

Hillcrest High School



TOURISM GRADE 11 : 2018

TIME : 2 HOURS

MARKS : 170

EXAMINER : MRS M. SINGH
MODERATOR : MR B. HOPKINS

~~~~~

### INSTRUCTIONS and INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FOUR sections.
2. ALL questions are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. It will be to your advantage to show all calculations.
6. Round off your calculations to two places after the decimal point.
7. Write neatly and legibly.

**SECTION A: SHORT QUESTIONS****QUESTION 1**

1.1 Four options are provided as possible answers to the following question. Choose the answer and write only the letter (A-D) next to the question number (1.1.1 – 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 A

- 1.1.1 A luxury safari train that offers journeys to neighbouring SADC countries:
- A Umgeni Steam Railway
  - B Blue Train
  - C Rovos Rail
  - D Shongololo Express
- 1.1.2 Effective verbal communication includes .....
- A varying the tone of your voice
  - B fidgeting
  - C making use of a variety of hand gestures
  - D using jargon
- 1.1.3 An itinerary that is prepared for a specific customer according to his/her needs.
- A General itinerary
  - B Scheduled tour
  - C Inclusive tour
  - D Personal itinerary
- 1.1.4 The Royal Hills of Ambohimanga located in ....., is an archaeological site that contains a ruined city, burial sites and various sacred places.
- A Seychelles
  - B Mozambique
  - C Madagascar
  - D Malawi
- 1.1.5 The rate at which one currency is exchanged for another:
- A Currency fluctuations
  - B Rate of exchange
  - C Bank buying rate
  - D Bank selling rate

Please turn over

- 1.1.6 The capital of Angola is .....
- A Benguela
  - B Kwanza
  - C Kissama
  - D Luanda
- 1.1.7 The preferred method of payment when a person rents a vehicle:
- A Cash
  - B Debit card
  - C Credit card
  - D Cheque
- 1.1.8 All of the following are examples of print media except .....
- A newspapers
  - B meander maps
  - C the internet
  - D flyers
- 1.1.9 The monetary unit used by Japan:
- A ¥
  - B €
  - C £
  - D \$
- 1.1.10 The Kahuzi-Biega National Park World Heritage Site, is home to some of the last remaining populations of Eastern lowland gorillas in the wild and is located in .....
- A Angola
  - B the Democratic Republic of Congo
  - C Botswana
  - D Zambia
- 1.1.11 Which of the following need not be taken into account when planning a tour?
- A Budget of the tourist
  - B Trip motivator
  - C Accommodation needs of the tourist
  - D The tour code allocated by the travel agent

Please turn over

- 1.1.12 Employees in the tourism industry should be aware of religious requirements. Hindus are forbidden to eat .....
- A beef
  - B fish
  - C eggs
  - D all of the above
- 1.1.13 A hop-on, hop-off semi luxury bus service especially designed for backpackers
- A Baz bus
  - B Greyhound
  - C Riksha bus
  - D Intercap
- 1.1.14 The process of offering well-reasoned opinions about the work of others:
- A Discretion
  - B Constructive criticism
  - C Negative criticism
  - D Personal insult
- 1.1.15 RETOSA is the acronym for the .....
- A Regional Tourist Organisation of South Africa
  - B Regional Tourism Organisation of Southern Africa
  - C Regional Tourism Organisation of South Africa
  - D Regional Tourist Organisation of Southern Africa

[15 x 2] [30]

Please turn over

- 1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A-G) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK, for example 1.2.6 H

| COLUMN A |                                                                              | COLUMN B |                         |
|----------|------------------------------------------------------------------------------|----------|-------------------------|
| 1.2.1    | A flight from London, United Kingdom to Washington, United States of America | A        | Regional flight         |
| 1.2.2    | A flight from Johannesburg, South Africa to Cairo, Egypt                     | B        | Domestic flight         |
| 1.2.3    | A flight from Windhoek, Namibia to Harare, Zimbabwe                          | C        | Transatlantic flight    |
| 1.2.4    | A flight from Frankfurt, Germany to Tokyo, Japan                             | D        | Connecting flight       |
| 1.2.5    | A flight from Harare, Zimbabwe to Victoria Falls, Zimbabwe                   | E        | Intercontinental flight |
|          |                                                                              | F        | Transcontinental flight |
|          |                                                                              | G        | Chartered flight        |

[5 x 1] [5]

- 1.3 Choose the correct word from those given in brackets. Write only the word next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK.

