

HILLCREST HIGH SCHOOL  
JUNE EXAMS 2014

TOURISM  
GRADE 11

TIME: 2 HOURS  
EXAMINER: MRS SINGH

MARKS: 125  
MODERATOR: MRS WILD

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INSTRUCTIONS

Read the instructions carefully before answering the questions.

1. This paper consists of four sections. Answer ALL the questions.
2. Read ALL the questions carefully.
3. Number the answers correctly according to the numbering system used in the question paper.
4. The following table is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	SUGGESTED TIME
A	Short questions	25 marks	20 minutes
B	Tourism as an interrelated system	35 marks	40 minutes
C	Responsible and sustainable tourism	35 marks	30 minutes
D	Customer care and communication	30 marks	30 minutes

## SECTION A: SHORT QUESTIONS

### QUESTION 1

1.1 Various possible options are provided as answers to the following questions. Write only the letter (A – D) next to the question number (1.1.1 – 1.1.10) in the answer book.

1.1.1 A trust account set up to raise funds for the marketing of South Africa nationally, collected through consumer levies on tourism products:

- A RETOSA
- B TOMSA
- C SADC
- D WTTC

1.1.2 This 1996 document sets the tone for the promotion of tourism and outlines strategies to make tourism accessible to all South Africans:

- A The White Paper on Tourism
- B The Domestic Tourism Growth Strategy
- C The Welcome Campaign
- D The Indaba Fact Sheet

1.1.3 The Comrades Marathon is associated with this province in South Africa:

- A KwaZulu – Natal
- B Western Cape
- C Gauteng
- D Mpumalanga

1.1.4 These SADC countries are bordered by the Indian Ocean on their eastern side:

- A Mozambique, Tanzania and Kenya
- B Namibia, Botswana and Mozambique
- C Zimbabwe, Tanzania and Malawi
- D Lesotho, Kenya and Malawi

1.1.5 The name of this gateway airport has been changed to OR Tambo International Airport:

- A Cape Town International
- B Johannesburg International
- C Durban International
- D Bloemfontein Airport

1.1.6 The marketing mix used in marketing a new tourist development in a region refers to ...

- A public relations, product, place and price
- B promotion, public relations, place and price
- C promotion, product, place and price
- D promotion, product, price and public relations

1.1.7 An international award that is only given to beaches that meet excellence in safety, amenities, cleanliness, and environmental management:

- A Securacoast
- B Coastcare
- C Blue Flag
- D ETEYA

1.1.8 The following campaign was introduced to encourage domestic tourism in SA:

- A Batho Pele
- B Hamba Kahle
- C Sho't Left
- D Moving South Africa

1.1.9 The currency that is used in Mozambique:

- A Pula
- B Lilangeni
- C Metical
- D Rupee

1.1.10 When planning a menu, shellfish dishes are not appropriate for this cultural group:

- A Buddhists
- B Christians
- C The Islamic Faith
- D The Jewish Faith

(10)

1.2 Choose a term from the list below that best describes the statements provided.

currency; embassy; visa; transit; icon; racist; getaway; xenophobia; exchange

- 1.2.1 The staff members at this establishment often provide assistance to travelers, especially those who find themselves in trouble in a foreign country.
- 1.2.2 An additional document providing a foreign tourist with permission to enter the country he or she is visiting
- 1.2.3 A passenger who has disembarked at an intermediate point, usually to change airlines and who will be continuing on a connecting flight.
- 1.2.4 In the tourism context this is an attraction that is world famous and closely associated with a particular destination.
- 1.2.5 An act of exchanging currency of one country for its equivalent value in another country.
- 1.2.6 A strong dislike or fear of people from other countries.

