



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2014

**TOURISM
MEMORANDUM**

MARKS: 200

This memorandum consists of 13 pages.

SECTION A: SHORT QUESTIONS**QUESTION 1**

1.1	1.1.1	B ✓		
	1.1.2	B ✓		
	1.1.3	C ✓		
	1.1.4	B ✓		
	1.1.5	C ✓		
	1.1.6	D ✓		
	1.1.7	B ✓		
	1.1.8	A ✓		
	1.1.9	D ✓		
	1.1.10	D ✓		
	1.1.11	C ✓		
	1.1.12	D ✓		
	1.1.13	B / C ✓		
	1.1.14	B ✓		
	1.1.15	B ✓		
	1.1.16	A ✓		
	1.1.17	C ✓		
	1.1.18	D ✓		
	1.1.19	A ✓		
	1.1.20	A ✓		(20 x 1) (20)
1.2	1.2.1	E ✓		
	1.2.2	C ✓		
	1.2.3	A ✓		
	1.2.4	B ✓		
	1.2.5	D ✓		(5 x 1) (5)
1.3	1.3.1	FALSE ✓		
	1.3.2	TRUE ✓		
	1.3.3	TRUE ✓		
	1.3.4	TRUE ✓		
	1.3.5	FALSE ✓		(5 x 1) (5)
1.4	1.4.1	Royal Hills of Ambohimanga ✓		
	1.4.2	Kahuzi-Biega National Park ✓		
	1.4.3	Serengeti National Park ✓		
	1.4.4	Grand Baie ✓		
	1.4.5	The Great Zimbabwe Ruins ✓		(5 x 1) (5)
1.5	1.5.1	B ✓		
	1.5.2	D ✓		
	1.5.3	E ✓		
	1.5.4	A ✓		
	1.5.5	C ✓		(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING – FOREIGN EXCHANGE**QUESTION 2**

- 2.1 2.1.1 The multiplier effect means that money that is spent by visitors to an area, benefits the area as it is later spent in the local economy, thus multiplying the effect of that money in the community. ✓✓ (2)
- 2.1.2 Direct benefit: Initial tourist spending results in the service providers that are involved directly with the tourists receiving money. ✓
- Indirect benefit: Local businesses that are the secondary receivers of tourists spending receive money and will, in turn, spend that money elsewhere. ✓ (2)
- 2.2 2.2.1 30 November 2013 ✓ (1)
- 2.2.2 16,2357 ✓ (1)
- 2.2.3 10,3293 ✓ (1)
- 2.2.4 (a) Foreign exchange bureau (bureau de change) ✓
 • Major hotels or holiday resorts
 • Travel agencies (Any 1) (1)
- (b) $R10\ 000 \div \checkmark 14,1060 \checkmark = \text{€}708,91 \checkmark$
 OR
 $\text{€}708,91 \checkmark \checkmark \checkmark$ (3)
- (c) $\text{€}35 \times \checkmark 13,4970 \checkmark = R472,39 \checkmark$
 OR
 $R472,39 \checkmark \checkmark \checkmark$ (3)
- 2.3 2.3.1 General itinerary: Usually written in paragraph format with a new paragraph for each day. Gives details about the route to be travelled, days and approximate times, price, transport, accommodation and meals, leisure time. ✓✓ (2)
- 2.3.2 Personal itinerary: Prepared for a specific customer according to his or her choices. Usually written in columns but this depends on the travel agency ✓✓ (2)
- 2.3.3 (a) General itinerary ✓ (1)
- (b) People interested in participating in adventure activities. ✓ (1)

TOTAL SECTION B: 20

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

QUESTION 3

- 3.1 3.1.1 A – Tsodilo Hills ✓
B – Okavango Delta ✓
C – Chobe National Park ✓
D – Sani Pass ✓ (4 x 1) (4)
- 3.1.2 (a) Roof of Africa ✓ (1)
- (b) • 4 x 4 driving ✓
• Quad biking ✓
• Motorcycling
• Hiking
• Mountain biking (Any 2) (2)
- 3.1.3 • It is the largest inland delta in the world ✓✓
• It attracts great concentrations of diverse animals and birds
• This wetland is situated in an extremely arid region (Any 1) (2)
- 3.1.4 • Tsodilo Hills has one of the highest concentrations of rock art in the world. ✓✓
• Local communities respect Tsodilo as a place of worship of ancestral spirits. ✓✓
• Tsodilo has been called the “Louvre of the Desert”.
• Over 4,500 rock art paintings are preserved in an area of only 10 km² of the Kalahari Desert.
• The archaeological record of the area gives a chronological account of human activities and environmental changes over at least 100,000 years. (Any 2 x 2) (4)
- 3.2 3.2.1 • Mahé ✓
• Praslin ✓
• La Dique (Any 2 x 1) (2)
- 3.2.2 • A groups of islands ✓✓
• A chain of islands
• Cluster of islands
• Collection of islands (Any 1 x 2) (2)
- 3.2.3 • Windsurfing ✓
• Snorkelling ✓
• Waterskiing
• Kayaking
• Boat trips / Glass bottom boat trips
• Pedal boating
• Sailing / Yachting
• Fishing / Big game fishing (Any 2 x 1) (2)

