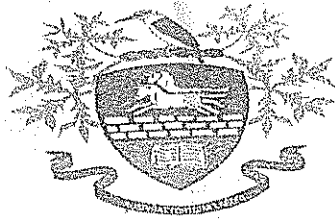


HILLCREST HIGH SCHOOL



TOURISM

GRADE 10

TIME: 2 HOURS

NOV EXAMINATION 2014

MARKS: 140

EXAMINER: MRS T WILD

MODERATOR Mrs M Singh

Instructions to candidates:

- (1) Ensure your full name and teacher's name are written on the top line of the answer booklet.
- (2) You may ONLY write with a blue or black pen.
- (3) This question paper has 5 Sections.
All the questions are compulsory.
You are required to answer all questions in the answer book provided.
- (4) Work neatly.
- (5) Start each section on a new page.
Leave a line between each answer
Rule off at the end of each question.
- (6) Remember to rule a margin on the right hand side of every page.
Do not write in this margin.

SECTION A (Short Questions)

Question 1

Choose the description in Column B which matches the word in Column A.

Write only the question number and the letter of the option you have chosen.

	COLUMN A	COLUMN B
1.1	Poachers	A. A person who travels away from home for leisure and relaxation
1.2	NGO	B. Tourists who visit places to enjoy the natural flora and fauna
1.3	Local community	C. A place where meals and refreshments are served.
1.4	Tour operator	D. A shop that sells local arts and crafts, gifts and mementoes for visitors.
1.5	Souvenior shop	E. A person that organizes tours and packages for travelers
1.6	Tourist	F. A plan used by a business to attract customers to their products or services.
1.7	Marketing	G. A non-profit voluntary group who all are interested in the same goals or project
1.8	Restaurant	H. A tourist who wants an inexpensive holiday where they need very little luggage.
1.9	Eco-tourism	I The people who live in a particular area
1.10	Backpacker	J. People who hunt animals illegally.

(10)

Question 2

Name each of the following organizations and explain their function:

- 2.1 TGCSA
- 2.2 SATSA
- 2.3 WWF
- 2.4 UNESCO
- 2.5 WHO

(10)

Question 3

Redraw the table below into your answer book and then complete the information for each of the methods of payment listed.

Payment method	1 Advantage	1 Disadvantage
Eg. ATM	Can be used outside banking hours	Accessible to criminals

3.1 Debit cards

3.2 Credit cards

3.3 Speed point machine

3.4 Internet banking

3.5 Travelers cheques

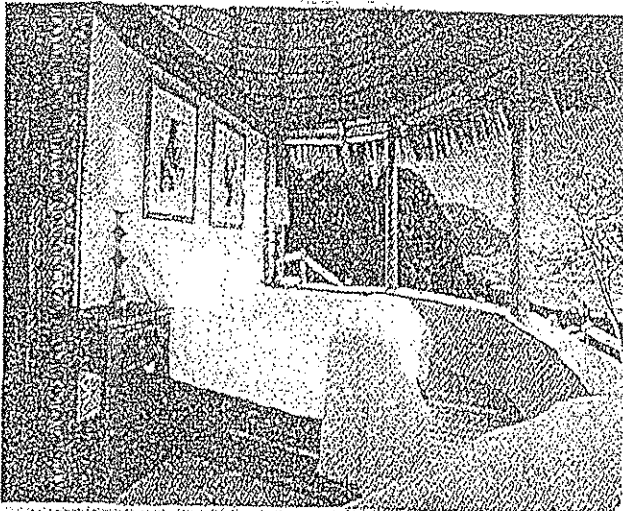
(10)

TOTAL FOR SECTION A: 30 MARKS

SECTION B: Tourism as an Integrated System

Question 4

Africa link have a team of eight members who would like to hold a conference for five days in Namibia. Whilst attending the conference they would like to continue conducting business after hours. One conference afternoon will be a leisure time for delegates.



