



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2012

TOURISM

MARKS: 200

TIME: 3 hours

This question paper consists of 19 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTION A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. The following table is a guide to help you allocate your time according to each section.

SECTION A	SHORT QUESTIONS	40 marks	20 minutes
SECTION B	TOURISM AS AN INTERRELATED SYSTEM	40 marks	40 minutes
SECTION C	SUSTAINABLE AND RESPONSIBLE TOURISM	40 marks	40 minutes
SECTION D	TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS	50 marks	50 minutes
SECTION E	CUSTOMER CARE AND COMMUNICATION	30 marks	30 minutes

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 In each of the following questions four options are provided as possible answers. 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. 1.1.10 D.
- 1.1.1 Its main focus is on environmental issues which include preventing the loss of species, protecting important eco-tourism, conservation of natural and promoting sustainably practices within business.
- A WTTC
 - B WWF
 - C WHO
 - D CITES
- 1.1.2 This/These is (are) payment method (s) used by tourists to pay for services and products sold by the tourism industry.
- A Internet payments.
 - B Cellphone payments
 - C Credit cards
 - D All of the above
- 1.1.3 A female tourist from Australia fell into this river after the failure of a bungee jump in Zimbabwe.
- A Zambezi River.
 - B Sundays River.
 - C Great Fish River.
 - D Orange River.
- 1.1.4 ... has, in 2011, been voted one of the top wonders of the world.
- A Robben Island
 - B Ushaka Marine
 - C Table Mountain
 - D Garden Route
- 1.1.5 The national soccer team that represented South Africa in the 2012 London Olympic Games.
- A Bafana Bafana
 - B Banyana Banyana
 - C Amajita
 - D Proteas

- 1.1.6 This African country that won the African Cup of Nations in 2012.
- A Ghana
 - B Ivory Coast
 - C Zambia
 - D Mali
- 1.1.7 The town in the Eastern Cape that has the world's highest bungee jump.
- A East London
 - B Tsitsikamma
 - C Port St. Johns
 - D Mbizana
- 1.1.8 The event held in Mangaung on the 8th of January 2012 which attracted a great number of tourists for the region.
- A MACUFE
 - B Lesedi Cultural Festival
 - C ANC Centenary Celebrations
 - D Umkhosi Womhlanga
- 1.1.9 Tourism services cannot be touched physically, seen or taken home. This means they are ...
- A tangible.
 - B unnoticeable.
 - C unimportant.
 - D intangible.
- 1.1.10 An element that makes a product or service different from another.
- A Universal SB
 - B Special Interest Tourism (SIT)
 - C Internet Service Provider (ISP)
 - D Unique Selling Point (USP)
- 1.1.11 ... occurs when a large number of tourists visit a certain area or attraction at the same time, often over a short period of time.
- A Domestic Tourism
 - B Sex Tourism
 - C Eco-Tourism
 - D Mass Tourism

- 1.1.12 This technology makes it possible for businesses to have face to face communication with other businesses, their employees and clients from all over the world.
- A Video-conferencing
 - B Telephone
 - C Internet
 - D Teleconferencing
- 1.1.13 Provides the government and business with statistics on tourism and other sectors of the economy, for example, how many people visited our country, how long they stayed and where they come from.
- A CATHSSETA
 - B RDMOs
 - C STATSSA
 - D UNWTO
- 1.1.14 The *Sho't left* campaign is a strategy that promotes:
- A International tourism
 - B Domestic Tourism
 - C Both A and B
 - D None of the above
- 1.1.15 The following are disadvantages of tourism except ...
- A tourism leads to congestion and overcrowding.
 - B many tourists that can cause degradation and erosion.
 - C tourism that led to the over-commercialisation of cultures which is unhealthy.
 - D tourism which promotes the multiplier effect.
- 1.1.16 The name of this gateway airport was changed to OR Tambo International Airport.
- A Cape Town International
 - B Johannesburg International
 - C Durban International
 - D Bloemfontein Airport
- 1.1.17 The marketing mix used in marketing a new tourism product in a region refers to ...
- A public relations, product, place and price.
 - B promotion, public relations, place and price.
 - C promotion, product, place and price.
 - D promotion, product, price and public relations.

