

Grade 11

Tourism November Exam 2020

Time: 2 Hours

Marks: 155

Examiner: Mrs M Singh

Moderator: Mrs S Geel

### 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 decimal 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 questions. 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. A South African budget airline.

- A Mango
- B British Airways
- C SAA
- D Emirates

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

1.1.6. A tourist will require Euros when paying for items while travelling in?

- A England
- B Germany
- C Australia
- D Thailand

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. Examples of Global Distribution Systems:

- A Amadeus and Giovanni
- B Galileo and Worldspan
- C Giuseppe and Sabre
- D Worldspan and Requiem

1.1.11. Which of the following need not be taken into account when planning a tour?

- A Budget of the tourist
- B Reason for travel
- C Accommodation needs of the tourist
- D The tour code allocated by the travel agent

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 Intercape

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. All of the following, except \_\_\_\_\_ are above the line marketing techniques.

- A Exhibitions
- B Video walls
- C Pamphlets
- D Brochures

[15x2] [30]

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 D.C., 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

[5x1] [5]

1.3. 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
1.3.1. Located in the luggage claim area of an airport	A. Market research
1.3.2. The kitchen area on a plane	B. Security control points
1.3.3. Located below the passenger cabin	C. Galley
1.3.4. An organised way of collecting, analysing and interpreting information	D. Carousel
1.3.5. The place in the airport terminal that marks the point where the landside ends and the airside begins.	E. Market share
	F. Cargo hold
	G. Check-in counter

[5x1] [5]

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.

Metrorail offices / baggage areas / listen to music / 6km/h / 3km/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 by...
- 1.4.4. By scanning a QR code a passenger can gain access to the Gautrain's...
- 1.4.5. Gautrain Gold can be purchased at...

[5x1] [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. An activity by the San people expressing their daily activities.

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 nation.

1.5.4. The remains or impression of a prehistoric plant or animal embedded in rock.

[5x1] [5]

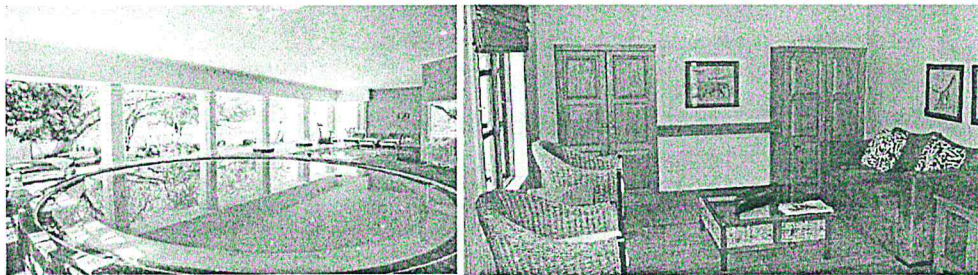
**TOTAL SECTION A: [50]**

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1. Study the extract below and answer the questions that follow.

**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 nights 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 or 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]

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 Rands 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	14,4923
United States Dollar	USD	10,9395	11,2645

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

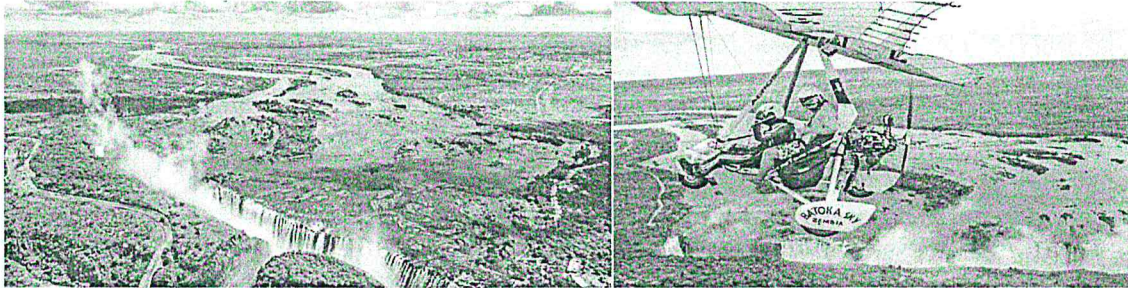
(b) Before her departure Ms Jones exchanged ZAR11 500 for the currency that she will need in England. On her return to South Africa she has £75,00 left over and would like to exchange this amount for local currency.

Calculate the total amount of local currency that she will receive using the Bank Buying Rate. [3]  
[14]

## QUESTION 4

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; 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 4.1.1 and leads to the Victoria Falls. [1]

4.1.3. Name THREE adventure activities not already mentioned in the extract, in which tourists can participate when visiting the area in and around the Falls. [3x1=3]

[6]

QUESTION 5

5.1. Study the information below and answer the questions.



**XhosaExperience Cultural Tour**

This tour takes you to a living village where you will learn about Xhosa culture and traditions.

