BERGVLIET HIGH SCHOOL

TOURISM END OF YEAR EXAMINATION

9 NOVEMBER 2025

GRADE 11

MARKS: 200

TIME: 3 hours

EXAMINER: K.GRASS

MODERATOR: C.STEVENS

MEMORANDUM

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1

1.1.1 C✓

1.1.2 B✓

1.1.3 B✓

1.1.4 A✓

1.1.5 C✓

1.1.6 C✓

1.1.7 B✓

1.1.8 C✓

1.1.9 C✓

1.1.10 B✓

1.1.11 D✓

1.1.12 B✓

1.1.13 B✓

1.1.14 D✓

1.1.15 B✓

1.1.16 C✓

1.1.17 C✓

1.1.18 B✓

1.1.19 D✓

1.1.20 A✓

(20 x 1) **[20]**

1.2				
	1.2.1	Aisle✓		(1)
	1.2.2	galley✓		(1)
	1.2.3	cockpit✓		(1)
	1.2.4	Tray tables✓		(1)
	1.2.5	Cargo hold✓		(1)
			(5 x 1)	**[5]**
1.3				
	1.3.1	D✓		(1)
	1.3.2	C✓		(1)
	1.3.3	E✓		(1)
	1.3.4	A✓		(1)
	1.3.5	B✓		(1)
			(5 x 1)	**[5]**
1.4	1.4.1	Quality control checks✓		(1)
	1.4.2	In-service training✓		(1)
	1.4.3	SMS✓		(1)
	1.4.4	Customer surveys✓		(1)
	1.4.5	Performance management✓		(1)
			(5 x 1)	**[5]**
1.5		Attractions✓ Accommodation✓ Transport✓ Meals✓ Day✓		(1)
			(5 x 1)	**[5]**
			TOTAL SECTION A:	**40**

SECTION B: MAPWORK AND TOUR PLANNING; FOREIGN EXCHANGE

2.1 Complimentary meals (breakfast and dinner)✓
Game drive✓ (2)

- Flights
- Car rental
- Accommodation
- Spa

2.2 <u>Marks will be awarded for the reason given and not the tourist type provided</u>

Eco-tourist, tourists are able to see animals in their natural habitat✓✓

- Leisure tourists, are able to enjoy to a relaxing stay in the natural environment
- Adventure tourists, are able to enjoy an exhilarating game drive in the game lodge (2)

2.3 The package includes flights, car hire and accommodation✓✓

- the package includes a game drive

Accept any other relevant answer (2)

2.4 Sunscreen✓
A hat✓

- sunglasses
- light clothing
- comfortable shoes (2)

Accept any other relevant answer

[8]

QUESTION 3

3.1 $75 x✓ 17.33✓
= R1 299.75✓ (3)

3.2 3.2.1 It refers to the changes in the exchange rates on a daily basis. ✓✓ (2)

3.2.2 Foreign exchange bureau✓
Major hotels✓

- banks
- travel agencies (2)

3.2.3 R8 500 ÷✓ 23.52✓
= £361.39✓ (3)

3.3 Money spent on goods and services positively influences the company's economic status✓✓

- employment is created
- poverty is alleviated
- whole economy is strengthened
- contributes to the GDP of the country (2)

Accept any other relevant answer

[12]

TOTAL SECTION B: 20

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

QUESTION 4

4.1 4.1.1 Kissama National Park✓
4.1.2 Kinshasa✓
4.1.3 None✓
4.1.4 Hippopotamus✓
4.1.5 One✓

(5 x 1) (5)

4.2
4.2.1

Virunga National Park	Democratic Republic of Congo (DRC) ✓	It is a WHS✓ • Home to one-third of the last group of African mountain gorillas on the planet • Mount Nyiragonga is an active volcano while the Rwenzori Mountains offer snow and glaciers • It has the highest concentration of hippopotamus in Africa
Lake Malawi	Malawi✓	It is a freshwater lake that covers a third of the area of Malawi✓
Grand Baie	Mauritius✓	It is the best-known village in Mauritius because of the many beaches and tourist accommodations in the area✓
Bazaruto Archipelago	Mozambique✓	It is known as the most beautiful and unspoiled coastal region in the world✓ • It is a protected national park consisting of 5 islands.

