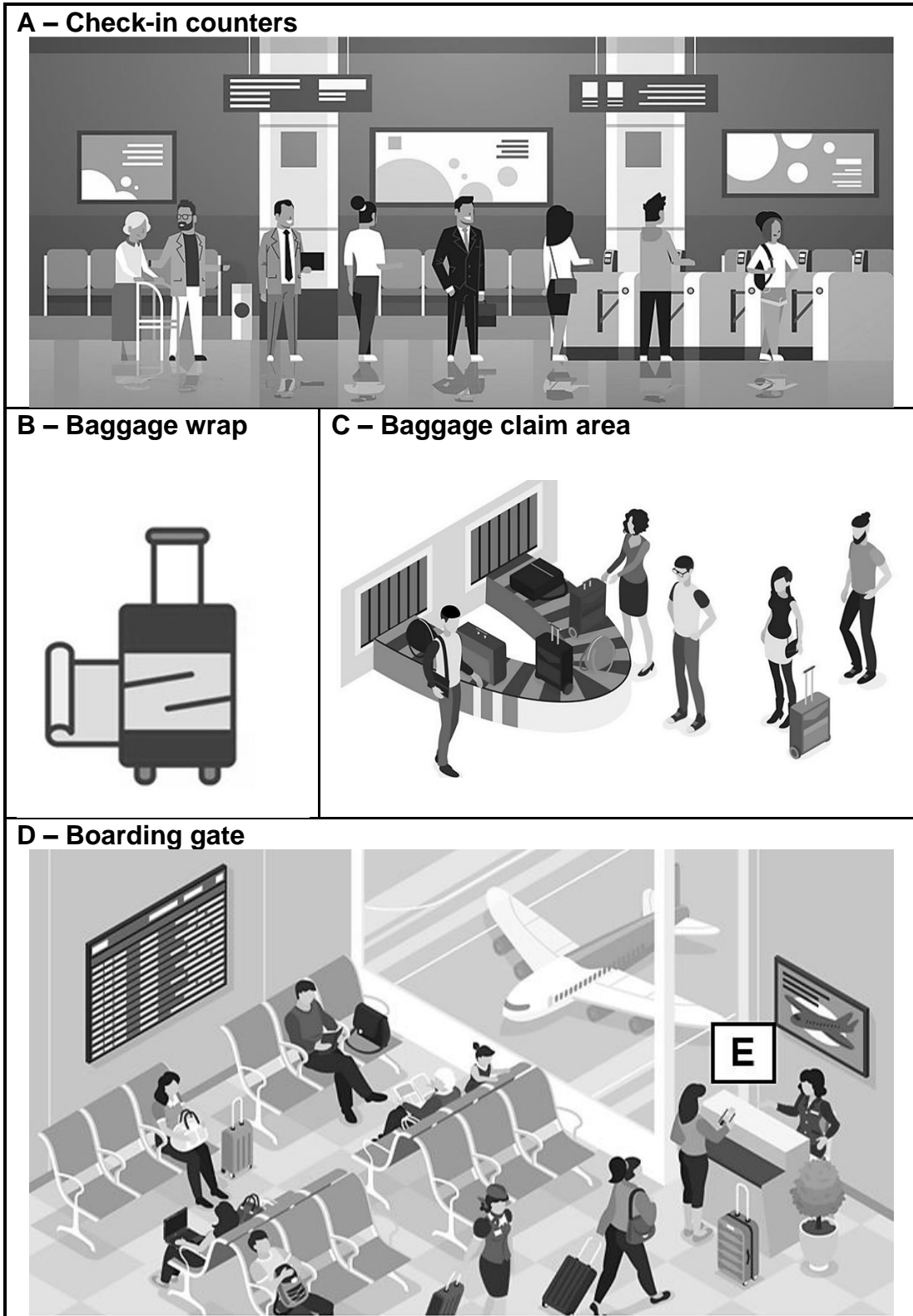
**[12]**

**TOTAL SECTION C: 50**

SECTION D: TOURISM SECTORS

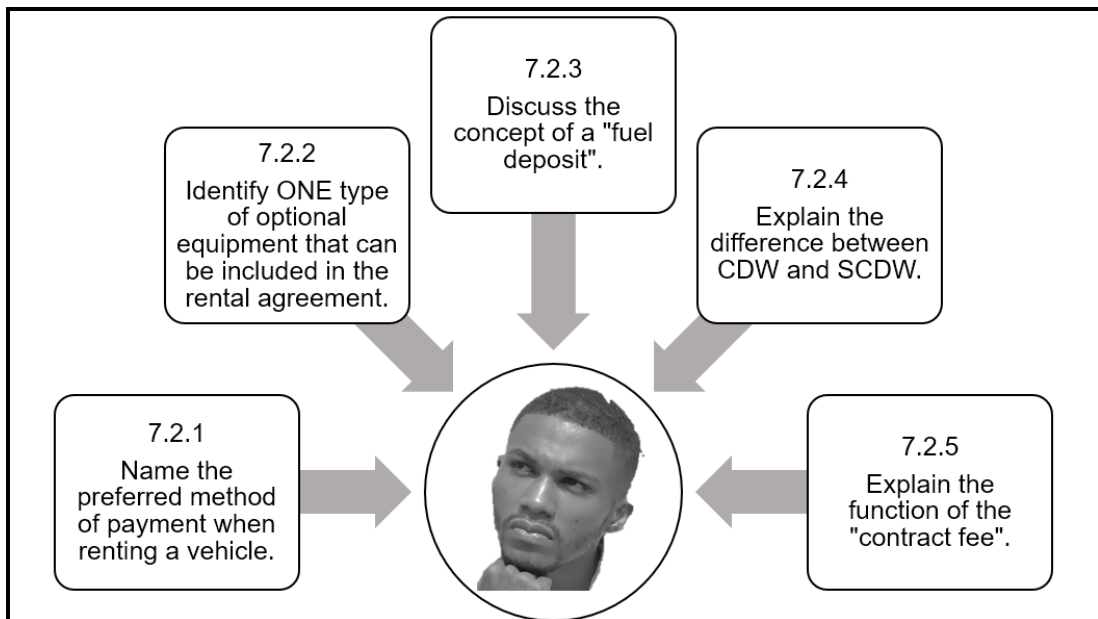
QUESTION 7

7.1 Study the collage and answer the questions.



- 7.1.1 Name ONE document that a passenger must hand to the airline staff member when checking in for a flight at the counters labelled **A**. (2)
- 7.1.2 State the area of the airport building that the area labelled **C** is located in. (2)
- 7.1.3 List ONE advantage for a passenger making use of the equipment labelled **B**. (2)
- 7.1.4 Give ONE advantage for a business class passenger when he/she is in the area labelled **D**. (2)
- 7.1.5 Explain TWO steps in the check-in procedure, other than the step mentioned in QUESTION 7.1.1, that a passenger must follow when checking in for a flight. (2 x 2) (4)
- 7.1.6 Explain the function of the counter labelled **E** in the image. (2)
- 7.1.7 Suggest ONE way whereby ACSA can indicate to disembarking passengers, which carousel they should use when collecting their baggage in the image labelled **C**. (2)

7.2 Study the diagram below.



Thando is renting a vehicle for the first time and is unsure about some of the details in the rental agreement. Assist him by responding to each of the queries. (5 x 2) (10)



7.3 Read the extract from “*Beginner’s guide to train travel in South Africa*” and answer the questions.



