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TOTAL
MARKS

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NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2022

TOURISM

EXAMINATION NUMBER

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Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 28 pages and an Insert of 4 pages (i–iv). Please check that your question paper is complete. Remove the Insert from the middle of the question paper. The Insert contains the following:
 - World time zone map
 - SWOT Analysis
 - Marking rubric for concept map
 - Marking rubric for extended writing
2. Answer ALL EIGHT questions in the spaces provided on this paper and hand it in at the end of the examination session. Remember to write your examination number in the blocks 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 on pages 22–23.
7. Two blank pages (pages 27 and 28) are included at the end of the paper. If you run out of space for a question, use these pages. Clearly indicate the number of your answer should you use this extra space.

QUESTION	MARK ALLOCATION	MARK ACHIEVED	APPROXIMATE TIME PER QUESTION
1	23		18 minutes
2	12		9 minutes
3	22		18minutes
4	22		20 minutes
5	40		35 minutes
6	21		20 minutes
7	30		30 minutes
8	30		30 minutes
Total	200		180 minutes

QUESTION 1

Refer to the **INSERT, page i: WORLD TIME ZONES MAP**, to answer the following questions:

1.1 **Describe** the significance of each of the following to tourists and tour planning:

1.1.1 The International Date Line.

(2)

1.1.2 Time zones.

(2)

1.2 Mr and Mrs Smith visited South Africa from Los Angeles.

1.2.1 **What** is the likelihood that they would suffer from jet lag after their flight?
Explain your answer.

(2)

1.2.2 **Suggest** TWO ways of minimising the symptoms of jet lag.

(2)

1.2.3 Our president is considering implementing daylight saving time in South Africa. **Evaluate** the socio-economic advantages and disadvantages of this practice.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and extend across the width of the page. There are no margins, text, or other markings on the paper.

(7)

1.3 1.3.1 While in Cape Town (CT), the Smiths had to phone a cousin living in Los Angeles (LA). The call had to be received in LA at 19:00 on the 2nd of April. **When** (date and time) should they have placed the call from CT? **DST applied.**

(4)

- 1.3.2 A couple from London booked a holiday to Durban. They departed from Heathrow at 09:00 on 30 January and the flight duration was 14 hours. **Calculate** the **local time** in Durban when the couple arrived.

(4)
[23]

QUESTION 2**QATAR ADDS SEVEN NEW FLIGHTS TO CPT**

'We have embarked on a tourism recovery strategy. Airlines such as Qatar Airways are playing a supporting role by increasing their capacity. This will go a long way in assisting us to regain the international arrival numbers we lost during the pandemic.'

[Adapted from: *Tourism Updates Feb 2021*]

- 2.1 **Outline** THREE negative effects of the COVID-19 pandemic on the South African tourism industry.

(3)

- 2.2 **Categorise** the COVID-19 pandemic as a global situation/current event.

(1)

- 2.3 **Describe** TWO ways in which this pandemic created economic opportunities in tourism.

(2)

2.4 You are the travel agent advising the Al Baker family from Riyadh, Saudi Arabia, on their visit to South Africa (SA). They will visit Cape Town, Soweto, and the Kruger National Park during the summer season.

2.4.1 **Advise** the family on TWO safety tips while on their Soweto tour.

(2)

2.4.2 **Suggest** TWO health precautions to take to prepare for their stay in the Kruger National Park.

(2)

2.4.3 **List** any TWO customs requirements for entry into a SADC region.

(2)
[12]

QUESTION 3

Refer to **the extract from Thonga Beach** and answer the questions that follow.

**JOURNEY WITH PURPOSE**

Brett and Paige Gehren founded the Isibindi Africa Lodge. 'We have been involved in conservation for many years.

'Twenty-five years ago, we began with community conservation. We established one of South Africa's first lodges in a protected wilderness sanctuary. We worked alongside local communities all the way. Today we own several lodges scattered around Africa in protected wilderness areas. We have also formed partnerships with many neighbouring communities.

'We aim to work together with neighbouring communities so that they see the benefits of conservation. This will motivate them to protect these resources. Without communities benefiting, they will lose access to the land of their ancestors and its resources.

