

Province of the

**EASTERN CAPE**

EDUCATION

**NATIONAL**

**SENIOR CERTIFICATE**

**GRADE 11**

**NOVEMBER 2010**

|  |
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| **TOURISM**  **MEMORANDUM** |

**MARKS: 200**

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| This memorandum consists of 7 pages. |

|  |  |  |  |  |  |
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| **SECTION A SHORT QUESTIONS** | | | | |  |
|  | | | | |  |
| **QUESTION 1** | | | | |  |
|  |  | | |  |  |
| 1.1 | 1.1.1 | | | B🗸 LO 1 AS 1 | (1) |
|  | 1.1.2 | | | C🗸 LO 1 AS 1 | (1) |
|  | 1.1.3 | | | C🗸 LO 1 AS 2 | (1) |
|  | 1.1.4 | | | A🗸 LO 1 AS 2 | (1) |
|  | 1.1.5 | | | A🗸 LO 1 AS 2 | (1) |
|  | 1.1.6 | | | B🗸 LO 1 AS 2 | (1) |
|  | 1.1.7 | | | D🗸 LO 1 AS 3 | (1) |
|  | 1.1.8 | | | D🗸 LO 1 AS 3 | (1) |
|  | 1.1.9 | | | C🗸 LO 1 AS 3 | (1) |
|  | 1.1.10 | | | A🗸 LO 2 AS 4 | (1) |
|  | 1.1.11 | | | B🗸 LO 2 AS 4 | (1) |
|  | 1.1.12 | | | B🗸 LO 2 AS 3 | (1) |
|  | 1.1.13 | | | A🗸 LO 2 AS 3 | (1) |
|  | 1.1.14 | | | B🗸 LO 2 AS 4 | (1) |
|  | 1.1.15 | | | D🗸 LO 2 AS 4 | (1) |
|  |  | | |  |  |
| 1.2 | 1.2.1 | | | Icons🗸 LO 3 AS 1 | (1) |
|  | 1.2.2 | | | Gateways🗸 LO 3 AS 1 | (1) |
|  | 1.2.3 | | | Global event🗸 LO 3 AS 6 | (1) |
|  | 1.2.4 | | | Marketing mix🗸 LO 2 AS 3 | (1) |
|  | 1.2.5 | | | Inflation🗸 LO 3 AS 5 | (1) |
|  |  | | |  |  |
| 1.3 | 1.3.1 | | | Leakage🗸 LO 1 AS 1 | (1) |
|  | 1.3.2 | | | Promotion🗸 LO 2 AS 3 | (1) |
|  | 1.3.3 | | | PTO🗸 LO 3 AS 4 | (1) |
|  | 1.3.4 | | | Slogan🗸 LO 4 AS 3 | (1) |
|  | 1.3.5 | | | Professional image🗸 LO 4 AS 3 | (1) |
|  |  | | |  |  |
| 1.4 | 1.4.1 | | | C🗸 LO 3 AS 1 | (1) |
|  | 1.4.2 | | | E🗸 LO 3 AS 1 | (1) |
|  | 1.4.3 | | | A🗸 LO 3 AS 1 | (1) |
|  | 1.4.4 | | | F🗸 LO 3 AS 1 | (1) |
|  | 1.4.5 | | | B🗸 LO 3 AS 1 | (1) |
|  |  | | |  |  |
| 1.5 | A | | | The person who receives the fax🗸 LO 4 AS 5 | (1) |
|  | B | | | The person who sends the fax🗸 LO 4 AS 5 | (1) |
|  | C | | | Title/Write what the fax is about🗸 LO 4 AS 5 | (1) |
|  | D | | | Number to which the fax will be sent🗸 LO 4 AS 5 | (1) |
|  | E | | | Date on which the fax is being sent🗸 LO 4 AS 5 | (1) |
|  |  | | |  |  |
| 1.6 | | 1.6.1 | | Unforeseen occurrence🗸 LO 3 AS 6 | (1) |
|  | | 1.6.2 | | Global sporting event🗸 LO 3 AS 6 | (1) |
|  | | 1.6.3 | | Political situation🗸 LO 3 AS 6 | (1) |
|  | | 1.6.4 | | Unforeseen occurrence🗸 LO 3 AS 6 | (1) |
|  | | 1.6.5 | | Global event🗸 LO 3 AS 6 | (1) |
|  | |  | | |  |
|  | |  | **TOTAL SECTION A:** | | **40** |
|  | |  |  | |  |
| **SECTION B TOURISM AS AN INTERRELATED SYSTEM** | | | | |  |
|  | | | | |  |
| **QUESTION 2** | | | | |  |
|  | |  | | |  |
| 2.1 | | 2.1.1 | Transport🗸, Attractions 🗸(Entertainment/Events) | | (2) |
|  | |  |  | |  |
|  | | 2.1.2 | Expressive in every way🗸🗸 LO 1 AS 1 | | (2) |
|  | |  |  | |  |
|  | | 2.1.3 | * Repeat visits🗸🗸 * More tourists will visit🗸🗸 * Close to an international airport * Easy to get to from anywhere (Any 2) LO 1 AS 1 | | (4) |
|  | |  |  | |  |
|  | | 2.1.4 | * Excellent service provided * The resort offers superior function venues * Choice of outstanding restaurants * World class conferencing, hotels, gaming, entertainment. (Any 2) LO 1 AS 1 | | (4) |
|  | |  |  | |  |
|  | | 2.1.5 | * Casino🗸 * Restaurants 🗸(6 different cuisines) * 4 hotels (5-3 star) * Conference venues (Any 2) LO 1 AS 1 | | (2) |
|  | |  |  | |  |
| 2.2 | | 2.2.1 | Golden active couples🗸🗸 LO 1 AS 2 | | (2) |
|  | |  |  | |  |
|  | | 2.2.2 | Domestic Tourism Growth Strategy (DTGS)🗸🗸 LO 1 AS 2 | | (2) |
|  | |  |  | |  |
|  | | 2.2.3 | * Increase in tourist volumes🗸🗸 * Increase in tourist spending🗸🗸 * Increase the length of stay🗸🗸 * Improved geographic spread🗸🗸 * Improved seasonality patterns🗸🗸 * Promote transformation🗸🗸 LO 1 AS 2 | | (12) |

