

## TOURISM GRADE 12

### Format of the Question Paper

- The question paper is a 3 hour paper of 200 marks.
- It has 5 COMPULSORY sections.

The table below shows the layout of the paper.

SECTION	QUESTION	TOPIC	MARKS
A	1	Short questions (covering all topics )	40
B	2	Map work and Tour Planning	50
	3	Foreign Exchange	
C	4	Tourism attractions	50
	5	Culture and Heritage Tourism	
	6	Marketing	
D	7	Tourism Sectors	30
	8	Sustainable and Responsible Tourism	
E	9	Domestic , Regional and International Tourism	30
	10	Communication and Customer Care	

The following list of Action verbs are used to set questions.

<b>Lower-order : remembering 30 % ( 60 marks ) of question paper</b>		
1	Name / State	Name the basic facts without discussing
2	Identify	Identify the essential characteristics of the matter
3	Describe	To write down the characteristics of something in a logical and well-structured way.
4	Arrange/Order	When concept, statements or descriptions have to be ordered according to a particular criterion
<b>Middle- order : understanding and applying 50 % ( 100 marks) of question paper</b>		
5	Calculate	Applying both accounting and mathematical rules to determine answers
6	Explain/ Clarify	Make it clear, state simply so that the reader can understand. Mere statement or fact is not sufficient.
7	Discuss/ Reason	The aspects of the matter or statement should be investigated and stated critically
<b>Higher-order : 20 % ( 40 marks ) of question paper</b>		
8	Compare	When two or more matters are to be compared, similarities and differences should be highlighted. The learner should not discuss or describe one matter first and then go to the next.
9	Analyse	Divide into parts or elements and explain the relationship
10	Evaluate/ Discuss critically	An assessment should be made on the basis of a particular point of departure or criteria. The strengths and weaknesses should be highlighted after the facts and / or points of view have been considered.
11	Predict	Anticipate what would happen

## SECTION B: MAP WORK AND TOUR PLANNING / FOREIGN EXCHANGE (50 MARKS)

### Question 2: Map work and Tour Planning

- Tour plans and route planning
- The composition of a day –by day itinerary
- Composition of a tour budget
- Safety , health and travel documents
- World time zones and the calculation of world times when travelling between countries

#### 2.1. Name the factors or elements to be taken into account in compiling a tour plan

Type of tourist – leisure, sport, Eco tourist, etc.

Type of accommodation / and transport / duration of tour/ attractions to visit /budget

#### 2.2. Different types of tours

Package tours – includes an itinerary / everything is included except personal expenses

Accompanied tours – tour guide is responsible for arranging and leading

Independent tour – tour plan is flexible

Scheduled tours – timetable with specified arrival and departure times

#### 2.3. Name the factors influencing the development of a tour budget.

**Type of tour** – scheduled tours with a set timetable is cheaper.

**Tour group** – group bookings are cheaper

**Transport** – biggest expense, airfare

**Accommodation** – type and length of stay

**Attractions and activities** – adventure activities very expensive

**Meals and snacks** – lunch usually excluded

**Shopping** – decide in advance how much you want to spend

**Sundry expenses** – a variety of small costs

#### 2.4. Discuss the precautions to take when traveling to a high-risk destination

DISEASES	Ways of contracting the disease.	Preventative measures
<b>Yellow fever</b>	This is a flu type virus infection. Occur natural in Africa and South - America	Compulsory vaccination. 10 days before departure. Certificate valid for 10 years
<b>Malaria</b>	People get bitten by a specific mosquito that carries a parasite.	Anti-malaria tablets Mosquito repellent Mosquito net
<b>Cholera</b>	Bacterial infection /transmitted through contaminated water and food	Boil water or filter before use/ use bottled water/avoid raw fish
<b>Bilharzia</b>	Parasitic worm infection from contaminated water.	Do not swim in dams and rivers

#### 2.5. Give advice on safety precautions

AIRPORTS	HOTELS	PUBLIC PLACES
Make sure your baggage is locked Do not leave baggage alone Follow the marked information signs	Keep doors locked at all times Keep valuable items in hotel safe Only accept help from	Don't display cameras cellphones and jewelry in public Do not walk alone Avoid dark and isolated

	identifiable hotel staff.	places
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**2.6. Name the required travel documents to travel abroad.**

