



**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

NOVEMBER 2014

TOURISM

MARKS: 200

TIME: 3 hours



This question paper consists of 28 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH question on a NEW page.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. The following table is a guide to help you allocate your time according to each section.

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Map Work and Tour Planning; Foreign Exchange	20 marks	20 minutes
SECTION C	Tourism Attractions; Cultural and Heritage Tourism; Marketing	50 marks	50 minutes
SECTION D	Tourism Sectors; Sustainable and Responsible Tourism	50 marks	50 minutes
SECTION E	Domestic, Regional and International Tourism; Communication and Customer Care	40 marks	40 minutes

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Four options are provided as possible answers to each of the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, e.g. 1.1.21 A.
- 1.1.1 A regional flight can be described as one where ...
- A the departure airport and the destination airport are in the same country.
 - B the departure airport and destination airport are in neighbouring countries.
 - C the departure airport and destination airport are on different continents.
 - D the departure airport and destination airport are on opposite sides of the Atlantic Ocean.
- 1.1.2 The practice of taking a holiday which combines leisure and sightseeing with the opportunity to work for a charity or other worthwhile cause is known as ...
- A avitourism.
 - B voluntourism.
 - C extreme tourism.
 - D agritourism.
- 1.1.3 Which ONE of the following CANNOT be regarded as a luxury tourist train?
- A Shosholoza Meyl Premier Classe
 - B Rovos Rail
 - C Umgeni Steam Railway
 - D Shongololo Express
- 1.1.4 A hotel receptionist expecting a group of Japanese tourists must be aware that the appropriate way to greet them is by ...
- A shaking hands.
 - B bowing briefly.
 - C kissing on both cheeks.
 - D embracing.

- 1.1.5 The exchange rate is defined as ...
- A the act of exchanging the currency of one country for the currency of another.
 - B the fluctuation in the rate of exchange influenced by supply and demand of the local currency.
 - C the value of a currency in relation to other currencies.
 - D the currency that is used by the citizens of a country.
- 1.1.6 A tourist landing at Sir Seretse Khama International Airport will be visiting this SADC member country:
- A Zambia
 - B Tanzania
 - C Swaziland
 - D Botswana
- 1.1.7 The speed limit of the Gautrain is ...
- A 60 km/h.
 - B 120 km/h.
 - C 160 km/h.
 - D 220 km/h.
- 1.1.8 The Voting Line Statue at Donkin Park is in ...
- A Port Elizabeth.
 - B East London.
 - C Mthatha.
 - D Grahamstown.
- 1.1.9 The Baz Bus is mainly used by ...
- A international tour groups travelling from one main attraction to another.
 - B school groups travelling to a sports venues.
 - C commuters going to their place of employment.
 - D backpackers who are being dropped off at their youth hostels.
- 1.1.10 Which ONE of the following types of tourism marketing can be regarded as a below-the-line promotional technique?
- A Audio-visual presentations paid for by tourist organisations
 - B Television advertising
 - C Radio advertising
 - D The Tourism Indaba Trade Show

- 1.1.11 Sabre, created by American Airlines, is an example of a ...
- A GPS.
 - B CRS.
 - C GDS.
 - D CSV.
- 1.1.12 Indicate which ONE of the following aspects does NOT apply to a car rental package.
- A The class of vehicle to be rented
 - B The rental period
 - C The type of insurance
 - D The gender of the driver
- 1.1.13 The Eastern Cape Provincial Heritage Resources Authority is responsible for the protection and management of heritage sites with ...
- A Grade I status.
 - B Grade II status.
 - C Grade III status.
 - D Grade IV status.
- 1.1.14 Tourist organisations use ... management to measure how well staff in the tourist industry is doing in order to achieve and maintain quality service.
- A employee
 - B performance
 - C personnel
 - D satisfaction
- 1.1.15 Which one of the following requirements does NOT apply to a national airport?
- A Must be able to handle short-haul flights
 - B Must have customs and immigration facilities
 - C Must have the necessary security measures in place
 - D Must be able to handle flights that begin and end in the same country
- 1.1.16 Lake Kariba is the world's largest artificial lake. It lies along the border between ...
- A Zambia and Zimbabwe.
 - B Malawi and Mozambique.
 - C Zambia and Botswana.
 - D Tanzania and Malawi.

- 1.1.17 A market ... is another name for a group of tourism customers who are alike and share similar characteristics such as needs, age and expectations.
- A profile
 - B segment
 - C volume
 - D niche
- 1.1.18 Which ONE of the following IATA Codes is reserved for OR Tambo Airport?
- A DUR
 - B PLZ
 - C CPT
 - D JNB
- 1.1.19 Which ONE of the following characteristics is NOT typical of a tourist train?
- A Operates according to a fixed schedule between a city centre and outer suburbs
 - B Operates as a long-distance passenger rail service
 - C Has compartments and beds for the passengers' comfort
 - D Offers a dining saloon where passengers can order sit-down meals
- 1.1.20 Lanseria Airport is regarded as a(n) ...
- A privately owned airport.
 - B national airport.
 - C international airport.
 - D cargo-only airport.
- (20 x 1) (20)

1.2 Choose a description from COLUMN B that best matches the term related to **costs that can be incurred when renting a vehicle** in COLUMN A. Write only the letter (A–E) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 G.

COLUMN A	COLUMN B
1.2.1 Tourism levy	A a fee that is charged by the rental company to the renter in the event of a traffic fine being incurred during the rental period
1.2.2 Delivery and collection charges	B an insurance option that covers the renter of the vehicle in his/her personal capacity in the event of an incident involving the rented vehicle
1.2.3 Traffic administration fee	C a fee that is charged if the rental company has to deliver the vehicle to a specific location for the renter
1.2.4 PAI	D an amount added to the rental fee of a vehicle that covers the administration costs of the rental
1.2.5 Contract fee	E a fee that the renter pays based on the length of rental and number of kilometres travelled. This amount is paid to TOMSA by the rental company

(5 x 1) (5)

- 1.3 Indicate whether the following statements are TRUE or FALSE. Write only word 'true' or 'false' next to the number in the ANSWER BOOK.
- 1.3.1 Intercape and SA Roadlink buses can be chartered by institutions for travel to a specific destination.
- 1.3.2 The Shongololo Express provides luxury train journeys in the SADC region and offers luxury train safaris to its passengers.
- 1.3.3 A suite on a luxury cruise liner is regarded as the best accommodation that the liner has to offer.
- 1.3.4 Casinos on luxury cruise liners are only open when the ship is at sea.
- 1.3.5 The abbreviation PR that is used by MSC Starlight Cruises when booking a cruise on a luxury cruise liner stands for "buy two and get two free". (5 x 1) (5)
- 1.4 Link the name of the SADC attraction given below that best fits the description. Write only the answer next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

Grand Baie / Stone Town of Zanzibar / The Great Zimbabwe Ruins / Etosha National Park / Serengeti National Park / Chamarel Falls / Kahuzi-Biega National Park / Royal Hills of Ambohimanga / Ngorongoro Conservation Area

- 1.4.1 This archaeological site contains a ruined city, burial sites, and assorted sacred places. It is a place of religious and historical significance in the culture of the Malagasy people, and has been so for the last 500 years.
- 1.4.2 This World Heritage Site, located in the Democratic Republic of Congo, is home to some of the last remaining populations of Eastern lowland gorillas in the wild.
- 1.4.3 In this site located in Tanzania, the annual migration to permanent water holes of vast herds of wildebeest, gazelles and zebras, followed by their predators, is one of the most impressive natural events in the world.
- 1.4.4 This resort town is the most popular holiday destination in Mauritius.
- 1.4.5 This World Heritage Site with its massive curving walls constructed out of millions of granite rocks fitted together without mortar, remains the largest ancient stone structure in sub-Saharan Africa. (5 x 1) (5)

1.5 Rearrange the steps for dealing with verbal customer complaints in the correct order so that each step follows the previous one in a logical order. Write only the letters (A–E) next to the question number (1.5.1–1.5.5) in the ANSWER BOOK, for example 1.5.6 F.

1.5.1 A Solve the problem immediately.

1.5.2 B Listen carefully to what the customer has to say, and let him/her finish.

1.5.3 C Offer the customer something for example an upgrade, a free product, extra discounts, full refunds, etc.

1.5.4 D Ask questions in a caring and concerned manner.

1.5.5 E Apologise without blaming. (5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING – FOREIGN EXCHANGE

QUESTION 2

2.1 Read the extract below and answer the questions.

The successful hosting of the 2010 FIFA World Cup will have a multiplier effect on the number of tourists visiting Cape Town in future, the city's tourism agency predicts.

Speaking at a press conference last week, Cape Town Tourism chief executive, Mariette du Toit-Helmbold, said that even though World Cup visitor numbers and bookings in Cape Town had not fully lived up to expectations, the event would help to attract thousands of tourists to the city for years to come.

[Source: www.southafrica.info]

2.1.1 Explain what is meant by the term *multiplier effect* in this extract. (2)

2.1.2 Tourism can be of benefit to a country both directly and indirectly. Explain what is meant by this statement. (2 x 1) (2)

2.2 Study the currency rate sheet from <http://ws15.standardbank.co.za> and answer the questions.

STANDARD BANK						
FOREX CLOSING INDICATION RATES FOR 29 November 2013 as at 16:00						
Rates for amount up to R200 000						
Country	Cur	Bank Buying			Bank Selling	
		T/T	Cheques	Foreign Notes	Cheques and T/T	Foreign Notes
QUOTATIONS ON BASIS RAND PER UNIT FOREIGN CURRENCY						
BRITISH STERLING	GBP	16.3582	16.3201	16.2357	16.8782	16.9732
EURO	EUR	13.6225	13.5836	13.4970	14.0760	14.1060
UNITED STATES DOL	USD	10.0118	9.9667	10.0043	10.3293	10.3293

*T/T Refers to a telegraphic transfer

2.2.1 Give the date on which the exchange rates above will expire. (1)

2.2.2 Determine the exchange rate that the bank will use when buying GBP£ notes. (1)

2.2.3 Determine the exchange rate that the bank will use when selling travellers cheques in US\$. (1)

2.2.4 Mr Smith will be travelling to Italy and wants to exchange R10 000 for Euro in notes.

- (a) Name ONE place, other than a commercial bank, that Mr Smith can go to exchange his money. (1)
- (b) The bank will sell him the Euro using the Bank Selling Rate. Calculate how many Euro he will receive. (3)
- (c) When Mr Smith returns from his trip to Italy he has €35 left and wants to exchange this for Rand. The bank will use the Bank Buying Rate when calculating how much he will receive for his €35. Determine the amount in Rand he will receive. (3)

2.3 The success of a tour depends to a large extent on careful planning. There are different types of tour itineraries that a tour planner can use when planning a tour. Differentiate between the following types of itineraries:

- 2.3.1 General itinerary (2)
- 2.3.2 Personal itinerary (2)
- 2.3.3 Study the extract from the example itinerary given below and answer the questions.

**THE GREAT ZIMBABWE EXPERIENCE
7 NIGHTS AND 8 DAYS ZIMBABWE EXPERIENCE**

Day 1: Arrive at Victoria Falls Airport, Zimbabwe
Arrive either on BA6285 @ 13:05 or SA040 @ 12:40.
Zimbabwe is without a doubt Africa's "Jewel" with so many breathtaking attractions from the mighty Zambezi River to the majestic Victoria Falls. This is a must-see destination!

