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**

INSTRUCTIONS AND INFORMATION:

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. Round off your answers in QUESTION 3 to TWO decimal places.
5. Show ALL calculations where necessary.
6. You may use a non-programmable calculator.
7. Use the mark allocation for each question as a guideline for the length of your answer.
8. Write neatly and legibly.
9. The table below is a guideline to help you divide your time according to each section.

SECTION	SUBJECT	MARKS	TIME (minutes)
A	Short questions	40	20
B	Mapwork and Tour Planning; Foreign Exchange	20	20
C	Tourist Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism sectors; Sustainable and Responsible Tourism	50	50
E	Domestic, Regional and International Tourism; Communication and Customer Care	40	40
	TOTAL	**200**	**180**

DETACH AND STAPLE TO THE FRONT OF YOUR ANSWER BOOKLET

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TOURISM
EXAM
TASK 6

Term 4
26 November 2024

Learner name: _____ Register: 11 ____

Educator: DW / SR

QUESTION NUMBER	QUESTION TOTAL	LEARNER MARK	MODERATED MARK
1	40		
2	9		
3	11		
4	24		
5	15		
6	11		
7	27		
8	10		
9	13		
10	20		
11	20		
TOTAL	200		

SECTION A: SHORT QUESTIONS

QUESTION 1

Several possible options are provided as answers to the following questions. Write only the letter (A - D) next to the question number, for example 1.1.21. D

1.1.1. An Australian flies from Sydney, Australia to Johannesburg. This is classified as an ….

A. outbound international flight
B. inbound, regional flight
C. inbound international flight
D. outbound, regional flight

1.1.2. Thabo needs a flight to a private game farm where he will spend the weekend. What type of flight will he use?

A. International flights
B. Long-haul flight
C. Regional flight
D. Chartered flight

1.1.3. Cuisine refers to the type of … used to distinguish different cultures.

A. folklore
B. artwork
C. music
D. food

1.1.4. Rickshaws are a common form of transport used in …

A. Grahamstown
B. Cape Town
C. Durban
D. Wellington

1.1.5. The Pula is used in which country:

A. Britain
B. Zimbabwe
C. Botswana
D. Angola

1.1.6. A radio advertisement is an example of ...

A. above-the-line advertising
B. below-the-line advertising
C. personal sales
D. Sponsorships

1.1.7. A well-known car rental company in South Africa:

A. Europa
B. Avril
C. Acorn
D. Avis

1.1.8. Direct and indirect jobs created due to tourism:

A. Divider Effect
B. Multiplier effect
C. Development
D. Sales

1.1.9. South Africa's national airline:

A. Kulula
B. Mango
C. 1 Time
D. SAA

1.1.10. This country is not a SADC member:

A. Angola
B. Zimbabwe
C. Madagascar
D. Kenya

1.1.11. This SADC country is completely landlocked by South Africa.

A. Lesotho
B. Botswana
C. Namibia
D. Zimbabwe

1.1.12. A consequence of poor service delivery:

A. Increased sales
B. Loyal customers
C. Damage to the business' image
D. Higher profits

1.1.13. This cultural group only eats food that is kosher:

A. Jewish
B. Muslim
C. Afrikaaner
D. Buddhist

1.1.14. Jonathan's hotel room light isn't working. He calls the reception to complain about this. His complaint is an example of a .... complaint.

A. written
B. verbal
C. non-verbal
D. typed

1.1.15. This is the logo of …



A. South African Developing Community
B. Southern African Developing Community
C. South African Development Community
D. Southern African Development Community

1.1.16. A hotel receptionist expecting a group of Japanese tourists must be aware that the appropriate way to greet them is by …

A. waving.
B. offering a handshake.
C. bowing slightly.
D. a kiss on both cheeks.

1.1.17. The Muslim cultural group eats only .... foods:

A. Kosher
B. Halaal
C. vegetarian
D. Meaty

1.1.18. Which one of the following is NOT a correct way to handle a customer's complaint?

A. Solve the problem immediately
B. Listen to the customer
C. Blame one of the other workers
D. Offer the customer some form of compensation

1.1.19. Market research involves ...

A. to find out more about what your workers' needs are.
B. to find out more about your suppliers' needs.
C. to determine how much profit your business is making.
D. to find out more about your target market's needs.

1.1.20. A concierge is the employee who …

A. takes a guest's luggage to the hotel room.
B. seats guests in the dining room.
C. books guests into the hotel and allocates them to a room.
D. makes arrangements and does tour bookings on behalf of guests.