Passport/ visa / health certificate

**2.7. Name the requirements for obtaining a passport**

ID / 2 passport photographs / application fee / fingerprints

**2.8. Different types of visas**

**Visitor visa** (VFR / study / work, medical)

**Transit visa:** Used by tourists to enter a country for a connecting flight to another destination.

**Courtesy visa** (issued to distinguished visitors by the Dep. Of International Relations and Cooperation. (DIRCO)

**Official visa**

**2.9. Explain each of the following**

**9.1 Duty free goods**

Goods that travellers are allowed to bring into the country without paying customs duty or vat.

e.g. 200 cigarettes / 50 ml perfume/ 2 litres wine / 1 litre Spirits

**9.2 Prohibited goods**

Goods that are not allowed by law.

e.g. Narcotics / poison / counterfeit /weapons / fake goods

**9.3 Goods to declare (limited goods)**

This must be declared (RED CHANNEL) when entering the country.

e.g. Currency in excess of R 100 000 / guns / animals / plant products / medicine/

**9.4 Green channel**

Visitors have nothing to declare.

**9.5 Red channel**

Visitors indicate that they have something to declare.

**2.10 Calculate travel time**

A tourist flies from **New York** to **SA**. The flight from New York lasts **18 hrs**. Calculate the time of departure in New York if he arrives at **17: 00** in South – Africa.

**1. Determine key information**

Eg. Cities mentioned SA and NY / flying time 18 hrs. /

Time of arrival in SA 17:00 / Calculate time of departure in NY

**2. Calculate the time difference (use time zone map)**

Both places are East or West (minus)

Eg. + 2 and + 8 = time difference 6 hrs. (8 – 2)

- 2 and - 10 = time difference 8 hrs. (10 – 2)

Places EAST and WEST (plus)

Eg. +2 and – 5 = time difference 7 (5 + 2)

**3. Calculate time of departure / time of arrival**

**Time of departure of place to the EAST** = time of arrival – flight time + Time difference

**Time of departure of place to the WEST** = time of arrival – flight time – time difference

**Time of arrival of place to the EAST** = time of departure+ flight time+ time difference

**Time of arrival of place to the WEST** = **time of departure** + Flight time– time difference.

**2.11. What is jet lag vs jet fatigue?**

A physical condition caused by a long flight crossing several time zones vs a long flight  
Not crossing more than 1 or 2 time zones

**2.12. Name the symptoms of jet lag**

Insomnia / fatigue / irritability / interrupted sleep/ nauseous/ head ache

**2.13. Ways to prevent jet lag**

Drink a lot of water / walk around during flight / sleep as much as possible / avoid alcohol.

**2.14. How to recover from jet lag**

Sleep / moderate exercise / healthy diet

**2.15 Explain daylight saving time and name the advantages**

Watches (1 hr. earlier) are set during summer to move one hour daylight from the morning to the evening.

People have more daylight to complete daily tasks and activities /

It adds a hour for tourists to participate in more outdoor activities/

Saves energy /

Decrease road accidents / improved visibility /

**QUESTION 3: Foreign exchange**

**3.1 Explain the following concepts**

**Exchange Rate**

The value of a currency compared to another currency. When you buy another currency the amount you get is measured by this.

**Strong Rand**

When we pay less rand for another currency. Traveling to SA becomes more expensive for foreign tourists.

Visits decrease because tourists can go cheaper elsewhere.

**Weak Rand**

When we pay more rand for another currency. Traveling to SA becomes cheaper for foreign tourists.

Visits increase because tourists can travel cheaper. MORE TOURISTS

**BANK BUYING RATE (BBR)**

This is the rate that banks buy foreign currency in exchange for local currency.