Day 2: White Water Rafting
07:00 Breakfast is served.
08:00 Collection for your White Water Rafting excursion.
The one day trip runs all year round subject to river levels.
Adventure Zone operates from both sides of the Zambezi River.
Enjoy a sunset dinner cruise after your rafting experience!

[Source: <http://www.gotothevictoriafalls.com>]

- (a) State whether the example itinerary given is a general itinerary or a personal itinerary. (1)
- (b) Identify the trip motivator for this itinerary. (1)

[20]

TOTAL SECTION B: 20

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

QUESTION 3

3.1 Refer to the map and pictures of tourism attractions in Botswana and Lesotho and answer the questions.

SADC TOURISM ATTRACTIONS

- 3.1.1 Identify the tourism attractions labelled A, B, C and D by linking the pictures with their locations on the map. (4 x 1) (4)
- 3.1.2 (a) Give another name that is commonly used for the attraction labelled D. (1)
- (b) Name TWO types of summer adventure activities that tourists can participate in while visiting the attraction labelled D. (2 x 1) (2)
- 3.1.3 Give ONE reason why the attraction labelled B is considered a top tourist attraction. (2)

3.1.4 The attraction labelled A received UNESCO World Heritage Site status in 2001. Write a paragraph providing TWO interesting facts about this attraction that could influence a cultural tourist to consider paying it a visit. (2 x 2) (4)

3.2 Study the information below and answer the questions.

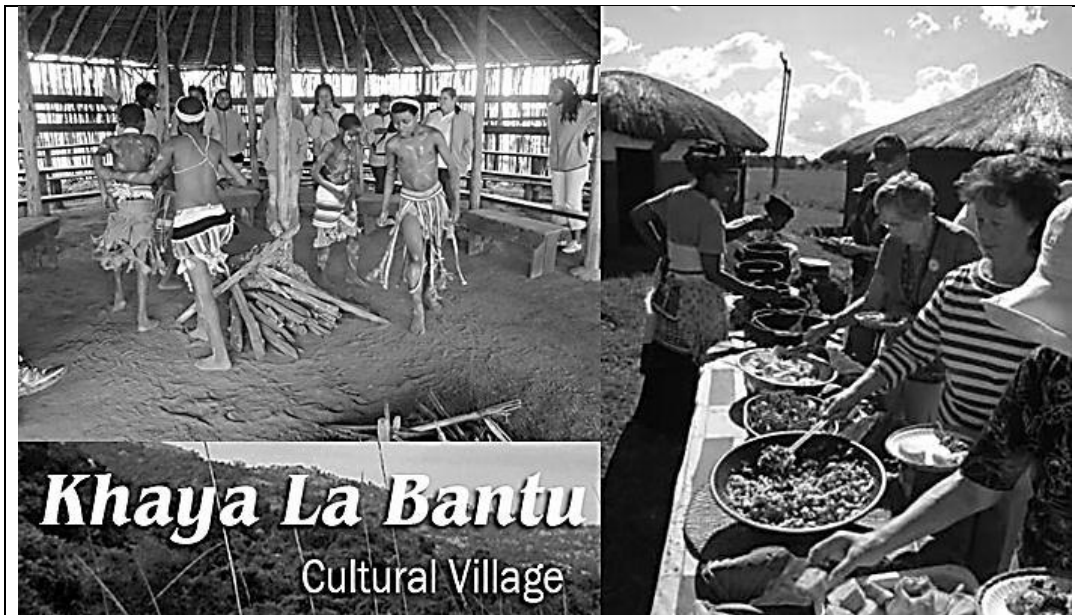
	<p>The Seychelles islands are not just another place, they are another world.</p>
	<p>With stunning beaches and brilliant blue seas, it's hardly surprising the Seychelles rank among the world's most idyllic island getaways.</p>
	<p>Lying about 1,500 km east of mainland Africa, the Seychelles, officially the Republic of Seychelles, is an <i>archipelago</i> nation and the perfect beach holiday destination.</p>
	<p>Its 155 picturesque islands are set in the heart of the sparkling blue Indian Ocean.</p>

3.2.1 Name TWO of the three main islands of the Republic of Seychelles. (2)

3.2.2 Give your understanding of the term “*archipelago*”. (2)

3.2.3 Apart from swimming and scuba diving, name TWO other water-based activities that tourists visiting the Seychelles can participate in. (2)

- 3.3 Study the collage of pictures and the extract below and answer the questions.



For a taste of the cultural uniqueness of the Xhosa people make your way down to the Khaya La Bantu Xhosa Cultural Village, 30 km from the city of East London. Upon arrival you will be introduced to the Xhosa spiritual customs, traditions and *folklore*. You will have the opportunity to experience some fantastic traditional music, sample some traditional dishes and beverages as well as purchase some interesting crafts.

There is a vast range of things to see and do while here and you will leave with a new found respect and understanding of this long-standing culture.

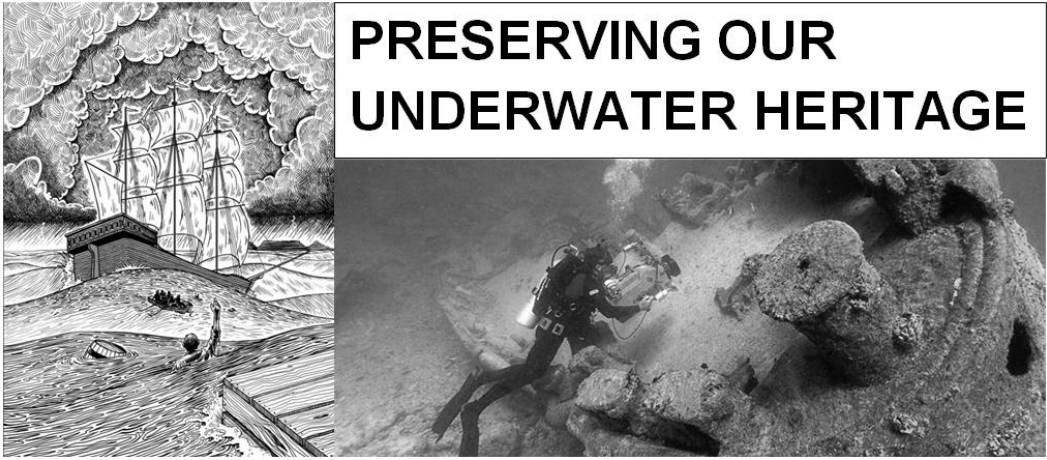
[Adapted from <http://www.sa-venues.com>]

- 3.3.1 Suggest THREE items of Xhosa arts and crafts that visitors will be able to purchase when visiting the Khaya La Bantu Xhosa Cultural Village. (3 x 1) (3)
- 3.3.2 *Umngqusho* is a traditional dish that visitors to the Khaya La Bantu Xhosa Cultural Village will be able to sample. Name ONE of the main ingredients of this dish. (1)
- 3.3.3 Explain your understanding of the term "*folklore*". (2)
- 3.3.4 Discuss how the Khaya La Bantu Xhosa Cultural Village can contribute to the promotion of domestic tourism. (2)

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QUESTION 4

4.1 Study the images and extract and answer the questions.



PRESERVING OUR UNDERWATER HERITAGE

Many of South Africa's heritage sites lie beneath the waves, hidden from view. Our modern history was significantly influenced by ships that came to our shores in the past. This is evidenced along the South African coastline which is littered with the remains of ships that met their fate on such journeys.

Many shipwrecks are popular diving sites and offer a unique experience to divers who are encouraged to minimise their impact on the underwater environment.

Historical shipwreck sites are legally protected by the National Heritage Resources Act (No. 25 of 1999).

[Source: Adapted from www.southafrica.info]

- 4.1.1 Name the agency of the Department of Arts and Culture, established under the National Heritage Resources Act (No. 25 of 1999), that is tasked with the management of the nation's heritage estate. (2)

- 4.1.2 List any ONE function of the agency mentioned in QUESTION 4.1.1. (2)

- 4.1.3 Shipwrecks are a valuable source of historical information. Suggest TWO types of artefacts that divers can encounter when exploring a shipwreck. (2 x 1) (2)

- 4.1.4 Explain ONE way in which the agency mentioned in QUESTION 4.1.1 protects shipwrecks along the South African coastline. (2)

[8]

QUESTION 5

- 5.1 Study the extract from the website of Sun International Hotels and answer the questions.

[Source: <http://www.suninternational.com>]

- 5.1.1 (a) State whether the promotional/advertising technique used by Sun International Hotels is an above-the-line promotion or a below-the-line promotion. (1)
- (b) Motivate your answer in QUESTION 5.1.1 (a). (2)
- (c) Explain why Sun International Hotels has chosen a website as a technique to promote its business. (1)

- 5.1.2 (a) Quote words from the website extract that prove that Sun International Hotels are making use of sales promotions as an advertising method on their website. (1)
- (b) Explain the term *promotional sponsorship*. (2)
- (c) Give an example of a promotional sponsorship that appears on the Sun International Hotels website found in the extract. (1)

5.2 Study the cartoon and answer the questions.



- 5.2.1 Explain your understanding of a *marketing budget*. (2)
- 5.2.2 Name the cost related to a marketing budget that is portrayed in the cartoon. (2)
- 5.2.3 List THREE other costs that must be taken into account when drawing up a marketing budget. (3)

[15]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS – SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 6

6.1 Study the pictures below that are related to the airline industry and answer the questions.



- 6.1.1 State the use of the technology in the picture labelled A. (1)
- 6.1.2 State the use of the technology in the picture labelled B. (1)
- 6.1.3 The technology in the picture labelled C is used for security purposes at airports.
 - (a) Identify the type of technology. (1)
 - (b) Would passengers make use of this technology? (2)
- 6.1.4 (a) Identify the equipment in the picture labelled D. (1)
 - (b) State the use of the equipment in QUESTION 6.1.4 (a). (1)
- 6.1.5 In the picture labelled E the person is stepping through the walkway on the side of the machine. What is the purpose of the person having to walk past the machine in this manner? (2)
- 6.1.6 (a) Identify the area of the airport in the picture labelled F. (1)
 - (b) State if this designated area in the picture labelled F is found on the landside or airside of the airport. (1)
- 6.2 Selecting a seat on an aircraft is a matter of personal preference. List ONE advantage and ONE disadvantage of a window seat, an aisle seat and an emergency exit seat on an aircraft. Write only the answer next to the question number (6.2.1–6.2.6) in the ANSWER BOOK.

