



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 2015

## TOURISM

Time: 3 hours

200 marks

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### PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 9 pages and an Insert of 4 pages (i – iv), **ADDENDUM A** – *Sabi Sabi, 30 years of excellence*, **ADDENDUM B** – *The World Time Zone Map* and **ADDENDUM C** and **D** – *Marking Rubrics for Questions 5 and 9*. 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. Write neatly and legibly.
  6. Pay special attention to spelling and sentence construction.
  7. You may use a calculator.
  8. Do not write in the margin on the right-hand side of the page.
  9. Candidates must have colour pens/felt-tipped pens to complete the concept map.
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**QUESTION 1**

- 1.1 **Name** the three Pillars of the Triple Bottom Line. (3)
- 1.2 Give **three** benefits for each Pillar of sustainable and responsible tourism. (9)
- 1.3 **Give two** practical ways in which the management of a hotel group can adopt responsible and sustainable practices. (2)
- [14]**

**QUESTION 2**

- 2.1 **Describe** the Industry-related Task that you were assigned this year. (3)
- 2.2 **Identify** the aims/goals of this task. (3)
- 2.3 Possibly the most important aspect of a successful task is the ability of the members of the group to work in a team.
- 2.3.1 **Describe your** team role. (2)
- 2.3.2 **Analyse** your own performance in the team task. (2)
- 2.3.3 **Identify** the benefits of excellent teamwork for a tourism business. (4)
- [14]**

**QUESTION 3**

- 3.1 What organisation markets South Africa internationally as a tourism destination? (1)
- 3.2 **Name two** other functions of this organisation. (2)
- 3.3 **Explain** how the tourism levy in South Africa is collected and how it is applied to fund international marketing initiatives. (4)
- 3.4 **Name** one marketing opportunity where South Africa is marketed internationally. (1)
- 3.5 **Name** one marketing opportunity where South Africa is marketed locally. (1)
- [9]**

**QUESTION 4**

Tourism may have both positive and negative impacts on the local community.

Responsible tourism is aimed at maximizing the positive impacts and minimising the negative ones.

Read the extract about the *Sabi Sabi Game Reserve* in **ADDENDUM A**, and answer the questions that follow:

- 4.1 **Identify 4** ways in which Sabi Sabi has succeeded in its responsible tourism practices and Corporate Social Responsibility. (4)
- 4.2 Sabi Sabi is a very successful tourism venture. **Identify three** factors that may have contributed to the success of this game reserve. (3)
- 4.3 **Predict three** negative impacts a tourism venture may have on any local host community. (3)
- 4.4 The owner of Sabi Sabi approaches you as a consultant to investigate a possible tourism venture that could add value to the existing Sabi Sabi Game Reserve.

Provide the owner with an idea for a unique business venture that has the potential to develop into a thriving community-based business and that can partner with Sabi Sabi Game Reserve.

- 4.4.1 **Name** the unique venture. (1)
- 4.4.2 **Draw up** a basic marketing plan for this venture, using **five** components of the Marketing Mix. (10)

**[21]**

**QUESTION 5**

Read the following profile of Mr Yotsuko Chen, a tourist from China, who approaches your travel agency for advice on certain aspects of organising his trip:

Mr Yotsuko Chen is a retired 82-year-old tourist travelling alone from Hong Kong, China. He speaks only broken English. He will be arriving in South Africa in February.

He is not a wealthy man. This will affect his choices in the various sectors of travel. He has the budget only for the Kruger National Park.

He is allergic to bee stings. He has a weak heart. He needs to take special medication daily, as prescribed by his doctor.

He is also an amateur photographer and hopes to take some good pictures while in the Kruger.

**Construct a Concept Map** in which you **analyse his** needs and expectations to **advise** him on the various aspects of planning his trip.

Use the following bullets to clarify the various concepts for Mr Chen.

- The various **sectors and sub-sectors** in tourism that Mr Chen will be making use of to make his trip possible, with **examples** from each of the sectors **you may recommend** to him. Remember to take his budget into account.
- Mr Chen's specific **needs and expectations**.
- **Travel documents** he may need.
- South African **customs regulations**.
- **Health** regulations and recommendations.
- **Safety** recommendations.
- Appropriate **methods of payment** that Mr Chen could use.
- **Safe and responsible behaviours** when interacting with the local communities with regard to the tourists' code of ethical behaviour.