( Eg You exchange dollar for rand)





**BANK SELLING RATE (BSR)**






This is the rate that banks sell foreign currency in exchange for local currency. (E.g. You buy dollar)






## SECTION C: TOURIST ATTRACTIONS / CULTURE AND HERITAGE / MARKETING (50 marks)

### Question 4: Tourist attractions

#### 4.1. World Icons

ICON	CONTINENT	COUNTRY	CITY	DESCRIPTION
<b>The Colosseum</b> 	EUROPE	ITALY	ROME	<p>It has become closely linked with Rome and the glory that was the Roman Empire. It is also an impressive example of ancient Roman engineering and architecture.</p> <p>It is a World Heritage Site.</p> <p>Type of Tourist: Interested in History and Culture.</p>
<b>The Leaning Tower of Pisa</b> 	EUROPE	ITALY	PISA	<p>The Tower started to lean after building started, it is unique and has leaned over for 900 years without falling over.</p> <p>It is a World Heritage Site.</p> <p>Tourist = Cultural, Artistic, Engineering and History tourist.</p>
<b>Venice</b> 	EUROPE	ITALY	VENICE	<p>It is unique in being the only city with no cars. One has to use water transport to get around which makes it a rather special and romantic place. Wealth of Artistic treasures.</p> <p>The entire city has been made a World Heritage Site.</p> <p>Tourist = Art Lovers</p>
<b>Vatican City</b> 	EUROPE	ITALY	ROME	<p>It is the centre of the Roman Catholic Church, the home of the Pope.</p> <p>It is a World Heritage Site.</p> <p>Tourist = Roman Catholic pilgrims and Cultural</p>

				tourists.
<b>The Eiffel Tower</b> 	EUROPE	FRANCE	PARIS	<p>Built in 1889 to celebrate the 100-year anniversary of the French Revolution.</p> <p>Tourist = relaxing, culture.</p>
<b>Big Ben</b> 	EUROPE	ENGLAND	LONDON	<p>The clock tower is part of the Palace of Westminster. The building is historical.</p> <p>It is a World Heritage Site.</p>
<b>Buckingham Palace</b> 	EUROPE	ENGLAND	LONDON	<p>It is the official London home of the Queen of England. Priceless collections of art kept in trust.</p>
<b>The Pyramids of Giza and the Sphinx</b> 	AFRICA	EGYPT	GIZA	<p>Oldest surviving human-made structures.</p> <p>It is a World Heritage Site.</p> <p>Tourist = history and culture.</p>
<b>The Wailing Wall</b> 	MIDDLE-EASTERN	ISRAEL	JERUSALEM	<p>Extreme religious importance to Jews.</p> <p>It is a World Heritage Site.</p> <p>Tourist= religious, cultural and historical tourists.</p>
<b>Mecca</b> 	MIDDLE-EASTERN	SAUDI ARABIA	MECCA	<p>Most holy place in all of Islam. All true Muslims want to visit Mecca.</p>

				Tourist= religious
<b>Sydney Opera House</b> 	AUSTRALIA	AUSTRALIA	SYDNEY	Unique design, international importance and culture centre.  It is a World Heritage Site.  Tourist = Arts and Architecture.
<b>The Great Wall of China</b> 	ASIA	CHINA		Largest man-made structure on earth, stretches over 6500km across China. It is a World Heritage Site.  Tourist = History, military buildings and architecture.
<b>The Taj Mahal</b> 	ASIA	INDIA	AGRA	Finest pieces of world architecture. It is a real masterpiece.  It is a World Heritage Site.  Tourist = architecture and Muslim art.
<b>The Statue of Christ the Redeemer</b> 	SOUTH AMERICA	BRAZIL	RIO DE JANEIRO	Statue of Jesus Christ. 30m High. Stands at the top of Corcovado Mountain. Incredible view over Rio de Janeiro
<b>Statue of Liberty</b> 	NORTH AMERICA	USA	NEW YORK	Given to USA by France as a gift to celebrate their Independence.  It is a cultural World Heritage Site.  All types of tourists visit.
<b>The Grand Canyon</b> 	NORTH AMERICA	USA	ARIZONA	World's Biggest Canyon. One of the Seven Wonders of the World. Tourist= Adventure and Ecology.

#### 4.2 Explain the difference between a tourist attraction and an icon.

##### Tourist attraction

Places where tourists prefer to visit e.g. National parks, heritage sites, Art festivals  
 Waterfalls, Mountains etc.

## Icons

Icons are tourist attractions that are world renowned – It represents the symbols of the country in which it is situated.

### 4.3 Icons form an important part of a countries economy. Give the economic advantages of the Icon for the host country.

Draws tourists to the host country.

Multiplying effect – tourists spend money on accommodation, transport, etc.