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|  |  | |  | | | | |  |
|  | 2.2.4 | | **SECTOR** | | | **EXAMPLE FROM THE EXTRACT** | |  |
|  |  | | Accommodation🗸 | | | Self-catering🗸 | |  |
|  |  | | Attraction🗸 | | | Natural scenery/scenic 🗸beauty/entertainment (theatre, live performance) | | (4) |
|  |  | |  | | | | | **[34]** |
| **QUESTION 3** | | | | | | | |  |
|  |  | |  | | | | |  |
|  | | **EMPLOYEE** | | | **SKILLS** | | **VALUES** |  |
| 3.1 | 3.1.1 | Waitron | | | Good communication🗸  Good listening  Efficiency | | Caring🗸, Positive attitude |  |
|  | 3.1.2 | Porter | | | Efficiency🗸 | | Honesty🗸, loyalty |  |
|  | 3.1.3 | Receptionist | | | Good communication🗸  Good listening, Efficiency | | Positive attitude🗸  Caring | **[6]** |
|  |  | |  |  |  | |  |  |
|  |  | | **TOTAL SECTION B:** | | | | | **40** |

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| **SECTION C SUSTAINABLE AND RESPONSIBLE TOURISM** | | | | | | | | | | | |  | |
|  | | | | | | | | | | | |  | |
| **QUESTION 4** | | | | | | | | | | | |  | |
|  |  | |  | | | | | | | | |  | |
| 4.1 | 4.1.1 | | * The area around the hotel is polluted, so it is not appealing to tourists/visitors.🗸🗸 * Visitors may be prone to illnesses/diseases due to polluted environment.🗸🗸 | | | | | | | | | (4) | |
|  |  | |  | | | | | | | | |  | |
|  | 4.1.2 | | Airport/🗸🗸air transport runway | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 4.1.3 | | The beach/coral reef🗸🗸 LO 2 AS 1 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
| 4.2 | * Clean up the area🗸🗸 * Practice sound environmental practices/conservation of natural environment🗸🗸 * Take care not to destroy plants and animals in the area * Put clear signage indicating waste disposal prohibited/no dumping   (Any 2) LO 2 AS 2 | | | | | | | | | | | (6) | |
|  |  | |  | | | | | | | | |  | |
| 4.3 | 4.3.1 | | Global warming is an increase in the world’s surface temperature believed to be caused in part by the greenhouse effect; industrial activity and deforestation; depletion of the ozone layer.🗸🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 4.3.2 | | The fact that a bear is used as an environmental expert in the advert on TV.🗸🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 4.3.3 | | To raise more awareness about the threatened/endangered species a bear in this case is one example.🗸🗸 Links to the WWF panda 🗸  LO 2 AS 1 & 2 | | | | | | | | | (3) | |
|  |  | |  | | | | | | | | | **[21]** | |
|  |  | |  | | | | | | | | |  | |
| **QUESTION 5** | | | | | | | | | | | |  | |
|  |  | |  | | | | | | | | |  | |
| 5.1 | 5.1.1 | | SAHRA South African Heritage Resource Agency🗸🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 5.1.2 | | UNESCO United Nations Educational Scientific and Cultural Organisation🗸🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 5.1.3 | | NHC National Heritage Council🗸🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
| 5.2 | 5.2.1 | | The museum is located in/has three branches:  Mthatha  Qunu  Mvezo🗸🗸🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 5.2.2 | | Nelson Mandela🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 5.2.3 | | Foot prints of this legend from where he was born🗸, big sliding stone🗸, grazing pastures, clear streams. (Any 2) | | | | | | | | | (4) | |
