



Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 11

NOVEMBER 2010

TOURISM

MARKS: 200

TIME: 3 hours

This question paper consists of 22 pages.

INSTRUCTIONS AND INFORMATION

Read the following 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.

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

SECTION A SHORT QUESTIONS**QUESTION 1**

1.1 In each of the following questions four options are provided as possible answers. Choose the correct answer and write only the letter (A – D) next to the question number (1.1.1 – 1.1.15).

- 1.1.1 The interdependence and interrelationship between sectors, sub-sectors and role players affects ...
A poor service.
B service delivery.
C lack of service.
D service. (1)
- 1.1.2 Tourism industry is often referred to as ...
A new silver.
B new copper.
C new gold.
D new platinum. (1)
- 1.1.3 The aim of this strategy is to promote South Africa's tourism potential making tourism support systems and services more accessible to all.
A Tourism Enterprise Programme
B Fair Trade in Tourism South Africa
C Domestic Growth Strategy of DEAT
D DEAT's Tourism Community Road Show (1)
- 1.1.4 The White Paper on Development of Tourism in South Africa focused on ...
A redressing the imbalances in tourism.
B ensuring that whites retained control of tourism.
C ensuring that blacks gained control of tourism by 2010.
D giving control of tourism to provincial governments. (1)
- 1.1.5 This segment does not form part of the DEAT Domestic Growth Strategy.
A Old and stay at home
B Young and upcoming
C Striving families
D Basic needs older families (1)

- 1.1.6 The Sho't Left ... tours the country promoting travel to South Africans.
- A Fun Train
 - B Fun Bus
 - C Fun Taxi
 - D Fun Carriage
- (1)
- 1.1.7 Flight attendants need to have ...
- A a smart appearance.
 - B an outgoing personality.
 - C good communication.
 - D All of the above
- (1)
- 1.1.8 To maintain a professional attitude at work, never ...
- A argue or swear in front of customers.
 - B criticize the organisation to, or in front of, customers.
 - C qualify your apology.
 - D All of the above
- (1)
- 1.1.9 Jobs available in the airline range from cabin crew to ...
- A barman.
 - B concierge.
 - C check-in-agents.
 - D travel consultants.
- (1)
- 1.1.10 The following can be products for tourism potential:
- A Cultures
 - B People
 - C Children
 - D Trees
- (1)
- 1.1.11 Tourism is all about ...
- A heritage.
 - B experiences.
 - C products.
 - D transport.
- (1)

1.1.12 Infrastructure necessary to support tourism includes ...

- A electricity, people, water.
- B water supply, transport, telecommunications.
- C telecommunication, water, environment.
- D electricity, pipes, transport. (1)

1.1.13 One of the following DOES NOT directly support tourism.

- A Schools and Universities
- B Foreign Exchange Bureaus
- C Telephone Communication Systems
- D Airports (1)

1.1.14 This agency is responsible for all Heritage sites in South Africa.

- A NHC
- B SAHRA
- C Municipalities
- D UNESCO (1)

1.1.15 Local heritage refers to heritage sites within the province and can be ...

- A architectural.
- B geological.
- C cultural and bio-diversity.
- D All of the above (1)

1.2 Choose a term provided in the list below that best describes the descriptions that follow. Write only the term next to the question number (1.2.1 – 1.2.5).

Marketing mix, icons, gateways, global event, image, infrastructure, inflation, marketing product, GDP

1.2.1 Tourist attractions synonymous with the country or city where they are located

1.2.2 The point of access to, or departure from a region, country or tourist destination

1.2.3 Events that is so large and significant that they affect the whole economy of the country in which they are hosted




1.2.4 A combination of different marketing activities

1.2.5 The prices of products and services increase although the product or service offered does not change (5x1) (5)

- 1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1 – 1.3.5).
- 1.3.1 (Leakage/catalyst) is the money that doesn't stay in the area in which tourism occurs but leaves the local economy.
- 1.3.2 (Selling/promotion) is the publicising of a product or venture to increase sales or public awareness.
- 1.3.3 (PTO/LTA) is a provincial body responsible for tourism marketing of the province.
- 1.3.4 (Logo/Slogan) is a short sentence that reflects the organisation or its mission.
- 1.3.5 (Image/professional image) is the way in which employees and an organisation hope to be seen and recognised by their customers and general public.

