



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2015

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D ✓		
	1.1.2	D ✓		
	1.1.3	B ✓		
	1.1.4	A ✓		
	1.1.5	D ✓		
	1.1.6	C ✓		
	1.1.7	B ✓		
	1.1.8	A ✓		
	1.1.9	B ✓		
	1.1.10	D ✓		
	1.1.11	C ✓		
	1.1.12	C ✓		
	1.1.13	A ✓		
	1.1.14	B ✓		
	1.1.15	D ✓		
	1.1.16	D ✓		
	1.1.17	A ✓		
	1.1.18	B ✓		
	1.1.19	C ✓		
	1.1.20	B ✓	(20 x 1)	(20)
1.2	1.2.1	C ✓		
	1.2.2	F ✓		
	1.2.3	A ✓		
	1.2.4	E ✓		
	1.2.5	B ✓	(5 x 1)	(5)
1.3	1.3.1	Galileo ✓		
	1.3.2	CRS ✓		
	1.3.3	Amadeus ✓		
	1.3.4	Global Distribution System ✓		
	1.3.5	tourist ✓	(5 x 1)	(5)
1.4	1.4.1	eat ✓		
	1.4.2	level boarding facilities ✓		
	1.4.3	6 km/h ✓		
	1.4.4	website ✓		
	1.4.5	stations ✓	(5 x 1)	(5)
1.5	1.5.1	Diversity ✓		
	1.5.2	Folklore ✓		
	1.5.3	Meteorite ✓		
	1.5.4	Heritage ✓		
	1.5.5	Fossil ✓	(5 x 1)	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1
- Leisure ✓
 - Honeymoon
 - Couples who want to enjoy nature
 - Couples who want to be pampered in luxury (Any 1 x 1) (1)
- 2.1.2
- A two night stay for two in the luxury Prestige Bedroom ✓
 - Meals and accommodation ✓
 - The use of the spa facilities
 - Game drive
 - A spa treatment (Any 2 x 1) (2)
- 2.1.3
- Transport ✓
 - Drinks/beverages ✓
 - Shopping (Any 2 x 1) (2)
- 2.1.4
- The guest should take into account that this is a prestige destination and should pack smart clothes. ✓
 - The guest should pack clothes that are suitable for a game drive.
 - Sun screen
 - Hat (Any 1 x 1) (1)
- [6]**

QUESTION 3

- 3.1 3.1.1
- Foreign exchange bureau (bureaux de change) ✓
 - Commercial bank ✓
 - Travel agencies
 - Airports' foreign exchange bureaus (kiosk) (Any 2 x 1) (2)
- 3.1.2
- Exchange rate is the value of a currency in relation to other currencies. ✓✓
 - The exchange rate is the rate at which one currency is exchanged for another. (2)
- 3.1.3
- Changes in the value of one currency in relation to another currency on a daily basis. ✓✓
 - Fluctuations refer to exchange rates that fluctuate (change) according to the supply of the local currency and tourist demand for the currency. (2)
- 3.1.4
- A community can earn an income from tourism by selling products and services to tourists. ✓✓
 - Jobs (direct employment and indirect employment) will be created.
 - It will set the multiplier effect into motion. (2)

3.1.5 (a) $R8\,500 \div \checkmark 14,49 \checkmark = \text{€}586,61 \checkmark$
OR
 $\text{€}586,61 \checkmark \checkmark \checkmark$ (3)

(b) $\text{£}75,00 \times \checkmark 17,79 \checkmark = \text{R}1\,334,25 \checkmark$
OR
 $\text{R}1\,334,25 \checkmark \checkmark \checkmark$ (3)
[14]

TOTAL SECTION B: 20

**SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE
TOURISM; MARKETING**

QUESTION 4

- 4.1 4.1.1 C – Zambia ✓
D – Zimbabwe ✓ (2 x 1) (2)
- 4.1.2 E ✓ – Mauritius (1)
- 4.1.3 H ✓ – Swaziland (1)
- 4.1.4 B ✓ – Mozambique (1)
- 4.1.5 Lake Malawi ✓
Lake Niassa (1)
- 4.1.6 Fish River Canyon ✓ (1)
- 4.1.7 Skeleton Coast ✓ (1)
- 4.1.8 (a) • Mount Kilimanjaro ✓
• Stone Town of Zanzibar ✓
• Serengeti National Park
• Ngorongoro Conservation Area (Any 2 x 1) (2)
- (b) **Mount Kilimanjaro:**
• It is the highest mountain in Africa. ✓✓
• It is the world's tallest free-standing mountain.
• Mount Kilimanjaro is home to several protected and endangered species.