TYPE OF SEAT	ADVANTAGE	DISADVANTAGE
Window seat	6.2.1	6.2.2
Aisle seat	6.2.3	6.2.4
Emergency exit seat	6.2.5	6.2.6

(6 x 1) (6)

6.3 Study the extract below carefully and answer the questions.

	DAYS / VALIDITY	DEPART	ARRIVE	FLIGHT NO.	ACFT/ CI	STP
1 →	From Abidjan (ABJ) GMT					
2 →	To Dakar (DKR)					
	3 5	2115 ABJ	0015+ DKR	SA086	737/JY	0
	To Johannesburg (JNB)					
	6	1120 ABJ	0610+ JNB	SA087	737/JY	1
	24 Oct – 24 Oct					
	4	1950 ABJ	0610+ JNB	SA087	737/JY	1
3 →	6	1950 ABJ	0610+ JNB	SA087	737/JY	1
	To 17 Oct					
	6	1950 ABJ	0610+ JNB	SA087	737/JY	1
	From 31 Oct					
	12	4	5	6	7	8
		9	10	11		

- 1 Departure city name, 3 letter code and time variance from GMT
- 2 Arrival city name, 3 letter code
- 3 Days of the week
- 4 Departure Time
- 5 Departure Airport Code
- 6 Arrival Time
- 7 Arrival Airport Code
- 8 Flight Number
- 9 Aircraft Type
- 10 Class of Service
- 11 Stops
- 12 Validity dates appear on line below schedule where applicable

- 6.3.1 Give ONE reason why it is necessary for cities to make use of 3 letter city codes in the airline industry. (1)
- 6.3.2 Determine any ONE day of the week that SAA flies from Abidjan to Johannesburg. (1)
- 6.3.3 SAA offers both international and domestic flights.
- (a) State if the flights in the extract are international or domestic flights. (1)
 - (b) Motivate your answer in QUESTION 6.3.3 (a). (2)

6.3.4 The departure time for Flight SA 087 to Johannesburg is given as 11:20. Passengers are required to check in at the airport between 1 and 2 hours before the departure time depending on the type of flight.

Give ONE reason why passengers need to arrive at the airport before the departure time. (2)

6.3.5 Explain what is being referred to by the term “class of service” at number 10 in the extract. (2)

6.4 The Gautrain is a rapid transit system that links Johannesburg, Pretoria and OR Tambo International Airport in Gauteng.




6.4.1 Give a short explanation of the following aspects of the Gautrain.

- (a) Procedures to be followed when buying a ticket to travel on the Gautrain. (2 x 1) (2)
- (b) Boarding procedures. (2 x 1) (2)
- (c) Arrival and departure announcements. (2 x 1) (2)
- (d) Use of the QR code. (2)

6.5 Study the car rental extract below and answer the questions.

Toyota Yaris or similar
Economy



x5 x3 5 MAN AC

★★★★★

Airport Terminal Pickup

FREE Cancellation

FREE Amendment

[Rental Conditions](#)

E-mail Quote

R 193.05
per day

Total R _____

Pay now R 112.20

Select

Search again

Pick Up:
At an airport

Port Elizabeth - Airport

Date:
27/01/2014 10:00

✓ Mon 27 Jan 2014

Drop Off:
Port Elizabeth - Airport

Date:
31/01/2014 10:00

✓ Fri 31 Jan 2014

[More Options](#)

update results

Rate Details

Toyota Yaris or similar

ZAR 193.05 per day

Collision Damage Waiver (CDW)	Included in Rate ✓
Theft Waiver (TW)	Included in Rate ✓
Tax	Included in Rate ✓
Airport Fee	Included in Rate ✓
Limited Mileage: Kilometers Included Per Day: 100	Included in Rate ✓
Breakdown Assistance	Included in Rate ✓
Additional Distance	Not Included in Rate ✗

Drivers Age
23 to 99 Years
Young drivers surcharge is not included in the rental price. It is paid in the local currency at the rental desk.

Drivers License
A full license held for minimum of 3 year with no major endorsements. UK licenses holders need to present the photocard and the paper counterpart.

[Source: <http://car-rental.co.za>]

- 6.5.1 The collection point for this vehicle is Port Elizabeth airport. Name the additional cost that will be incurred by the renter of this vehicle because it is being collected from this collection point. (1)
- 6.5.2 Explain the following terms: (2)
- (a) Collision Damage Waiver (CDW) (2)
- (b) Theft Loss Waiver (TLW) (2)
- 6.5.3 Explain how charges will be calculated if the renter of the vehicle exceeds the daily mileage of 100 km per day if the vehicle was rented for only one day. (2)
- 6.5.4 Explain what is meant by the term “*young driver surcharge*”. (2)
- 6.5.5 In the extract the amount payable for the total rental has been omitted. Calculate what the cost will be. Show all calculations. (3)

6.6 Study the Intercape bus schedule extract and answer the questions.



ONLINE BOOKINGS

PRICES ARE QUOTED IN SOUTH AFRICAN RAND
 What are 'Saver', 'Flexi' and 'Full Flexi'? [Click here to find out](#)

STEP 1 **STEP 2** **STEP 3** **STEP 4**

Depart From **PORT ELIZABETH - Intercape Office, C/o Flemming & North Union Street (City Centre)**
 To **EAST LONDON - Intercape Office, Windmill Park, Moore Street Beach Front**

<<< Previous Four Days Next Four Days >>>

From/To	Depart	Arrive	Full Flexi	Flexi	Saver	Notes
			What do these mean?			
Port Elizabeth To East London Route: Mainliner CPT- EL- UMTATA	Fri 24 Jan 2014 06:45am ZA	Fri 24 Jan 2014 11:30am ZA	<input type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route
Port Elizabeth To East London Route: Mainliner CPT- EL- UMTATA	Sat 25 Jan 2014 06:45am ZA	Sat 25 Jan 2014 11:30am ZA	<input checked="" type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route
Port Elizabeth To East London Route: Mainliner CPT- EL- UMTATA	Sun 26 Jan 2014 06:45am ZA	Sun 26 Jan 2014 11:30am ZA	<input type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route
Port Elizabeth To East London Route: Mainliner CPT- EL- UMTATA	Mon 27 Jan 2014 06:45am ZA	Mon 27 Jan 2014 11:30am ZA	<input type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route

<<< Previous Four Days Next Four Days >>>

[Click HERE for Flexi & Saver Rules.](#)
PRICES ARE QUOTED IN SOUTH AFRICAN RAND

[Source: www.intercape.co.za]

- 6.6.1 Give the exact place of departure of the Intercape bus from Port Elizabeth on Saturday, 25 January 2014. (1)
- 6.6.2 Calculate how long the journey will take from Port Elizabeth to East London on Saturday, 25 January 2014. (2)
- 6.6.3 Identify the type of bus that Intercape uses on this route. (1)

TOTAL SECTION D: 50

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

QUESTION 7

7.1 Study the extract and the pictures below and answer the questions.

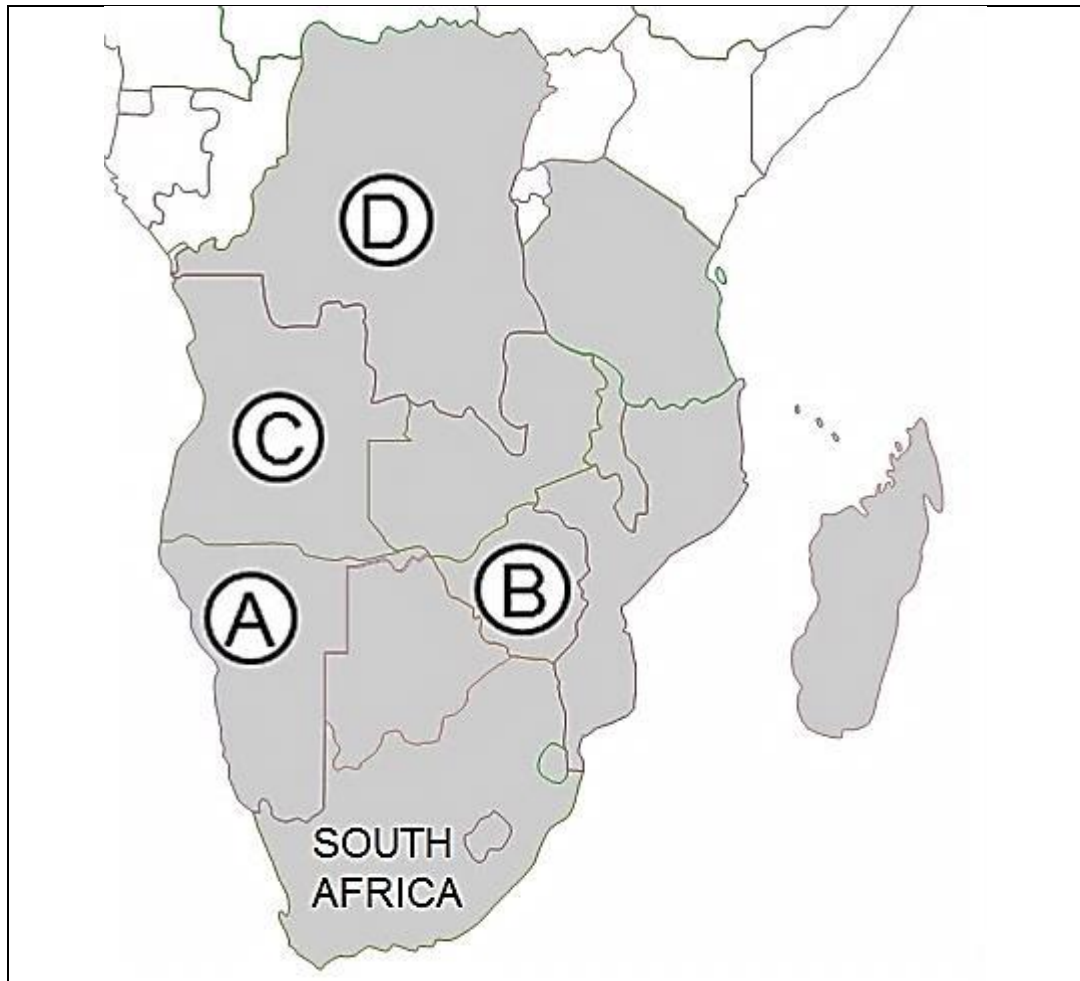


- 7.1.1 Research undertaken by South African Tourism (SAT) in 2011 indicated that most South Africans have not had an opportunity to travel in their own country. Give TWO inhibiting factors that contribute to this situation. (2)
- 7.1.2 As part of the Domestic Tourism Growth Strategy, SA Tourism launched a new domestic marketing campaign to inspire South Africans to travel. This campaign would be a vehicle of the growth strategy and specifically aimed at increasing domestic tourism among five consumer segments.
- (a) Complete the slogan of the new domestic marketing campaign: "... it's right here in South Africa". (1)
- (b) Name any THREE of the consumer segments that will be targeted through the new marketing campaign. (3 x 1) (3)
- 7.1.3 The National Department of Tourism aims to grow domestic trips to 54 million by 2020 and ensure that domestic tourism makes up 60% of tourism's overall GDP contribution. In order to achieve these aims, the new Domestic Tourism Growth Strategy will focus on four strategic objectives.
- List the FOUR strategic objectives of the new Domestic Tourism Growth Strategy. (4 x 2) (8)

[14]