**SHOSHOLOZA MEYL LONG-DISTANCE PASSENGER TRAINS**

Comfortable and amazingly cheap, Shosholoza Meyl long-distance passenger trains link Johannesburg with Cape Town, Durban, Gqeberha (Port Elizabeth) and East London. The Cape Town to Johannesburg train passes the same wonderful scenery as the Blue Train, but costs only R690 including a bed in a 2-berth coupé or 4-berth compartment. Shosholoza Meyl’s trains have a restaurant (dining) car where passengers can order a meal.

[Adapted from [www.seat61.com/SouthAfrica.htm](http://www.seat61.com/SouthAfrica.htm)]

- 7.3.1 Explain what a first-time train traveller in South Africa can expect when having a meal in the restaurant car on the Shosholoza Meyl. (2)
- 7.3.2 Discuss the significance of the reference to the cost comparison between the Shosholoza Meyl and the Blue Train in the extract. (2)
- 7.3.3 Compare the level of comfort on board the Shosholoza Meyl in relation to the Blue Train. (4)

7.4 Study the images and answer the questions in the table below. Number your answers correctly according to the table.

				
7.4.1	Name ONE operator that offers each of the modes of transport indicated in South Africa.	(a)	(b)	(2)
7.4.2	State ONE facility available on each of the modes of transport indicated.	(a)	(b)	(4)
7.4.3	Discuss ONE reason why a tourist would make use of each of the modes of transport indicated.	(a)	(b)	(4)

- 7.5 Read the newspaper article from the *Penika Times* and answer the questions.

