



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 11

TOURISM

EXEMPLAR 2007

MARKS: 200

TIME: 3 hours

This question paper consists of 23 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This paper consists of FIVE sections. Answer ALL the questions.
2. Read ALL the questions carefully.
3. Number the answers correctly according to the numbering system used in this question paper.
4. The following table is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	SUGGESTED TIME
SECTION A	SHORT QUESTIONS	40 marks	20 minutes
SECTION B	Tourism as an interrelated system	40 marks	40 minutes
SECTION C	Responsible and sustainable 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 Various possible options are provided as answers to the following questions. Write only the letter (A - D) next to the question number (1.1.1 – 1.1.12) in the answer book.

1.1.1 A trust account set up to raise funds for the marketing of South Africa nationally, collected through consumer levies on tourism products:

- A RETOSA
- B TOMSA
- C SADC
- D WTTC

1.1.2 This 1996 document sets the tone for the promotion of tourism and outlines strategies to make tourism accessible to all South Africans:

- A The White Paper on Tourism
- B The Domestic Tourism Growth Strategy
- C The Welcome Campaign
- D The Indaba Fact Sheet

1.1.3 The Comrades Marathon is associated with this province in South Africa:

- A KwaZulu-Natal
- B Western Cape
- C Gauteng
- D Mpumalanga

1.1.4 These SADC countries are bordered by the Indian Ocean on their eastern side:

- A Mozambique, Tanzania and Kenya
- B Namibia, Botswana and Mozambique
- C Zimbabwe, Tanzania and Malawi
- D Lesotho, Kenya and Malawi

1.1.5 The name of this gateway airport has been changed to OR Tambo International Airport:

- A Cape Town International
- B Johannesburg International
- C Durban International
- D Bloemfontein Airport

- 1.1.6 The marketing mix used in marketing a new tourist development in a region refers to ...
- A public relations, product, place and price.
 - B promotion, public relations, place and price.
 - C promotion, product, place and price.
 - D promotion, product, price and public relations.
- 1.1.7 An international award that is only given to beaches that meet excellence in safety, amenities, cleanliness, and environmental management:
- A Securacoast
 - B Coastcare
 - C Blue Flag
 - D ETEYA
- 1.1.8 The following campaign was introduced to encourage domestic tourism in SA:
- A Batho Pele
 - B Hamba Kahle
 - C Sho't Left
 - D Moving South Africa
- 1.1.9 The currency that is used in Mozambique:
- A Pula
 - B Lilangeni
 - C Metical
 - D Rupee
- 1.1.10 A form of written communication that is used to convey a short message between people in the same organisation:
- A Business letter
 - B Fax
 - C Report
 - D Memorandum
- 1.1.11 When planning a menu, shellfish dishes are not appropriate for this cultural group:
- A Buddhists
 - B Christians
 - C The Islamic Faith
 - D The Jewish Faith

1.1.12 At this stage of team development the team realises the merits of working together:

- A The norming stage
- B The forming stage
- C The performing stage
- D The storming stage

(12)

1.2 Choose a term from the list below that best describes the statements provided.

currency; embassy; visa; transit; icon; racist; getaway; xenophobia; exchange

1.2.1 The staff members at this establishment often provide assistance to travellers, especially those who find themselves in trouble in a foreign country.

1.2.2 An additional document providing a foreign tourist with permission to enter the country he or she is visiting.

1.2.3 A passenger who has disembarked at an intermediate point, usually to change airlines and who will be continuing on a connecting flight.

1.2.4 In the tourism context this is an attraction that is world famous and closely associated with a particular destination.

1.2.5 An act of exchanging currency of one country for its equivalent value in another country.

1.2.6 A strong dislike or fear of people from other countries.

(6)

- 1.3 Choose an item/description from COLUMN B that matches a term in COLUMN A. Write only the letter (A - F) next to the question number (1.3.1 - 1.3.5) in the answer book, for example 1.3.6 G.