- 3.3 3.3.1
- Beadwork ✓
 - Clay pots ✓
 - Baskets ✓
 - Woven mats
 - Wooden sculptures
 - Traditional clothes
 - Traditional weapons (Any 3 x 1) (3)
- 3.3.2
- Samp ✓
 - Beans (Any 1) (1)
- 3.3.3 The traditional beliefs, customs, myths and stories of a community, passed through the generations by word of mouth. ✓✓ (2)
- 3.3.4
- The Khaya La Bantu Xhosa Cultural Village offers a unique cultural experience that could serve as motivation for domestic travel. ✓✓
 - The Khaya La Bantu Xhosa Cultural Village provides a fun and entertaining way for domestic tourists to experience Xhosa culture. (Any 1 x 2) (2)
- [27]**

QUESTION 4

- 4.1 4.1.1 SAHRA – South African Heritage Resources Agency ✓✓ (2)
- 4.1.2
- Protect South Africa's cultural heritage. ✓✓
 - Educate and train South Africans to help identify heritage resources
 - To keep an information database of the national estate (Any 1 x 2) (2)
- 4.1.3
- Navigation instruments ✓
 - Crockery ✓
 - Tools
 - Clothing
 - Jewellery
 - Coins
 - Medicines (Any 2 x 1) (2)
- 4.1.4
- It is illegal to remove or disturb any part of a shipwreck site that is older than 60 years without a permit from the SAHRA. ✓✓
 - The cargo of ancient shipwrecks cannot be brought to the surface without SAHRA's permission.
 - SAHRA keeps proper records of any underwater recovery operations.
 - SAHRA ensures that collections of artefacts from shipwrecks are catalogued, conserved and exhibited in museums. (Any 1 x 2) (2)
- [8]**

QUESTION 5

- 5.1 5.1.1 (a) Above-the-line promotion ✓ (1)
- (b) • Above-the-line promotions use mass media methods of advertising and are paid-for communications. ✓✓
• This type of promotion focuses on advertising to a large audience. (Any 1 x 2) (2)
- (c) To inform customers ✓
• To raise awareness among customers
• To build brand positioning
• To reach a certain target market (Any 1) (1)
- 5.1.2 (a) Special offers ✓ (1)
- (b) Supporting an event, activity or organisation by providing money or other resources that are of value to the sponsored event. This is usually in return for advertising space at the event or as part of the publicity for the event. ✓✓ (2)
- (c) Nedbank Golf Challenge ✓ (1)
- 5.2 5.2.1 An estimated projection of costs required to promote a business's products or services. ✓✓ (2)
- 5.2.2 Communication cost ✓ (2)
- 5.2.3 • Market research costs ✓
• Travel costs ✓
• Personnel costs ✓ (3 x 1) (3)

[15]**TOTAL SECTION C: 50**

SECTION D: TOURISM SECTORS – SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 6

- 6.1 6.1.1 Used to scan passengers for high body temperatures which are usually indicative of diseases. ✓ (1)
- 6.1.2 Passengers can check themselves in upon arrival at the airport and avoid standing in long queues for the check in procedure. ✓ (1)
- 6.1.3 (a) Baggage wrap equipment ✓ (1)
- (b) • Passengers can have their luggage wrapped in order to avoid it being tampered with after it has been checked in. ✓✓
• Prevents accidental opening of luggage and the loss of personal belongings. (Any 1 x 2) (2)
- 6.1.4 (a) Baggage carousel ✓ (1)
- (b) The baggage is removed from the airplane and sent into the terminal building whereafter it is placed on the baggage carousel for passengers to collect. ✓ (1)
- 6.1.5 • This machine will scan the person's body. ✓
• The machine will check if the passenger is carrying concealed metal objects that are not allowed on airplanes before they board. ✓ (2 x 1) (2)
- 6.1.6 (a) Check in counters ✓ (1)
- (b) Landside ✓ (1)
- 6.2 Window seat:
- 6.2.1 • Passenger usually gets a wonderful view of the land below, clouds and sunsets. ✓
• Passengers can enjoy an undisturbed flight since they are further away from people passing by in the aisle. (Any 1) (1)
- 6.2.2 • Passenger has to climb over the legs of his or her fellow passengers when visiting the toilet. ✓
• Disembarking from the plane may take longer. (Any 1) (1)

Aisle seat:

- 6.2.3
- Easier for a passenger to get out of the seat and go to the toilet. ✓
 - Passenger can stand up and stretch his or her legs.
 - Tall passengers or those in a rush to disembark prefer aisle seats. (Any 1) (1)
- 6.2.4
- Passenger might be forced to stand up if the person in the window seat wants to get out of his or her seat. ✓
 - Passengers walking in the aisle may also bump carry-on baggage into passengers sitting in aisle seats. (Any 1) (1)