'When travelling to Isibindi you will be supporting many community projects that rely on the lodges you will visit. This will help them to flourish and improve people's lives.

'Our conservation programmes cover a wide range of activities, including:

- Supporting conservation of the endangered turtles on Mabibi Beach (training the guides and tagging and monitoring the turtles).
- Educating the rural children on protecting the rhinos.
- Assisting the anti-poaching units with financial support.'

3.1 **Provide** the full name of the national organisation responsible for marketing and promoting SA as a destination of choice.

(2)

3.2 **List** the THREE main roles of the organisation referred to in Question 3.1.

(3)

3.3 **Explain** how this organisation receives funding for its marketing initiatives.

(3)

3.4 **Provide** ONE example of a famous domestic marketing campaign by the organisation mentioned in Question 3.1.

(1)

3.5 3.5.1 **List** TWO opportunities for marketing Tonga Beach and Isibindi Africa Lodges internationally.

(2)

3.5.2 **List** TWO opportunities where they can be marketed locally.

(2)

- 3.6 **Create** a short code of conduct with FIVE helpful points regarding responsible behaviour for tourists visiting the Tonga Beach Lodge.

(5)

- 3.7 Refer to the extract to **explain** how Tonga Beach appeals to environmentally conscious tourists.

(4)

[22]

QUESTION 4

Study the currency exchange rate table below and answer the questions that follow.

Country	Currency	BBR	BSR
England	British pound	19,68	20,30
Japan	Japanese yen	0,140	0,16
USA	US dollar	14,63	15,28
Europe	Euro	17,88	18,82

Rates as on 1st February 2022

- 4.1 The Smiths came to South Africa with USD80 000 each. Using the currency exchange rate table above, **calculate** the total amount of ZAR they received when converting their currency.

(3)

- 4.2 4.2.1 **Explain** the difference between BSR and BBR.

(2)

- 4.2.2 **Which** rate would have been used by the bank if the Smiths sold their foreign currency back to the bank at the end of their trip?

(1)

- 4.3 The Smiths had a total of R35 000 left over at the end of their stay. They went back to the bank to exchange it for USD. **Calculate** how much USD they received from this transaction.

(2)

- 4.4 **Explain** FOUR factors that might have an impact on the value of a country's currency.

(4)

- 4.5 **Explain** the effect of fluctuating exchange rates on international tourists travelling to SA.

(4)

- 4.6 4.6.1 **Suggest** TWO convenient payment methods to the Smiths.

(2)

- 4.6.2 **Describe** TWO disadvantages of each method mentioned in Question 4.6.1.

(4)
[22]

QUESTION 5

Refer to the **Insert B, page ii: SWOT ANALYSIS** for an innovative entrepreneurial opportunity. Then answer the following questions.

- 5.1 **Explain** the value of doing a SWOT analysis for any potential entrepreneurial opportunity.

(2)

- 5.2 **Explain** the difference between strengths and opportunities in a SWOT analysis.

(2)

- 5.3 Refer to the SWOT analysis on page ii of the Insert to **evaluate** the feasibility of this business idea. **Justify** your answer with **TWO** reasons.

(3)

5.4 **Draw** up a **detailed** marketing plan/marketing mix for the business idea in the SWOT analysis on page ii of the Insert. Use the seven marketing P's of a service and **provide a suitable name** for this business.

This image shows a single page from a notebook or ledger. It features approximately 20 evenly spaced horizontal black lines across its entire width. The margins are consistent on all sides, providing ample space for writing or drawing. There is no handwriting or other markings present on the page.

 $(7 \times 3 = 21)$

5.5 The business owners intend to apply for FTTSA certification.

5.5.1 **Identify** THREE principles of Fair Trade.

(3)

5.5.2 **Make** TWO suggestions to the entrepreneurs for improving the likelihood of the business being awarded FTTSA status.

(2)

5.6 **Provide** an argument in favour of drawing up a code of conduct for the employees of this business.

(4)

5.7 **What** is meant by the term 'green technology'?

(1)

5.8 Select TWO threats to the start-up on page ii of the Insert. **Suggest** how each threat can be turned into an opportunity.