QUESTION 8

8.1 Study the map of the SADC member countries and answer the questions.

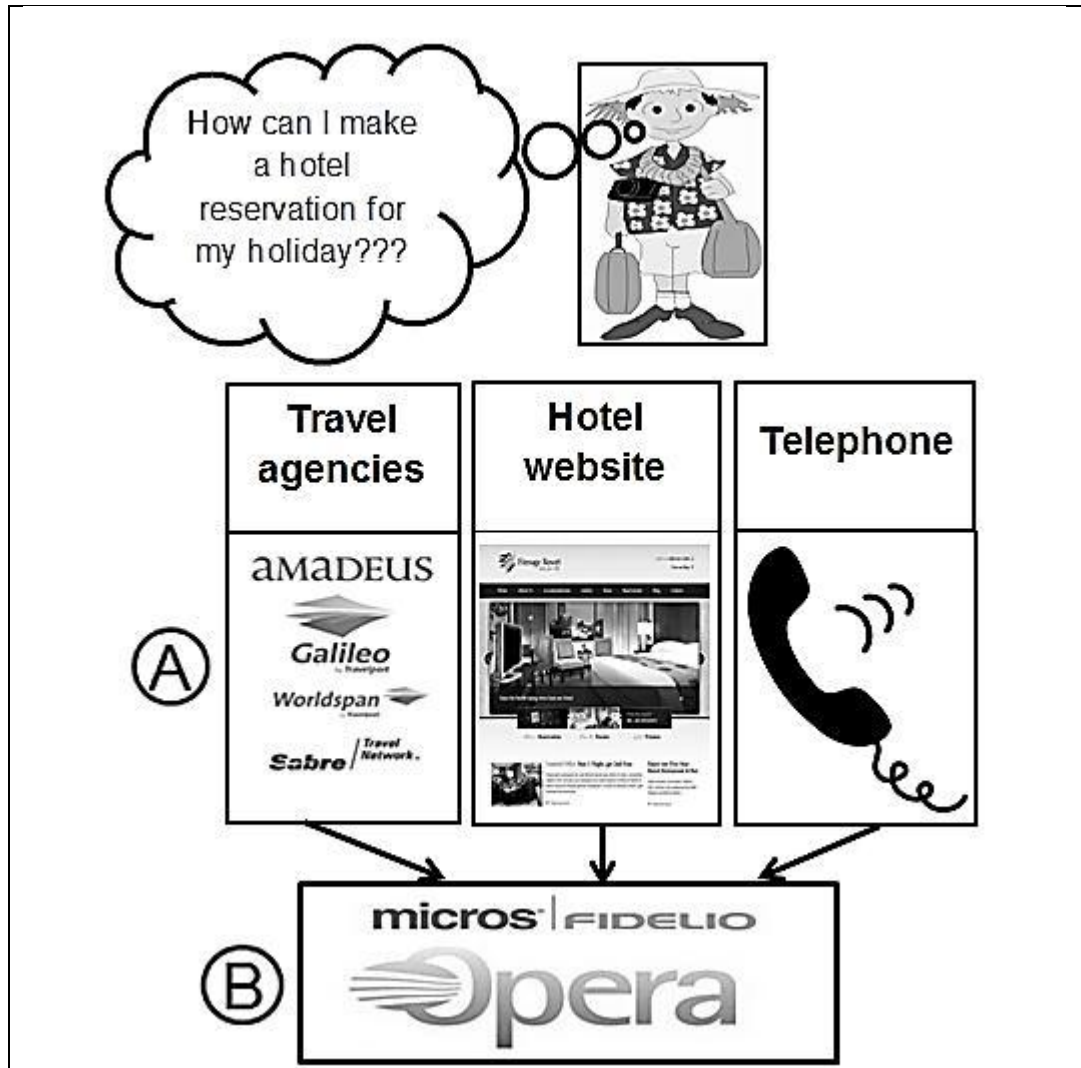


- 8.1.1 Name the airport located in the capital city of the country labelled C. (1)
- 8.1.2 Name the capital city of the country labelled D. (1)
- 8.1.3 Name the border crossing that tourists will use when travelling by road between South Africa and the country labelled B. (1)
- 8.1.4 Name the harbour in the country labelled A that is used as a port for cruise liners. (1)
- 8.2 Under the umbrella organisation, RETOSA, the 15 members of the SADC aim to increase tourist arrivals to the region by marketing this part of the African continent as a single destination with many diversified tourist attractions.
 - 8.2.1 Write out the acronym 'RETOSA' in full. (2)
 - 8.2.2 Write a paragraph discussing the economic benefits for SADC member countries of becoming a regional tourism destination of choice. (4 x 1) (4)

[10]

QUESTION 9

9.1 Study the diagram below and answer the questions.



- 9.1.1 Identify the type of electronic reservation system that is used by the examples labelled A. (1)
- 9.1.2 Identify the type of electronic reservation system that is used by the example labelled B. (1)
- 9.1.3 Give ONE reason why the tourist will not be able to access the electronic reservation systems mentioned in QUESTION 9.1.1 to make a hotel reservation. (2)
- 9.1.4 Discuss TWO advantages for hotel guests when using the electronic reservation system mentioned in QUESTION 9.1.2 in order to make a hotel reservation. (2 x 2) (4)

9.2 Study the extract below and answer the questions.



A study by DinarStandard, a New York-based marketing research and advisory firm, shows that Muslims value comfortable seating, friendly airlines, clean rooms and central hotel locations just as much as other travellers, but a majority expressed dissatisfaction related to how their faith and values are accommodated.

In an effort to tap into this growing market, major hotels and resorts around the world should make adjustments to accommodate the specifics of the Muslim tourist sector e.g. separate beach and pool areas for women and men.

[Source: www.thenational.ae]

9.2.1 Give TWO examples of how the management and staff at both hotels and resorts can make adjustments to accommodate Muslim travellers' faith and values with regard to:

- (a) Religious activities (2 x 1) (2)
- (b) Menu's (2 x 1) (2)

9.3 Study the information and answer the questions.

CUSTOMER COMMENT CARD				
BUSINESS: <i>Blue Cafe</i>				
SERVICE PROVIDER: <i>John</i>				
SERVICE PERFORMED: <i>Waiter at table</i>				
Date: <i>30/10/2014</i>			Time: <i>22:00</i>	
	EXCELLENT	GOOD	AVERAGE	POOR
Professionalism	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Attitude	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Attentiveness	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Efficiency	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Environment	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Overall Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Comments:				
ACTION STEPS(S)				
• Return soon		• Never return		
• Big tip		<input checked="" type="checkbox"/> Low / no tip		
• Praise to manager		<input checked="" type="checkbox"/> Inform manager		

- 9.3.1 Identify the strategy used by the Blue Café to achieve and maintain quality service. (1)
- 9.3.2 List TWO benefits for the management of the Blue Café of using this strategy. (2 x 1) (2)
- 9.3.3 Name ONE other strategy that the Blue Café can also implement to maintain quality service. (1)

[16]

TOTAL SECTION E: 40
GRAND TOTAL: 200

9.3 Bestudeer die inligting en beantwoord die vrae.

KLIËNTE-OPNAME-KART				
BESIGHEID: <i>Blue Cafe</i>				
DIENSVERSKAFFER: <i>John</i>				
DIENSLEWERING: <i>Kelner by tafel</i>				
Datum: <i>30/10/2014</i> Tyd: <i>22:00</i>				
UITSTEKEND	GOED	GEMIDDELD	SWAK	
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Professionaliteit
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Houding
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Bedagsaamheid
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Doeltreffendheid
<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	Omgewing
<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	Algemene ervaring
Kommentaar:				
AKSIESTAPPE				
• Herbesoek				
• Groot footjie				
• Komplimenteer bestuurder				
<input checked="" type="checkbox"/>	Keer nooit terug			
<input checked="" type="checkbox"/>	Swak/geen footjie			
<input checked="" type="checkbox"/>	Stel bestuurder in kennis			

9.3.1

Identifiseer die strategie van Blue Café om gehaltesiens te lewer en te handhaaf.

(1)

9.3.2

Gee TWEE voordele vir die bestuur van Blue Café van die gebruik van hierdie strategie.

(2)

9.3.3

Noem EEN ander strategie wat ook deur Blue Café gebruik kan word om gehaltesiens te handhaaf.

(1)

[16]

TOTAAL AFDELING E:

40

GROOTTOTAAL:

200

- (a) Godsdienstige aktiwiteit (2 x 1) (2)
- (b) Spyskaart (2 x 1) (2)

9.2.1 Gee TWEE voorbeelde van hoe die bestuur en personeel by hotelle en orde aanpassings kan maak om die Moslemreisiger se geloof en waardes ten opsigte van die volgende te akkommodeer:

In 'n poging om die meeste uit die groeiende mark te haal, moet groot hotelle en orde regoor die wêreld aanpassings maak om die behoeftes van die Moslem toeristiese sektor, ten opsigte van bv. 'n atsonderlike strand en swembadareas vir vroue en mans, te akkommodeer.

In 'n poging om die meeste uit die groeiende mark te haal, moet groot hotelle en orde regoor die wêreld aanpassings maak om die behoeftes van die Moslem toeristiese sektor, ten opsigte van bv. 'n atsonderlike strand en swembadareas vir vroue en mans, te akkommodeer.

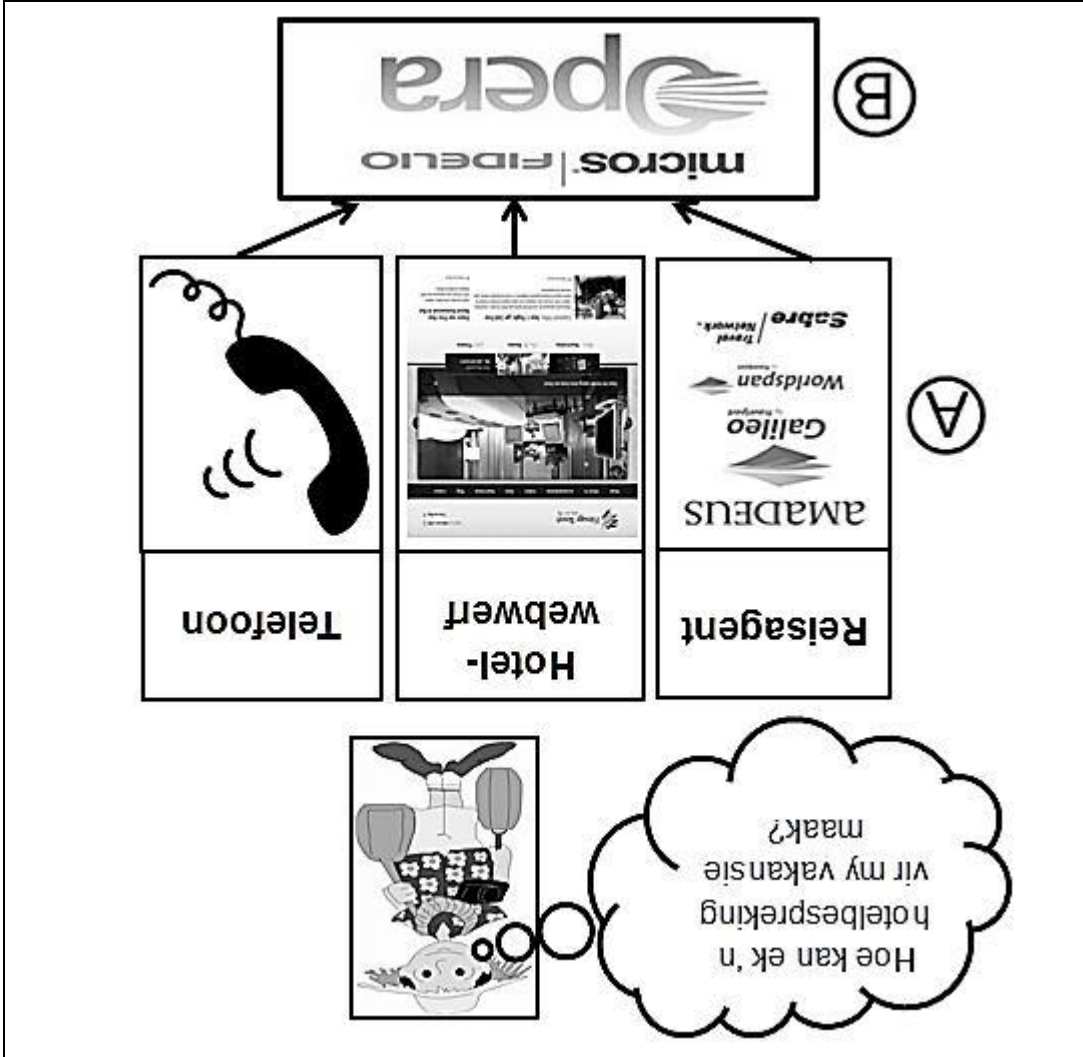
[Bron: www.thenational.ae]



