



Hillcrest High School

Grade 11

TOURISM

JUNE 2023

NAME: _____

GRADE: _____

TEACHER'S NAME: _____

MARKS: 150

EXAMINER: Mrs M. Singh

TIME: 2 Hour

MODERATOR: Mr E. Naidoo

This table is for the marker. Please do not write on it.

Q1		
Q2		
Q3		
Q4		
Q5		
Total		
%		

INSTRUCTIONS AND INFORMATION:

Read the instructions carefully before answering the questions.

1. This question paper consists of FOUR sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. Show ALL calculations where necessary.
5. You may use a non-programmable calculator.
6. Use the mark allocation for each question as a guideline for the length of your answer.
7. Write neatly and legibly.
8. The table below is a guideline to help you divide your time according to each section.

SECTION	SUBJECT	MARKS	TIME (minutes)
A	Short questions	30	30
B	Cultural & Heritage Tourism, Marketing	30	30
C	Tourism sectors	50	30
D	Local, Regional and International Tourism	30	30
	TOTAL	150	120

SECTION A: SHORT QUESTIONS

QUESTION 1

Several possible options are provided as answers to the following questions. Write only the letter (A - D) next to the question number, for example 1.1.21. D

1.1.1 The main gateway to South Africa:

- A. Cape Town International Airport
- B. OR Tambo International Airport
- C. George Airport
- D. Chief Dawid Stuurman International Airport

1.1.2. This airport is classified as a military airport:

- A. Richards Bay Airport
- B. Umtata Airport
- C. Kimberley Airport
- D. Waterkloof Airport

1.1.3. The following is an example of a Budget Airline currently operating in South Africa:

- A. Mango
- B. Kulula
- C. Lift
- D. SAA

1.1.4. To save time, passengers can use the to check themselves on board a flight.

- A. Check-in counter
- B. Speed check-in kiosk
- C. Gate
- D. Security control point

1.1.5. There are certain items a passenger is not allowed to carry on a plane. This is known as

- A. baggage restrictions
- B. Baggage allowances
- C. hand luggage
- D. checked baggage

- 1.1.6 A hop-on, hop-off bus aimed at young people and backpackers exploring South Africa.
- A. Big Sky
 - B. City to City
 - C. Baz Bus
 - D. Springbok Atlas
- 1.1.7. This bus is for tourists wanting to explore all the wonderful attractions of Cape Town:
- A. InterCape
 - B. Baz Bus
 - C. City Sightseeing Cape Town
 - D. Citiliner
- 1.1.8. A popular urban commuter train used in Johannesburg:
- A. Metrorail
 - B. Grey Rail
 - C. Shosholoza Meyl
 - D. Cape Express
- 1.1.9. This class of travel on a train consist of basic seating which does not convert into beds.
- A. Tourist class
 - B. Business class
 - C. First class
 - D. Economy class
- 1.1.10. The top-speed of the Gautrain:
- A. 100 km/h
 - B. 160 km/h
 - C. 80 km/h
 - D. 200 km/h
- 1.1.11 The three anchor stations of the Gautrain is located at:
- A. OR Tambo International Airport, Pretoria and Johannesburg
 - B. Rosebank and Hatfield
 - C. Marlboro, Sandton and Centurion
 - D. OR Tambo International Airport, Hatfield and Pretoria

- 1.1.12. These cabins on a cruise ship is more expensive, and usually have separate living and sleeping areas:
- A. Outside cabins
 - B. Inside cabins
 - C. Suites
 - D. Balcony cabins
- 1.1.13. A facility that is only open once a cruise ship is sailing in international waters:
- A. Swimming pools
 - B. Library
 - C. Hot tub
 - D. Casino
- 1.1.14. A fee that is not included in the cruise ship fare:
- A. Medical services
 - B. Meals
 - C. Accommodation
 - D. Use of the gym
- 1.1.15. The main form of payment accepted when renting a vehicle:
- A. Credit card
 - B. Cash
 - C. EFT
 - D. ATM Payment

(15)

- 1.2. Match the description in Column B with the cultural group in Column A. Write only the letter next to the question number (1.2.1-1.2.5) in your answer book, for example 1.2.6. I

	COLUMN A		COLUMN B
1.2.1.	Zulu culture	A	Spicy curries is a popular food from this culture.
1.2.2.	Sotho culture	B	A reed instrument, called the umtshingoze, is often played by boys herding cattle.
1.2.3.	Afrikaner culture	C	A traditional hut is called a matjieshuis, which consists of a wooden framework covered with reed mats.
1.2.4.	Indian culture	D	The BaPedi and BaTswana people form part of this culture.
1.2.5.	Xhosa culture	E	Traditional homesteads consist of beehive shaped grass huts with mud and cow-dung polished floors.
		F	Traditional dishes are based on Malay cooking such as Bobotie.
		G	Known for traditional food such as milk tart and koeksisters.
		H	This culture's most famous dance is known as the stapdans.
		J	Beautiful hand-made pipes form part of this culture.