Emergency exit seat:

- 6.2.5
- Offers more leg room. ✓
 - Normally the seats in front of seats at emergency exits cannot recline. (Any 1) (1)
- 6.2.6
- Passengers who occupy seats at emergency exits have to agree to assist in the case of emergencies. ✓
- Seats may be slightly narrower.
 - No luggage may be stored under the seat in front of such a passenger. (Any 1) (1)
- 6.3 6.3.1
- The codes are used as abbreviations to identify cities. ✓ (1)
- 6.3.2
- Thursday ✓
 - Saturday (Any 1) (1)
- 6.3.3 (a)
- This is an international flight. ✓ (1)
- (b)
- The flight is from Abidjan to Johannesburg via Dakar. ✓
These cities are in different countries. ✓ (2)
- 6.3.4
- For check-in procedures to be completed. ✓✓
 - For procedures to be completed at the security control point.
 - To complete the passport control procedure.
 - To allow for time for passengers to shop at the duty free shops. (Any 1 x 2) (2)
- 6.3.5
- This refers to the class that the passenger will be travelling in, e.g. economy class or business class. ✓✓ (2)

- 6.4 6.4.1 (a) • Travel on the Gautrain is not possible without a gold card. ✓
• The card can be purchased at stations and various outlets prior to travel. ✓
• Selfhelp computerised ticket vending machines allow travellers to load money onto their card.
• Money can be loaded via cash, debit or credit cards
• The card is valid for 5 years. (Any 2 x 1) (2)
- (b) • Staff members are available at selfhelp ticketing machines to assist passengers. ✓
• After purchasing their card passengers swipe it at the automatic access control point to gain access to the platform. ✓
• Passengers check their destination and departure time on the electronic display boards and board the correct train. (Any 2 x 1) (2)
- (c) • Passengers receive real time electronic information about arrival and departure times on electronic boards at stations and on the train. ✓
• Trains are fitted with an integrated audio and visual passenger information system (PIS) to provide passengers with information. ✓ (Any 2 x 1) (2)
- (d) Passengers can scan leaflets and notices with QR codes using the code scanner on their smartphones and connect to the Gautrain website for information. ✓✓ (2)

- 6.5 6.5.1 Airport surcharge ✓ (1)
- 6.5.2 (a) Insurance against the vehicle being involved in a collision or accident. ✓✓ (2)
- (b) Insurance against the theft of the vehicle or part thereof. ✓✓ (2)
- 6.5.3 The renter will be charged an extra amount per kilometre for each kilometre that he or she exceeds the limit. ✓✓ (2)
- 6.5.4 A young driver surcharge is an additional amount that is charged if the renter of the vehicle is under the stipulated age for rental from the company. ✓✓ (2)
- 6.5.5 $R193,05 \checkmark \times 4 \text{ days } \checkmark = R772,20 \checkmark$ (3)
- 6.6 6.6.1 Intercape office, corner of Flemming and North Union Street in the city centre of Port Elizabeth. ✓ (1)
- 6.6.2 4 hours and 45 min ✓✓ (2)
- 6.6.3
- Mainliner ✓
 - Coach
 - Megabus (Any 1) (1)

TOTAL SECTION D: 50

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

QUESTION 7

- 7.1 7.1.1
- Limited income and therefore cannot afford to travel ✓
 - No reason to travel ✓
 - Time constraints
 - Unemployment
 - Dislike travelling (Any 2 x 1) (2)
- 7.1.2 (a) “Whatever you are looking for, ✓ it’s right here in South Africa” (1)
- (b)
- Spontaneous budget explorers ✓
 - New-horizon families ✓
 - High-life enthusiasts ✓
 - Seasoned leisure travellers
 - Well-to-do Mzansi families (Any 3 x 1) (3)
- 7.1.3
- To increase domestic tourism revenue (expenditure) ✓✓
 - To increase domestic tourism volume ✓✓
 - To improve measures and efforts aimed at addressing seasonality and equitable geographical spread ✓✓
 - To enhance the level of the culture of travel and tourism among South Africans ✓✓ (4 x 2) (8)
- [14]**

QUESTION 8

- 8.1 8.1.1 Luanda Airport ✓ (1)
- 8.1.2 Kinshasa ✓ (1)
- 8.1.3 Beit Bridge ✓ (1)
- 8.1.4 Walvis Bay ✓ (1)
- 8.2 8.2.1 Regional Tourism Organisation of Southern Africa ✓✓ (2)
- 8.2.2
- An increase in the volume of tourists will generate an income for SADC member countries through tourist spending e.g. accommodation, attractions, shopping and transportation. ✓
 - Tourism is labour intensive and a large number of people will be employed. ✓ The multiplier effect will be put in motion which will lead to economic growth. ✓ There will be a demand for new and improved tourism infrastructure development e.g. airports and communication networks. ✓
- OR The region will attract foreign investments and generate income from exports. (4 x 1) (4)
- [10]**