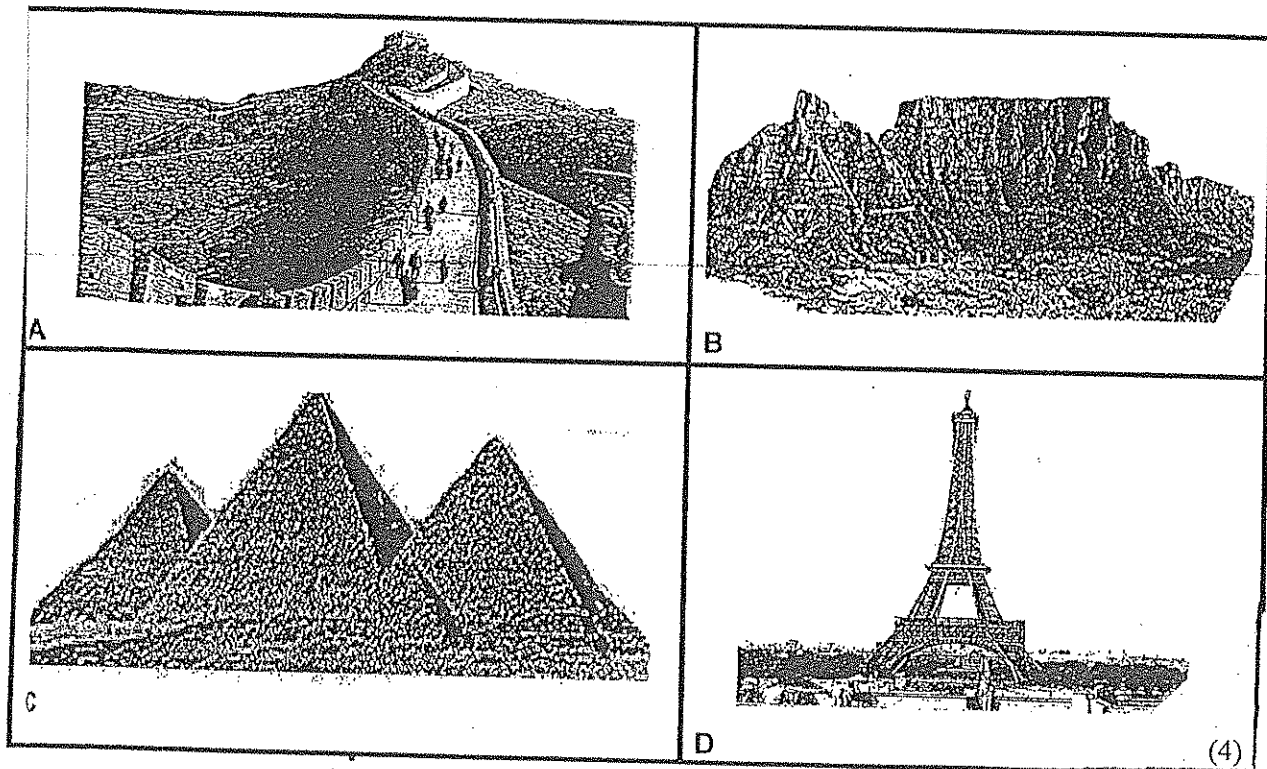
(6)

- 1.3 Choose an item/description from COLUMN B that matches a term in COLUMN A. Write only the letter (A – F) next to the question number (1.3.1 – 1.3.5) in the answer book, for example 1.3.6 G

COLUMN A	COLUMN B
1.3.1 Boardwalk	A plants belonging to a region
1.3.2 Indigenous	B that part of the earth in which life exists
1.3.3 Biosphere	C names of endangered plants and animals appear on this list
1.3.4 Biodiversity	D a raised path made of wood
1.3.5 Red data	E alien species of plants and animals in the region
	F the variety of plants and animals in a particular area

- 1.4 Identify the following world famous landmarks:

(5)



(4)

TOTAL SECTION A: [25]

## SECTION B: TOURISM AS AN INTERRELATED SYSTEM

### QUESTION 2

21 Read the extract below and answer the questions that follow.

**We were trapped – for sure !**

- Pieter du Toit

**Johannesburg** – ‘I do not want to speak to that woman. She led us into a trap.’

This is what John Overberg, operational head of **Springbok Airline**, said on Thursday (25/08) when he was asked whether the company planned to contact Ann Saunderson of Pretoria regarding an incident in which her disabled 14-year-old daughter was nearly prevented from flying with the airline.

Saunderson’s daughter, Nelly, who is a quadriplegic, was nearly not allowed to fly with **Springbok** from Johannesburg to Cape Town because she is not able to walk up the plane’s steps. Saunderson said they flew down to Cape Town with **Springbok** before without any incident and took trouble to phone ahead and make arrangements for her daughter before the recent flight. ‘I phoned the airline about this matter in particular and spoke to a man at length. He told me that he could not book a seat for her, but that we had to be at the airport ahead of time where someone would assist us with Nelly.’