**Identify the links** between the bullets to show that you understand the relationship between a tourist's needs and expectations, his destination, his tourist profile and his travel choices.

REMEMBER:

- Use various colours to **differentiate** between the main bullets/concepts.
- **Construct a key** to differentiate between meanings of the various colours you have used.

Use the rubric in **ADDENDUM C** to assist you to plan this concept map.

[30]

**QUESTION 6**

**Study** the rates table below. The table shows the exchange rate on 21 February 2015.  
**Answer** the questions that follow.

Country/Continent	Currency	Abbreviation	ZAR rate
United States of America	American dollar	1 USD	10,9365
England	Pound sterling	1 GBP	18,2005
Japan	Japanese yen	1 JPY	0,1067
Hong Kong	Hong Kong dollar	1 HKD	1,9952
Australia	Australian dollar	1 AUD	9,8110
Europe	Euro	1 EUR	15,0309

- 6.1 Mr Chen would like to do some shopping while he is in SA. He has put 20 000 Hong Kong dollars aside for this purpose. How much spending money will he have in South African rand? **Show all calculations. Round your answer off to two decimal places.** (3)
- 6.2 Refer to the rates table above. If Mr Chen had decided to travel to another destination instead of South Africa, which country would have given him a **better rate of exchange** for his HKD than the rand? Provide a reason for your answer. (3)
- 6.3 Mr Chen wants to exchange currency at the airport. He goes to the FNB foreign exchange counter. He sees the following table on the display screen:

**Foreign currency unit per rand**

Description	Code	BSR	BBR
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[Adapted from: <<https://www.fnb.co.za/rates/ForeignExchangeRates.html>>]

- 6.3.1 **Explain** to Mr Chen what the abbreviations **BSR** and **BBR** mean. (2)
- 6.3.2 What is **the difference between them?** (2)
- 6.3.3 **Why** is the one a higher amount than the other? (2)
- 6.3.4 Mr Chen converts his spending money, 20 000 HKD, to ZAR. **Which rate** will apply to him: **BBR** or **BSR?** (1)

Country/Continent	Code	BSR	BBR
United States of America	USD	10,9365	10,7120
England	GBP	18,2198	18,2005
Japan	JPY	0,1067	0,0900
Hong Kong	HKD	1,7952	1,6785
Australia	AUD	9,8110	8,7890
Europe	EUR	15,0309	14,7942

6.3.5 Upon returning from his safari holiday, Mr Chen has 670 ZAR left over. However, he sees that the exchange rates have changed as in the table above. **Calculate** how much of **his own currency** he receives. **Show all calculations.** (3)

6.3.6 **Explain** whether Mr Chen is better off or worse off than when he arrived on 21 February 2015, in terms of the exchange rate then. **Present** your calculations to show how you came to this conclusion. Refer to both tables above. (3)

Refer to **ADDENDUM B: the World Time Zone Map.**

6.4 Mr Chen has booked a flight from Hong Kong International, China, to OR Tambo in Johannesburg. The flight departs from Hong Kong on 21 February 2015, at 06:30.

6.4.1 **Calculate** the difference in hours between his place of departure and his destination. (1)

6.4.2 When he lands at OR Tambo at 10:30, Mr Chen wants to contact his cousin in New York to let him know he has arrived safely. What date and time will it be in NY? (2)

6.4.3 When he arrives at OR Tambo Airport, the local time will be 10:30 on 21 February. **Calculate** the duration of the flight. Show all calculations. (3)

6.4.4 Mr Chen feels very ill when he arrives in Johannesburg. He complains of nausea and feeling dizzy. He is concerned that he has contracted the deadly Ebola disease on board the plane.