SPELLBINDING ANCIENT LANDSCAPE

What & Where: Upmarket tented camp in Damaraland near Twyfelfontein

Accommodation: 12 elevated tents with en suite facilities and private viewing decks; 1 thatched suite with butler services, private lounge and dining areas, satellite TV, open air bush bathroom; 1 luxury room

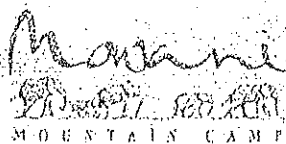
Facilities: Swimming pool, communal lounge, inside and outside dining areas, bar, waterhole

Tours & Activities: Guided nature drives, Bushman engravings and paintings at Twyfelfontein, Petrified Forest tours, unique geological features including the Organ Pipes and Burnt Mountain

Additional: Airstrip

The still-like supports of the tents ensure that very little excavation was needed to create this special oasis. Much care has been taken with the design of the public areas, creating the impression of an African Village.

tel: +264 (0)61 232 009
 fax: +264 (0)61 222 574
 mowani@visionsof africa.com.na
 www.mowani.com



MOKUTI LUXURY MEETS ETOSHA SPIRIT

What & Where: Hotel on eastern ridge of Etosha National Park, one of the most spectacular game parks in Africa

Accommodation: Thatched chalets with en suite bathroom, air-conditioning, satellite TV, ceiling fan, fridge, lock-up safes.

Facilities: Full service à la carte restaurant, bar, swimming pools, game room, curio shop, tennis courts

Business Services: Fully equipped business centre with internet access; conference facilities accommodate up to 160 delegates

Tours & Activities: Guided game drives, walking trails, bird watching, hiking

Additional services: Private airstrip with night landing facilities

Escape routine. Escape to Africa. Escape to Mokuti Lodge.

tel: +264 (0)67 229 084
 fax: +264 (0)67 229 091
 mokuti.reservation@oliftra.com.na
 www.namibsunhotels.com.na



MOKUTI LODGE
 Namibia

Study the information provided in the adverts for Mowani Mountain camp and Mokuti Lodge and then answer the following questions:

- 4.1 Suggest which accommodation establishment would best suit Africa Link's needs and give 3 reasons for your answer. (4)
- 4.2 Identify two tourist attractions / activities near their accommodation that they could take part in on their leisure afternoon. (2)
- 4.3 The company has budgeted R700.00 pppd for accommodation.
Calculate the total cost for accommodation for the team. (2)
- 4.4 Explain the difference between activities and facilities. (2)
- [10]

Question 5

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]

[Names have been changed to protect people and airlines.]

- 5.1 Give one reason why Springbok Airline wouldn't allow Nelly on board their aircraft. (1)
- 5.2.1 Is Nelly a special needs client? (1)
- 5.2.2 Name another example of a special needs client from your own knowledge (2)
- 5.3 Explain TWO reasons why airlines limit the number of disabled passengers on their flights. (2)
- 5.4 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)
- 5.5 An airline used this incident to their advantage. Identify and explain how this airline benefited from this incident. (1 + 2 = 3)
- 5.6 If you were Nelly's mother, would you have contacted the newspapers? Give a reason for your answer. (2)
- [15]

Question 6

Greg has inherited land on the Transkei coast from his grandmother. The beach is sheltered with safe swimming, a coral reef enclosing part of the bay and a perfect surf break.

A natural spring on the mountain behind the camp forms a small stream which runs through the camp and then cascades over the cliff into the sea. There are three rondavels which have no electricity or running water and only very basic furniture. Greg approaches you as a tourism marketing expert to help him with a plan to develop his land as a tourist attraction.

- 6.1 Using the 5 P's of the marketing mix, draw up a profile for Greg's tourism business. (5 × 2 = 10)
- 6.2 Mention 5 characteristics of the type of tourist Greg should be targeting with his advertising. (5)
- [15]

TOTAL FOR SECTION B: 40 MARKS

SECTION C (Tourism Geography and travel trends)

Question 7

Choose a word from the box below which will complete each of the sentences that follow. Write only the question number and the word you choose.

Drakensburg	Langeburg	Richards Bay	King Shaka
Russian	N 1	N 2	
Limpopo River	Orange River	N 3	

- 7.1 is a harbour on the east coast of South Africa, north of Durban.
- 7.2 forms the border between South Africa and Zimbabwe.
- 7.3 The mountains form a natural barrier between South Africa and Lesotho.
- 7.4 The major road between Durban and Johannesburg is known as the (4)

Question 8

A group of Grade 10 learners from Ladysmith have received a sponsorship from the Department of Arts, Culture and Tourism to take a 10 day tour. They will depart from Ladysmith and visit the following cities - Ladysmith, Port Elizabeth, Queenstown, Bloemfontein and Johannesburg before returning to Ladysmith.