9.2 Bestudeer die onderstaande uittreksel en beantwoord die vrae.

VRAAG 9

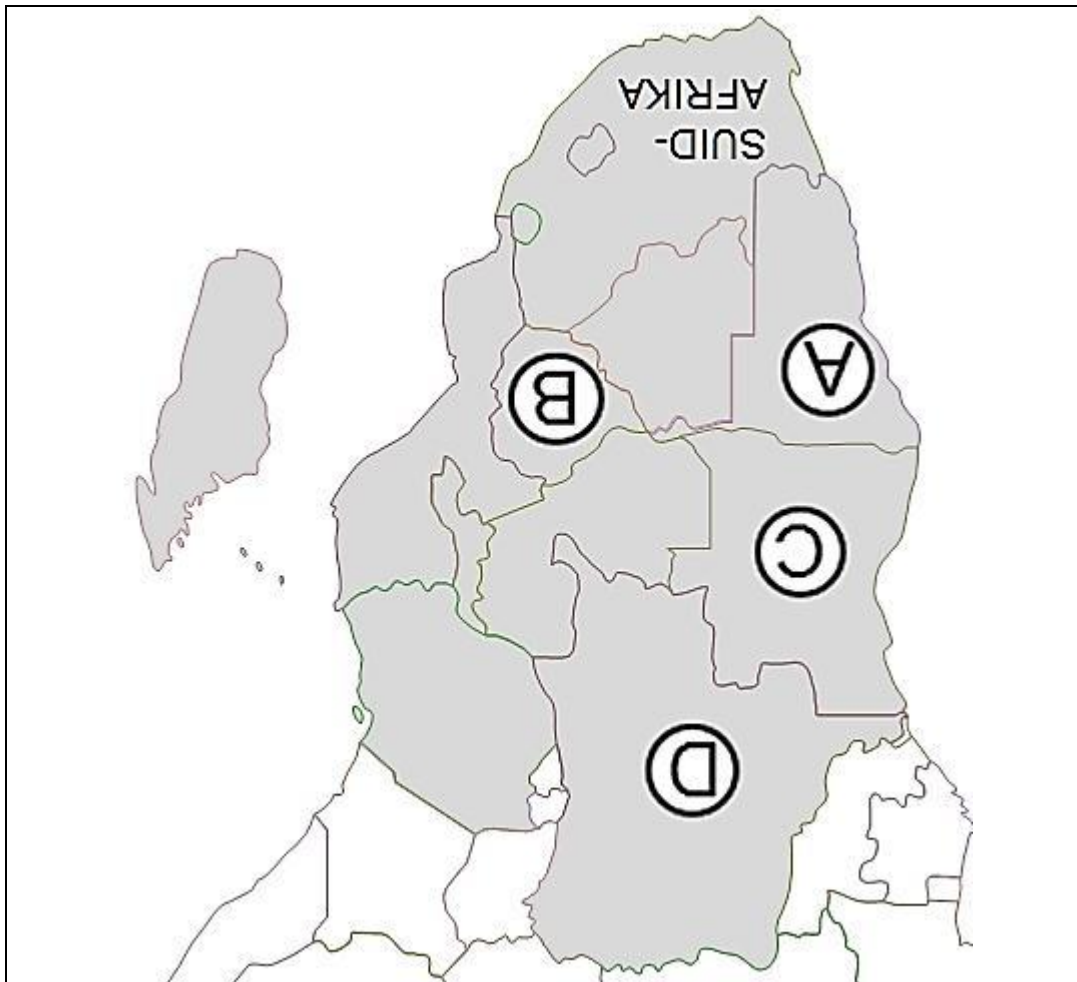
9.1 Bestudeer die onderstaande diagram en beantwoord die vrae.



- 9.1.1 Identifiseer die tipe elektroniese besprekingstelsel wat deur voorbeeld A gebruik word. (1)
- 9.1.2 Identifiseer die tipe elektroniese besprekingstelsel wat deur voorbeeld B gebruik word. (1)
- 9.1.3 Gee EEN rede waarom toeriste nie toegang tot die elektroniese besprekingstelsel genoem in VRAAG 9.1.1 het om 'n hotelbespreking te maak nie. (2)
- 9.1.4 Bespreek TWEE voordele vir hotelgaste wanneer hulle die elektroniese besprekingstelsel in VRAAG 9.1.2 gebruik ten einde 'n hotelbespreking te maak. (2 x 2)

VRAAG 8

8.1 Bestudeer die kaart van die SAOG-Lidlande en beantwoord die vrae.



8.1.1 Gee die naam van die lughawe van die hoofstad van die land, gemerk C. (1)

8.1.2 Gee die naam van die hoofstad van die land gemerk D. (1)

8.1.3 Gee die naam van die grenspos wat deur toeriste gebruik word tydens hul reis per pad tussen Suid-Afrika en die land gemerk B. (1)

8.1.4 Gee die naam van die hawe in die land gemerk A, wat deur passasiersskepe gebruik word. (1)

8.2 Die oorkoepelende organisasie, RETOSA, se 15 lede van die SAOG streef daarna om toerisme-aankomste te verhoog deur die bemerking van die SAOG streek as deel van die Afrika-kontinent, as 'n enkele bestemming met baie diverse toerisme-aantreklikhede. (2)

8.2.1 Skryf die akroniem 'RETOSA' volledig uit. (2)

8.2.2 Bespreek, in 'n paragraaf, die ekonomiese voordele vir SAOG-lidlande om 'n streeks-toerismebestemming van voorkeur te word. (4)

[10]

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

VRAAG 7

7.1 Bestudeer die onderstaande uittreksel en foto en beantwoord die vrae.



7.1.1 Navorsing deur Suid-Afrikaanse Toerisme (SAT) in 2011 het aangedui dat die meeste Suid-Afrikaners nog nie 'n geleentheid gehad het om in hul eie land te reis nie. Gee TWEE terughoudende faktore wat tot hierdie situasie lei, wat hulle verhoed om in hul eie land te reis.

(2)

7.1.2 As deel van die Binnelandse Toerisme Groeistrategie, het SA Toerisme 'n nuwe binnelandse bemarkingsveldtog, om Suid-Afrikaners te inspireer om te reis, van stapel gestuur. Hierdie veldtog is die groeistrategie in aksie en is spesifiek gemik op die verhoging van plaaslike toerisme in die vyf verbuikergesmente.

(a) Voltooi die slagspreek van die nuwe binnelandse bemarkingsveldtog: "... , dit is hier in Suid-Afrika"

(1)

(b) Noem enige DRIE van die verbuikergesmente wat deur die nuwe bemarkingsveldtog geteiken sal word.

(3 x 1)

(3)

7.1.3 Die Nasionale Departement van Toerisme se doelwitte is om binnelandse reise na 54 miljoen teen 2020 te laat groei en te verseker dat plaaslike toerisme 60% tot toerisme se algehele BBP bydra. Ten einde hierdie doelwitte te bereik, sal die nuwe Binnelandse Toerisme Groeistrategie op vier strategiese doelwitte fokus.

Lys die VIER strategiese doelwitte van die nuwe Plaaslike Toerisme Groeistrategie.


(4 x 2)

(8)

[14]

50 TOTAAL AFDELING D:

- 6.6.1 Gee die presiese vertrekpunt van die Interkaapbus vanaf Port Elizabeth op Saterdag 25, Januarie 2014. (1)
- 6.6.2 Bereken hoe lank die rit vanaf Port Elizabeth na Oos-Londen op Saterdag, 25 Januarie 2014 sal neem. (2)
- 6.6.3 Identifiseer die tipe bus wat Interkaap op hierdie roete gebruik. (1)



Safe • Dependable • Affordable



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What are 'Saver', 'Flexi' and 'Full Flexi'? Click here to find out

STEP 1 **STEP 2** **STEP 3** **STEP 4**

Depart From PORT ELIZABETH - Intercap Office, c/o Flemming & North Union Street (City Centre)
 To EAST LONDON - Intercap Office, Windmill Park, Moore Street Beach Front

From/To	Depart	Arrive	What do these mean?			Notes
			Full Flexi	Flexi	Saver	
Port Elizabeth To East London Route: Mainliner CPT- EL-UMTATA	Fr 24 Jan 2014 06:45am ZA	Fr 24 Jan 2014 11:30am ZA	<input type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route
Port Elizabeth To East London Route: Mainliner CPT- EL-UMTATA	Sat 25 Jan 2014 06:45am ZA	Sat 25 Jan 2014 11:30am ZA	<input checked="" type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route
Port Elizabeth To East London Route: Mainliner CPT- EL-UMTATA	Sun 26 Jan 2014 06:45am ZA	Sun 26 Jan 2014 11:30am ZA	<input type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route
Port Elizabeth To East London Route: Mainliner CPT- EL-UMTATA	Mon 27 Jan 2014 06:45am ZA	Mon 27 Jan 2014 11:30am ZA	<input type="checkbox"/> 280.00	<input type="checkbox"/> 266.00	<input type="checkbox"/> 252.00	Direct Route

<<< Previous Four Days Next Four Days >>>

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PRICES ARE QUOTED IN SOUTH AFRICAN RAND

Bron: www.intercape.co.za

Bestudeer die uittreksel van die Interkaap-busskedule en beantwoord die vrae.

6.5 Bestudeer die onderstaande uittreksel oor motorverhuur en beantwoord die vrae.

Toyota Yaris or similar
Economy

★★★★★

Airport Terminal Pickup
 FREE Cancellation
 FREE Amendment
 Rental Conditions

Total R **193.05** per day
Pay now R 112.20

Select

Rate Details

Included in Rate	Excluded in Rate
<input checked="" type="checkbox"/> Collision Damage Waiver (CDW)	<input checked="" type="checkbox"/> Additional Distance
<input checked="" type="checkbox"/> Theft Waiver (TW)	<input checked="" type="checkbox"/> Breakdown Assistance
<input checked="" type="checkbox"/> Included in Rate	<input checked="" type="checkbox"/> Included Per Day: 100
<input checked="" type="checkbox"/> Included in Rate	<input checked="" type="checkbox"/> Limited Mileage: Kilometers
<input checked="" type="checkbox"/> Included in Rate	<input checked="" type="checkbox"/> Airport Fee
<input checked="" type="checkbox"/> Included in Rate	<input checked="" type="checkbox"/> Tax
<input checked="" type="checkbox"/> Included in Rate	<input checked="" type="checkbox"/> Young drivers surcharge is not included in the rental price. It is paid in the local currency at the rental desk.
<input checked="" type="checkbox"/> Included in Rate	<input checked="" type="checkbox"/> Drivers License

Drivers Age: 23 to 99 Years
 A full license held for minimum of 3 year with no major endorsements. UK licenses holders need to present the photocard and the paper counterpart.

