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TOTAL
MARKS

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NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2023

TOURISM

EXAMINATION NUMBER

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Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 32 pages and an Insert of 7 pages (i–vii). Please check that your question paper is complete. Remove the Insert from the middle of the question paper. The Insert contains the following:
 - **INSERT A:** Sustainable 170-km long city
 - **INSERT B:** Foreign market share
 - **INSERT C:** World time zones map
 - **INSERT D:** Marking rubric for concept map
 - **INSERT E:** Marking rubric for essay
2. Please check that your question paper is complete.
3. **Remember to write your examination number in the blocks provided.**
4. **Answer ALL the questions on the question paper and hand this in at the end of the examination.** The Insert must also be handed in for ease of marking.
5. A non-graphical, non-programmable calculator may be used. Show all calculations.
6. It is in your own interest to write legibly and to present your work neatly.
7. Pay special attention to spelling and sentence construction.
8. Candidates must use colour pens to complete the concept map.
9. Four blank pages (pages 29–32) 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	MODERATED MARK	APPROXIMATE TIME PER QUESTION
1	23			22 minutes
2	29			32 minutes
3	49			34 minutes
4	19			17 minutes
5	20			21 minutes
6	30			27 minutes
7	30			27 minutes
Total	200			180 minutes

QUESTION 1

Refer to ***Insert A: Sustainable 170-km long city – a new boost for global tourism.***

1.1 The article states that this new city in Saudi Arabia is the 'future of tourism'.

1.1.1 Quote from the article and provide TWO facts to support this statement.

(2)

1.1.2 Name two possible target markets for this initiative.

(2)

1.1.3 Quote from the text to support your answer to Question 1.1.2.

(2)

1.2 1.2.1 Identify ONE possible service-related job that this initiative has created.

(1)

1.2.2 Outline FOUR benefits of having an employee code of conduct.

(4)

- 1.2.3 Name THREE situations in which an employer cannot force the workers to work, as this would be in violation of their basic rights.

(3)

- 1.3 Identify which of the employment or policy documents should be referred to in each of the following scenarios:

- 1.3.1 An employee is harassing a colleague about his cultural identity. The employer should refer to the:

(1)

- 1.3.2 A worker is told to work on her religious day of prayer. She has the right to refuse, according to the:

(1)

- 1.3.3 A worker feels that he is being asked to perform duties that were not expected of him when he was hired. He should refer to the:

(1)

- 1.3.4 A customer has emailed the management of The Line and demanded a refund as he/she got food poisoning at the Night BBQ. It has been a week since sending the email, and the customer has received no reply. The customer should refer to the:

(1)

- 1.3.5 The front desk receptionist is smelling strongly of alcohol. The management should refer to the:

(1)

1.3.6 A customer notices that the staff at The Line are disposing of all waste in one large dump truck. To which document should the customer refer?

(1)

1.4 Of all the documents you have identified in Question 1.3, which would you regard as the most beneficial to the professional image of the business? Justify your answer.

(3)
[23]

QUESTION 2

2.1 Define 'service excellence'.

(2)

2.2 What is the difference between a 'product' and a 'service'?

(4)

2.3 Suggest FOUR constructive strategies management of The Line can use to improve STAFF performance.

•

•

•

•

(4)

2.4 Why is it important for a business to measure customer satisfaction?

(2)

2.5 Name FOUR methods to measure customer satisfaction.

(4)

2.6 How should a business process feedback received?

(3)

2.7 Discuss the importance of providing good service by referring to 'economic growth' and 'community development'.

[illegible]

(10)
[29]

QUESTION 3

Refer to ***Insert B: Foreign Market Share.***

3.1 Provide a heading for the graph.

(2)

3.2 What does the phrase 'foreign market share' mean?

(3)

3.3 Saudi Arabia is the largest country in the Middle East.

3.3.1 Comment on the percentage of foreign market share held by the Middle Eastern region, compared to the other four regions.

(2)

3.3.2 Which region shows the greatest increase in tourism from 2020 to 2022?

(1)

3.3.3 Give TWO possible reasons for this.

(2)

3.3.4 Why do you think there is so little tourism to Africa and the Middle East?

(2)

3.4 3.4.1 Predict the impact of The Line on the Middle Eastern foreign market share.

(1)

3.4.2 Motivate your answer.

(1)

3.5 Describe the pattern evident in the graph across the time period shown.

(7)

3.6 3.6.1 Identify the regions that consistently held the highest foreign market share over the time period shown.

(2)

3.6.2 Give the possible reasons for the trend.

(3)

- 3.7 A group of five tourists from South Africa plan a trip for six nights to attend the grand opening ceremony of The Line, to be held in Saudi Arabia. The group has brought ZAR340 000 for their accommodation expenses.

Refer to the following table:

SOUTH AFRICAN RAND EXCHANGE RATES TABLE	
Feb 26	
South African rand	inv. ZAR1,00
US dollar	18,4223
Euro	19,4354
British pound	22,0273
Saudi Arabian riyal	4,9126
Australian dollar	12,4039

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

- 3.7.1 (a) Comment on the buying power of the South African tourists planning to visit Saudi Arabia and provide a reason for your answer.

