



education

DEPARTMENT: EDUCATION
MPUMALANGA PROVINCE

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

**TOURISM
NOVEMBER 2023**

TOTAL MARKS: 200

Time: 3 Hours

This question paper consists of 17 pages

INSTRUCTIONS AND INFORMATION

1. Read the instructions carefully before answering the questions.
2. In QUESTIONS 3.2.1 AND 3.2.2, round off your answer to TWO decimal places
3. This question paper consists of **FIVE** sections: SECTIONS **A, B, C D** and **E**.
4. Answer ALL the questions in your ANSWER BOOK.
5. Start EACH question on a NEW page.
6. Use the mark allocation of each question as a guide to the length of your answer.
7. Non-programmable calculators may be used.
8. Write with black or blue ink only.
9. Write neat and legibly
10. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (Minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning : Foreign Exchange	50	50
C	Tourist Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors	28	30
E	Domestic, Regional and International Tourism, Communication and Customer care	32	30
	TOTAL	200	180

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Four options are provided as possible answers to the following questions. Choose the correct answer and write only the letter (A – D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.11 D

1.1.1 The acronyms CDW, TLW, PAI are terms that describe...

- A Tourist Organization's
- B Car hire Insurance
- C Cruise fares
- D Tourist classes

1.1.2 All of the following are Below-The-Line promotional techniques examples EXCEPT:

- A Personal selling
- B Printed material
- C Promotional sponsorship
- D Sales promotion

1.1.3 An example of a career in the tourism industry hospitality sector: accommodation

- A Cabin crew
- B Chefs
- C Event organizer
- D Tour guide

1.1.4 Folklore refers to ...

- A Traditional stories, beliefs and myths communicated verbally.
- B Traditional practices of a cultural group.
- C The cuisine enjoyed by a particular culture.
- D Specific beliefs of different cultural groups.

1.1.5 The minister that launched the 2012–2020 Domestic Tourism Growth Strategy.

- A Derek Haneko
- B Marthinus van Schalkwyk
- C Cyril Ramaphosa
- D Susan Shabangu

1.1.6 The slogan of the Vaya Mzansi campaign:

- A "Nothing's more fun than South Africa"
- B "South Africa, a fun, affordable, easy-to-do destination"
- C "Whatever you are looking for, it's right here in South Africa"
- D "A million new experiences are right here"

1.1.7 The picture below represents a device that locates a metal object on a person

- A X-ray security scanner
- B Baggage wraps equipment
- C Thermal scanner
- D Metal detector



1.1.8 A reliable bus transportation operating in Mpumalanga offering public and private hire services

- A Baz Bus
- B Greyhound
- C Buscor
- D Intercap

1.1.9 A governments plan that focuses on growing the domestic tourism industry in South Africa

- A TGCSA.
- B DTGS
- C Avis
- D PRASA.

1.1.10 A style of African art practiced by.....people of South Africa

- A Xhosa
- B Zulu
- C Ndebele
- D Khoisan



1.1.11 This sector is **NOT** part of the tourism industry:

- A Accommodation
- B Infrastructure
- C Transport
- D Conservation

1.1.12 A flight from Cape town international airport to Tambo international airport is referred to as ...

- A Lang haul flight
- B International flight
- C Intercontinental flight
- D Domestic flight

1.1.13 The symbol for local currency used in Japan:

- A €
- B £
- C ¥
- D R

1.1.14 This South African marketing campaign encourages....tourism.

- A Domestic
- B Niche
- C Regional
- D International



1.1.15 is a fee for the rental contract charged when the car is rented.

- A Fuel charges
- B Contract fee
- C School fee
- D Delivery fee

1.1.16 A detailed plan for a journey especially a list of places to visit and a plan of travel.

- A Tour plan
- B Travel documents
- C Visa
- D Itinerary

1.1.17 This is the traditional food cooked and enjoyed by members of the same group.

- A Food
- B Heritage
- C Cultural practice
- D Cuisine

1.1.18 One of the following national park is situated in Angola.

- A Kissama national park
- B Virunga national park
- C Sani pass
- D Grand baie

1.1.19 These are people who start, organize and operate their own business.

- A Savvy
- B Hawker
- C Entrepreneur
- D Business

1.1.20 The imparting or exchanging of information by speaking, writing or use some other medium.

- A Communication
- B Exchanging
- C Non verbal
- D Information

(20x1) (20)

1.2 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A–G) 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	America	A	Pound
1.2.2	Britain/ United Kingdom	B	Yen
1.2.3	European Union	C	Rand
1.2.4	Japan	D	Euro
1.2.5	South Africa	E	Dollar

(5x1) (5)

