



education

DEPARTMENT: EDUCATION
MPUMALANGA PROVINCE

**NATIONAL
SENIOR CERTIFICATE**

GRADE 11

**TOURISM
NOVEMBER 2023**

TOTAL MARKS: 200

Time: 3 Hours

This marking guideline consists of 10 pages

INSTRUCTIONS AND INFORMATION

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

SECTION	TOPIC	MARKS	TIME (Minutes)
A	Short questions	20	20
B	Domestic, Regional International Tourism	16	20
C	Culture and Heritage	20	25
D	Marketing	19	25
E	Tourism Sectors	25	30
	TOTAL	100	2 hours

SECTION A: SHORT QUESTIONS**QUESTION 1****1.1**

- 1.1.1 B✓
- 1.1.2 B✓
- 1.1.3 B✓
- 1.1.4 A✓
- 1.1.5 B✓
- 1.1.6 C✓
- 1.1.7 D✓
- 1.1.8 C✓
- 1.1.9 B✓
- 1.1.10 C✓
- 1.1.11 B✓
- 1.1.12 D✓
- 1.1.13 C✓
- 1.1.14 A✓
- 1.1.15 B✓
- 1.1.16 D✓
- 1.1.17 D✓
- 1.1.18 A✓
- 1.1.19 C✓
- 1.1.20 A✓

1.2

- 1.2.1 E✓
- 1.2.2 A✓
- 1.2.3 D✓
- 1.2.4 B✓
- 1.2.5 C✓

1.3

- 1.3.1 GAUTRAIN✓
- 1.3.2 CUSTOMER COMPLAINTS✓
- 1.3.3 PERSONALISED ITINERARY✓
- 1.3.4 FOREIGN CURRENCY✓
- 1.3.5 MARKET RESEARCH✓

1.4

- 1.4.1 B✓
- 1.4.2 D✓
- 1.4.3 E✓
- 1.4.4 A✓

1.4.5 C ✓

1.5

1.5.1 Bank buying Rate✓

1.5.2 Regional Tourism Organization OF Southern Africa✓

1.5.3 Domestic Tourism Growth Strategy✓

1.5.4 Bank Selling Rate✓

1.5.5 Southern African Development Community✓

Total section A: 40

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

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

- 2.1.2
- Generalized itinerary ✓✓
 - Personalized itinerary ✓✓

- 2.1.3
- Date ✓
 - Activities ✓
 - Transport ✓
 - Accommodation ✓
 - Meals
 - Budget
 - time

2.2 (20)

Date	Activity	Transport	Accommodation
24 May 2023 ✓✓	Attend Africa Day Concert at Lyric Theatre ✓✓	Gautrain Shuttle service ✓✓	Micheloangelo Hotel ✓✓
25 May 2023 ✓✓	Sunset safari ✓✓	SAA Boeing 400 VW Polo 4x4 ✓✓	Skukuza Main camp ✓✓
26 May 2023 ✓	Traditional food and dance experience Elephant ride ✓✓ Hiking		Likweti lodge ✓
27 May 2023	Caving Bird watching shopping		

QUESTION 3

3.1

3.1.1

A Changes in currency value in relation to another currency✓✓

B A currency or currencies not belonging to your own country✓✓

C The currency of a particular country where a transaction is being carried out✓✓

3.1.2 It is always higher because that is where the banks make their own profit. ✓✓

3.2

3.2.1 R75 000 ÷✓17,82✓
\$✓✓

3.2.3 \$20 000 x ✓18,02✓

R✓✓

3.3

- Using ATM✓
- Commercial banks✓
- Kiosk✓
- Authorized travel agent✓
- Major hotel
- Cruise ships

TOTAL SECTION B (50)

SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING**QUESTION 4**

4.1

4.1.1 Fish river canyon✓✓

4.1.2 Harare international airport

- Bulawayo international airport
- Victoria international airport ✓✓

4.1.3

- Cohora Bassa Dam✓✓
- Lake Niassa
- Bazaruto archipelago
- Island of Mozambique

4.2

4.2.1 Regional Tourism Organisation of Southern Africa✓✓

4.2.2 16✓✓

4.2.3 South African Development Community✓✓

QUESTION 5

5.1

5.1.1 the place of the rising sun✓✓

5.1.2 (a) The cultural experience on offer is specific to the area and cannot be experienced elsewhere. ✓✓

- A style of artistic expression, methodology or medium which is unique to a particular country, nation, class, Nation, religion, tribe or other group of person.

