



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2015**

**TOURISM**

**MARKS: 200**

**TIME: 3 hours**



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This question paper consists of 28 pages.

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## INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. Write neatly and legibly.
6. The following table is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME
<b>A</b>	1	Short Questions	40 marks	20 minutes
<b>B</b>	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
<b>C</b>	4	Tourism Attractions	50 marks	50 minutes
	5	Heritage Tourism		
	6	Marketing		
<b>D</b>	7	Tourism Sectors	30 marks	30 minutes
	8	Sustainable and Responsible Tourism		
<b>E</b>	9	Domestic, Regional and International Tourism	30 marks	30 minutes
	10	Communication and Customer Care		

**SECTION A: SHORT QUESTIONS****QUESTION 1**

1.1 Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, e.g. 1.1.21 A.

1.1.1 Which ONE of the following is NOT an on-line route planner that is available to assist travellers in planning their journey?

- A Galileo GDS
- B TomTom
- C TripTik
- D AAA.com

1.1.2 Which ONE of the following unforeseen circumstances influencing the tourist industry in a country, can be regarded as a natural disaster?

- A Flight delays
- B Labour strikes in the country to be visited
- C Earthquakes
- D Global recession

1.1.3 A compulsory vaccination when travelling to Zambia:

- A Hepatitis A
- B Rabies
- C Yellow fever
- D Cholera

1.1.4 A South African consumer show, focusing on the promotion of domestic and regional travel, targeting the segments of nature, outdoor and adventure travel:

- A Tourism Indaba
- B Grahamstown Festival
- C Getaway Show
- D TBCSA

1.1.5 This is the maximum amount of rand a South African citizen travelling abroad can exchange for foreign currency in a year:

- A R1 000 000
- B R5 000
- C R25 000
- D R160 000

- 1.1.6 A South African World Heritage site that meets UNESCO's criterion of containing important and significant natural habitats for the conservation of biological diversity:
- A Kruger National Park
  - B Cape Floral Kingdom
  - C Baviaanskloof Nature Reserve
  - D Richtersveld Cultural and Botanical Landscape
- 1.1.7 When approaching customs, choose the red channel if ...
- A you have nothing to declare.
  - B you are not carrying goods or gifts on behalf of others.
  - C you have not kept receipts for the goods you bought abroad.
  - D you are not carrying goods that have been bought to be resold.
- 1.1.8 Tourism markets that are considered to be less attractive, but may easily be developed are called ...
- A strategic hubs.
  - B watch-list markets.
  - C investment markets.
  - D tactical markets.
- 1.1.9 The time in New York in summer if it is 15:00 in South Africa:
- A 21:00
  - B 09:00
  - C 22:00
  - D 08:00
- 1.1.10 People who work in the tourism industry and have completed South African Tourism's online SA Specialist training programme are known as:
- A fundi's.
  - B bhuti's.
  - C bahlobo's.
  - D khwela's.
- 1.1.11 Mecca, the most sacred city of the Islam faith, is located in ...
- A Turkey.
  - B Saudi Arabia.
  - C Jordan.
  - D Israel.

- 1.1.12 A traveller exchanges ZAR 20 000 for USD when the exchange rates are as follows:






CURRENCY	BBR	BSR
US Dollar (USD)	10,49	10,82

How much will the traveller receive in USD?

- A \$209,80
  - B \$1 848,42
  - C \$216,80
  - D \$1 906,57
- 1.1.13 Identify ONE of the following which is NOT an example of corporate identity.
- A Logo
  - B Company website
  - C Company stationery
  - D Posters
- 1.1.14 An evaluation of the effect a tourism development or event will have on the environment is known as an ...
- A environmental impact assessment.
  - B environmental evaluation impact.
  - C environmental impact evaluation.
  - D environmental evaluation assessment.
- 1.1.15 Which of the following is an element of BBBEE?
- A Preferential procurement
  - B Leakage
  - C Effective management of environmental effects
  - D Public participation
- 1.1.16 An advantage of using a credit card as a form of payment when travelling internationally is that it ...
- A is refundable when lost or stolen.
  - B is accepted in smaller shops and by street vendors.
  - C can be used for making large payments.
  - D does not expire.

- 1.1.17 Which of the following is NOT a marketing platform used to attract environmentally and socially conscious tourists?
- A [www.greenglobe.com](http://www.greenglobe.com)
  - B [responsibletravel.com](http://responsibletravel.com)
  - C [www.info.gov.za](http://www.info.gov.za)
  - D [www.fairtourismza.org.za](http://www.fairtourismza.org.za)
- 1.1.18 The first two steps in analysing customer feedback are:
- A Capture the feedback and identify the most common complaints
  - B Identify the most common complaints and decide on an action plan
  - C Study the feedback and decide on an action plan
  - D Identify the most common complaints and start the intervention process
- 1.1.19 An Australian tourist who is visiting South Africa spends his money on accommodation, transport and activities while on holiday. This tourist is making a contribution to South Africa's ...
- A BBBEE.
  - B ZAR.
  - C GDP.
  - D BSR.
- 1.1.20 This country is regarded as an emerging market by South African Tourism:
- A United Kingdom
  - B China
  - C USA
  - D Germany
- (20 x 1) (20)

- 1.2 Choose a logo of a global event from COLUMN B that best matches the description in COLUMN A. Write only the letter (A–E) next to the question number (1.2.1–1.2.5) in the ANSWER BOOK, for example 1.2.6 F.