|  |  | |  | | | | | | | | |  | |
|  | 5.2.4 | | Xhosa speaking (Nguni)🗸 | | | | | | | | | (2) | |
|  |  | |  | | | | | | | | |  | |
|  | 5.2.5 | | It showcases the origins & childhood of this iconic leader who happens to be known and recognized worldwide.🗸🗸🗸 LO 2 AS 4 | | | | | | | | | (3) | |
|  |  | |  | | | | | | | | | **[19]** | |
|  |  | |  | | | | | | | | |  | |
|  |  | | **TOTAL SECTION C:** | | | | | | | | | **40** | |
|  |  | |  | | | | | | | | | |  |
| **SECTION D TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS** | | | | | | | | | | | | |  |
|  | | | | | | | | | | | | |  |
| **QUESTION 6** | | | | | | | | | | | | |  |
|  |  | | | | | | | | | | | |  |
|  |  | | NAME OF ICON | | | WHY IS IT A FAMOUS ICON | | | | | LOCATION | |  |
| 6.1 | 6.1.1 | | Mt Kilimanjaro🗸 | | | Highest in Africa🗸 | | | | | Tanzania🗸 | |  |
|  | 6.1.2 | | Mecca🗸 | | | Holiest place in Islam🗸 | | | | | Saudi Arabia | |  |
|  | 6.1.3 | | Table Mountain🗸 | | | Flat topped mountain🗸 | | | | | Cape Town🗸 | |  |
|  |  | |  | | | |  | |  | | LO 3 AS 1 | | (9) |
|  |  | |  | | | | | | | | | |  |
|  | |  | **GATEWAY** | | **LOCATION City/Province** | | | **TYPE**  **(e.g. port)** | | **MORE LIKELY USED BY** | | |  |
| 6.2 | 6.2.1 | | OR Tambo | | Johannesburg🗸 | | | International airport🗸 | | Leisure, sport, 🗸business tourists, etc. | | |  |
|  | 6.2.2 | | Durban | | KwaZulu-Natal🗸 | | | Harbour/Port🗸 | | Business tourists, leisure🗸 | | |  |
|  | LO 3 AS 2 | | | | | | | | | | | | (6) |
|  |  | |  | | | | | | | | | |  |
| 6.3 | 6.3.1 | | The days on which the flight operates🗸 The days of the week | | | | | | | | | | (1) |
|  |  | |  | | | | | | | | | |  |
|  | 6.3.2 | | Saturday🗸 | | | | | | | | | | (1) |
|  |  | |  | | | | | | | | | |  |
|  | 6.3.3 | | Flight number BA 6-304🗸 departure 12:00🗸 arrival 14:05🗸 | | | | | | | | | | (3) |
|  |  | |  | | | | | | | | | |  |
|  | 6.3.4 | | Flight number BA 6-305🗸 departure 11:00🗸 arrival 12:55🗸 | | | | | | | | | | (3) |
|  |  | |  | | | | | | | | | |  |
|  | 6.3.5 | | Durban is a prime holiday destination and there are very few people who will want to fly to Durban and back on a Saturday. Most people will want to stay for the weekend.🗸🗸 LO 3 AS 2 | | | | | | | | | | (2) |
|  |  | |  | | | | | | | | | |  |
| 6.4 | 6.4.1 | | A. Western Cape🗸 – Table Mountain🗸, Robben Island, V&A Waterfront  B. Northern Cape🗸 – Big hole🗸 Augrabies Falls  C. Eastern Cape🗸 – Addo National Park🗸, Boardwalk Casino,  D. KwaZulu-Natal🗸 – IsiMangaliso🗸, Drakensberg Mountain resorts, Golden Mile beaches  E. Limpopo🗸– Kruger National Park🗸, Mapungubwe  (Only one example) (other examples possible) LO 3 AS 4 | | | | | | | | | | (10) |
|  |  | |  | | | | | | | | | |  |
|  | 6.4.2 | | (a) | Wet ‘n Wild Festival & Country Fair🗸 | | | | | | | | | (1) |
|  |  | | (b) | R30🗸 | | | | | | | | | (1) |
|  |  | | (c) | Wildcoast Jikeleza Tourist Route🗸 | | | | | | | | | (1) |
|  |  | | (d) | Flyer/Brochure🗸 | | | | | | | | | (1) |

