



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2019**

**TOURISM  
(Deaf)**

**MARKS: 200**

**TIME: 3 hours**



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This question paper has 25 pages.

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## INSTRUCTIONS

Read the instructions carefully before answering the questions.

1. This question paper has 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. In QUESTIONS 3.1.1, 3.1.2 and 3.1.3 round off your answer to TWO decimal places.
6. Show ALL calculations where required(needed).
7. Write neatly and legibly(neatly).
8. The following table is a guide to help you allocate(share) your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30 marks	30 minutes
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30 marks	30 minutes
	10	Communication and Customer Care		
		<b>TOTAL:</b>	<b>200</b>	<b>180</b>

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

1.1 Various(different) options(answers) are provided(given) as possible(right) 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 The requirement, introduced in 2016 by the Department of Home Affairs, that parents visiting South Africa with a child had to produce this particular document had a negative impact(influence) on inbound tourism.

- A Passport
- B Health certificate
- C Unabridged birth certificate
- D IDP

1.1.2 This African travel and outdoor show is held annually(yearly) in ...



- A Johannesburg and Durban.
- B Bloemfontein and Durban.
- C Cape Town and Bloemfontein.
- D Johannesburg and Cape Town.

1.1.3 An example of a CSI policy in a tourism business:

- A Offering(giving) bursaries to students who are planning to study Tourism
- B Informing(telling) staff members about the code of conduct of the business
- C Considering the effect that activities for tourists can have on the environment
- D Providing(giving) staff with uniforms

1.1.4 A form of payment that allows for convenient(correct) banking but requires(needs) access (way in) to the internet:

- A EFT
- B SWIFT
- C ATM
- D Bank draft

1.1.5 A symptom(sign) of malaria:

- A Swollen feet
- B Extreme (too much) tiredness
- C Yellow colour of the skin and eyes
- D Headaches, fever, pains in the muscles and joints

1.1.6 This icon is located(found) in:



- A China
- B Thailand
- C Jordan
- D India

1.1.7 Which of the following is the LEAST likely to reflect(show) the professional image(picture) of a company?

- A Physical appearance of the business
- B Number of staff members
- C Customer service policies
- D Stationary and marketing material

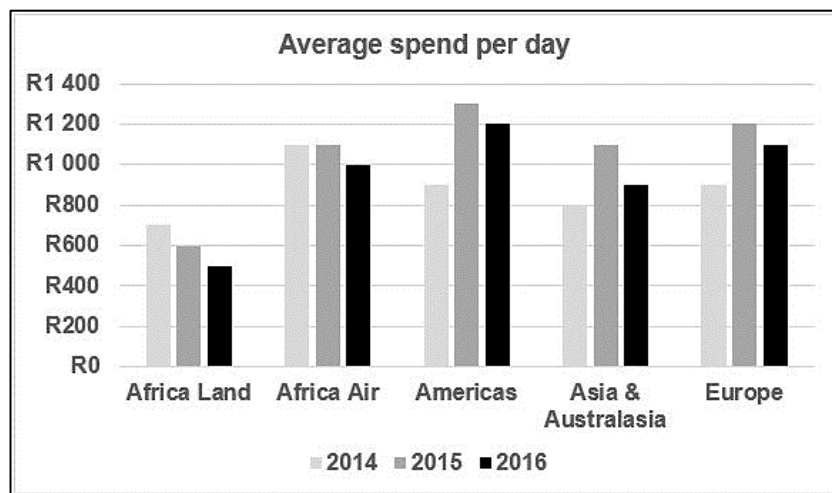
1.1.8 ... will contribute to universal accessibility for tourists at an attraction.

- A The installation(fitting) of fire alarms
- B The introduction of Braille signage
- C The non-availability of sliding doors
- D The removal of elevators

1.1.9 The \$ is the currency that must be exchanged when travelling to ...

- A Paris.
- B Harare.
- C Beijing.
- D London.

- 1.1.10 The #Khomani Cultural Landscape World Heritage Site is located(placed) at the South African border with ...
- A Namibia.
  - B Namibia and Botswana.
  - C Lesotho.
  - D Zimbabwe and Botswana.
- 1.1.11 The time in New York, USA (-5) when the clock strikes 00:00 at New Year in Port Elizabeth, South Africa (+2) on 1 January:
- A 18:00
  - B 07:00
  - C 17:00
  - D 06:00
- 1.1.12 The graph showing the average spend per day by tourists visiting South Africa during quarter 4 for the period 2014 to 2016 indicates(shows) the following trend:



- A All markets showed a consistent(unchanging) growth in the average spend per day by tourists
  - B The average spend per day by tourists from the European market was consistently(always) the highest
  - C All markets showed a consistent(unchanging) decline(drop) in the average spend per day by tourists
  - D African Land Markets showed a steady(unchanging) decline(fall) in the average spend per day by tourists
- 1.1.13 A disease that cannot be prevented by vaccination(injection):
- A Bilharzia
  - B Yellow Fever
  - C Hepatitis A
  - D Hepatitis B

- 1.1.14 Portugal's most popular region for holidaymakers:
- A Segovia
  - B The Parthenon
  - C The Algarve
  - D The Riviera
- 1.1.15 The airline grounded by South African Civil Aviation Authority in May 2018 due to safety issues with nine of its aircraft:
- A SAA
  - B SA Airlink
  - C SA Express
  - D FlySafair
- 1.1.16 The Comrades Marathon is closely associated with this city:
- A London
  - B Pietermaritzburg
  - C New York
  - D Cape Town
- 1.1.17 The first consideration for a travel agent when planning an itinerary(schedule):
- A Travel documents
  - B Luggage and clothing
  - C Logical route planning
  - D Compiling(collecting) a tourist profile
- 1.1.18 The last step in an analysis(investigation) to determine (find out) the trend in customer feedback(response):
- A Decide on an action plan
  - B Capture(gain) and study the feedback(response)
  - C Launch (start on) the intervention process
  - D Determine (find out) common complaints
- 1.1.19 When wanting to drive a vehicle in a foreign country a traveller must obtain(have) a ... before leaving his/her country.
- A health certificate
  - B IDL
  - C travel allowance(payment)
  - D IDP

