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TOTAL MARKS

NATIONAL SENIOR CERTIFICATE EXAMINATION MAY 2025

TOURISM

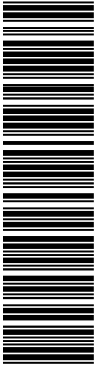
EXAMINATION NUMBER [grid]

Time: 3 hours 200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

- 1. This question paper consists of 24 pages and an Insert of 6 pages (i-vi). Please check that your question paper is complete. The Insert contains the following:
- INSERT A: South Africa's rising unemployment
- INSERT B: World Time Zone Map
- INSERT C: FTTSA certifies Buccaneers Lodge
- INSERT D: Essay rubric
- INSERT E: Concept map rubric
2. Answer ALL six questions on the question paper and hand it in at the end of the examination. Remember to write your examination number in the space provided above. The Insert must also be handed in for ease of marking.
3. A non-graphical, non-programmable calculator may be used. Show all calculations.
4. It is in your own interest to write legibly and to present your work neatly.
5. Pay special attention to spelling and sentence construction.
6. Candidates must use colour pens to complete the concept map.
7. The concept map must be constructed on two blank A4 pages alongside each other.
8. One blank page (page 24) is included at the end of the question paper. Use this page if you run out of space for a question. Clearly indicate the number of the question you are answering should you use this additional space.

Table with 5 columns: QUESTION, MARK ALLOCATION, MARK ACHIEVED, MODERATION, APPROXIMATE TIME PER QUESTION. Rows include questions 1-6 and a Total row.



QUESTION 1

Refer to **INSERT A** to assist you in answering the following questions.

1.1 Which province had the highest official unemployment rate in South Africa as of the first quarter of 2024?

(1)

1.2 How can high unemployment rates affect the tourism industry in a province?

(3)

1.3 Discuss the potential impact of unemployment on local businesses and attractions in the Eastern Cape.

(3)

1.4 Which TWO provinces recorded the highest employment losses in the first quarter of 2024? Provide the names of the provinces along with the number of jobs lost in each province.

(4)

1.5 1.5.1 According to the source, which province had the lowest UNEMPLOYMENT rate in the country?

(1)

1.5.2 Provide a possible reason for the low unemployment level in this province.

(2)

1.6 How does the employment situation in the Western Cape compare to the national average over the past ten years?

(1)

1.7 Considering the current trends, what strategies could tourism authorities in high-unemployment provinces adopt to boost employment through tourism?

(4)

1.8 With reference to INSERT A, categorise this current situation in South Africa.

(1)

1.9 Identify THREE characteristics associated with this type of situation.

(3)

1.10 Discuss how unemployment affects the GDP.

(5)

1.11 1.11.1 Explain how an increase in the GDP will impact community development.

(4)

1.11.2 Briefly explain what a *tourism multiplier effect* is.

(2)

[34]

QUESTION 2

2.1 Study the information in the currency rate table below and use it to answer the questions that follow.

South African rand	BBR	BSR
US dollar	18,74	18,81
Euro	20,30	20,46
British pound	23,78	23,90

Rates as on 30 May 2024

[Source: <<https://www.x-rates.com/table/?from=ZAR&amount=1>> (Accessed 28.2.2024)]

2.1.1 Explain why some countries' currency values are lower than others.

(4)

2.1.2 A couple from Miami, Florida arrived in South Africa to visit their family. They brought \$25 000,00 spending money. They go to the local FNB to exchange their money for ZAR. Calculate how much ZAR they got for their USD.

Show all calculations.

(4)

2.1.3 Before they leave for the USA, they exchange R1 200,00 back to USD. Calculate how much USD they will receive.

Show all calculations.

(4)

2.1.4 Give a reason why the one column's rate on the exchange table is higher than the other.

(2)

2.2 Explain the effect of South Africa's weak currency on the tourism industry.

(2)

2.3 Explain what is meant by the GDP.

(2)

2.4 Explain the impact of a strong GDP on a country.

(3)

