

Hillcrest High School



TOURISM

JUNE EXAM 2018

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**GRADE 11**

**TIME : 2 HOURS**

**MARKS : 155**

**EXAMINER : MRS SINGH**

**MODERATOR : MR HOPKINS**

**TOTAL NUMBER OF PAGES : 11**

**INSTRUCTIONS**

1. Answer ALL questions.
2. Write only in BLACK / BLUE ink.
3. Start each section on a new page.
4. Calculators are allowed.
5. This exam consists of 4 sections.

**SECTION A:**

**THE AIRPORT AND AIR TRAVEL TERMINOLOGY**

**Question 1**

1.1 Explain the following terms and supply an appropriate example:

- (a) gateway
- (b) international tourist
- (c) inbound tourist
- (d) trans continental flight
- (e) trans atlantic flight
- (f) long haul flight
- (g) medium haul flight
- (h) chartered flight
- (i) regional flight
- (j) Landside

[20]

1.2 Write out ACSA in full

[2]

1.3 List TWO functions of ACSA

(2) x (2)

[4]

1.4 Name the province you will find

- (a) OR Tambo International Airport
- (b) King Shaka International

[1]

[1]

1.5 There has been rumour that Cape Town International will be renamed after the late Winnie Mandela.

What are your thoughts?

[2]

1.6 South African Airways is our national carrier.

List the official carriers that belong to the following countries:

- (a) UK
- (b) Spain
- (c) France
- (d) Netherlands
- (e) Germany
- (f) Australia
- (g) United Arab Emirates
- (h) United States of America

[8]

1.7. MATCH THE AIRPORT TERMINOLOGY

| COLUMN A                  | COLUMN B                                                                                                      |
|---------------------------|---------------------------------------------------------------------------------------------------------------|
| 1. SECURITY CONTROL POINT | A. PLACE WHERE PASSENGERS HAND IN THEIR LUGGAGE AND GET A BOARDING PASS                                       |
| 2. CHECK IN COUNTER       | B. THE POINT WHERE PASSENGERS BOARD A PLANE                                                                   |
| 3. AIRSIDE                | C. A TICKET THAT ALLOWS A PASSENGER TO BOARD A PLANE                                                          |
| 4. BOARDING PASS          | D. THE PLACE WHERE PASSENGERS AND HAND LUGGAGE IS SCREENED FOR DANGEROUS OBJECTS                              |
| 5. TERMINAL               | E. DOMESTIC PASSENGERS ENTER THIS AREA AFTER DISEMBARKING                                                     |
| 6. GATE                   | F. THIS PART OF THE AIRPORT IS USED BY PASSENGERS TO TRANSFER BETWEEN THE AEROPLANE AND GROUND TRANSPORTATION |
| 7. BAGGAGE CLAIM AREA     | G. THE POINT WHERE PASSENGERS BOARD AN AEROPLANE                                                              |
| 8. LANDSIDE               | H. PART OF THE AIRPORT THAT CONTAINS INFRASTRUCTURE FOR THE TAKE OFF, LANDING AND PARKING FACILITIES          |

(8)

1.8. Write down the correct term for each description.

- a. the kitchen on an aeroplane
- b. the pilots compartment
- c. compartment for storing carry-on luggage
- d. a passageway between the seats in an aircraft

TOTAL SECTION A : 50 MARKS

**SECTION B:****BUS, RAIL, CAR RENTAL AND CRUISE LINES****Question 2****2.1 BAZ BUS**

- (a) Explain in one sentence why a backpacker tourist will choose to travel with the Baz Bus. [2]
- (b) Explain the term 'hop-on, hop-off'. [2]
- (c) How does Baz Bus assist passengers travelling with equipment? [2]
- (d) List the benefits of using the Baz Bus. [4]
- [10]

**2.2 GAUTRAIN**

- (a) Why would a commuter use a parking area if using the Gautrain? [2]
- (b) What would a commuter use the Gold Card for? [2]
- (c) Name some advantages for a tourist of using the Gautrain. [2]
- (d) One of the main aims of the Gautrain was to decrease traffic on the Ben Schoeman Highway by 20%. Do you think that they have succeeded in this aim? [2]

