

HILLCREST HIGH SCHOOL

NOVEMBER 2015

TOURISM

MARKS 150

GRADE 11

TIME: 2 HOURS

EXAMINER SINGH

MODERATOR RAMSOUT

INSTRUCTIONS

WRITE ONLY IN BLUE/BLACK PEN

ANSWER ALL QUESTIONS

START EACH SECTION ON A NEW PAGE

LEAVE A LINE AFTER EACH QUESTION

SECTION A
QUESTION 1

SHORT QUESTIONS
MULTIPLE CHOICE

Various possible answers have been provided for the following questions.
Choose the correct answer. Write only the letter.

- 1.1. This country does not have a coastline.
- A South Africa
 - B Namibia
 - C Lesotho
 - D Angola
- 1.2. This is not a Global Distribution System
- A. Amadeus
 - B Galileo
 - C. Sabre
 - D Safari
- 1.3. To analyse data that has already been published is
- A primary research
 - B secondary research
 - C market research
 - D primary market research
- 1.4. Lake Kariba is shared by
- A Zimbabwe and Malawi
 - B Zambia and Mozambique
 - C Zimbabwe and Mozambique
 - D Zambia and Zimbabwe
- 1.5. The Shot Left campaign is a strategy that promotes
- A domestic tourism
 - B international tourism
 - C regional tourism
 - D both A and B

- 1.6. The term inbound international tourist refers to
- A tourist who live in S.A. but visit other countries
 - B all tourists travelling in their country.
 - C all tourists visiting S.A.
 - D none of the above
- 1.7. The organization that is responsible for declaring national world heritage sites.
- A UNESCO
 - B RETOSA
 - C SAHRA
 - D NAPTOSA
- 1.8. Illegal killing of rhino for example is
- A culling
 - B poaching
 - C endangered
 - D extinct
- 1.9. This type of technology requires a computer,telephone and a modem
- A internet
 - B fax machine
 - C scanner
 - D printer
- 1.10. The unit of currency a tourist would use in France is
- A euro
 - B British pound
 - C French franc
 - D dollar

(10)

- 1.2. Provide the names of the information technology or equipment shown below.

1.2.1.



1.2.2.



1.2.3.



1.2.4.



1.3. Match the SADC country in Column A with the correct capital city in Column B.

COLUMN A	COLUMN B
1.3.1. Angola	a. Lilongwe
1.3.2. Botswana	b. Harare
1.3.3. DRC	c. Port Louis
1.3.4. Lesotho	d. Luanda
1.3.5. Malawi	e. Gaborone
1.3.6. Mauritius	f. Kinshasa
1.3.7. Zimbabwe	g. Maseru
1.3.8. Swaziland	h. Maputo
1.3.9. Seychelles	i. Mbabane
1.3.10. Mozambique	j. Victoria

1.4. Name the currency that is used in the following countries.

- 1.4.1. Botswana
- 1.4.2. Japan
- 1.4.3. Germany
- 1.4.4. Canada
- 1.4.5. Mauritius
- 1.4.6. Hong Kong
- 1.4.7. Botswana
- 1.4.8. England

(8)

1.5. State whether the following statements are TRUE or FALSE.

- 1.5.1. The Lanseria airport is in K.Z.N.
- 1.5.2. Another word for luggage is cargo
- 1.5.3. Iberia airlines is the carrier for Spain
- 1.5.4. Qantas airlines is the carrier for Germany
- 1.5.5. A carousel is where you find lost property
- 1.5.6. You can find banking facilities in the airport terminal
- 1.5.7. After you have checked in you will receive a boarding pass
- 1.5.8. Life jackets on an aircraft are located in the overhead luggage compartment

(8)

TOTAL SECTION A
40 MARKS

SECTION B
QUESTION 2

CASE STUDIES



Careers in green tourism and green jobs have increased in demand because of the increase in awareness about the planet. More people are supporting environmentally friendly and green businesses, which is of benefit to the tourism industry.

It has been found that tourists are willing to spend more to stay at an environmentally-friendly accommodation. As a result of this consumer trend businesses and entrepreneurs have noted the profitability of going green. This has led to an increase in green tourism jobs.

You're probably wondering what kinds of jobs exist in this field. Being a tourist guide is one such job that gives you the opportunity to connect with a wide range of people. You can educate them about environmental issues and what they can do about it.

Being a tourist guide can hardly be called a job as very few jobs allow you to enjoy scenic walks and showcase the beauty of your country. Being a tourist guide is definitely an enjoyable job, but it is also one of great responsibility.

If you wish to get started in this career, you can study Natural Sciences, Tourism, Hospitality Studies or Communication Studies.