(5)

- 1.4 Match the world famous icons in COLUMN A with the short description of each in COLUMN B. Write only the letter (A – G) next to the question number (1.4.1 – 1.4.5) for example 1.4.6 I

1.4.1	 A photograph of the Eiffel Tower in Paris, France, standing tall against a blue sky with scattered white clouds. In the foreground, there are green lawns and several water fountains spraying water upwards.	A	Fuji, Japan The most famous mountain in Japan is Fuji. It is a dormant volcano on the island of Honshu. Fuji is sacred to many Japanese.
1.4.2	 A photograph of the Great Wall of China winding across a series of green, hilly mountains. The wall is made of stone and has several watchtowers along its length.	B	Sydney, Australia Sydney is Australia's largest city and the country's cultural center. The shell-shaped Sydney Opera House, shown here, is one of the most famous buildings in the world.
1.4.3	 A photograph of Mount Fuji, a snow-capped volcano in Japan, reflected in a calm body of water. The sky is a clear, deep blue.	C	Eiffel Tower, Paris The Eiffel Tower is the best-known landmark in Paris. The tower rises nearly 1,000 feet (300 meters). When it was built in 1889, it was the tallest structure in the world.

1.4.4	 A photograph of the Statue of Liberty in New York City, showing the statue from the waist up, holding a torch in her right hand and a tablet in her left. The background is a clear blue sky. A small watermark 'Goodshoot/PictureQuest' is visible at the bottom left of the image.	D	The Grand Canyon is a place of extraordinary beauty. This giant gash in the plateau of northern Arizona drops down almost a mile.
1.4.5	 A photograph of the Sydney Opera House, showing its distinctive white, sail-like roof structure. The building is situated on the water, and a sailboat is visible in the foreground. A small watermark 'Hutchison Library' is visible at the bottom left of the image.	E	Great Wall of China The Ming dynasty built the Great Wall in the 1400s and 1500s. This long stone wall was designed to defend China's northern border from invasions. Today, it is a popular tourist site.
		F	Statue of Liberty Is a symbol of American freedom known around the world. It is the Statue of Liberty in New York City's harbour.
		G	Pyramids Grand tombs and gateways to the afterlife – the pyramids of Egypt are among the world's most magnificent monuments.

- 1.5 State what information must be given in the spaces labelled A, B, C, D and E in the written communication below:

FAX TRANSMISSION			
For attention	A	Fax no.	D
From	B	Date	E
Subject	C		
No. of pages (including this page)			
MESSAGE			
<hr/>			
<hr/>			
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<hr/>			
<hr/>			

(5)

- 1.6 Identify whether the following are a global event/global sporting event, unforeseen occurrence or political situation.

1.6.1 The earthquake that hit Haiti in January 2010

1.6.2 2010 Soccer World Cup held in South Africa recently

1.6.3 September 11 in USA, in 2001

1.6.4 Giant waves that caused immense damage and tragedy in South Asia in 2005

1.6.5 An annual tourism exhibition that takes place at the ICC in Durban

(5)

TOTAL SECTION A: 40

SECTION B TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

2.1

**EMPEROR'S PALACE
EXPRESSIVE IN EVERY WAY****Come stay and play at Africa's leading Casino Resort**

Conveniently located next to OR Tambo International Airport and voted Africa's leading casino resort in South Africa and Africa's best convention and conference venue for 3 years running, we'll stretch any budget with our unbeatable value packages.

Emperor's Palace offers you a wide selection of superior function venues and an equally inspired choice of outstanding restaurants offering Asian, Italian, Greek, Indian, African and Continental cuisine.

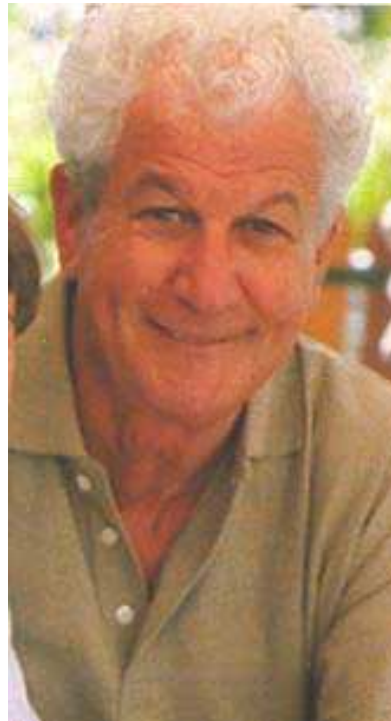
Relax in comfort and safety at one of our four award winning resort hotels. These include 5 star Peermont D'oreale Grande Hotel, the generous 4 star Peermont Mondior Hotel, the new 3 star Peermont Metcourt Suites and the chic new 3 star Peermont Metcourt Hotel.

