SECTION A: SHORT QUESTIONS

QUESTION 1

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SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 2.1.1 Goods / products ✓; Services ✓ (in any order)

2.1.2 (a) Foreign tourists spend money from their country (forex) when they pay for tourism goods / products and services while in South Africa. ✓ ✓
- Tourism generates foreign income / investment
- Tourism brings in money from other countries which set the multiplier effect into motion.

(b) The services required by tourists can only be met through human interaction. ✓
- The tourism industry is made up of different kinds of service to people (tourists) and needs skilled people (employees) to deliver these services.
- The tourism industry needs 'people's' people to effectively work in this service orientated environment.

2.1.3 Not all people who apply to work in the tourism sector have the right skills, knowledge, attitude or and values (SKAVs) needed by the industry. ✓ ✓ (examples may be accepted)
- In order to deliver excellent service, people need to have the right attitude and need to be trained in order to obtain necessary skills

2.2 2.2.1 To attract or increase domestic tourists numbers ✓ ✓
(Do not accept international tourists)

2.2.2 GDP growth ✓& job creation ✓
- Transformation

(in any order)

2.2.3 Offer discounts ✓ ✓ during off peak (season) times
- Offer special packages to target markets who can travel during off-peak times
- Creating niche markets during off peak times
- Aggressive marketing (including WOM /social media) during off peak season
- Add-ons and special offerings / incentives during off peak times
(Do not accept “encourage year round travel”)

2.3 2.3.1 D ✓
- Broad Based Black Economic Empowerment
2.3.2 Travelling is **still not affordable** for many South Africans.
- Tourism for many South Africans is **limited to VFR and attending funerals**.
- **Ignorance** about travelling, bookings and destinations and products available.
- Many are **not aware** of the **opportunities** available in the tourism industry.
- The **apartheid legacy**
- **Insufficient time** to travel

2.3.3 (a) **Transport** / **Travel**
(b) Ensure **BBBEE policies** are in place
- Comply to the requirements of **BBBEE score card**
- Create **equal opportunities** for all South Africans
- **Employ** HDI’s in management
- Provide **training**
- Preferential **procurement**
- Affirmative action

2.3.4 (a) **Graduated HDI manager**
(b) **Successful Young Couples**
(c) **Gugulethu Township Tours**
QUESTION 3

3.1 Wildlife photographer ✓ ✓
   • Travel agent specialising in green tourism
   • Environmental officer
   • Game ranger
   • Field guides
   • Eco–tour operators
   • Conservationist
   • Chef in an organic restaurant
   *(All other general positions must be qualified by mentioning the link to environmentally sustainable practises)*

3.2 More tourists are environmentally conscious and will support green tourism businesses. ✓ ✓
   • To conserve and protect the environment for future generations
   • The green label attracts tourists to a business

3.3 Need to be friendly ✓ ✓
   A people's person ✓ ✓
   • have good self esteem and confidence
   • able to take control
   • delegate responsibilities in a group
   • be well organised
   • Need to enjoy the outdoors
   • Any positive characteristics
   *(do not accept any examples of skills)*

3.4 Tourist guides travel with the group and all their costs like transport, ✓ ✓
   accommodation, gate fees and meals are free
   • They meet interesting and friendly people
   • They see many places
   • They are exposed to many different cultures
   • They experience a variety of travel products and services
   *(only accept travel benefits)*

3.5 Always make sure of the safety and convenience of your tour group. ✓ ✓
   Communicate with the group/s about the details of the tour ✓ ✓—departure time, place, destination, accommodation, transportation and costs
   • Make sure all the members of the tour group follow the schedules set and record all incidents
   • Arrange and coordinate the necessary permits or letters of communication to the area of destination before the tour
   • Inform tourists of the attractions and destinations
   • Be knowledgeable about travel related issues
   • Be punctual
   • Make tourists aware about environmentally friendly practices
   • Assist tourist with special needs
   • Liaise with stakeholders

[14]

TOTAL SECTION B: 40
SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 4

4.1 4.1.1 A. environmental✓ / planet / nature
B. social✓ / people / community
C. economic✓ / profit / money

