



Province of the
EASTERN CAPE
EDUCATION

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2017

**TOURISM
MARKING GUIDELINE**

MARKS: 200

This marking guideline consists of 12 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	D ✓		
	1.1.2	D ✓		
	1.1.3	A ✓		
	1.1.4	C ✓		
	1.1.5	C ✓		
	1.1.6	B ✓		
	1.1.7	A ✓		
	1.1.8	A ✓		
	1.1.9	D ✓		
	1.1.10	C ✓		
	1.1.11	B ✓		
	1.1.12	B ✓		
	1.1.13	C ✓		
	1.1.14	C ✓		
	1.1.15	D ✓		
	1.1.16	C ✓		
	1.1.17	A ✓		
	1.1.18	C ✓		
	1.1.19	B ✓		
	1.1.20	D ✓	(20 x 1)	(20)
1.2	1.2.1	C ✓		
	1.2.2	A ✓		
	1.2.3	D ✓		
	1.2.4	F ✓		
	1.2.5	B ✓	(5 x 1)	(5)
1.3	1.3.1	Constructive ✓		
	1.3.2	stories ✓		
	1.3.3	Grade I ✓		
	1.3.4	below-the-line ✓		
	1.3.5	Market research ✓	(5 x 1)	(5)
1.4	1.4.1	Okavango Delta ✓		
	1.4.2	Tamarin Bay ✓		
	1.4.3	Lake Kariba ✓		
	1.4.4	Maluti Mountains ✓		
	1.4.5	Bazaruto Archipelago ✓	(5 x 1)	(5)
1.5	1.5.1	B ✓		
	1.5.2	D ✓		
	1.5.3	E ✓		
	1.5.4	A ✓		
	1.5.5	C ✓	(5 x 1)	(5)

TOTAL SECTION A: 40

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

- 2.1 2.1.1
- Flights ✓
 - Car rental ✓
 - Accommodation
 - Two meals daily
 - One game drive per stay
- (Any 2 x 1) (2)
- 2.1.2 Nature lover / Eco-tourist ✓
Motivation: The tour visits a game lodge which will give opportunities for game viewing. ✓
- OR**
- Leisure tourist
Motivation: The tour offers opportunities for relaxation.
- OR**
- Health tourist
Motivation: The tour offers accommodation at a spa. (2)
- 2.1.3
- Leisure ✓✓
 - Game viewing (2)
 - Visit to a spa
- 2.1.4
- Summer clothing ✓/ Light, cool clothing
 - Hat ✓
 - Sun block
- NOTE:** Answers should be related to the summer weather. (2)
- [8]**

QUESTION 3

- 3.1 $\$75 \times \checkmark 14,19 \checkmark = R1\ 064,25 \checkmark$ **OR** $R1064,25 \checkmark \checkmark \checkmark$ (3)
- 3.2 3.2.1 Fluctuations refers to the increase and decrease of the exchange rate of a currency. ✓✓ (2)
- 3.2.2 Foreign exchange bureaus ✓
Commercial banks ✓ (2)
Bureaux de change
- 3.2.3 $R8\ 500 \div \checkmark 17,62 \checkmark = \pounds 482,41 \checkmark$ **OR** $\pounds 482,41 \checkmark \checkmark \checkmark$ (3)
- 3.3
- The money spent by them in the local communities of the countries that they visit will set the multiplier effect in motion benefitting the economies. ✓✓
 - They will spend money on accommodation, activities, restaurants, shopping etc. benefitting the local economies.
 - Job creation for local communities.
- NOTE:** Do not award marks if no explanation is given. (2)

[12]**TOTAL SECTION B: 20**

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

QUESTION 4

- 4.1
- Fishing ✓ / Fly fishing
 - Viewing hippopotamuses and crocodiles
 - Kayaking
 - Exploring the dam by boat
 - Bird watching
 - Sun downer cruises
 - Dam wall tours
 - Excursions
 - Diving

(Any 1 x 1) (1)