Only Emperor's Palace offers you world-class conferencing, hotels, gaming, entertainment and dining – all in one extraordinary setting.

Adapted from: Indwe 2009

- 2.1.1 Identify TWO tourism sectors that have a direct link with this establishment. (2)
- 2.1.2 Give the slogan for this establishment. (2)
- 2.1.3 Suggest TWO benefits of having OR Tambo close to this resort. (4)
- 2.1.4 Provide TWO reasons behind the success of the four award-winning resort hotels. (4)
- 2.1.5 List TWO facilities this resort offers their visitors. (2)

2.2

Segment G: Golden active couples

Mr and Mrs Jones from Gauteng are retired and love travelling on longer holidays. They will go for two weeks at a time, when their grandchildren are on school holidays. They will spend some time visiting family in Durban and some time touring on their own, staying at self-catering places or camping. They go shopping, visit the beach, go out for dinner and enjoy experiencing South Africa's wonderful natural scenery.

Although they are a high LSM group within the population, retirement funds and ensuring monitored expenditure are important to this segment. This group will take a long time to plan their trip (around 3 months) and will absorb all information relating to what they decide to do. Rapport is the most popular newspaper and its weekly supplements attract this segment. Huisgenoot receives strong support with this group and Sarie is also sometimes purchased. SABC 2 is watched by the largest proportion of this segment with Radiosondergrense being by far the most popular radio station. Gardening, dining out and social braais are some of the things these active older couples like to do. This segment enjoys Country and Afrikaans music and visiting the theatre and classical music performances. Even though this group watches their pennies (rands!) they have relatively high use of credit cards compared to most other segments.

- 2.2.1 Determine the segment indicated here. (2)
- 2.2.2 Provide the strategy that identified this segment as a way to promote tourism. (2)
- 2.2.3 List the SIX aims/objectives of the above strategy. (12)

- 2.2.4 From the first paragraph of the extract, classify the TWO main tourism sectors this couple are involved in and provide ONE example for each sector of what interests them.

Tabulate your answer as follows:

SECTOR	EXAMPLE FROM THE EXTRACT

(4)
[34]

QUESTION 3

- 3.1 Working in the tourism industry means that the employee should have certain knowledge, skills and values.

Outline the ideal skills and values the following employees should possess:

3.1.1 Waitron

3.1.2 Porter

3.1.3 Receptionist

Tabulate your answer as follows:

	EMPLOYEE	SKILLS	VALUES
3.1.1	Waitron		
3.1.2	Porter		
3.1.3	Receptionist		

[6]

TOTAL SECTION B: 40

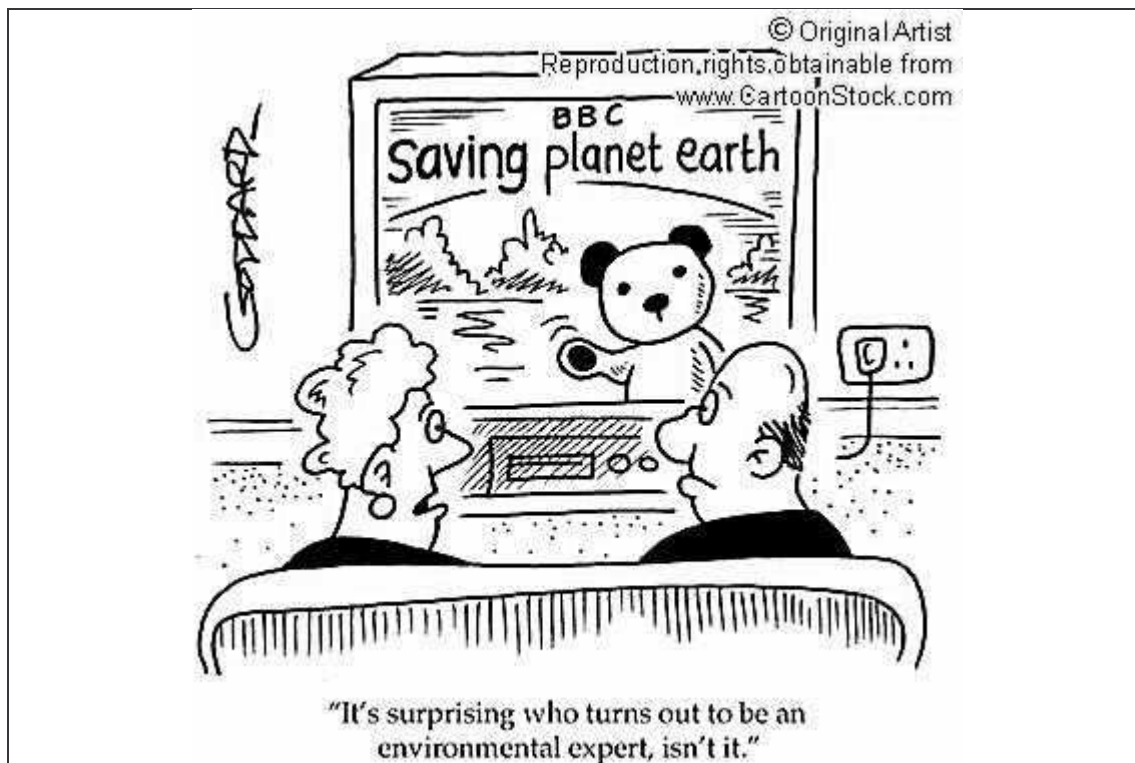
SECTION C SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 4**