- 1.1.18 A passenger who has disembarked at an intermediate point, usually to change airlines and who will be continuing on a connecting flight.
- A Transit
 - B Embassy
 - C Visa
 - D Customs duty
- 1.1.19 A strong dislike or fear of people from other countries.
- A Hatred
 - B Hate speech
 - C Xenophobia
 - D Discrimination
- 1.1.20 A variety of plants and animals in a particular area.
- A Biosphere
 - B Indigenous
 - C Red data
 - D Biodiversity
- (20 x 1) (20)
- 1.2 Select the correct option from the words given in brackets. Write only the correct word(s) next to the question number (1.2.1 – 1.2.5).
- 1.2.1 (The Namib Desert/Fish River Canyon) receives no rain but just enough moisture from sea fog to support some unusual plants and animals.
- 1.2.2 (The Okavango Delta/Lake Victoria Delta) is the largest inland delta in the world with its unique area of lagoons, reed fringed waterways.
- 1.2.3 (The Victoria falls/Hwunge National Park) is considered to be one of the world's great natural wonders.
- 1.2.4 (Lake Victoria/Lake Tanganyika) is the longest and second deepest lake in the world.
- 1.2.5 At about 5 895 m above sea level, (Rwenzori/Kilimanjaro) is the highest mountain in Africa. (5 x 1) (5)

- 1.3 Match the LOGO in COLUMN A with the roles of the organisations they (LOGOs) represent. Write only the letter representing the correct answer next to the corresponding number, for example 1.3.1 A.

NO.	COLUMN A (LOGO)	LETTER	ROLE/FUNCTION
1.3.1		A	A non-profit association that has represented the interests of the South African travel agents
1.3.2		B	A non-profit organisation that promotes sustainable tourism development. It encourages and publicises fair and responsible business practice by SA tourism establishments
1.3.3		C	Non-profit member driven association that promotes SMME growth. It is dedicated to provide more information to entrepreneurs wishing to start up in the tourism industry
1.3.4		D	Responsible for independent grading of tourism establishments
1.3.5		E	Official umbrella organisation and the voice of the business sector involved in the tourism industry
		F	Trade Association representing Southern Africa's combined vehicle rental, leasing and fleet management

(5 x 1)

(5)

- 1.4 Choose a term from the list below that is best described by the statements (1.4.1 – 1.4.5) provided.

Boycott, Timeshare, Employment Equity, Shift work, SETA, Multiplier Effect, Regulatory Body and Repeat Business.

- 1.4.1 An increase in tourist numbers can also lead to growth in the economy outside the tourist industry
- 1.4.2 Sector Education and Training Authority
- 1.4.3 An employment practice designed to make use of the 24 hours of the day
- 1.4.4 Organisation that makes rules to ensure that standards are met in the industry
- 1.4.5 A policy or a programme providing advantages of a group of people, who have previously been discriminated against, with the aim of creating a more fair society
- (5 x 1) (5)
- 1.5 Study the forms of body language from the list below and classify each of them as either 'open' or 'closed'.

Tabulate your answer as follows:

Eye contact; head down; facial expressions; gestures; arms folded

Open	Closed

(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2****Tourism KwaZulu-Natal Service Excellence Awards**

Tourism is a complex service sector because it tries to fulfil people's dreams. It is a composite of accommodation, attractions, transportation, travel organisations and destination organisations. Not many service providers realise that satisfied consumers become ambassadors for the destination and recommend it to friends and family, and often repeat their visits. The tourism sector is cited as a major economic force and creator of jobs. However, if KwaZulu-Natal is to take the lead, quality, hospitality entrepreneurship and excellence must be encouraged and rewarded. For this reason, in 2002, Tourism KwaZulu-Natal initiated an incentive awards programme as an element in its efforts to improve the overall service delivery of tourism service providers in the province. This project culminated in the inaugural Zulu Kingdom Service Excellence Awards ceremony which was held in Durban in March 2003.

