



Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 11

NOVEMBER 2011

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 18 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 – 1.1.15) in the ANSWER BOOK, e.g. 1.1.10 E.
- 1.1.1 Support services in the tourism industry include ...
- A producers of travel publications (guides, brochures, timetables).
 - B manufacturers and suppliers of goods for the tourist trade (souvenirs, clothing).
 - C auxiliary services (airports, foreign exchange, Home Affairs).
 - D All of the above.
- 1.1.2 A marathon that took place on the 29th of May 2011 from Durban to Pietermaritzburg involving various nationalities is the ...
- A Durban July.
 - B Two Oceans Marathon.
 - C Fun run.
 - D Comrades Marathon.
- 1.1.3 Most tourism products are ... , as tourists cannot physically touch them or take them home.
- A intangible
 - B tangible
 - C perishable
 - D fragile
- 1.1.4 An (a) ... describes a situation whereby money generated by a tourism business does not benefit the country in which it was generated.
- A GDP
 - B enclave tourism
 - C economic leakage
 - D poor production
- 1.1.5 A cultural event that is always held in Bloemfontein (Mangaung) every year between September and October is the ...
- A MACUFE.
 - B Reed Dance.
 - C Splashy fan.
 - D Joy of JAZZ.

- 1.1.6 Their main focus is to put tour packages together and sell them to tourists.
- A SAT
 - B Tour operators
 - C Travel agencies
 - D Tour guides
- 1.1.7 This refers to all methods used to distribute products to clients from the manufacturers.
- A Recreation
 - B Local tourism organisation
 - C Distribution
 - D Event organiser
- 1.1.8 The 2011 ICC Cricket World Cup was held in this country (ies).
- A South Africa and Zimbabwe
 - B India, Pakistan and Sri Lanka
 - C Australia
 - D New Zealand
- 1.1.9 Early this year, Japan was hard-hit by a ...
- A tsunami and earthquake.
 - B volcano.
 - C swine flu.
 - D cholera.
- 1.1.10 This is a world-wide network of computers, linked by telephone lines, cables and satellite links.
- A Local Area Network
 - B Search Engine
 - C Internet
 - D E-mail
- 1.1.11 This country has no beaches as it is landlocked in South Africa.
- A Zimbabwe
 - B Mozambique
 - C Lesotho
 - D Madagascar

- 1.1.12 The capital of Swaziland is ...
- A Mabatho.
 - B Maseru.
 - C Pretoria.
 - D Mbabane.
- 1.1.13 The price at which one country's currency is exchanged for another.
- A Bureaux de change
 - B Rate of exchange
 - C Currency
 - D Traveller's cheques
- 1.1.14 The Kruger National Park stretches between these two provinces.
- A KwaZulu-Natal and Mpumalanga
 - B Gauteng and Northwest
 - C Limpopo and Gauteng
 - D Mpumalanga and Limpopo
- 1.1.15 This world heritage site is found in Limpopo and is home to some of the most threatened mammals of the world such as the black and white rhinoceros and wild dog.
- A St. Lucia Wetlands
 - B Mapungubwe National Park
 - C Cradle of Human Kind
 - D Kruger National Park
- (15 x 1) (15)
- 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).
- (Multiplier effect, Teamwork, SATSA, SOWETO, UMLAZI, SAHRA, UNESCO, Team building exercise)
- 1.2.1 The 1976 student uprising (riots) originated in this township.
- 1.2.2 This agency is responsible for all heritage sites in South Africa.
- 1.2.3 When individuals work together in an effective way to achieve set goals.
- 1.2.4 A non-profit organisation that represents the major service providers in the tourism industry.
- 1.2.5 It takes place when spending by people leads to other people earning money and spending their money.
- (5 x 1) (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 USP/ISP) makes a business or an organisation to stand out from others offering the same services or products.

1.3.2 (WHO/SWOT) is the analysis used by businesses to find out what their strong points and weak points are in order to improve customer service.

1.3.3 (Xenophobia/Ethnocentricity) refers to a hatred and fear of all foreign things and people.

1.3.4 (Host community/Global community) is a community that provides the space and everything that is needed for a specific event.

1.3.5 (Indigenous/Ecological succession) animals or plants that have always lived or grown naturally in the place where they are.






