



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2016

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 8 pages and an Insert of 5 pages (i–v), **ADDENDUM A: Wolwedans**, **ADDENDUM B: World Time Zone Map**, **ADDENDUM C: Marking rubric for the Concept Map** and **ADDENDUM D: Marking Rubric for the Essay**. Please check that your question paper is complete.
 2. Read the questions carefully.
 3. Answer ALL the questions.
 4. Number your answers exactly as the questions are numbered.
 5. It is in your own interest to write neatly and legibly.
 6. Pay special attention to spelling and sentence construction.
 7. Candidates must have a calculator to complete the forex calculations.
 8. Draw a margin on the right hand and do not write in it as it is used for marking purposes.
 9. Candidates must use colour pens/felt-tipped pens to complete the concept map.
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QUESTION 1



[Source: Google Images]

- 1.1 Professional image in the tourism industry has a huge effect on the success of a business. **Explain** how the following factors contribute to a professional image in the tourism industry:
 - 1.1.1 Logo (2)
 - 1.1.2 Website (2)
 - 1.1.3 Environmental policies (2)
 - 1.2 **Make one suggestion** about the professional image of staff in the tourism industry, under each of the following:
 - 1.2.1 Uniform (1)
 - 1.2.2 Communication skills (1)
 - 1.2.3 Grooming (1)
 - 1.3 Companies use various strategies to make sure that their staff offer excellent service. **Identify four strategies** a company can use. **Explain** how each strategy can improve service delivery. (8)
- [17]**

QUESTION 2

"Professional staff work together as a team and play constructive roles in the team."

- 2.1 **Provide** five benefits of teamwork to a tourism organisation. (5)
- 2.2 **Outline and explain** five stages of group behaviour that lead to the formation of a successful team. (10)
- 2.3 As a Tourism student, you were required to participate directly in an industry-related project this year. **Describe briefly** the goal(s) of the project in which you participated. (2)

- 2.4 **Refer** to one critical incident that happened while you were participating – either negative or positive.
Describe your behaviour and the *team's* behaviour during this critical incident. (6)
- 2.5 **Evaluate** these behaviours in relation to the goal(s) of the project. (5)
- [28]

QUESTION 3

Read *Addendum A: Wolwedans* and answer these questions:

- 3.1 **Quote** two factors from the passage to prove that this tourism organisation is a successful venture. (2)
- 3.2 The owners of this establishment want to improve on the current success of this business. **Make** four suggestions about *additional methods* they could make use of that would contribute to its success. (8)
- 3.3 **Identify** one career opportunity for a person wanting to work in this establishment. (1)
- 3.4 This worker has to sign a Code of Conduct before s/he can be hired.
- 3.4.1 **Explain** the purpose of this Code of Conduct to the employees. (2)
- 3.4.2 **Explain** how a Code of Conduct adds value to the business. (2)
- 3.5 The owners of Wolwedans want to improve their service delivery:
- 3.5.1 **Describe** *one* need and *one* expectation of tourists coming to Wolwedans. (4)
- 3.5.2 **Describe** four methods of obtaining customer feedback that would be the most beneficial to the company to use. **Identify** one advantage of *each method* you have suggested. (8)
- 3.5.3 **Describe** four benefits to the business of obtaining this customer feedback. (4)
- 3.6 **Develop** a basic marketing plan for Tobias Sheuyange's commuter bus service. Give only the headings under which you will write the plan. (9)
- 3.7 A family is flying from Johannesburg to Windhoek in Namibia. **Explain** to them when they would have to use the RED CHANNEL at the airport. Give two possible reasons. (2)
- [42]

QUESTION 4

Refer to *Addendum B: World Time Zone Map*, to answer these questions:

- 4.1 A family of South African tourists flies to Namibia from OR Tambo International Airport. They depart on 9 December at 23h00. **Calculate** the date and time of arrival in Windhoek Airport if the flight takes 2 hours and 20 minutes. Daylight Savings Time is applied in Namibia.