1.1.20 This world icon is famous (well known) for its layered bands of red rock revealing(showing) millions of years of geological history:

- A The Grand Canyon
- B Mount Everest
- C Machu Picchu
- D Petra

(20 x 1) (20)

1.2 Choose the name of a world icon provided(given) in the list below that best completes the descriptions. Write only the name of the world icon next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

The Dome of the Rock, Black Forest; Jungfrau-Aletsch; Ayers Rock; Blue Mosque; Mecca; Wailing Wall; Berlin Wall

1.2.1 This popular (well known) attraction that features(shows) a cascade (flow)of domes and six slender minarets(pillars) is closed to non-worshippers during the six daily prayer times

1.2.2 The remains (whats left) of a physical barrier (stumbling block) that symbolised(shows) the division between democracy and communism and lack of freedom during the Cold War

1.2.3 A mountainous region in south west Germany famous (well known) for its picturesque(attractive) villages and the production of cuckoo (unusual)clocks

1.2.4 A place of prayer and pilgrimage(visit) sacred(holy) to the Jewish people

1.2.5 This protected area is home to the largest and longest glacier in the Swiss Alps (5 x 1) (5)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1–1.3.5) in the ANSWER BOOK.

1.3.1 When a traveller exchanges foreign currency in preparation for a holiday, the bank will do the transaction using the (BBR/BSR).

1.3.2 When money filters(gets) through the economy of a region/country benefitting (helping)VARIOUS(different) organisations this is known as the (multiplier effect/GDP).

1.3.3 (Tokyo, Japan/Paris, France) will host the 2020 Summer Olympic Games.

1.3.4 Mapungubwe Cultural Landscape World Heritage Site is located(situated/placed) in (Gauteng/Limpopo).






1.3.5 Visa and MasterCard are financial service corporations that (issue credit and debit cards/provide(give) international payment networks). (5 x 1) (5)

- 1.4 Choose a word(s) from COLUMN B that best matches the description in COLUMN A. Write only the letter (A–G) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A		COLUMN B	
1.4.1	Tourism businesses buy goods from manufacturers and suppliers in their area	A	Cholera
1.4.2	A South African service (giving) accurate(correct) information to promote economic growth and development	B	Requirement for visa application
1.4.3	Proof that the traveller is able to support himself in the country that he is visiting	C	South African Tourism
1.4.4	Assists in promoting South Africa as a choice destination (end point) both locally and internationally	D	Local procurement
1.4.5	A disease transmitted (spread) by contact with the bodily fluids of an infected(sick) person	E	Stats SA
		F	ITB
		G	HIV/Aids

(5 x 1) (5)

- 1.5 Study the images(pictures) and indicate(show) whether each of the products is regarded(seen) as duty free goods, goods to declare (speak out) or prohibited (not allowed) goods.

1.5.1	 Cannabis/Dagga
1.5.2	 Perfume
1.5.3	 Automatic weapon
1.5.4	 150 cigarettes
1.5.5	 Endangered(cause danger) animals

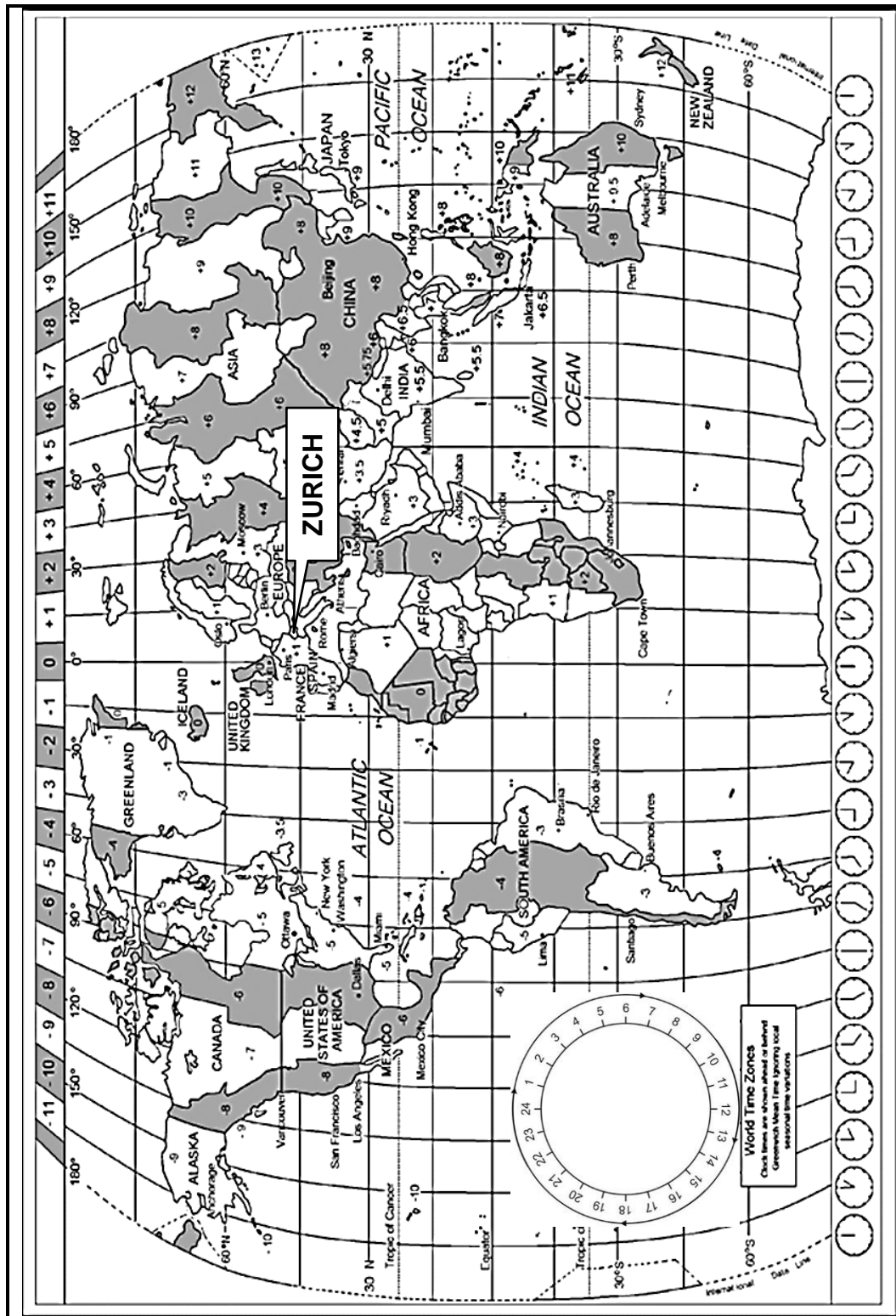
(5 x 1) (5)

**TOTAL SECTION A: 40**

## SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE




### QUESTION 2

- 2.1 Study the World Time Zone Map below, read the information given and answer the questions that follow.