**KALAHARI offered return ticket**

Overberg said Saunderson never phoned the airline. ‘If she had problems, why did she have to run to the newspapers? Why did she not speak to us?’ Saunderson said they were told at OR Tambo Airport that her daughter could not fly down with them. After a long argument with **Springbok** staff members, the airline eventually agreed that Nelly could go on board, but said she would not be allowed to fly with the airline again. Saunderson said they were told, ‘it would be the last time’.

Nazley Peterson, spokesperson for **KALAHARI**, said disabled people were welcome to use this airline. ‘We treat them just like all the other passengers and will go out of our way to make the trip as comfortable as possible for any person with a disability. There is no reason to discriminate and I don’t even think it is legal to do that.’ She said the Civil Aviation Authority determines that only a certain number of disabled people are allowed per flight. ‘When such a flight is full, we will offer such a person a seat on an earlier or later flight, but we will definitely not turn them away once they arrive at the airport.’

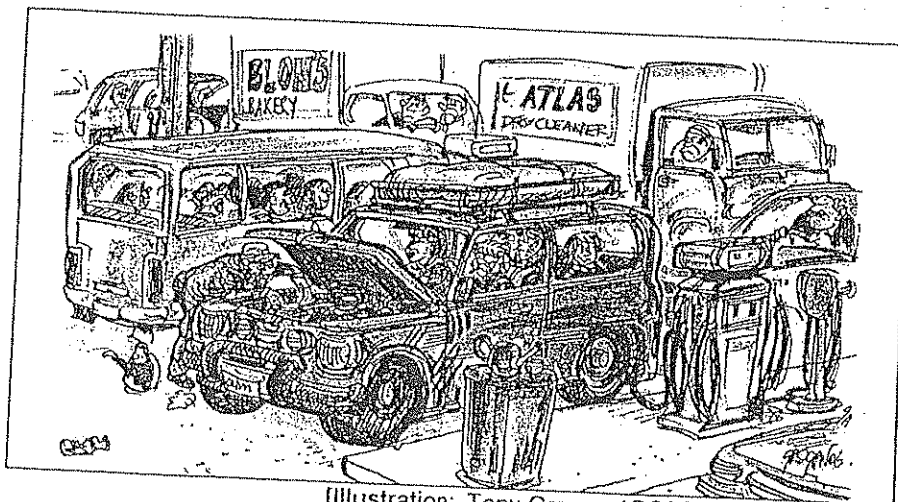
Nelly does not have to worry about battling with flights again this year since **KALAHARI** offered her a free return ticket to Cape Town.

[Adapted from: [www.news24.com](http://www.news24.com)]

[Names have been changed to protect people and airlines]