(5 x 1) (5)

1.4 Complete the table below with the appropriate information. Write only the number and answer in your answer book for example 1.4.4 Cape Town.

ATTRACTION	PROVINCE	CITY/ TOWN (NEAREST)	TYPE
Lesedi Cultural Village	1.4.1	Tshwane	1.4.2
Ushaka Marine World	KwaZulu-Natal	1.4.3	1.4.4
Sun City	1.4.5	1.4.6	Man-made
The Big Hole	1.4.7	Kimberley	1.4.8
Addo Elephant Park	Eastern Cape	1.4.9	1.4.10

(10 x 1) (10)

- 1.5 Match the world famous international tourist icons in COLUMN A with the short description of each COLUMN B. Write only the letter (A – G) next to the question number (1.5.1 – 1.5.5).

COLUMN A		COLUMN B	
GLOBAL ICON	NUMBER	DESCRIPTION	
1.5.1		A	Pyramids and Sphinx Grand tombs and gateways to the afterlife – the pyramids of Egypt are among the world's most magnificent monuments.
1.5.2		B	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.
1.5.3		C	Sydney Opera House The shell-shaped Sydney Opera House in Australia is one of the most famous buildings in the world.
1.5.4		D	Statue of Christ the Redeemer This is a 30 m Statue of Jesus Christ in Rio de Janeiro, Brazil. The statue stands at the top of the Corocovado mountain which is a 710 m high granite dome that overlooks the city.
1.5.5		E	United Kingdom – Big Ben It is the hour bell of the Great Clock of Westminster. It hangs the clock tower of the palace of Westminster, the home of the British Houses of Parliament.
		F	Great Wall of China The Ming dynasty built the Great Wall in the 1400s and 5000s. The long stone wall was designed to defend China's northern border from invasions. Today, it is a popular tourist site.
		G	South Africa – Table Mountain The mountain is part of a nature reserve and wooden walkways and paths allow visitors without damaging the plant life.

(5 x 1)

(5)

TOTAL SECTION A: 40

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

2.1

CAREERS IN HOSPITALITY AND TOURISM

Travellers of all nationalities and all ages want their trips away from home to be as comfortable, interesting and trouble free as possible. Whether their visits are for leisure, work or fitness purposes, they should be in the care of people whose task it is to look after their needs. A career in hospitality and tourism is all about providing enjoyable experiences for others.

People working in this area help to show off the best a country has to offer as well as knowing and enjoying it for themselves. South Africa has something for everyone – a rich and diverse natural, archaeological, historical and cultural heritage; a unique variety of unspoilt landscapes, indigenous plants and wild animals; a visitor – friendly climate; superb sporting facilities; and welcoming people. The role of those working in the hospitality and tourism industry is to offer great value for money; and to encourage visitors to return and recommend similar travels to their friends and associates.

The hospitality and tourism sector is an important part of our economy, offering career opportunities with special appeal to creative, outgoing people who like meeting others. Internal tourism within South Africa is worth R50 billion a year, and the country is also a sought after destination for business people and holiday makers from around the world. Because the industry is expanding so rapidly, there is a high demand for trained staff.

Employment and study possibilities are available in the fields of hospitality, gaming and lotteries, conservation and tour guiding, tourism and travel services, sport recreation and fitness, horticulture and maintenance of sports facilities. Looking after visitors involves many different kinds of work.

[Adapted: *Mail & Guardian*]

[*Imagine your future*: Magazine]

- 2.1.1 State the kind of service that travellers expect in order for their trips to be as comfortable, interesting and trouble free as possible. (1)
- 2.1.2 Describe FOUR characteristics of the service mentioned in QUESTION 2.1.1 above. (4)

- 2.1.3 The role of those working in the hospitality and tourism industry is to offer great value for money and to encourage visitors to return and recommend similar travel to their friends and associates.
- (a) Give FOUR examples of possible employment opportunities in the tourism industry specifically in a restaurant. (4)
- (b) List THREE personal qualities required to work in the tourism Industry. (3)
- (c) Predict what will happen in the tourism industry of S.A. if the workers do not offer value for money to their customers. (4 x 2) (8)
- 2.1.4 State FIVE sectors and subsectors mentioned in this extract. (5)
- [25]**

QUESTION 3

- 3.1 Recent researches have proved that tourism contributes more than any other sectors to the GDP of South Africa.
- 3.1.1 Explain the concept GDP. (3)
- 3.1.2 Evaluate the contribution of tourism to the GDP under the following headers:
- (a) Job Creation
- (b) Multiplier Effect
- (c) Entrepreneurship
- (d) Tourism infrastructure (4 x 3) (12)
- [15]**

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.