4.1 Study this cartoon.



- 4.1.1 The hotel owners or tourism stakeholders shown in the cartoon seem to be worried about less tourists visiting. Examine the cartoon and suggest TWO reasons why is that there are less tourists visiting the area. (4)
- 4.1.2 Identify the infrastructure they are referring to when they say "we've done so much work to make getting here more convenient". (2)
- 4.1.3 Identify the environmental component which was adversely affected due to this development. (2)
- 4.2 Suggest TWO ways they can upgrade the environment around the hotel in order to attract more tourists to the area. (6)

4.3 Study the cartoon below.



- 4.3.1 Briefly explain what the concept "Global Warming" means. (2)
- 4.3.2 The two viewers in this cartoon seem to be amused by the advert. Explain the reason behind their amusement. (2)
- 4.3.3 Suggest a reason why an animal was used to appear in the advert instead of a human being. (3)

[21]

QUESTION 5

5.1 Write in full the following abbreviations and/or acronyms.

5.1.1 SAHRA (2)

5.1.2 UNESCO (2)

5.1.3 NHC (2)

5.2

One Museum Three Sites:

Mthatha Qunu Mvezo

Nelson Mandela Museum

Centered around the rural Eastern Cape village of Qunu, Madiba's birthplace, is the Nelson Mandela Museum. A tribute to the world's great statesman, the museum has attracted visitors from all corners of the globe since it was opened in 2000. Spread over three sites, the museum is rapidly growing to claim its place in the global tourism market. The museum experience gives full story of Nelson Mandela, his life and times and includes an exhibition of gifts he received from all over the world.

An authentic Nelson Mandela footprint museum, it follows every step of his journey-from where he was born and his umbilical cord lies buried, to the Nelson Mandela Youth and Heritage Centre. See the big sliding stone where he played as a young boy, the clear streams, the grazing pastures, the animal tracks, the culture, the people and their stories – all never to be found anywhere else in the world except Qunu. It is a unique museum offering a unique experience.

Adapted from: Madiba Action 2007

5.2.1 Explain why this museum is referred to as 'one museum three sites'. (2)

5.2.2 Name the icon this museum is paying tribute to. (2)

5.2.3 From the extract list TWO things that showcase the icon's youth years. (4)

5.2.4 Identify the cultural group to which the culture mentioned here belongs. (2)

5.2.5 In your own words, discuss why this museum is being referred to as 'a unique museum offering a unique experience'. (3)




[19]

TOTAL SECTION C: 40

SECTION D TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

- 6.1 Identify and explain why each of the famous world icons are referred as such. Tabulate your answer as follows.