(in any order)

4.1.2 (a) economic✓ / profit / money
(b) environmental✓ / planet / nature
(c) social✓ / people / community

4.1.3 The profits generated from a sale will be directed back into the community. ✓ ✓
- it will create job opportunities
- entrepreneurship opportunities
- the multiplier effect
- minimise leakages (profits will stay in the community)
- reduce socio economic problems such as crime and poverty
- leads to infrastructural improvement

4.1.4 reducing✓✓, reusing✓✓ recycling✓✓
- indigenous tree planting
- organic farming
- the use of bicycles during the tour has a low impact on the environment

4.1.5 The bicycle does not release carbon emissions / air pollution. ✓ ✓
- Reduce noise pollution

4.1.6 Kyoto Protocol✓✓

4.2 4.2.1 (a) Price ✓; Promotion✓; Place✓; Product ✓
- People
- Package

(b) Price✓✓
4.2.2 Yes ✓
The bicycle tours is a unique product ✓ ✓
- The tour has been awarded the FTTSA and SATSA accreditation.
- Tourists have the opportunity to interact directly with the locals
- It promotes an environmentally friendly way of travelling

OR

No
- it may only appeal to a niche market.
- it may not appeal to certain target markets
- because it is weather dependent

4.2.3 Strengths ✓
Weaknesses ✓
Opportunities ✓
Threats ✓
QUESTION 5

5.1 5.1.2 Close all taps after using. ✓✓

- Don't leave taps dripping.
- Report leaking taps or defects to management

5.1.3 Rather shower than bath ✓✓.

- Do not leave the water in the shower running unnecessary
- Don't have long showers

5.1.4 Fill the kettle only with the amount of water needed ✓✓.

- Ensure that the kettle is correctly placed to avoid spillage

5.2 IsiZulu ✓/ Zulu
IsiXhosa ✓/ Xhosa
Sotho ✓/ Sesotho / South Sotho

- English
- Afrikaans

*(do not accept “Nguni languages”, or “Northern Sotho”)*

TOTAL SECTION C: 40
SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 6.1.1 UTC✓ (Universal Time Coordinate)  
• Greenwich meridian  
• Prime Meridian  

*(do not accept “Greenwich” only or Greenwich mean time)*  
6.1.2 International date line / IDL✓  
6.1.3 Northern hemisphere ✓  
6.1.4 (a) Jet lag✓  
(b) Nausea✓  
• Vomiting  
• Dehydration  
• Loss of appetite  
• Disorientation / Dizziness  
• Disruption of sleeping patterns  
• Tiredness / Fatigue  
• Headaches  
• Sinus irritation  
• Flu like symptoms  
• Irritability  

6.2 6.2.1 New York = -5  
London = 0  
Time difference = 5 hours✓  
15:30 (+✓) 5 hours = 20:30✓ the same day✓ / Friday / 27 July  
OR  
20:30✓ the same day✓ / Friday / 27 July  

*(Do not accept am / pm / 23h30 or o’clock)*  
6.2.2 London = 0  
Tokyo = + 9  
Time difference = 9 hours✓  
14:00 (+✓)9 hours=23:00✓(-16✓hours flying time) = 7:00✓✓  
OR  
07:00✓✓✓✓  
*(Do not accept am / pm 7h00 or o’clock)*  

6.3 Time✓  
meals✓  
transport✓  
accommodation✓  

• Attractions  
• Activities  

*(accept appropriate examples taken from the itinerary)*
6.4  6.4.1 Passport ✓
Ticket ✓
• Cruise boarding pass
• Visa
• Health certificate

6.4.2 Food ✓
Alcohol or other beverages ✓
• Illegal substances like drugs,
• Any weapons
• Perishables
• Plants
• Animals
• Seeds
• Flammable items

6.5  6.5.1 Take precautionary measures before and during the journey ✓
Do not offer lifts to strangers ✓
• Plan your route in advance
• Avoid driving at night to unknown places
• Always have emergency contact numbers to call for help in case of a breakdown
• Travel during the day
• Be alert and aware of your surroundings
• Ensure that the car you drive is in good working order