OR

Stone Town of Zanzibar:

- It is best known for the diverse architectural styles of historical buildings and cultural experiences.
- It is the oldest area in the city of Zanzibar.
- It was the centre of the spice trade and slave trade in Africa.

OR

Serengeti National Park:

- The Serengeti is best known for the annual migration of animals (wildebeest, gazelle and zebra).
- It is one of the Seven Wonders of Nature.

OR

Ngorongoro Conservation Area:

- It is well known for the viewing of wildlife.
- The volcanic activity of the Ngorongoro Crater has made it famous for its geology.
- The Ngorongoro Crater also has paleontological findings that are significant for human evolution. (Any 1 x 2) (2)

- 4.2 4.2.1
- Zambia ✓
 - Zimbabwe ✓
- (2 x 1) (2)
- 4.2.2 Zambezi River ✓ (1)
- 4.2.3
- White-water rafting ✓
 - Bungee jumping ✓
 - Jet boats ✓
 - Abseiling
 - Gorge swinging
 - Zip-lining
 - Raft floating
 - Kayaking
 - Canoeing
- (Any 3 x 1) (3)
- [18]**

QUESTION 5

- 5.1 5.1.1 Xhosa ✓ (1)
- 5.1.2
- Initiation ✓
 - 'Ulwaluko'
 - Circumcision
- (Any 1 x 1) (1)
- 5.1.3 The bridegroom's family gives cattle to the bride's family as compensation and as a commitment to the union. ✓✓ (2)
- 5.1.4 (a) Grahamstown ✓ (1)
- (b)
- June ✓
 - July
- (Any 1 x 1) (1)
- (c)
- It is one of the best ways to explore the amazing cultural diversity of South Africa. ✓✓
 - It is one of the oldest arts, crafts and entertainment festivals in South Africa.
 - It is one of the leading cultural tourism events in South Africa.
 - It is Africa's largest cultural festival.
 - The festival is a colourful and multicultural event.
 - The festival offers many craft markets, food stalls, artistic performances and displays. (Any 1 x 2) (2)
- 5.1.5 Cultural uniqueness means that the cultural experience on offer is specific to the area and cannot be experienced elsewhere. ✓✓ (2)

- 5.2 5.2.1 South African Heritage Resource Agency ✓✓ (2)
- 5.2.2
- Protect South Africa’s cultural heritage. ✓✓
 - Educate and train South Africans to help identify heritage resources. ✓✓
 - To keep an information database of the national estate. (Any 2 x 2) (4)
- 5.2.3
- It is a very old tradition and form of art. ✓
 - It can never be repaired or replaced. ✓
 - It is part of the history and culture of the indigenous San people. (Any 2 x 1) (2)
- [18]**

QUESTION 6

- 6.1 6.1.1
- | Picture | Marketing category | Promotional technique or media tool |
|---------|--------------------|--|
| A | Below-the line ✓ | Exhibitions, shows and expos ✓ |
| B | Above-the-line ✓ | Brochure ✓ |
| C | Above-the-line ✓ | Video wall ✓ |
| D | Below-the line ✓ | Sales promotion ✓ OR
In-store discount |
- (8 x 1) (8)
- 6.1.2
- Printing ✓
 - Telephone ✓
 - Fax
 - Internet (Any 2 x 1) (2)
- 6.1.3
- Interviews ✓✓
 - Surveys ✓✓
 - Questionnaires
 - Gathering a sample of potential customers and getting their feedback (Any 2 x 2) (4)
- [14]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS**QUESTION 7**