COLUMN A	COLUMN B
1.2.1 A major international multi-sport event practised on snow and ice and held every four years	A 
1.2.2 An annual Grand Slam global event held at the All England Club with a tradition of spectators eating strawberries and cream	B 
1.2.3 The oldest ultra-marathon in the world attracting close to 20 000 participants annually	C 
1.2.4 An annual international sporting event with a duration of approximately three weeks and consisting of multiple stages	D 
1.2.5 Held every four years in a different city. This multi-sporting event was formerly known as the British Empire Games	E 

(5 x 1)

(5)

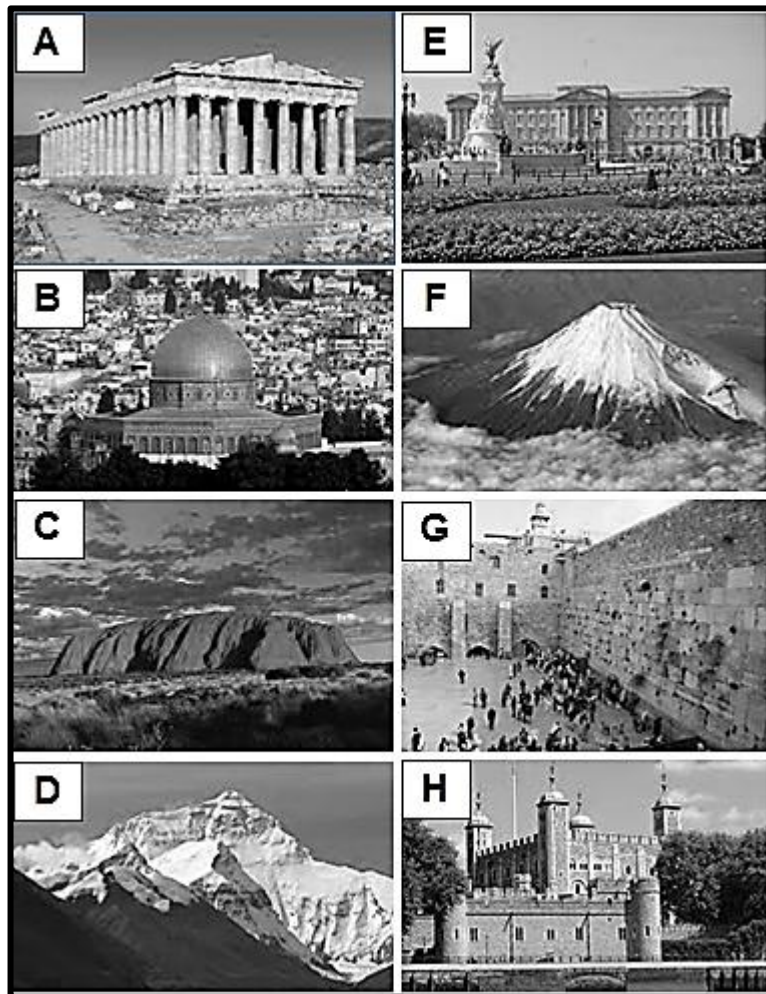
- 1.3 Choose a term provided in the list below that best describes the descriptions that follow. Write only the term next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

multiplier effect; exchange rate; buying power of a currency;  
a weak rand; multiply; divide; currency fluctuation;  
gross domestic product

- 1.3.1 A strong rand makes it affordable for South Africans to travel abroad
- 1.3.2 When converting foreign currency to rand
- 1.3.3 An effect on the currency due to a political situation in a country
- 1.3.4 Money filters through the economy and benefits various organisations
- 1.3.5 International visitors can afford to spend more time in South Africa and will have more money to spend (5 x 1) (5)



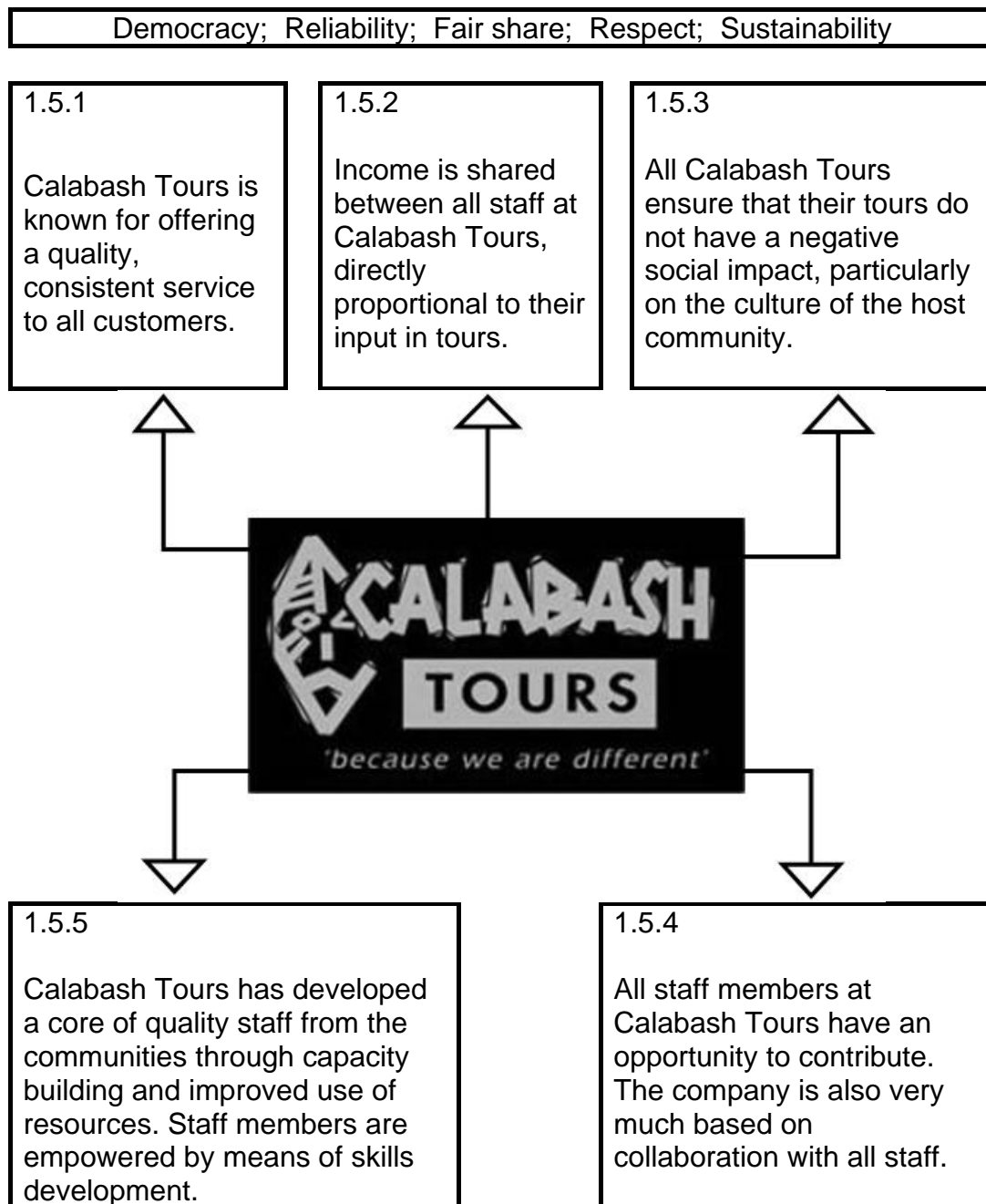
- 1.4 Below is a collection of pictures showcasing tourism icons and attractions. Study the collection and select the picture that best fits the description below. Write only the letter (A–H) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 J.