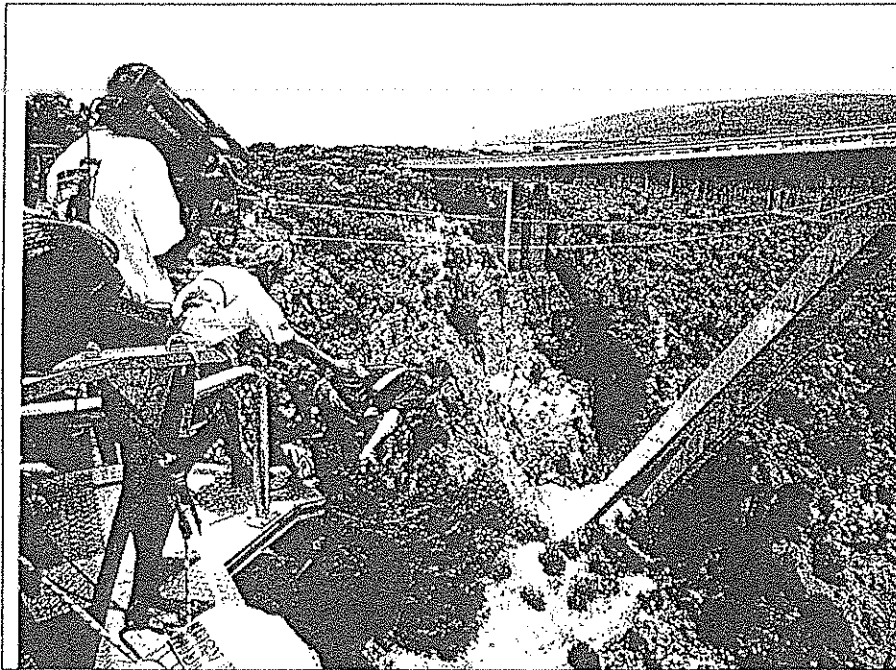
- 2.1.1 Give ONE reason why **Springbok Airline** wouldn't allow Nelly on board their aircraft (1)
- 2.1.2 Explain how the two airlines differ from each other with regard to the delivery of excellent customer service. Support your answer by giving ONE example for each (4)
- 2.1.3 An airline used this incident to its advantage.  
Identify and explain how the airline benefited from this incident. (2)
- 2.1.4 Give TWO possible reasons why airlines limit the number of disabled passengers on their flights. (2)
- 2.1.5 Had you been Nelly's mother, would you have also contacted the newspapers? Give a reason for your answer. (2)
- 2.2 According to the White Paper on Reconstruction and Development young people are our country's most important resource. Young people have a critical role to play in the growth and development of the tourism industry.
- 2.2.1 Give TWO possible reasons why South Africa's youth are more reluctant to travel than their European and American counterparts. (2)
- 2.2.2 Discuss TWO ways in which young people can be encouraged to travel. (2)
- 2.3 Look at the picture below and identify at least three gaps in service delivery at this filling station. In each case, make recommendations for improvement.

(3 x 2) (6)



[Illustration: Tony Grogan (GO! September 2006)]

- 2.4 Adventure tourism in South Africa is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach holiday.



[Photo by Walter Knirr (*SATSA Tourism Tattler* – Issue 3, 2006)]

**Bungee jumping**

By using the guidelines below, design a marketing campaign for a *bungee jumping business* in Mpumalanga.

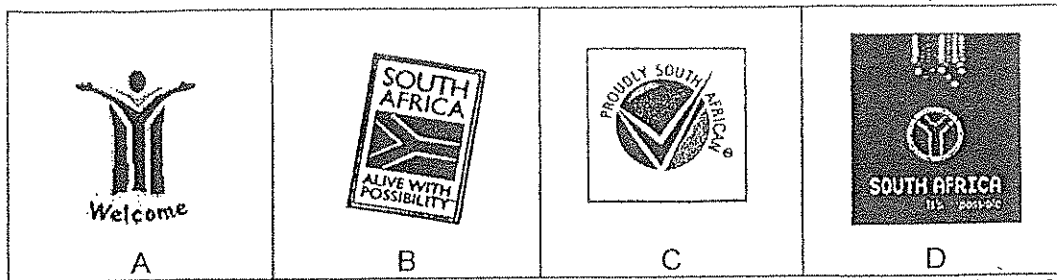
- 2.4.1 Decide on a name for your business. (1)
- 2.4.2 Identify a possible target market. (1)
- 2.4.3 Give a short description of your product and price. (2)
- 2.4.4 Write a short paragraph in which you describe at least THREE strategies (plans) you will use to market the product mentioned above (3)
- 2.5 The growth of tourism in our country is in the hands of the people who are delivering tourism services. It is therefore very important that service providers know their jobs, and have the necessary skills, attitudes and values so that the tourism industry can go from strength to strength.

Complete the table below by filling in the word **KNOWLEDGE**, **SKILL**, **VALUE** or **ATTITUDE** as indicated in the example. Write **ONLY** the word next to the question number (2.5.1 – 2.5.4) in the answer book.

DESCRIPTION		Knowledge; skill; value; attitude
Example:	<i>A tourist guide who is multilingual (can speak many languages)</i>	<i>skill</i>
2.5.1	A travel consultant who can give first hand verbal information about many different destinations in the world.	
2.5.2	A hotel receptionist who shows great respect for a high-ranking government official from another African country.	
2.5.3	An honest room attendant who hands back cash dropped by a guest.	
2.5.4	A chef in a five-star hotel who has been trained to make the most wonderful desserts.	