(20 x 1) **(20)**

1.2. Choose the correct word provided in the list below. Write only the word(s) next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK, for example 1.2.6 passport.

Luggage carousel; chartered flight; scheduled flight; business class; boarding pass; cockpit; economy class; overhead storage bin

1.2.1. This is where budget travelers can be found in an aircraft.

1.2.2. This is the flight that follows a timetable.

1.2.3. The pilot can be found in this part of the aircraft.

1.2.4. This is a conveyer belt that carries passengers' luggage.

1.2.5. Small cupboards above the seats where passengers can place hand luggage.

(5 x 1) **(5)**

1.3. Match the term in COLUMN A that matches the description in COLUMN B. Write only the letter (A - G) next to the question number, for example (1.3.6 H) in the ANSWER BOOK.

COLUMN A		COLUMN B	
1.3.1.	Gateway	A.	A flat stretch of ground on which aircrafts can land.
1.3.2.	Intercontinental	B.	A flight that flies across a continent.
1.3.3.	Connecting flight	C.	A point of entry or departure from a country.
1.3.4.	Transcontinental flight	D.	A flight that flies across the Atlantic Ocean.
1.3.5.	Transatlantic flight	E.	When you are unable to take a direct flight and have to change flights to get to your destination.
		F.	A flight from one airport to another airport in the same country.
		G.	A flight from one continent to another.

(5 x 1) **(5)**

1.4. Complete the information based on foreign currencies using the table below. Write only the question number and answer, for example 1.4.6 ZAR.

Country	Currency code	Symbol
United States of America	1.4.1.	$
United Kingdom	1.4.2.	1.4.3.
Japan	1.4.4.	¥
Australia	1.4.5.	A$

(5 x 1) **(5)**

1.5. Give the word/term/concept for the following descriptions. Write only the word/term next to the question number in the answer book, for example 1.5.6 Conservation.

1.5.1. Taking responsibility for your actions whether you are a tourist, a manager of a hotel or a taxi driver.

1.5.2. Actions that tourism businesses implement to reduce their environmental impact.

1.5.3. Aims to protect and preserve resources for future generations.

1.5.4. Removal, cutting or burning down of forests or trees.

1.5.5. Gases released into the atmosphere form a layer like a blanket and trap heat.

(5 x 1) **(5)**

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1. Explain what an itinerary is. (2)

2.2. Differentiate between a general and a personalised itinerary. (2 x 1) (2)

2.3. When a tourist reads an itinerary, it gives him/her an idea of what can be expected on their trip. Accommodation is one of the elements contained in an itinerary.

Give FIVE other elements itineraries contain. (5)

[9]

QUESTION 3

3.1. Summer would like to travel to England to visit her sister for one week, then to France to see the Eiffel Tower.

Use the exchange rate table below and answer the questions that follow:

COUNTRY	BBR	BSR
Britain	20.15	21.10
Europe	17.26	18.04

3.1.1. Summer saved R35 000 to spend in England. Calculate how much she will receive in their local currency. Show all calculations, round your answer off to TWO decimal places. (3)

3.1.2. If Summer had €80 left after her trip to France, calculate how much Rands she will receive. Show all calculations, round your answer off to TWO decimal places. (3)

3.1.3. Explain why the BSR is more than the BBR. (2)

3.1.4. Name THREE places where Summer can go to exchange her local currency for foreign currency. (3 x 1) (3)

[11]

TOTAL SECTION B: 20

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

QUESTION 4

Study the SADC map below and answer the questions that follow:



4.1. Complete the table by filling in the missing information. Only write the question number and relevant information in your answer booklets.

Letter	Country	Capital city	ONE attraction situtated in country	ONE reason why it is a popular attraction
A	4.1.1	4.1.2	4.1.3	4.1.4
C	4.1.5	4.1.6	4.1.7	4.1.8
D	4.1.9	4.1.10	4.1.11	4.1.12
E	4.1.13	4.1.14	4.1.15	4.1.16

(16 x 1) (16)

4.2. Study the images below situated in the country labelled B and answer the questions that follow.



4.2.1. Give the name of the country this attraction is situated in. (2)

4.2.2. Provide the name of this attraction. (2)

4.2.3. Explain to a tourist visiting this attraction for the first time TWO activities they would be able to do at this attraction. (2 x 2) (4)

[24]

QUESTION 5

Study the images below and answer the questions that follow.