Increase demand for products and service. Increase in GDP

Create jobs and entrepreneur development

Lead to the improvement of infrastructure

### 4.4 Explain the factors that make a tourist attraction successful.

#### 1. Marketing

Must increase and stimulate tourism numbers in- and off season //

Must include specials //

#### 2. Sustainable and responsible management plans

Control the financial (profit) as well as environmental aspects. (Conservation)

#### 3. Ethical behaviour of staff and management

Efficient staff planning and training. Careful selection of employees. The right person for the right job //

#### 4. Positive experience of visitors

Tourist will have a positive experience if the visitor numbers are controlled //

Opening hours are convenient // pricing is right // Pathways are clear and signage is displayed //

Informative brochures and leaflets are available //

#### 5. Safety and crime prevention

Strategies must be developed to protect tourists and make them feel safe //

The use of appropriate warning signs are important. //

#### 6. General appearance and upkeep

The attraction have a pleasing and clean appearance // regular maintenance must take place //

#### 7. Considering the needs of people with disabilities

Attraction must be accessible for everybody including those with disabilities //

Wider door openings // ramps with handrails to ensure access// en-suite bathrooms that are easy to use //allowing guide dogs with their owners //

#### 8. Universal access

Attractions should be accessible for visitors with various needs and disabilities //

e.g. Transport to and from facility as well as at the attraction //

Parking // accommodation // toilet facilities // information // support services //

### 4.5 Give two instructions that a tour guide will give when visiting a religious icon.

Wear suitable clothes /

Do not take photos while people pray. /

Move with respect and in silence /

### 4.6 Name any three characteristics of a successful tourist attraction

Actual number of visitors exceed the target number /

Repeat visits /

Income exceeds target figures /

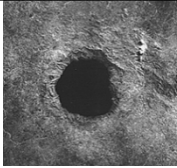
Positive impact on local community and environment.



## Question 5: Culture and Heritage

### 5.1. Identify South Africa's World Heritage Sites

Heritage site	Province/City	Description
<b>Isimangaliso Wetland Park</b> 	KZN	<p>Five separate ecosystems exist. Land animals, bird species and marine life are found in the park.</p> <p><b>Criteria:</b> natural beauty/ unique relationships between different ecosystems.</p>
<b>The Cradle of Humankind</b> 	Gauteng. Krugersdorp.	<p>Includes Sterkfontein, Swartkrans, Kromdraai and surroundings, where fossils of human-like bones were found. Mrs. Ples being one of our most famous ancestors.</p> <p><b>Criteria:</b> Evidence that humankind's ancestors lived and perhaps developed here, a few million years ago.</p>
<b>Mapungubwe – Cultural Landscape</b> 	Limpopo	<p>Lies in North West Limpopo. Small pure gold rhinoceros and several artefacts made from pure gold have been found here. The people traded gold and ivory with China.</p> <p><b>Criteria:</b> Unique example of a lifestyle that has disappeared. A good example of a settlement, when it has become weak.</p>
<b>Richtersveld Cultural and Botanical Landscape</b> 	Northern Cape	<p>Is home to the Nama people and the last of the semi-nomadic peoples including San and Khoi.</p> <p><b>Criteria:</b> Example of a landscape of an important moment in the history of mankind. A good example of a settlement, when it has become weak.</p>
<b>Ukhahlamba / Drakensberg – park</b> 	KZN	<p>It is home to South Africa's highest mountain peaks and has the biggest rock collection in Africa.</p> <p><b>Criteria:</b> represents a masterpiece of creative human intellect. Natural habitat for the importance of biological diversity.</p>
<b>Vredefort Dome</b>	Free State	<p>The world's biggest meteor crater, created 2 billion years ago when a meteorite smashed into Earth. It is a natural heritage site.</p>

		<b>Criteria:</b> Important stage in the world's history. Represents major stages of the evolution of the earth and its geological developments.
<b>Robben Island</b>	Western Cape	South Africa's first elected democratic President was imprisoned here for 27 years. <b>Criteria:</b> Example of a building that illustrates an important moment in mankind's history.
<b>Cape Floral Region Protected Areas</b>	Western Cape	Represents less than half a per cent of the land area of Africa, yet nearly 20% of the continent's floral species are found here. <b>Criteria:</b> Natural habitat for the protection of bio diversity.

