



NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2019

TOURISM

Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 6 pages and an Insert of 5 pages (i–v) with the following **Addenda**:

ADDENDUM A: *The story of Airbnb*

ADDENDUM B: *Map of world time zones*

ADDENDUM C: *Rubric for concept map*

ADDENDUM D: *Rubric for essay*

Please make sure that your paper is complete.

2. Read the questions carefully.
 3. Answer ALL the questions.
 4. It is in your own interest to write legibly and present your work neatly.
 5. Number your answers exactly as the questions are numbered.
 6. Pay special attention to spelling and sentence construction.
 7. Candidates may make use of a calculator to complete the forex calculations.
 8. Candidates must use colour pens to complete the concept map.
 9. Candidates may use a **double A4** page to construct the concept map.
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QUESTION 1

Refer to Addendum A in the Insert: The story of Airbnb.

- 1.1 **Identify** to which sector of the tourism industry this article refers. (1)
- 1.2 **Explain** what you would regard as the unique selling point of this service. (2)
- 1.3 **Identify** the target market of this service. (2)
- 1.4 Using any FOUR Ps of the marketing mix, **describe** this service. (8)
- 1.5 **Draw up a SWOT** analysis to report on this service. **Mention TWO** valid points per heading. (8)
- [21]**

QUESTION 2

- 2.1 With reference to the article in Addendum A, **identify** FOUR successful business characteristics of Airbnb. (4)
- 2.2 Tourism has many benefits for a country and is considered a life-line for many African countries. However, there are also many disadvantages to increased visitors to a country.
- Outline** THREE negative and THREE positive effects tourism can have on a country. (6)
- 2.3 **Name** and **explain** the THREE factors affecting sustainable and responsible tourism development. (6)
- 2.4 **Mention** TWO specific ways for each factor mentioned in Question 2.3 that a tourist using Airbnb can practise sustainable and responsible behaviour. (6)
- 2.5 **Provide** THREE objectives of the Fair Trade organisation. (3)
- 2.6 **Identify** the category of global events that is mentioned in the article. (1)
- 2.7 **Demonstrate**, by referring to the article, the relationship between Airbnb and global events and how they affect the triple bottom line of the host country. (3)
- [29]**

QUESTION 3

- 3.1 **Identify** TWO suitable and convenient methods of payment tourists can use in South Africa and **provide** one advantage of each. (4)
- 3.2 **Define** the term *GDP*. (2)
- 3.3 **Analyse** the effect of fluctuating exchange rates on international travel to South Africa. (4)
- 3.4 **Explain** why it is more beneficial to a country when a business/tourist attraction attracts international tourists rather than domestic tourists. (2)
- 3.5 **Explain** why South Africa, as a developing country, needs to maintain high standards in its tourism industry. (2)
- 3.6 Study the exchange rate table below and answer the questions that follow. The table shows the exchange rate as at 11 FEBRUARY 2019.

Country/Continent	Currency	Abbreviation	ZAR rate
United States of America	American dollar	USD	13,757
England	Pound sterling	GBP	17,751
Japan	Japanese yen	JPY	0,121
China	Chinese yuan renminbi	CNY	2,026
Australia	Australian dollar	AUD	9,727
Europe	euro	EUR	15,551

- 3.6.1 **Identify** which country's exchange rate is least favourable for South Africans. Give a reason for your answer. (2)
- 3.6.2 **Identify** which country's exchange rate would be most favourable for an outbound South African tourist. Motivate your answer. (2)
- 3.6.3 The first-team hockey side from St John's College is going on tour to Australia. When planning their budget, it was decided that ZAR10 000 would be enough for each student to have as spending money. **Convert** this amount to the currency they will need. Show all calculations and round off your answer to two decimal places. (3)
- 3.6.4 Mrs Webb from England will be visiting her daughter in Cape Town. She has set aside GBP2 500 for this visit. **Calculate** how much spending money she will have in South African rand (ZAR). (3)
- 3.6.5 When Mrs Webb returns to England three months later, she has ZAR4 700 and the exchange rate has changed to GBP1 = ZAR17,00. **Explain** how the new exchange rate will influence her finances. Show all calculations. (6)