- 1.3.1 A licensed travel agent arranging a flight for a client from Johannesburg to New York will access (Micro-Fidelio Opera / Galileo).
- 1.3.2 The South African Airways internet website [www.flysaa.com](http://www.flysaa.com) is an example of a (GDS/CRS).
- 1.3.3 The computerized reservation tool (Amadeus/Worldspan) was created by a group of European airlines.
- 1.3.4 The term GDS stands for (Global Distribution Strategy/Global Distribution System).
- 1.3.5 A (tourist/travel agent) will most likely make use of a toll-free number to access a travel provider's CRS.

[5 x 1] [5]

Please turn over

- 1.4 Choose a word(s) from the list that matches the descriptions below. Write only the word(s) next to the question number (1.4.1 – 1.4.5) in the ANSWER BOOK. You may only use a description once.

Metro Rail offices / baggage areas / listen to music / 6 km/h / 3 km/h / website / stations / level boarding facilities / eat

- 1.4.1 While on the Gautrain passengers may not .....
- 1.4.2 The Gautrain accommodates mobility impaired passengers by means of .....
- 1.4.3 The Gautrain will be stopped automatically if the train should travel above the speed limit.
- 1.4.4 By scanning a QR code a passenger can gain access to the Gautrain's .....
- 1.4.5 Gautrain Gold Cards can be purchased at .....

[5 x 1] [5]

- 1.5 Give ONE word/term for each of the following descriptions. Write only the word/term next to the question number (1.5.1 – 1.5.5) in the ANSWER BOOK.

- 1.5.1 The variety of cultures and abundance of attractions tourists may enjoy in South Africa.
- 1.5.2 Stories or fables passed down from one generation to the next in specific cultures.
- 1.5.3 A mass of stone that has reached the earth from outer space and has survived its impact with the earth's surface.
- 1.5.4 Valued items and/or practices such as historic buildings and cultural traditions that have been passed down from previous generations and form part of the history of a cultural group or a nation.
- 1.5.5 The remains or impression of a prehistoric plant or animal embedded in rock.

[5 x 1] [5]

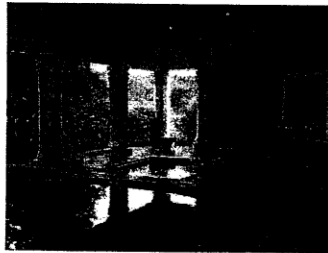
**TOTAL SECTION A : 50**

Please turn over

**SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE****QUESTION 2**

2.1 Study the extract below and answer the questions.

**Leeuwenhof Country Lodge & Garden Spa**



Spoil yourself and your partner with a relaxing one or two night stay at the Leeuwenhof Country Lodge & Garden Spa, nestled at the foot of the Waterberg Mountains amidst abundant blessings of nature, a 90 minute drive from Pretoria.

**Two night stay special**

For only R3795, enjoy a two night stay for two in the luxury Prestige Bedroom. The package includes: dinner, bed and breakfast, the use of the spa facilities, game drive and one of the many spa treatments on offer.

**Stay for 3 nights and save 50% on the 3<sup>rd</sup> night.**

For accommodation in a suite or a giant tent with a Jacuzzi, the package will be R3000 per couple for one night of R5000 for two nights.

Tel: (014) 717 9811 / 9812 or 087 803 5873/4

Contact Person: Helena

Validity of offer: Till 31 May 2014; booking essential and is subject to availability.