**2.3 CAR RENTAL TERMINOLOGY**

Match the terminology

| <b>Terminology</b> | <b>Explanation</b>                                                                                                                                          |
|--------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Breach             | Something particular that happens at a specific time, such as an accident                                                                                   |
| Collision          | A reduction of responsibility (liability) of the renter in the event of an incident, theft and/or loss of the vehicle or a loss in relation to the vehicle. |
| Excess             | Break a contract or an agreement                                                                                                                            |
| Incident           | An accident in which an impact has occurred                                                                                                                 |
| Liable             | Illegally taking another person's property without that person's permission                                                                                 |
| Party              | Legally responsible                                                                                                                                         |
| Premium            | The amount of money the renter has to pay (is liable for) if he or she is at fault in a vehicle insurance claim.                                            |
| Theft              | The amount of money the renter has to pay regularly (such as monthly) to keep a rental agreement active or valid.                                           |
| Waiver             | Person or persons involved on either side of an accident, or insurance claim.                                                                               |

[18]

2.4 CRUISE LINER

- (a) Name 3 activities on board a ship [3]
- (b) List 3 facilities that cruise liners have [3]
- (c) What is your room on board called? [1]
- (d) What is a cruise terminal? [2]

TOTAL SECTION B : 45 MARKS

**SECTION C:**

**DOMESTIC TOURISM GROWTH STRATEGY**  
**&**  
**FOREIGN EXCHANGE**

**Question 3**

**3.1 DOMESTIC TOURISM GROWTH STRATEGY**

The DTGS focuses on identifying groups of domestic tourists based on their different needs and expectations.

SEVEN domestic tourist market segments have been identified in South Africa. Name any FOUR of these market segments and supply an example of a type of holiday suitable for their profits. [4 x 2] [8]

**3.2 FOREIGN EXCHANGE**

Mr Thompson is leaving for the U.K. and would like to purchase some foreign currency.

Name THREE places where he can buy this from? [3]

3.3 Name TWO documents that he would have to produce. [4]

3.4 Write down the symbols for the following currency:

United States dollar

Japanese Yen

Euro

Great British pound [4]

3.5 Write down the currency codes for the following:

Australia dollar

Japanese yen

South African rand

Euro [4]

3.6 Using the rate sheet below convert the following to rand:

| Currency          | Rand equivalent |
|-------------------|-----------------|
| Us Dollar         | 6.11            |
| British Pound     | 11.55           |
| Australian Dollar | 4.76            |
| Euro              | 7.89            |
| Japanese Yen      | 6.20            |

|                      |       |
|----------------------|-------|
| Australian Dollar    | 250   |
| United States Dollar | 2499  |
| Euro's               | 1342  |
| Japanese Yen         | 38441 |
| Great British Pounds | 1500  |

[5]

3.7 Convert the rands below in foreign currency

R250 to Australian dollars

R8592 to US dollars

R344 to Euro's

R22 456 to Japanese Yen

R1250 to British Pounds

[5]

3.8 Explain the term "fluctuate"?

[2]

3.9 What causes fluctuation in exchange rates?

[2]

3.10 If our rand is weak, would it be cheap or expensive for a tourist visiting South Africa? Explain.

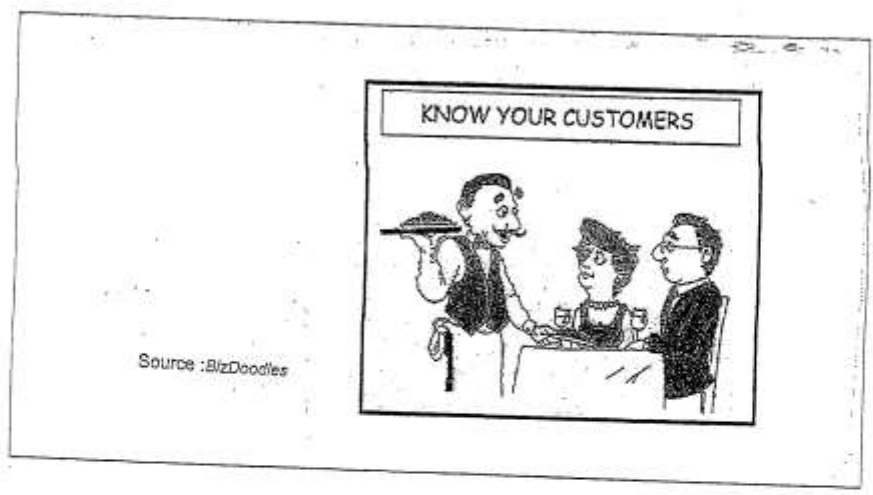
[3]