(5)

- 1.3. Choose the correct word (s) from those in brackets.

Write only the word (s) next to the question number (1.3.1-1.3.5).

- 1.3.1. Gaining information about your customer's wants and needs, is known as (market share / market research).

- 1.3.2. (Travel / Communication) costs form a large part of your marketing budget and consist of printing and internet costs.

- 1.3.3. (Local /Overseas) travel costs include costs such as visa expenses.

- 1.3.4. (Marketing Manager / Financial Managers) are in charge of compiling the company's marketing budget.

- 1.3.5. When a business uses a group of existing customers to brainstorm new ideas and concepts, it is known as a (focus / research) group.

(5)

- 1.4. Identify which market segment from the word block will suit each of the following holiday scenarios.
Write only the number (1.4.1.-1.4.5.) and your answer.

High-life enthusiasts	Well-to-do Mzansi-families
Spontaneous budget explorers	
Seasoned leisure seekers	New horizon families

- 1.4.1. Patrick takes his children to Robben Island to see the prison where Nelson Mandela was imprisoned.
- 1.4.2. Susan and Thabo travels to the The Sun Met at Kenilworth, a prestigious horse racing event.
- 1.4.3. The Rogers family takes their yearly vacation to the coast.
- 1.4.4. The Radebe family takes a week holiday staying in a 4-star hotel in the Drakensberg Mountains.
- 1.4.5. A group of students take a weekend getaway camping at the Vaal Dam. (5)

TOTAL SECTION A: [30]

SECTION B: CULTURAL AND HERITAGE TOURISM, MARKETING

QUESTION 2

- 2.1. Explain what is meant by the term cultural uniqueness. (1)
- 2.2. Name different elements of culture. (4)
- 2.3. In a short paragraph suggest how cultural attractions can promote domestic and international tourism. (4)
- 2.4. The term 'rainbow nation' was used to describe South Africans. Who introduced this term and what does this term mean? (3)
- 2.5. Name the organisation responsible for protecting South Africa's heritage (in full). (1)
- 2.6. Explain the difference between archaeology and palaeontology. (4)
- 2.7. Name THREE types of heritage sites protected by special heritage permits and protection regulations, other than archaeological and palaeontological sites. (3)

[20]

QUESTION 3

3.1. Identify the advertising technique used in the following scenarios. Also indicate whether it is above-the-line or below-the-line advertising. Copy the table in your answer book to complete your answer:

	Advertising technique	Above-the-Line Advertising / Below-the-Line Advertising
3.1.1		
3.1.2		
3.1.3		
3.1.4		
3.1.5		

- 3.1.1. A local art studio advertises an exhibition in the local town. (2)
- 3.1.2. A waiter recommends a bottle of wine to guests at a 5-star restaurant. (2)
- 3.1.3. A local pool business sponsors a local school with water bottles for their netball team. (2)
- 3.1.4. A national travel expo advertises to people all over the country. (2)
- 3.1.5. A new car wash uses a loyalty card to attract customers. (2)

[10]

TOTAL SECTION B: [30]

SECTION C: TOURISM SECTORS

QUESTION 4

- 4.1. Explain the following terms:
- 4.1.1. Transatlantic flight (1)
- 4.1.2. Transcontinental flight (1)
- 4.1.3. Chartered flight (1)
- 4.2. Outline the FOUR types of airports and places where aircraft can land. (4)
- 4.3. Look at the following airline schedule and answer the questions that follow:

REGIONAL						
CARRIER	FLIGHT	FREQUENCY	FROM	DEPART	TO	ARRIVE
SA	22	1 2 3 4 5 6 7	Johannesburg	10:30	Harare	12:05
SA	23	1 2 3 4 5 6 7	Harare	12:50	Johannesburg	14:30
SA	24	1 2 3 4 5 6 7	Johannesburg	19:40	Harare	21:15
SA	25	1 2 3 4 5 6 7	Harare	07:20	Johannesburg	09:00
SA	26	1 2 3 4 5 6 7	Johannesburg	14:50	Harare	16:25
SA	28 5 . .	Johannesburg	13:50	Harare	15:20
SA	29	1 2 3 4 5 6 7	Harare	17:10	Johannesburg	18:50
SA	29 5 . .	Harare	16:25	Johannesburg	18:05
SA	40	1 2 3 4 5 6 7	Johannesburg	10:50	Victoria Falls	12:25
SA	41	1 2 3 4 5 6 7	Victoria Falls	13:25	Johannesburg	15:05