COLUMN A		COLUMN B
1.3.1	Boardwalk	A plants belonging to a region
1.3.2	Indigenous	B that part of the earth in which life exists
1.3.3	Biosphere	C names of endangered plants and animals appear on this list
1.3.4	Biodiversity	D a raised path made of wood
1.3.5	Red data	E alien species of plants and animals in the region
		F the variety of plants and animals in a particular area

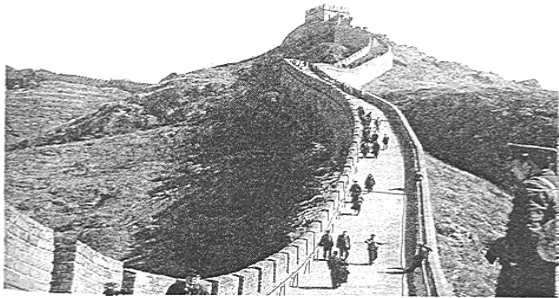
(5)

- 1.4 Select the correct option from the words given in brackets. Write ONLY the correct word(s) next to the question number (1.4.1 - 1.4.6) in the answer book.

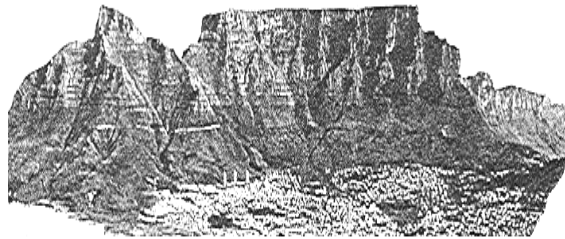
- 1.4.1 (Job specifications/Job descriptions) refer to the experience, qualifications, characteristics and type of personality required in the tourism industry to do a job successfully.
- 1.4.2 (Fringe benefits/Career prospects) refer to housing subsidies, car allowances or medical aid.
- 1.4.3 (Skills/Values) are natural talents and acquired abilities that one has developed.
- 1.4.4 Abalone is a (scarce/sensitive) resource that is being poached to extinction.
- 1.4.5 (Market segmentation/Target marketing) is one way in which customers and potential customers can be identified.
- 1.4.6 A (logo/slogan) of a tourism business is characterised by a short sentence that reflects the business.

(6)

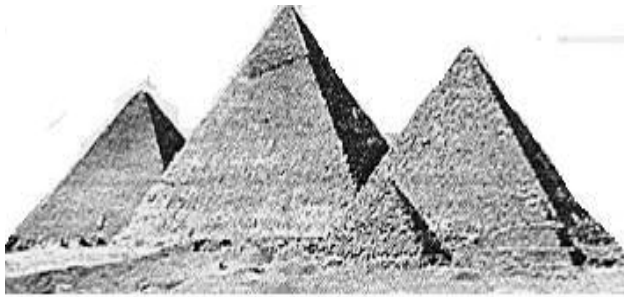
1.5 Identify the following world famous landmarks:



A



B



C



D



E

(WATERFALL IN ONE OF SADC
COUNTRIES)

(5)

- 1.6 Study the forms of body language from the list below and identify the type of body language displayed as either 'open ' or 'closed'.

Tabulate your answer.

eye contact; head down; facial expressions; gestures; arms folded; communicate from a distance
--

Examples of body language	
Open	Closed

(6)

TOTAL SECTION A: 40

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

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

We were trapped – for sure!
- Pieter du Toit

Johannesburg - 'I do not want to speak to that woman. She led us into a trap.'

This is what John Overberg, operational head of **Springbok Airline**, said on Thursday (25/08) when he was asked whether the company planned to contact Ann Saunderson of Pretoria regarding an incident in which her disabled 14-year-old daughter was nearly prevented from flying with the airline.

Saunderson's daughter, Nelly, who is a quadriplegic, was nearly not allowed to fly with **Springbok** from Johannesburg to Cape Town because she is not able to walk up the plane's steps. Saunderson said they flew down to Cape Town with **Springbok** before without any incident and took trouble to phone ahead and make arrangements for her daughter before the recent flight. 'I phoned the airline about this matter in particular and spoke to a man at length. He told me that he could not book a seat for her, but that we had to be at the airport ahead of time where someone would assist us with Nelly.'

KALAHARI offered return ticket

Overberg said Saunderson never phoned the airline. 'If she had problems, why did she have to run to the newspapers? Why did she not speak to us?' Saunderson said they were told at OR Tambo Airport that her daughter could not fly down with them. After a long argument with **Springbok** staff members, the airline eventually agreed that Nelly could go on board, but said she would not be allowed to fly with the airline again. Saunderson said they were told, 'it would be the last time'.