The World Travel and Tourism Council hosted<sub>(held)</sub> the Global Summit in Seville, Spain on 3 and 4 April 2019. Delegates<sub>(people)</sub> (Representatives) from many countries travelled to Spain to attend this Global Summit. The South African delegates<sub>(people)</sub> flew to Madrid, Spain. In Madrid they met with the representatives<sub>(people)</sub> from England who flew from London. Thereafter, both groups of delegates<sub>(people)</sub> travelled by train from Madrid to Seville. The 530 km train trip took 5 hours and 20 minutes.

2.1.1 Study the schematic representation of the itinerary<sub>(schedule/timetable)</sub> of the visitors from England and answer the question.






London, England	 02h25m Flying time	Madrid, Spain
		
London 1 April Time: 11:35 Flight IB3169		Madrid 1 April Time: ? Flight IB3169

The delegates<sub>(people)</sub> from England departed <sub>(left)</sub> from Heathrow International Airport in London on their trip to Spain. Calculate the arrival time of flight IB3169 in Madrid if the flying time of their non-stop flight was 02h25m.

Remember that European countries were practicing Daylight Savings Time at the time of the flight.  
Show ALL calculations.

(4)

2.1.2 Study the schematic representation of the itinerary<sub>(schedule/timetable)</sub> of the visitors from South Africa and answer the questions.

Johannesburg, South Africa	 13h10m			Madrid, Spain
		Layover (waiting time before the next flight) 00h50m		
Johannesburg 1 April Time: ? Flight LX289	Zurich 2 April Time: 06:10+		Zurich 2 April Time: 07:00 Flight LX2020	Madrid Date: ? Time: ?

(a) The delegates<sub>(people)</sub> from South Africa departed<sub>(left)</sub> from Johannesburg, South Africa to Zurich, Switzerland en route<sub>(way)</sub> to Madrid, Spain. Their flight time from Johannesburg, South Africa to Zurich, Switzerland was 10h45m. Their arrival time in Zurich was indicated<sub>(shown)</sub> as 06:10+. Calculate the departure <sub>(set off)</sub> time of their flight from Johannesburg.

Remember that European countries were practicing Daylight Savings Time at the time of the flight. Show ALL calculations.

(4)

- (b) On the second leg of their journey the South African delegates<sub>(people)</sub> departed<sub>(left)</sub> from Zurich, Switzerland as indicated<sub>(shown)</sub> in the diagram. The flying time of flight LX2020 was 2h15m. Calculate the arrival time and date of their flight in Madrid.

Remember that European countries were practicing Daylight Savings Time at the time of the flights.  
Show ALL calculations.

(4)

- 2.1.3 Upon their arrival in Madrid the South African delegates<sub>(people)</sub> could have suffered from jet fatigue<sub>(tiredness)</sub> after their 13h10m trip.

- (a) State ONE symptom<sub>(sign)</sub> of jet fatigue<sub>(tiredness)</sub>. (1)

- (b) Explain ONE cause of the travel induced condition referred to in QUESTION 2.1.3 (a). (2)

- 2.1.4 Study the information and diagrams and use the data<sub>(information)</sub> given to provide<sub>(give)</sub> the information required<sub>(needed)</sub>.

- (a) List the nationalities of the delegates<sub>(people)</sub> mentioned. (2)

- (b) Identify<sub>(find)</sub> the type of tourist that visited the Global Summit. (1)

- (c) Name TWO modes of transport that the delegates<sub>(people)</sub> made use of en route<sub>(way)</sub> to the Global Summit in Seville, Spain. (2)

- (d) Suggest the type of accommodation that the delegates<sub>(people)</sub> most likely made use of while in Seville. Motivate<sub>(give reasons)</sub> your answer. (3)

- (e) Explain the meaning of the “+” printed next to the arrival time (06:10) of flight LX289 in Zurich. (2)

- 2.1.5 State TWO travel documents that the South African delegates<sub>(people)</sub> had to produce on their arrival in Europe. (2)

- 2.1.6 One of the South African delegates<sub>(people)</sub> took six bottles of the finest (best) South African wine as gifts for representatives from other world countries.

- (a) Identify<sub>(find)</sub> the channel that he should have entered on arrival at customs. (1)

- (b) Motivate<sub>(give reasons)</sub> your answer to QUESTION 2.1.6 (a). (2)

- 2.1.7 Safety remains a major(big) concern when travelling internationally.

Advise the South African delegates(people) about TWO considerations(things) they should take into account at the train station while waiting at the station for their train from Madrid to Seville. (2 x 2)

(4)  
[34]

### QUESTION 3

- 3.1 Study the information and the forex table below and answer the questions.

Mr Dlepu from King William's Town is going on a business trip to England and France. He will be exchanging R20 000,00 for his visit to England and R15 500,00 for his visit to France.

Tourism region	Currency code	BBR	BSR
United Kingdom	GBP	17,66	18,36
European countries	EUR	15,88	16,47

- 3.1.1 Calculate the amount in pounds that Mr Dlepu will receive when he exchanges the R20 000,00 for his trip to England.

**NOTE:** Round off your answer to TWO decimal places.  
Show ALL the steps of your calculation. (3)

- 3.1.2 Calculate the amount of foreign currency that Mr Dlepu will have at his disposal while in France after exchanging R15 500,00.

