



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2018

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 7 pages and an insert of 5 pages (i–v) with the following **Addenda**:

ADDENDUM A: *Map of world time zones;*

ADDENDUM B: *A bags to riches story;*

ADDENDUM C: *Latest on impact of fires on Knysna tourism;*

ADDENDUM D: *Marking rubric for Question 7, Concept map;*

ADDENDUM E: *Marking rubric for Question 8, Essay.*

Please ensure 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. Candidates must use colour pens/felt-tipped pens to complete the concept map.
 9. Candidates are advised to use a **double** A4 page to complete the concept map.
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QUESTION 1

- 1.1 **Scenario:** You are the manager of a **FIVE STAR** hotel:
- 1.1.1 **Write** a general code of conduct for your staff, in which you **provide** FIVE valid bullet points to guide your staff in the daily execution of their various duties. (5)
- 1.1.2 **Suggest** FIVE ways in which your staff can practise environmentally friendly behaviour. (5)
- 1.1.3 **List** FIVE ways in which the hotel staff can maintain a professional image. (5)
- 1.2 **Identify** TWO suitable and convenient methods of payment tourists visiting this hotel can make use of. (2)
- 1.3 **Identify** TWO methods of marketing you would use to attract clients from the domestic market. (2)
- 1.4 **Explain** ONE way in which South African Tourism (SAT) markets South Africa internationally. (1)
- 1.5 Read the following finding by Statistics South Africa:

Before you plan your next family holiday, you may want to have a look at the latest domestic tourism survey recently released by Statistics South Africa. The survey shows a drop in the total number of day trips and overnight trips taken within South Africa since 2013.

According to the survey, the total number of day trips decreased by 5 million while overnight trips decreased by about 3 million.

According to the Tourism Satellite Account 2015, one in 22 employed people in South Africa work in the tourism industry, representing 4,5% of the total workforce. For the tourism sector, this means about 711 746 jobs are dependent on the industry performing well.

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

- 1.5.1 **Refer** to the findings above to **determine** whether SAT has fulfilled its role in growing domestic tourism volumes. **Justify** your answer. (4)
- 1.5.2 **Comment** on the impact of these findings on the local community. **Refer** to the extract to support your answer. (4)

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QUESTION 2

This year you were tasked with exploring/investigating local tourism products/services that have the potential to develop into a unique tourism venture.

- 2.1 **Draw up** a SWOT analysis report on this product/service. (12)
- 2.2 Using any FIVE **Ps** of the marketing mix, **describe** this venture/service. (10)
- 2.3 **Explain** what you regard as the unique selling point of this venture/service. (2)
- 2.4 **Suggest** THREE ways to improve the service at the venture. (6)
- [30]**

QUESTION 3

- 3.1 **List** TWO factors that contribute to the professional image of a company. (2)
- 3.2 3.2.1 **Explain** how a code of conduct in a tourism organisation can add value to that organisation. (3)
- 3.2.2 **Explain** how the code of conduct can benefit the workers. (2)
- 3.3 **Identify** FOUR factors that would contribute to the success of a tourist attraction/business. (4)
- 3.4 Martin Knopic once said; *"The importance of meeting customer needs is crucial for a company's growth."*
- Identify** and **explain** TWO methods to find out what your customers' needs are. (4)
- 3.5 *SANParks, (South African National Parks), manages and markets 19 national parks in South Africa, one of the best known being the Kruger National Park.*
- 3.5.1 **Identify** TWO costs incurred by SANParks when marketing these national parks. (2)
- 3.5.2 **Explain** TWO benefits to the business of marketing tourism products. (4)
- 3.5.3 **Select** ONE career at the Kruger National Park and **describe** a career path for this specific career. (7)
- [28]**

QUESTION 4

Refer to Addendum A: Map of world time zones to answer these questions.