Toyota Yaris or similar
ZAR 193.05 per day

Search again

Pick Up: At an airport
 Drop Off: Port Elizabeth - Airport
 Date: 27/01/2014 10:00
 Date: 31/01/2014 10:00
 Fri 31 Jan 2014
 More Options
 update results

x5
 x3
 5 MAN AC
 *

Toyota Yaris or similar
 Economy

[Bron: <http://car-rental.co.za/>]

6.5.1 Die afhaalpunt vir hierdie motor is Port Elizabeth Lughawe. Noem die addisionele koste wat die huurder moet betaal omrede die lughawe die afhaalpunt is. (1)

6.5.2 Verduidelik die volgende begrippe:

(a) Ongelukkade-afstanddoening (OSA) (in Engels CDW) (2)

(b) Diefstal-verlies-kwytseiding (DVK) (in Engels TLW) (2)

6.5.3 Verduidelik hoe die tarief vir die motor vir een dag verhuur bereken sal word, indien die huurder van die motor die daaglikse toelaatbare kilometers van 100 km per dag sou oorskry. (2)

6.5.4 Verduidelik wat met die term "jong bestuurder bykomende belasting" bedoel word. (2)

6.5.5 In die uittreksel is die totale bedrag betaalbaar vir die huurkontrak, weggelaat. Bereken wat die kostes sal wees. Toon alle berekeninge. (3)

- (a) Prosedures wat gevolg moet word, indien 'n kaartjie vir 'n rit op die Gautrein gekoop word. (2 x 1) (2)
- (b) Instapprosedures. (2 x 1) (2)
- (c) Aankoms- en vertrekeaan kondings. (2 x 1) (2)
- (d) Die gebruik van die QR kode. (2)

6.4.1 Gee 'n kort verduideliking vir die volgende aspekte van die Gautrein.



- 6.4 Die Gautrein is 'n massa-snelvervoerstelsel tussen Johannesburg, Pretoria en OR Tambo Internasionale Lughawe in Gauteng. (2)
- 6.3.5 Verduidelik waarna die term "diensklas" by nommer 10 in die uittreksel verwys. (2)
- Gee EEN rede waarom passasiers voor die vertrektyd by die lughawe moet arriveer. (2)
- 6.3.4 Die vertrektyd van Vlugg SA 087 na Johannesburg word as 11:20 aangedui. Daar word van passasiers verwag om tussen 1 en 2 uur voor die vertrektyd, afhange van die tipe vlug, in te boek.

Bestudeer die onderstaande uittreksel deeglik en beantwoord die vrae.

DAE/ GELDIG	VERTREK	AANKOMS	VLUG NR.	ACFT/ CI	STP
Van Abidjan (ABJ) GMT					
3 5	ABJ	0015+	DKR	SA086	737/JY
2	Na Dakar (DKR)				
3 5	ABJ	0015+	DKR	SA086	737/JY
6	ABJ	0610+	JNB	SA087	737/JY
24 Okt – 24 Okt					
4	ABJ	0610+	JNB	SA087	737/JY
6	ABJ	0610+	JNB	SA087	737/JY
3	Na Johannesburg (JNB)				
6	ABJ	0610+	JNB	SA087	737/JY
6	ABJ	0610+	JNB	SA087	737/JY
12	ABJ	0610+	JNB	SA087	737/JY
11	Van 31 Okt				

1 Stad van vertrek, 3-letter-stadskode en tydsatwyking van GMT
 2 Stad van aankoms, 3-letter-stadskode
 3 Dae van die week
 4 Vertrektyd
 5 Lughawe van vertrek se kode
 6 Aankomstyd
 7 Lughawe van aankoms se kode
 8 Vluginommer
 9 Vliegtuig tipe
 10 Dienklas
 11 Landings
 12 Geldige datums word hier getoon indien toepaslik

6.3.1 Gee EEN rede waarom dit noodsaaklik is om van die 3-letter-stadskode in die lugdiensbedryf gebruik te maak. (1)

6.3.2 Bepaal enige EEN van die dae van die week waarop SAA van Abidjan na Johannesburg vlieg. (1)

6.3.3 SAA bied internasionale sowel as plaaslike vlugte aan. (1)

(a) Noem of die vlugte, soos in die uittreksel aangedui word, internasionale of plaaslike vlugte is. (1)

(b) Motiveer jou antwoord in VRAAG 6.3.3 (a). (2)

(6) (6 x 1)

TIPPE SITPLEK	VOORDEEL	NADDEEL
Vensterstipplek	6.2.1	6.2.2
Gangstipplek	6.2.3	6.2.4
Nooduitgangstipplek	6.2.5	6.2.6

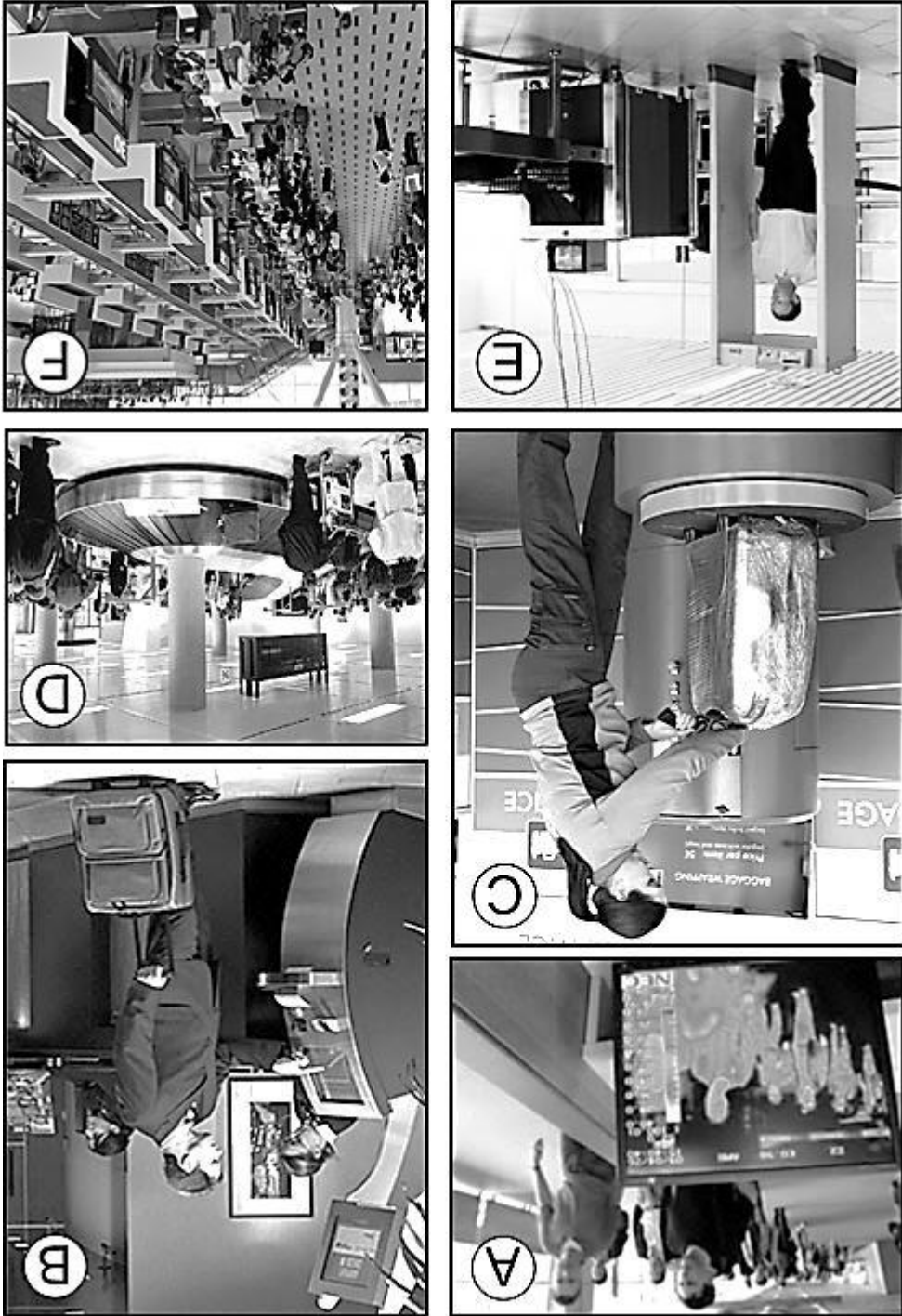
6.2 Die keuse van 'n stipplek op 'n vliegtuig hang van persoonlike voorkeure af. Lys EEN voordeel en EEN naddeel van 'n vensterstipplek, 'n gangstipplek en nooduitgangstipplek in 'n vliegtuig. Skryf slegs die antwoord langs die vraagnummer (6.2.1–6.2.6) in die ANTWOORDEBOEK neer.

- 6.1.1 Waarvoor word die tegnologie in prent A gebruik? (1)
- 6.1.2 Waarvoor word die tegnologie in prent B gebruik? (1)
- 6.1.3 Die tegnologie in prent C word op 'n lughawe om sekuriteitsredes gebruik. (1)
- (a) Identifiseer die tipe tegnologie. (1)
- (b) Waarom sal passasiers van hierdie tegnologie gebruik maak? (1)
- 6.1.4 (a) Identifiseer die apparaat in prent D. (1)
- (b) Noem waarvoor hierdie apparaat in VRAAG 6.1.4 (a) genoem, gebruik word. (2)
- 6.1.5 (a) Prent E wys dat 'n persoon deur 'n apparaat stap wat deel is van 'n masjien langsaan. Wat is die doel daarvan dat die persoon deur die apparaat stap? (2)
- (b) 6.1.6 (a) Identifiseer die lughawe area wat in prent F gewys word. (1)
- (b) Noem of die aangewese area in prent F aan die landkant of lugkant van die lughawe is. (1)

AFDELING D: TOERISME SEKTORE – VOLHOUBARE EN VERANTWOORDELIKE TOERISME

VRAAG 6

6.1 Bestudeer die onderstaande prente aangaande die lugdiensbedryf en beantwoord die vrae.



50 TOTAAL AFDELING C:

[15]

- 5.2.3 Lys DRIE ander kostes wat tydens die opstel van 'n bemarkingsbegroting in gedagte gehou moet word. (3)
- 5.2.2 Noem die koste wat verband hou met 'n begroting vir bemarking in die spotprent. (2)
- 5.2.1 Verduidelik wat jy onder die term *bemarkingsbegroting* verstaan. (2)



- 5.2 Bestudeer die strokiesprent en beantwoord die vrae.
 - 5.1.2 (a) Haal woorde uit die webwerfuitreksel aan om te bewys dat Sun International Hotels op hul webwerf van verkooppromosies as advertensiemetode gebruik maak. (1)
 - (b) Verduidelik die begrip *promosieborgskap*. (2)
 - (c) Gee 'n voorbeeld van 'n promosieborgskap wat op Sun International Hotels se webwerfuitreksel gesien kan word. (1)

VRAAG 5

5.1 Bestudeer die uittreksel van die webwerf van Sun International Hotels en beantwoord die vrae.



- 5.1.1 (a) Noem of die promose/adverteringstechniek wat deur Sun International Hotels gebruik is, 'n bo-die-lyn promose of 'n onder-die-lyn promose is. (1)
- (b) Motiveer jou antwoord in VRAAG 5.1.1 (a). (2)
- (c) Verduidelik waarom Sun International Hotels 'n webwerf as tegniek vir die promose van sy besigheid gekies het. (1)

- 4.1.1 Noem die agentskap van die Departement van Kuns en Kultuur, wat ingestel is kragtens die Wet op Nasionale Erfenisshulpbronne (Wet 25 van 1999) wat die taak opgelê is van die bestuur van die land se erfenisskat. (2)
- 4.1.2 Gee enige EEN funksie van die agentskap in VRAAG 4.1.1. (2)
- 4.1.3 Skepswrakke is van onskatbare waarde vir historiese inligting. Gee TWEË tipiese artefakte wat duikers tydens 'n skepswrakverkenning kan teekom. (2 x 1) (2)
- 4.1.4 Verduidelik EEN manier hoe die agentskap, genoem in VRAAG 4.1.1, skepswrakke langs die Suid-Afrikaanse kuslyn beskerm. (2)

[8]

Baie van Suid-Afrika se erfenissterreine lê uit die oog, onder die seegolwe. Ons moderne geskiedenis is aansienlik deur skepe wat in die verlede na ons land gekom het, beïnvloed. Dit is sigbaar langs die Suid-Afrikaanse kuslyn wat besaai is met die oorblifsel van skepe wat aan 'n hartseer einde van hul reis gekom het.