- 1.3 Give one word/ term for each of the following descriptions. Write only the word/term next to the question number (1.3.1-1.3.5) in the answer book.
- 1.3.1 The combination of the word Gauteng and train.
- 1.3.2 Pieces of negative feedback about a company's product or service.
- 1.3.3 Usually written in columns.
- 1.3.4 A currency or currencies not belonging to your own country.
- 1.3.5 Finding out about how well a product or service may sell before actually selling it. (5x1) (5)
- 1.4 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) in the answer book, for example 1.4.6 F
- 1.4.1 A - Solve the problem immediately.
- 1.4.2 B - Listen carefully to what the customer has to say and let him/her finish.
- 1.4.3 C - Offer the customer something for example an upgrade, a free product, extra discounts, full refunds, etc.
- 1.4.4 D - Ask questions in a caring and concerned manner.
- 1.4.5 E - Apologize without blaming. (5x1) (5)
- 1.5 Write the following abbreviations in full
- 1.5.1 BBR
- 1.5.2 RETOSA
- 1.5.3 DTGS
- 1.5.4 BSR
- 1.5.5 SADC (5x1) (5)

Total section A: 40

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

- 2.1 Read the case study below and complete the itinerary according to the template given below

A group of four tourists from Tokyo arrived in South Africa for a 5 day tour in Gauteng and Mpumalanga.

On 24 May 2023 at 11:00 they arrived at OR Tambo international airport and they board the Gautrain which took them to Sandton Station and a shuttle service from the Micheloangelo Hotel collected them to their hotel. In the afternoon they attended an Africa Day concert at the Lyric Theatre in Johannesburg

On 25 May 2023 they travelled from OR Tambo to Kruger Mpumalanga International Airport on SAA Boeing 400. They hired a VW Polo from Avis and they drove to Skukuza Main Camp in Kruger National Park. They had a 4x4 drive night drive safari at the park. They stayed overnight at the camp.

On 26 May 2023, they visited the Shangana Cultural Village, near Hazyview, and they had a traditional dance and food experience. They also visited the elephant whispers where they enjoyed an elephant ride. They hiked for the whole afternoon in the Blyde river Canyon experiencing the waterfalls, rivers, pools and green valleys in the canyon. They checked in at Likweti Lodge in White River.

On 27 May, visited the Sudwala Caves where they spend 3 hours caving. They had their lunch at the Lowveld Botanical Garde. They experience the variety of plant species and enjoyed bird watching from the variety of birdspecies found in the garden. They did some shopping at Riverside Mall.

On 28 May they checked out at Likweti lodge and drove to the Kruger Mpumalanga International Airport where they caught a SAA Boeing 300 which dropped them at OR Tambo International and they board the Airbus 800 to Tokyo.

- 2.1.1 What does itinerary mean? (2)
- 2.1.2 Name the **two** type of itinerary? (2x1) (4)
- 2.1.3 List **four** factors to be considered when compiling or planning an itinerary for tourist by a travel agent. (4)

- 2.2 Use the case study to complete the template given below for the tourist starting from 24 May 2023 to 27 May 2023. (20)

Date	Activity	Transport	Accommodation

QUESTION 3

- 3.1 Refer to the foreign currency exchange rate sheet and answer the questions that follow.

COUNTRY	CURRENCY	BBR	BSR
USA	US DOLLAR	17,82	18,02

- 3.1.1 Define the following terms (2X1) (6)

A Fluctuation
B Foreign currency
C Local currency

- 3.1.2 Give the reason why BSR is always higher than BBR? (2)

- 3.2 Mr Nhlapo is a businessmen in South Africa. He wants to attend a business conference in New York. His budget is R75 000.

- 3.2.1 Calculate how much will Mr Nhlapo Receive in New York? (4)

- 3.2.2 After his trip to New York, MR Nhlapo was left with \$20 000. Calculate how much will Mr Nhlapo receive in South Africa. (4)