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|  | 6.4.3 | (a) | **Family tourists with young children**  Toms’ circus🗸, magician, judo display, elephant interaction, bumpity bump kiddies cars (Any 1) | (1) |
|  |  | (b) | **Cultural tourists**  traditional dancers🗸, Caledonian pipe band, art gallery (Any 1) | (1) |
|  |  | (c) | **Adventure tourists**  Helicopter rides🗸, cycle HQ 15 km MTB Cruise, Amathole 5km MTB Warthog chase, extreme motorbike show (Any 1)  LO 3 AS 4 | (1) |
|  |  |  |  |  |
| 6.5 | 6.5.1 | Tourist C🗸 | | (1) |
|  |  |  |  |  |
|  | 6.5.2 | Tourist A🗸 LO 3 AS 5 | | (1) |
|  |  |  |  |  |
|  | 6.5.3 | **The buying power of the rand**  -Because tourism involves traveling to other countries the tourism industry is directly affected by the changes in the exchange rates. If a tourist visits from a country where the foreign **currency is stronger🗸** than our Rand, he will **receive more rand.🗸**  -And if you visit a country that has a **weaker currency** than the rand, you will **receive more** foreign currency for your rand.  -The amount of foreign currency you can buy with your Rand is referred to as the buying power of the rand. If the rand can buy a lot of the other currency, we say the rand is strong in relation to the other currency. If the rand can only buy a little of a particular currency, we say that the rand is weak in relation to that particular currency.  (Any relevant explanation) LO 3 AS 5 | | (2) |
|  |  |  | |  |
| 6.6 | 6.6.1 | **Job creation**  **Positives:** More jobs created🗸  **Negatives:** People may lose jobs after the event🗸 | | (2) |
|  |  |  | |  |
|  | 6.6.2 | **Infrastructure**  **Positives:** Development of stadiums🗸, accomodation, roads, etc  **Negatives:** Non-use of some of the infrastructure after the event.🗸 | | (2) |
|  |  |  | |  |
|  |  | **TOTAL SECTION D:** | | **50** |

|  |  |  |  |  |  |  |  |  |
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| **SECTION E CUSTOMER CARE AND COMMUNICATION** | | | | | | | |  |
|  | | | | | | | |  |
| **QUESTION 7** | | | | | | | |  |
| 7.3 | |  | Type of tourist | | | Specific needs | Where each can be fitted/observed | |
|  | | 7.3.1 | Wheelchair | | | Ramps for wheel-chairs🗸  Lifts | Hotels🗸, restaurants, airports,  Toilet facilities | |
|  | | 7.3.2 | Visually impaired (blind) | | | Ramps with side rails🗸  Instructions in Braille | Stairs/ramps🗸  passages  in lifts (in hotels, airports, restaurants, attractions) | |
|  | | 7.3.3 | Customers with young children | | | Baby changing rooms🗸  Free pushchairs | Bathroom/🗸toilets in hotels, restaurants and malls | |
|  |  | | | | |  | LO 4 AS 1 | (6) |
| 7.2 | 7.2.1 | | | Compliment🗸. The customer was very impressed with the service of this particular airline.🗸🗸 LO 4 AS 2 | | | | (3) |
|  | 7.2.2 | | | (a) | Future customers – would definitely attract new pax/passengers.🗸🗸 | | | (2) |
|  |  | | | (b) | Business image – trustworthy business 🗸🗸and perceived as offering excellent service LO 4 AS 3 | | | (2) |
|  | 7.2.3 | | | * The staff member was very prompt and showed efficiency to the request.🗸🗸 * On arrival at the airport no hic-cups experienced, the changes were effected as arranged the day before.🗸🗸 LO 4 AS 2 | | | | (4) |
| 7.3 | Forming🗸 Storming🗸 Norming🗸 Performing🗸 LO 4 AS 4 | | | | | | | (4) |
| 7.4 | 7.4.1 | | | This would be the best solution,🗸 because any successful team will yield positive benefits for the company 🗸i.e. contributing to business profitability as customers are satisfied and repeat visits experienced - thus building the image of the company and that will all be due to the functionality of a good leader and maximum individual participation in a team.🗸 (Answers will vary) LO 4 AS 3 | | | | (3) |
|  | 7.4.2 | | | * Creating clear aims and objectives🗸 * Having effective structure and leadership🗸 * Sharing roles and responsibilities🗸 * Making the best use of skills * Supporting one another (Any 3) LO 4 AS 4 | | | | (3) |
|  |  | | |  | | | | **[27]** |
| **QUESTION 8** | | | | | | | |  |
| 8.1 | * Make reservations🗸 * To seek customer feedback🗸 * To advertise the service to future/regular customers🗸 * To complain when customers are dissatisfied with service   (Any relevant response) LO 4 AS 5 | | | | | | | **[3]** |
|  |  | | | **TOTAL SECTION E:** | | | | **30** |
|  |  | | |  | | | |  |
|  |  | | | **GRAND TOTAL:** | | | | **200** |