Baie skepswrakke is gewilde duikplekke en bied 'n unieke ervaring vir duikers wat aangemoedig word om hul impak op wateromgewings te beperk.

Historiese skipbreukterreine word wetlik deur die Wet op Nasionale Erfenisshulpbronne (Wet 25 van 1999) beskerm.

[Bron: Aangepas uit www.southafrica.info]



BEWARING VAN ONS ONDERWATER-ERFENIS

4.1 Bestudeer die prente en uittreksel en beantwoord die vrae.

VRAAG 4

3.3

Bestudeer die collage van prente en die onderstaande uittreksel en beantwoord die vrae.



Vir 'n voorsmakie van die kulturele uniekheid van die Xhosa-mense, maak 'n draai by die Khaya La Bantu Xhosa Kultuurdorpie, 30 km van die stad Oos-Londen. By jou aankoms sal jy aan die Xhosa godsdiensige gewoontes, tradisies en volksgebruike (folklore) bekend gestel word. Jy sal die geleentheid hê om van die fantastiese tradisionele musiek te ervaar, aan van die tradisionele geregte en drank te proe en ook om interessante handwerk aan te koop.

Daar is 'n wye verskeidenheid dinge om te sien en te doen terwyl jy hier is en jy sal die plek met 'n nuwe respek vir, en begrip van, hierdie lank-gevestigde kultuur verlaat.

[Aangepas uit <http://www.sa-venues.com>]

3.3.1 Stel DRIE Xhosa-kuns- en handwerke voor wat deur besoekers

tydens 'n besoek aan Khaya La Bantu Xhosa Kultuurdorpie aangekoop kan word. (3 x 1) (3)

3.3.2 *Umgusho* is 'n tradisionele dis wat deur besoekers aan Khaya La Bantu Xhosa Kultuurdorpie geproe kan word. Noem EEN van die hoofbestanddele van hierdie dis. (1)

3.3.3 Verduidelik wat jy onder die term "*volksgebruike*" verstaan. (2)

3.3.4 Bespreek hoe Khaya La Bantu Xhosa Kultuurdorpie tot die bevordering van plaaslike toerisme kan bydra. (2)

[27]

- 3.2.1 Noem TWEE van die drie hoofeilande van die Republiek van Seychelles. (2)
- 3.2.2 Wat verstaan jy onder die term "argipel"? (2)
- 3.2.3 Behalwe swem en skubaduk, noem TWEE ander wateraktiwiteite waaraan toeriste wat die Seychelles besoek kan deelneem. (2)

<p>Die eilande in die Seychelle is nie net 'n ander plek nie, dit is 'n ander wêreld.</p> <p>Met pragtige strande en helder blou see, is dit nie vreemd dat die Seychelle onder die wêreld se mees idilliese eiland-wegbreekopsies pruk nie.</p> <p>Geleë ongeveer 1 500 km oos van die vasteland van Afrika, die Seychelle, amptelik die Republiek van Seychelle, is 'n argipelnasie en die perfekte strand-vakansiebestemming.</p> <p>Die 155 prentjiemooi eilande lê in die hart van die sprankelende blou water van die Indiese Oseaan.</p>	
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- 3.2 Bestudeer die onderstaande inligting en beantwoord die vrae. (4)
- 3.1.4 Die besienswaardigheid gemerk A het in 2001 UNESCO Wêrelderfenisstatus ontvang. Skryf 'n paragraaf waarin TWEE interessante feite verskat word aangaande hierdie besienswaardigheid wat 'n kulturele toeris sal beïnvloed om 'n besoek daar te gaan af lê. (2 x 2)

AFDELING C: TOERISME ATTRAKSIES; KULTUR- EN ERFENISTOERISME; BEMARKING

VRAAG 3

3.1 Vervys na die kaart en prente van toerismebesieningswaardighede in Botswana en Lesotho en beantwoord die vrae.

SAAG TOERISMEBESIENSWAARDIGHEDE

3.1.1 Identifiseer die toerismebesieningswaardighede gemerk A, B, C en D deur die prente met die ligging daarvan soos op die kaart aangedui, te verbind. (4 x 1) (4)

3.1.2 (a) Gee die algemene gebruiknaam vir die besieningswaardighede gemerk D. (1)

(b) Noem TWEE somer-avontuuraktiwiteite waaraan toeriste kan deelneem tydens hul besoek aan die besieningswaardighede gemerk D. (2 x 1) (2)

3.1.3 Verskat EEN rede waarom die besieningswaardighede gemerk B, as 'n top toerismebesieningswaardighede beskou word. (2)

2.2.4 Mnr. Smith is van plan om na Italië te reis en wil R10 000 vir Euro-note wissel.

(a) Noem EEN ander plek behalwe 'n kommersiële bank waarna Mnr Smith kan gaan om sy geld te wissel. (1)

(b) Die bank sal aan hom Euro verkoop deur gebruik te maak van die Bankverkoopkoers. Bereken hoeveel Euro hy sal ontvang. (3)

(c) Met sy terugkeer van Italië het Mnr. Smith €35 oor wat hy vir Rand wil wissel. Die bank sal gebruik maak van die Bankaankoopkoers om hierdie omskakeling te doen. Bereken hoeveel Rand hy vir sy €35 sal ontvang. (3)

2.3 Die sukses van 'n toer hang grotendeels af van die mate van sorgvuldige beplanning. Daar is verskillende soorte reisplanne wat deur 'n toerbepanner gebruik kan word om 'n toer te beplan. Onderskei tussen die volgende tipes reisplanne:

2.3.1 Algemene reisplan (2)

2.3.2 Persoonlike reisplan (2)

2.3.3 Bestudeer die onderstaande uittreksel van 'n voorbeeld van 'n reisplan en beantwoord die vrae.

DIE GROOT ZIMBABWE ERVARING

7 NAGTE EN 8 DAE ZIMBABWE ERVARING

Dag 1: Aankoms te Victoriallaie-Lughawe, Zimbabwe Aankoms met BA6285 @ 13:05 of SA040 @ 12:40. Zimbabwe is ongetwyfeld Afrika se "juweel" met so baie asemrowende besienswaardighede, van die magtige Zambezi tot die majestieuse Victoriallaie. Hierdie is 'n moet-sien bestemming!

Dag 2: Witwatervlootry (White Water Rafting) 07:00 Ontbyt word bedien 08:00 Afhaal vir jou Witwatervlootry ekskursie. Hierdie eendagtoer is die hele jaar beskikbaar afhangelend van die rivierwatervlakke. Adventure Zone bedryf hierdie aktiwiteit van beide kante van die Zambezi-rivier. Geniet 'n sonsondergangaanbode-rit na jou vlootervaring!

[Bron: <http://www.gotothevictorialfalls.com>]

(a) Bepaal of die gegewe reisplan 'n algemene reisplan of 'n persoonlike reisplan is. (1)

(b) Identifiseer die reismotivering van hierdie reisplan. (1)

TOTAAL AFDELING B: 20

[20]

AFDELING B: KAARTWERK EN TOERBEPLANNING – BUITELANDSE VALUTAVERHANDELING

VRAAG 2

2.1 Lees die onderstaande uitreksel en beantwoord die vrae.

Die suksesvolle aanbieding van die 2010 FIFA Wêreldbeker-sokkertoernooi sal 'n vermenigvuldigingseffek op die aantal toekomstige toeriste wat Kaapstad besoek hê, het die stad se toerisme-agentskap voorspel.

Tydens 'n perskonferensie verlede week, het Kaapstad Toerisme se uitvoerende hoof, Mariette du Toit-Helmbold, gesê dat selfs al het die Wêreldbeker-besoekersgetalle en besprekings in Kaapstad nie ten volle aan die verwagtinge voldoen nie, sou die geleentheid help om duisende toeriste na die stad vir die komende jare te lok.

[Bron: www.southafrica.info]

2.1.1 Verduidelik wat die term *vermenigvuldigingseffek*, soos in die uitreksel gebruik, beteken. (2)

2.1.2 Toerisme kan beide direkte en indirekte voordele vir 'n land inhou. Verduidelik wat met hierdie stelling bedoel word. (2 x 1) (2)

2.2 Bestudeer die wisselkoersuitreksel vanaf <http://ws15.standardbank.co.za> en beantwoord die vrae.

STANDARD BANK						
BUITELANDSE SLUITINGSSINDIKASIE KOERSE VIR 29 November 2013 soos om 16:00						
Koers vir bedrag tot R200 000						
Land	Geld-eenheid	T/O	Bankaankope		Bankverkope	
			Tjeks	Buitelandse Note	Tjeks en T/I	Buitelandse Note
KWOTASIE OP GROND VAN RAND PER EENHEID BUITELANDSE VALUTA						
BRITSE STERLING	GBP	16.3582	16.3201	16.2357	16.8782	16.9732
EURO	EUR	13.6225	13.5836	13.4970	14.0760	14.1060
VERENIGDE STATE DOL	USD	10.0118	9.9667	10.0043	10.3293	10.3293

*T/O Verwys na 'n telegrafiese oordrag

2.2.1 Gee die datum waarop die wisselkoerse sal verval. (1)

2.2.2 Bepaal die wisselkoers wat deur die bank gebruik sal word indien GBP£ note aangekoop word. (1)

2.2.3 Bepaal die wisselkoers wat deur die bank gebruik sal word indien reisigerstjeks in USD\$ verkoop word. (1)

TOTAAL AFDELING A: 40

(5)

(5 x 1)

- 1.5 Herrangskik die stappe in die korrekte logiese volgorde, hoe om verbale kliënte klagtes te hanteer. Skryf slegs die letters (A–E) langs die vraagnummer (1.5.1–1.5.5) in die ANTWOORDEBOEK neer, byvoorbeeld 1.5.6 F.
- 1.5.1 A Los die probleem onmiddellik op.
- 1.5.2 B Luister aandagtig na die klient en laat hom/haar toe om klaar te praat.
- 1.5.3 C Bied die klient iets, byvoorbeeld 'n opgradering, gratis produk, addisionele afslag, volle terugbetaling ens.
- 1.5.4 D Vra vrae op 'n besorgde manier.
- 1.5.5 E Vra om verskoning sonder om die blaam op iemand te plaas.