**NOTE:** Round off your answer to TWO decimal places.  
Show ALL the steps of your calculation. (3)

- 3.1.3 On his return, Mr Dlepu has €25 to exchange for rands. Calculate the amount he will receive.

**NOTE:** Round off your answer to TWO decimal places.  
Show ALL the steps of your calculation. (3)

3.2 Study the table below and answer the questions.

Exchange rate: ZAR to Euro	
December 2016	14,44
December 2017	14,77
December 2018	16,27

3.2.1 (a) Identify<sub>(find)</sub> the year in which the rand was the weakest in relation to the euro. (1)

(b) Motivate <sub>(give reasons)</sub> your answer to QUESTION 3.2.1 (a). (2)

3.2.2 Refer to your answer to QUESTION 3.2.1 (a) and discuss the effect that the trend mentioned could have on inbound tourism from European countries to South Africa. (4)

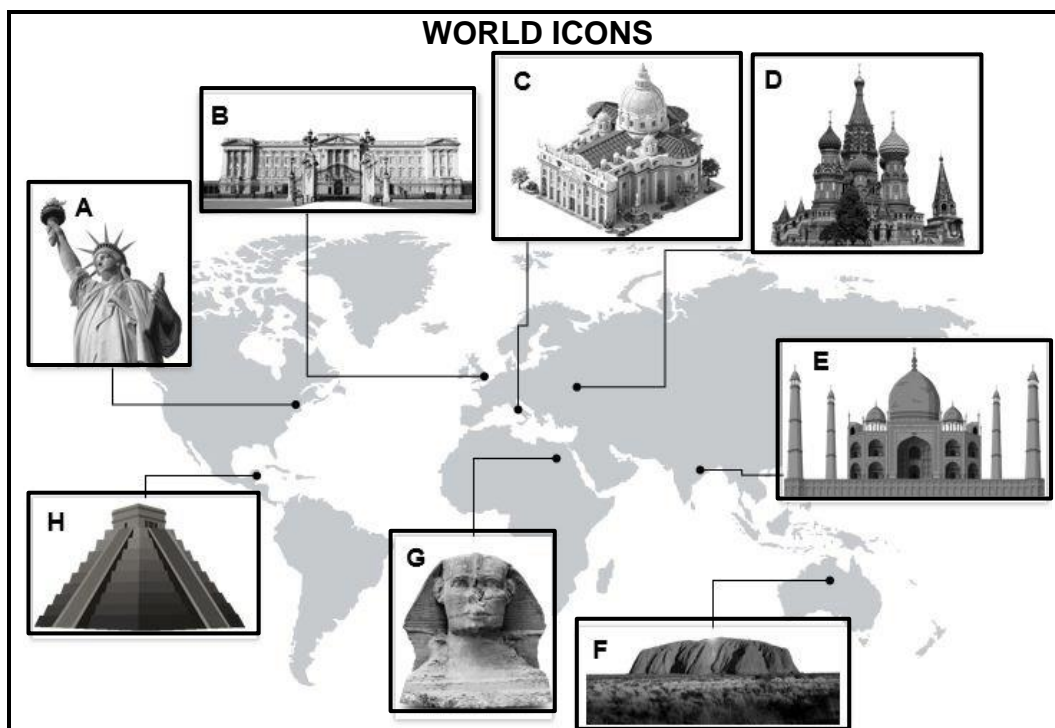
**[16]**

**TOTAL SECTION B: 50**

## SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

### QUESTION 4

4.1 Study the world icon map and answer the questions.



4.1.1 Give the official names of the icons(pictures) labelled **A**, **B**, **E**, **F**, **G** and **H**.

(6 x 1) (6)

4.1.2 Name the countries in which the icons(pictures) labelled **C** and **G** are located(placed).

(2 x 1)

(2)

4.1.3 Name the cities, towns or areas in which the icons(pictures) labelled **E**, **F** and **H** are located(placed).

(3 x 1)


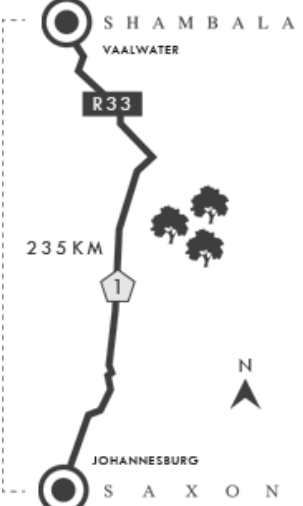




(3)

4.1.4 Give the official names of the icons(pictures) labelled **C** and **D** where, when visiting, tourists will be able to see the cathedrals(churches).

(2 x 1)

(2)

4.2 Study the information brochure and answer the questions.

 <p><b>SHAMBALA PRIVATE GAME RESERVE</b></p>	 <p><b>Getting there:</b></p> <p>Distance: 235 km</p> <p>By car: 2½ hours</p> <p>By helicopter: 55 min</p>
 <p><b>WORLD TRAVEL AWARDS</b></p> <p><b>World's leading Private Game Reserve 2013 to 2018</b></p>	
	<p><b>SAFARI AND EXPERIENCES</b></p> <ul style="list-style-type: none"> <li>▪ Big Five interaction</li> <li>▪ Game drives</li> <li>▪ Bush picnics</li> <li>▪ Bush walks</li> <li>▪ Game research</li> <li>▪ Sundowner cruises</li> <li>▪ Stargazing</li> <li>▪ Fishing</li> <li>▪ Quad biking</li> </ul>
<p><b>ZULU CAMP</b></p> <ul style="list-style-type: none"> <li>▪ Luxury chalets</li> <li>▪ Our chefs create superb dishes, tailored to your preferences.</li> <li>▪ Your personal butler is on hand to assist you at all times.</li> </ul>	
	<p><b>SHAMBALA SPA</b></p> <ul style="list-style-type: none"> <li>▪ The Spa is open from 08:00 until 20:00.</li> <li>▪ The Spa has two treatment rooms and a deck with a view of the surrounding bush.</li> </ul>