Nazley Peterson, spokesperson for **KALAHARI**, said disabled people were welcome to use this airline. 'We treat them just like all the other passengers and will go out of our way to make the trip as comfortable as possible for any person with a disability. There is no reason to discriminate and I don't even think it is legal to do that.' She said the Civil Aviation Authority determines that only a certain number of disabled people are allowed per flight. 'When such a flight is full, we will offer such a person a seat on an earlier or later flight, but we will definitely not turn them away once they arrive at the airport.'

Nelly does not have to worry about battling with flights again this year since **KALAHARI** offered her a free return ticket to Cape Town.

[Adapted from: www.news24.com]

[Names have been changed to protect people and airlines.]

- 2.1.1 Give ONE reason why **Springbok Airline** wouldn't allow Nelly on board their aircraft. (1)
- 2.1.2 Explain how the two airlines differ from each other with regard to the delivery of excellent customer service. Support your answer by giving ONE example for each. (4)
- 2.1.3 An airline used this incident to its advantage.
Identify and explain how the airline benefited from this incident. (3)
- 2.1.4 Give TWO possible reasons why airlines limit the number of disabled passengers on their flights. (2)
- 2.1.5 Had you been Nelly's mother, would you have also contacted the newspapers? Give a reason for your answer. (2)
- 2.2 The government recognises tourism as making a positive contribution to the GDP, to job creation and to the transformation of our country. The picture below illustrates a few aspects of Domestic Tourism.



[Picture: www.southafrica.net]

- Name THREE objectives that were identified to promote domestic tourism in South Africa. (3)
- 2.3 According to the White Paper on Reconstruction and Development young people are our country's most important resource. Young people have a critical role to play in the growth and development of the tourism industry.
- 2.3.1 Give TWO possible reasons why South Africa's youth are more reluctant to travel than their European and American counterparts. (2)
- 2.3.2 Discuss TWO ways in which young people can be encouraged to travel. (2)

- 2.4 Look at the picture below and identify at least THREE gaps in service delivery at this filling station. In each case, make recommendations for improvement.



[Illustration: Tony Grogan (GO! September 2006)]

(3 x 2)

(6)

- 2.5 Adventure tourism in South Africa is rapidly growing in popularity as tourists seek unusual holidays, different from the typical beach holiday.



[Photo by Walter Knirr (SATSA Tourism Tattler – Issue 3, 2006)]

Bungee jumping

By using the guidelines below, design a marketing campaign for a *bungee jumping business* in Mpumalanga.

- 2.5.1 Decide on a name for your business. (1)
- 2.5.2 Identify TWO possible target markets. (2)
- 2.5.3 Give a short description of your product and price. (2)
- 2.5.4 Write a short paragraph in which you describe at least THREE strategies (plans) you will use to market the product mentioned in QUESTION 2.5.3. (3)

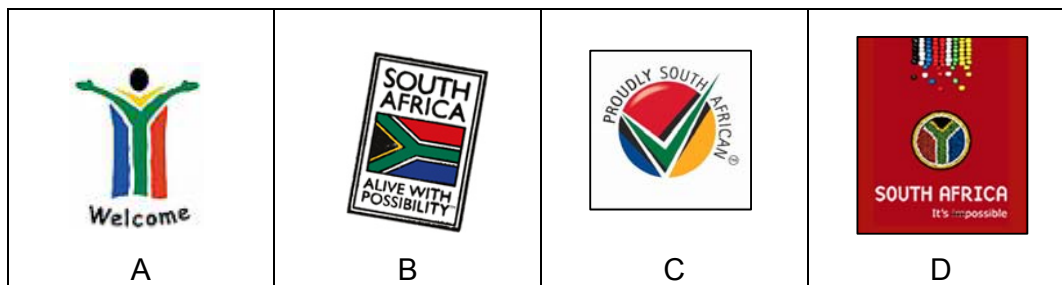
- 2.6 The growth of tourism in our country is in the hands of the people who are delivering tourism services. It is therefore very important that service providers know their jobs, and have the necessary skills, attitudes and values so that the tourism industry can go from strength to strength.