- 1.3 Dui aan of die volgende stellings WAAR of VALS is. Skryf slegs die woord 'waar' of 'vals' langs die vraagnommer in die ANTWOORDEBOEK neer.
- 1.3.1 Interkaap en SA Roadlink busse kan deur instansies gehuur word om na n spesifieke bestemming te reis.
 - 1.3.2 Die Shongololo Express bied luukse treinnitte na die SAOG-streek asook luukse treinsafar's aan sy passasiers.
 - 1.3.3 n Suite op n luukse toerskip word beskou as die beste akkomodasie wat die toerskip kan bied.
 - 1.3.4 Casinos op luukse toerskepe is slegs ter see oop.
 - 1.3.5 Die afkorting PR wat deur MSC Starlight Cruises met besprekings op luukse toerskepe gebruik word, beteken "koop twee en kry twee gratis".
- 1.4 Verbind die name van die onderstaande SAOG aantrekklikhede wat die beste pas by die beskrywing. Skryf slegs die antwoord langs die vraagnommer (1.4.1–1.4.5) in die ANTWOORDEBOEK neer.
- Grand Baie / Stone Town of Zanzibar / Die Groot Zimbabwe Ruïnes / Etosha Nasionale Park / Serengeti Nasionale Park / Chamarelvalle / Kahuzi-Biega Nasionale Park / Koninklike Heuwels van Ambohimanga / Ngorongoro Bewaringsarea
- 1.4.1 Hierdie argeologiese terrein bestaan uit n bouvallige stad, begraaftplase en verskillende heilige plekke. Dit is n plek van godsdienstige en historiese belang in die kultuur van die mense van Madagaskar, en is so vir die afgelope 500 jaar.
 - 1.4.2 Hierdie Wêrelderfenisterrein, geleë in die Demokratiese Republiek van die Kongo, is die tuiste van sommige van die laaste oorblywende bevolkings van Oos-Laëveld gorillas in die natuur.
 - 1.4.3 In hierdie area, geleë in Tanzanië, vind die jaarlikse migrasie na permanente watergate van groot troppe blouwildebeeste, gemsbokke en sebras, gevolg deur hul rooitiere, plaas en is een van die mees indrukwekkende natuurlike gebeurtenisse in die wêreld.
 - 1.4.4 Hierdie oord is die gewildste vakansiebestemming in Mauritius.
 - 1.4.5 Hierdie Wêrelderfenisterrein met sy massiewe kronkelimure, gebou van miljoene granietrotse, aanmekaar gesit sonder klei, bly die grootste antieke klipstruktuur in sub-Sahara Afrika.
- (5) (5 x 1)

(5) (5 x 1)

KOLOM A		KOLOM B	
1.2.1	Toerismehëffing	A	n' fooi wat gehet word deur die verhuuringsmaatskappy indien die huurder n verkeers-oortreding tydens die huurtjdpêrk aangaan
1.2.2	Aflewering- en verkrygingsheffings	B	n' versekeringsopisie wat die huurder van die voertuig, ingeval van n ongeluk met die gehuurde voertuig, hom of haar in hul persoonlike hoedanigheid dek
1.2.3	Verkeersadministrasie-fooi	C	n' fooi wat gehet word indien die verhuuringsmaatskappy die motor op n spesifieke plek vir die huurder moet gaan aflewer
1.2.4	POV (PAI)	D	n' bedrag wat by die huurbedrag van die voertuig gevoeg word om administratiewe kostes van die verhuuring te dek
1.2.5	Kontrakfooi	E	n' fooi wat die huurder betaal wat gegronnd is op die tydperk van die huur en die totale kilometers gereis. Hierdie bedrag word deur die verhuuringsmaatskappy aan TOMSA oorbetal

1.2 Kies die beskrywing in KOLOM B wat handel oor die **kostes verbonde aan motorverhuuring**, wat die beste by die term in KOLOM A pas. Skryf slegs die letter (A–E) langs die vraagnommer (1.2.1–1.2.5) in die ANTWOORDEBOEK nêr, bv. 1.2.6 G.

1.1.17 'n Mark ... is 'n ander naam vir 'n groep toerismekliënte wat soortgelyk is en dieselfde kenmerke deel soos behoeftes, ouderdom en veragtinge.

- A profiel
- B segment
- C volume
- D nis

1.1.18 Watter EEN van die volgende IATA-kodes is gereserveer vir OR Tambo Lughawe?

- A DUR
- B PLZ
- C CPT
- D JNB

1.1.19 Watter een van die volgende kenmerke is NIE tipies van 'n toerismetrein NIE?

- A Werk volgens 'n vaste skedule tussen 'n stadsentrum en buite-woonbuurte
- B Dien as 'n langafstand passasierstreëndiens
- C Het kompartemente en beddens vir die gerief van die passasiers
- D Daar is 'n eetwa waar passasiers aansitmaatye kan bestel

1.1.20 Lanseria Lughawe word as 'n ... beskou.

- A privaatbesit lughawe
- B nasionale lughawe
- C internasionale lughawe
- D vrag-alleenlik lughawe

(20 x 1) (20)

- 1.1.11 Sabre, deur die Amerikaanse Lugredery geskep, is 'n voorbeeld van ...
- A GPS.
B SBS (Engels: CRS).
C GVS (Engels: GDS).
D CSV.
- 1.1.12 Dui aan watter EEN van die volgende aspekte NIE van toepassing is by 'n motorverhuuringspakkette NIE.
- A Die klas van die motor wat gehuur word
B Die huurtydperk
C Die tipe versekering
D Die geslag van die bestuurder
- 1.1.13 Die Oos-Kaap Provinsiale Erfenis- en Hulpbrongagentskap is verantwoordelik vir die bewaring en bestuur van erfenisterreine met ...
- A Graad I status.
B Graad II status.
C Graad III status.
D Graad IV status.
- 1.1.14 Toeriste-organisasies gebruik ... om te meet hoe goed die personeel in die toerismebedryf vaar om gehalte diens te bereik en te handhaaf.
- A werknemers
B prestasiebeheer
C personeel
D bevestiging
- 1.1.15 Watter een van die volgende vereistes is NIE van toepassing by 'n nasionale lughawe NIE?
- A Moet in staat wees om kortaansluiting te hanteer
B Moet oor doeanne- en immigrasiefasiliteite beskik
C Moet die nodige sekuriteitsmaatreëls in plek hê
D Moet in staat wees om vlugte wat in dieselfde land begin en eindig te hanteer
- 1.1.16 Kariba-meer is die wêreld se grootste mensgemaakte meer. Dit lê langs die grens tussen ...
- A Zambië en Zimbabwe.
B Malawi en Mosambiek.
C Zambië en Botswana.
D Tanzanië en Malawi.

- 1.1.5 Die wisselkoers word gedefinieer as ...
- A om die geldenheid van een land na die geldenheid van
n ander land te wissel.
B die fluktuasie van die wisselkoers wat deur die
beskikbaarheid van en behoefte aan die plaaslike
geldenheid beïnvloed word.
C die waarde van n geldenheid in verhouding tot ander
geldenhede.
D die geldenheid wat deur die landsburgers gebruik word.
- 1.1.6 n Toeris wat op Sir Seretse Khama Internasionale Lughawe
land, besoek die SAOG-lidland:
- A Zambie.
B Tanzanië.
C Swaziland.
D Botswana.
- 1.1.7 Die spoedbeperking van die Gautrein is ...
- A 60 km/h.
B 120 km/h.
C 160 km/h.
D 220 km/h.
- 1.1.8 Die Stemydlynstandbeeld te Donkin Park is in ...
- A Port Elizabeth.
B Oos-Londen.
C Mithata.
D Grahamstad.
- 1.1.9 Die Baz Bus word hoofsaaklik gebruik deur ...
- A internasionale toergroep wat van een hoofaantreklikheid
na n ander een reis.
B skoolgroepe wat na sportgeleenthede reis.
C pendelaars wat na hul werksplekke reis.
D rugsaktoeriste wat by hul jeughostelle afgelaai word.
- 1.1.10 Watter EEN van die volgende toerismebemarkingsstipes kan as n
onder-die-lyn-promosietegniek beskou word?
- A Oudiovisuele aanbiedings waarvoor daar deur toerisme-
organisasies betaal word
B Televisie-advertering
C Radio-advertering
D Die Toerisme Indaba Handelskou

AFDELING A: KORTVRAE**VRAAG 1**

1.1 Vier opsies word as moontlike antwoorde vir elk van die volgende vrae gegee. Kies die antwoord en skryf slegs die letter (A–D) langs die vraagnummer (1.1.1–1.1.20) in die ANTWOORDEBOEK neer, bv. 1.1.21 A.

- 1.1.1 'n Streeksvlug kan beskryf word as 'n vlug waar:
- A die vertreklughawe en die aankomslughawe in dieselfde land is.
 B die vertreklughawe en die aankomslughawe in buurlande is.
 C die vertreklughawe en die aankomslughawe op verskillende kontinente is.
 D die vertreklughawe en die aankomslughawe aan die teenoorgestelde kante van die Atlantiese oseaan is.
- 1.1.2 Die neem van 'n vakansie, gekombineerd met ontspanning en die besoek aan aantreklikhede, saam met die geleentheid om vir 'n wêreldreisorganisasie of ander dienlike saak te werk, staan as ... bekend.
- A avitoerisme
 B voluntoerisme
 C buitengewone toerisme
 D agritoerisme
- 1.1.3 Watter EEN van die volgende kan NIE as 'n luukse toerismetrein beskou word NIE?
- A Shosholozza Meyl Premier Classe
 B Rovos Rail
 C Umgeni Stoomtrein
 D Shongololo Express
- 1.1.4 'n Ontvangsdame by 'n hotel wat 'n groep Japanse toeriste omverag, moet daarvan bewus wees dat die gepaste manier om hulle te groet, sal wees ...
- A om hand te skud.
 B 'n effense buiging te maak.
 C 'n kus op beide wange.
 D omhelsing.

INSTUKSIES EN INLICHTING

1. Lees die instruksies aandagtig voordat die vrae beantwoord word.

2. Hierdie vraestel bestaan uit VYF afdelings.

3. ALLE vrae in AFDELING A, B, C, D en E is VERPLIGTEND.

4. Begin ELKE vraag op 'n NUWE bladsy.

5. Jy mag 'n nieprogrammeerbare sakrekenaar gebruik.

6. Skryf netjies en leesbaar.

7. Die volgende tabel is 'n riglyn om jou te help om jou tyd volgens elke afdeling in te deel.

AFDELING A	Kortvrae	40 punte	20 minute
AFDELING B	Kaartwerk en toerbepanning; Buitelandse valutaverhandeling	20 punte	20 minute
AFDELING C	Toerisme-aantreklikheid; Kultuur- en Erfenis-toerisme; Bemarking	50 punte	50 minute
AFDELING D	Toerisme sektore; Volhoubare en Verantwoordelike Toerisme	50 punte	50 minute
AFDELING E	Plaaslike-, Streeks- en Internasionale Toerisme; Kommunikasie en Kliëntediens	40 punte	40 minute

Hierdie vraestel bestaan uit 28 bladsye.



TYD: 3 uur

PUNTE: 200

TOERISME

NOVEMBER 2014

GRAD 11

**NASIONALE
SENIOR SERTIFIKAT**

