



TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 8 pages and an Insert of 5 pages (i–v) with the following **addenda**:

ADDENDUM A: *SA hospitality businesses need to know who the tourists are*

ADDENDUM B: *World time zone map*

ADDENDUM C: *Destinations are fighting back against over-tourism*

ADDENDUM D: *Marking rubric for concept map*

ADDENDUM E: *Marking rubric for essay*

Please ensure that your paper is complete.

2. Read the questions carefully.
 3. Answer ALL the questions.
 4. Number your answers exactly as the questions are numbered.
 5. Pay special attention to spelling and sentence construction.
 6. Candidates may make use of a calculator to complete the forex calculations.
 7. Candidates must use colour pens to complete the concept map.
 8. Candidates may use a **double A4** page to construct the concept map.
 9. It is in your own interest to write legibly and to present your work neatly.
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QUESTION 1

Refer to Addendum A in the Insert: "SA hospitality businesses need to know who the tourists are".

- 1.1 **Explain** the importance to a hospitality business of knowing who your potential customers are and what their specific needs are. (3)
- 1.2 **Describe** how inbound international tourism is vital for hospitality businesses and the South African economy. (3)
- 1.3 **Identify** the target market mentioned in this article. (1)
- 1.4 **Suggest** the best type of marketing method the hospitality industry can use to market their business internationally. **Justify** your answer. (3)
- 1.5 **Mention** TWO marketing opportunities in South Africa where hospitality businesses can showcase/market their business. (2)
- 1.6 **Predict** the effect on the tourism industry of negative opinions posted on social media about a travel experience. (3)
- 1.7 **Explain** the term *sustainable accommodation*. **Provide** TWO examples of such practices. (3)
- 1.8 **Explain** what is meant by *empowering the local community*. (2)
- 1.9 **Suggest** how it is *beneficial to the local community* when businesses make a habit of empowering them. (3)
- 1.10 **Explain** the term *wellness travel* and provide an example of this kind of tourism. (2)
- 1.11 **Identify** TWO unique selling points of Airbnb. (2)
- 1.12 **Identify** THREE characteristics of successful hospitality businesses. (3)
- 1.13 **List** TWO ways in which hospitality businesses can measure customer satisfaction. (2)

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QUESTION 2

- 2.1 During this year, you had to explore available and possible local tourism products that have the potential to develop into a unique tourism venture. **Use any five Ps** of the marketing mix that are best suited to **describe** your venture. (10)
- 2.2 **Demonstrate** by means of a SWOT analysis whether it would be viable to pursue the marketing and setting up of this venture/product. The content of your SWOT analysis should include at least THREE valid points per heading. (12)
- 2.3 **Identify** TWO possible career/job opportunities from TWO different sectors in the tourism industry. **Name** the career/job and the **sector** to which it belongs. (4)
- 2.4 **Select** ONE of these careers/jobs chosen in Question 2.3 and **create** a career path. Be sure to **illustrate** a clear step-by-step way forward with a justifiable explanation for each step. (7)

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QUESTION 3

- 3.1 **Differentiate** between BSR and BBR by:
- 3.1.1 **stating** what the abbreviations stand for (2)
- 3.1.2 **explaining** each one (2)
- 3.2 **Explain** the effects of fluctuating exchange rates on international travel to South Africa. (4)
- 3.3 Global events have a major impact on international travel. **Identify** ONE recent global event/situation and **explain** how it would have affected tourism in the country where it occurred. (4)
- 3.4 Study the exchange rate table below and answer the questions that follow. The table shows the exchange rate as at 11 FEBRUARY 2021.

Country/Continent	Currency	Abbreviation	ZAR rate
United States of America	American Dollar	USD	14,504
England	Pound Sterling	GBP	19,940
Japan	Japanese Yen	JPY	0,121
China	Chinese Yuan Renminbi	CNY	2,026
Australia	Australian Dollar	AUD	11,082
Europe	Euro	EUR	17,329

- 3.4.1 **Comment** on the British tourist's buying power when visiting South Africa. (2)
- 3.4.2 St Stithians College is planning a tour to Europe to go skiing over the August holidays. It was decided that R10 000 would be sufficient for each student to have as spending money. **Convert** this amount to the currency they will need. **Show all calculations and round off your answer to two decimal places.** (3)
- 3.4.3 Mr. Smith from Australia will be visiting South Africa to do a 14-day safari through the Northern Cape. He has set aside AUD 2 500 for this visit. **Calculate** how much spending money he will have in South African rand (ZAR). **Show all calculations.** (3)
- 3.4.4 On Mr. Smith's return to Australia three months later, he has R2 700 left over. However; on his return, the exchange rate in Australia has changed to AUD 1 = ZAR 10,70. **Explain** how the new exchange rate will influence what he gets back in Australian dollars. **Show all calculations.** (6)

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QUESTION 4

Read the following scenario and answer the questions that follow:

Four members of the Consumer Studies class are asked to host the subject-choice parents' evening and dinner for the parents.