[Adapted from [www.shambalapivategamereserve.co.za](http://www.shambalapivategamereserve.co.za)]

4.2.1 Give ONE example from the brochure to highlight Shambala Private Game Reserve's sustainable(maintainable) and responsible management plans. (2)

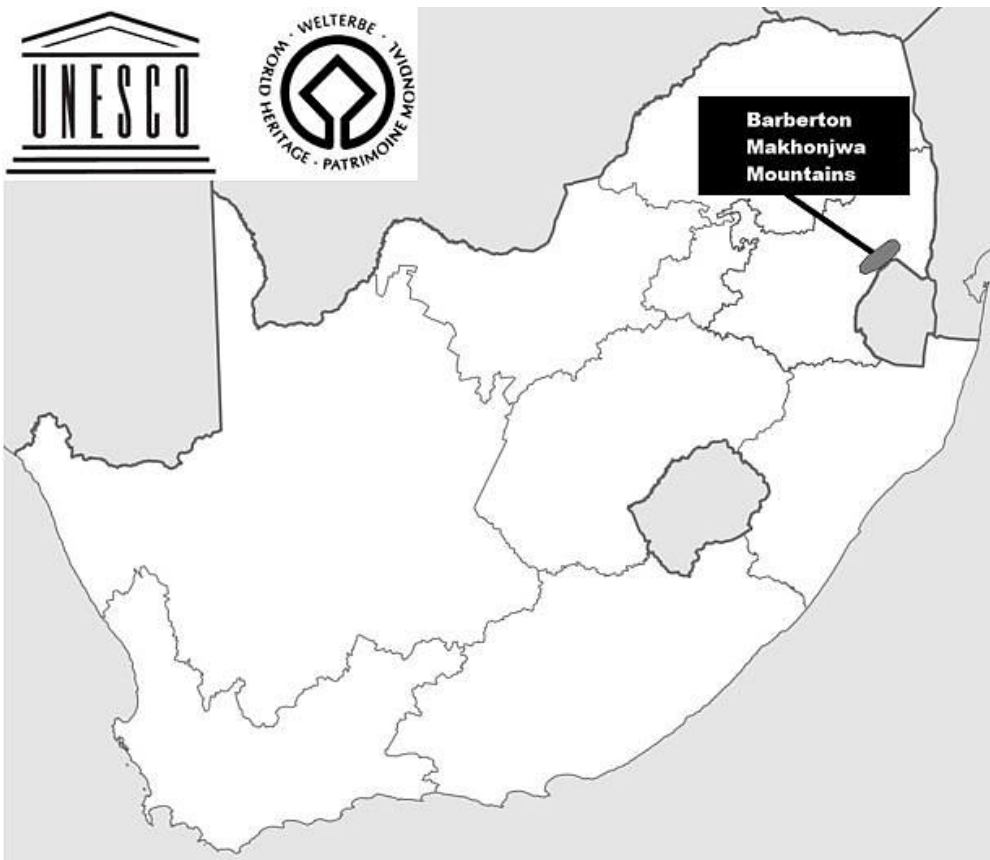
4.2.2 Write a paragraph in which you demonstrate(show) how the provision of a positive visitor experience has contributed to Shambala receiving numerous World Travel Awards. (4 x 2) (8)

**[23]**

**QUESTION 5**

Study the map and information and answer the questions.

**SOUTH AFRICA'S TENTH WORLD HERITAGE SITE**



Situated(placed) in north eastern South Africa, the Barberton Makhonjwa Mountains World Heritage Site is one of the world's oldest geological structures, with volcanic and sedimentary(sandy) rock dating back 3,5 billion years – around the time when the first continents were starting to form on the primitive(beginning) Earth. Despite the rocks being billions of years old they are so well preserved (well looked after) that their fossils faithfully record ( the earliest bacterial life forms on the planet.

Along with their exceptional geology, the area is rich in wild plants, animals and beautiful scenery(background). The several large and small nature reserves and the panoramic beauty, provide(give)the key elements needed for developing diverse(differences) and innovative(developed) tourism partnerships and businesses.

[Adapted from [www.africageographic.com](http://www.africageographic.com)]

- 5.1 Identify(find) the province where the Barberton Makhonjwa Mountains, South Africa's newest World Heritage Site, is located(situated). (1)
- 5.2 State the type of world heritage site that UNESCO has proclaimed(announced) at the Barberton Makhonjwa Mountains. (2)

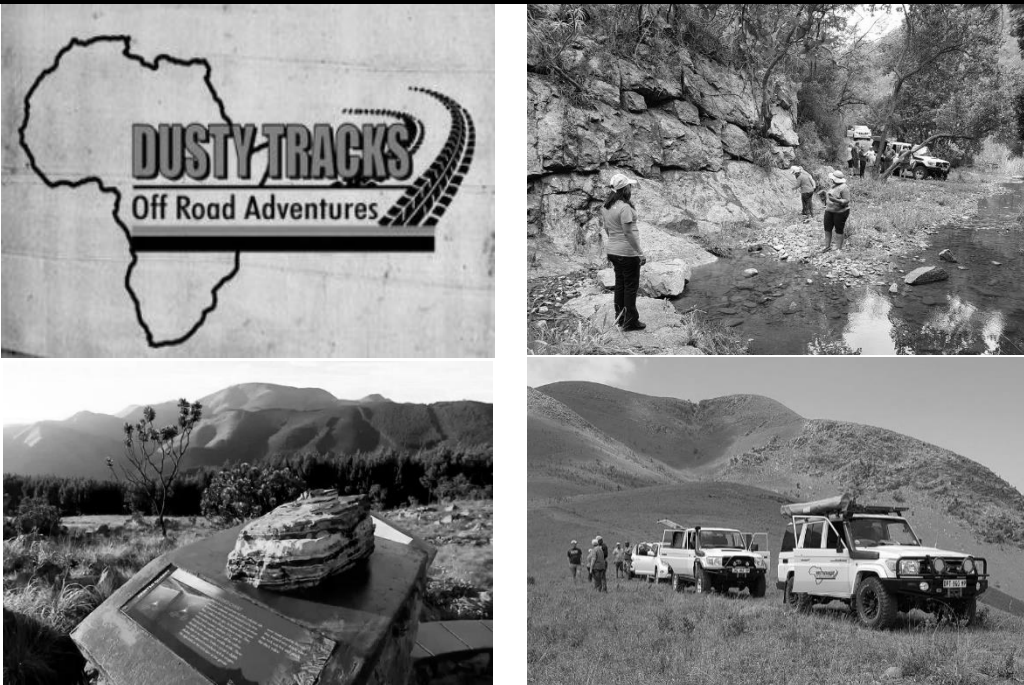
- 5.3 Examine the extract taken from UNESCO's selection criteria for a site to be included on the World Heritage List.