QUESTION 9

- 9.1 9.1.1 Global Distribution System ✓ (1)
- 9.1.2 Central Reservation System ✓ (1)
- 9.1.3
- It is only licensed to travel agents, online reservation sites and large corporations. ✓✓
 - The software required to access the system is very expensive. (Any 1 x 2) (2)
- 9.1.4
- Hotel guests can view room availability and rates at one central location instead of contacting each hotel individually. ✓✓
 - This system manages all aspects of a reservation, from enquiries about rates to sending guest confirmation letters to confirm bookings. ✓✓
 - Guests can access a travel provider's central reservation booking area by calling a toll-free number or visiting its website. (Any 2 x 2) (4)
- 9.2 9.2.1 (a)
- Providing prayer mats ✓
 - Providing a prayer room ✓
 - Management and staff must be aware that Muslims have five formal prayer times each day.
 - Providing a hotel shuttle bus to the nearest mosque for Friday prayers. (Any 2 x 1) (2)
- (b)
- Food on the menu must be Halaal ✓ OR food should be prepared under Islamic guidelines.
 - No pork on the menu for Muslim guests. ✓
 - No alcohol should be served OR alcohol-free environments must be made available.
 - Management and staff must be aware that during Ramadan no food or drink is allowed between sunrise and sunset. (Any 2 x 1) (2)

- 9.3 9.3.1
- Customer survey ✓
 - Customer comment card (Any 1) (1)
- 9.3.2
- It helps to measure customer satisfaction. ✓
 - It helps the management to improve standards. ✓
 - Customers can rate qualities of the restaurant, such as food presentation, menu pricing and waitron friendliness. (Any 2 x 1) (2)
- 9.3.3
- Performance management ✓
 - Quality control checks
 - Team and peer reviews (Any 1) (1)
- [16]**

TOTAL SECTION E: 40
GRAND TOTAL: 200

9.3	9.3.1	<ul style="list-style-type: none">• Klïenteopname ✓• Klïente-opname-kaart	(1)	(Enige 1)
	9.3.2	<ul style="list-style-type: none">• Dit help om klïente tevreedenheid te meet. ✓• Dit help die bestuur om standarde te verbeter. ✓• Klïente kan die gehalte van die restaurant, soos die aanbieding van disse, spyskaartpryse en vriendelikheid van dienslewering evalueer.	(2)	(Enige 2 x 1)
	9.3.3	<ul style="list-style-type: none">• Werksverrigting bestuur ✓• Kwaliteitsbeheer kontrole• Span- en medewerkerbeoordeling	(1)	(Enige 1)
			[16]	
			40	TOTAAL AFDELING E:
			200	GROOTTOTAAL:

VRAAG 9

- 9.1 9.1.1 Globale Verspreidingsstelsel ✓ (1)
- 9.1.2 Sentrale Besprekingsstelsel ✓ (1)
- 9.1.3 Slegs reisagente, aanlyn besprekingswebwerwe en groot maatskappye is gelisensieerd vir die gebruik daarvan. ✓ Die sagteware vir die stelsel is baie duur. (Enige 1 x 2) (2)
- 9.1.4 • Hotelgaste kan na beskikbare kamers kyk en tariewe by een sentrale punt kry, in plaas van daarvan om elke hotel afsonderlik te kontak. ✓ ✓
 • Die stelsel beheer alle aspekte van bespreking, vanaf navrae oor tariewe tot die stuur van 'n bevestigingsbrief aan die gas vir besprekings. ✓ ✓
 • Gaste het toegang tot reisverskaffers se sentrale besprekingsarea deur slegs die tolvry-nummer te skakel of die webwerf te besoek. (Enige 2 x 2) (4)
- 9.2 9.2.1 (a) • Verskat bidmatjies ✓
 • Bidkamer beskikbaar stel ✓
 • Bestuur en personeel moet bewus wees dat Moslems vyf formele bidtye elke dag het.
 • Bied vervoerdiens na die naaste moskee op 'n Vrydag aan. (Enige 2 x 1) (2)
- (b) • Kos op die spyskaart moet Halaal wees ✓ OF kos moet volgens Islamitiese voorskrifte voorberei word.
 • Geen varkvlies op spyskaart vir Moslemgaste nie ✓
 • Geen alkohol moet bedien word nie OF alkoholvrye-areas moet beskikbaar wees.
 • Bestuur en personeel moet bewus wees dat gedurende Ramadan geen kos of iets te drink te laatbaar is tussen sonsopkoms en sonsondergang nie. (Enige 2 x 1) (2)