6.5.2 Tourist will spread positive WOM about our country ✓
More tourists will visit South Africa ✓ which leads to increased arrivals.
• repeat visits
• a positive experience will improve the image of South Africa resulting in us becoming a destination of choice
QUESTION 7

7.1 7.1.1 India ✓ ✓
    • China ✓ ✓

7.1.2 The holiday market ✓ / leisure ✓ ✓
To sustain the existing market ✓ ✓
OR
The business market
To grow / increase / develop the market

7.1.3 Emerging markets are markets that presents the largest potential for growth ✓ ✓

7.2 7.2.1 Currency fluctuation ✓ ✓
    • The falling Euro value ✓ ✓
    • Economic instability / depression / recession / meltdown ✓ ✓
    • The Euro weakening against the US Dollar ✓ ✓
    • Global recession ✓ ✓

7.2.2 (a) Yes ✓ / Agree ✓ ✓
(b) Tourist numbers will drop ✓ ✓
    • This will lead to less tourist ✓ ✓ arriving on our shores and the county earning less GDP ✓ ✓.
    • Tourists will spend less ✓ ✓
    • Less profits for businesses ✓ ✓
    • Possible job losses ✓ ✓
    • Europe is one of our biggest inbound markets and if their currency loses value, they may be forced to cancel their intended holidays.

7.3 7.3.1. 2 500 USD x ✓ (R7.70) ✓ = R19 250.00 ✓ ✓
OR
R19 250.00 ✓ ✓ ✓
(no marks allocated to currency symbol)

7.3.2 R1 824.50 ÷ ✓ (R8.50) ✓ = 214.65 ✓ USD ✓ ✓ ✓
OR
USD 214.65 ✓ ✓ ✓
(no marks allocated to currency symbol)

7.4 7.4.1. A – Sporting event ✓ ✓ (Comrades, Olympics, New York marathon, Boston City marathon, London City marathon, World Athletic Championships,)
B – Political event ✓ ✓ / unrest / protest, (War in Egypt, any recent war)
C – unforeseen occurrences ✓ ✓ / natural disaster (Tsunami)
SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

8.1 8.1.1 The lady✓ / (A)

8.1.2 She has the right attitude to work successfully in the tourism industry✓
- She has a positive disposition
- She is friendly
- Willing to go the extra mile

8.1.3 Good communication skills ✓✓
Technological skills ✓✓
- Mathematical skills
- Problem solving skills
- Conflict management skills
- Basic first aid skills
- Multitasking skills
(only accepts skills not knowledge, values or attitudes (KVAs))

8.1.4 In order for customers to return to the restaurant✓✓
- Spreading of positive word of mouth
- Positive image of the restaurant
- Ensure customer loyalty
- Ensure a competitive advantage

8.2 8.2.1 Online / electronic customer service survey✓✓
(Do not accept software or eGuest Surve)

8.2.2 Hospitality✓
- Accommodation
- Food and beverage

8.2.3 They can get immediate written feedback from customers✓✓
They can rectify any problems immediately✓✓
- Assess their service standards / staff performance
- Can ensure a competitive advantage
- Offer paperless feedback
- Assist them in their marketing research

8.2.4 Guest can send their comments at their convenience.✓✓

8.2.5 Good comments from customers can be used to market the business.✓✓
- Can contribute to receiving awards
- More return business / loyalty results in higher revenue
- Displaying of positive customer feedback will give customers more confidence in the business
- Determine their strengths and are able to maintain it
- Promotes a better work environment
QUESTION 9

9.1 9.1.1 (a) scribe/ note taker / secretary / record keeper

(b) gatekeeper
- Team leader
- Team manager
- Coordinator
- Chair person
- Project manager

9.1.2 When a team works well together, they will be better than their competitors

9.2 9.2.1 Air / air travel

9.2.2 Computer / Laptop computer
- Cell phone / Smartphone
- PDA (Personal Digital Assistant)
- Tablet
- iPad
- Handheld computer
- Computer with internet

(Do not accept “printer” or “internet” only)