



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2017

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 7 pages and an Insert of 6 pages (i–vi), **ADDENDUM A: *An Evening at the Burger Shebeen***; **ADDENDUM B: *Tourism Update***, **ADDENDUM C: *The World Time Zone Map***; **ADDENDUM D: *Cyclone Dineo hits Mozambique***, **ADDENDUM E: *Marking Rubric for Question 5, Concept Map*** and **ADDENDUM F: *Marking Rubric for Question 8, 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 side 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.
 10. Candidates are advised to make use of **double** A4 pages to complete the concept map.
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QUESTION 1

Examine the review marked **Addendum A: *An Evening at the Burger Shebeen*** and answer the questions that follow.

- 1.1 **Referring to** the restaurant review, **explain** which THREE factors of a Professional Image in the tourism industry the *Burger Shebeen* needs to improve, to receive better reviews. (6)
- 1.2 **Make one suggestion** for each factor mentioned in Question 1.1 to improve the professional image of this restaurant. (3)
- 1.3 This review was emailed to the management of the *Burger Shebeen*. **Outline** THREE benefits of customer complaints to a business. (3)
- 1.4 **Identify** and **describe** the benefits of THREE other forms of customer feedback methods that can be used. (6)
- 1.5 Several factors contribute to the success of a business, such as excellent marketing of tourism products. **Advise** the owner of *Burger Shebeen* regarding FIVE additional factors that would contribute to the success of his business. (5)
- [23]**

QUESTION 2

Read the article marked **Addendum B: *Tourism Update*** and answer the questions that follow.

- 2.1 **What** does the expression "Giving back" refer to in the context of this article? (2)
- 2.2 **Define** the term 'sustainable and responsible tourism'. (3)
- 2.3 **Evaluate** the final statement in the article by **quoting eight** examples from the article. (8)
- 2.4 **Outline** SIX possible negative impacts tourism could have on the Triple Bottom Line. (6)
- 2.5 Tourism employs many people in the industry because it is labour intensive. **Identify** ONE career in this industry and **plot** the career path for this career. (7)
- 2.6 2.6.1 **Identify** the document in an organisation that gives the core duties of an employee. (1)
- 2.6.2 **Explain** how this document impacts the public perception of this business. (2)
- 2.7 **Explain** how providing ethical guidelines helps employees. (3)
- [32]**

QUESTION 3

- 3.1 **Provide an argument** for effective teamwork in a business environment. (5)
- 3.2 Once a group/team's goals have been identified, **describe** the next stage in the development of a team. (2)
- 3.3 **Name** the stage in the development of the team that involves breaking up the team after the task is complete. (1)
- 3.4 **Which** of the 5 stages describes a time where conflict and competition are at its greatest? (1)
- 3.5 This year, you were given a task where you were required to demonstrate your ability to work in the industry and/or a good simulation of the tourism industry.
- 3.5.1 **Describe** the nature of the task you performed in your team, as well as the **type** of tourism business your team worked in. (3)
- 3.5.2 **Describe** the goals of the team as a whole. (3)
- 3.6 In an honest manner, **assess** your own ability to work effectively in the team by **analysing** your strengths and weaknesses. (6)

[21]**QUESTION 4**

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

- 4.1 A group of business tourists departs by private jet from Miami to attend the Tourism Indaba in Durban, South Africa. The Indaba officially opens its doors at 08:00 on 16 May 2017. The group arrives at King Shaka International Airport 4 hours prior to the start of the Indaba.
- 4.1.1 **Calculate** the departure time and date in Miami if the duration of the flight is 12 hours. (4)
- 4.1.2 Upon arrival, one of the business tourists from Miami needs to contact his colleague in Moscow. **Calculate** the time at which the phone call was received **in Moscow**. **Show all** calculations. (2)
- 4.1.3 **Explain** whether or not DST is implemented at Durban at this time and provide a reason for your answer. (2)
- 4.1.4 **Give** THREE reasons for the implementation of DST in countries that do implement the practice. (3)