**Explain** to Mr Chen why he is experiencing these symptoms and what this condition is called. (3)  
[28]

**QUESTION 7**

The following review appeared on a popular customer review website, Hellopeter.com:

	<b>Gautrain Complaint</b>	
	SUPPLIER	<a href="#">Gautrain</a>
	BRANCH / AREA	Sandton
	TIME / DATE	11:13 Fri 9 Jan
	CUSTOMER	Yolande1985
	PROBLEM	Poor service, did not ...
	INCIDENT	Fri 9 Jan



<[http://en.wikipedia.org/wiki/File:Gautrain\\_logo.svg](http://en.wikipedia.org/wiki/File:Gautrain_logo.svg)>

Good Day,

We had visitors over from overseas and decided to treat them with a trip to Sandton at the HardRock café. We took the Gautrain from Hatfield.

We googled and made sure we know when the train will return to Hatfield. According to the Internet it would close 21:35.

We got to the station around 20:55 where we asked a security guard where should we wait for the train. She ignored us, and directed us to a platform with her hand. We stood there for 20 minutes and realised no train is on its way.

We paid to enter the gates. Only then the lazy, witty security guard informed us there will be no train as the station is closing.

Why did she not inform us earlier we asked? "Because you did not look friendly". She also refused to provide her name.

Why was the schedule incorrect? Why did the staff not notify us?  
We had to take a taxi back to Pretoria which cost us R600.

This is embarrassing. I often commute with the Gautrain, but I am simply embarrassed.

Please rectify this situation.

[Adapted from: <<http://hellopeter.com/gautrain/complaints>>]

- 7.1 **Explain** the impact of this review on Gautrain's professional image. (2)
- 7.2 Briefly **analyse** the implications of this incident for foreign tourism to South Africa. (3)

- 7.3 Propose promotional techniques that could improve the image of the Gautrain using:
- 7.3.1 **Four** above-the-line techniques (4)
- 7.3.2 **Two** below-the-line techniques (2)
- 7.4 **Suggest two** appropriate methods of customer feedback for the Gautrain. Explain how these methods could help improve Gautrain's service delivery. (4)
- [15]

## QUESTION 8

The professional image of a company has been defined as the mental image the public has when they think of a company. There are several factors that contribute to this image.

- 8.1 In a paragraph, **explain** the impact of a negative professional image on the profitability of a business, the economy of the local area and the community that is supported by this business. (9)
- 8.2 A prominent businessman would like to open a chain of hotels, one of which will be in your area. He asks your advice on how he may go about creating a professional image for his business. **Compile** a brief plan of action, in **bulleted format**, with guidelines he should follow in which you:
- 8.2.1 **Identify three** of the factors that contribute to a professional image (NOT the staff image) (3)
- 8.2.2 Provide **two** brief **recommendations** regarding each factor above to guide the businessman in his choices. (6)
- 8.3 The conduct of the staff he employs is also of the utmost importance.
- 8.3.1 **Explain** to him the **purpose** of a Code of Conduct for employees. (3)
- 8.3.2 What is the **value** of the Code of Conduct to the business? (2)
- [23]



**QUESTION 9**

There is not always enough electricity to meet the needs of all businesses and homes in South Africa. This is when the company that produces the country's electricity, ESKOM, deliberately shuts down the supply to certain areas. The company does this to try to save electricity and reduce the demand.

Tourism establishments around South Africa are expected to be heavily affected by frequent power outages during the December and January holiday seasons. The government announced it would be implementing strict load-shedding schedules in the coming months to prevent the collapse of the country's power system.

[Adapted from an online article by Dorine Reinstein –15 Dec 2014  
and <<http://www.tourismupdate.co.za/home/detail?articleId=75128&useOldId=true>>]

**Write an essay** in which you **identify** the type of situation or circumstance illustrated by the article.

- **Provide a suitable title** for your essay.
- With reference to the article, **evaluate** the impact of this situation on **tourists themselves**. **Provide some examples** from your **own experience** as a tourist or the experiences of people you may know of.
- **Evaluate** the impact of this situation on the **destinations** tourists would like to visit or **activities** they want to take part in.
- **Describe** the possible **Multiplier Effect** of this situation on the Tourism industry and the South African economy.
- **Explain** what effect this situation might have on the GDP of the country, should it continue.

Use the rubric in **ADDENDUM D** to assist you to plan your essay.

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**Total: 200 marks**