AFDELING E: PLAASLIKE- EN INTERNASIONALE TOERISME; KOMMUNIKASIE EN KLIENTEDIENS

VRAAG 7

- 7.1 7.1.1 • Beperte inkomste en kan dus nie bekostig om te reis nie ✓
 • Geen rede om te reis nie. ✓
 • Nie tyd om te reis nie
 • Werkloosheid
 • Hou nie van reis nie (Enge 2 x 1) (2)
- 7.1.2 (a) "Waarna jy ookal soek, ✓ is hier in Suid-Afrika" (1)
 (b) • Spontane verkenners op 'n begroting (*Spontaneous budget explorers*) ✓
 • Nuwe-era ('New-horizon') families ✓
 • Glansryke ('High-life') entoesiaste ✓
 • Deurwinterde ledigetyd reisigers
 • Welat Mizansi families (Enge 3 x 1) (3)
- 7.1.3 • Om plaaslike toerisme besteding te verhoog ✓
 • Om plaaslike toerismevolument te verhoog ✓
 • Om maatstawe en pogings te verbeter om seisoenaliteit en billike geografiese verspreiding aan te spreek ✓
 • Om die kultuur van reis en toerisme onder Suid-Afrikanners te verhoog ✓ (4 x 2) (8)

[14]

VRAAG 8

- 8.1 8.1.1 Luanda-lughawe ✓ (1)
- 8.1.2 Kinshasa ✓ (1)
- 8.1.3 Beitrug ✓ (1)
- 8.1.4 Walvisbaai ✓ (1)
- 8.2 8.2.1 Streeks-toerisme-organisasie van Suider-Afrika ✓ (2)
- 8.2.2 Meer toeriste sal meer geld genereer vir die SAOG-lidlande, omdat toeriste geld spandeer op bv. akkommodasie, aantreklikhede, inkopies en vervoer. ✓
 Toerisme is arbeidsintensief daarom sal daar werkskepping vir 'n groot aantal mense wees. ✓ Die vermenigvuldigingseffek sal in werking tree en sal dus tot ekonomiese groei lei. ✓ Behoefte vir nuwe en verbeterde toerisme infrastruktuur ontwikkeling bv. lughawens en kommunikasienetwerke. ✓ OF Die streek sal buitelandse beleggings lok en sal inkomste deur uitvoer genereer. (Enge 4 x 1) (4)

[10]

6.5	6.5.1	Lughawe-belasting / heffing ✓	(1)
	6.5.2	(a) Versekering teen die betrokkenheid van die motor in 'n botsing of ongeluk. ✓ ✓	(2)
		(b) Versekering in geval van diefstal van die motor of dele daarvan. ✓ ✓	(2)
	6.5.3	Die huurder sal 'n ekstra bedrag per kilometer moet betaal vir elke kilometer wat hy/sy die gespesifiseerde aantal kilometers oorskry. ✓ ✓	(2)
	6.5.4	Jong bestuurder bykomende belasting is 'n bedrag wat 'n huurder van 'n motor addisioneel moet betaal indien hy jonger is as die gespesifiseerde ouderdom soos deur die maatskappy bepaal. ✓ ✓	(2)
	6.5.5	R193,05 ✓ x 4 dae ✓ = R772,20 ✓	(3)
6.6	6.6.1	Interkaap kantoor, op die hoek van Flemming en North Union-straat in die middestad van Port Elizabeth. ✓	(1)
	6.6.2	4 uur en 45 min ✓ ✓	(2)
	6.6.3	• Hooftlynbus (Mainliner) ✓ • Toerbus • Megabus	(1)
50	TOTAAL AFDELING D: (Enige 1)		

- 6.4 6.4.1 (a) Reis op die Gautrein is nie moonlik sonder 'n Goue Kaart nie. ✓
- Hierdie kaart kan by verskeie punte voor die tyd en op die stasie gekoop word. ✓
 - By selfhelp-gerekenariseerde kaartjemasjiene kan reisigers geld op hul kaart laai.
 - Geld kan via kontant, debiet- of kredietkaart betaal word.
 - Die kaart is vir 5 jaar geldig. (Enige 2 x 1)
- (2)
- (b)
- Beampies staan gereed om passasiers by die selfhelp-kaartjemasjiene by te staan. ✓
 - Sodra hul kaart gekoop is, trek die passasiers die kaart by die outomatiese toegangsbeheerheid deur, vir toegang tot die platform. ✓
 - Passasiers gaan dan hul bestemming en vertrektyd vir die korrekte trein op die elektroniese vertoombord na en stap aanboord. (Enige 2 x 1)
- (2)
- (c)
- Passasiers ontvang die jongste elektroniese inligting oor aankoms- en vertrektye op vertoomborde op die stasies asook in die binnekant van die trein. ✓
 - Treine is toegerus met 'n geïntegreerde audio- en visuele passasier-inligtingstelsel (OIS) om aan passasiers inligting te verskat. ✓ (Enige 2 x 1)
- (2)
- (d) Passasiers kan die QR-kode op voubiljette en kennisgewings met die kodeskandeerder op 'n slimfoon skandeer om by die Gautrein-webwerf in te skakel vir inligting. ✓ ✓
- (2)