4.2

SADC attraction	Country	ONE reason why it is considered a top tourist attraction
Cahora Bassa Dam	Mozambique ✓	<ul style="list-style-type: none"> • It is the second largest dam in Africa ✓✓ • It is the largest hydro-electric scheme in Southern Africa • The damming of the Zambezi River created the fourth largest artificial lake in Africa • The lake has a great variety of fish
Royal Hills of Ambohimanga	Madagascar ✓	<ul style="list-style-type: none"> • The site has cultural, historical and spiritual significance ✓✓ • The walled historic village contains burial sites of members of the Madagascar royal family • It is a place of worship for the people of Madagascar • It is a UNESCO World Heritage Site
Kahuzi-Biega National Park	Democratic Republic of the Congo ✓ / DRC	<ul style="list-style-type: none"> • It is the home of one of the last existing groups of lowland gorillas ✓✓ • Chimpanzees, forest elephants and many other species of wildlife and plants are found in the park • It is a UNESCO World Heritage Site

(3)

(3)

(3)

SADC attraction	Country	ONE reason why it is considered a top tourist attraction
The Tsodilo Hills	Botswana ✓	<ul style="list-style-type: none"> It contains a wide variety of San rock art dating back to the Early Iron Age ✓✓ It is a sacred and spiritual area for the San people It is a UNESCO World Heritage Site
Matopo Hills	Zimbabwe ✓	<ul style="list-style-type: none"> The area exhibits many distinctive rock formations ✓✓ The area has one of the highest concentrations of rock art in southern Africa. The area has abundant animal and plant species It is a UNESCO World Heritage Site

(3)

(3)

[16]**QUESTION 5**

- 5.1 5.1.1 (a) The cultural experience on offer is specific to the area and cannot be experienced elsewhere. ✓✓ (2)
- (b) There is a wide variety of cultural experiences on offer. ✓✓ (2)
- 5.1.2 Xhosa ✓✓ (2)
- 5.1.3
- Women's clothing includes dresses in bright colours like orange, green, red and white with braiding and beads worn over a skirt. ✓✓ The headdress is a colourful braided turban.
 - The Xhosa people are known for their beautiful beadwork which forms an important part of women's traditional clothing. ✓✓
 - Women wear long necklaces made from beads, with collars of multi-coloured beads around the neck, as well as beaded arm and ankle bracelets.
 - Traditionally, the women's clothing and ornaments show the stages of their lives.
 - Xhosa men usually wear a covering around the waist and a short cloak made from animal skin over the shoulders. The cloak is sometimes replaced with a blanket. Xhosa men traditionally also wore sandals made from animal skin.
 - During initiation, Xhosa boys whiten their bodies and wear a blanket or sheepskin to ward off evil.

NOTE: Accept any other appropriate answer.

(Any 2 x 2)

(4)

- 5.2 5.2.1 South African Heritage Resources Agency ✓✓ (2)
- 5.2.2 SAHRA protects South Africa's cultural heritage. ✓✓ It also educates and trains South Africans to help identify heritage resources. ✓✓ It is tasked with keeping an information database on the national estate. ✓✓ (3 x 2) (6)
- 5.2.3 The structures may be of cultural significance or have other special value for the present community or future generations. ✓✓ (2)
- [20]**

QUESTION 6

- 6.1
- | Above-the-line promotional techniques | Below-the-line promotional techniques |
|--|---------------------------------------|
| Electronic advertising ✓ e.g. web-based advertising, video walls, digital displays | Personal selling ✓ |
| Printed material ✓ e.g. brochures | Sales promotions ✓ |
| Conventional media tools ✓ e.g. magazines | Promotional sponsorship ✓ |
- (6 x 1) (6)
- 6.2
- Leisure tourists ✓
 - Business tourists ✓
- (2)
- 6.3
- Interviews ✓✓
 - Surveys ✓✓
 - Questionnaires
 - Gathering a sample of potential customers and getting their feedback
- (2 x 2) (4)
- 6.4 The charges for toll-free phone calls have to be paid by Flight Centre and therefore need to be taken into consideration when drawing up the budget. ✓✓ (2)
- [14]**

