BERGVLIET HIGH SCHOOL

Grade 11

TOURISM
EXAM
TASK 6

Term 4
26 November 2024

MARKS: **200**
TIME: **3 HOURS**
EXAMINER: **A. DE WAAL**
MODERATOR: **M. STANDER**

MARKING GUIDELINES

SECTION A: SHORT QUESTIONS
QUESTION 1

1.1.1 A✓
1.1.2. D✓
1.1.3. D✓
1.1.4. C✓
1.1.5. C✓
1.1.6 A✓
1.1.7. D✓
1.1.8. B✓
1.1.9. D✓
1.1.10. D✓
1.1.11. A✓
1.1.12. C✓
1.1.13. A✓
1.1.14. B✓
1.1.15. D✓
1.1.16. C✓
1.1.17. B✓
1.1.18. C✓
1.1.19. D✓
1.1.20. D✓ (20)

1.2.1. Economy class✓
1.2.2. Scheduled flight✓
1.2.3. Cockpit✓
1.2.4. Luggage carousel✓
1.2.5. Overhead storage bin✓ (5)

1.3.1. C✓
1.3.2. G✓
1.3.3. E✓
1.3.4. B✓
1.3.5. D✓ (5)

1.4.1. USD✓
1.4.2. GBP✓
1.4.3. £✓
1.4.4. JPY✓ (4)
1.4.5 AUD✓

1.5.1. Responsible tourism✓
1.5.2. (Tourism) green practices/eco-friendly✓
1.5.3. Sustainable (tourism)✓
1.5.4. Deforestation✓
1.5.5. Global warming✓ (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1. An itinerary is a written plan of the transportation, accommodation and activities that will make up each day of a trip. ✓✓ (2)

2.2. General itinerary:
This is a standard itinerary for groups or individuals. ✓

Personalised itinerary:
A personal itinerary is for a specific tourist and is compiled to meet his or her profile and needs. ✓ (2)

2.3 Time✓
Date/Day✓
Meals✓
Transport✓
Actiities/Attraction✓
- Additional information (5)

[9]

QUESTION 3

3.1.1. R35 000 ÷ ✓21.10✓
= £ 1658.77 / GBP1658.77✓

Or

£1658.77 / GBP1658.77✓✓✓ (3)

3.1.2. €80 x✓ 17.26✓
= R 1380.80✓

Or

R1380.80 / ZAR1380.80✓✓✓ (3)

3.1.3. It is so that the bank makes a profit✓✓ (2)

3.1.4. Commercial banks ✓
Bureau de Change✓
Airport Kiosk✓
- Large hotels
- Travel agents (3)

[11]

TOTAL SECTION B: 20

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

QUESTION 4
Study the map below and answer the questions that follow:

4.1.1. Angola✓
4.1.2. Luanda✓
4.1.3 Kissama National Park✓
4.1.4. - The only game park in Angola which can receive tourist and is functioning, as others are not functioning due civil war✓
- The park is closed during the rainy season (Nov and April), due to roads not being tarred and become very muddy during the rainy season

4.1.5. Botswana✓
4.1.6. Gabarone✓
4.1.7. Okavango Delta✓
- Tsodilo Hills

4.1.8. Okavango Delta
- Network of lagoons, lakes, waterways and islands (floods are prominent during the rainy season) ✓
- In summer many migratory bird species come to the area

Tsodilo Hills
- San people originally inhabited
- Home to some of 4 500 San-Bushman paintings
- UNESCO World Heritage sites
- 4 hills make up the Tsodilo Hills

4.1.9 Lesotho✓
4.1.10 Maseru✓
4.1.11 Katse dam and the Lesotho Highlands water project✓
- Sani-Pass

4.1.12 Katse dam and the Lesotho Highlands water project
- It is the largest water transfer scheme in Africa; the wall is 185m high (highest dam in Africa; also one of the world's largest 10 concrete arch dams✓
- The Dam took 6 years to be built
- It generates hydro-electricity for Lesotho
- The Katse Dam and the Mohale Dam are the two dams that are part of the Water Highlands Water Project
- Katse Botanical gardens attracts more nature tourists, it displays indigenous medicinal and endangered plants

Sani-Pass
- It is a mountain road that links Lesotho with KwaZulu-Natal✓
- The gravel road rises over 1200m in a matter of 8km in a series of extremely steep zig-zags