(2)
(2)
(2)
(2)
[13]

QUESTION 5

5.1 5.1.1 Culture gives the society an identity that makes it unique and different from people of other cultures.✓✓

- It includes the way of life of a community, the social interaction between members the way they celebrate occasions, the language spoken and their traditions and customs (2)

5.1.2 It is anything that has been passed down from the past or handed down by tradition to the next generation.✓✓ (2)

5.1.3 It is the many different cultures, religions, and races all living together.✓✓ (2)

5.2 <u>Traditional cuisine of different groups</u>

- Xhosa

Staple food: mealie meal and sour milk (amasi), samp and beans (umngqusho) with meat is popular✓✓

- Muslim

Food is halaal: cirry, breyani, waterblommetjie bredie and samosas✓✓

- English and Afrikaans

Western diet: pastas, boerewors, bredies/stews, cottage pie✓✓

<u>Traditional healing and medicine</u>

Many xhosa speaking people consult traditional healers✓✓

- Most of Western Cape population go to doctors and hospitals (8)

5.3 5.3.1 South African Heritage Resources Agency✓✓ (2)

5.3.2 SAHRA protects South Africa's cultural heritage✓✓

- Educates and trains South Africans to help identify heritage resources
- Keeps an information database on the national estate
- Identifying, conserving and the management of South African cultural resources
- Preserving heritage resources of cultural significance for the present community and for the future generation (2)

5.3.3 Structures older than 60 years✓
Archaeological and paleontological sites✓
Meteorites
Shipwrecks
Burial grounds and graves (2)

[20]

QUESTION 6

6.1 Above-the-line marketing tools refer to methods that try to market a product through mass media. It is impersonal and does not make direct contact with the customer.✓✓

Below-the-line marketing tools focus on direct contact with the customer. It provides a more personalized approach.✓✓ (4)

6.2 6.2.1 Travel magazine/publication✓
Electronic/web advertising✓
- Radio (2)

6.2.2 Exhibitions/Expos✓
- Promotional sponsorship
- In-store discounts (1)

[7]

TOTAL SECTION C: 40

SECTION D: TOURISM SECTORS

QUESTION 7

7.1 Qatar Airlines✓ International airline✓ (2)

Departure city: Cape Town✓
Arrival city: Doha✓ (2)

Boarding refers to the period when passengers have to make their way to and into the aircraft✓✓
She has to board at 11:40✓✓ (4)

The boarding procedure starts at the security control points✓✓

If everything is in order the passengers pass through the security control point and are allowed into the boarding lounge where they will wait for the boarding call to be made✓✓

The boarding call announces what flight is about to board and what gate passengers must go to✓✓

- At the gate each passenger presents his/her boarding pass it is checked by an airline agent on a computer
- The passenger goes through the boarding gate and boards the plane (6)

She can listen to music✓
Watch a movie✓
- Look at the flight status
- Use complimentary wifi and use her cellphone
- Read (2)

[16]

7.2 7.2.1 Creditworthiness✓✓
Age✓✓
Signing of a contract✓✓
Driver's License✓✓ (8)

7.2.2 (a) In the event of an accident, all costs will be covered by the insurance. ✓✓ (2)

(b) This insurance covers the entire cost of the car if it is stolen. ✓✓ (2)

7.2.3 It is the price airports charge for every rented vehicle from the airport. ✓✓ (2)

7.2.4 Credit card payment ensures that the rental company is able to trace the renter of the vehicle and have his/her banking details. ✓✓

- Credit card payment allows the rental company to put a hold for the required amount onto the credit card of the client. This amount is released when the client returns the vehicle in the condition in which he/she received it (2)

[16]

7.3 7.3.1 An entrepreneur is a person who creates a new business in the face of risk and uncertainty to achieve a profit and growth. ✓✓ (2)

7.3.2 Talent to recognize and persue an opportunity✓
Confidence and determination to succeed✓
Strength of character to overcome setbacks✓
Responsibility to accept financial risks✓

- Able to see business opportunities
- Creative
- Independence
- Risk-taking
- Initiative
- Leadership
- Perseverance (4)

7.3.3 The ability to work in a team✓
Stamina✓

- Enthusiasm
- Outgoing and friendly (2)