- 6.2.3 • Makliker om op te staan en toilet toe te gaan. ✓
 • Passasier kan opstaan en bene rek.
 • Lang persone of diegene wat haastig is om die vliegtuig te verlaat, verkies 'n gangsitplek. (Enige 1) (1)
- 6.2.4 • Passasiers word moonlik gedwing om op te staan vir die persoon in die venstersitplek, indien hy/sy wil verbykom. ✓
 • Passasiers wat in die gang loop kan dalk aan die gangsitplek-passasiers stamp met handbagasie. (Enige 1) (1)
- Nooduitgangsitplek:
- 6.2.5 • Bied meer beenspasie. ✓
 • Gewoonlik kan die sitplekke voor die nooduitgangsitplekke nie agteroor leun nie. (Enige 1) (1)
- 6.2.6 • Passasiers in die nooduitgangsitplekke moet bereid wees om sekere pligte tydens 'n noodsituasie uit te voer. ✓
 • Sitplekke mag effens smaller wees.
 • Geen bagasie mag onder die sitplekke voor sulke passasiers geberg word nie. (Enige 1) (1)
- 6.3.1 Die kodes dien as afkorting om stede te identifiseer ✓ (1)
- 6.3.2 • Donderdag ✓
 • Saterdag (Enige 1) (1)
- 6.3.3 (a) Dit is 'n internasionale vlug. ✓ (1)
- (b) Dit is 'n vlug vanaf Abidjan na Johannesburg via Dakar. ✓
 Hierdie stede is in verskillende lande. ✓ (2)
- 6.3.4 • Sodat inboekprosedures afgehandel kan word. ✓
 • Sodat sekuriteitsprosedures by die sekuriteitsbeheerpunt afgehandel kan word.
 • Sodat die paspoortkontroleprosedures afgehandel kan word.
 • Gee passasiers tyd om belastingvrye inkopies te doen. (Enige 1 x 2) (2)
- 6.3.5 Dit verwys na die klas waar die passasier op die vliegtuig sal reis, bv. ekonomiese klas of besighheidsklas. ✓ (2)

Gangsitplek:

VRAAG 6

- 6.1 6.1.1 Word gebruik om passasiers te skandeer om hoë liggaamstemperatuur op te tel, wat 'n aanduiding is van moontlike aansteeklike siektes. ✓ (1)
- 6.1.2 Passasiers kan hulself onmiddellik met hul aankoms by die lughawe inboek en sodoende lang toue by die inboektoonbanke vermy. ✓ (1)
- 6.1.3 (a) Bagasietoedraaitoerusting ✓ (1)
- (b) Passasiers laat hul bagasie toedraai ten einde die risiko te verminder dat daaraan gepeuter word nadat dit ingeboek is. ✓ ✓ (2)
- Verhoed dat bagasie per ongeluk oopgaan en persoonlike besittings verloor. (Enige 1 x 2)
- 6.1.4 (a) Bagasievervoerband ✓ (1)
- (b) Bagasie word uit die vliegtuig verwyder en na die aankomsterminaal gestuur, waarna dit op die bagasievervoerband geplaas word, om deur die passasiers afgehaal te word. ✓ (1)
- 6.1.5 • Hierdie masjien skandeer die persoon se liggam. ✓
 • Die masjien sal vassel of die passasier moontlik versteeke metaalvoorwerpe aan sy lyf het, wat nie aanboord toelaatbaar is nie. ✓ (2 x 1)
- 6.1.6 (a) Inboektoonbanke/area ✓ (1)
- (b) Landkant ✓ (1)
- 6.2 Vensterstippek:
- 6.2.1 • Passasiers het gewoonlik 'n wonderlike uitsig op die landskap, die wolke en sonsondergang ✓
 • Passasiers kan onverseurd die vlug geniet, aangesien hulle verder weg is van mense wat in die gang verby stap. (Enige 1) (1)
- 6.2.2 • Passasiers moet oor die medepassasiers se bene klim indien hysy die toilet wil besoek. ✓
 • Mag moontlik langer neem om die vliegtuig te verlaat. • (Enige 1) (1)

VRAAG 5

5.1	5.1.1	(a)	Bo-die-lyn promose ✓	(1)
		(b)	<ul style="list-style-type: none"> • Bo-die-lyn promose maak gebruik van massamedia-kommunikasie waarvoor betaal moet word. ✓ • Hierdie tipe promose fokus op advertering aan die groter gehoor. (Enige 1 x 2) 	(2)
		(c)	<ul style="list-style-type: none"> • Om kliënte in te lig ✓ • Om bewustheid by kliënte aan te wakker • Om handelsmerk te vestig • Om 'n bepaalde teikenmerk te bereik (Enige 1) 	(1)
	5.1.2	(a)	"Special offers" ✓	(1)
		(b)	<p>Om 'n gebeurtenis, aktiwiteit of organisasie te ondersteun deur geld of ander bronne wat benodig word, te borg. Dit word gewoonlik gedoen in ruil vir advertensieruimte tydens die geleentheid of is deel van die bekendstelling van die gebeurtenis. ✓</p>	(2)
		(c)	"Nedbank Golf Challenge" ✓	(1)
5.2	5.2.1		<p>'n Benaderde verwagte bedrag van kostes wat benodig word vir die promose van 'n besighheidsproduk of diens. ✓</p>	(2)
	5.2.2		Kommunikasiekoste ✓	(2)
	5.2.3		<ul style="list-style-type: none"> • Koste vir marknavorsing ✓ • Reiskoste ✓ • Personeelkoste ✓ 	(3)
			(3 x 1)	[15]
			TOTAAL AFDELING C:	50