[Source: <http://www.sahiddentreasures.co.za>]

- 2.1.1 Identify the type of tourist who would like to make use of this special offer. [1]
- 2.1.2 Name TWO facilities and or services that are included in this special offer. [2x1] [2]
- 2.1.3 Name TWO facilities and or services that are excluded from the price of this special offer. [2x1] [2]

Please turn over

- 2.1.4 Advise a potential tourist on what to pack when making use of this special offer. [1]  
[6]

### QUESTION 3

- 3.1 Read the scenario below and answer the questions.

Ms Jones is planning an overseas holiday to Italy and England. She has never travelled internationally before and is unsure of how to go about exchanging her South African rand, for the currencies that she will need.

- 3.1.1 Identify TWO foreign exchange facilities where Ms Jones can exchange her local currency for foreign currency, before her departure. [2x1] [2]
- 3.1.2 Ms Jones is unsure of the concept of an *exchange rate*. Explain this concept to her. [2]
- 3.1.3 Ms Jones has been warned that fluctuations could have an effect on her foreign exchange transaction. Explain what fluctuations are with regard to a foreign exchange transaction. [2]
- 3.1.4 Discuss ONE way in which the money that Ms Jones will be spending in a village in Italy, will be of benefit to the local population. [2]
- 3.1.5 Use the currency rate sheet below to assist you in answering the following questions.

| Foreign currency     | Currency Code | Bank Buying Rate | Bank Selling Rate |
|----------------------|---------------|------------------|-------------------|
| British Sterling     | GBP           | 17,7917          | 18,5295           |
| Euro                 | EUR           | 13,8899 x        | 14,4923           |
| United States Dollar | USD           | 10,9395          | 11,2645           |

- (a) Ms Jones would like to exchange ZAR8 500 to spend in Italy. Calculate the total amount of foreign currency that she will receive by using the Bank Selling Rate. [3]

Please turn over

- (b) Before her departure Ms Jones exchanged ZAR11 500 for the currency that she will need in England. On her return to South Africa she has £75,00 left over and would like to exchange this amount for the local currency.

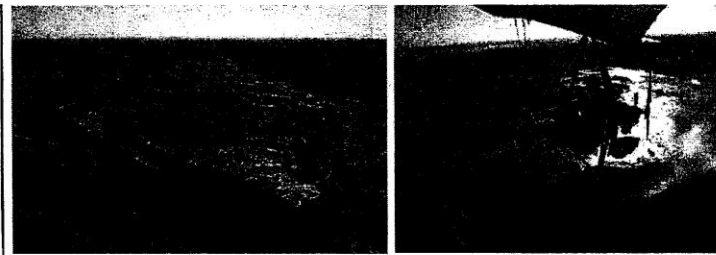
Calculate the total amount of local currency that she will receive using the Bank Buying Rate.

[3]

[14]

- 4.1 Read the information below and answer the questions.

#### Victoria Falls



The Victoria Falls constitutes one of the most spectacular natural wonders of the world. The local people call it "Mosi-oa-Tunya". The Victoria Falls is 1708 meters wide, making it the largest curtain of water in the world.

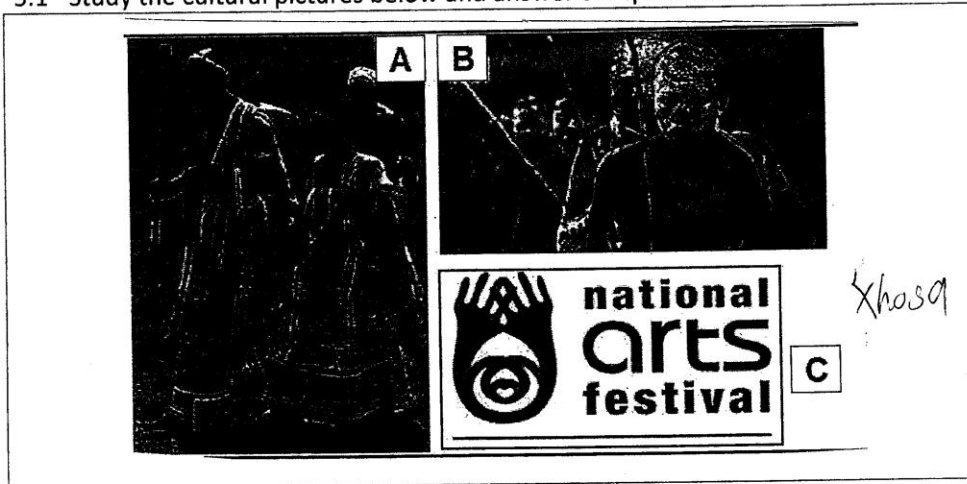
A number of tourist activities can be undertaken. Helicopter flights provide a fabulous view of the falls, the upstream rivers and its many islands and for the more adventurous there is micro lighting with stunning views of the Falls.