They must send out the invitations, plan and prepare the food, arrange the venue and decorations and prepare a speech for the evening.

Jordy is angry – he has better things to do with his time. He 'forgets' to go to the first planning meeting and Ben gives Jordy the hardest job to do – the cooking.

No-one wants to do the speech for the parents and they argue for an hour and eventually all go home.

At the next meeting, Jordy yells at the others for giving him the worst job. He can't cook. Sarah and Shelly fight about the decorations. They both want to do those because they both think they are better at it. They all forget to send out invitations.

Weeks go by and the group cannot agree on anything. Suddenly the parents' evening is two days away ...

- 4.1 4.1.1 **Identify** TWO possible barriers to effective teamwork from the scenario above. (2)
- 4.1.2 **Predict** the outcome for:
- (a) the **event** itself; (2)
- (b) the four class members; (2)
- (c) the guests at the event. (2)
- 4.2 **Explain** the relationship between teamwork and service delivery in a tourism organisation. (4)
- 4.3 There are five stages in the formation of a team. **Select** the ONE stage you think is the most critical in achieving the goal of the team **AND justify** your choice. (3)
- 4.4 **Suggest** THREE strategies that can be used by the management of a company to ensure that staff deliver quality service in a tourism attraction. (3)
- [18]**

QUESTION 5

Scenario: You are a travel agent and are preparing a holiday for an Australian couple who want to visit South Africa.

- 5.1 **Mention** any TWO travel documents they will need for this trip. (2)
- 5.2 **Identify** TWO factors that may influence this couple's budget. (2)
- 5.3 **Mention** THREE safety precautions your clients need to observe during their visit to South Africa. (3)
- 5.4 A travel agent working in the tourism industry will need to sign a code of conduct and a contract of employment when employed by a travel agency:
- 5.4.1 **Differentiate** between a *code of conduct* and a *contract of employment*. (2)
- 5.4.2 **Provide** FOUR relevant points that one would find in an employees' code of conduct. (4)
- [13]**

QUESTION 6

Refer to **Addendum B** in the insert: **World time zone map**

- 6.1 **Explain** what is meant by *daylight saving time (DST)* and provide TWO reasons why some countries implement it. (4)
- 6.2 Once a tourist has collected his baggage from immigration control, he will have to choose to pass through the red channel or the green channel. **Differentiate** between the two channels. (2)
- 6.3 Stephen takes a 14-hour flight from Johannesburg to Sydney. Caleb takes a 9-hour flight from Cape Town to Cairo. **Identify** which of these two is likely to suffer jet lag. **Explain** your answer. (4)
- 6.4 Mr Millard is in South Africa and phones his daughter in Dallas because it is her birthday on the 28th of July. He makes the call from South Africa at 21:00 on that day. **Calculate** what date and time it will be in Dallas when his daughter receives the call. DST does not apply. (3)
- 6.5 A group of British rugby supporters fly to South Africa to support the British Lions team. They depart from Heathrow Airport at 14:30 on the 20th of June and the flight duration is 9 hours. **DST applies. Calculate** their arrival time at OR Tambo Airport (local time). **Show all calculations.** (5)
- [18]**

QUESTION 7

Refer to Addendum C in the Insert titled "Destinations are fighting back against over-tourism".

Refer to Addendum D in the Insert: Marking rubric for the concept map when you plan this answer.

Tourism is considered a life-line for many countries, but for many others, the opposite is true. Over-tourism is a problem, not only for locals, but also for the environment.

Using **Addendum C** as a reference, and your own knowledge, **construct** a concept map in which you:

- **Explain** the term *over-tourism*.
- **Identify** the THREE factors affecting sustainable and responsible tourism development.
- **Analyse** the influence of tourism on the triple bottom line of a host country.
- **Refer** to examples from the passage to show the effect of over-tourism in the areas mentioned in the article.
- **Identify** what actions have been implemented to curb over-tourism at these attractions.
- **Make suggestions** to tourists on ways in which they can travel more sustainably and adopt more responsible practices at their destinations.

Show the interrelationships among the concepts by **making links and explaining** how these links illustrate **cause** and **effect**.

Colour-code your concept map.

Provide a key to distinguish between the meanings of the different colours/shapes that you use.

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QUESTION 8

Refer to Addendum E in the Insert: Marking rubric for the essay when you plan this answer.

Write an essay in which you **analyse and evaluate** the effect of service delivery in the tourism industry on **economic growth and community development**. Be sure to address the following aspects in your essay:

- **Explain** the importance of a professional image in service delivery.
- **Evaluate** the importance of community involvement/development.
- **Explain** the value of fair trade certification and the aims of the movement.
- **Analyse** the effect of service delivery on the multiplier effect, economic growth and community development.
- **Identify** strategies to maintain good customer service and make recommendations for improvement.

Your essay should be no shorter than one A4 page.

Give your essay a suitable title.

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Total: 200 marks