Tourism KwaZulu-Natal's annual Service Excellence Awards have become a premier event on the provincial tourism calendar. In 2009, TKZN continued to partner with key stakeholders in the sector including the Tourism Grading Council of South Africa, FEDHASA, Chaine Des Rotisseur, SATSA and SAACI. Entries were received from both established and emerging businesses. A panel of judges representing different sectors – including the Tourism Grading Council of SA, SATSA and FEDHASA adjudicated the entries, which were substantially higher, (85 in 2008 and 92 in 2009) than in the previous years. The restaurant body, the Chaine Des Rotisseur, adjudicated the restaurant categories. For the first time the adjudication panel included a media representative, advocate Robin Sewlal, Associate Director: Journalism, Durban University of Technology (DUT).

[Adapted from: www.zulukingdom.com]

- | | | | |
|-----|-------|--|-------------|
| 2.1 | 2.1.1 | Quote a sentence (or part of a sentence) that suggests that satisfied customers provide word of mouth advertising to the business. | (2) |
| | 2.1.2 | Suggest THREE advantages of service excellence which might have encouraged Tourism KwaZulu-Natal to initiate these awards. | (3 x 2) (6) |
| | 2.1.3 | Provide FOUR the possible negative consequences of poor service delivery that the province of KwaZulu-Natal is trying to avoid. | (4 x 2) (8) |

- 2.1.4 State the FOUR stakeholders that, in 2009, partnered with TKZN in this project. (4)
- 2.1.5 Identify the slogan of this project. (1)
- 2.1.6 Describe THREE aims or objectives of these awards. (3 x 2) (6)
- 2.1.7 Write the following abbreviations/acronyms in full:
- (a) FEDHASA
- (b) SAACI. (2 x 1) (2)
- [29]**

QUESTION 3

- 3.1 Working in the tourism industry means that the employee should have certain personal qualities, core skills and vocational skills.

Outline the ideal personal qualities, core skills and vocational skills the following people should possess:

- 3.1.1 Tour guide
- 3.1.2 Travel consultant
- 3.1.3 Restaurant waiter

Tabulate your answers as follows:

NO.	EMPLOYEE	PERSONAL QUALITIES	CORE SKILLS	VOCATIONAL SKILLS
3.1.1	Tour guide			
3.1.2	Travel consultant			
3.1.3	Restaurant waiter			

(3 x 3) (9)

- 3.2 Most tourism businesses use BROCHURES to market or advertise their businesses.

Describe a brochure.

(2)
[11]

TOTAL SECTION B: 40

SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 4

4.1 Read the extract below and answer the questions based on it.

Coffee Shack's Involvement with our Developing Communities



The Transkei, home to the Xhosa people, is the only part of the country still governed by tribal authorities, and most of the region's inhabitants maintain a traditional lifestyle. Many visitors have commented that this feels like the "Real Africa" as they imagined it would be – huts dot the hillsides, personal wealth is still measured primarily by the number of cows a man owns, and youngsters undergoing ritual initiation into manhood are often seen.

The Xhosa people live in their traditional way, with ancient tribal systems still intact. The Transkei is the only place in South Africa where a tribal system of authority is still in place. The people live in thatched mud-brick huts peppered across the hills, without running water or electricity, and subsist through growing mainly maize. Our cultural tours are the best way to really see how the Xhosa people live. A local guide takes you to his village in the hills, where you can experience the day-to-day living of his people. You visit a herb doctor, traditional healer (sangoma) and may get the chance to talk to an abaNkomo (young boys going through their coming of age ceremony). Enjoy a traditional lunch and some home brew in a local shebeen (unlicensed bar). The Xhosa people love to sing, and a wide range of acapella and gospel choirs give regular performances at Coffee Shack. Among the groups who sing are the Phandalwazi community choir, the Peace Brothers, Black Mambazo, the Amatombazana and the Bomvana Mamas.