4.1.13 Mozambique✓

4.1.14 Maputo✓
4.1.15 Lake Niassa✓
- Bazaruto Archipelago
- Island of Mozambique

4.1.16 Lake Niasa
- It is the 3rd largest lake in Africa✓
- It is famous for its clear water and white sand beaches, biodiversity and various fresh water fish

Bazaruto Archipelago
- It is a group of five islands off the east coast of Mozambique
- It is known as the most beautiful and unspoiled coastal regions in the world
- Protected national park, the archipelago consists of 5 islands

Island of Mozambique
- small coral island
- it is connected by a 3km long bridge
- the island is 3km long and can be explored in one day

(16)

4.2 4.2.1 Namibia✓✓ (2)

4.2.2 Fish River Canyon✓✓ (2)

4.2.3 Learners should explain that the following activities can be done:
- Hiking✓✓
- Photographic safaris✓✓
  - Biking
  - Fishing (very rare)
  - Game drives
  - Viewing magnificent scenery
  - Visiting the springs

(2)

[24]

QUESTION 5

5.1. Culture includes the way of life of a community, the social interaction between members, the way they celebrate special occasions, the language spoken and their traditions and customs. ✓✓
- It is the values, beliefs, traditions and way of life of a group of people.

Heritage is anything that has been passed down from the past or handed down by tradition to the next generation. ✓✓ (4)

5.2 Structures older than 60 years✓
Archaeological and paleontological (fossilised remains from our past) sites✓
Meteorites✓
- Shipwrecks
- Burial grounds and graves (3)

5.3 South African culture is unique and diverse and is one of the main reasons why tourists visit South Africa – to experience this cultural diversity. ✓✓

Inbound tourists visit South Africa to experience and see this diversity.✓✓

Inbound tourists are drawn to South Africa because of the history of South Africa and influential figures like Nelson Mandela.✓✓

Domestic tourism is encouraged so that locals from different provinces can experience and engage with cultures of other provinces✓✓

- Domestic tourism is increased when travellers undertake educational or cultural trips to the different provinces, to learn about other cultures

Accept any other relevant answer. (8)

[15]

QUESTION 6

6.1 What: it is a business process through which businesses place products and services on the market for sale, which satisfy needs and wants of customers. ✓✓

- It is when businesses advertise their product/service to the market

Why: so that tourists or potential tourists are aware of the products/services being offered✓✓ (4)

6.2 Staff are required to do marketing, therefore there should be enough money available to afford each personnel member's salary✓✓ (2)

6.3

Media Advertising (Above-the-line marketing)	**Promotional advertising (Below-the-line marketing)**
Video Walls✓	Exhibition/expo✓
Billboards✓	Personal sales✓
	Sales promotions✓

(5)

[11]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM
QUESTION 7

7.1 7.1.1. ID✓✓
- Passport (2)

7.1.2. Baggage wrapping will keep the contents of the suitcase safe from theft or tampering. ✓✓
- Baggage wrapping will keep the contents of the suitcase safe should the suitcase be damaged in any way. (2)

7.1.3. (Airport) airside✓✓ (2)

7.1.4 Fastening of seatbelts✓✓
Use of electronic equipment on board the aircraft✓✓
- Use of oxygen masks in the case of an emergency
- Location of emergency exits
- The seating position of the passengers in the event of an emergency landing
- Storage of tray tables (4)

7.1.5 If the passenger is in possession of a boarding pass it will allow him/her onto the flight. ✓✓
- A boarding pass is proof that the passenger is booked on and has checked in for the flight. (2)

7.1.6 The passenger must show his/her boarding pass and identification document. ✓✓
The passenger's hand luggage and anything that he/she may be carrying must pass through the X-ray security scanner in order to be scanned. ✓✓
- The passenger must walk through the metal detector to ensure that he/she is not carrying concealed goods that are not allowed on the aircraft. (4)

7.2 7.2.1 Narrow body✓
It only has one aisle. ✓✓ (3)

7.2.2 There are reading lights✓✓
Television screens (able to play music or movies) earphones are provided. ✓✓
- Some airlines also have in-flight magazines which also offer onboard duty free shopping.
- Wifi and plugs to charge cellphones or laptops (4)

7.2.3 Advantage
More leg room✓✓

Disadvantage
Seats don't recline✓✓
- Must agree to assist in case of emergencies
- Seats slightly narrower than others
- No luggage stored under these seats (4)