<https://www.flysaa.com>

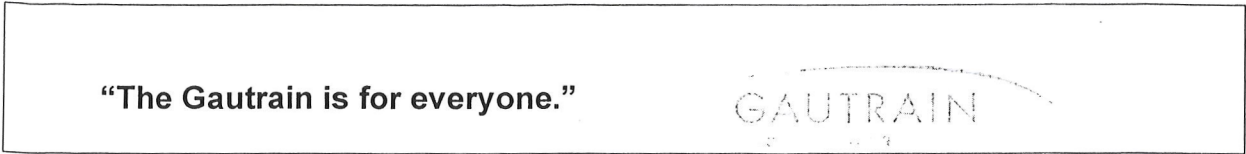
- 4.3.1. Explain what the numbers 1-7 under frequency represents. (2)
- 4.3.2. State the time a passenger will arrive when taking a flight from Johannesburg to Victoria Falls? (1)
- 4.4. Explain the boarding procedure at an airport. (4)
- 4.5. Explain what the following types of technology at airports are used for:
- 4.5.1. Biometric scanners (2)
- 4.5.2. Metal detectors (2)
- 4.6. Greyhound offers their customers luxurious bus services. Name TWO comforts you can expect to find on a Greyhound Bus. (2)
- 4.7. What information appears on a bus schedule? Name TWO items. (2)
- 4.8. Differentiate between a commuter and a tourist train. (2)

4.9. Write a Facebook post about the Blue Train. Include the following in your post:

- Meals available
- Dress code on board the train

(4)


4.10.



Evaluate this statement by referring to how the Gautrain is accessible to people with disabilities.

(4)

4.11. Look at the following cruise information and answer the questions that follow:

A black and white photograph showing a wide view of a coastline. In the foreground, there's a sandy beach or a wide road. In the middle ground, a large cruise ship is docked at a pier. The background shows a hilly coastline with buildings and trees. The overall scene is bright and clear.

R 8 866

<https://www.msccruises.co.za>

South Africa, 4 nights
MSC Splendida
Leaving from: Durban
Disembarkation port: Durban

Available date: 11Dec 23

4.11.1 Identify the ship used for this cruise.

(1)

4.11.2. Identify the departure date for this cruise.

(1)

4.11.3. Identify the city of departure.

(1)

4.11.4. Identify the date of return.

(1)

4.11.5. Calculate how much a couple would pay to go on this cruise.

(1)

- 4.12 Refer to the case study and car rental information and answer the questions that follow:

The Darcy Family rented a car from Group B. They rented the car for 10 days, and drove 2 300km. They used the super coverage insurance and also took out PAI. Mr and Mrs Darcy took turns driving.
They rented a car seat for their baby and also a GPS.

Standard Coverage				
Group	Vehicle	1-6 Days (price per day)	7-13 Days (price per day)	Additional km's
		100km free per day	150km free per day	
A	Renault Kwid	560	525	3,27
B	Volkswagen T-Cross	680	630	4,50
Super Coverage				
A	Renault Kwid	760	725	3,27
B	Volkswagen T-Cross	880	830	4,50
COSTS INCLUDED				
Tourism levy, CDW and TLW, co-payment excluded, 24 hours free roadside assistance.				
COSTS EXCLUDED				
Contract fee R85		GPS at R25 per day		
Additional drivers: R275 per driver		PAI at R55 per day		
Baby car seat: R50 per day		Airport surcharge: R950		

- 4.12.1. Use the information above to determine the total cost of the car rental. Use the table below to show all your calculations.

The Cost	Calculation	Total

(10)

- 4.12.2. Explain what is meant by the term "airport surcharge". (2)

- 4.12.3. Explain the penalty if Mr Darcy returned the car more than two hours late. (1)

[50]

TOTAL SECTION C: [50]

SECTION D: LOCAL, REGIONAL, AND INTERNATIONAL TOURISM

QUESTION 5 – Foreign Exchange

- 5.1 List three places where one can buy foreign exchange. (3)
- 5.2 Write out the following currency codes in full.
- 5.2.1 INR
 - 5.2.2 BWP
 - 5.2.3 HKD
 - 5.2.4 NZD (4)
- 5.3 Which country do the following currency symbols belong to:
- a) £
 - b) €
 - c) \$
 - d) R
 - e) ¥ (5)
- 5.4 Explain the following terms:
- a) Volatile
 - b) Fluctuate
 - c) Exchange Rate
 - d) Local currency
 - e) Foreign exchange bureau (5x2=10)

5.5 Given the following exchange rates. Convert the following scenarios below.

Currency	Three-letter code	Exchange rate
United states dollar	USD	1 USD = 7,6679 ZAR
Euros	EUR	1 EUR = 10,4037 ZAR
British pound	GBP	1 GBP = 11,9821 ZAR
Australian dollar	AUD	1 AUD = 7,4963 ZAR
Japanese Yen	JPY	1 JPY = 0,0984 ZAR
Canadian dollar	CAD	1 CAD = 7,2214 ZAR

- a) A tourist from the United States comes to South Africa with US\$100 that she would like to convert into rands. How much would she get? (2)
- b) A teenager has been sent €150 from a grandparent in Germany that he would like to convert into rands. How much would you give him? (2)
- c) A south African has come back from Australia with A\$200. How many South African rands would she get? (2)
- d) A businessman from Japan would like to convert ¥10 000 into rands. How many rands would you give him? (2)

[30]

TOTAL SECTION D: [30]