(2)
[40]

QUESTION 6

In the second part of your PAT this year you were required to identify a possible venture that would add value to a tourist attraction or service.

6.1 **Name and describe** your idea in detail.

(3)

6.2 You would like to create a professional image for your venture.

6.2.1 **Create** a suitable slogan.

(2)

6.2.2 **Describe** your mission statement.

(2)

6.2.3 **Explain** what role a logo plays in creating a professional image.

(2)

6.3 **Identify** the unique selling point of your venture.

(1)

- 6.4 **Identify** TWO strategies you would implement for the business to ensure repeat business and a loyal customer base.

(2)

- 6.5 **Mention** THREE characteristics of a successful business.

(3)

- 6.6 **Why** is it important to obtain customer feedback?

(2)

- 6.7 6.7.1 **Suggest** TWO effective methods of customer feedback you would use in your venture.

(2)

6.7.2 **List** TWO advantages these methods (in Question 6.7.1) offer over other methods of feedback.

(2)
[21]

QUESTION 7 CONCEPT MAP

Study the article below and then respond to the points mentioned in the form of a Concept Map.

Cape Town ride takes visitors sky-high
17 Jan 2022

[Source: Adapted from <<https://sky-hiride.capetown>>]

SKY-HI RIDE

To bounce back from a difficult economic situation, the South African government have come up with a unique new tourism 'product' that could attract many target segments in the tourism market.

Five major cities in SA have each built the 'Sky-Hi Ride.' This is an exhilarating, gravity-defying and breath-taking drop, reaching a free-fall speed of up to 100 km per hour.

The ride gives tourists a bird's eye view of the most beautiful cities in SA: Cape Town, Johannesburg, Tshwane, Sedgefield and Port Elizabeth.

The future is green!

- The rides are powered by bio-diesel.
- Ultra-violet sterilisation lamps disinfect all surfaces every 15 minutes.
- Pop-up accommodation cubicles and funky food stalls are built from compressed paper waste. These cubicles are lightweight, cost-effective and mobile.

The spacious deck below the ride is an ideal venue for celebrations, birthday parties, corporate functions, and private events. Bookings are essential – visit the website for your ticket at just R200 per person.

[Source: <<https://asrhealthcare.com/infection-prevention-devices/>> <greasezilla.com>]

Refer to the following in your Concept Map:

- The types of tourist that these attractions would appeal to.
- Analyse the impact of these new attractions on the tourism industry in South Africa.
- Analyse the impact of these new attractions on the three pillars of sustainable tourism development (the TBL).
- Determine the role of FTTSA, CSR/CSI and 'adaptive reuse' (also known as 'repurposing' or 'upcycling') in sustainable and responsible tourism development.

Colour-code your concept map and provide a key.

Refer to the **RUBRIC** on page iii of the Insert when planning your response.

Complete the Concept Map on pages 22–23.

[30]

QUESTION 8 EXTENDED WRITING: REPORT

This year you had to participate in an Industry-Related Performance Task. You have seen first-hand how working in a team and excellent service delivery impact on the tourism industry.

Write a report in which you address the following points:

- Provide a detailed description of the task and the goals of the team.
- Provide a description of the role you played in the team.
- Critically evaluate any five aspects of the staff image that impacted the professional image of your team.
- Provide an honest evaluation of your strengths and weaknesses and how your contribution affected the team's performance.
- Describe your group's behaviour in each of the five stages in the formation of a team. Explain how their behaviour affected the team's performance in achieving its goals.
- Reflect on any recommendations that may improve the success of the team in future group tasks.

Refer to the **RUBRIC** on page iv of the Insert when planning your report.

Be sure to give your report a suitable title.

Complete your report on pages 24–26. If needed, use the additional space on pages 27–28.

[30]

Construct a concept map

Extended writing: Report

[illegible]

[illegible]

[illegible]

Total: 200 marks

ADDITIONAL SPACE (ALL questions)

**REMEMBER TO CLEARLY INDICATE AT THE QUESTION THAT YOU USED THE
ADDITIONAL SPACE TO ENSURE THAT ALL ANSWERS ARE MARKED.**

[illegible]

[illegible]