Complete the table below by filling in the word KNOWLEDGE, SKILL, VALUE or ATTITUDE as indicated in the example. Write ONLY the word next to the question number (2.6.1 - 2.6.4) in the answer book.

DESCRIPTION		knowledge; skill; value; attitude
<i>Example:</i>	<i>A tourist guide who is multilingual (can speak many languages)</i>	<i>skill</i>
2.6.1	A travel consultant who can give first hand verbal information about many different destinations in the world.	
2.6.2	A hotel receptionist who shows great respect for a high-ranking government official from another African country.	
2.6.3	An honest room attendant who hands back cash dropped by a guest.	
2.6.4	A chef in a five-star hotel who has been trained to make the most wonderful desserts.	

(4)

- 2.7 Look at the logos below. Select the one that best fits each description below. Write only the letter (A - D) next to the corresponding question number (2.7.1 - 2.7.3), for example 2.7.4 E.



[Source: www.southafrica.net]

- 2.7.1 This logo is associated with the many opportunities available to visitors and investors alike.
- 2.7.2 This logo shows our initiative to develop products which are unique to South Africa.
- 2.7.3 This logo represents the warm hospitality of our people. (3)


TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 3**

Study the following two advertisements and answer the questions that follow:

ADVERT 1

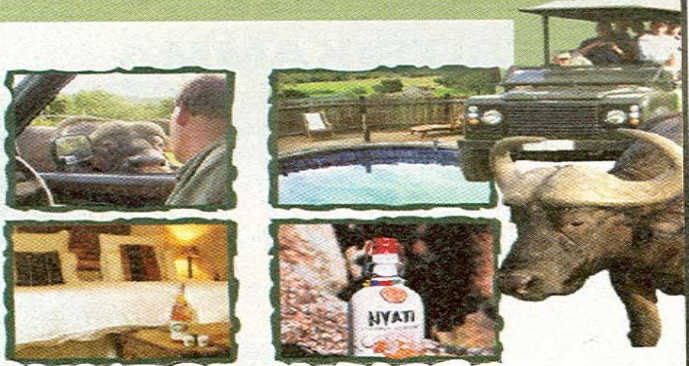
HEAD FOR THE HILLS !!!



BUFFALO HILLS
GAME RESERVE & LODGES
embrace the big six

4 STAR LODGE
★ ★ ★ ★
TOURISM GRADING COUNCIL
OF SOUTH AFRICA

- GAME DRIVES & WALKS
- PORTERAGED TRAILS
- DAY VISITORS WELCOME
- GAME BY HORSEBACK SOON!
- LODGE ACCOMMODATION
- RUSTIC TENTED SUITES
- FINE DINING, AFRICAN STYLE
- DISTILLERY TOURS & TASTING



15 MINUTES FROM PLETTENBERG BAY | GARDEN ROUTE

ZHEADS AGENCY

TEL: 044 535 9739 | FAX: 044 535 9480 | WWW.BUFFALOHILLS.CO.ZA | BUFFALOHILLS@MWEB.CO.ZA

[Source: *Discover SA* February 2005]

FOREVER RESORTS **ADVERT 2**

AVENTURA WARMBATHS

In the heart of Bela-Bela in Limpopo Province, a mere two hours from Johannesburg, lies Forever Resorts Aventura Warmbaths with its famous hot mineral baths and Hydro. Accommodation comprises of 124 2-6 sleeper self-catering chalets, 44 hotels rooms and 250 shady caravan stands with neat ablutions. Hot mineral baths, swimming pools, super tubes, a wave pool, river ride and cable-water skiing, combined with tennis, mini-golf, go-karts, paddle boats and volleyball are available to give you all the exercise you need without the sweat. Enjoy guided game drives, horse back rides and walks through the adjacent game reserve with its wide variety of antelope species and white rhino. The Hydro at Forever Resorts Aventura Warmbaths is the place where you can get relief from all the stress of modern life. Fully trained therapists are standing by to indulge you with massages, facials, manicures and lots more.