		NAME OF ICON	WHY IT IS A FAMOUS ICON	LOCATION
6.1.1				
6.1.2				
6.1.3				

(9)

- 6.2 Classify the following gateways as found in South Africa. Tabulate your answer as follows:

	GATEWAY	LOCATION City/Province	TYPE (e.g. port)	MORE LIKELY USED BY
6.2.1	OR Tambo			
6.2.2	Durban			

(6)

6.3 Refer to the Airways Timetables below to answer the following questions:

**FROM CAPE TOWN
To Durban**

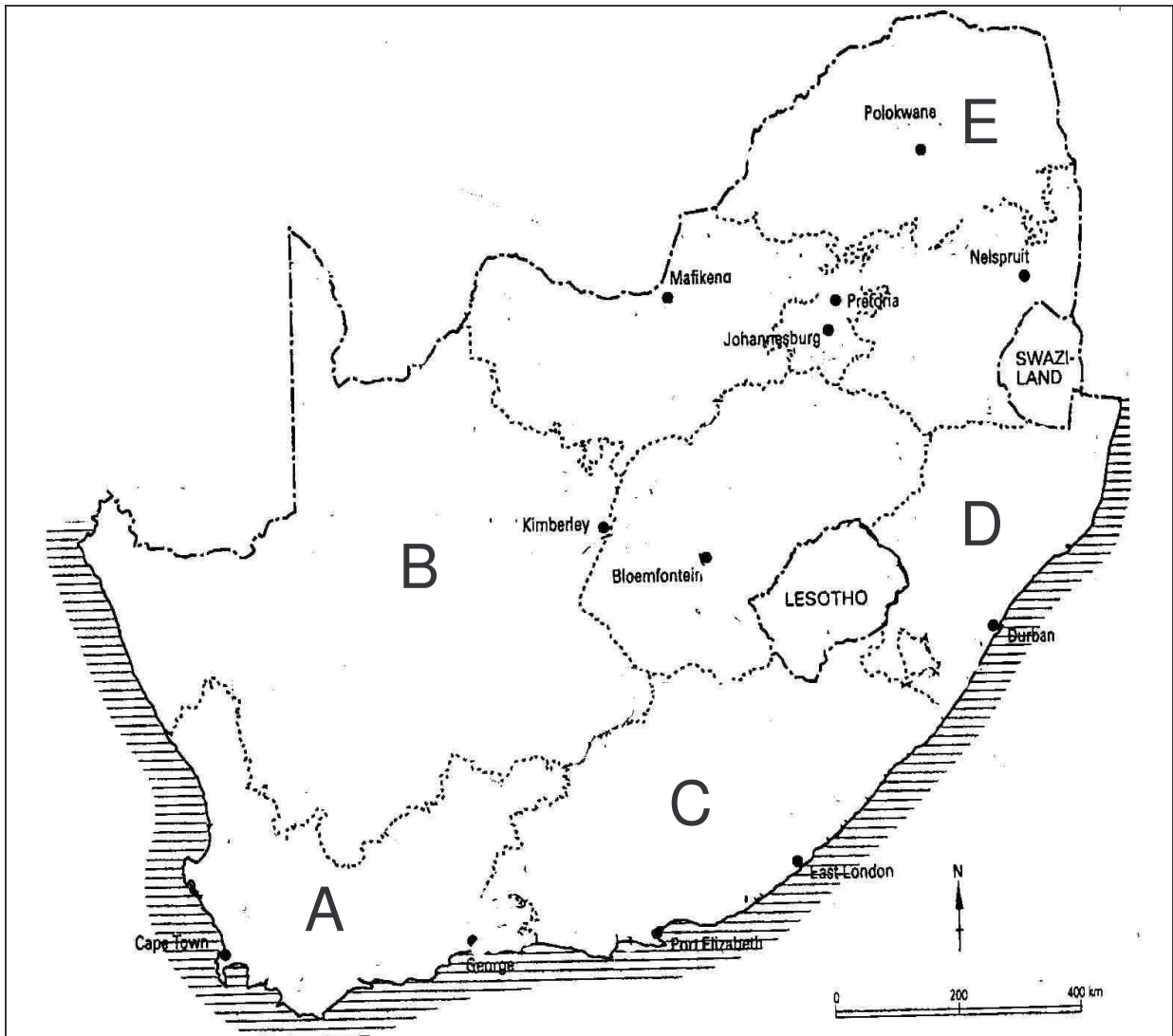
In operation	Dep	Arr	Flt No
12345	0630	0825	BA 6-301
123456	0925	1120	BA 6-303
- - - - - 7	1100	1255	BA 6-305
12345 - 7	1800	1955	BA 6-307