Show all calculations. (5)

- 4.2 One of the passengers complains of feeling dizzy and nauseous at the end of the flight. He thinks that he may be experiencing jet lag. **Comment** on his condition and **provide reasons** for your response. (4)

- 4.3 The South African family needs to fly to New York from Namibia. **Advise** them on what they can expect to experience at their destination.

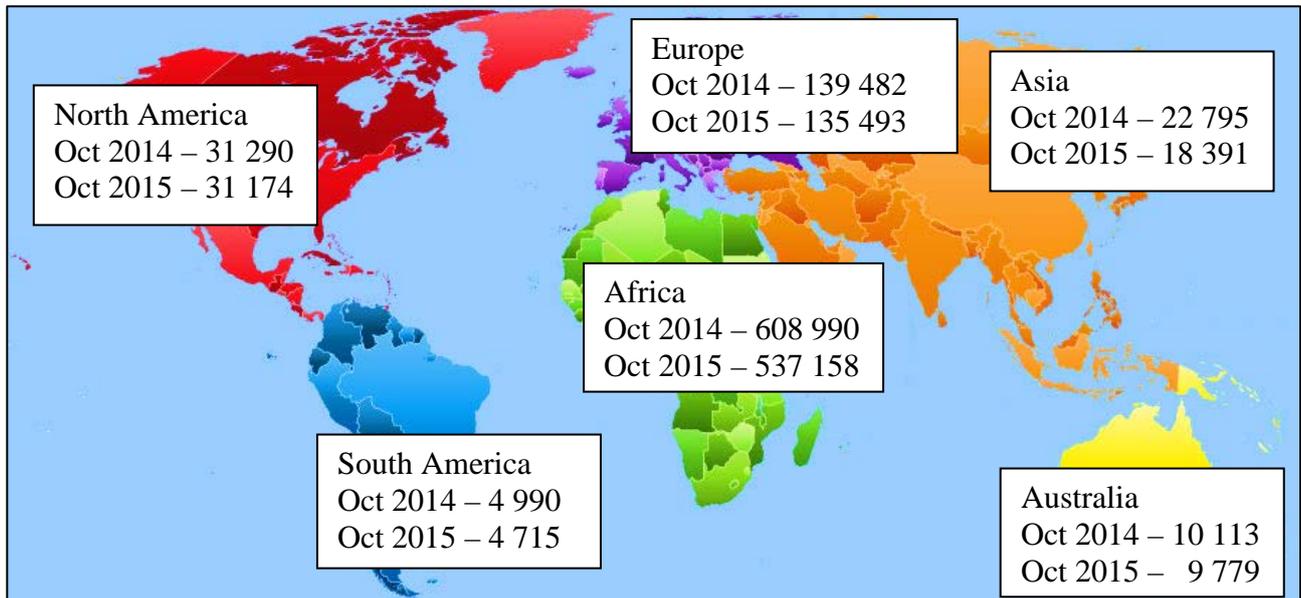
Give a reason for each suggestion, under the following:

- 4.3.1 Physical symptoms occurring as a result of the flight; (2)
- 4.3.2 Buying power of their rand at the destination; (2)
- 4.3.3 How the date and time at the destination will be different; (2)
- 4.3.4 Whether or not New York will be implementing DST at the time of the flight. (2)
- 4.4 While on holiday in NY, the dad needs to contact a business colleague in San Francisco at 14h30 San Francisco time on 13 December. **What time and on what day** should he make the phone call? **Show all calculations.** (4)
- 4.5 **Differentiate** between the Greenwich Meridian and the IDL. **Explain** how each one affects travel. (4)

[25]

QUESTION 5 CONCEPT MAP

Examine the arrival statistics shown on the map below, adapted from *www.statssa.gov.za*:



[Adapted from: <<http://www.bing.com>>]

South African Tourism (SAT) has the mandate of marketing South Africa as a competitive, unique tourism destination. To do so, it fulfils many roles.