- 2.1. Beside being a tour guide give ONE other example of a green tourism job. (1)
- 2.2. Explain why it is necessary for the tourism industry to Go Green. (2)
- 2.3. State TWO personal characteristics that a tourist guide needs in order to work effectively. Write full sentences to explain this. (2)

- 2.4. State TWO responsibilities of a tour guide. (2)
- 2.5. There are many advantages of being a tour guide. Name ONE travel benefit. (2)
- 2.6. Write out the acronym in full that controls and protects endangered species. (2)
- 2.7. What is the difference between a tour guide and a tour leader. (2)

QUESTION 3

Read the case study below and answer the questions that follow.



COMMUNITY WORK



As community members we are actively involved in a range of development projects in the village.

We have helped the community start a number of 100% community owned and run businesses including horse riding, canoeing, fishing, guiding, baking, sewing, cooking, wood-carving and environmental protection projects. These have created jobs and income for 33 families over and above those employed directly at the lodge.

Obviously many of these businesses are still in the early stages and are not always as professional as you would find in the big cities - no one in our village had any experience of tourism prior to 2004. But everyone puts their heart and soul into their new venture and as a result there is a unique, fresh edge to these activities.

We have run a range of fantastic HIV awareness programs and voluntary counselling and testing days. The community is undergoing intensive training on organic farming in order to improve nutrition and create surpluses that can be sold to the lodge restaurant. We have built a seedling nursery that is owned and run by members of the community selling vegetable seedlings to the surrounding communities. We also now have a community-owned, irrigated, organic vegetable farm, which supplies the lodge with much of its fresh veggies.

We are now about to embark on our most ambitious project: rehabilitating our local mud school, which collapsed recently.

All the above projects are housed and managed under our new Non-Profit organisation: the Bulungula Incubator.

- 3.1. Explain how Bulungula Lodge has involved the community in their venture. (2)
- 3.2. Is there a partnership between the lodge and the local community?
Motive your answer. 2 x 2 (4)
- 3.3. Suggest how this partnerships benefits both the owners of the lodge and the locals. (3)
- 3.4. List two social programs the lodge has become involved in that has benefited the community. (2)
- 3.5. Identify one cultural product from the extract that can be used to market S.A. as a unique destination. (2)
- 3.6. All the information in the extract has been taken from the Bulungula website. Do you think this is an appropriate marketing tool? Give a reason for your answer. (3)
- 3.7. Bulungula belongs to the Backpackers Association of S.A. How does this benefit the lodge? (2)
- 3.8. Suggest two other methods the lodge can use to market their business. (2)
- 3.9. List two marketing costs. (2)

QUESTION 4

State whether the following are above the line or below the line promotions.


- 4.1. ring tones and music videos on cell phones help to promote a music video very cheaply.
- 4.2. A soft drink company organized an inter school cricket event for 425 schools across 14 cities.
- 4.3. A holiday resort places a poster in a supermarket and invites the first five families who contact them to visit the resort for a free weekend.
- 4.4. A representative of a university addresses learners at a school about the advantages of going to his university.
- 4.5. Learners are standing at busy intersections handing out flyers that advertise a school sport event to passing motorists.

(5)

TOTAL SECTION B
40 MARKS

SECTION C

QUESTION 5



SEADREAM YACHT CLUB is a family owned company that offers a sense of style and comfort that is obvious from the minute the Captain welcomes you aboard. With a maximum of 56 couples and an award-winning crew of 95, you can expect to feel as if you were in fact on your own private yacht.

SEADREAM'S twin mega-yachts, SEADREAM I and SEADREAM II offer five to fourteen day Caribbean and Mediterranean yachting voyages. The elegant twins call on smaller, more intimate yachting ports and often feature overnight stays to enjoy the nightlife just as you would on your own private yacht.

SEADREAM is highly inclusive. Your tariff includes open bar with select premium spirits, award winning gourmet cuisine and service, gratuities, Water Sports from the yacht's marina, mountain bikes and more -- play a round of golf from 36 famous courses in our Golf Simulator.

Relax during the day or night on the specially designed Business Dream Beds, offering unobstructed views of the sea. Enjoy your favourite cocktail in the Top of the Yacht Bar while enjoying 360-degree views. Indulge your senses at the SEADREAM Spa, member of the Thai Spa Association and the only one of its kind at sea.

SEADREAM offers guests well appointed all ocean view staterooms. Select from the finest Belgian linens, down duvets and pillows. Enjoy the marble lined bathroom with multi jet shower massage and Bulgarian® bath amenities.