- 1.4.1 Tourists visiting this famous attraction in London will be able to view the British crown jewels.
- 1.4.2 This dormant volcano is the highest mountain in Japan.
- 1.4.3 A famous site in Jerusalem that is a place of prayer and pilgrimage for Jews.
- 1.4.4 Built in honour of the goddess Athena, this temple has become a symbol of Greece.
- 1.4.5 This spectacular natural landmark in Australia is the spiritual home of the Anangu people. (5 x 1) (5)

- 1.5 The flow diagram below describes the Fair Trade Principles of Calabash Tours.

Choose a principle from the list below that best fits the description in the flow diagram. Write only the principle next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.



(5 x 1)

(5)

**TOTAL SECTION A: 40**

**SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE****QUESTION 2**

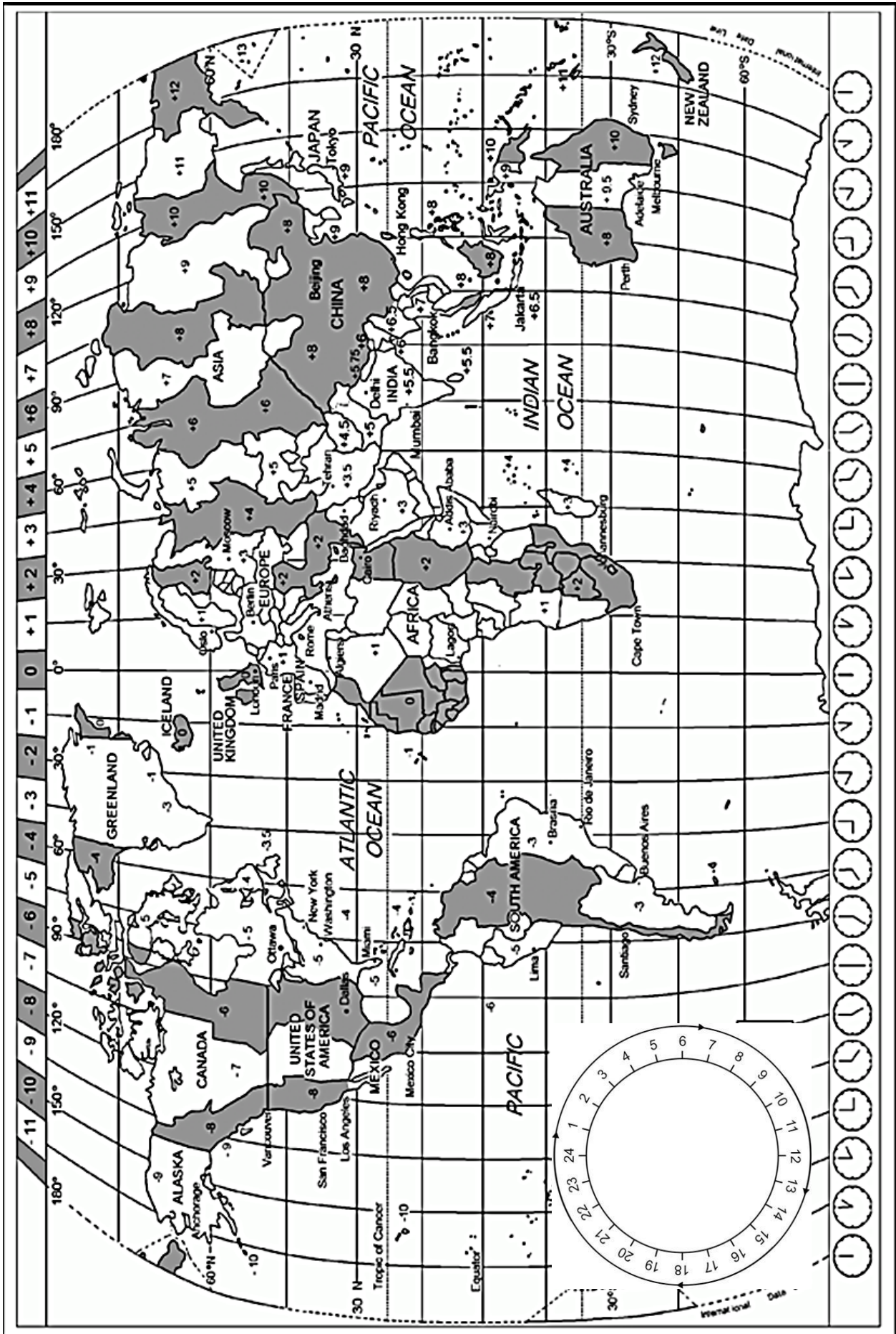
Read the scenario carefully and use the world time zone map provided to answer the questions below. Show all calculations.