- 4.1.1 Name the TWO countries that share the Victoria Falls. [2x1] [2]
- 4.1.2 Name the river that forms the boundary between the countries named in QUESTION 4.2.1 and leads to the Victoria Falls. [1]
- 4.1.2 Name THREE adventure activities not already mentioned in the extract, in which tourists can participate when visiting the area in an around the Falls. [3x1] [3]
- [7]

Please turn over

## QUESTION 5

5.1 Study the cultural pictures below and answer the questions.



- 5.1.1 Identify the Eastern Cape cultural group represented by the pictures labelled A and B. [1]
- 5.1.2 Identify the traditional cultural practice in the picture labelled B. [1]
- 5.1.3 Explain the significance of the custom of "lobola" in arranging the traditional cultural wedding ceremony depicted in the picture labelled A. [2]
- 5.1.4 (a) Name the town that hosts the National Arts Festival show in the picture labelled C. [1]
- (b) State the month of the year during which the National Arts Festival is held annually. [1]
- (c) Discuss why the National Arts Festival attracts many domestic and international tourists. [2]
- 5.1.5 Explain your understanding of the concept *cultural uniqueness*. [2]
- [10]

Please turn over

## QUESTION 6

6.1 Study the images on marketing below and answer the questions.



6.1.1 Above-the-line and below-the-line marketing involves the use of different types of promotional techniques or media tools.

Redraw and complete the table below in the ANSWER BOOK.

Identify whether the picture labelled A to D fall in the marketing category "above-the-line" and then indicate the promotional technique or media tool used.

| Picture       | Marketing category              | Promotional technique or media tool |
|---------------|---------------------------------|-------------------------------------|
| <i>e.g. E</i> | <i>Above-the-line marketing</i> | <i>Radio</i>                        |
| A             |                                 |                                     |
| B             |                                 |                                     |
| C             |                                 |                                     |
| D             |                                 |                                     |

[8 x 1] [8]

6.1.2 Name TWO types of communication costs that must be taken into account when drawing up a marketing budget. [2 x 1] [2]

6.1.3 Give TWO ways how a business can determine the effectiveness of their promotional techniques used, in order to prepare for the following year's marketing budget. [2 x 2] [4]

[14]

TOTAL SECTION B: [50]

Please turn over

**SECTION C: TOURISM SECTORS****QUESTION 7**