[30]

QUESTION 4

The difference between success and failure is a great team.
 – Garry Baines

- 4.1 **Name** the FIVE stages in the formation of a team. (5)
 - 4.2 **Identify** THREE factors that contribute to the professional image of a company. (3)
 - 4.3 **Explain** the benefits of having an effective code of conduct for a tourism business. (5)
 - 4.4 **Make** FOUR suggestions to a tourism business about how their staff can improve their professional image. (4)
- [17]**

QUESTION 5

Scenario: You are a travel agent and are preparing a holiday for a Botswana couple who are coming to visit South Africa.



- 5.1 **Suggest** FOUR health and safety precautions your clients would need to take into account for a safe trip. (4)
 - 5.2 **Mention** what travel documentation is needed for this trip. (2)
 - 5.3 **Suggest** the best type of marketing method you would use to market your travel agency internationally. **Provide an example** of this type of method and **explain** why you would use this method. (4)
 - 5.4 **Mention** TWO marketing opportunities in South Africa where you could showcase your business. (2)
 - 5.5 **Identify** a career within the tourism industry and create a career path in which you clearly show a progression to achieving the final step of the chosen career. (7)
- Be sure to **mention** how each step is achieved. (7)
- [19]**

QUESTION 6

Refer to Addendum B in the Insert: Map of world time zones.

- 6.1 **Explain** the term *DST*. (3)
- 6.2 **Mention** FOUR reasons why countries implement DST. (4)
- 6.3 **Differentiate** between jet lag and jet fatigue and explain why each condition occurs. (4)
- 6.4 **Identify and explain** the importance of the 180 degree line of longitude. (3)
- 6.5 6.5.1 An astronomer in South Africa studying the sky through his telescope sees a lunar eclipse at 21:00 on 28 July. He phones his colleague in Los Angeles to tell him about this event. **Calculate** what date and time it will be in Los Angeles when the colleague receives the call. **(DST will not apply.)** (3)
- 6.5.2 **Determine** whether the colleague in Los Angeles will also be able to witness the lunar eclipse and **provide a reason** for your answer. (2)
- 6.6 A group of British sports tourists flies to South Africa to compete in the Iron Man competition. They depart from Heathrow Airport at 17:30 on 20 June and the flight duration is 9 hours. **DST will apply. Calculate** their arrival time at OR Tambo airport (local time). **Show all calculations.** (5)
- [24]**

QUESTION 7

Construct a **concept map** in which you **analyse** and **evaluate** the impact of service delivery on the tourism industry. Refer to the marking rubric in the Insert, Addendum C, when you plan this answer.

Be sure to refer to the following subheadings:

- the different needs and expectations of customers
- importance of customer feedback and methods to measure customer satisfaction
- strategies to achieve and maintain quality service
- make recommendations to improve service delivery by referring to various factors that can contribute to the success of a tourist attraction
- illustrate how service delivered in one sector impacts on services delivered in the other sectors (i.e. the interrelationship of the tourism sectors)
- how the tourism industry impacts on the economic growth of the country

Show the interrelationship between these points by explaining how all these links work towards providing excellent customer service.

[30]

QUESTION 8

During this year, you were tasked to participate as a team member in an Industry-Related Performance Task (IRT). **Write an essay** in which you describe this venture and your participation. Refer to the marking rubric in Addendum D in the Insert when planning your answer.

Be sure to refer to the following:

- Clearly **state and explain** the nature of your IRT.
- **Discuss** your role in/contribution to the team.
- **Critically evaluate** your own weaknesses and strengths and **explain** how this affected your overall performance within the team environment.
- **Explain** the importance of teamwork in providing quality customer service at this venture.
- **Analyse** the sustainability and responsibility of this venture.
- **Illustrate, with examples**, how this venture stimulates the multiplier effect in the local community.

Your essay should be one A4 page or longer.

Provide a suitable title for your essay and write neatly.

[30]

Total: 200 marks