- 7.1 7.1.1 Port Elizabeth ✓ (1)
- 7.1.2
- An inside cabin is a room on the inside of the ship that can accommodate passengers for the duration of their journey. ✓✓
 - A suite is cabin that is a step up on a standard cabin as it has additional facilities such as a balcony, full bathroom, separate living and sleeping quarters and possibly a bar and kitchenette. ✓✓ (2 x 2) (4)
- 7.1.3
- Casino ✓ (open only when at sea)
 - Spa and fitness centre ✓/ gym
 - Shops ✓ (open only when at sea)
 - Library
 - Theatre (lavish Broadway style/extravaganza shows are most popular)
 - Cinema
 - Bars
 - Lounges
 - Swimming pools
 - (Also tenpin bowling alleys, ice-skating rinks, rock-climbing walls, miniature golf courses, video arcades, basketball courts and tennis courts) (Any 3 x 1) (3)
- 7.1.4
- PS (Partner Special), meaning that a special price could be available for a partner sharing a cabin. ✓
 - PR (Prima Special), indicating that early booking can result in savings, the earlier that the booking is made, the bigger the discount. ✓ (2 x 1) (2)
- 7.2 7.2.1
- A – Narrow body aircrafts ✓
 - B – Wide body aircrafts ✓ (2 x 1) (2)
- 7.2.2 (a)
- Budget airline ✓
 - Low cost airline (Any 1 x 1) (1)
- (b) Flights are much cheaper than full service flights. ✓ (1)
- (c)
- Meals and drinks are usually not included in the ticket price and passengers pay for this on board. ✓✓
 - Pre-seating is usually not available to passengers. ✓✓
 - Only economy class is available and not business class.
 - Limited flight availability.
 - Newspapers are not provided. (Any 2 x 2) (4)

- 7.2.3
- These airlines offered prices that were too low, and they could not continue to do so and they had to close down. ✓
 - These airlines could not continue to deliver cheap flights to passengers.
 - These airlines were not cost effective. (Any 1 x 1) (1)
- 7.3 7.3.1
- Travellers can use smartphone technology with internet access to make all their travel arrangements. ✓✓
 - iTravel can be done electronically using the passenger's internet enabled personal device. (Any 1 x 2) (2)
- 7.3.2
- Search for flights. ✓
 - Book and pay for their flights and receive an e-ticket by e-mail. ✓
 - Check in for their flights online. ✓
 - Select their seats on the airplane.
 - Download and print their boarding passes sent by e-mail.
 - Organise and manage their itineraries. (Any 3 x 1) (3)
- 7.4 7.4.1 Driver's licence ✓ (1)
- 7.4.2
- If a renter takes out standard insurance on a vehicle, the premium that must be paid is lower, but the excess is higher in the event of an incident (accident or theft). ✓
 - Super insurance means that the premium is higher, but in the event of an incident the excess payment will be lower than in the event of standard insurance being taken out. ✓ (2)
- 7.4.3
- The amount of money that the renter of a vehicle must pay in the event of the rented vehicle being involved in an incident (accident or theft). ✓
 - This amount is added onto the payment for the vehicle upon collection and if no incident occurs, this amount is paid back to the renter. ✓✓ (3)
- 7.4.4 If the renter of the vehicle wants another person to drive the vehicle during the rental period, he or she must register another driver at an additional cost. ✓✓ (2)
- 7.4.5 $R397,98$ (Rental for 2 days) ✓ + $R50,00$ ✓ (Contract fee) + $R19,38$ ✓ (Vehicle protection) = $R467,36$ ✓ (4)
- 7.4.6 PAI covers the person renting the vehicle in their personal capacity during the period of the rental for death benefit, medical expenses and support required in the event of an accident. ✓✓ (2)
- 7.4.7 An additional charge that applies to every vehicle that is rented from an airport depot. ✓✓ (2)