- 4.2 **Assess** whether the group of business tourists will experience jet lag and **justify** your answer. (2)
- 4.3 Before departing for their visit to South Africa, the group of business tourists consults a travel site to find out what precautions they need to take. **Describe the advice** they would receive regarding:
- 4.3.1 Health precautions they should take when coming to South Africa; (2)
- 4.3.2 Safety precautions they should take when visiting South Africa; (2)
- 4.3.3 Responsible behaviour as a tourist when traveling in South Africa. (2)
- 4.4 **Provide** TWO arguments opposing the implementation of DST in South Africa. (2)
- 4.5 **Describe** THREE ways in which time zones will affect tourists and tour planning. (6)
- [27]

QUESTION 5 CONCEPT MAP

Read Addendum D: *Cyclone Dineo hits Mozambique, puts Kruger and KZN on high alert.*

Using the article as a reference and your own knowledge, **construct** a Concept Map in which you:

- 5.1 **Identify** the type of global event/current event/situation illustrated by the article and **analyse** the impact of this situation on Tourism, using examples from the passage to support your response.
- 5.2 **Analyse** the impact of this situation on the Triple Bottom Line. Use examples from the text as well as your own knowledge to support your response.
- 5.3 **Show** the interrelationships among the concepts, by **making links and explaining** how these links illustrate cause and effect. **Colour-code** your concept map.
- 5.4 **Provide** a key.

Refer to the Marking Rubric in the Insert marked Addendum E when you plan this answer.

[30]

QUESTION 6

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

Country/Region	Currency	ZAR Rate (BSR)
England	GB Pound	16,20
Japan	JP Yen	0,11
Europe	Euro	13,78
Namibia	Namibian Dollar	1,00
Botswana	Pula	1,25
USA	US Dollar	12,96
Mauritius	Mauritian Rupee	0,37
Seychelles	Seychellois Rupee	0,96
India	Indian Rupee	0,195

[Adapted from: <<http://www.x-rates.com>> (Accessed 16 February 2017)]

- 6.1 **Differentiate between** the buying power of a South African tourist in Europe and his/her buying power in England. (4)
- 6.2 A South African tourist wanting to visit the SADC region uses the above currency rate table to decide on a destination. **Which** country would you predict he would choose to visit? **Justify** your answer. (3)
- 6.3 A tourist from South Africa travels to the USA and exchanges R50 000. **How much** of the foreign currency will he receive? **Show all calculations.** (3)
- 6.4 When he returns, he has US\$ 200 and exchanges his leftover currency back to ZAR. He receives ZAR 2 400. **Explain** what has happened to the exchange rate. **Show all calculations.** (3)

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QUESTION 7

- 7.1 International visitors use a variety of sources of information to research destinations before they travel.
- 7.1.1 **Identify** the TWO promotional/advertising techniques used in the Tourism industry. (2)
- 7.1.2 **Give** TWO advantages and TWO disadvantages of each type. (4)
- 7.1.3 **Provide** ONE example of each type of marketing technique. (2)
- 7.2 **Explain** the advantage to visitors of using online sources of information prior to their arrival in a country. (2)
- 7.3 The organisation that uses the logo on the right has a specific task to perform:
- 7.3.1 **Identify** the organisation that collects and makes use of this levy in tourism. (1)
- 7.3.2 **Describe** THREE roles of this organisation. (3)
- 7.3.3 **Explain** the purpose of collecting this levy. (2)
- 7.4 7.4.1 **List** any TWO costs that are related to a marketing budget. (2)
- 7.4.2 **Explain** the importance of developing a marketing plan for a new venture. (2)
- 7.4.3 **Recommend** TWO aspects of a marketing mix you feel are the most important to consider when marketing a product, and **justify** your choices. (4)
- [24]**



QUESTION 8 ESSAY

Write an essay in which you **analyse** the impact of service provision by tourism establishments/destinations on the Multiplier Effect on the economy of a country.

Use the following bullets in the preparation of your essay:

- 8.1 **Provide** a title for the essay.
- 8.2 **Provide** a definition for the term 'Multiplier Effect'.
- 8.3 **Differentiate** between poor and excellent service by tourism establishments/destinations.
- 8.4 **Analyse** how the provision of service impacts positively and negatively on the tourism industry.
- 8.5 **Explain** the impact of the Multiplier Effect on economic growth and community development.
- 8.6 **Suggest** strategies to achieve and maintain quality service.
- 8.7 **Pay attention** to the organisation and mechanics of your essay.

Use the rubric marked Addendum F to assist you in answering this question.

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Total: 200 marks