**REMO'S ITALIAN RESTAURANT HIT BY COVID-19 LOCKDOWN**

Remo's is an Italian restaurant located in the Baakens Valley in Gqeberha (Port Elizabeth). The delicious recipes handed down from generation to generation and the family atmosphere make Remo's the perfect Italian restaurant.

Due to the Covid-19 pandemic, President Cyril Ramaphosa announced a country wide lockdown on 24 March 2020. This affected the restaurant industry severely and Remo's was not an exception. They were forced to close their doors while having cold rooms full of fresh products.

Restaurant co-owner, Michelle Puggia, grabbed the opportunity to live out her passion for cooking and used the fresh products to cook and freeze a variety of Remo's favourite sauces and dishes in the comfort of her own kitchen.

According to Puggia, the restaurant has been selling takeaway meals with huge success since they have not been allowed to reopen their premises.

- 7.5.1 Identify TWO personality traits that Michelle Puggia required to save Remo's Italian Restaurant from closure during the Covid-19 pandemic. (2 x 1) (2)
- 7.5.2 "Culinary skills and sound business practices are essential if the restaurant industry is to survive the Covid-19 pandemic."  
Discuss this statement by referring to the approach taken by Michelle Puggia, co-owner of Remo's. (2 x 2) (4)
- [50]**

**TOTAL SECTION D: 50**

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

**QUESTION 8**

8.1 Study the Twitter extract and answer the questions.

**Sho't Left**  
@ShotLeft

South African Tourism. Follow us as we travel South Africa one #ShotLeft at a time. After all, its your country - enjoy it!

**Sho't Left** @ShotLeft · Jun 11

This June @citylodgehotels has a special Father's Day treat lined up for all the dads. There is a range of deals and meals to spoil the father figures in your life. Prices range from only R700 per night and R99 per meal. Rate includes VAT and Tourism Levy. Rate is per room. Book now: <https://clhg.com/specials>

[Adapted from <https://twitter.com/ShotLeft>]

8.1.1 Identify the:

- (a) South African domestic tourism marketing campaign. (1)
- (b) Current slogan used for the South African domestic tourism marketing campaign. (1)

8.1.2 A great number of South Africans still do not travel domestically.

Motivate the above statement by providing THREE reasons.

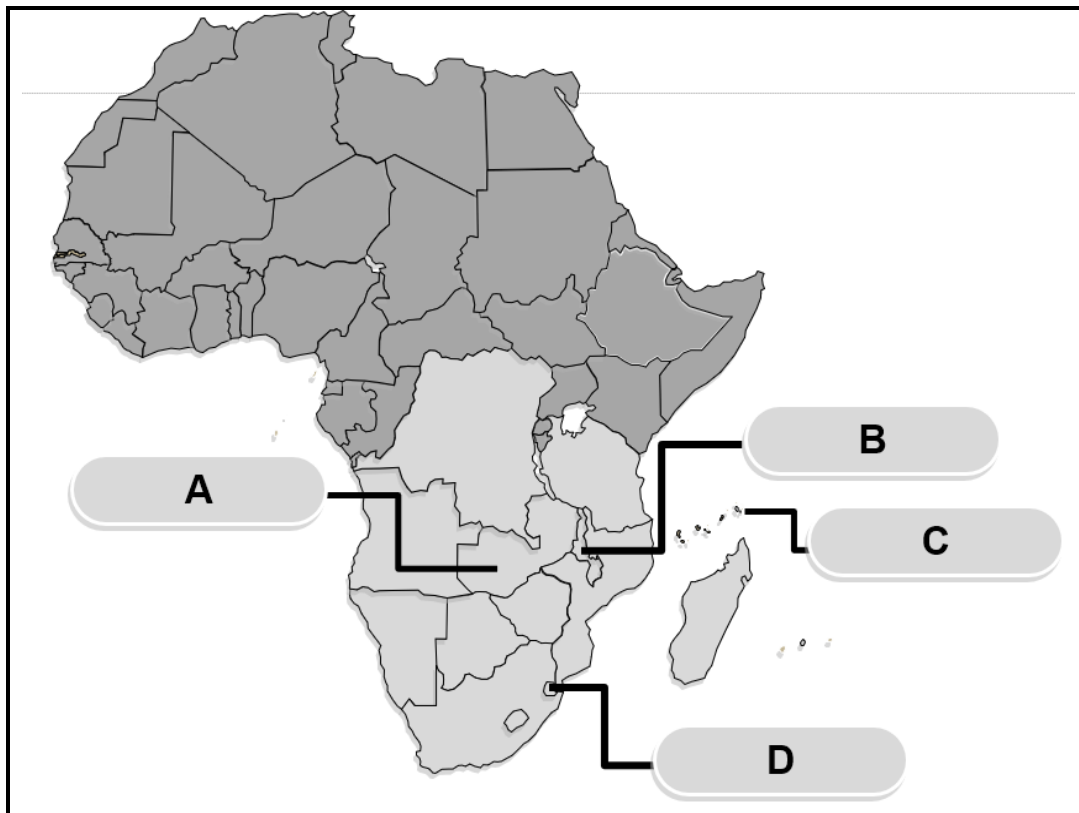
(3 x 2) (6)