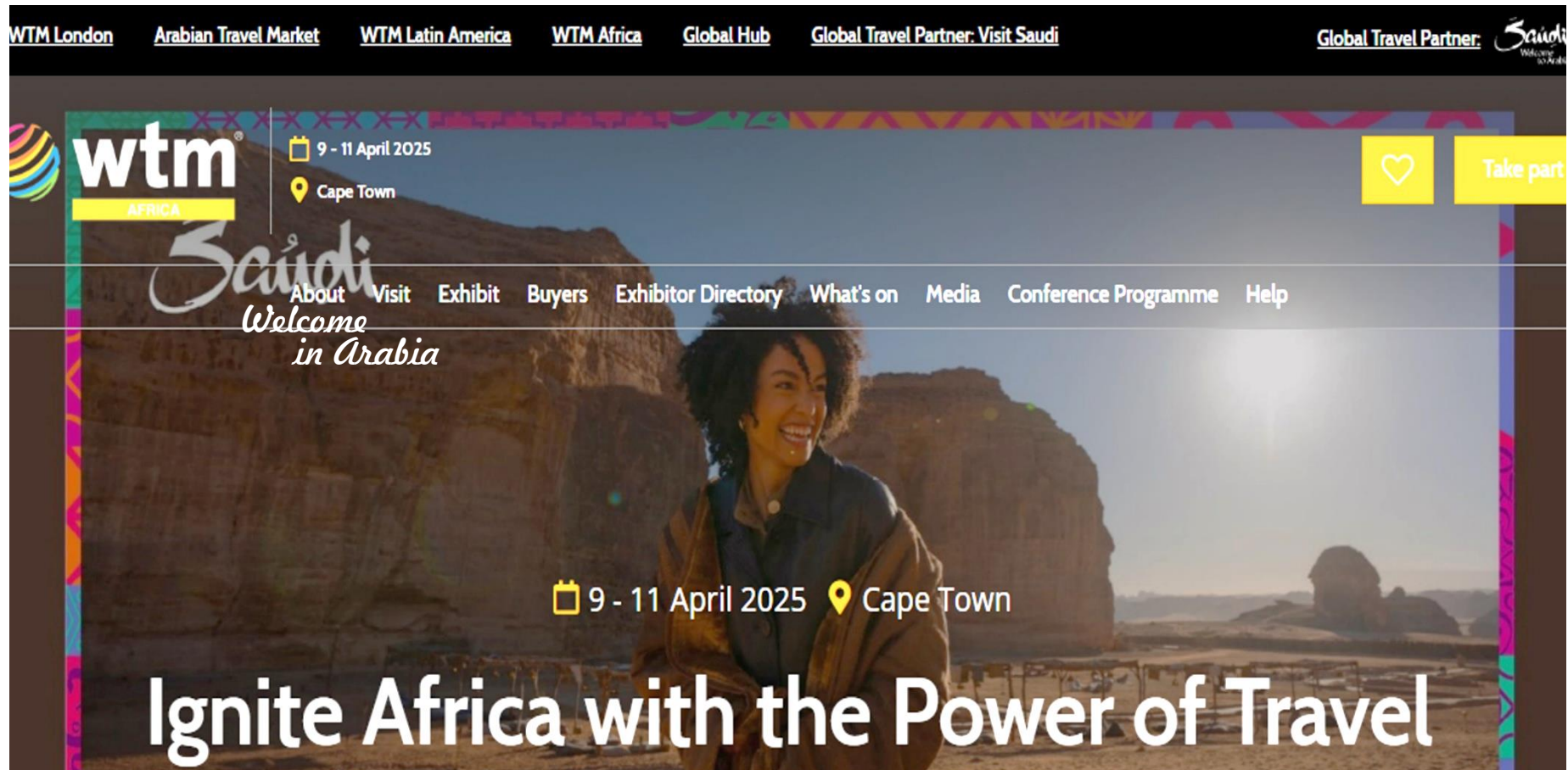
2.5 Suggest THREE suitable payment methods for tourists.

(3)
[24]

QUESTION 3

Study the image below and answer the questions that follow.

One of the opportunities used to market South Africa as a destination of choice:



[Source: <<https://www.wtm.com/africa/en-gb.html>> Accessed 12 May 2024]

3.1 3.1.1 Explain how marketing initiatives like these are funded in South Africa.

(3)

3.1.2 Describe the role of SAT.

(3)

3.1.3 Name TWO opportunities to market South Africa internationally.

(2)

3.1.4 Identify TWO strengths and TWO threats to the WTM (World Travel Market).

(4)

3.7 3.7.1 Create a short SWOT analysis on the WTM.

(4)

3.7.2 Name ONE counter measure for the threat you identified in Question 3.7.1.

(1)

[47]

QUESTION 4

Refer to **INSERT B: THE WORLD TIME ZONE MAP**, to assist you in answering the following questions.

4.1 A woman in Perth, Australia has a business call with someone in London, England. The call is scheduled for 10 November, 14:00 London time. Calculate the time she should make the call from Perth. Show all calculations. DST is not observed.

(3)

4.2 A group of friends from Los Angeles will be departing for South Africa at 10:00 on 16 March 2025 on a 20-hour flight. Calculate the local date and time upon their arrival in South Africa. Los Angeles is observing DST. Show all calculations.

(6)

4.3 Name FOUR symptoms of jet lag.

(4)

4.4 Provide THREE ways to minimise the symptoms of jet lag.

(3)

4.5 Provide a definition for *DST*.

(3)

4.6 Differentiate between *jet lag* and *jet fatigue*.

(2)

4.7 By providing an example, explain the importance of the IDL in travel planning.

(4)

QUESTION 6 CONCEPT MAP

Refer to **INSERT C: FTTSA CERTIFIES BUCCANEERS LODGE** to assist you in answering the following questions.

Construct a concept map in which you show the interrelationship between the importance of FTTSA and the triple bottom line.

Provide examples from the insert, and **your own knowledge** to strengthen the construction of your concept map.

Address the following aspects in your design:

- How Buccaneers support the triple bottom line.
- How FTTSA contributes to responsible and sustainable tourism.
- Explain how Buccaneers Lodge can attract responsible and sustainable tourists.
- Recommend ways for management to improve service delivery.
- Advise management on successful feedback methods.
- Your explained links will show your understanding of the interrelationship between the concepts.

Be sure to use **colour and a key** to differentiate between various concepts and ideas.

Refer to **INSERT E: MARKING RUBRIC FOR CONCEPT MAP** to guide the completion of your concept map.

[30]

Concept Map

Total: 200 marks