RESEARCH IN THE K GALAGADI TRANSFRONTIER PARK

A pioneering project that spans South Africa and Botswana has shown that if conservation approaches are to be successful, natural resources must be managed so as to meet the multiple and immediate needs of different local communities and households. The study shows that if these needs are not met, social fragmentation and intra-community conflicts threaten the success of conservation efforts in the park.

Kgalagadi Transfrontier Park lies within the Kalahari region, a vast semi-desert where temperatures can reach 45 °C. In 1999 two local communities, the Khomani San and Meir, were allocated land inside and outside the park in an attempt to redress land dispossession by white settlers of the past.

The San, or Bushmen, are Africa's earliest and only indigenous hunter-gatherers. Previously roaming widely across southern Africa, they have been forced to retreat into the Kalahari by persecution from Bantu settlers in the north and European settlers in the south. The Mier people, traditionally farmers, settled in the Kalahari region around 150 years ago, fleeing British rule in the Cape Colony.

The Kalahari Gemsbok National Park which – was formed in 1931 – merged with Botswana's Gemsbok National Park in 2000 to form the Kgalagadi Transfrontier Park.

[Adapted from: *Environmental Research Letters (ERL)*].

- 4.1.1 Explain what is meant by a transfrontier park. (2)
- 4.1.2 Identify the TWO SADC countries involved in the formation of the Kgalagadi Transfrontier Park. (2)
- 4.1.3 Quote ONE sentence that shows that transfrontier parks promote sustainable development. (2)
- 4.1.4 Discuss THREE economic benefits of transfrontier parks to the countries involved. (6)
- 4.1.5 Identify TWO possible consequences that, according to the study, threaten the success of conservation efforts in the park. (4)

- 4.1.6 Name the indigenous cultural group that is part of the local community in this park. (1)
- 4.1.7 Assess the role of this park in redressing the imbalances of the past. (3 x 1) (3)
- [20]**

QUESTION 5

- 5.1 Nelson Mandela is a global icon whose birth place is the rural Eastern Cape Town Village of Qunu. He was central to the struggle against apartheid hence he was jailed for 27 years in Robben Island which was later declared as World Heritage Site.
- As a tribute to the world's great statesman, the Nelson Mandela Museum was opened in Mthatha in 2000. This museum attracts visitors from all corners of the globe. 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.
- Visitors access this museum through East London and Mthatha airports. The latter is a very small airport with infrastructural problems. It is not properly fenced and as a result livestock creates problems for landing and taking off. Other problems include poor road maintenance in the city.
- 5.1.1 Mention TWO aspects of experiences that attract tourists to this museum. (2)
- 5.1.2 "Infrastructure is a threat to tourism and repeat visits to Mthatha". Explain the validity of this statement. (4)
- 5.1.3 Define the term infrastructure. (2)
- 5.1.4 Describe TWO criteria that UNESCO considers when declaring World Heritage Sites. (2)
- 5.1.5 State the agency that is responsible for declaring Heritage Sites in South Africa. (1)
- 5.1.6 Name THREE other World Heritage Sites in South Africa apart from Robben Island. (3)
- 5.2 In order to make South Africa a leading tourist destination, successful marketing of the South African tourism industry is vital.
- Give THREE marketing mix needed in the tourism industry. (3)
- 5.3 Discuss the concept 'co-operative advertising.' (3)