P O Box 75, Bela-Bela, 0480
Tel: (014) 736 4901/2
Fax: (014) 736 4712

E-mail: warmbaths@aventura.co.za
Websites: www.foreverresorts-sa.co.za
www.aventura.co.za









[Source: *Discover SA*, February 2005]

- 3.1 Identify the infrastructure at each resort according to the given categories:
- 3.1.1 Accessibility (transport facilities to the resorts) (1)
 - 3.1.2 TWO types of accommodation in advert 2 (2)
 - 3.1.3 TWO attractions and TWO activities in advert 1 (4)
- 3.2 Identify ONE unique feature in each advert that would attract tourists. (2)
- 3.3 3.3.1 Indicate the resort that you think is more likely to attract a business tourist. (1)
- 3.3.2 Motivate your answer to QUESTION 3.3.1. (2)
- 3.4 Suggest TWO ways in which you think the local people can benefit from the resorts being located in their area. (2)
- 3.5 Give ONE recommendation for the improvement of the facilities at Aventura Warmbaths. (1)
- [15]**

QUESTION 4

Read the case study below and answer the questions that follow:

The Palabora Foundation was established in 1986 and has been operating in local communities for the past 19 years. The Foundation is the sustainable development arm of Palabora Mining Company.

Phalaborwa is South Africa's only producer of refined copper in the Limpopo Province. The primary aim of the Palabora Foundation is to achieve excellence in all aspects of its activities and to develop the company's resources and assets in a social and environmentally responsible way for the maximum benefit of its shareholders, employees, customers and the community in which it operates.

The Palabora Foundation aims to assist local communities within a 50 km radius of Phalaborwa to be self-reliant by working in partnership with the communities from its two education resource centres in Namakgale and Lulekani.

The Greater Phalaborwa Trade and Tourism Council, established in 2004, is working on a number of projects to promote tourism to the region, to shift the community focus from mining to a town that thrives on tourism.

Phalaborwa is the gateway to the Kruger National Park, Mozambique and the recently proclaimed Greater Limpopo Trans Frontier Park. Phalaborwa Tourism is developing a new tourism route to the province, the Kruger to Canyon Cluster Biosphere Reserve, which makes up two of the twelve world biomes.

[Source: www.phalaborwa.org.za]

- 4.1 Name TWO role players that will be in partnership with the Greater Phalaborwa Trade and Tourism Council. (2)
- 4.2 The Greater Phalaborwa Trade and Tourism Council have plans for the development of several large-scale hotel complexes. However, certain role players would possibly object to the hasty building of hotels in the area.
- 4.2.1 Identify ONE of the role players who would possibly object to the building of hotels in the area. (1)
- 4.2.2 Explain the possible reason for their objection. (2)
- 4.2.3 How could the Tourism Council ensure that all role players are happy about the prospects of the new development? (2)
- 4.3 4.3.1 Do you think that the Palabora Foundation's aim to assist the local communities will be successful? (1)
- 4.3.2 Give THREE reasons for your answer to QUESTION 4.3.1. (3)

- 4.4 The Palabora Foundation would like to develop an Environmental Visitor Centre at the education resource centre in Namakgale.
- Briefly explain how the Environmental Visitor Centre could be developed so that it follows the principles of responsible tourism. (4)
- 4.5 The Canyon Cluster Biosphere Reserve is a world-renowned protected area with scarce and sensitive resources. The purpose of the reserve is to establish long-term security for the region's protected areas and upgrade the quality of life for all the people.
- 4.5.1 List TWO ways in which one can upgrade the quality of life for the communities in the reserve. (2)
- 4.5.2 The sustainability of environmental protection can be threatened in this reserve. Suggest a possible reason why this can happen. (2)
- 4.5.3 Explain how modern information and communication technologies could be used to benefit and improve the sustainability of the reserve. (2)
- [21]**

QUESTION 5

- 5.1 A group of tourists from Germany want to visit South Africa and explore the local heritage sites. They plan to conduct some research on the heritage sites before they embark on their trip to South Africa.
- Name the organisation the tourists will send an e-mail to, requesting for information on the local heritage sites in South Africa. (1)
- 5.2 5.2.1 Explain what is meant by the term *local heritage*. (2)
- 5.2.2 State ONE criterium that should be present for a site to be declared a local/cultural heritage site. (1)
- [4]**