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS**QUESTION 7**

- 7.1 7.1.1 • Mango Airlines ✓
 • Kulula (Any one) (1)
- 7.1.2 Johannesburg ✓ and Port Elizabeth ✓ (2 x 1) (2)
- 7.1.3 Budget airlines provide flights at a lower cost. ✓✓
 Passengers have fewer comforts and a lower level of service on a budget airline. ✓✓
 Refreshments and newspapers are usually not included in the ticket price and have to be purchased on board budget airlines.
 Tickets are not usually assigned specific seats on budget airlines.
 Only one class of service, economy class, is available on budget airlines. (Any 2 x 2) (4)
- 7.1.4 Narrow body aircraft ✓✓
Motivation: FlySafair only offers domestic flights and therefore only makes use of narrow body aircraft. ✓✓
 Wide body aircraft are used on long haul, international flights. (2 x 2) (4)
- 7.1.5 • The passenger must report to the check in counter of the airline upon which he/she is booked and produce identification (identity document, driver's license or passport). ✓✓
 • The passenger must report to the check in counter at least an hour prior to departure of the flight. ✓✓
 • The staff member will check the passenger's details against the bookings on the flight.
 • The passenger will place their check-in luggage on the scale after which it will be tagged and transferred to the airplane. ✓✓
 • The passenger will receive a boarding pass and luggage tickets as proof that their luggage has been checked in.
 • The passenger will proceed to the security checkpoint. (3 x 2) (6)

- | Advantage | Disadvantage |
|---|--|
| <ul style="list-style-type: none"> It is easier for the passenger to get up and go to the toilet. ✓✓ | <ul style="list-style-type: none"> Passengers may have to stand up if passengers seated at the window want to move around during the flight. ✓✓ |
| <ul style="list-style-type: none"> It is easier for the passenger to get up and stretch their legs or stretch their legs into the aisle. | <ul style="list-style-type: none"> Passengers can be bumped by people moving up or down the aisle. |
| <ul style="list-style-type: none"> A passenger seated on an aisle will find it easier and quicker to disembark. | (Any 2 x 2) |
- (4)
- 7.1.7 R1 416 + R300 ✓ (R150 per leg of the trip) = R1 716 ✓ **OR**
R1 716 ✓✓ (2)
- 7.2 7.2.1 Valid driver's license ✓✓ (2)
- 7.2.2 The premium is higher but the excess amount that the renter will have to pay will be less than in the case of standard insurance if the vehicle is involved in an accident/collision. ✓✓ (2)
- 7.2.3 The amount of money that the renter will have to pay if he/she is at fault in an insurance claim. ✓✓ (2)
- 7.2.4 The renter of the vehicle is covered in their personal capacity during the rental period for death benefit, medical expenses and support required in the event of an accident. ✓✓ (2)
- 7.2.5 Credit card payment ensures that the rental company is able to trace the renter of the vehicle and have his/her banking details. ✓✓
Credit card payment allows the rental company to put a hold for the required amount onto the credit card of the client. This amount is released when the client returns the vehicle in the condition in which he/she received it. ✓✓ (2 x 2) (4)
- 7.2.6 Vuyani gets 400 km free with his rental. He drives an additional 60 km @ R2,26 per km.
Total cost: R1 287 + R135,60 ✓ (kilometres) = R1 422,60 ✓✓ **OR**
R1 422,60 ✓✓✓ (3)

7.3 **At stations:**

Tight security is present at all stations with electronic surveillance and visible policing. ✓✓ More than 650 CCTV cameras are in place in stations and on platforms. SA Transport Police and security guards maintain a constant security presence. Only valid ticket holders are allowed on stations.

(2)

On board the Gautrain:

Tight security is present on all trains with electronic surveillance and visible policing. ✓✓ CCTV cameras are in place in rail cars. SA Transport Police and security guards maintain a constant security presence on trains. Only valid ticket holders are allowed on trains. In-car cameras allow the driver to see what is happening on board the train. Alarms will sound in the event of emergencies.