Dr Adams and his wife are a retired couple from Pretoria who would like to travel abroad. They have been saving for a long time for their holiday and are planning a tour to celebrate their 30<sup>th</sup> wedding anniversary. Their daughter and her husband live in London, England with their three children.

Dr Adams and his wife are planning to fly to London to spend a week staying with their family during June. In London they are planning to do some sightseeing. They would like to visit Buckingham Palace, the Tower of London and London Eye. Thereafter they would like to fly to France to spend a week in Paris. While in France they would like to visit the Eiffel Tower, the Louvre, the Arc de Triomphe and the Notre Dame Cathedral. After their tour they will return home to South Africa.

Flight information:

<b>Airline:</b>	 SOUTH AFRICAN AIRWAYS	 BRITISH AIRWAYS	 SOUTH AFRICAN AIRWAYS
<b>Flight class:</b>	Economy	Economy	Economy
<b>Departure city and airport:</b>	Johannesburg, OR Tambo Intl.	London, Heathrow	Paris, Charles de Gaulle Intl.
<b>Destination city and airport:</b>	London, Heathrow	Paris, Charles de Gaulle Intl.	Johannesburg, OR Tambo Intl.
<b>Departure day, date and time:</b>	Friday, 06 June 19:50	Friday, 13 June 13:45	Friday, 20 June 18:30
<b>Arrival day and date:</b>	Saturday, 07 June	Friday, 13 June	Saturday, 21 June
<b>Length of flight:</b>	11h35m	01h15m	13h05m
<b>Cost:</b>	ZAR 12 033 p.p./All taxes and fees included		



- 2.1 Once the flight bookings have been finalised Mrs Adams must phone her daughter in London to inform her of the flight details. She will make the call at 12:00 SAST (South African Standard Time) on 31 May. Remember that London uses Daylight Savings Time (DST).
- 2.1.1 Name ONE advantage of using Daylight Savings Time (DST) for a country. (1)
- 2.1.2 Calculate the time and day in London when Mrs Adams's daughter receives the call referred to in QUESTION 2.1. (5)
- 2.2 Calculate the time that Dr and Mrs Adams will arrive in London. (5)
- 2.3 While in London, Dr Adams wants to make a phone call to his sister in Sydney, Australia on Sunday, 8 June, to wish her for her birthday. He will make the call at 12:00 from London.
- 2.3.1 Calculate the time and day that Dr Adams's sister will receive the call in Sydney. (5)
- 2.3.2 Indicate if this will be a suitable time for Dr Adams to make the call. Motivate your answer. (2)
- 2.4 Calculate the time that Dr and Mrs Adams will arrive at OR Tambo International Airport after their holiday. (5)
- 2.5 2.5.1 Upon their return to South Africa, the couple will have been on a 13h05m flight. Complete the table below regarding the travel related conditions that they could suffer from by only giving the number and the correct answer.
- | Condition   | Causes | Symptoms |
|-------------|--------|----------|
| Jet lag     | (i)    | (ii)     |
| Jet fatigue | (iii)  | (iv)     |
- (4 x 1) (4)
- 2.5.2 Determine which ONE of these conditions referred to in QUESTION 2.5.1 is most likely to affect the travellers. (1)
- 2.6 Dr and Mrs Adams will need to obtain visas in order to gain entry to England and France.
- 2.6.1 Explain the term "visa". (2)
- 2.6.2 Identify the place that they must go to in order to apply for a visa. (1)
- 2.6.3 Name the types of visa that the couple must apply for to gain access to England and France. (2)

- 2.7 Mrs Adams would like to take her family some South African gifts. She buys a kilogram of biltong for her son-in-law and 3 litres of Stellenbosch wine for her daughter.
- 2.7.1 What advice would you give to Mrs Adams regarding the channel that she should choose when approaching customs? (1)
- 2.7.2 Motivate your answer in QUESTION 2.7.1. (2)
- 2.8 While in France, the couple will be making use of public transport and walking to the attractions that they would like to visit. Although France is relatively safe, they will still need to be careful to avoid any criminal activities.
- Advise the couple by giving ONE piece of advice on safety aspects in each of the following places:
- 2.8.1 Hotels (1)
- 2.8.2 Public places (1)
- 2.9 Dr Adams is considering making use of his son-in-law's car while in England. Identify the document that Dr Adams must obtain if he wants to drive his son-in-law's car while on holiday. (1)

**[39]**

**QUESTION 3**

Prior to departure Dr Adams (as referred to in the extract in QUESTION 2) will be exchanging ZAR 50 000,00 for the couple for their holiday. ZAR 15 000,00 will be exchanged for GBP and the rest will be in Euro. Flights and their accommodation in Paris will be paid electronically before their departure. Show all calculations.

Exchange rates are as follows:

<b>CURRENCY</b>	<b>BBR</b>	<b>BSR</b>
British Sterling (GBP £)	17,44	18,18
Euro (EUR €)	14,39	15,00