7.1 Study the extract below from the MSC Starlight Cruises website and answer the questions.

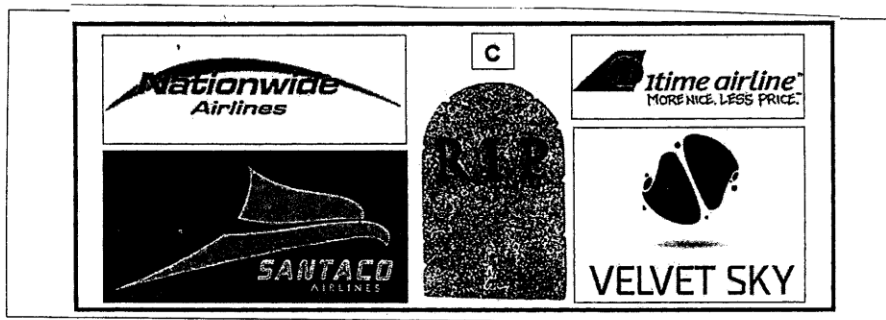
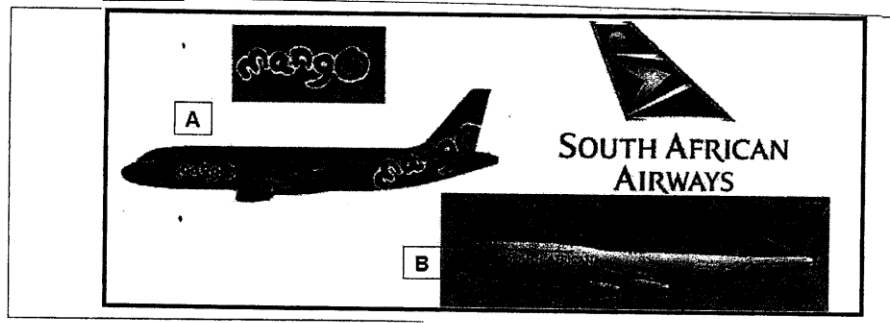
|                                           |                             |
|-------------------------------------------|-----------------------------|
| Ship: MSC Opera                           | Departure: Mon 3/11/2014    |
| Departing from: Cape Town                 | Duration: 5 Days / 4 Nights |
| Price starting from R2 840 (inside cabin) |                             |

- 7.1.1 The afore-mentioned cruise sails from Cape Town to Durban. Identify ONE other city that this cruise liner will visit. [1]
- 7.1.2 The price quoted for this cruise is for an inside cabin. Differentiate between an inside cabin and a suite on the MSC Opera. [2 x 2] [4]
- 7.1.3 Identify THREE facilities for entertainment that passengers can enjoy while on a cruise on the MSC Opera. [3 x 1] [3]
- 7.1.4 Cruise liners occasionally have special offers that they offer to potential passengers. These special offers are indicated by means of a code on the website advertisement.

Discuss the meaning of the special offer codes PS and PR and MSC Starlight Cruises offers their passengers. [2 x 1] [2]

Please turn over

7.2 Use the airline pictures below to answer the questions that follow.



7.2.1 The pictures labelled **A** and **B**, are of types of wide and narrow body aircrafts. Identify which airplanes in the pictures (**A** or **B**) refer to wide body aircrafts and which refer to narrow body aircrafts. [2 x 1] [2]

7.2.2 Mango Airlines in the picture labelled **A** is often referred to as a "no-fuss, no-frills" airline.

- Give another term for a "no-fuss, no-frills" airline. [1]
- Give ONE advantage of flying with a "no-fuss, no-frills" airline. [1]
- Write a paragraph outlining TWO services or comforts a passenger will have to do without when flying with Mango Airlines. [2 x 2] [4]

7.2.3 The airline logos in the picture labelled **C** are placed around a sign that reads 'RIP'. Suggest ONE reason why these airlines should "Rest in Peace". [2]

Please turn over