VRAAG 4

3.3	3.3.1	<ul style="list-style-type: none"> • Kralerwerk ✓ • Kleipotte ✓ • Mandjies ✓ • Geweerde matte • Beeldhoutwerk • Tradisionele kleredrag • Tradisionele wapens 	(Enige 3 x 1)	(3)
3.3	3.3.2	<ul style="list-style-type: none"> • Mielies ✓ • Bone 	(Enige 1)	(1)
3.3	3.3.3	<p>Die tradisionele geloof, gebruike, mites en stories van die gemeenskap wat deur mondelinge oortelling van nageslag tot nageslag oorgedra word. ✓ ✓</p>	(Enige 1 x 2)	(2)
3.3.4	3.3.4	<p>Die Khaya La Bantu Xhosa kultuurdorpie bied 'n unieke kulturele ervaring wat kan dien as motivering vir plaaslike reis aan. ✓ ✓</p> <p>Die Khaya La Bantu Xhosa kultuurdorpie laat die plaaslike toeriste op 'n prettige en ontspanne wyse Xhosakultuur ervaar.</p>	(Enige 1 x 2)	(2)
VRAAG 4				
4.1	4.1.1	SAERA – Die Suid-Afrikaanse Erfenis Hulpbronagentskap ✓ ✓	(Enige 1 x 2)	(2)
4.1.2	4.1.2	<p>Beskerm Suid-Afrika se kulturele erfenis. ✓ ✓</p> <p>Verskat inligting en opleiding aan Suid-Afrikanners om erfenisbronne te help identifiseer.</p> <p>'n Inligtingsdatabasis van die nasionale besit by te hou.</p>	(Enige 1 x 2)	(2)
4.1.3	4.1.3	<ul style="list-style-type: none"> • Navigasie-instrumente ✓ • Breekware ✓ • Gereedskap • Klere • Juweliersware • Muntstukke • Medisyne 	(Enige 2 x 1)	(2)
4.1.4	4.1.4	<p>Dit is onwettig om dele van 'n skeepsrakterrein, ouer as 60 jaar, te verwyder of te steur sonder 'n permit van die SAERA. ✓ ✓</p> <p>Die vrag van ou skeepswrakke mag nie na die oppervlakte gebring word sonder SAERA se toestemming nie.</p> <p>SAERA hou deeglik rekord van enige onderwater-herwinningsprojekte.</p> <p>SAERA versoek dat versamelings artefakte van skeepswrakke gelys word, bewaar word en in museums uitgestal word.</p>	(Enige 1 x 2)	(2)

[8]

AFDELING C: TOERISME ATTRAKSIES – KULTUR- EN ERFENISSTOERISME; BEMARKING
VRAAG 3

3.1	3.1.1	<ul style="list-style-type: none"> A – Tsodilo Heuwels ✓ B – Okavango Delta ✓ C – Chobe Nasionale Park ✓ D – Sani Pas ✓ 	(4 x 1)	(4)	
	3.1.2	<p>(a) Root of Africa ✓</p> <p>(b) <ul style="list-style-type: none"> 4 x 4 ritte ✓ Vierwielrietsritte ✓ Motorrietsritte Staplogte Bergrietsritte </p>	(Enige 2)	(2)	
	3.1.3	<p>Dit is die grootste binne-landse delta in die wêreld ✓</p> <ul style="list-style-type: none"> • Lok groot hoeveelhede van verskeie diersoorte en voël-tipes • Die vlei-land is in 'n uiters-er dreë area geleë. 	(Enige 1)	(2)	
	3.1.4	<ul style="list-style-type: none"> • Tsodilo Heuwels beskik oor een van die hoogste konsentrasies rotskuns ter wêreld. ✓ • Plaaslike gemeenskappe respekteer Tsodilo as 'n gereelde aanbiddingsplek van voorvadersgeeste. ✓ • Tsodilo staan bekend as die "Louvre van die Woestyn". • Meer as 4,500 rotskunsstukke word in hierdie area van siegs 10 km² in die Kalahari Woestyn bewaar. • Die argeologiese rekords van hierdie area toon kronologiese bewyse van menslike aktiwiteit en omgewingsveranderinge oor 'n tydperk van minstens 100,000 jaar. 	(Enige 2 x 2)	(4)	
	3.2	3.2.1	<ul style="list-style-type: none"> • Mahé ✓ • Praslin ✓ • La Digue 	(Enige 2 x 1)	(2)
		3.2.2	<ul style="list-style-type: none"> • 'n Groep eilande ✓ • 'n Ketting eilande • 'n Tos eilande • Versameling eilande 	(Enige 1 x 2)	(2)
		3.2.3	<ul style="list-style-type: none"> • Windseil ✓ • Snorkel ✓ • Waterski • Kajak-ry • Bootritte / Glasbodembootritte • Trapbote • Seilvaart • Visvang / Grootvishengel 	(Enige 2 x 1)	(2)