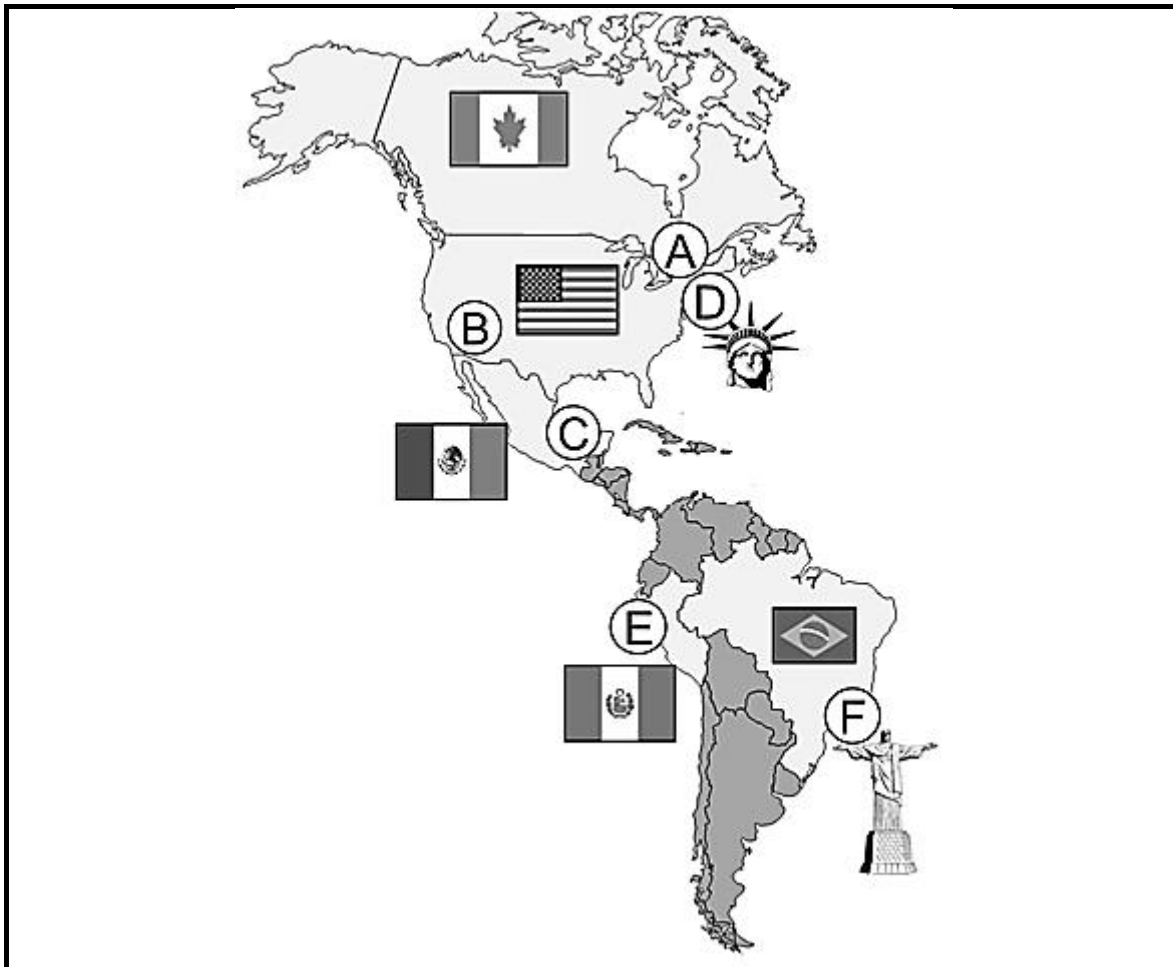
- 3.1 Advise Dr Adams on the best place to go to exchange his ZAR for foreign currency before their departure. (2)
- 3.2 Determine the amounts that the couple will receive when exchanging their ZAR for:
- 3.2.1 GBP (3)
- 3.2.2 Euros (3)
- 3.3 Dr Adams has €15 left after returning home. He exchanges this amount for rand. Calculate how much he will receive in ZAR. (3)
- [11]**

**TOTAL SECTION B: 50**



**SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE  
TOURISM; MARKETING****QUESTION 4**

Study the map of famous world icons in North and South America and answer the questions that follow.



- 4.1 Identify ONE icon on the map that represents an ancient civilisation.  
Write the letter and the name of the icon as your answer. (2 x 1) (2)
- 4.2 4.2.1 Identify TWO icons on the map that represent natural attractions.  
Write the letter and the name of each icon as your answer. (2 x 2) (4)
- 4.2.2 Choose ONE of the icons that you identified in QUESTION 4.2.1  
and state why it is regarded as an icon. (1)



- 4.3 After visiting the icon labelled **F** you post your experience on your Facebook page. Provide your Facebook friends with the following information about the icon labelled **F**:
- 4.3.1 State the name of the icon. (1)
  - 4.3.2 Name the city where the icon is located. (1)
  - 4.3.3 Explain why this attraction is regarded as an icon. (2 x 1) (2)
  - 4.3.4 Give any TWO other interesting facts about the icon that would encourage your friends to visit this attraction. (2 x 1) (2)
- 4.4 A tourism icon displays one or more unique characteristics making it world famous, for example displaying remarkable natural features or being a symbol of extraordinary human achievement.
- Identify TWO unique characteristics displayed by the icon labelled **E** that will distinguish it from other tourist attractions. (2 x 1) (2)
- 4.5 Refer to the icon labelled **D**, read the extract and answer the questions.

**STATUE OF LIBERTY IS NOW OFFICIALLY UNIVERSAL ACCESSIBLE**

Good news for the accessible tourism sector! Coinciding with the monument's 126<sup>th</sup> birthday, the iconic crown of the Statue of Liberty will reopen on October 28, 2012, after being closed for a year for renovations to make the monument more accessible.

The renovations include 39 new stairs. What used to be only 354 stairs from base to crown is now 393 stairs, but they are now much safer and less steep. The introduction of an elevator will make the tourist attraction more accessible. For the first time, tourists in wheelchairs will be able to access the lower observation deck in the pedestal.

The Statue of Liberty remains one of the most famous landmarks in the world with between 3 and 4 million tourist visits annually.