- 4.1 **Explain** the impact of time zones and daylight savings time (DST) on travel planning **and** on travelling. (3)
- 4.2 **List** FOUR reasons why certain countries implement DST. (4)
- 4.3 A South African tourist embarks on a 14-day tour to two Southern African Development Community (SADC) countries, departing from Cape Town International Airport on 18 July at 23:00. **(Neither of the 2 countries practise DST.)** His first stop is Mauritius, landing 6 hours later. **Calculate** his arrival time in Mauritius (local time). **Show** all calculations. (5)
- 4.4 The South African tourist's second destination is the Seychelles. He arrives on 25 July at 15:45. He decides to phone his family back in Cape Town, to inform them of his safe arrival. If he makes this call at 15:55, **calculate** the time his family will receive his call in Cape Town. **Show** all calculations. (3)
- 4.5 When the tourist arrives at Port St Louis airport, he goes through customs and states that he has nothing to declare. **Which** channel will he go through? (1)
- 4.6 **State** whether this tourist would suffer from jet lag. **Motivate** your answer. (2)
- 4.7 **Advise** the tourist on TWO health precautions he needs to take when visiting a SADC country. (2)
- 4.8 **Advise** the tourist on TWO safety precautions he needs to take when visiting a SADC country. (2)
- 4.9 **Identify** TWO travel documents the tourist must have to be allowed into Mauritius. (2)
- 4.10 **Name** TWO factors that would influence this tourist's budget. (2)

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QUESTION 5

Refer to the table below to answer the following questions. The table shows the exchange rate as on 14 February 2018.

Country/Continent	Currency	Currency code	ZAR rate
United States of America	American dollar	1 USD	11,84
England	pound sterling	1 GBP	16,40
Japan	Japanese yen	1 JPY	0,11
China	Chinese yuan renminbi	1 CNY	1,51
Australia	Australian dollar	1 AUD	9,31
Europe	euro	1 EUR	14,61

[Adapted from: <<https://www.x-rates.com/table/?from=ZAR&amount=1>>]

- 5.1 **Explain** what "foreign currency" is. (1)
- 5.2 **Mention** the country/continent that would be the most expensive for South African outbound tourists to visit. **Provide** a reason for your answer. (2)
- 5.3 **Mention** the country/continent that would be most beneficial, in terms of exchange rate, for South African outbound tourists to visit. **Motivate** your answer. (2)
- 5.4 5.4.1 A European family (Mr and Mrs Davidson), have 25 000 euro to spend on their family holiday. They have chosen Cape Town as their destination.

Calculate how much local currency they will receive when they exchange their euros. **Show** all calculations. (3)
- 5.4.2 **Differentiate** between the bank selling rate (BSR) and the bank buying rate (BBR) and **provide** ONE reason why these rates are valid for only one day. (3)

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QUESTION 6

During the course of this year, you were required to participate as a team member in an industry-related performance task (IRT). **Report back** on the following:

- 6.1 Clearly **state and explain** the nature of your IRT. (3)
- 6.2 6.2.1 **Discuss** your role in the team. (2)
- 6.2.2 **Describe** your own contribution in terms of customer service excellence. (4)
- 6.3 **Explain** the importance of teamwork in providing quality customer service. (4)
- 6.4 **Select ONE** of the stages in the formation of a team and in a short paragraph **describe** your personal experience of participating in this phase of your IRT. (4)
- [17]**

QUESTION 7

Refer to Addendum B: A bags-to-riches story.

Using the article as a reference AND YOUR OWN KNOWLEDGE, **construct** a concept map in which you refer to the following bullet points:

- **Explain** your understanding of the term "sustainable tourism" in relation to the article.
- **Indicate** the THREE factors (pillars) that impact on sustainable and responsible development.
- **Analyse** the sustainability and responsibility of this venture.
- **Illustrate** how the multiplier effect would impact this local community.

Show the interrelationships among these points by explaining how these links work.

Provide a colour-coded key and a suitable title.

Refer to the marking rubric (Addendum D) in the Insert when you plan this answer.

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QUESTION 8

Read *Addendum C: Latest on impact of fires on Knysna tourism*.

Using the article as a reference AND YOUR OWN KNOWLEDGE, write an essay in which you **analyse** the impact of this situation on tourism and the triple bottom line in the local area. **Refer** to examples from the text to support your response.

Refer to the following bullet points in your essay:

- **Provide** a suitable title for the essay.
- **Identify** the type of situation referred to in the article and provide another TWO examples of similar events that occur globally.
- **Analyse** the economic impact that tourism has on the greater Knysna area.
- **Analyse** the effect this disaster had on tourism and the triple bottom line, in both the short term and the long term.
- **Provide examples** of what strategies have been put in place to ensure that tourists' needs are met and to encourage tourist visitation. **Mention** how these strategies will have long-term benefits for the local community.

Refer to the marking rubric in the Insert (Addendum E) when you plan this answer.

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Total: 200 marks