TOTAL SECTION C: 40

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

6.1 Briefly explain why the following are regarded as attractions in the SADC countries:

- 6.1.1 The Okavango Delta in Botswana (2)
- 6.1.2 Victoria Falls in Zambia/Zimbabwe (2)
- 6.1.3 The Fish River Canyon in Namibia (2)
- 6.1.4 Mount Kilimanjaro in Tanzania (2)
- 6.1.5 The Great Ruins of Zimbabwe (2)

6.2 Study the following South African Airways Timetable and answer the following questions:

Frequency	Depart	Arrive	Flight numbers	Stop/Via
FROM DURBAN				
TO BLOEMFONTEIN				
236	0740	1020	SA 8481	1 STOP
X67	0805	1240	SA 462	JNB
7	0905	1615	SA 464	JNB
X7	1035	1435	SA 1406	JNB
7	1235	1735	SA 476	JNB
X67	1235	1745	SA 476	JNB
7	1425	1950	SA 1408	JNB
X67	1440	1845	SA 1408	JNB
			(Above flight arrives 1910 on day 5.)	

[Adapted from SAA *Timetable*: 29 October 2006 – 24 March 2007]

X = except

- 6.2.1 (a) Name the days on which flight SA 462 does NOT fly to Bloemfontein. (2)
- (b) What indication is given in the timetable that supports your answer in QUESTION 6.2.1 (a) above? (2)
- 6.2.2 Choose any TWO flights from the given SAA Timetable that you can use if you want to fly from Durban to Bloemfontein on a Monday and a Thursday. (2)

6.2.3 Determine the time of departure and the arrival time for any ONE flight that flies on Sundays only. (2)

6.2.4 Explain why the flight time of SA 8481 is shorter than the rest of the flights to the same destination. (2)

6.3 South Africa has a booming tourism industry.

6.3.1 Name any THREE modes of transport that international tourists can use to access South Africa. (3)

6.3.2 Define the term *infrastructure* and give ONE example. (3)

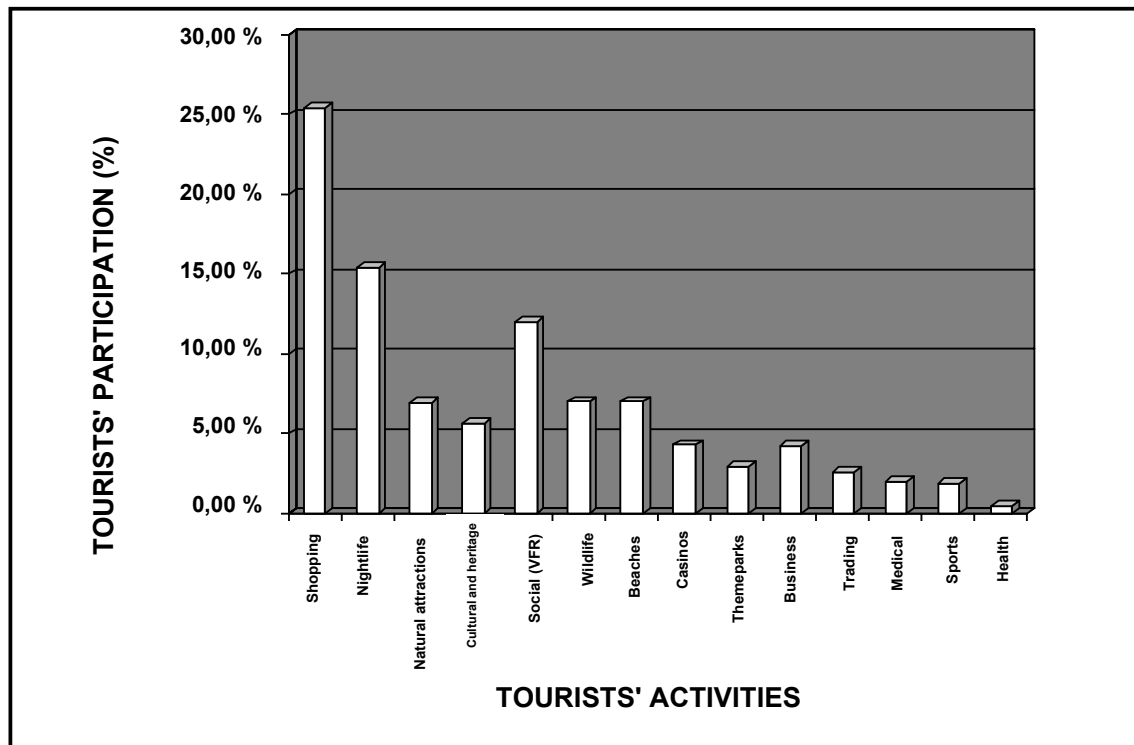
6.3.3 Name a major natural attraction found in each of the following SADC member countries.