[Source adapted from: <http://subhashvashishth.blogspot.com>]

- 4.5.1 State the city where the icon labelled **D** is located. (1)
- 4.5.2 Suggest TWO other types of visitors with access needs who will benefit from the physical renovations introduced by the management of the Statue of Liberty. (2 x 1) (2)

- 4.5.3 Discuss universal access as an important factor in ensuring the success of a tourist attraction. (2 x 1) (2)

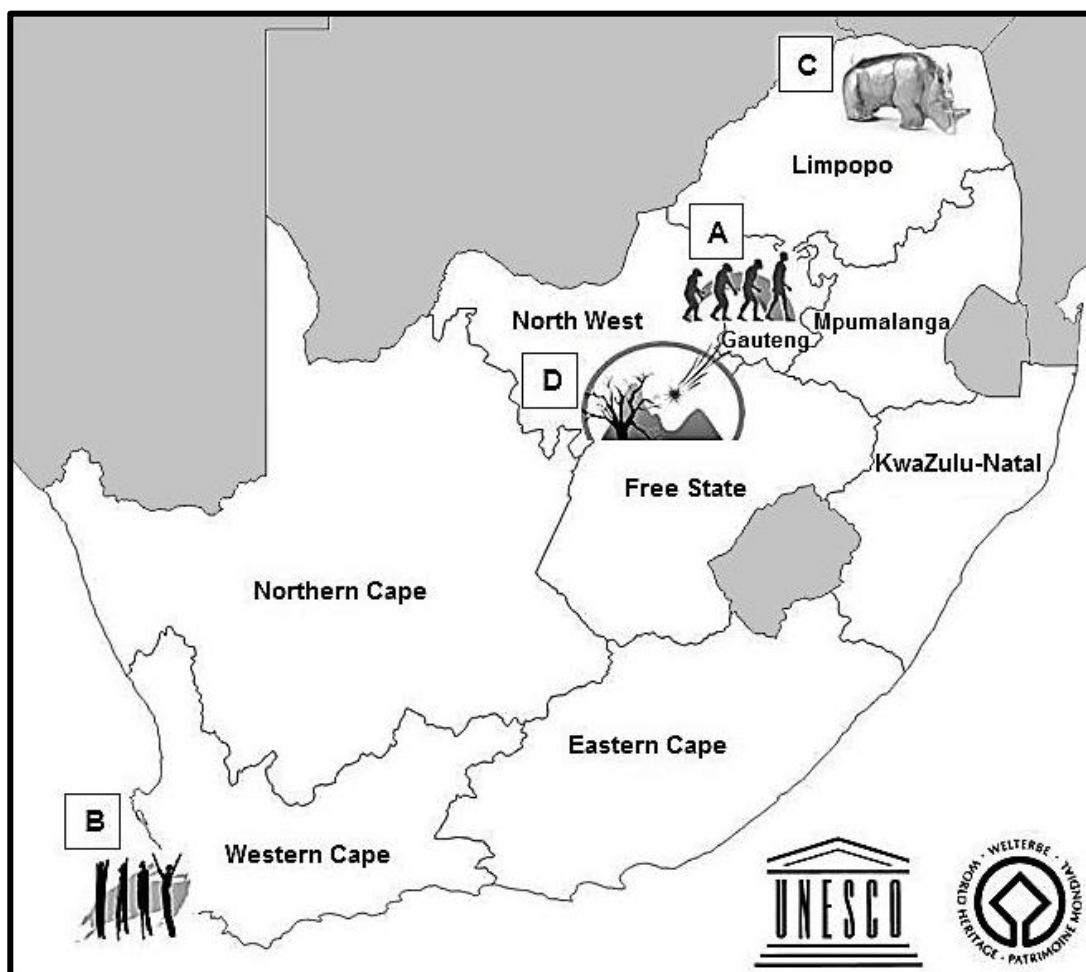
- 4.5.4 In addition to improved facilities, management of the Statue of Liberty need to pay attention to their service provision.

Suggest any TWO measures that the Statue of Liberty's Visitor Information Centre could introduce to create a more positive experience for visitors. (2 x 2) (4)

**[24]**

### QUESTION 5

Study the map of World Heritage Sites in South Africa and answer the questions.



- 5.1 Refer to the map above and identify the World Heritage Sites labelled **A** and **B**. As your answer, write the letter and the name of the site. (2 x 1) (2)
- 5.2 Give the main reason why specific heritage sites in a country are selected to be placed on the World Heritage List and awarded World Heritage status by UNESCO. (2)
- 5.3 The World Heritage Site labelled **D** has been included on the World Heritage List as a natural site.  
Explain why UNESCO considers this World Heritage Site to be in the interests of the international community and needs to be protected and preserved for future generations. (2 x 2) (4)
- 5.4 Comment on why the World Heritage Site labelled **C** on the map is regarded by UNESCO as “bearing unique or at least exceptional testimony to a cultural tradition or to a civilisation which has disappeared”. (2 x 2) (4)

**[12]**

**QUESTION 6**

Study the picture and the background information in the extract to answer the questions that follow.



From only 3 million foreign visitors in 1993 to 13 million in 2012, South Africa has grown immensely since democracy was established 21 years ago in 1994, but further growth is essential if tourism is to make a meaningful impact on job creation and GDP growth.

On-going research and analysis is done to support critical choices on which market segments have to focus and how to activate growth through marketing and brand positioning.

S.A. Tourism has identified Africa and the Middle East, Europe, America and UK, Asia and Australasia as the four core market segments of its international marketing initiative.

[Adapted from: <http://www.southafrica.net>]

- 6.1 Define the concept "*core market*". (2)
- 6.2 State the TWO main objectives of S.A. Tourism in marketing South Africa as a tourist destination. (2 x 2) (4)
- 6.3 Give TWO examples of international below-the-line platforms used by S.A. Tourism to interact and communicate with the tourism industry and to generate interest in South Africa as a destination. (2 x 1) (2)
- 6.4 Give your opinion on the value of a branding logo as a strategy to market South Africa as a destination of choice. (2)
- 6.5 Explain the role of TOMSA in assisting S.A. Tourism to market South Africa as a preferred tourist destination. (2 x 2) (4)

**[14]**

**TOTAL SECTION C: 50**

## SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 7

Study the *Tsogo Times* front page newspaper article and answer the questions that follow.