(b) The existence of a variety of cultural or ethnic groups within a society. ✓✓

- Refer to having different cultures respect each other' differences.

(c) Refer to the origins of people and the traditions that are passed on from one generation to the next generation. ✓✓

5.2

A - Swazi✓

B - Ndebele✓

5.3

Ndebele cuisine

- Porridge ✓
- Sugar beens✓

- Iphuthu✓
- Meat is a popular dish. Inredlo is prepared for ceremonies.

Swazi cuisine

- Fresh food is harvested✓
- Sishwala ✓
- Incwancwa
- Sidvudvu
- Umbidvo

5.4 South African Heritage Resources Agency✓

- 5.5
- To coordinate the identification and management of all the heritage sites and resources in South Africa worthy of protecting. ✓
 - To introduce a system that will help identify, assess and manage the heritage resources in South Africa. ✓
 - To enable provincial and local authorities to protect and manage heritage sites and resources. ✓
 - To promote education and training in fields related to the management of the national estates.

QUESTION 6

- 6.1
- A** Above the line promotional technique. ✓
 - B** Above the line promotional technique. ✓
 - C** below the line promotional technique. ✓
 - D** below the line promotional technique. ✓
 - E** Above the line promotional technique. ✓

- 6.2
- Brochures✓
 - Flyers✓
 - Pamphlets
 - Billboards

- 6.3
1. Television advertising ✓✓
 2. Radio✓✓
 3. Video Walls ✓✓
 4. Digital displays
 5. Cell phone Advertising
 6. Web – based advertising
 7. Audio visual presentations

- 6.4
- Product is perishable✓✓.
 - Product is tangible.
 - Service is intangible ✓✓
 - Service is non-perishable

- 6.5 The action or activity of gathering information about consumers needs and preferences. ✓✓

TOTAL SECTION C (50)**SECTION D : TOURISM SECTORS****QUESTION 7**

7.1

7.1.1 Hertz✓✓

7.1.2 Age✓✓, Driver's license✓✓, Creditworthiness, Signing of contract

7.1.3 If the renter of the vehicle wants another person to drive the vehicle during the rental period, he or she must register another driver at an additional cost. ✓✓

7.2 R397,98 (Rental for 2 days) ✓ + R50,00 ✓ (Contract fee) + R19,38 ✓
(Vehicle protection) = R467,36 ✓

7.3 PAI covers the person renting the vehicle in their personal capacity during the period of the rental for death benefit, medical expenses and support required in the event of an accident. ✓✓

7.4 An additional charge that applies to every vehicle that is rented from an airport depot. ✓✓

7.5 GPS= R100✓

Additional driver= R200✓

Contract fee= R50✓

- 7.6
- Credit card✓✓
 - Sponsorship✓✓
 - Business account✓✓

TOTAL SECTION D (28)

SECTION E: DOMESTIC REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE**QUESTION 8**

8.1

- 8.1.1
- Cannot afford to travel✓✓
 - No reason to take trip✓✓
 - No time to travel
 - Disliking travel
 - unemployment

8.1.2 **Spontaneous budget explorers✓**

- Travel is way to discover new people✓
- Travel to get away from the monotony of daily life.
- Travel to add to life experiences and fond memories.

New horizon families✓

- Traveling is way to educate their children. ✓
- Provide children with opportunity to broaden their perspective.
- Quality time the family to spend together.

High life enthusiasts✓

- Travel is a way of to boost ones social status. ✓
- Travel is way to experience the finer things in life in new and different settings.

Seasoned leisure seekers ✓

- Travel is a way of life and something of necessity. ✓
- Grew up going on regular holidays
- Travel to add to life experiences and fond memories

Well to do mzansi families✓

- Travel is all about escaping the city. ✓
- Travel to spend time with friends and families in new and different locations
- Travel is also about exposing the children to alternative ways of life and activities.

8.1.3 Shot left- it's your country enjoy it. ✓✓

- 8.2
- To increase domestic tourism revenue/income. ✓
 - To increase domestic tourism volume. ✓
 - To improve measures and efforts aimed at addressing seasonality and equitable geographic spread. ✓
 - To enhance the level of the culture of travel and tourism amongst South Africans. ✓

QUESTION 9

9.1

9.1.1 (a) Pieces of negative feedback about a company's product or service. ✓✓

(b) The imparting or exchanging of information ✓✓

9.1.2

- SMS ✓
- Faxes ✓
- On website ✓

Letter ✓

9.1.3 Performance management ✓

- Customer surveys ✓
- Team and peer reviews ✓
- In-service training ✓

Quality control checks