5.1. Differentiate between the two concepts *culture* and *heritage*. (2 x 2) (4)

5.2. Agencies like SAHRA aim to protect South Africa's heritage. Give THREE categories of heritage sites SAHRA protects. (3 x 1) (3)

5.3. In a paragraph discuss how cultural uniqueness and diversity in South Africa can promote both inbound and domestic tourism. (4 x 2) (8)

[15]

QUESTION 6

6.1. Explain WHAT marketing is and WHY it is important in the Tourism industry. (2 x 2) (4)

6.2. Discuss why *personnel costs* is an important element to include in a marketing budget. (2)

6.3. Classify the following marketing strategies in the word block as above-the-line or below-the-line marketing. Copy the table in your answer book and complete:

Video walls Exhibition / expo Personal sales Billboards Sales Promotions

Media Advertising (Above-the-line marketing)	**Promotional advertising (Below-the-line marketing)**

(5)

[11]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1. Study the images below and answer the questions that follow.







7.1.1 Refer to image A above.

When checking in for a flight, passengers must present certain documents. Name ONE document that a passenger must show. (2)

7.1.2 Explain ONE reason why a traveller would wrap his or her luggage before boarding a plane. (2)

7.1.3 Refer to image B.

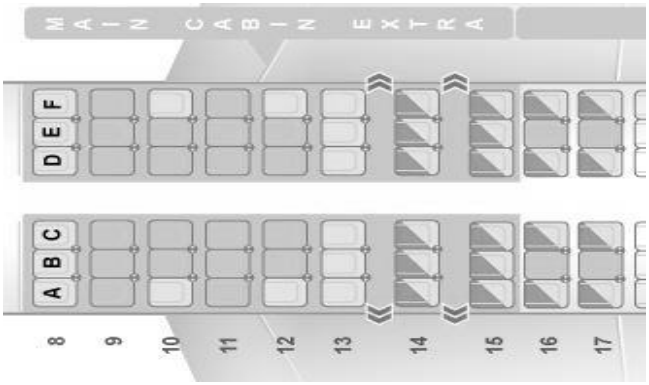
Identify the area of the airport depicted by the image. (2)

7.1.4 The cabin crew must do a safety demonstration for the passengers before the plane can take off. List TWO issues of safety that must be addressed during this demonstration. (4)

7.1.5 Explain the significance of a boarding pass to a passenger who is about to board a plane. (2)

7.1.6 Discuss the steps to take when a passenger arrives at the security checkpoint. (4)

7.2. Study the airplane seating configuration image below and answer the questions that follow.



7.2.1 Is the aircraft depicted in the image above an example of a wide body or narrow body aircraft? Provide a reason for your answer. (1 + 2) (3)

7.2.2 Explain to a tourist, flying for the first time, the type of onboard entertainment he/she can expect on the aircraft. (2 x 2) (4)

7.2.3 Discuss ONE advantage and ONE disadvantage of a seat situated at the emergency exits. (2 x 2) (4)

[27]

QUESTION 8

Study the source below and answer the questions that follow.

A 'tourism entrepreneur' may be defined as a person or group of persons producing and managing innovative tourism products. In this process the entrepreneur must have entrepreneurial skills along with the qualities required to work in the hospitality industry. Research has shown that most tourism entrepreneurs consider financial management as the most important challenge in their careers, followed by problem-solving and interpersonal skills.

[Adapted from: www.yourarticlelibrary.com & www.academicstar.us]

8.1. List TWO entrepreneurial skills required to be a successful tourism entrepreneur. (2 x 1) (2)

8.2. Suggest TWO personality qualities (characteristics) that an employee in the hospitality industry requires. (2 x 1) (2)