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

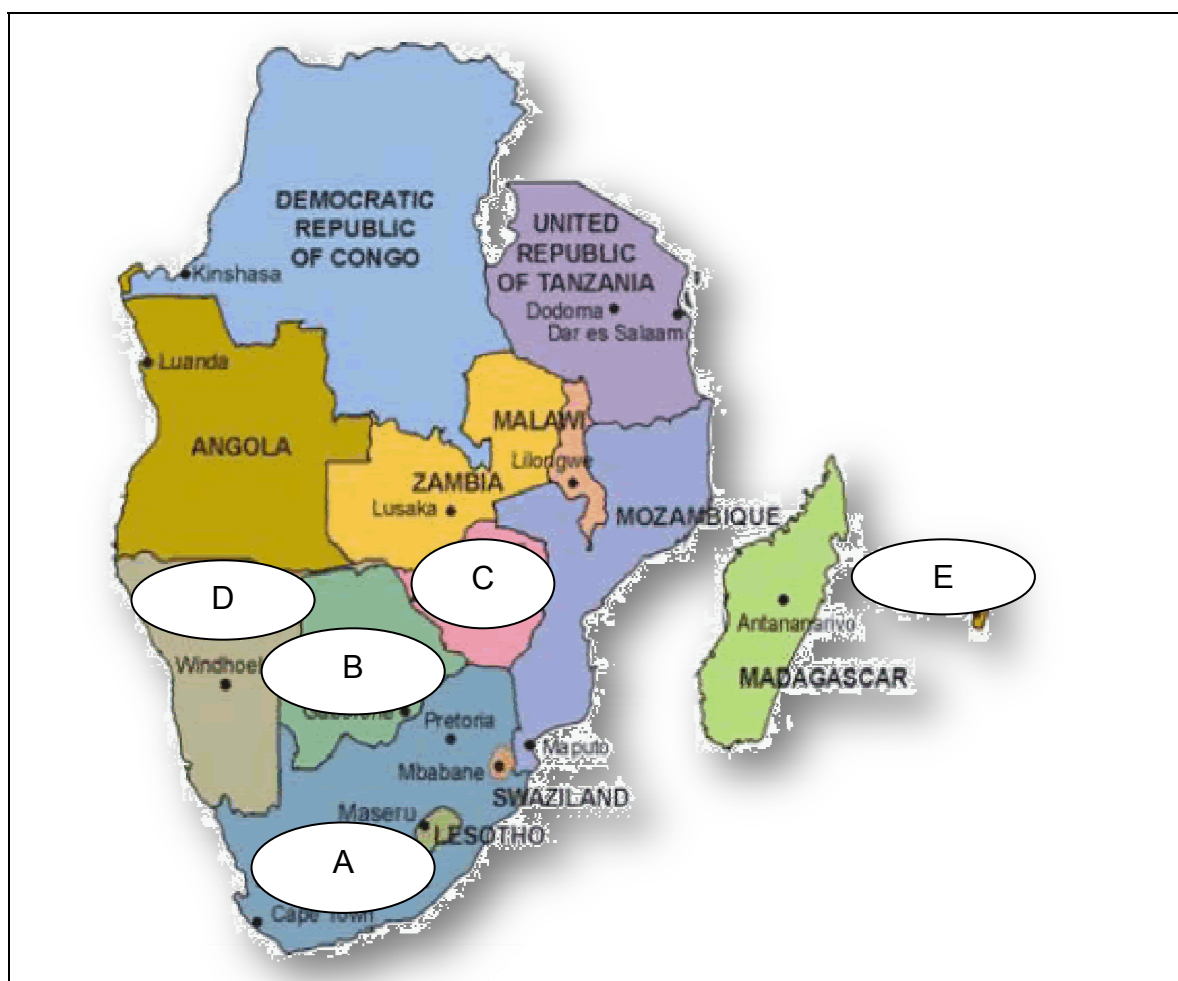
6.1 Briefly explain why the following are famous tourist attractions in the SADC countries.

6.1.1 Robben Island (3)

6.1.2 The Fish River Canyon in Namibia (3)

6.1.3 Okavango Delta in Botswana (3)

6.2 Study the SADC map below and answer the questions based on it.



6.2.1 Label the SADC countries A – E. (5)

6.2.2 You are a tour guide in the country labelled A. Inform the tourists about the new name given to the administrative capital of this country. (2)

- 6.2.3 Name the major gateway in the country labelled A. (1)
- 6.2.4 Explain the meaning of Gateway. (2)
- 6.2.5 AVERAGE FOREIGN EXCHANGE RATES (2011) JULY 2011