(4)

- 1.6 Look at the logos below. Select the one that best fits each description below. Write only the letter (A – D) next to the corresponding question number (2.7.1 – 2.7.3), for example 2.7.4 E



[Source: [www.southafrica.net](http://www.southafrica.net)]

- 2.6.1 This logo is associated with the many opportunities available to visitors and investors alike.
- 2.6.2 This logo shows our initiative to develop products which are unique to South Africa.
- 2.6.3 This logo represents the warm hospitality of our people. (3)

TOTAL SECTION B: [35]

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM


QUESTION 3

Study the following two advertisements and answer the questions that follow:

Study the following two advertisements and answer the questions that follow:

**ADVERT 1**


## HEAD FOR THE HILLS



**BUFFALO HILLS**  
GAME RESERVE & LODGES  
*Unleash the Big Six*

**4 STAR LODGE**  
★★★★  
TOURISM GRADING COUNCIL  
OF SOUTH AFRICA

- GAME DRIVES & WALKS
- PORTERAGED TRAILS
- DAY VISITORS WELCOME
- GAME BY HORSEBACK SOON!
- LODGE ACCOMMODATION
- RUSTIC TENTED SUITES
- FINE DINING, AFRICAN STYLE
- DISTILLERY TOURS & TASTING



**15 MINUTES FROM PLETTENBERG BAY | GARDEN ROUTE**

SHEADY AGENCY

TEL: 044 535 9739 | FAX: 044 535 9480 | WWW.BUFFALOHILLS.CO.ZA | BUFFALOHILLS@MWEB.CO.ZA

[Source: Discover SA February 2005]

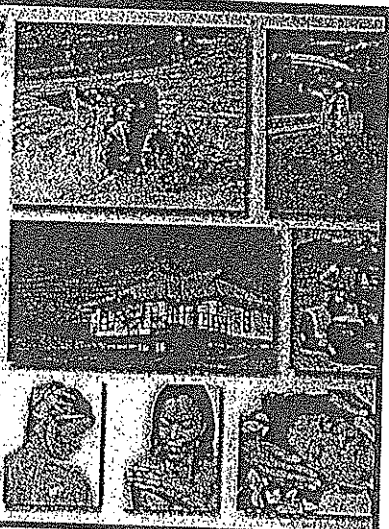
**FOREVER RESORTS ADVERT 2**

### AVENTURA WARBATHS

In the heart of Bela-Bela in Limpopo Province, a mere two hours from Johannesburg, lies Forever Resorts Aventura Warmbaths with its famous hot mineral baths and Hydro. Accommodation comprises of 124 2-6 sleeper self-catering chalets, 44 hotel rooms and 250 shady caravan stands with neat ablutions. Hot mineral baths, swimming pools, super tubes, a wave pool, river ride and cable-water skiing, combined with tennis, mini-golf, go-karts, paddle boats and volleyball are available to give you all the exercise you need without the sweat. Enjoy guided game drives, horse back rides and walks through the adjacent game reserve with its wide variety of antelope species and white rhino. The Hydro at Forever Resorts Aventura Warmbaths is the place where you can get relief from all the stress of modern life. Fully trained therapists are standing by to indulge you with massages, facials, manicures and lots more.

P O Box 75, Bela-Bela, 0480  
Tel: (014) 736 4901/2  
Fax: (014) 736 4742

E-mail: warmbaths@aventura.co.za  
Websites: www.foreverresorts-sa.co.za  
www.aventura.co.za



[Source: Discover SA, February 2005]

- 3.1 Identify the infrastructure at each resort according to the given categories:
- 3.1.1 Accessibility (transport facilities to the resorts) (1)
- 3.1.2 TWO types of accommodation in advert 2 (2)
- 3.1.3 TWO attractions and TWO activities in advert 1 (4)
- 3.2 Identify ONE unique feature in each advert that would attract tourists. (2)
- 3.3 3.3.1 Indicate the resort that you think is more likely to attract a business tourist. (1)
- 3.3.2 Motivate your answer to QUESTION 3.3.1 (2)
- 3.4 Suggest TWO ways in which you think the local people can benefit from the resorts being located in their area. (2)
- 3.5 Give ONE recommendation for the improvement of the facilities at Aventura Warmbaths. (1)
- [15]

#### QUESTION FOUR

##### RESPONSIBLE AND SUSTAINABLE TOURISM

Read the following case study and answer the questions that follow:

##### EBUTSINI CULTURE VILLAGE: A TRUE AFRICAN EXPERIENCE

*In March a community-driven project was developed between Swaziland border and Songimvelo Nature Reserve to focus on the growing culture tourism market. The local communities benefit from this tourism development are very proud of their product. The area is rich in history and has striking geological features. It is set against the Drakensberg Mountains of Mpumalanga and is a mere three-hour drive from Gauteng.*

*The traditional layout and structure of this Swazi village creates a unique experience. Guest stay in Swazi huts with modern facilities ensuring their comfort, or they can choose to stay in traditional Swazi huts. These huts are fitted with mats, animal skins, wooden pillows and polished cow dung floors. Evening are spent around fires with Swazi dancing and eating excellent traditional food.*

*There are many activities for guests. For example, there is a 30km route to 4X4 vehicles through a pristine countryside. Tourists can then interact with the local people at nearby villages and kraals. There are guided tours through a medicinal nursery to teach guests about the use of different plant, and to teach traditional healers and other users to use them wisely as they could become extinct. Guests can also go on game drives in the scenic beauty of the nearby Songimvelo Nature Reserve, which has many big game species.*

- 4.1 List two types of tourist that would be attracted to this destination and give reasons for your answer. (4)
- 4.2 Is the community practicing responsible tourism? Give one reason for your answer. (2)
- 4.3 “Ebutsini Cultural Village is a true African Experience.” Do you agree? Substantiate your answer citing two examples for the extract. (3)

- 4.4 What is a guided tour? Explain in detail. (2)
- 4.5 Find a word in the extract that means 'no longer existing'. (2)
- 4.6 The extract states that the local community benefits from this tourism venture. List two possible benefits. (2)
- 4.7 List two possible negative impacts on tourism of the environment. (2)
- 4.8 Mr and Mrs Kruger and their two young children will be visiting this eco-tourist destination. Advise them on how to behave in such an environment. List three points. (3)

**TOTAL SECTION C [35]**

## SECTION D: CUSTOMER CARE AND COMMUNICATION

### QUESTION 5

- 5.1 In the tourism industry it is important to understand the culture of your clients to ensure excellent customer care.

Read the scenarios below and suggest how you would respond to the individual needs and thereby ensure good customer service.

- 5.1.1 An Asian tourist (from Asia) who does not shake hands when he/she meets with you (1)
- 5.1.2 A Muslim tourist visit your establishment as part of a bigger group. (1)
- 5.1.3 A Hindu tourist who doesn't eat beef (1)
- 5.1.4 A disabled tourist in a wheel chair (1)
- 5.1.5 A very young child travelling alone on an international flight. (1)
- 5.2 Read the paragraph below and answer the questions that follow:

A family of four has been saving for two years to go on a special holiday to Cape Town. Upon arrival at reception, they are given the key to their room. They find that their room is in a very bad condition. Beds are not made, the room smells stale and is very dirty. The family immediately demands to see the manager of the hotel.

- 5.2.1 Pretend you are the manager of this hotel.  
State FOUR ways how you would address these clients' complaints. (4 x 2) (8)
- 5.2.2 Clients complaints can be divided into two broad sections.  
Name them and provide ONE example of each. (4)

5.2.3 Explain the role of the staff members below to ensure that the clients are satisfied for the rest of their stay:

- (a) Housekeeping
- (b) Front officer
- (c) Manager
- (d) Porter
- (e) Restaurant manager

Use the table below in the answer book to complete your answer:

Staff	Role	
Housekeeping		(1)
Front officer		(1)
Manager		(1)
Porter		(1)
Restaurant manager		(1)

5.3 Presenting a professional image is important in the tourism industry. Your friend has just opened her own guest house in Bela-Bela

Suggest FIVE strategies to help her achieve a professional image for her guest house. (5)

5.4 Study the scenarios below and identify the most appropriate method to communicate.

5.4.1 A group of businessmen located in different cities in South Africa wants to discuss a business issue face to face, but does not have the time to travel. (1)

5.4.2 A travel agent wants to check the availability of airplane seats for an airline as well as the fare online. (1)

5.4.3 A client requests an electronic copy of his/her itinerary from a travel agent. (1)

**TOTAL SECTION E [30]**

**GRAND TOTAL 125**