EXAMPLE: South Africa - Greater St. Lucia wetlands:

(a)	Kenya	Natural attraction	(1)
(b)	Zimbabwe	Natural attraction	(1)
(c)	Botswana	Natural attraction	(1)
(d)	Malawi	Natural attraction	(1)

6.4 Study the graph below and answer the following questions:

POPULAR INTERNATIONAL TOURISTS' ACTIVITIES IN SOUTH AFRICA (2006)



6.4.1 Choose any TWO tourists' activities from the graph that attracted less than 5% tourists. (2)

6.4.2 Suggest ONE reason why shopping is the most popular tourist activity on the graph. (2)

6.5 You are expected to design an advert that will go into a newspaper to market a newly established holiday resort.

List the information that needs to be included in the advertisement. (6 x 1) (6)

- 6.6 Compare the buying power of the four countries between July and December 2006 and answer the following questions:

AVERAGE FOREIGN EXCHANGE RATES (2006)

July to December 2006	
USA	\$1 = R 7,50
UK	£1 = R13,50
France	€1 = R 9,50
Botswana	BWP = R 1,70

- 6.6.1 Arrange the countries from the one with the strongest currency to the one with the weakest currency. (4)
- 6.6.2 Suppose two visitors, one from the United Kingdom and the other from France, visit South Africa. Identify the visitor that will benefit the most from their exchange rate. (1)
- 6.7 Name FIVE accommodation sub-sectors that you think will benefit from South Africa's hosting of the 2010 FIFA Soccer World Cup. (5)

TOTAL SECTION D: 50

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

- 7.1 In the tourism industry it is important to understand the culture of your clients to ensure excellent customer care.

Read the scenarios below and suggest how you would respond to the individual needs and thereby ensure good customer service.

- 7.1.1 An Asian tourist (from Asia) who does not shake hands when he/she meets with you (1)
- 7.1.2 A Muslim tourist visits your establishment as part of a bigger group (1)
- 7.1.3 A Hindu tourist who doesn't eat beef (1)
- 7.1.4 A disabled tourist in a wheel chair (1)
- 7.1.5 A very young child travelling alone on an international flight (1)

- 7.2 Read the paragraph below and answer the questions that follow:

A family of four has been saving for two years to go on a special holiday to Cape Town. Upon arrival at reception, they are given the key to their room. They find that their room is in a very bad condition. Beds are not made, the room smells stale and is very dirty. The family immediately demands to see the manager of the hotel.

- 7.2.1 Pretend you are the manager of this hotel.

State FOUR ways how you would address these clients' complaints. (4 x 2) (8)
- 7.2.2 Clients' complaints can be divided into two broad sections.

Name them and provide ONE example of each. (4)

- 7.2.3 One of your solutions to QUESTION 7.2.1 is to clean the room immediately.

Explain the role of the staff members below to ensure that the clients are satisfied for the rest of their stay:

- (a) Housekeeping
- (b) Front officer
- (c) Manager
- (d) Porter
- (e) Restaurant manager

Use the table below in the answer book to complete your answer:

Staff	Role	
Housekeeping		(1)
Front officer		(1)
Manager		(1)
Porter		(1)
Restaurant manager		(1)

- 7.3 Presenting a professional image is important in the tourism industry. Your friend has just opened her own guest house in Bela-Bela.

Suggest FIVE strategies to help her achieve a professional image for her guest house. (5)

- 7.4 Study the scenarios below and identify the most appropriate method to communicate.

7.4.1 A group of businessmen located in different cities in South Africa wants to discuss a business issue face to face, but does not have the time to travel. (1)

7.4.2 A travel agent wants to check the availability of airplane seats for an airline as well as the fare online. (1)

7.4.3 A client requests an electronic copy of his/her itinerary from a travel agent. (1)

TOTAL SECTION E: 30

GRAND TOTAL: 200