**5.2. Name the function of UNESCO (United Nations Educational, Scientific and Cultural Organisation) as an organisation that determines world heritage sites.**

- The improvement of education in developing countries
- Protection and development of cultural heritage.
- Conservation of water and relevant resources.
- Monitoring science and technological development.
- Encourage global access to information.

**5.3. Explain how World heritage sites add value to the tourism industry.**

- Give prestige/importance – make country proud of its value.
- More people will decide to visit the country.
- More people will become concerned about their heritage and will make an effort to learn more about it and protect it for future generations.
- More income for a country – multiplier effect
- More job opportunities.
- Development of infrastructure
- Improve the overall standard of the area.

**Question 6: Marketing**

**6.1 Explain each of the following definitions.**

**A) Core markets**

These markets that see SA as a destination. SAT spends 60 % of their efforts to sustain these markets. E.g. Europe, USA, Australia, India

**B) Investment markets**

Markets that will possibly grow in future. E.g. Africa, Middle- East, China, Japan

**C) Tactical markets**

Markets that are less attractive, but can be easily developed. Eg. New - Zealand, Ireland

**D) Watch-list markets**

This is markets that do not currently represent opportunities, but need to be monitored to see when situation change. E.g. Argentina, Denmark, Switzerland

**E) Strategic markets**

This is markets influenced by interaction between South-Africa, e.g. Trade Agreements. E.g. China, Russia

**6.2 Discuss the main function of South – African Tourism (SAT)**

- Marketing SA as an international tourism destination of choice.
- Sustain and improve the standard of facilities and service in the industry
- Co-ordinating the marketing activities of role-players in the industry.

**6.2 Give reasons why it is important to market SA as a tourism destination**

- International tourists have multiple choices. We must inform them what SA tourism has to offer.
- Tourism -role-players like tour operators and travel agencies in other countries become aware what SA has to offer.
- Can lead to an increase in foreign arrivals.
- Tourism brings money which leads to economic growth.

**6.3 Name the mainstream media marketing methods used by SAT to market SA internationally.**

- ITB – Berlin in March
- World Travel Market ( London )
- The Getaway – show
- Tourism trade shows and indabas

**6.4 Explain the role of TOMSA (Tourism marketing levy SA) in the marketing of SA**

- Collect extra funds to market SA as a tourist destination.
- Sectors such as car rental, tour operators and accommodation pays 1% of each confirmed booking
- The tourist pays the levy which is administered by TOMSA

**6.5 Name the significance of the logo**

Tourists recognise the marketing message of the destination.

It creates a feeling of belonging by South-Africans / Proudly South-African

**SECTION D: Tourism sectors – sustainable and responsible tourism (30 marks)**

**Question 7: Tourism sectors**

**7.1 Name the document given to employees stipulating the basic conditions of the employment contract.**

Employment contract

**7.2. Give the information shown in the employment contract**

Particulars of the employer and employee/ work hours / main duties/ salary/ Leave / professional accountability and responsibility / date of contract

**7.3 How can a business create a professional image?**

Stationary with logo e.g. Pens

Physical appearance e.g. Neatness of buildings and gardens

Marketing material, adverts in magazines and brochures

Image of personnel e.g. clothing

Environmental policy of company

#### **7.4 Explain the purpose of the code of conduct**

- Set out the expected staff conduct while doing their duties
- Provides guidance on ethical challenges
- Protects the business against law suits

#### **7.5 Discuss the value of a code of conduct**

- Creates a cooperative and collaborative atmosphere
- Promotes integrity in the workplace
- Benefit the company; employees know what is expected of them.

#### **7.6 Name possible criteria of a code of conduct**

- Phone etiquette / use of internet and other electronic systems
- Clothing /language / body language

### **Question 8: Sustainable and responsible tourism**

#### **8.1 Explain the triple bottom line approach**

Tourism companies must practice a sustainable approach that is not just profit driven, but also focus on the protection of the environment and the local community. The environment, economy and the community are the three pillars of sustainable tourism.

#### **8.2. Explain the influence of tourism on the environment / PLANET Negative impact**

- a) Pollution – air, water, land, noise.
- b) Vandalism
- c) Damage or removal of plant life.