(2)

7.4 A suite is the most expensive type of cabin on board a luxury cruise liner. It has additional facilities such as a balcony, full bathroom, separate living and sleeping quarters, bar and kitchenette. ✓✓

An inside cabin is generally the cheapest/smallest type of accommodation on board a luxury cruise liner. It has no windows and only basic facilities. ✓✓

(2 x 2) (4)

- 7.5 7.5.1
 - Risk taking ✓
 - Commitment ✓
 - Creativity
 - Independence
 - Motivation
 - Obsession with opportunity
 - Problem solving
 - Decision making
 - Visualisation
 - Social skills
 - Cultural diversity
 - Leadership
 - Communication skills

NOTE: Accept any other appropriate answer. (Any 2 x 1) (2)

- 7.5.2
 - Lack of finance/money to buy the necessary items. ✓✓
 - Tourists could have been scared to visit the township.
 - Lack of support from the role players in the tourism industry.
 - Theft of his bicycles or helmets. (Any 1 x 2) (2)

[50]

TOTAL SECTION D: 50

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

QUESTION 8

- 8.1 A – Spontaneous Budget Explorers ✓✓
 B – Seasoned Leisure Seekers ✓✓
 C – Well-to-Do Mzansi Families ✓✓ (3 x 2) (6)
- 8.2 8.2.1 December falls in the summer school holidays. ✓✓
 The weather is conducive for leisure travel. (2)
- 8.2.2 To improve measures and efforts aimed at addressing seasonality. ✓✓ (2)
- 8.2.3
- Maximise the all year round use of existing tourism assets and facilities. ✓✓
 - Implement differentiated marketing by setting up provincial marketing offices in other provinces to create inter-provincial partnerships and cross selling across provinces. ✓✓
 - Conduct an audit of all existing government owned resorts/parks/ nature reserves in less visited provinces and regions that may not be optimally used or are under-utilised.
 - Develop and implement a Public Private Partnership Framework for tourism focusing on management of facilities.
 - Create special activities for less visited areas and low seasons.
 - Provide support for one mega event hosting per province during low season and in less visited provinces (music festivals, sports events, cultural events, religious gatherings, etc.).
 - Development of pre- and post-event specific offerings or options to increase the length of stay within the less visited areas. (2 x 2) (4)
- 8.3 8.3.1 Zambia ✓ (1)
- 8.3.2 Luanda ✓ (1)
- 8.3.3 B ✓ (1)
- 8.3.4
- Airplane ✓ / Flights
 - Cruise liner (Any 1 x 1) (1)

- 8.4 8.4.1 Regional Tourism Organisation of Southern Africa ✓✓ **OR** RETOSA (2)
- 8.4.2
- An increase in the volume of tourists will generate an income for the region through tourist spending e.g. accommodation, attractions, shopping and transport. ✓✓
 - Tourism is labour intensive, thus a large number of people will be employed.
 - The multiplier effect will be put in motion which will lead to economic growth.
 - There will be a demand for new and improved tourism infrastructure development e.g. airports (to accommodate more flights) and communication networks.

NOTE: Accept any other appropriate answer. (Any 1 x 2) (2)
[22]

QUESTION 9

- 9.1
- Appropriate dress for staff members so as not to offend Muslim guests and show respect to them. ✓✓
 - Times of worship, Ramadan, answering queries regarding prayer times and prayer rooms as well as providing guests with a list of mosques located close by. ✓✓
 - The food and drink preferences of Muslim guests e.g. halaal food and non-alcoholic beverages.
 - Staff need to be taught what halaal means.
 - The restaurant staff need to be trained to answer any queries posed by a Muslim guest.
 - Staff need to be able to provide the names of restaurants where guests will be able to find halaal food if the hotel does not have a halaal restaurant or does not serve halaal food in their restaurants.
 - Knowledge of basic Arabic phrases for greetings and giving directions.

NOTE: Accept any other appropriate answer. (2 x 2) (4)

- 9.2 9.2.1
- Galileo ✓
 - Sabre ✓
 - Worldspan
 - Abacus (Any 2 x 1) (2)
- 9.2.2
- The travel agency will be able to use the GDS technology to search for the best available hotel accommodation, flights and car rental deals and rates for the couple without going to individual supplier websites. ✓✓
 - Bookings can be made within minutes. ✓✓ (2 x 2) (4)
- 9.2.3
- Performance management ✓✓
 - Quality control checks ✓✓
 - Customer surveys
 - Team and peer reviews
 - In-service training (Any 2 x 2) (4)

- 9.2.4
- Revenue is generated ✓✓
 - Job creation ✓✓
 - Satisfied customers lead to satisfied staff
 - Positive word of mouth advertising
 - Less money will be spent on marketing (Any 2 x 2) (4)
- [18]**

TOTAL SECTION E: 40
GRAND TOTAL: 200