- 7.5 7.5.1 An entrepreneur is a person who creates a new business ✓ in the face of risk and uncertainty, ✓ to achieve profit and growth. (2)
- 7.5.2
- Risk-taking ✓✓
 - Commitment
 - Creativity
 - Independence
 - Motivation
 - Obsession with opportunity (Any 1 x 2) (2)
- 7.5.3
- Township tours ✓
 - Homestays
 - Teaching tourists how to do beadwork
 - Culinary skills (Any 1 x 1) (1)
- 7.5.4 Transport sector ✓ (1)
- 7.5.5
- The ability to work in a team ✓
 - Stamina ✓
 - Enthusiasm ✓
 - Outgoing and friendly personality (Any 2 x 1) (2)
- 7.5.6
- Good interpersonal skills ✓
 - Communication skills ✓
 - The ability to speak a foreign language.
 - Customer and service skills
 - Good knowledge of the transport system (Any 2 x 1) (2)

TOTAL SECTION D: 50

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE**

QUESTION 8

- 8.1 8.1.1 B ✓✓ (2)
- 8.1.2 D ✓✓ (2)
- 8.1.3 C ✓✓ (2)
- 8.1.4 A ✓✓ (2)
- 8.2 8.2.1 VayaMzansi ✓ (1)
- 8.2.2 **Spontaneous Budget Explorers** ✓
Weekend holidays filled with activities ✓
New Horizon Families ✓
Special offers on flights and hotels ✓
High-Life Enthusiasts
Weekend holidays filled with activities
Seasoned Leisure Seekers
Travel to escape, relax and spend quality time with loved-ones
Well-to-Do Mzansi Families
Special offers on flights and hotels (Any 2 x 2) (4)
- 8.3 8.3.1 Dodoma ✓ (1)
- 8.3.2 D ✓
Madagascar ✓ (2 x 1) (2)
- 8.3.3 • C ✓
• Zambia ✓ (2 x 1) (2)
- 8.4 8.4.1 SADC ✓ (Southern African Development Community) (1)
- 8.4.2 RETOSA is a Southern African Development Community body responsible for the promotion and marketing of tourism in Southern Africa as a region. ✓✓ (2)
- 8.4.3 An increase in the volume of tourists will generate an income for South Africa through tourist spending e.g. accommodation, attractions, shopping and transportation. ✓✓ Tourism is labour intensive and a large number of people will be employed. ✓✓
OR The multiplier effect will be put in motion which will lead to economic growth. **OR** There will be a demand for new and improved tourism infrastructure development e.g. airports (to accommodate more flights) and communication networks. (2 x 2) (4)

[25]

QUESTION 9

- 9.1 9.1.1
- A – Halaal ✓
 - B – Kosher ✓
- (2 x 1) (2)
- 9.1.2
- Tourist satisfaction will increase. ✓
 - Tourists will return to the country (repeat visitation). ✓
 - Positive word of mouth will encourage other tourists to visit the country. ✓
 - An increase in tourist numbers will lead to increased sales. ✓
 - It will create an improved public image.
 - Positive word of mouth will reduce the marketing budget.
 - There will be fewer customer complaints.
 - An increase in tourist numbers will lead to job creation and skills development.
 - South Africa will have a competitive advantage over other destinations.
 - An increase in tourist numbers will result in new and improved tourism infrastructure development.
 - Employees will have greater job satisfaction. (Any 4 x 1) (4)
- 9.2 9.2.1
- The waiters had a poor attitude when serving guests. ✓
 - Customers were kept waiting to be served. ✓
 - The standard of the food did not meet customers' expectations.
 - The management did not handle customer complaints effectively. (Any 2 x 1) (2)
- 9.2.2 (a) Ask questions ✓ (1)
- (b)
- To make sure that the complaint is fully understood. ✓
 - To gather as much information as possible about the problem. ✓
 - Show the customer that the waiter is concerned about trying to solve the problem.
 - It will calm the customer and make him/her feel that the complaint will be effectively dealt with. (Any 2 x 1) (2)

- 9.2.3
- It enables staff to evaluate one another's performance as individuals or as members of the team. ✓✓
 - It enables staff members to give feedback and make recommendations to improve service levels of each employee. ✓✓
 - Team and peer review assists employees to develop and empower their colleagues.
 - It encourages staff members to discuss issues and strategies for improving customer service.
 - It enables the management to obtain staff opinions on products and service and customer service delivery.
 - It enables staff to report back on service delivery feedback they may have received from customers.

(Any 2 x 2) (4)
[15]

TOTAL SECTION E: 40
GRAND TOTAL: 200