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TOTAL MARKS

NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2024
TOURISM

EXAMINATION NUMBER

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

- This question paper consists of 22 pages AND the following inserts:
 - INSERT A:** The Latest Opportunities for The International Tourism Industry
 - INSERT B:** Dan's Country Lodge and Events Centre – Mthatha
 - INSERT C:** World time zones map
 - INSERT D:** Marking rubric for concept map
 - INSERT E:** Marking rubric for extended writing piece
- Please check that your question paper is complete.
- Answer ALL seven questions in the spaces provided on this paper and hand it in at the end of the examination session. The Insert must also be handed in for ease of marking.
- Write your examination number in the blocks above.
- A non-graphical, non-programmable calculator may be used. Show all calculations.
- It is in your own interest to write legibly and to present your work neatly.
- Pay special attention to spelling and sentence construction.
- Candidates must use colour pens to complete the concept map.
- Candidates must use pages 16–17 to construct the concept map.
- ONE blank page (page 22) is included at the end of the paper. If you run out of space for a question, use this page. Clearly indicate the number of your answer should you use this extra space.

QUESTION	MARK ALLOCATION	MARK ACHIEVED	MODERATED MARK	APPROXIMATE TIME PER QUESTION
1	28			25 minutes
2	25			22 minutes
3	34			30 minutes
4	30			27 minutes
5	23			20 minutes
6	30			28 minutes
7	30			28 minutes
Total	200			180 minutes

QUESTION 1

Refer to **INSERT A: The Latest Opportunities for the International Tourism Industry.**

1.1 Explain the statement: 'Customer experience is what will make or break your business.'

(4)

1.2 Make TWO suggestions regarding ways in which customers can 'give back' to the destinations they visit.

(2)

1.3 Explain why the tourism industry is so important to developing countries like South Africa.

(2)

1.4 1.4.1 Select the 'opportunity' described in Insert A that is MOST likely to give your business a competitive edge.

(1)

1.4.2 Provide a reason for your selection.

(2)

1.5 Mention TWO benefits to a tourist of facial recognition technology.

(2)

1.6 How could a tourism business meet a customer’s needs, according to this article?

(2)

1.7 The final paragraph mentions that events have affected tourism.

1.7.1 Name THREE categories of global events that affect tourism.

(3)

1.7.2 From your own knowledge, give an example of each category that has occurred in the last five years.

(3)

1.8 Mention THREE ways in which a tourism business can become eco-friendly.

(3)

1.9 Why is it important to ensure the safety of international tourists visiting South Africa?

(2)

1.10 Name TWO examples of contactless payment methods.

(2)

[28]

QUESTION 2

The industry-related performance task was a compulsory task you were required to be part of this year.

Describe the following aspects of the task you performed:

2.1 2.1.1 The name of the place/venue/location.

(1)

2.1.2 A description of the goal of your team.

(3)

2.1.3 A description of your role and duties in the team.

(3)

2.1.4 An explanation of how your team members displayed community/cultural sensitivity.

(3)

3.4 Identify the organisation that is responsible for marketing South Africa as a travel destination.

(1)

3.5 Name the event in Germany at which the organisation referred to in Question 3.4 markets SA as a travel destination.

(1)

3.6 Name TWO other opportunities that the organisation referred to in Question 3.4 uses to market tourism to the domestic market.

(2)

3.7 Explain how the TOMSA (Tourism Marketing South Africa) levy is collected and how it is used.

(4)

4.3 Explain the effect on a tourist of travelling across three or more time zones and provide a reason why this occurs.

(3)

4.4 Determine the time difference, in hours, between Perth and Cape Town.

(1)

4.5 Explain the usefulness of the following documents to a tourist:

4.5.1 Visa

(2)

4.5.2 International driver's license

(2)

4.6 A family from London attended a family wedding in Cape Town. They departed from London Heathrow at 10:00 on 25 February and the flight duration was 14 hours.

Calculate the local time in Cape Town when the family arrived.

(4)

4.7 4.7.1 A businessman catches a flight out of OR Tambo International Airport at 09:00 on 13 October. The flight duration is 11 hours. If daylight saving time applies in Australia, calculate the local date and time of his arrival in Sydney. Show all calculations.

(4)

4.7.2 Upon his arrival at customs at Sydney Airport, he is directed through the red channel. Provide TWO possible reasons for this.

(2)

[30]

QUESTION 5

5.1 Provide a suitable explanation for the following:

5.1.1 GDP – gross domestic product

(3)

5.1.2 The multiplier effect

(3)

5.1.3 Currency fluctuation

(1)

5.2 Explain the possible effects of fluctuating exchange rates on international travellers to South Africa. Refer to the following TWO scenarios in your response.

5.2.1 A weak rand against major currencies.

(3)

5.2.2 A strong rand against major currencies.

(3)

5.3 Study the exchange rate table below and answer the questions that follow. The table shows the exchange rate as on 19 March 2023.

COUNTRY	CURRENCY	ZAR RATE (Rand equivalent)
EUROPE/ITALY	Euro	20,464
MEXICO	Mexican peso	1,092

5.3.1 The Martinez family from Mexico have saved a total of 70 000,00 Mexican pesos. Calculate how much spending money they will have in South African rands.

(4)

5.3.2 A family from Italy visited South Africa and has a total of ZAR 5650,00 left over at the end of their stay. They go to the local bank to exchange their rands for euros.

(a) What rate will the bank use for this transaction?

(1)

(b) Using the rate in the table above, convert ZAR 5650,00 to euros.

(3)

5.4 Of the two countries mentioned in the table above, identify which one would be more favourable for a South African to visit in terms of exchange rate.

(1)

5.5 Provide a reason for your choice.

(1)
[23]

QUESTION 6

Refer to **INSERT B: *Dan's Country Lodge and Events Centre – Mthatha.***

Using the information in the article AND your own knowledge, create a concept map evaluating the likelihood of Dan's Country Lodge being a sustainable and successful venture.

Address the following points in your response:

- An analysis of the impact of the business on the triple bottom line of the region.
- A SWOT analysis of the initiative.
- Suggestions that will help the business succeed by referring to the factors and characteristics of a successful business.
- Suggestions to improve the sustainability of the business with specific reference to Corporate Social Responsibility and Fair Trade.

Remember to show the relationship between the concepts by creating meaningful links between the different points you make.

Colour-code your concept map and provide a key.

Refer to the **rubric in INSERT D** when planning your response.

Complete the Concept Map on pages 16–17.

[30]

Construct a concept map

QUESTION 7

SCENARIO: Dan's Country Lodge and Events Centre wishes to improve their professional image and increase their customer base. They have asked you to prepare a report proposing the necessary steps to achieve this.

Address the following points in your report:

- State the importance of creating a professional image.
 - Suggest at least three factors that promote a professional image.
- Provide an argument in favour of a code of conduct for the business and for the staff.
 - Include at least six valid points that should be in a code of conduct.
- Explain the importance of obtaining customer feedback.
 - Suggest at least four of the most suitable methods they could use, with reasons for your choices.
- Propose suitable marketing methods they could use, with reasons for your choices.
 - Refer to at least two local marketing opportunities the business could use.
- Suggest two appropriate techniques to improve staff performance.
- Advise them on the benefits of the implementation of an environmental policy.
 - Make three recommendations to become environmentally friendly.

Refer to the rubric in **INSERT E** when planning your response.

[30]

Total: 200 marks