Experience an intimate, friendly, relaxing and romantic yachting experience. Remember "It's Yachting not Cruising!"

Source: 2010 Cruise Lines International Association

- 5.1. Identify FOUR facilities available in the Sea Dream Yacht Club. (4)
- 5.2. From the extract identify TWO services provided by this club. (4)
- 5.3. Suggest THREE reasons why excellent service delivery by the Yacht club will attract more foreigners to S.A. (6)

QUESTION 7

EXAMINE THE FOLLOWING ADVERT

Food and Beverage Manager – Magoebaskloof APPLY NOW

Description:

- Ensure that all F&B staff projects a good image. This being efficiency, courtesy, helpfulness, appearance and cleanliness.
- Ensure that the F&B staff always wears uniform (including smiley badges and name badges) and their appearance is fresh and hygienic.
- Ensure that Orion Brochures, rate sheets and maps are neatly on display
- Ensure that reception areas are clean and neat at all times (including any flower arrangements)
- Follow the companies disciplinary procedures as and when required
- Ensure that the correct levels of discipline are being maintained at all times by all employees
- Treat your subordinates in a respectful and polite manner
- Ensure that guests queries and complaints are being dealt with in an efficient, prompt and courteous manner, thus achieving guest satisfaction
- Ensure that the General Manager is made aware of all complaints by enforcing the use of the complaints register.

-Ensure that all new employees sign the contract of employment and the code of conduct

Skills/Requirements:

- Matric
- Hotel School Diploma
- Minimum of 2 years exp as assistant or 1 year as F&B manager

- Reference: LS 49519 1003
- Salary: R15000
- Country: South Africa
- Province: Limpopo
- Date Posted: 10 Jun 2011
- Employer type: Hotel

- 7.1. Give the name of the position advertised. (1)
- 7.2. From the extract identify TWO responsibilities of the post. (2)
- 7.3. What are TWO requirements for the above post? (2)
- 7.4. Explain the importance of employees signing the following documents as highlighted in the advert.
- Code of conduct (2)
- contract of employment (2)

TOTAL SECTION C
40 MARKS

SECTION D
QUESTION 8

Read the article below and answer the questions that follow.

The Achilles heel of service delivery

By: Chris Moerdyk

With security having been stepped up at major international airports, there is no question now that the brand images of many countries that rely on tourism and foreign investment are being tarnished (destroyed). Although airport security is a problem worldwide, from a marketing point of view, an enormous opportunity awaits the country that is prepared to work really hard at maintaining security and still make visitors feel less like criminals.

It struck me on a recent visit to Mauritius to have a look at what has made that country a world leader in tourism service delivery, that airport hassles on departure quickly make one forget all the great service of the past few days or weeks.

National pride

Any South African who has visited the leading hotels, restaurants and shopping centres of Mauritius will have experienced the phenomenal level of service delivery. Finding the reason is not difficult. It is nothing more than national pride mixed with enormous competition.

It is a country where the customer really is king.

But, when it came to leaving the country, the airport was in complete shambles. In my opinion, a completely unnecessary shambles. One queue of passengers stretching right outside the airport building and spilling over on to the pavement outside. Then another single queue for another security check, then a queue again to check in luggage, then another long queue to go through passport control.

Familiar scenario

Sound familiar? It's just like O.R Tambo International on any given evening.

There is a huge opportunity for those who are charged with the marketing of brand South Africa to start engaging the people who run our airports. To persuade and if necessary, bully them into making a plan.

It strikes me that with the airport business very much a business now, even in spite of the huge airport taxes that travellers pay, there is a reluctance for companies like ACSA to actually put in enough people to handle the crowds. Why can't all the check in booths be manned at peak hours?

Source: www.bizcompunity.com

- 8.1. Explain how increasing tourism arrivals to a country contribute to the country's GDP. (3)
- 8.2. Write out the acronym GDP. (2)
- 8.3. Tourism has been the main contributor to the GDP in the last three years. Explain what this means and say how this has had a positive impact on the country's economy and the people of S.A. (4)
- 8.4. According to the writer what is the main reason for discontentment at airports today?
Provide TWO solutions for this problem. (3)
- 8.5. Mauritius has been able to succeed as a major tourist destination even though they have similar problems. Discuss how they have been able to do this. (2)
- 8.9. As the owner of an accommodation establishment in S.A. Explain how you are affected because of poor service delivered by ACSA.
- 8.10. List two functions of ACSA. (2)
- 8.11. Name two stakeholders you would contact to address your situation. (2)
- 8.12. How would you define service excellence? (2)

TOTAL SECTION D
20 MARKS