8.1.3 (a) Identify the domestic tourism market segment targeted in the domestic tourism marketing campaign on Twitter. (2)

(b) Give ONE reason why the travel deal will attract the interest of the identified market segment. (2)

(c) Discuss TWO strategic objectives of the Domestic Tourism Growth Strategy that will be achieved from the travel deal on Twitter. (2 x 2) (4)

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



8.2.1 Name the countries labelled **A** and **B**. (2 x 1) (2)

8.2.2 Name the capital cities of the countries labelled **C** and **D**. (2 x 1) (2)

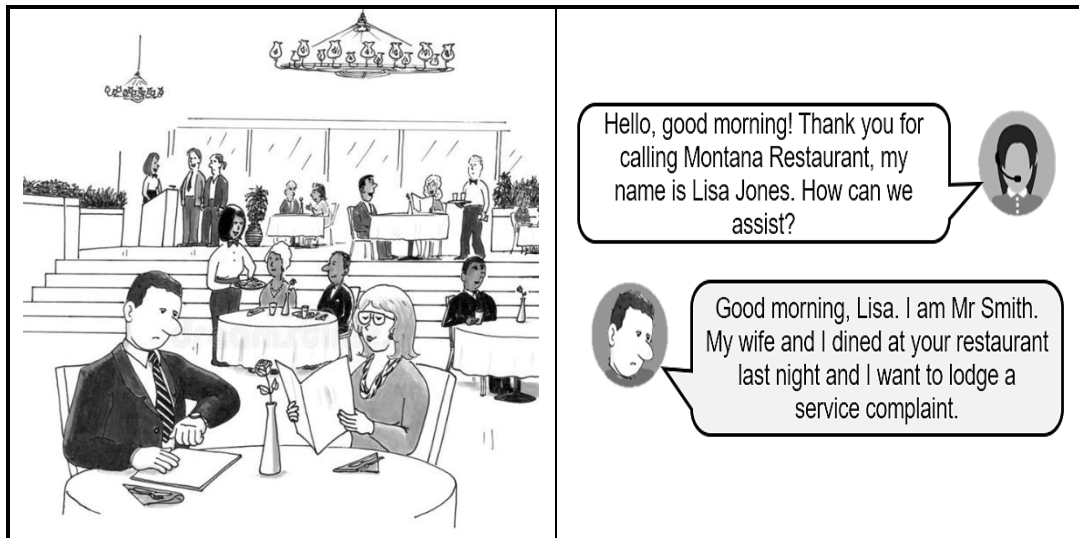
8.2.3 A growth in regional tourism will benefit the economies of SADC member countries.

Motivate the statement above.

(2)  
[22]



## 9.2 Study the image and answer the questions.



- 9.2.1 Give, from the restaurant image, the reason for Mr. Smith's service complaint. (2)
- 9.2.2 List the FIRST FOUR steps, in the correct order, that Lisa Jones should follow to deal effectively with Mr. Smith's customer complaint. (4 x 2) (8)
- 9.2.3 Explain TWO benefits for Montana Restaurant if the customer complaint is handled satisfactorily. (2 x 2) (4)
- [18]**

**TOTAL SECTION E: 40**  
**GRAND TOTAL: 200**