Using the map as a reference and your own knowledge, **construct** a Concept Map in which you **illustrate** the marketing of South Africa using the following bullets:

- **Present** three of the roles of SAT;
- **Compare** the volume of the inbound tourism numbers for SA from 2014 to 2015, **giving** one or more possible **reasons** for the trends;
- **Explain** how important marketing South Africa internationally is **in relation to** the arrival statistics shown above;
- **Present** two opportunities for marketing SA internationally;
- **Present** two opportunities for marketing SA locally;
- **Explain** how funding is raised and provided for the international marketing initiatives;
- **Define** "foreign market share" and **predict** the impact of marketing brand SA on South Africa's foreign market share;
- **Present** the type of marketing technique that would be most appropriate to use to market SA as a country with unique attractions and **give a reason** for this choice of technique.

Show the interrelationships among the concepts by **making links and explaining** how these links illustrate cause and effect.

Colour-code your concept map.

Provide a key to distinguish between the meaning of the different colours/shapes that you use.

Refer to Addendum C: Marking Rubric for the concept map when you plan this answer.

[30]

QUESTION 6

Refer to the exchange rate table below and answer the questions that follow:

Country/Region	Currency	BSR ZAR Rate	BBR ZAR Rate
England	GB pound	22,124677	21,13453
Japan	JP yen	0,135896	0,043217
Europe	Euro	17,234173	16,56797
Namibia	Namibian dollar	1,00	0,943
Botswana	Pula	1,376778	0,21657
USA	US dollar	15,480636	14,567433

[Adapted from: <<http://www.x-rates.com>> on 17 February 2016]

- 6.1 **In which country/region** does the ZAR have the weakest buying power? **Define** the term "buying power" and **explain** your choice of country/region. (3)
- 6.2 For which country/region would a South African need less than one rand to buy a unit of currency? **Explain** why this is so. (2)
- 6.3 A tourist entering South Africa from Botswana has 10 000 Botswana pula to exchange for ZAR. **Calculate** how much ZAR he will receive after the transaction. Show all calculations. (4)
- 6.4 Before returning to Europe, the tourist exchanges his rands back to euros. **How many** euro will the European tourist get when he exchanges ZAR146 490,47? (4)
- 6.5 Currency exchange rates can alter many times in a single day. **Identify** three factors that could affect the weakness or strength of a country's currency. (3)

[16]

QUESTION 7

Read the following extract taken from the Statistics South Africa website:

**Mbalo Brief – September 2015**

Excitement was in the air in South Africa when Durban was announced as the host city of the 2022 Commonwealth Games on 2 September 2015. This is going to be the first time that these games will be held on the African continent since the inception of the Commonwealth games in 1930. This is an international, multi-sport event involving athletes from the Commonwealth of Nations. The games included in this event are netball, hockey, aquatics and athletics, just to name a few. The games are scheduled to be held from 18 to 29 July 2022, marking the birthday of South African icon Nelson Mandela.

The games will contribute towards infrastructure development which will in turn contribute to the economic growth of the country.

[Adapted from: <<http://www.statssa.gov.za>>]

- 7.1 **Identify** the category of current event this article is referring to. (1)
- 7.2 **Explain** how this event will have positive or negative consequences for the country. **Extract** two quotes from the passage to justify your answer. (3)
- 7.3 In a brief paragraph, **predict** the impact of hosting this event for the economy and the community of Durban. **Do not** use the last sentence from the paragraph; rather, **draw on** your own knowledge to answer this question. (8)
- Give both positive and negative possible impacts in your prediction. (8)
- [12]**

QUESTION 8 ESSAY

Refer to *Addendum A: Wolwedans*

Write an essay in which you:

- **Provide** an appropriate title for your essay;
- **Provide** a full definition of the Triple Bottom Line;
- **Analyse** the impact Wolwedans has had on the Triple Bottom Line of Namibia. **Consider** the Multiplier Effect in your essay.
- **Explain** the CSI contribution Wolwedans has made to local business;
- The management of Wolwedans want to obtain the South African Fair Trade Certificate. **Evaluate** the possibility of this establishment qualifying for Fair Trade certification, with reasons for your answer.

Remember to use the correct essay format.

Make use of the rubric marked *Addendum D: Marking rubric for the essay* to guide you in answering this question.

[30]

Total: 200 marks