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QUESTION 8

8.1 Motivation✓
Commitment✓
Able to work independently
Willingness to take risks
Creativity
Ability to recognise and take an opportunity (2)

8.2 Positive attitude✓
A good team player✓
Politeness
Enthusiasm
Respect
Patience (2)

8.3 You are your own boss✓✓
You choose the type of work you want to do✓✓
- You enjoy the profits of your hard work yourself. (4)

8.4 Suitable infrastructure not always available or expensive✓✓
- Competition
- Lack of knowledge about available technology
- Governmental regulations
- Changes in the market

Any other suitable answer (2)

[10]

QUESTION 9

9.1 **Environment:**

Positive impact	Negative impact
Conservation: supported by revenue generated from tourists✓ • Biodiversity: healthy environments attract animals and vegetation • Man-made environment improvement: facilities and SSG (central business district) projects • Environmental management systems: nature protection (environment) • Three important concepts: reduce, reuse and recycle. **Any other acceptable and appropriate positive impact** **Any 1 x 1**	Air pollution: exhaust fumes from cars, planes and buses✓ • Noise pollution: planes, vehicles, loud music • Visual pollution: ugly buildings • Solid waste and littering: goods packaging • Liquid waste: chemicals in wastewater and sewage • Deterioration of fauna and flora: soil erosion, removal of plants, interaction with animals (feeding of baboons) • Pressure on resources: for example, use of water • Loss of natural habitat: construction on undeveloped land • Congestion: traffic jams: traffic, crowded beaches, shopping malls • Vandalism: damage to attractions - removal of objects or graffiti. **Any other acceptable and appropriate negative impact** **Any 1 x 1**

(2)

Economy:

Positive impact	Negative impact
Tourism is a source of income. Tourists spend money in the community.✓ • Tourism creates jobs. Tourism businesses need staff. • Tourism affects the balance of payments. Tourists bring money into the country or region. • Tourism generates investments. Both the private sector and the public sector are investing money in the development and promotion of tourism. **Any other acceptable and appropriate positive impact** **Any 1 x 1**	Inflation: Prices of goods and services are rising because there is more demand.✓ • Leakage: The owners of tourism businesses can take the profit from the region / area. • If goods and services are imported, it also leads to money flowing out of the area. • External costs: For example, electricity supply and waste disposal are additional costs that increase due to tourism. • Tourism overdependence: Countries, regions or communities

	rely too heavily on tourism. If tourism declines, the economy has no other industries on which to rely for income. **Any other acceptable and appropriate negative impact** **Any 1 x 1**	(2)

Social:

Positive impact	Negative impact	
Awareness of traditions, cultures, art forms✓ • Create understanding of cultures • Communities exposed to new ideas, interests and values • Cultural heritage is preserved • Revenue generated from tourism is used for the maintenance of sites and museums • Cultural pride is promoted • Businesses promote training and community development. **Any other acceptable and appropriate positive impact** **Any 1 x 1**	More crime and violence✓ • Cultural changes: adopting tourists' clothing and behaviour • Revenue generated from tourism does not go back to the community • Tensions between tourists and local community: compete for resources, behavioural misunderstandings, local community does not have access to important cultural sites, no respect for privacy, sacred sites are entered, exploitation of cultural ceremonies • Negative behaviour: no respect, drunkenness **Any other acceptable and appropriate negative impact** **Any 1 x 1**	(2)

9.2 Waste management✓✓

- Put trash cans at tourist sites and attractions. The cans must be clearly visible.
- Provide separate bins for recycling.
- Recycling company comes to pick up the recycled material

Energy saving✓✓

- Switch off all electrical appliances when not in use.
- Use public transportation, hiking or biking.
- Switch off vehicle engines when stationary for long periods of time.

Water saving

- Shower rather than bathe.
- Reuse towels - do not clean every day.
- Use refillable water containers.
- Use tap water rather than bottled water if possible.
- Close taps properly.

Conservation of other scarce resources

- Do not buy products of endangered species.

- Do not support restaurants that serve endangered species on the menu.