US	\$ 1 = R6,95
UK	£ 1 = R 11,35
GERMANY	€ 1 = R 8,45
BOTSWANA	BWP = R1,70

- (a) Suppose two visitors, one from the United Kingdom and the other from Germany, visit South Africa. Identify the visitor that will benefit the most from the current exchange rate reflected above. (2)
- (b) Discuss THREE positive impacts of a weaker rand to the tourism industry of S.A. (3 x 2) (6)
- (c) A tourist from UK visits South Africa in July 2011 with £20 000,00 as his budget. Convert his money into South African currency to determine how much he will be having. (2)

- 6.3 Study Kulula.com's flight schedule with the booking template below and answer the questions based on it.

kulula.com

From airport	To airport	Time
OR Tambo International (JNB) - Jo'burg	Cape Town International (CPT)	Daily from about 06:00 until 21:30
Lanseria International (HLA) - Jo'burg	Cape Town International (CPT)	Daily (except Saturdays) from about 06:00 until 20:00
King Shaka International (Durban)	Cape Town International (CPT)	Daily from about 11:00 until 14:00
Port Elizabeth International (PLZ)	Cape Town International (CPT)	Daily (except Saturdays) at 15:45
Book flight		

Return trip

One-way trip

Leaving on:

16

June 2011

01

Cannot load to airports

Returning on:

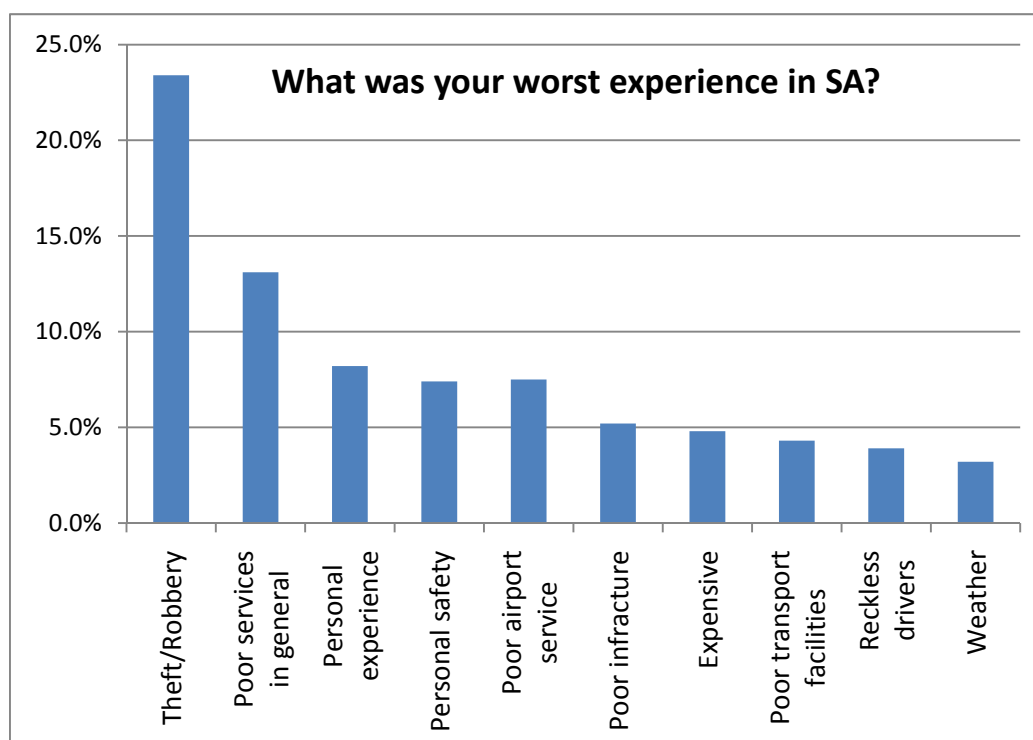
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- 6.3.1 Indicate the day that Kulula.com does not fly from Lanseria Airport to Cape Town. (1)
- 6.3.2 State the times between which Kulula.com is available to fly from King Shaka International Airport to Cape Town. (1)
- 6.3.3 Name the earliest departure time for Kulula.com from O.R. Tambo International Airport to Cape Town. (1)
- 6.3.4 Differentiate between **Return** and **One-way plane tickets**. (4)

6.4 Study the graph below and answer the questions that follow.



[Source: South African Departure Surveys, July, August, September 2004
Note: This question was excluded from 2004 onwards]

Over 75% of tourists said they did not have a bad experience in SA.