**Criterion vii:** "To contain superlative(best) natural phenomena or areas of exceptional(best) natural beauty and aesthetic importance."

**Criterion viii:** "To be outstanding (wonderful)examples representing major stages of earth's history, including the record of life, significant(important) on-going geological processes in the development of landforms or significant (important)geomorphic or physiographic features."

[Source: [www.whc.unesco.org](http://www.whc.unesco.org)]

- 5.3.1 Identify (find out) the criterion(standard) that was met by the Barberton Makhonjwa Mountains World Heritage Site. (2)
- 5.3.2 Explain TWO ways in which the Barberton Makhonjwa Mountains successfully meets the UNESCO selection criterion(standard) identified in QUESTION 5.3.1. (2 x 2) (4)
- 5.4 Study the pictures and information. Answer the question that follows.



Dusty Tracks Off Road Adventures offers(gives) scenic(attractive), adventure, birding, history, cultural, geological and 4 x 4 tours. Barberton has a Geo-trail in the proclaimed (announced)world heritage site and expert(skilled) guides can be arranged for tours including an in-depth history and geology of the area.

[Adapted from [www.dustytracks.co.za](http://www.dustytracks.co.za)]

- 5.4.1 Discuss how the proclamation(announcement) of the Barberton Makonjwa Mountains World Heritage Site will result in sustainable(mantainable) growth for Dusty Tracks Off Road Adventures and its tourism partners in the Barberton area. (2 x 2) (4)

[13]

## QUESTION 6

Study the article below and answer the questions.

### SOUTH AFRICAN TOURISM AND KLM USE TAXIS TO 'DRIVE' TOURISM IN UNITED KINGDOM (UK)



South African Tourism has partnered with KLM Royal Dutch Airlines (KLM) to drive tourism to South Africa.


The latest of South African Tourism's out-of-home marketing campaigns will see 100 UK taxis, decorated with striking (noticeable) pictures of South Africa's iconic wildlife, travelling around the cities of Birmingham, London, Manchester and Newcastle, during the month of April 2018. The campaign is aimed at promoting one of SA's most sought-after holiday experiences – spotting the Big 5 while on safari.

Through this initiative, KLM aims at highlighting (showing off) its daily service to Johannesburg, South Africa's main gateway, via Amsterdam from Newcastle, Manchester, Birmingham and London.

[Adapted from [www.tourismupdate.co.za](http://www.tourismupdate.co.za)]

- 6.1 Identify (find) the travel market segment (part) targeted (aimed) by South African Tourism in its United Kingdom marketing campaign. (2)
- 6.2 Explain how the UK campaign plays a key role in South African Tourism's global marketing strategy (plan). (2 x 2) (4)
- 6.3 Evaluate (assess) how South African Tourism's campaign partnership with KLM will advantage South Africa as a tourist destination. (2 x 2) (4)

6.4

Guest invoice example		
Accommodation	R1000	
1% tourism levy	R10,00	
Total	R1010	
VAT	R151,50	
<b>Grand Total</b>	<b>R1 161,50</b>	

Explain how the guest invoice example and TOMSA are linked to the South African Tourism campaign in the United Kingdom. (2 x 2) (4)