We have been invited by our Headman, Jongikaya, to attend a traditional dinner, song and dance every Friday evening. This is a highlight of many peoples' stay here, as visitors are encouraged to join in the dancing. The meal is washed down with umqomboti (traditional African beer). Coffee Shack is very active in the local community. Our former proprietor, the late Deryck Lang, has been responsible for the building of many schools and clinics in our immediate area.

[Adapted from *Umtata Fever*, January 2012]

- 4.1 4.1.1 Name the host community in which the Coffee Shack tourism development exists. (1)
- 4.1.2 Explain what the visitors mean by the “Real Africa”. (3 x 1) (3)
- 4.1.3 State the tour that is mostly popular in this area. (1)
- 4.1.4 From the extract suggest FOUR activities in which tourists can participate during their stay at the Coffee Shack. (4 x 2) (8)
- 4.1.5 Prove how the Coffee Shack respects the environment, promotes social justice and economic development from the extract. (2 x 2) (4)
- 4.1.6 Recommend to the management of Coffee Shack what they should do to extend the benefits of their activities to the local community. (3 x 2) (6)
- [23]**

QUESTION 5

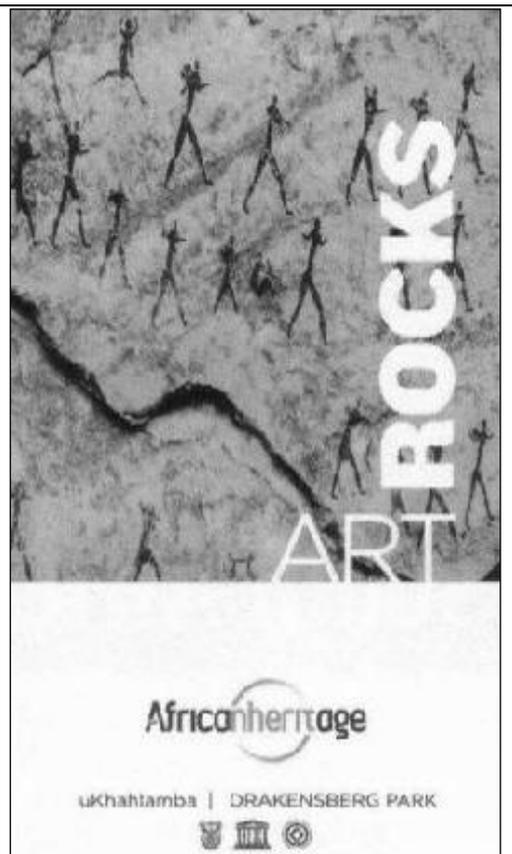
- 5.1 Read the extract below and answer the questions that follow.

UNESCO is a body established within the United Nations Organisation. Its main aims are to recognise places throughout the world that are rich in heritage and to protect and preserve them for future generations.

When UNESCO proclaims a World Heritage site there are positive consequences for the tourist industry in the area as it attracts more visitors to the site and ensures the site is preserved and protected.

What makes the concept of World Heritage exceptional is its universal application. World Heritage sites belong to all the people of the world, irrespective of the territory on which they are located.

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations.



- 5.1.1 (a) Write UNESCO in full. (2)
- (b) State TWO aims of UNESCO. (2 x 1) (2)
- 5.1.2 List THREE advantages of World Heritage sites. (3 x 2) (6)
- 5.1.3 Define the following concepts:
 - (a) Heritage (2)
 - (b) Diversity (2)
- 5.1.4 State the World Heritage Site indicated in the picture of the extract. (1)
- 5.1.5 There are about 788 World Heritage sites across the globe; eight of the sites are in South Africa. Indicate, for each of the following World Heritage sites, the province in which the site is located in South Africa. (1)
 - (a) Cradle of Human Kind (1)
 - (b) St. Lucia Wetland Park (Isimangaliso) (1)

[17]

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 Study the two extracts below and answer the questions based on them.