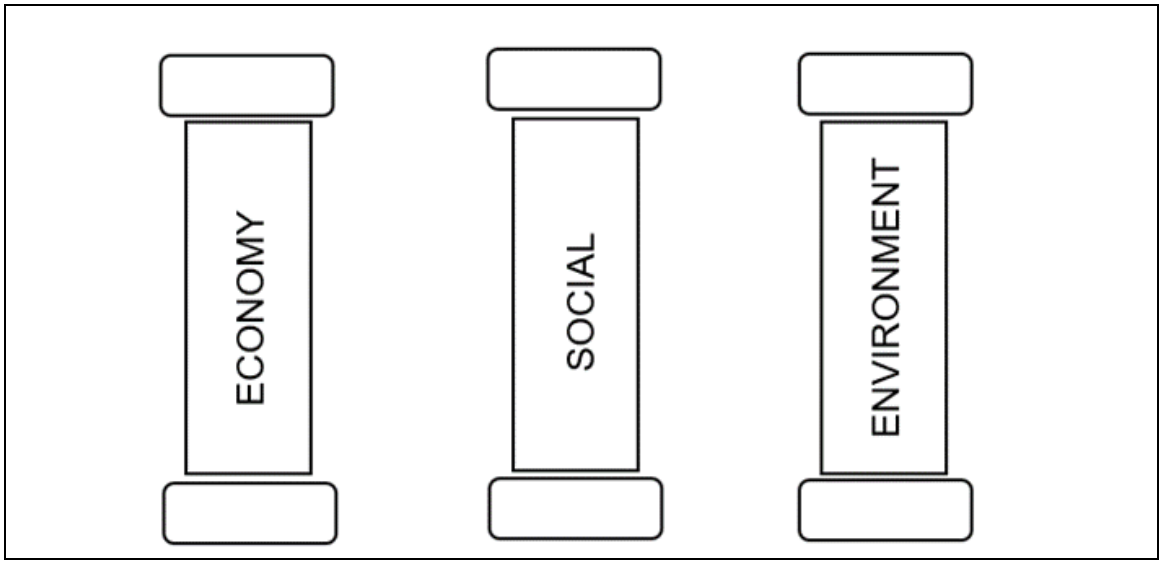
8.3. Suggest TWO advantages to owning your own business. (2 x 2) (4)

8.4. Mention ONE challenge that a tourism entrepreneur could be faced with, other than those mentioned in the extract. (2)

[10]

QUESTION 9

9.1. Refer to the three pillars of sustainable tourism below and explain ONE positive and ONE negative impact of tourism on EACH pillar. Distinction between the pillars must be clear.



(6 x 1) (6)

9.2. Tourism businesses can help reduce the negative impact on the environment by practicing good environmental practices.

In a paragraph, identify TWO examples of good environmental practices implemented by the tourism industry. (2 x 2) (4)

9.3.



The Kruger National Park is one of South Africa's reputable National Parks.

9.3.1 Give THREE rules that tourists must follow to act responsibly if they visit the Kruger National Park. (3 x 1) (3)

[13]

TOTAL SECTION D: 50

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

QUESTION 10

10.1. The Domestic Tourism Growth Strategy (DTGS) of South Africa (2012 – 2020) specifically focuses on the growth of domestic tourism. It sets out a plan for how South African Tourism (SAT), the NDT and the nine provincial tourism authorities can work together to grow the domestic tourism market over a specific period, for example from 2012 – 2020.

10.1.1 Discuss THREE objectives of the DTGS. (3 x 2) (6)

10.2. Refer to the domestic travel deals and extract below and answer the questions.

Travel deal A: 5-day Kruger National Park Safari Package

- Return flights from Johannesburg to airport inside the Kruger National Park
- Accommodation in a family safari lodge
- All meals included (special children's menu)
- Early morning and late afternoon off-road game drives
- Special kids programme including art and crafts classes, face painting, learning about local Shangaan culture

Travel deal B: Cape Town International Jazz Festival Weekend Package

- 5-star luxury city hotel, walking distance from V&A Waterfront and Cape Town beaches
- Breakfast daily
- 2-day car hire
- VIP tickets to the Cape Town International Jazz Festival and entrance to the Chill Lounge to experience a vibrant mix of people, fine dining and world class entertainment

The NDT's Domestic Tourism Growth Strategy (2012–2020) has identified FIVE domestic tourism market segments to inspire South Africans to travel.

Link the travel deals A and B each with one of the five domestic tourism market segments as identified by the NDT's Domestic Tourism Growth Strategy. Give ONE reason why the travel deal will attract the interest of the identified market segment.

Redraw and complete the table below in the ANSWER BOOK.

Travel deal	Domestic market segment	ONE reason why the travel deal will interest the

		domestic market segment
Travel deal A		
Travel deal B		

(4)

(2 x 2) (4)

(2 x 2)

10.3. Discuss THREE advantages of regional tourism for a country that is a member of the SADC region. (3 x 2) (6)

[20]

QUESTION 11

Study the image below and answer the questions that follow.



11.1. Discuss the value of customer complaints for a business. (2 x 2) (4)

11.2. Explain THREE ways how poor service delivery can affect the profitability of Paradise Hotel. (3 x 2) (6)

11.3. Advise TWO ways how the management of Paradise Hotel can constructively handle the criticism of the hotel guests when they complain about their issue. (2 x 2) (4)

11.4. Managing quality service is of utmost importance in the Tourism industry.

Advise the management of Paradise Hotel on THREE strategies they can implement to achieve quality service. (3 x 2) (6)

[20]

TOTAL SECTION E: 40

GRAND TOTAL: 200