**Highlights:**

- Traditional dancing and singing
- Storytelling
- Local craft
- Traditional meals

**Rates:**

- From R420,00 per person

**Details:**

- Duration: 4 hours

[Adapted from [www.imontitours.co.za](http://www.imontitours.co.za)]

5.1.1. The *Xhosa Experience Cultural Tour* of Imonti Tours introduces tourists to the cultural uniqueness of the Eastern Cape.

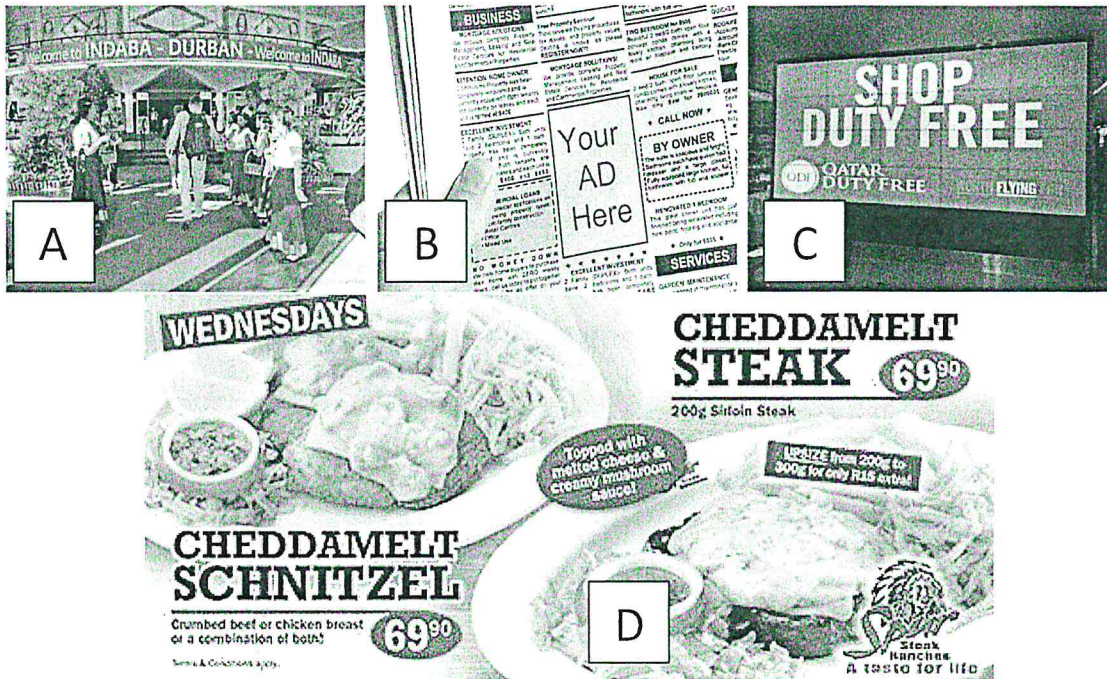
- (a) Suggest TWO examples of Xhosa cuisine that tourists will be able to sample while on the tour. [2x1=2]
- (b) Suggest TWO types of local Xhosa crafts that tourists will be able to buy as souvenirs on the tour. [2x1=2]
- (c) Explain your understanding of the concept *cultural uniqueness*. [2]

5.1.2. Discuss TWO ways that the *Xhosa Experience Cultural Tour* offered by Imonti Tours contributes to the promotion of inbound tourism. [2x2=4]

[10]

QUESTION 6

6.1. Study the images below and answer the questions.



6.1.1. Above-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 pictures 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
e.g. E	Above-the-line marketing	Radio
A		
B		
C		
D		

[8x1=8]

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

[2x1=2]

6.1.3. Provide TWO ways that a business can determine the effectiveness of their promotional techniques used, in order to prepare for the following year's marketing budget. [2x2=4]

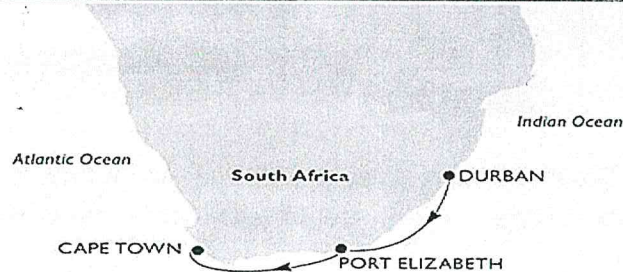
[14]

TOTAL SECTION B: [50]

SECTION C: TOURISM SECTORS

QUESTION 7

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



\*Rate: Inside cabin – R8 000pp sharing for four nights.