(2)


- (b) When tourists buy foreign currency, which bank rate do banks use for the transaction?

(1)

- (c) Comment on the overall strength of the rand with reference to the table above.

(1)

The group of tourists decides to stay at the following hotel:



Radisson Blu Hotel, Dhahran

[Al Olayya, Al Khobar](#) · [Show on map](#)

Travel Sustainable property

Limited-time Deal

Standard Room
 Multiple bed types
FREE cancellation • No prepayment needed
 You can cancel later, so lock in this great price today.

Good
 2,222 reviews

7.2

Rate per person per night:
~~ZAR16 059~~
ZAR10 115

[Source: <<https://www.booking.com/>>]

3.7.2 Calculate the cost in ZAR of six nights' stay at this hotel for five people. Show all calculations.

(4)

3.7.3 Convert the amount of ZAR10 115,00 to the Saudi Arabian riyal. Show all calculations.

(4)

3.8 Identify FOUR factors that could affect the strength of Saudi Arabia's currency. Explain how each factor will affect the value of the currency.

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

(8)

3.9 Discuss THREE benefits of a weaker currency value to a country.

(3)

[49]

QUESTION 4

Refer to ***Insert C: Map of world time zones.***

The South African tourists from Question 3 book their trip to Saudi Arabia in February.

4.1 Advise the travellers about the following:

4.1.1 TWO compulsory travel documents to gain entry into a foreign country.

(2)

4.1.2 The two channels they can pass through at customs.

(4)

4.1.3 TWO safety precautions to take when at the airport.

(2)

4.2 The flight from South Africa departs at 23:30 on 14 February.

The flight takes 11 hours to reach its destination in the city of Riyadh.

Calculate the local time of arrival at the King Khalid International Airport. Saudi Arabia DOES NOT observe daylight saving time (DST). Show all your calculations.

(4)

4.3 While in Riyadh, the tourists attend a virtual conference with colleagues in Iceland, Lima (South America) and New Zealand. The conference is 'hosted' in Riyadh at 08:30 on 16 February.

Calculate the local time when each colleague from the three other countries should join the conference call:

4.3.1 Iceland:

(2)

4.3.2 Lima:

(2)

4.3.3 New Zealand (observes DST):

(3)
[19]

QUESTION 5

The Industry-related Performance Task is a task you were required to complete as part of your School-based Assessment.

5.1 Provide a description of the task you performed. Include the following:

- the name of the venue/location where you completed the task;
- how many team members you had;
- the duration of the task; and
- a specific description of goals of the team and the steps taken to achieve them.

[illegible]

(8)

5.2 There are various roles the team members can fulfil, such as the leader, team worker, networker, plant (creative problem-solver), mediator, finisher.

5.2.1 (a) Identify the role you filled.

(1)

(b) Explain how your character/personality affected the role that you played.

(3)

5.2.2 In an honest self-reflection, describe ONE personal challenge you faced during this task and describe how you dealt with this challenge.

(3)

5.2.3 Explain how your team showed cultural sensitivity.

(2)

5.2.4 What THREE recommendations would you make to other teams working in the service industry to improve the effectiveness of a team task?

(3)

[20]

QUESTION 6 CONCEPT MAP

Refer to Insert A. Using the information in the article AND your own knowledge, create a concept map to evaluate the likelihood of The Line succeeding as a tourism initiative.

- The concept map must address the following points:
 - A breakdown of the marketing plan/mix of this initiative with reference to the 7 Ps of a service.
 - A SWOT analysis of the initiative.
 - Suggestions on how to improve the business's chance of succeeding by referring to the factors and characteristics of successful businesses.
 - Suggestions for improving the sustainability of the initiative, with specific reference to corporate social investment and Fair Trade.
- Use the following when planning your response:
 - The information in the article
 - Your own knowledge
 - The rubric provided (Insert D)
- Show the relationships between the concepts by creating meaningful links between the different points you make.
- Colour-code your concept map and provide a key.
- Construct your concept map on pages 22–23.

[30]

QUESTION 7 ESSAY

Saudi Arabia is hosting the opening ceremony of The Line. The ceremony, with daily exhibits and events, will extend over a record three-week period. Two hundred and fifty celebrities and delegates from across the globe have been invited and the Saudi ministry of tourism expects 400 000 tourists.

The event will be televised to over 28 countries across the globe. It is hoped to bring both financial and cultural benefits to the region.

Write an essay critically analysing the impact of the event on the triple bottom line of the region, the tourism multiplier effect and overcoming the impact of mass tourism.

- The essay must address the following points:
 - an analysis of the impact of the event on the triple bottom line of Saudi Arabia;
 - a discussion on how this event will lead to the tourism multiplier effect; and
 - suggestions on reducing the impact of mass tourism on a host destination.
- Use the following when planning your response:
 - The information in the article
 - Your own knowledge
 - The rubric provided (Insert E)
- Conform to the format of an essay and pay attention to spelling and grammar.

[30]

Essay

[illegible]

[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]

[illegible]

[illegible]