6.4.1 State the worst experience in S.A. that tourists encountered as suggested by the survey. (1)

6.4.2 Suggest THREE precautionary measures that can be taken to prevent the worst experience mentioned in QUESTION 6.4.1 above. (3 x 1) (3)

6.4.3 "Over 75% of tourists said that they did not have a bad experience in South Africa."

Predict what could happen in the tourism industry of South Africa if the opposite of the above statement could be true. (3 x 2) (6)

6.5 Analyse the reasons why Durban (KZN) is more popular with domestic tourists than Cape Town with specific reference to:

6.5.1 Accessibility (2)

6.5.2 Weather and climate (2)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

- 7.1 Customers for the tourism businesses come from different walks of life. They have diverse cultural needs and expectations. Some have certain religious observances and speak different languages. Businesses have to make sure that none of their customers get offended.

7.1.1 Define **culture**. (3)

7.1.2 Advise a receptionist who welcomes a tourist who speak a different language from hers, as to what she should do to ensure that the tourist is not offended. (2)

- 7.2 A telephone is a major tool in the tourism industry. Bookings, complaints, feedback and many other services are provided with the help of the telephone. The manner in which telephone calls are handled say a lot about the business itself.



7.2.1 Discuss THREE aspects of telephone etiquette (manners) that need to be considered when communicating with a client. (3 x 2) (6)

7.2.2 State whether telephone communication is verbal or non-verbal. (1)

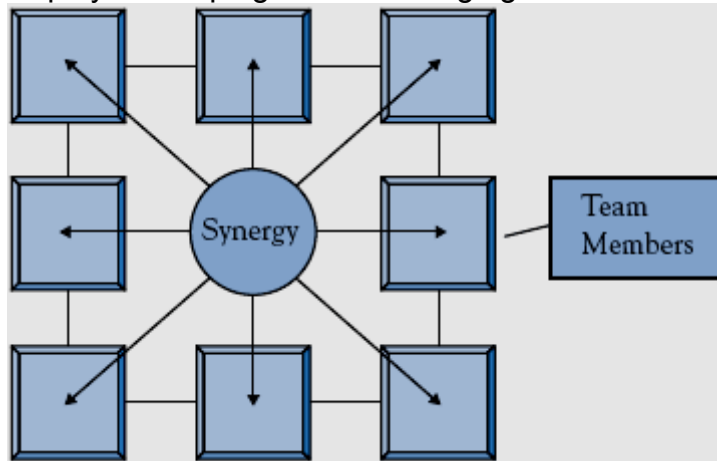
[12]

QUESTION 8

8.1 Read the extract below and answer the questions that follow.

TEAMWORK AND TEAM BUILDING-EMPLOYEE DEVELOPMENT

One vital factor is necessary in order to be successful in the hospitality industry, having an effective team. But, what is an effective team and how do we turn groups into teams and make them winning teams? Many hospitality corporations realise that their main competitive advantage is their employees. One hospitality product is much the same as another until we add personal service. We have all likely experienced a hospitality service that was less than what was expected and, hopefully, many more of the opposite. Why is it that in one place the employees are standing around talking amongst themselves and not attending to their guests' needs? Yet, in another, there is a group synergy, with employees helping and encouraging each other to excel.



The team attempts to achieve a positive collaboration among its members. A successful team will work well with each other, achieve set goals, and each member will have a feeling of self worth. The successful team will also be adaptive, flexible, and able to deal with conflicts as they arise.

[Adapted from: *idwala.com*]

8.1.1 Define teamwork. (2)

8.1.2 Many service industries realise that their main competitive advantage is their employees.

Explain the meaning of a **Competitive Advantage**. (2)

8.1.3 Quote ONE sentence that shows that the employees do not care about their customers. (2)

8.1.4 From the last paragraph of the extract quote a phrase that shows:

(a) Self esteem (2)

(b) Conflict resolution (2)

8.2 Differentiate between a logo and slogan. (4)

8.3 State FOUR items of technology that are needed in order to get connected to the internet. (4)

TOTAL SECTION E: 30

GRAND TOTAL: 200