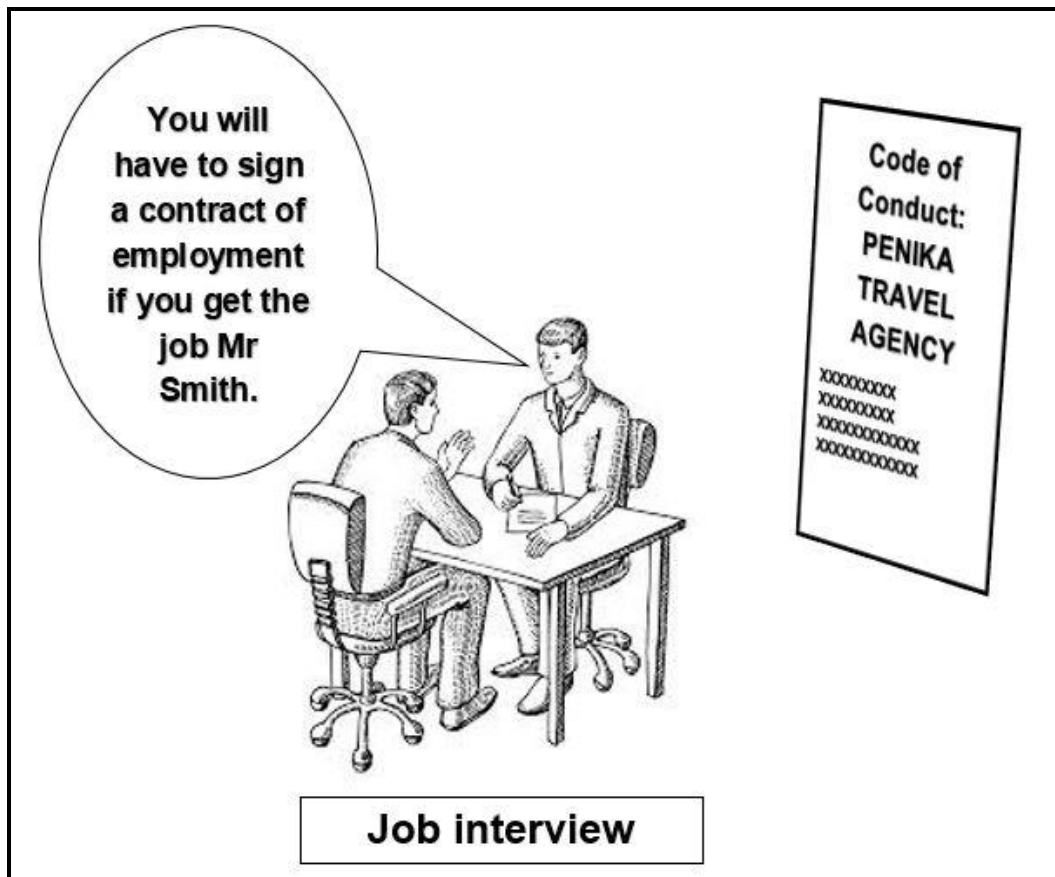
**[14]**

**TOTAL SECTION C: 50**

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

### QUESTION 7

Study the image(picture) below and answer the questions.



- 7.1 Explain to Mr Smith what a contract of employment(work) is. (2)
- 7.2 List THREE stipulations (terms) that could be included in Mr Smith's contract of employment(work). (3)  
x 1) (3)
- 7.3 On the office wall you will see a framed code of conduct for PENIKA's Travel Agency. Discuss the value of a code of conduct for a business. (2 x 2) (4)
- 7.4 Discuss, giving TWO reasons, the importance of the staff at PENIKA's Travel Agency presenting a professional image(picture) at all times. (2 x 2) (4)

[13]

## QUESTION 8

Read the case study and answer the questions.

### ONE OF A KIND HANDMADE PRODUCTS USING RECYCLED<sup>(used)</sup> TEA BAGS AS WORKS OF ART ORIGINAL-TEABAG DESIGNS<sup>(makes)</sup>

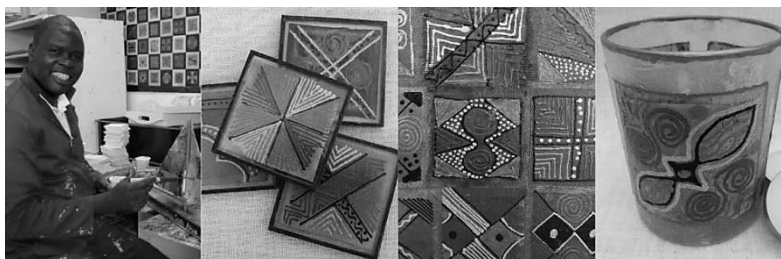
For a group of previously disadvantaged people in Hout Bay near Cape Town, South Africa, one cup of tea has provided<sup>(given)</sup> the community with excitement, financial security and hope.

ORIGINAL  
T BAG  
DESIGNS

Original Teabag Designs was started as a crafting<sup>(creating)</sup> and employment<sup>(work)</sup> project. Today, the project is an excellent example of waste reduction, employment creation for the poor and social upliftment through skills development and life skills support.

Original Teabag Designs offers<sup>(gives)</sup> a range of high quality, exclusive<sup>(special)</sup> handmade products by making use of used tea bags which are dried, emptied, ironed and then painted by local artists. The artists receive payment for every finished tea bag. These finished products are then attached to wooden trays, placemats, material items, wall decorations and many more.

Cape Town City Sightseeing's hop-on hop-off tour busses stop regularly at Original Teabag Designs business premises at Kronendal. Products are also available from a stall at the Craftmarket at the V&A Waterfront.



[Adapted from [www.tbagdesigns.co.za](http://www.tbagdesigns.co.za) and [resource.capetown.gov.za](http://resource.capetown.gov.za)]

- 8.1 Original Teabag Designs can be regarded as a business that practices responsible and sustainable<sup>(maintainable)</sup> tourism.

Write a paragraph in which you discuss this statement. In your paragraph pay attention to the following:

- Identify<sup>(find)</sup> the three pillars of sustainable<sup>(maintainable)</sup> tourism (3 x 1) (3)
- Link each of the three pillars of sustainable<sup>(maintainable)</sup> tourism to an example from the text to demonstrate (show) how Original Teabag Designs practices each of the pillars. (3 x 2) (6)

**NOTE:** In your paragraph you must indicate<sup>(show)</sup> to which pillar each of the examples given, links.

8.2 Explain how the local community could benefit should Original Teabag Designs apply(use) a local procurement strategy(plan) in their business. (2 x 2) (4)