##### **Positive impact**

- a) Create conservation areas and parks that tourists can visit.
- b) Tourism - organizations recycle and reuse material
- c) Remove foreign vegetation

#### **8.3 Explain the social impact of tourism (protect and improve the community)/PEOPLE**

Tourists visit different communities and it is important that they respect the culture and traditions of the community. Because of tourism, local communities develop pride in their own culture. Tourism Companies must involve the local community in decision making and also help by creating jobs to relieve poverty.

#### **8.4 Discuss the economic impact of tourism / PROFIT**

Tourism create a market which brings in money – because a demand for products – create more jobs.

##### **Positive impact**

- a) Tourism brings money into the country, region, city, town and community
- b) Tourism creates jobs , use local people
- c) Tourism generates investment, improve infrastructure.

##### **Negative impact**

- a) Increase in the price of goods and services because of an increase in demand.
- b) Countries, communities rely heavily on tourism. Drop in tourism numbers lead to loss of jobs and poverty.

#### **8.5 Name positive environmental practices**

- Resource management = save electricity / water
- Waste control = reuse, recycle, reduce

- Garbage and pollution control

## 8.6 Explain Corporate Social Investment (CSI)

Tourism companies help to improve the lives of the people of the community. This includes community projects which can include healthcare, sport and recreation, education etc.

## 8.7 Code of conduct for tourists to lessen negative impact.

- Do research on the culture you are to visit.
- Learn a little of the local language – greet and thank you
- Buy articles directly from the community
- Pay fair prices
- Use water and electricity sparingly

## 8.8 Name factors that will influence environmentally conscious tourists to visit the area.

People all over the world are concerned about sustainability (people and planet) and responsible tourism practices. Destinations are marketed as responsible tourism destinations. Environmentally conscious tourists will be drawn by:

- Less water and electricity use e.g. solar panels and grey water
- Recycling operations
- Fair labour practices

## 8.9 Discuss the role of Fair Trade in Tourism South Africa (FTTSA)

The granting of a Fair trade award means that the company pay decent salaries, buy local, protect the environment, protect human rights and respect the culture of the people.

# SECTION E: INTERNATIONAL TOURISM/ MARKET SHARE / CUSTOMER RESPONSE (30 MARKS)

## Question 9: Domestic, regional and international tourism

### 9.1. What is a global event (give examples)

It is an organised event where people from all over the world participate  
 Sporting events = Olympic Games, Comrades - marathon  
 G8 summit = Governments of the world's 8 biggest economies meet  
 Summits on climate change  
 Tourism - Indaba

### 9.2. Discuss the impact of a global event on the economy of the host nation

Positive = job creation /improve infrastructure, building roads and stadiums  
 Negative =pressure on transport network / price increases/pollution

### 9.3. Name examples of political situations

- Protests
- Violent protest against the government
- Civil war
- Terrorism
- Bomb attacks

### 9.4. Identify examples of unforeseen occurrences

- Tsunami's / Earthquakes / natural disasters / world recession/ Ebola

### 9.5 Discuss the impact of political unforeseen occurrences on tourism

- Tourists cancel bookings and go somewhere else
- Tour operators do not book tours to affected areas
- Airlines cancel or postpone their flights to affected areas
- Airlines change their schedules because of unrest
- Affiliated companies spend more money on security to protect tourists
- Financial crisis and weak money value force tourist to travel locally rather than internationally

- Affected countries spend large sums of money to stop diseases

## **9.6 Ways of payment**

### **9.6.1 Name ways of payment on international travels**

See pages 176 – 181 (Via Afrika) /

### **9.3. Foreign market share**

Study the graphs p. 182 – 189 (Via Afrika)

## **Question 10: Communication and customer care**

### **10.1 Explain the concept of customer feedback**

A process of gathering information from customers measuring their satisfaction with the product or service.

### **10.2 What is the purpose of customer feedback?**

- % measuring = identify gaps in the business / improve product and service /innovative ideas
- Keep clients satisfied = determine the problem /benefit the company/
- Early warning system = create opportunities for new distribution areas

### **10.3 Name methods for obtaining customer feedback**

- SURVEYS - answer questions
- Questionnaire by phone, post or e-mail
- Feedback cards- opinions and suggestions on service delivery
- Follow up calls
- SMS - messages
- Web- based responses

### **10.4 Discuss the results of good service delivery**

- Increase in sales
- Loyal clients
- Improved general image
- Motivated staff