7.3.4 Good interpersonal skills✓
Communication skills✓

- The ability to speak in a foreign language
- Customer and service skills
- Good knowledge of the transport system (2)

[10]

QUESTION 8

8.1 It aims to protect and preserve resources for future generations.✓✓

- It is concerned with the well-being of the environment, people and economy (2)

8.2 8.2.1 They recruit employees from the surrounding communities.✓✓ (2)

8.2.2 They give donations to schools in the surrounding area.✓✓
- Recruit employees from surrounding communities (2)

8.2.3 Tourists may choose to have their rooms cleaned every second day✓✓

- Guests can hire bicycles to move around in the area
- Seasonal fruits can be picked from the hotel's garden (2)

8.3 Leakage: occurs when owners of tourism businesses take profits out of the area, it affects the amount of money circulating within the local economy.✓✓

Overdependence: countries may rely too much on tourism activity. If tourism decreases the economy may not have other industries to rely on.✓✓ (4)

8.4 8.4.1 It means taking responsibility for all your actions.✓✓ (2)

8.4.2 They should use the rubbish bins for their waste✓✓
Adhere to the hotel's policies on recycling✓✓

- Take showers instead of bath
- Conserve water
- Switch off electrical appliances that are not in use
- Use public transport, walking or cycling

Accept any other relevant answer (4)

[18]

TOTAL SECTION D: 60

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

QUESTION 9

9.1 Domestic Tourism Growth Strategy✓✓ (2)

9.2 The purpose is to create awareness to grow domestic tourism.✓✓ (2)

9.3 A – Spontaneous Budget Explorers✓✓
B – Seasoned Leisure Seekers✓✓
C – Well-to-Do Mzanzi Families✓✓ (6)

9.4 December falls in the summer school holidays. ✓✓

- The weather is conducive for leisure travel
- Most people have extra money to spend

Accept any other relevant answer (2)

9.3 To improve measures and efforts aimed at addressing seasonality. ✓✓ (2)

9.4 Maximise the all year round use of existing tourism assets and facilities. ✓✓

Implement differentiated marketing by setting up provincial marketing offices in other provinces to create inter-provincial partnerships and cross selling across provinces. ✓✓

- Conduct an audit of all existing government owned resorts/parks/ nature reserves in less visited provinces and regions that may not be optimally used or are under-utilised.

- Develop and implement a Public Private Partnership Framework for t tourism focusing on management of facilities.

- Create special activities for less visited areas and low seasons.

- Provide support for one mega event hosting per province during low season and in less visited provinces (music festivals, sports events, cultural events, religious gatherings, etc.).

- Development of pre- and post-event specific offerings or options to increase the length of stay within the less visited areas (4)

[14]

QUESTION 10

10.1 10.1.1 Their traditional attire may have been mocked by the staff✓✓

- The staff only spoke in the local language, creating a language barrier between themselves and the foreign tourists. (2)

10.1.2 The staff could have greeted and treated the foreign tourists with respect and kindness.✓✓

The staff could have attended to the customers immediately and not made them wait.✓✓

- The staff could have spoken in a language the foreign tourists understood
- The staff could have avoided making unpleasant remarks

Accept any other relevant answer (4)

10.1.3 (a) The guests waited long to be seated✓✓
The guests were mocked for being culturally different✓✓

- The guests were met with cold expression when they entered the restaurant
- The staff spoke a language the guests did not understand
- Items on the menu where not explained when asked about it
- The food was cold and poorly presented (4)

(b) The customer may be angry and difficult to calm down.✓✓

It may be difficult to get the customer to explain the problem rationally✓✓

- The right person to handle the complaint may not be available
- It may be difficult to find an immediate solution to the complaint (4)

(c) It helps to identify pitfalls in the business.✓✓
It helps to improve the business.✓✓

- The business can develop an improvement plan
- The business can target and train staff on key issues
- The business can become aware of its strengths and weaknesses
- It ultimately leads to satisfied customers
- Th business will gain a better reputation

Accept any other relevant answer. (4)

(d) It welcomes customer complaints.✓✓
It deals with complaints immediately.✓✓

- It handles complaints effectively
- The system makes it easier for customers to complain (4)

[22]

TOTAL SECTION E: 40

GRAND TOTAL: 200