**AFDELING B: KAARTWERK EN TOERBEPLANNING – BUITELANDSE
VALUTAVERHANDELING**

VRAAG 2

- 2.1 2.1.1 Die vermenigvuldigingseffek beteken dat geld wat deur besoekers in 'n area spandeer word, tot voordeel is vir die area, aangesien dit later in die plaaslike ekonomiese spandeer word, dus vermenigvuldig die effek van die geld in die gemeenskap. ✓✓ (2)
- 2.1.2 Direkte voordeel: Aanvanklike toeriste spandering is aan diensverskaffers wat direk betrokke is by toeriste, hulle ontvang die geld. ✓
- Indirekte voordeel: Plaaslike besighede is die sekondêre ontvangers van die toeriste spandeergeld en sal op hul beurt die geld elders spandeer. ✓ (2)
- 2.2 2.2.1 30 November 2013 ✓ (1)
- 2.2.2 16,2357 ✓ (1)
- 2.2.3 10,3293 ✓ (1)
- 2.2.4 (a) Buitelandse valutaburo (bureau de change) ✓
 • Bekende groot hotelle of vakansie-oorde
 • Reisagente (Enige 1) (1)
- (b) $R10\ 000 \div \text{€}14,1060 = \text{€}708,91$ ✓
 OF
 $\text{€}708,91 \times \text{€}14,1060 = R472,39$ ✓ (3)
- (c) $\text{€}35 \times \text{€}13,4970 = R472,39$ ✓
 OF
 $R472,39 \div \text{€}13,4970 = \text{€}35$ ✓ (3)
- 2.3 2.3.1 Algemene reisplan: Word gewoonlik in paragraafvorm geskryf. Begin met 'n nuwe paragraaf vir elke dag. Inligting aangaande reisroete, dae en benaderde tye, prys, vervoer, akkommodasie en maaltye, en vrye tye word verskat. ✓✓ (2)
- 2.3.2 Persoonlike reisplan: Word vir 'n spesifieke klient se behoeftes, op versoek, opgestel. Dit word gewoonlik in kolomme geskryf, maar dit hang van die reisagentskap af. ✓✓ (2)
- 2.3.3 (a) Algemene reisplan ✓ (1)
- (b) Persone wat in die besonder in avontuuraktiwiteite belangstel. ✓ (1)

TOTAAL AFDELING B: 20

AFDELING A: KORTVRAE

VRAAG 1

1.1	1.1.1	B ✓	1.1		
	1.1.2	B ✓	1.2		
	1.1.3	C ✓	1.3		
	1.1.4	B ✓	1.4		
	1.1.5	C ✓	1.5		
	1.1.6	D ✓			
	1.1.7	C ✓			
	1.1.8	A ✓			
	1.1.9	D ✓			
	1.1.10	D ✓			
	1.1.11	C ✓			
	1.1.12	D ✓			
	1.1.13	B/C ✓			
	1.1.14	B ✓			
	1.1.15	B ✓			
	1.1.16	A ✓			
	1.1.17	B ✓			
	1.1.18	D ✓			
	1.1.19	A ✓			
	1.1.20	A ✓			
1.2	1.2.1	E ✓			
	1.2.2	C ✓			
	1.2.3	A ✓			
	1.2.4	B ✓			
	1.2.5	D ✓			
1.3	1.3.1	VALS ✓			
	1.3.2	WAAR ✓			
	1.3.3	WAAR ✓			
	1.3.4	WAAR ✓			
	1.3.5	VALS ✓			
1.4	1.4.1	Koninklike Heuwels van Ambohimanga ✓			
	1.4.2	Kahuzi-Biega Nasionale Park ✓			
	1.4.3	Serengeti Nasionale Park ✓			
	1.4.4	Grand Baie ✓			
	1.4.5	Die Groot Zimbabwë Ruïnes ✓			
1.5	1.5.1	B ✓			
	1.5.2	D ✓			
	1.5.3	E ✓			
	1.5.4	A ✓			
	1.5.5	C ✓			
TOTAAL AFDELING A:			40		
				(5 x 1)	(5)
				(5 x 1)	(5)
				(5 x 1)	(5)
				(5 x 1)	(5)
				(20 x 1)	(20)

Hierdie memorandum bestaan uit 13 bladsye.

PUNTE: 200

**TOERISME
MEMORANDUM**

NOVEMBER 2014

GRAAD 11

**NASIONALE
SENIOR SERTIFIKAAT**