Whazzz-up Summa 2011!?

Cape Town and the Western Cape	Durban and KwaZulu-Natal
	
<p>More than half of Cape Town Tourism staff expects this festive season to be better than last year. Visitor numbers to South Africa's most famous destination have remained steady this year and climbed slightly in November, according to Cape Town Tourism communications manager, Skye Grove. Cape Town's summer season officially started this week and the Mother City attracts huge numbers of foreign tourists each year.</p> <p>Groove said: "many factors have contributed to the worldwide general decline in tourism statistics we have seen over the past few years. However, indications are that there are some signs of recovery from the global recession."</p>	<p>The east coast is expecting a "bumper Christmas", according to Gerhard Patzer, the chair of the federated Hospitality Association of SA. "Bookings for Christmas are already up by 10% to 20% when compared to last year. KwaZulu-Natal is actually the busiest domestic holiday destination in the whole country," said Patzer.</p> <p>Most outlets on the province's south coast were nearing their capacity. There are still rooms available along the beach but they should fill up soon," said Patzer.</p> <p>The eThekweni municipality has set up a Festive Season Committee (Fesmac) for the first big influx expected this weekend. The Fesmac team will ensure that safety plans and other logistics are in order this festive season. Our metro police will also be doing regular patrols on their brand-new eco-bikes."</p>

[Adapted from: *City Press*, 18 December 2011]

- 6.1.1 Comment on the visitation trends between the two cities (Cape Town and Durban) at this time of the year. (1 + 1) (2)
 - 6.1.2 “Cape Town attracts inbound international tourists but Durban attracts mainly domestic tourists.” Support this view with reference to the relevant statements from the extract. (3 x 1) (3)
 - 6.1.3 (a) Suggest TWO reasons why Durban is mainly attractive to domestic tourists. (2 x 2) (4)
 - (b) Suggest TWO reasons why inbound international tourists would prefer Cape Town to Durban. (2 x 2) (4)
 - 6.1.4 Prove that eThekweni municipality cares about visitors’ safety. (4)
- 6.2 Read the information below and the flight schedule then answer the questions that follow.

A couple from Mbizana, Avuyile and Sipokazi, travel from Johannesburg to Cape Town during their tour of a country, South Africa. They want to fly on Thursday afternoon on a Mango flight. Before booking a ticket they had the following conversation, Avuyile: “check the price of Mango flex Tickets especially during high demand dates. They are sometimes cheaper than Mango’s normal flight prices”. Sipokazi: “It is not about price only. Comfort counts too”.

Johannesburg to Cape Town					
Departing: 20/11/08 Thursday					
Departure	Arrival	Flight No.	Mango Plus	Mango Flex	Normal Price
05h55	08h10	JE123	<input checked="" type="radio"/> R 816.00	<input type="radio"/> R 704.00	<input type="radio"/> R 707.00
08h25	10h40	JE135	<input type="radio"/> R 816.00	<input type="radio"/> R 704.00	<input type="radio"/> R 770.00
11h30	13h35	JE143	<input type="radio"/> R 816.00	<input type="radio"/> R 704.00	<input type="radio"/> R 786.00
16h50	19h05	JE161	<input type="radio"/> R 816.00	<input type="radio"/> R 704.00	<input type="radio"/> R 850.00
18h15	20h25	JE171	<input type="radio"/> R 816.00	<input type="radio"/> R 704.00	<input type="radio"/> R 978.00
20h40	22h55	JE181	<input type="radio"/> R 816.00	<input type="radio"/> R 704.00	<input type="radio"/> R 985.00

