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.
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)
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)

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)

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QUESTIONS 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)
QUESTION 5

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

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

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

5.1 Explain what "foreign currency" is.  

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.  

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.  

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.  

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.
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)

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.
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