<h1>THE TSOGO TIMES</h1>	
<small>www.tsogosun.com    SOUTHERN AFRICA'S PREMIER GAMING, HOTEL AND ENTERTAINMENT GROUP NEWSPAPER</small>	
<h2>TSOGO SUN LISTED AS ONE OF SA'S TOP EMPLOYERS</h2>	
Conditions of employment	Code of conduct
<p>Tsogo Sun Group, South Africa's leading hotels, gaming and entertainment company, has been certified as one of South Africa's best employers for 2012/13. The research indicated that Tsogo Sun Group is the leading employer in the hospitality industry.</p> <p>"We understand that human capital is the fuel that drives the asset. To this end we source the best people, and then reward and retain them, and remove any stumbling blocks which may stop them from reaching their full potential" – Marcel von Aulock, CEO Tsogo Sun.</p> <p>Rigorous attention to providing outstanding working conditions, fair and equitable remuneration, good benefits, a stylish working environment and good training and development opportunities, resulted in the Tsogo Sun Group's improved ranking from 8<sup>th</sup> place in the 2010/11 index to 3<sup>rd</sup> place in 2012/13.</p>	<p>The group has a code of conduct which underpins its business practices. All staff are expected to adhere to this code. It provides guidance and clarification on matters such as conflicts of interests, acceptance and giving of donations and gifts, the compliance with laws and the confidentiality of group confidential information.</p> <p>All employees are expected to act in a manner that is:</p> <ul style="list-style-type: none"> <li>• Transparent, honest and truthful</li> <li>• Committed to honouring its legal and moral obligations</li> <li>• Committed to upholding the highest standards of ethics</li> <li>• Respectable and responsible</li> </ul>
	

- 7.1 It is essential that all employees of Tsogo Sun are aware of, and adhere to, their conditions of employment.

Quote a sentence from the extract that indicates that Tsogo Sun is willing to invest in their employees in order to ensure that they deliver excellent service to their guests.

(2)

- 7.2 Tsogo Sun is committed to providing outstanding working conditions for their staff. The hospitality industry is, however, a challenging industry for staff members.

Deduce TWO difficult conditions that employees in the hospitality industry are required to work under.

(2 x 1)

(2)

- 7.3 Tsogo Sun is very specific about the expectations of their employees in their code of conduct.

Discuss the value of a code of conduct for employers and employees in the hospitality industry.

(2 x 2)

(4)

- 7.4 The images in the newspaper article indicate that Tsogo Sun portrays a professional image of its company and staff.

Predict how this professional image can assist in attracting potential clients.


(2 x 1)

(2)

**[10]**

## QUESTION 8

Study the *Tsogo Times* back page newspaper article and answer the questions that follow.

<h1>THE TSOGO TIMES</h1>	
<a href="http://www.tsogosun.com">www.tsogosun.com</a>	SOUTHERN AFRICA'S PREMIER GAMING, HOTEL AND ENTERTAINMENT GROUP NEWSPAPER
<h2>SUNcares INITIATIVE LAUNCHED</h2>	
<h3>Corporate Social Investment</h3> <p>Tsogo Sun has a commitment to use its resources, experience and geographical footprint within the gaming, hospitality and entertainment industry to provide the platform for projects that achieve lasting results. To lead social projects that create lasting change in South Africa, Tsogo Sun has launched the SUNcares initiative. SUNcares is an initiator for change through sport, performing arts, hospitality training and consideration for the environment. SUNcares creates social change in communities through the following Academies and Programs:</p>	<h3>SUNcares Performing Arts Academy</h3> <p>Tsogo Sun has been a major role player in the revival of Theatrical Arts in South Africa through its over R250 million investment in theatre infrastructure at Montecasino and Gold Reef City. The SUNcares Performing Arts Academy was created to provide school going children in rural schools with extracurricular activities that encourage and promote the performing arts.</p> <p>Through the investments made in bringing theatrical productions to South African shores, Tsogo Sun has contributed to job creation in the Performing Arts industry.</p>
<h3>SUNcares Sports Academy</h3> <p>The SUNcares Sports Academy is active in ensuring that school going children in rural areas surrounding Tsogo Sun's casinos are given the opportunity to participate in extracurricular sports whilst at the same time being educated in various life skills programs. Tsogo Sun has partnered with the Dept. of Education, SAFA, Lions Rugby Club, Dolphins Cricket, local business and communities to create the SUNcares Sports Academy. To date the SUNcares Sports Academy has over 1 300 children enrolled in Soccer, Rugby and Swimming programs.</p>	<h3>SUNcares Environmental Program</h3> <p>Through its SUNcares Environmental Program, Tsogo Sun ensures that it supports the well-being of our planet and communities. Tsogo Sun has achieved measurable results with regards to water use reduction, reduction in energy consumption, improved waste recycling and community greening and sustainability.</p>
	

8.1 SUNcares is the vehicle whereby Tsogo Sun implements its corporate social investment (CSI) programme.

8.1.1 Explain what is meant by the term *corporate social investment (CSI)*. (2)

8.1.2 Identify the THREE components of the CSI programme and explain how each of these components assists Tsogo Sun in fulfilling their CSI obligations. (3 x 2) (6)

8.1.3 Evaluate what the benefit of the afore-mentioned CSI programme can be to Tsogo Sun. (2 x 1) (2)

8.2 Tsogo Sun practises a sustainable business approach.

Discuss this statement by referring to the THREE pillars of sustainable tourism and indicating how Tsogo Sun adheres to each pillar. (3 x 2) (6)

8.3 Suggest TWO ways in which Tsogo Sun can attract environmentally conscious tourists to its establishments. (2 x 2) (4)