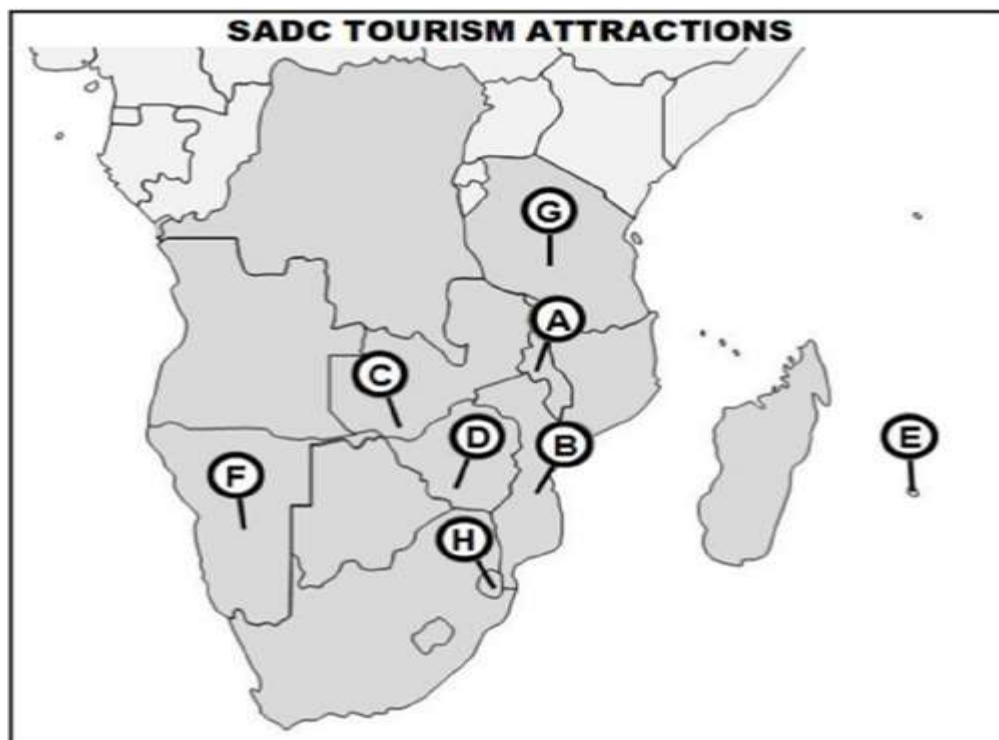
- 3.3 Name **four** facilities where MR Nhlapo can exchange his currency. (4)
(20)

TOTAL SECTION B (50)

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

QUESTION 4

4.1 Refer to the map of SADC tourism attractions and answer the questions



4.1.1 Name the attraction in the country labelled **F** that is the second largest natural gorge in the world and offers a breath-taking hikers' experience (2)

4.1.2 Name the international airport of the countries labelled **C**. (2)

4.1.3 Name ONE main tourist attraction in country **B** (2)

4.4 Under the umbrella organization, RETOSA, 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

4.2.1 Write out the acronym 'RETOSA' in full (2)

4.2.2 How many members or countries constitute of SADC? (2)

4.2.3 What does SADC stand for? (2)

QUESTION 5

5.1 Study the following case study and answer the questions.

CULTURAL DIVERSITY IN MPUMALANGA
Mpumalanga known as the place of the rising sun offers locals and tourist alike an exceptional space to explore both in landscape and in the people who call it home. We have an eclectic mix of vibrant cultures from ama Swati and Ndebele. Mpumalanga is a melting pot of the cultural traditions you will want to start exploring. As you make your way across our province you'll be welcomed with various cultural and traditional heritage attractions.

[Adapted from: Examiner's sources]

- 5.1.1 What does Mpumalanga mean? (2 x 1) (2)
- 5.1.2 Explain the following concepts:
- | | | |
|-------------------------|---------|-----|
| (a) Cultural uniqueness | (2 x 1) | (2) |
| (b) Cultural diversity. | (2 x 1) | (2) |
| (c) Heritage | (2 x 1) | (2) |

5.2 Which cultures are being represented by the photos below? (2)



- 5.3 Name the cuisine of the cultures represented by the pictures above. (5 x 1) (5)
- 5.4 Write the following abbreviation in full SAHRA. (1 x 1) (1)
- 5.5 Name **THREE** key functions of SAHRA. (3 x 1) (3)

QUESTION 6

6.1 Identify the types of promotional techniques in the following pictures:

A Travel Magazine 	B Billboard 
C. Sales Promotion 	D Exhibition 
E Video wall 	

[ADAPTED FROM: <https://business.linkedin.com>]

(5)

- | | | | |
|-----|---|---------|-----|
| 6.2 | List any TWO types of Printed material? | (2 x 1) | (2) |
| 6.3 | List any THREE types of electronic promotional techniques. | (3 x 2) | (6) |
| 6.4 | Differentiate between a product and service. | (2 x 2) | (4) |
| 6.5 | Define the term market research. | (2 x 1) | (2) |

TOTAL SECTION C (50)

SECTION D : TOURISM SECTORS

QUESTION 7

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

	
	Group: A Hyundai i10. or similar R198.99 per day  Standard cover and 200 free km included • Excess amount R5000.00 (payable on pickup) ☐ Upgrade to super cover • Excess amount R4000.00 (payable on pickup) ----- Total: R397.98 for 2 days Excl. contract fee and vehicle protection plan Select
Add optional extras ☐ Auto glass cover – R52.64 ☐ Tyre Cover – R89.99 ☐ Booster Seat – R200.00 (once off) ☐ GPS – R100.00 ☐ Additional driver – R200.00 ☐ Unlimited mileage – R0.00 (selected in previous step) ☐ Super cover – R0.00 (selected in previous step)	Admin fees • Contract fee – R50.00 • Vehicle Protection Plan – R19.38 • Airport Surcharge – R32.86
[Adapted from: https://www.hertz.co.za]	