- 6.2.1 State whether this is a domestic or international flight. (1)
- 6.2.2 Indicate the date, departure time and day of the first flight from Johannesburg to Cape Town. (3)
- 6.2.3 Apart from the cheap prices, suggest another service/benefit that passengers wish to enjoy during their flights. (1)
- 6.2.4 Explain how high demand will affect the ticket prices. (2)

6.2.5 Johannesburg and Cape Town are both gateways to South Africa. There are many other gateways to this country.

(a) Define the term *gateway*. (3)

(b) Name THREE types of gateways into a country. (3 x 1) (3)

6.3 Briefly describe each of the following icons of the world. (State THREE facts only in respect of each one.)

6.3.1 Table Mountain



(3)

6.3.2 The Pyramids



(3)

6.3.3 Sydney Opera House



(3)

6.4 Use the exchange rate table below to answer the questions based on it.

CURRENCY	EXCHANGE RATE 2012
US	R7,67
POUND STERLING	R12,16
EURO	R10,50

- 6.4.1 A service excellence award winner from the Eastern Cape was granted an incentive trip to London, worth R40 000,00 for himself and his family. Calculate how much this is worth in Pound Sterling. (3)
- 6.4.2 A young entrepreneur, Emyoli Zindela, travelled to Germany to buy products worth EU€ 10 000,00. Calculate how much the products are worth in South African Rands. (4)
- 6.4.3 Name FOUR places that foreign tourists may go to in order to exchange their foreign currency for the local South African Rand (ZAR). (4)

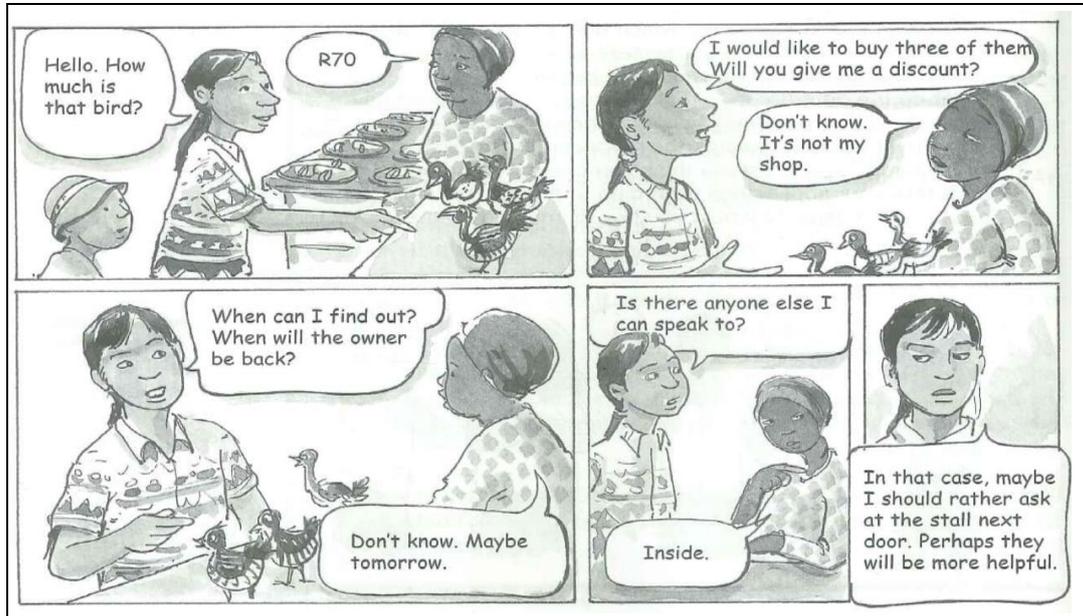
[11]