7.1.1. The aforementioned 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. [2x2=4]

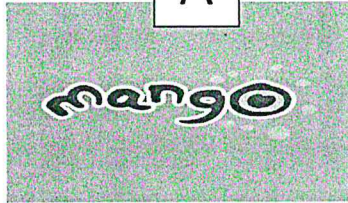
7.1.3. Identify THREE facilities for entertainment that passengers can enjoy while on a cruise on the MSC Opera. [3x1=3]

7.1.4. List two types of occupations you may find on a cruise liner. [2x1=2]

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



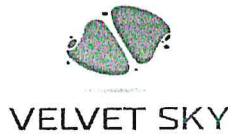
A



B



C



7.2.1. The pictures labelled A and B, are types of wide and narrow body aircrafts. Identify which airlines in the pictures (A or B) refer to wide body aircrafts and which refer to narrow body aircrafts. [2x1=2]

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

- (a) Give another term for a "no-frills, no-fuss" airline. [1]
- (b) Give ONE advantage of flying with your National Airline/Carrier. [1]
- (c) Write a paragraph outlining TWO services or comforts a passenger will have to do without when flying with Mango Airlines. [2x2=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]

7.3. Study the extracts below and answer the questions.

### Tembisa's Township Experience

Motherwell, Port Elizabeth, SA



Join us for:

- Full/half day township tour
- Homestay
- African beadwork
- The best in
- African cuisine

Tel: 041 484 1234 or 081 234 5678

e-mail: tembisa123@gmail.com



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.



**SOUTH AFRICAN AIRWAYS**

A STAR ALLIANCE MEMBER 

7.3.1. Tembisa 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 Tembisa 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.
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List TWO of the personality traits that she will need to have that will assist her in her career. [2]

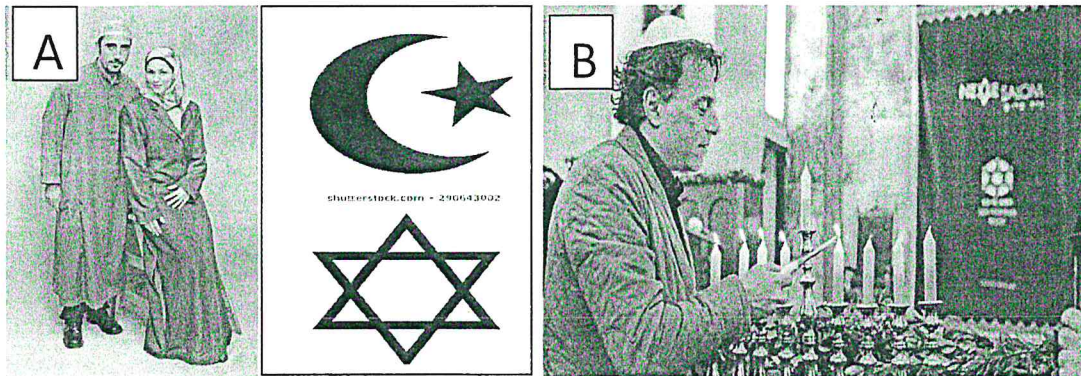
7.3.6. Identify TWO skills that Nombulelo needs to be a successful air hostess. [2x1=2]  
[30]

**TOTAL SECTION C: [30]**

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.

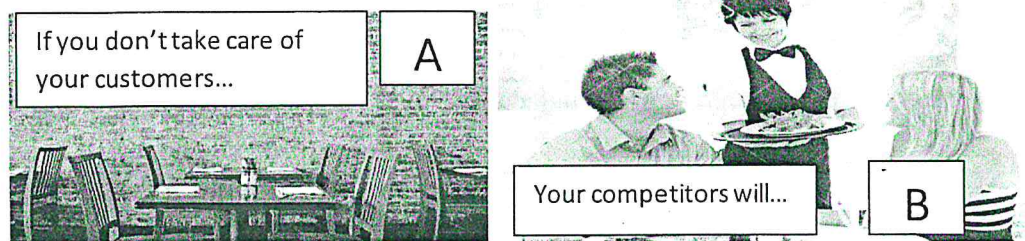
Give ONE term that is used to describe foods that are permissible according to the religious dietary laws of each of the cultural groups in the pictures labelled A and B.

[2x1=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.

[4x1=4]

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



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.

[2x1=2]

8.2.2.

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

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

(b) Give TWO reasons why this step is important when dealing with verbal customer complaints. [2x1=2]

8.2.3. Discuss the value of team and peer reviews as a strategy to achieve and maintain quality service in a restaurant. [2x2=4]

8.2.4. List any 2 other steps when dealing with customer complaints. [2x1=2]

8.2.5. Explain the term "constructive criticism". [2]

8.2.6. What are the benefits of customer complaints? Explain. [3x2=6]  
[25]

**TOTAL SECTION D: [25]**

**GRAND TOTAL: [155]**