7.1.1 Identify the major car rental company represented in the above extract? (2 x 1) (2)

7.1.2 Name and describe **TWO** requirements of renting a car. (2 x 2) (4)

7.1.3 **In the extract it is stated that the cost of an additional driver is R200.**

Explain the “*additional driver*” cost. (2 x 1) (2)

7.2 Calculate the cost of the rental of this vehicle for two days. Show all your calculations. (5 x 1) (5)

7.3 **When renting a vehicle the renter must take out some form of insurance.**

In a paragraph format explain what personal accident insurance (PAI) covers. (2x2) (4)

7.4 In the extract it is indicated that airport surcharge is R32, 86. Explain the term “*airport surcharge*”. (2 x 1) (2)

7.5 How much is the GPS, additional driver and contract fee. (3 x 1) (3)

7.6 Which **THREE** method of payment can they use to pay? (3 x 2) (6)

TOTAL SECTION D (28)

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

QUESTION 8

8.1 Study the extract and answer the questions that follows

DOMESTIC TOURISM GROWTH STRATEGY
The tourism industry is the third biggest industry in South Africa. The Domestic Tourism Growth Strategy was developed to ensure that the country benefits fully from this growth. The Domestic Tourism Growth Strategy (DTGS) is the government's plan for how south African Tourism can increase in all the nine provinces. On the 02 May 2012 the minister of tourism at that time Marthinus Van Schalkwyk introduced a marketing campaign, vaya mzansi was launched. In 2013 South African Tourism re-introduced the shot left campaign to offer a variety of travel experiences and packages that give South Africans the opportunity to enjoy trips that fun and affordable and accessible.

[Adapted from: https://www.southafrica.net]

8.1.1 **A survey of domestic tourism has revealed that the majority of South Africans are not traveling in their own country.**

List **four** reasons in support of the above findings. (4)

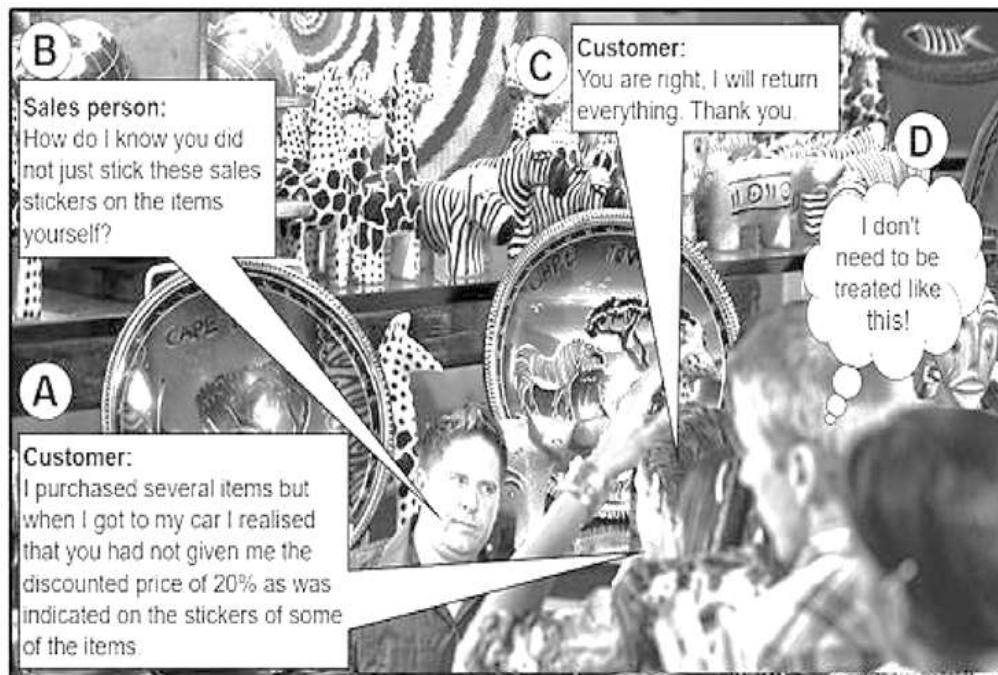
8.1.2 Name the **FIVE** market segments and describe their reason for travelling. (5 x 2) (10)

8.1.3 What is the name and slogan of the campaign which was introduced in 2013? (2)

8.2 Name the **Four** strategic objectives of the Domestic Tourism Growth Strategy. (4)

QUESTION 9

9.1 Study the picture below and answer the questions.



9.1.1 Define the following terms:

- (a) Customer complaints. (2)
- (b) Communication. (2)

9.1.2 Name **four** different types of written complaints (4)

9.1.3 Name **Four** Strategies used by companies or organizations' to achieve and maintain quality service (4)

Total section E (32)

GRAND TOTAL 200