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 7

7.1 Study the following cartoons and answer the questions based on them.



- 7.1.1 Evaluate the communication manners displayed by the employee/staff member in the cartoon. State whether it is professional or not (unprofessional). (1)
- 7.1.2 Suggest TWO reasons for your answer in QUESTION 7.1.1. (2)
- 7.1.3 Advise the manager of this stall on how to rectify the problem. (2)
- 7.1.4 Quote from ONE frame of the cartoon to show that the stall ultimately lost business. (2)

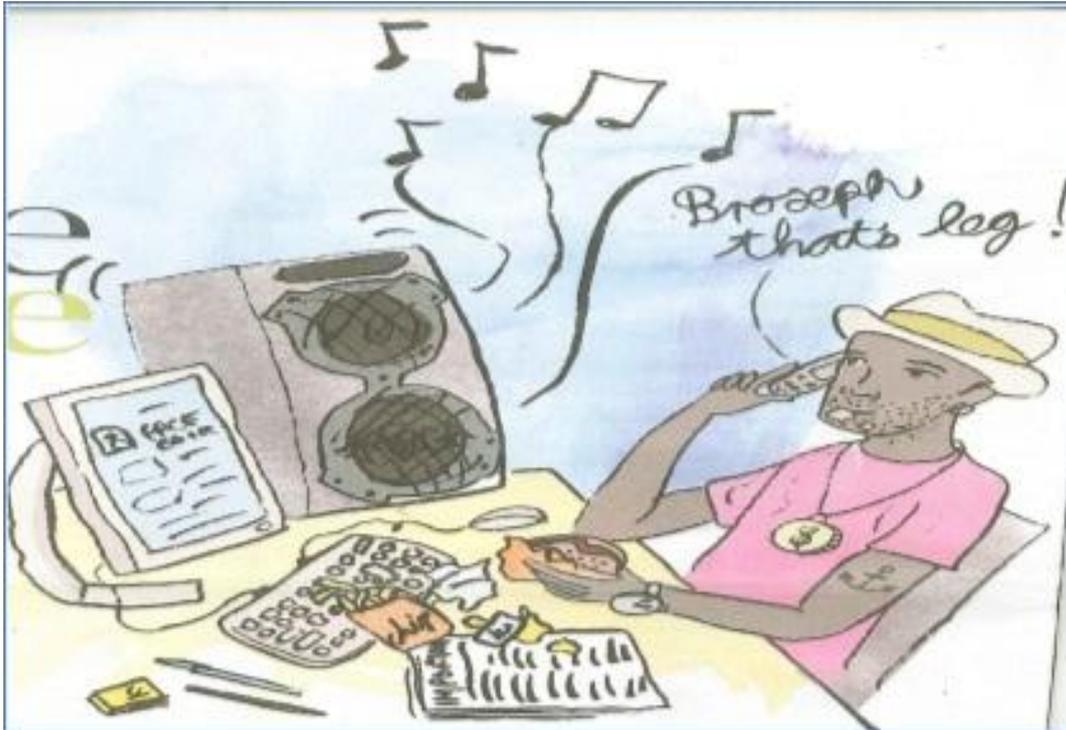
7.2 Some customers would find it appropriate to complain to the manager of the business about this behaviour.

- 7.2.1 (a) Suggest the best method to complain to the manager about this. (1)
- (b) Mention THREE advantages of the chosen method. (3 x 2) (6)
- 7.2.2 Suggest how the employer in this situation can ensure that employees display a more professional image of the business. (2 x 2) (4)

[18]

QUESTION 8

8.1 Study the cartoon below and answer the questions based on it.



8.1.1 Describe the image the employee in the cartoon portrays about himself as a worker in the tourism industry. Refer to FOUR impressions. (4 x 2) (8)

8.1.2 Suggest ONE personality trait this employee most probably has. (1)

8.2

The vowel I (i) does not exist in the word team!
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In relation to teamwork in the tourism industry, explain the meaning behind this statement. (3)
[12]

TOTAL SECTION E: 30
GRAND TOTAL: 200