**FROM DURBAN
To Cape Town**

In operation	Dep	Arr	Flt No
12345	0630	0835	BA 6-300
123456	1200	1405	BA 6-304
- - - - - 7	1400	1605	BA 6-302
12345 - 7	1815	2020	BA 6-306

- 6.3.1 State what the figures under “In operation” mean. (1)
- 6.3.2 Give the meaning of the letter 6 under “In operation”. (1)
- 6.3.3 A tourist wishes to fly from Durban to Cape Town on a Friday and wants to arrive in Cape Town in the early afternoon. Give the flight number, departure time and arrival time of the flight. (3)
- 6.3.4 If a flight is in the air at any time between 12:00 and 14:00, a light lunch is served. A tourist flying from Cape Town to Durban on a Sunday wishes to take advantage of this service. Supply the flight number, the departure time and the arrival time which the tourist should take. (3)
- 6.3.5 Suggest a logical reason why the airline has supplied a flight from Cape Town to Durban on a Saturday, but has not supplied a return flight on the same day. (2)

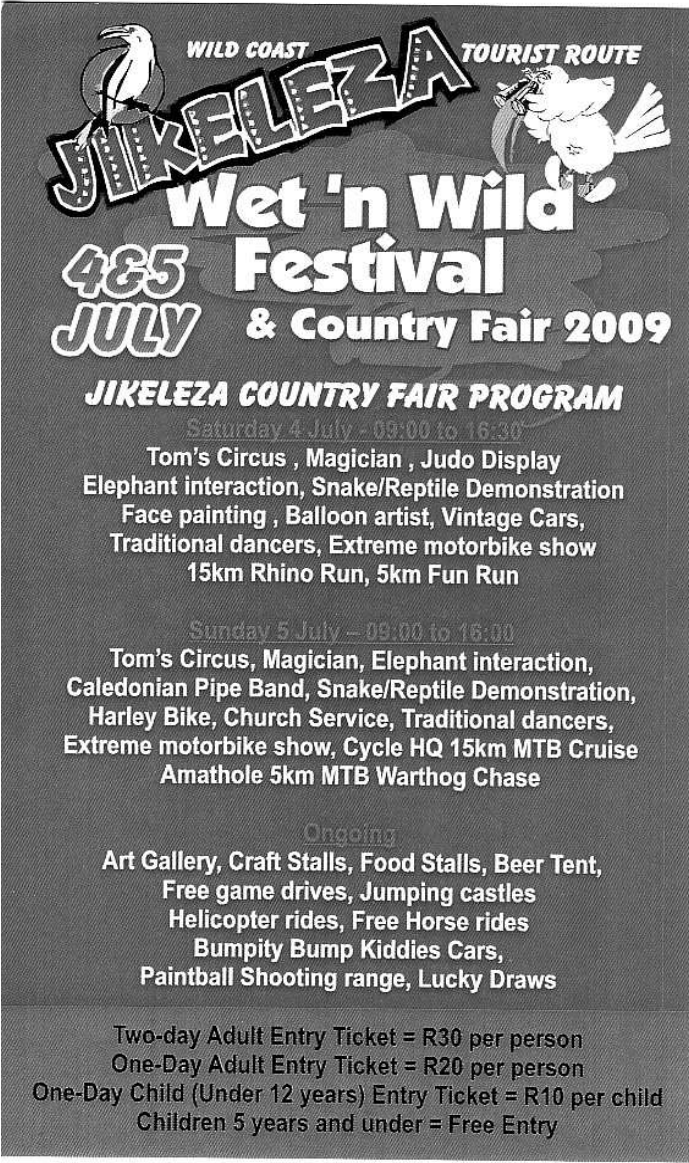
6.4



6.4.1 Identify the province each letter (A – E) represents and give ONE specific major attraction in each province.

(10)

- 6.4.2 Analyse the following marketing brochure/flyer by identifying the following:



WILD COAST TOURIST ROUTE

JIKELEZA

Wet 'n Wild Festival & Country Fair 2009

4&5 JULY

JIKELEZA COUNTRY FAIR PROGRAM

Saturday 4 July - 09:00 to 16:30

Tom's Circus , Magician , Judo Display
Elephant interaction, Snake/Reptile Demonstration
Face painting , Balloon artist, Vintage Cars,
Traditional dancers, Extreme motorbike show
15km Rhino Run, 5km Fun Run