**TOTAL SECTION C : 40 MARKS**

SECTION D:

CUSTOMER CARE

Question 4



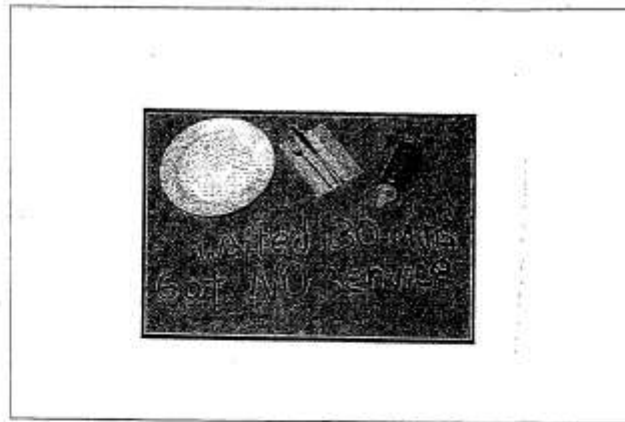
The tourism industry provides a service to a global market, with visitors from different cultural backgrounds. For tourism businesses, like restaurants to remain competitive in a global economy, it is important for the staff to know their foreign customers.

Discuss how the staff at a restaurant should know and meet the needs of their foreign customers with respect to their:-

4.1.1 Food [2]

4.1.2 Religion [2]

4.2



- 4.2.1 Identify the type of complaint. [2]
- 4.2.2 It is clear the customers left without being attended to. As a manager of the restaurant explain how you would address the problem. [2]
- 4.2.3 If the restaurant wants to provide quality service and ensure business profitability, it must make sure that the staff is adequately trained. Recommend ONE way how staff can be trained. [2]

#### 4.3 STA TRAVEL

STA Travel, which operates in 92 countries, is the world's largest student, youth and budget travel organization. The travel agency has over 400 branches worldwide and deals with more than six million passengers annually. STA Travel has positioned itself as a global brand aimed at supporting students and young people in travelling the world and experiencing different cultures. It bills itself as a one-stop shop for every student's travel needs. It has a turnover exceeding USD \$11 billion worldwide. In South Africa, STA Travel has twelve branches, operating in Bloemfontein, Cape Town, Durban, Grahamstown, Johannesburg and Pretoria (Tshwane).

STA Travel has set the benchmark for providing accurate, up-to-date travel information to all prospective travelers and placing great value on the customers' experience. The company's mission is: "Experience is everything".

The statement acknowledges that customers can expect to receive the ultimate service experience at STA Travel. The company invests a lot of money in the continuing training and development of staff, especially in the area of excellent customer service. "We understand the importance of repeat business and word-of-mouth recommendations, and know that we can only achieve this through exceptional customer service, says Liezl Gericke, managing director, STA Travel South Africa. ([www.statravel.co.za](http://www.statravel.co.za))

- 4.3.1 Identify the target market of STA Travel [2]
- 4.3.2 Evaluate what their mission statement says about customer service. [2]
- 4.3.3 Consider how excellent customer service benefits STA Travel. Write down your opinion. [3]
- 4.3.4 STA Travel will depend on various other sectors in the industry to achieve service excellence. Apply your knowledge of tourism to name at least THREE of these sectors. [3]

**TOTAL SECTION D : 20 MARKS**