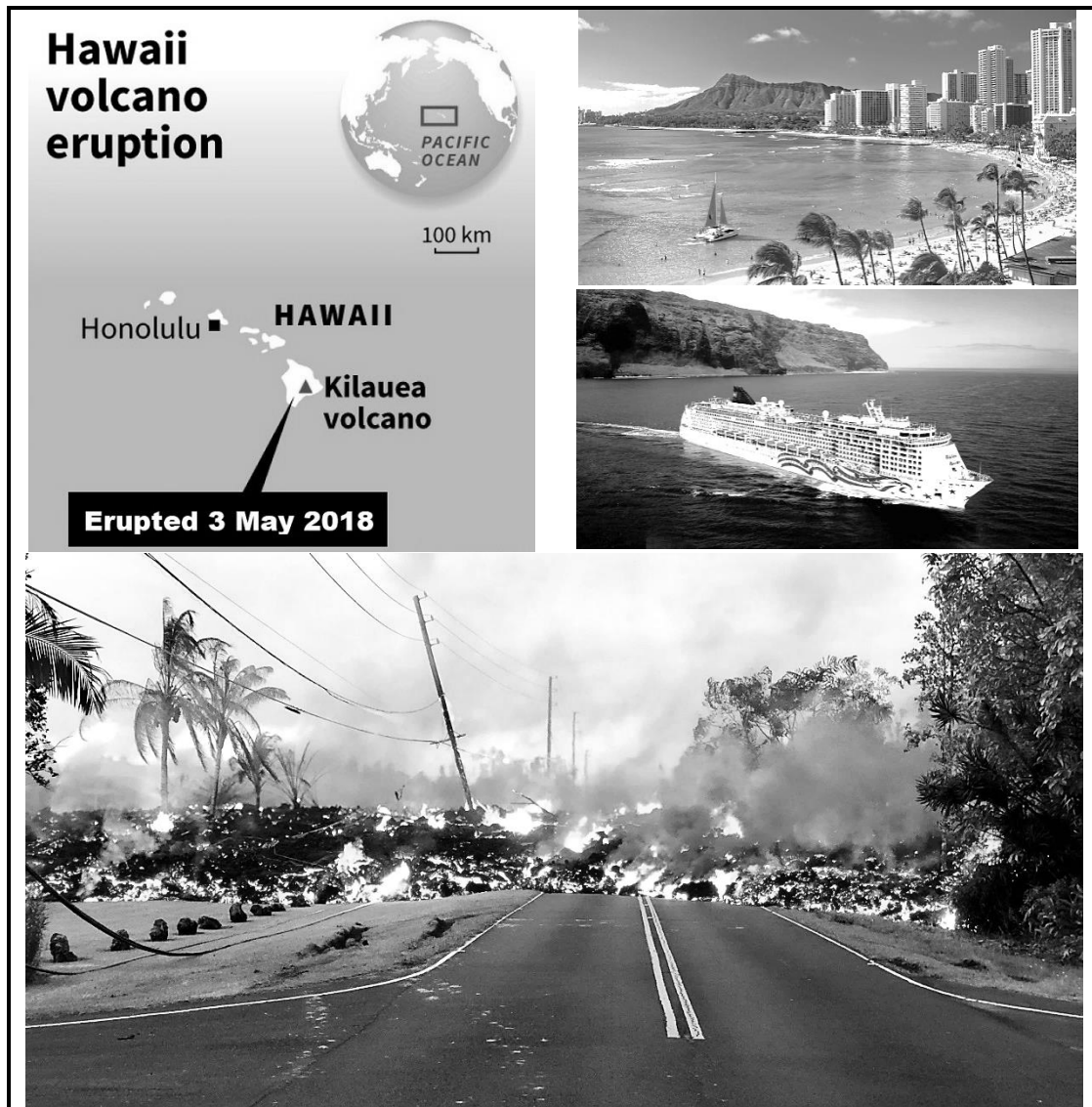
8.3 Suggest TWO strategies(plans) that Original Teabag Designs could implement to attract environmentally conscious tourists to visit the outlets (shops) at Kronendal and the V&A Waterfront. (2 x 2) (4)  
[17]

**TOTAL SECTION D: 30**

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

### QUESTION 9

9.1 Study the pictures below and answer the questions.



9.1.1 Classify(organize) the unforeseen occurrence((happening)). (2)

9.1.2 Tourism contributes(gives) nearly 30% to the economy of Hawaii's Big Island.

In a paragraph, discuss FOUR ways in which the unforeseen occurrence(happening) could have had a negative impact on the tourism industry. (2 x 4) (8)

9.1.3 Explain the following statement.

Basic misunderstanding about the geographic location of Hawaii hurt tourism businesses even far from the danger zone. (2)

9.2 Study the statistics below and answer the questions.

INTERNATIONAL ARRIVALS IN SOUTH AFRICA		
QUARTER 1 (January to March 2017 and 2018)		
	Q1 2017	Q1 2018
ARRIVALS (Millions)	2,6	2,8
REVENUE (Billions)	R19,0	R20,7
AVERAGE SPEND (R per day)	R730	R700
LENGTH OF STAY (Nights)	10	11


[Adapted from [www.southafrica.net](http://www.southafrica.net)]

9.2.1 Calculate the increase in tourism revenue(income) in quarter 1 of 2018 compared to quarter 1 of 2017. (2)

9.2.2 Discuss TWO factors that directly contributed(paid) to the growth in revenue(income) generated(made) for international arrivals in quarter 1 of 2018 compared to quarter 1 of 2017. (2 x 2) (4)

9.2.3 Suggest ONE factor (reason) that could have had a negative effect on international tourist expenditure(spending) in quarter 1 of 2018 compared to quarter 1 of 2017. (2)

9.3 Study the information from the travel review website below and answer the questions that follow.

	<p>07 Jul 2018, 13:17</p> <p>Hi</p> <p>I am due to travel to South Africa, along the garden route from Cape Town to Port Elizabeth, at the beginning of September this year for our honeymoon.</p> <p>I took advice on applying for a credit card with good rates for use abroad but unfortunately I have been refused by my bank. Is there another payment option available except using cash or my debit card?</p> <p>Kind regards Lucy</p> <p>[Adapted from <a href="http://www.tripadvisor.co.za">www.tripadvisor.co.za</a>]</p>
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9.3.1 Advise(help) Lucy on the best alternative payment option(choice) for their trip. (2)

9.3.2 Discuss ONE advantage of the payment method identified(found) in QUESTION 9.3.1. (2)

**[24]**



**QUESTION 10**


Many people turn to social media to complain about bad service. Read the extracts from Facebook below and answer the questions.

**Mary Pietersen doesn't recommend Shosholoza Meyl**


**14 December 2018**




The train is always, but always late! We are waiting at Touwsrivier since 14h00, train supposed to be here by 13h45! Why are they always late!! 😞


Like 
 Comment 
 Share 

**Amy Naidoo doesn't recommend Shosholoza Meyl**


**22 December 2018**

The train is more than 10 hours late. There is no bottled water or food left for the passengers. Very poor performance! 🙄

Like 
 Comment 
 Share 

	
<div>1.8</div>	
<b>1.8 OUT OF 5</b> <b>Based on the opinion of 20 people</b>	
<b>Would you recommend Shosholoza Meyl?</b>	
<b>YES</b>	<b>NO</b>

- 10.1 Identify(find) the method used to obtain customer feedback in the above examples. (2)
- 10.2 Discuss ONE reason why the management of Shosholoza Meyl should pay attention to the complaints from their customers on their Facebook page. (2)
- 10.3 Suggest ONE benefit for the Shosholoza Meyl if the management were to pay attention to the complaints on their Facebook page and address (talk about) the issues mentioned by the customers. (2)
- [6]**

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