- 8.1 Which three provinces will the students travel through (excluding their own) during their tour? (4)
- 8.2 Using the distance table on the next page, calculate the total distance they will travel during their tour in kilometers. Show ALL your calculations. (6)

	Bloemfontein	Cape Town	Durban	East London	George	Grahamstown	Johannesburg	Kimberly	Ladysmith	Polokwana	Port Elizabeth	Pretoria	Queenstown	Tzaneen	Umtata	Welkom
Bloemfontein	-	998	667	575	764	570	417	175	436	586	635	475	364	837	576	153
Cape Town	998	-	1660	1042	436	873	1405	960	1429	1736	756	1463	956	1825	821	1146
Durban	667	1660	-	667	1240	796	598	842	231	929	686	656	661	856	436	582
East London	575	1042	667	-	630	185	992	750	748	1323	300	1050	211	1373	235	728
George	764	436	1240	630	-	465	1171	762	1203	1499	335	1229	626	1668	880	457
Grahamstown	570	873	796	185	465	-	999	667	877	1318	130	1057	206	1401	360	733
Johannesburg	417	1405	598	992	1171	999	-	467	367	331	1075	58	780	420	869	287
Kimberly	175	960	842	750	762	667	467	-	566	805	743	530	539	894	747	329
Ladysmith	436	1429	231	748	1203	877	367	566	-	657	1008	425	742	625	967	364
Polokwana	586	1736	929	1323	1499	1318	331	805	657	-	854	273	1111	89	731	604
Port Elizabeth	635	756	686	300	335	130	1075	743	1008	854	-	1133	330	1482	545	788
Pretoria	475	1463	656	1050	1229	1057	58	530	425	273	1133	-	838	362	924	345
Queenstown	364	956	661	211	626	206	780	539	742	1111	330	838	-	1095	225	517
Tzaneen	837	1825	856	1373	1668	1401	420	894	625	89	1482	362	1095	-	1042	811
Umtata	576	821	436	235	880	360	869	747	967	731	545	924	225	1042	-	680
Welkom	153	1146	582	728	457	733	287	329	364	604	788	345	517	811	680	-

8.3 The group want to explore some local heritage sites while on this tour.

8.3.1 Name the organization the students can email to request information about local heritage sites in South Africa.

Write out the name in full.

(1)

8.3.2 What is meant by the term 'local heritage site'?

(2)

8.3.3 State one criterion that has to be met for a site to be declared a local heritage site.

(2)

8.3.4 Name any local heritage site in your area.

(1)

[16]

Question 9

Your cousin who lives in Australia has never visited South Africa and is very excited about her forthcoming trip to visit her family. She would love to experience some of the beautiful attractions we have on offer.

Write a letter to your cousin (no addresses required) telling her about our spectacular world heritage sites. Your discussion must include 2 natural and 2 cultural sites. Your description must be convincing, displaying knowledge of these attractions.

Your layout should be as follows :

Introduction (2)

Each WHS in a new paragraph (4 x 3)

Conclusion (1) [15]

TOTAL FOR SECTION C: 35 MARKS

SECTION DQuestion 10

NANDO'S

The great taste of peri-peri

A CAREER AS A
Restaurant Manager

To be a restaurant manager you can enter through studies, work experience or a combination of both. At Nando's we offer learnerships and graduate programmes for school leavers to get a balance of both classroom training and work experience. Nando's also run internal training programmes to develop staff. Great people skills are the most important skill required. Management activities also include managing the team and finances. You need to be a good communicator and be able to work under pressure. You also need to be able to pay attention to details.

- 10.1 From the extract above name FOUR skills, (other than communication skills), that a restaurant manager should have in order to deliver good service. (4)
- 10.2 Explain why "great people skills" is such an important skill for all managers in the service industry. (3)
- 10.3 Name two ways you can become a restaurant manager. (2)
- 10.4 All employees at Nando's have an employment contract. Provide one reason why it is important why this is important. (2)
- 10.5 Name one institution where one can train to be a chef. (1)

[12]

Question 11

11.1 In the tourism industry it is important to understand the culture of your clients to ensure excellent customer care. Read the scenario's below and suggest how you would respond to the individual needs of each tourist to ensure good customer service.