7.3 Study the extracts below and answer the questions.

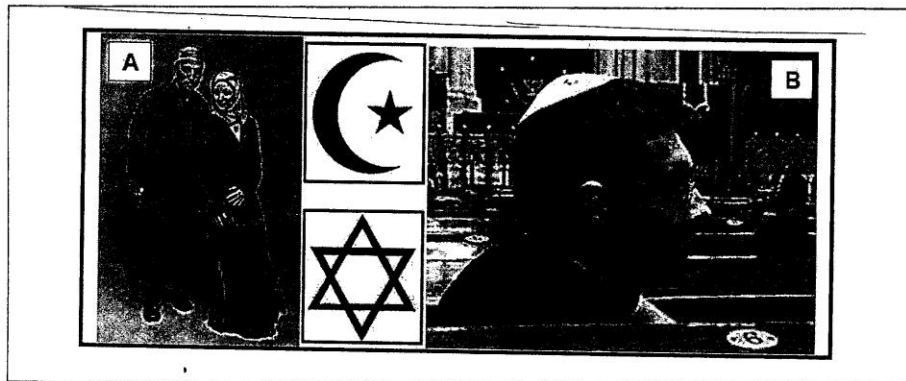
|                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                          |                                                                                                                                                                                                                                                                                                                                                                      |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p><b>Thembisa's Township Experience</b><br/>Motherwell, Port Elizabeth, S.A.</p>  <p>Join us for:</p> <ul style="list-style-type: none"> <li>❖ Full / half day township tour</li> <li>❖ Homestay</li> <li>❖ African beadwork experience</li> <li>❖ The best in African cuisine</li> </ul> <p>Prices available on request</p> <p>Contact: Thembisa</p> <p>☎ 041 484 1234 or 081 234 5678<br/>✉ tembisa123@gmail.com</p> |  <p>Nombulelo works for SAA as an air hostess. She started her career working on domestic flights and is presently working on international routes. She works long hours but loves her job.</p>  |
|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

- 7.3.1 Thembisa can be regarded as an entrepreneur. Explain the concept entrepreneur. [2]
- 7.3.2 Identify ONE characteristic that an entrepreneur must have in order to ensure that he/she makes a success of a business. [2]
- 7.3.3 List ONE entrepreneurial opportunity that Thembisa has identified that will assist her to make a success of her business. [1]
- 7.3.4 Identify the tourism sector that Nombulelo is employed in. [1]
- 7.3.5 Nombulelo needs to have certain personality traits in order to make a success of her career.
- List TWO of the personality traits that she will need to have that will assist her in her career. [2 x 2] [2]
- 7.3.6 Identify TWO skills that Nombulelo needs to be a successful air hostess. [2 x 1] [2]
- [14]**
- TOTAL SECTION: [30]**

Please turn over

**SECTION D****QUESTION 8**

8.1 Use the images to answer the questions below.

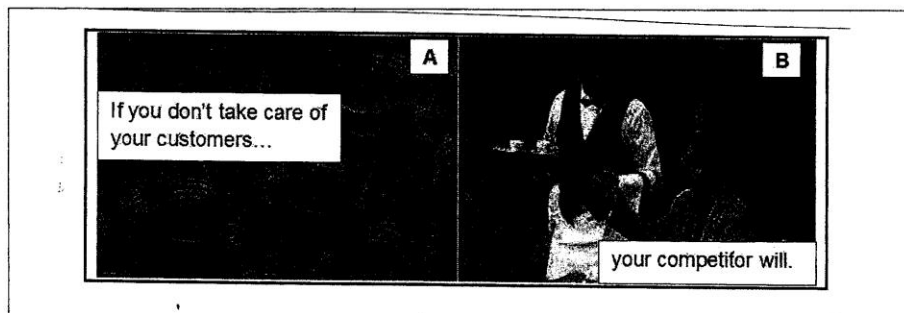


8.1.1 The cultures of the people in the pictures labelled **A** and **B**, are closely linked to their respective religions.

Give ONE term that is used to describe foods that are permissible according to the religious dietary laws of each of the cultural groups in the pictures labelled **A** and **B**. [2 x 1] [2]

8.1.2 Discuss FOUR benefits for the South African tourism industry if a tourism business encourages its employees to be more aware and sensitive to cultural and religious differences when dealing with foreign tourists. [4 x 1] [4]

8.2 Study the service delivery images below and answer the questions.



Please turn over

8.2.1 Suggest TWO examples of poor service delivery that might have contributed to the empty tables and statement in the picture of the restaurant labelled **A**. [2 x 1] [2]

8.2.2 The waiter in the restaurant labelled **B** has been trained to deal with verbal customer complaints. As a first step, he listens carefully and with interest to what the customer has to say.

(a) State the next step that the waiter needs to follow. [1]

(b) Give TWO reasons why this step is important when dealing with verbal customer complaints. [2 x 1] [2]

8.2.3 Discuss the value of team and peer reviews as a strategy to achieve and maintain quality service in a restaurant. [2 x 2] [4]

[15]

**TOTAL SECTION [40]**  
**GRAND TOTAL: 170**