**[20]**

**TOTAL SECTION D: 30**



## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

### QUESTION 9

9.1 Study the newspaper clippings and answer the questions.



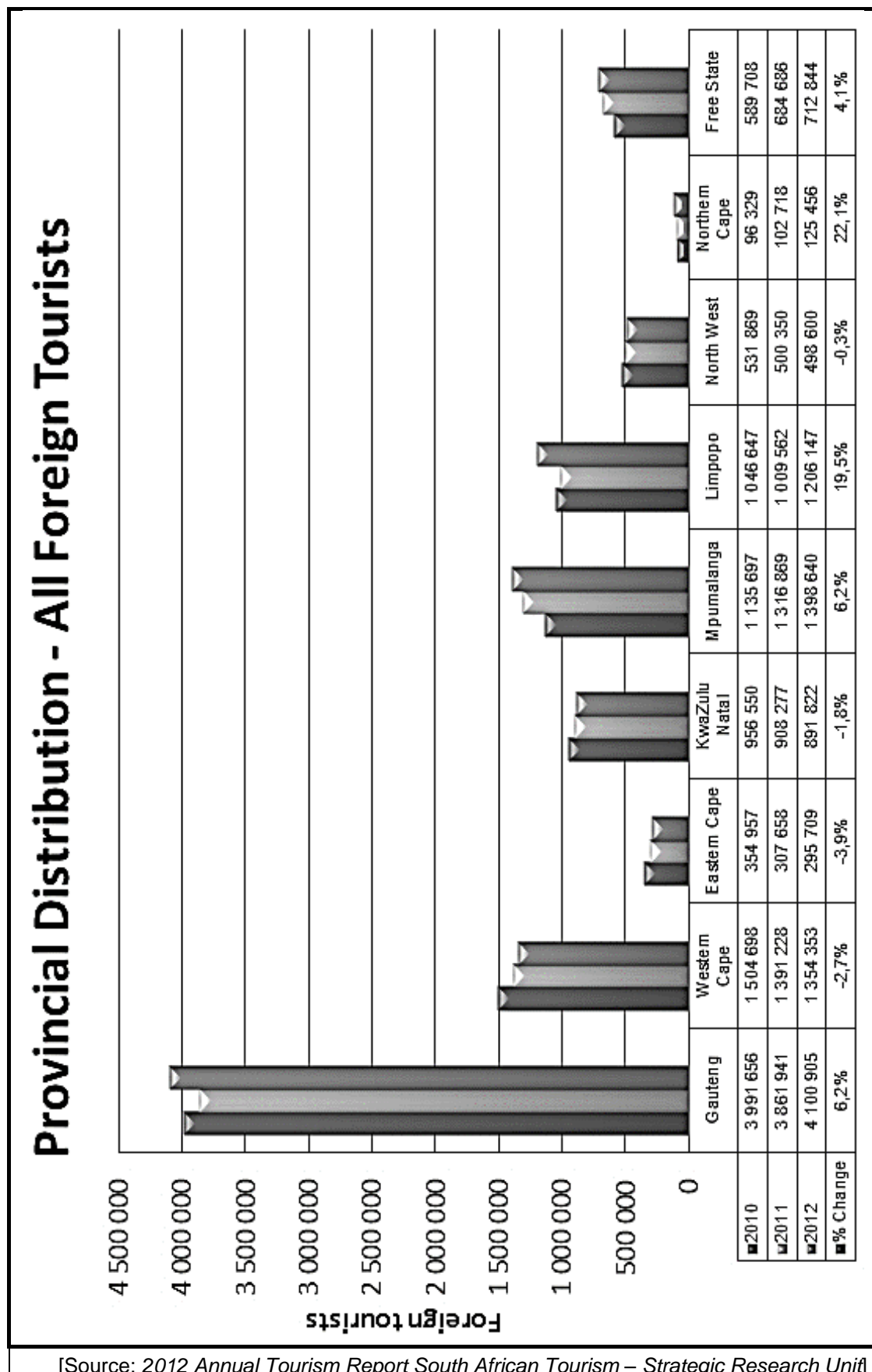
9.1.1 The unforeseen occurrence in the newspaper clip labelled **A** had a devastating effect on tourism in the Philippines.

- (a) Define the concept *unforeseen occurrence*. (1)
- (b) Give your opinion on how the Philippines typhoon negatively affected tourists visiting the country during the disaster. (2 x 2) (4)

9.1.2 Community opposition is only one of a range of potential risks for a country hosting a global event.

Suggest TWO possible reasons why the Brazilian citizen in the newspaper clip labelled **B**, was protesting against the FIFA World Cup being hosted by her country. (2 x 2) (4)

- 9.2 Study the bar graph on the provincial distribution of all foreign tourists in South Africa and answer the questions that follow.



- 9.2.1 Name any TWO provinces that have experienced a continual increase in the number of foreign tourist visits from 2010 to 2012. (2 x 1) (2)
- 9.2.2 Identify and name the TWO provinces that showed the biggest decline in the number of foreign tourist visits in 2012 compared to 2011. (2)
- 9.2.3 (a) Determine which of the two provinces, Gauteng or Limpopo, had the highest growth in the number of foreign tourist visits in 2012 compared to 2011. (1)
- (b) Provide reasons for your answer to QUESTION 9.2.3(a). (2 x 1) (2)
- 9.2.4 Explain why it is important for South African Tourism to consult and interpret statistics relating to foreign tourist arrivals. (1 x 2) (2)
- 9.3 Study the example of a form of payment that is available to international travellers and answer the questions that follow.




- 9.3.1 Give another term that is also used to refer to a world currency card. (2)
- 9.3.2 Explain why it would be to the advantage of an international traveller to choose the payment option in QUESTION 9.3.1, instead of a credit card. (1 x 2) (2)

**[22]**

**QUESTION 10**




Study the summary of service feedback received from 50 hotel guests as reflected below and answer the questions that follow.



# Hotel Felix

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For each item listed below, please tell us how well we met your expectations.

RESERVATION, ROOM SERVICE AND RECEPTION	Better than expected 	As expected 	Less than expected 
Friendliness / helpfulness of reception staff	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Efficient room service	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Efficient check-in at reception counter	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Efficient check-out at reception counter	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

- 10.1 Identify the feedback method used by Felix Hotel to determine customer satisfaction. (1)
- 10.2 Suggest TWO reasons why the management of the Felix Hotel regard it as important to determine their guests' service experience. (2 x 2) (4)
- 10.3 10.3.1 Determine the service provision area in Felix Hotel that gives the most problems and needs immediate attention from the management. (1)
- 10.3.2 Propose TWO intervention strategies that the management of Felix Hotel could implement to rectify the service provision problem in QUESTION 10.3.1. (2 x 1) (2)
- [8]**

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**