Sunday 5 July - 09:00 to 16:00


Tom's Circus, Magician, Elephant interaction,
Caledonian Pipe Band, Snake/Reptile Demonstration,
Harley Bike, Church Service, Traditional dancers,
Extreme motorbike show, Cycle HQ 15km MTB Cruise
Amathole 5km MTB Warthog Chase

Ongoing

Art Gallery, Craft Stalls, Food Stalls, Beer Tent,
Free game drives, Jumping castles
Helicopter rides, Free Horse rides
Bumpity Bump Kiddies Cars,
Paintball Shooting range, Lucky Draws

Two-day Adult Entry Ticket = R30 per person
One-Day Adult Entry Ticket = R20 per person
One-Day Child (Under 12 years) Entry Ticket = R10 per child
Children 5 years and under = Free Entry

Thanks to all our sponsors...



JOIN US ON THE JIKELEZA TOURIST ROUTE FOR AN INCREDIBLE WEEKEND OF
SPORT, ENTERTAINMENT & FUN
General Enquiries Contact :Marcel on 083 630 1209 or Visit www.wildcoastjikeleza.co.za

- | | | |
|-----|---------------------------------|-----|
| (a) | The name of product (event) | (1) |
| (b) | Price for two days for an adult | (1) |
| (c) | Place | (1) |
| (d) | Promotion medium | (1) |

6.4.3 Mention the activities that will be of interest to the following:

- (a) Family tourists with young children (1)
- (b) Cultural tourists (1)
- (c) Adventure tourists (1)

6.5 Study the table below and answer the questions that follow.

DAY	CURRENCY	RATE
Monday	1 USD	12,79
Tuesday	1 USD	13,10
Wednesday	1 USD	13,40
Thursday	1 USD	12,90
Friday	1 USD	12,80

SCENARIO
Tourist A exchanges his \$100 on Monday
Tourist B exchanges his \$100 on Tuesday
Tourist C exchanges his \$100 on Wednesday

- 6.5.1 Identify the tourist that will receive the most rands for his dollars. (1)
- 6.5.2 Identify the tourist that will receive the least rands for his dollars. (1)
- 6.5.3 Explain in your own words the effects of fluctuation with reference to tourism. (2)

6.6 South Africa hosted the global event 2010 FIFA Soccer World Cup.

Examine the impact of this event by focussing on the positives and negatives of the following factors:

- 6.6.1 Job creation (2)
- 6.6.2 Infrastructure (2)

TOTAL SECTION D: 50

SECTION E CUSTOMER CARE AND COMMUNICATION

QUESTION 7

- 7.1 There are many types of customers in the tourism industry with specific needs and expectations. Taking care of each tourist will contribute to customer satisfaction. Below are three types of tourists. List the specific needs of each tourist and tabulate your answer as follows:

Type of tourist	Specific needs	Where each can be fitted/observed

- 7.1.1 Wheelchair customers (2)
- 7.1.2 Visually impaired (2)
- 7.1.3 Customers with young children (2)

7.2

LETTER OF THE MONTH

To South African Express

I would like to thank you for the professional and friendly service that we received from your staff. I phoned on Saturday, 25th July to change the date of my daughter's ticket, flying from Bloemfontein to Cape Town. What a surprise when your helpful staff member could make all the changes immediately and could give us a reference number. But the biggest surprise of all was to arrive at the airport the next day to find everything as it should be.

After two negative incidences with another local airline, this excellent service was a refreshing change, and we will definitely make use of your services in the future.

Thank you very much. It was a pleasure to do business with you.

Regards
Mariette Venter

[Adapted: Indwe, November 2009]

- 7.2.1 Identify whether the above correspondence is a complaint or a compliment to the company. Briefly explain your response. (3)
- 7.2.2 Evaluate the impact of this writer's inputs on:
- (a) Future customers (2)
- (b) The airline's business image (2)
- 7.2.3 Describe the professional and friendly service the writer is referring to. (4)

7.3 Identify the FOUR stages of group development. (4)

7.4 A company should employ the best person for the job as a leader and this individual should accept the challenge of leading a team and show responsibility. The individual should also spread enthusiasm amongst the team and communicate effectively with them.

7.4.1 Examine whether this would be the best solution to resolve a team work challenge in any company.

Justify your response. (3)

7.4.2 Outline the basics for successful team work. (3)
[27]

QUESTION 8

8.1 Explain how the following mode of communication can be used in the tourism industry:



[3]

TOTAL SECTION E: 30

GRAND TOTAL: 200