11.1.1 A tourist from China who doesn't shake hands when he meets you.

11.1.2 A Muslim tourist visits your establishment as part of a larger group.

11.1.3 A Hindu tourist who doesn't eat beef.

11.1.4 A disabled tourist in a wheel chair.

11.1.5 A very young child traveling alone on an international flight. (5)

11.2 Read the paragraph below and answer the questions that follow

The Matthews family of four have been saving for 2 years to go on a special holiday to Cape Town. They arrive at their hotel and as the receptionist is busy sorting out their reservation the phone rings. She answers the phone and engages in a conversation which lasts for 6 minutes. During the call she speaks ill of another staff member.

She returns to the family and completes their booking in. She then hands them their room key and leaves the front desk. There is still a long line of guests waiting to book in.

When they have eventually find their room, the family are bitterly disappointed to see that the room is in a very bad condition. The beds have not been made, the rooms smell stale and are very dirty.

11.2.1 Would you describe the service by the receptionist as poor, satisfactory, good or excellent? (1)

11.2.2 How will her behaviour impact on the profitability of the hotel? (2)

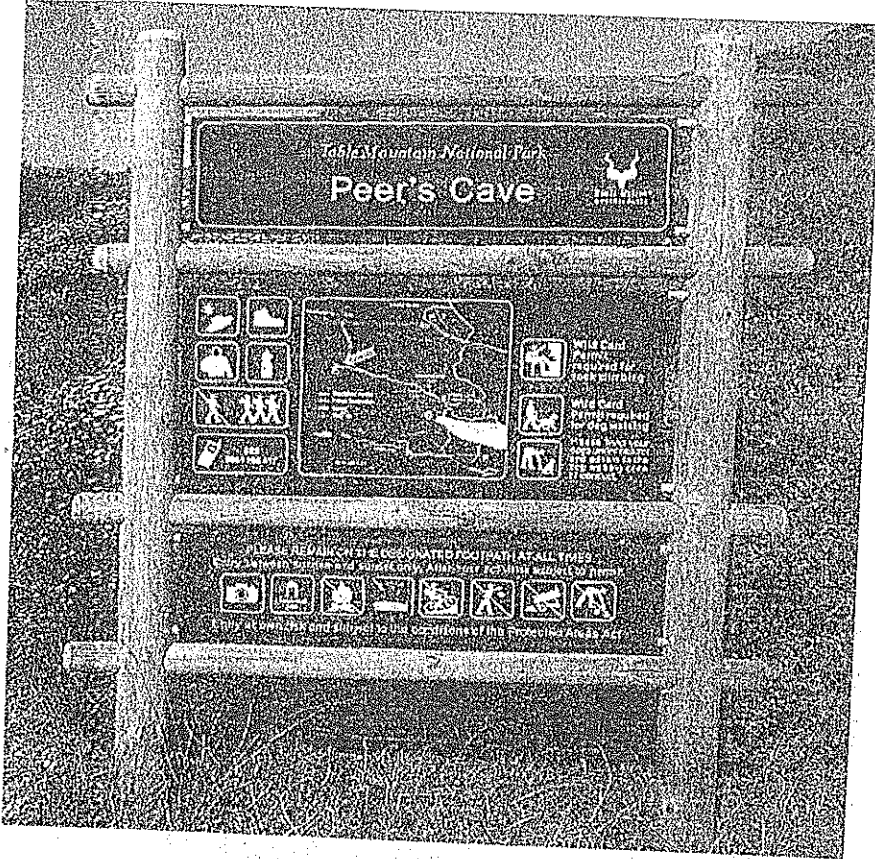
11.2.3 Two other service areas in the hotel caused distress to the family. Which are they and mention one way in which each could be improved. (4)

11.2.4 You are the manager of the hotel and have been called to meet with Mr and Mrs Matthews and their children. Discuss three ways in which you could deal with their complaints. (6)

Question 12

Look carefully at the picture of the tourist sign for Peers cave on the next page. List five important pieces of information that are indicated on the sign for hikers on the trail.

(5)



TOTAL FOR SECTION D: 35 MARKS