Supports businesses that support conservation. (4)

9.3 9.3.1 "Leave nothing but footprints behind."✓
Do not litter. ✓
Do not remove anything (flowers, shells, plants, animals, etc.). ✓
- Do not hurt or kill any living thing.
- Stay on the designated roads
- No loud music
- Do not feed the animals (3)

[13]

TOTAL SECTION D: 50

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

QUESTION 10

10.1. Increase domestic tourism expenditure by:
- Encouraging South Africans to travel more for leisure purposes (affordability is always a key factor) ✓✓
- Increase the length of these trips (bed nights): specials should be offered 'stay two nights, get one night free' money can be spent on other things (food, gifts)
- Increase the average trip expenditure: travellers could participate in additional tourist activities

Increase domestic tourism volume by:
- Develop a holiday travel culture in South Africa✓✓
- South Africa Tourism works with tourism businesses to put together packages, accommodation establishments will charge a room rate instead of rate per person

Enhance measures and efforts aimed at addressing seasonality and equitable geographical spread by:
- Tourism destinations to have activities and attractions to attract tourists throughout the year✓✓
- More trips to less popular provinces: create attractive offerings and packages marketed to South Africans. Also create necessary transport infrastructure = accessibility

Enhance the level of the culture of tourism/travel among South Africans
- Develop and implement tourism awareness-education programme/campaigns
- Enhance training of tourism product owners, employees and neighbouring communities

Use of events to encourage year round travel

- Many destinations use events to draw tourists in the quiet/low season to stimulate travel to their areas

Improve safety and reduce crime

- Tourists want to visit areas where they feel safe
- Destinations/areas should encourage a clean area, better lighting and more policing (6)

10.2. **Travel deal A:**

Well-to-do-Mzansi families✓✓

Reason:
Travel is all about escaping the city and being able to spend time with friends and family in new and different locations. ✓✓

- Travel is also about exposing the children to alternative ways of life and activities
- Special offers on hotels would encourage them to travel within South Africa
- Have R10 000 or more disposable income a month

OR

New Horizon families
Travel to educate their children and broaden their perspectives

- Quality family time
- Reward for hard work
- Have R5000 – R10000 disposable income

(4)

Travel deal B:

High-Life Enthusiasts✓✓

Reason:
Travel is a way to boost one's social status, and to experience the finer things in life in new and different settings. ✓✓

- Prefer a weekend holiday filled with activities compared to a quiet weekend getaway
- Have R10 000 or more disposable income a month

(4)

10.3. An increase in the number of tourists will generate an income for the region through money spent by tourists e.g. accommodation, attractions, shopping and transportation.✓✓

Tourism is labour intensive; therefore many people will be employed.✓✓

The multiplier effect will take effect 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.

Accept any other relevant answer (6)

[20]

QUESTION 11

11.1 Customer complaints are important to a business and ca be used as an opportunity for improvement. ✓✓

Customer complaint will help the business identify where its going wrong and will be able to put strategies in place to help fix the problem✓✓

- It helps the business to put in place an effective complaints handling system (4)

11.2. The business will receive less revenue ✓ ✓
The business can lose customers ✓ ✓
It creates a negative image of the company✓✓

- Profits will decrease due to reduced sales
- Higher staff turnover
- Negative work culture and atmosphere
- The business will have to lay off employees because they will not be able to afford their salaries. (6)

11.3. They can do the following:

Learn from the criticism because it can improve the service of the tourism business. ✓✓
Value criticism and see it as a way to make progress. It can be used to improve and develop the business. ✓✓

- Do not take criticism personally: take It objectively. In general people do not criticise the person, but rather only an aspect of the service of the tourism business.
- Ignore false criticism: remain calm and ignore it completely.
- Do not respond immediately because you may say or do something that you will regret later. Calmly think about the criticism and how to respond to it.

- Smile. It helps you to relax and creates a positive feeling and can make the other person become less critical. (4)

11.4. Performance Management: by observing staff members while they complete their duties or by obtaining client feedback✓✓

Quality control checks: a random method used to measure employees' actions against the behaviour and standards expected by the tourism business ✓✓

Customer feedback / surveys: A set of questions for a customer based on the quality of service delivery; it is a useful tool to collect information on quality service✓✓

Team and peer reviews: One team will evaluate another (or each other within the team) based on their performance. It ensures the success of a team being able to achieve its goals.

In-service training: practical training – staff are directly exposed to the running of the business and how duties are expected to be fulfilled. (6)

[20]

TOTAL SECTION E: 40

GRAND TOTAL: 200