



education

Department:
Education
REPUBLIC OF SOUTH AFRICA

**NATIONAL
SENIOR CERTIFICATE**

GRADE 12

TOURISM

FEBRUARY/MARCH 2010

MARKS: 200

TIME: 3 hours

This question paper consists of 26 pages.

INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start each section on a NEW page.
4. A calculator may be used.
5. Number the answers correctly according to the numbering system used in this question paper.
6. The table below is a guide to help you allocate your time according to each section.

SECTION A	Short Questions	40 marks	20 min.
SECTION B	Tourism as an Interrelated System	40 marks	40 min.
SECTION C	Responsible and Sustainable Tourism	40 marks	40 min.
SECTION D	Tourism Geography, Attractions and Travel Trends	50 marks	50 min.
SECTION E	Customer Care and Communication	30 marks	30 min.

SECTION A: SHORT QUESTIONS**QUESTION 1**

- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A – D) next to the question number (1.1.1 – 1.1.20) in the ANSWER BOOK, for example 1.1.21 C.
- 1.1.1 DEAT initiated the Tourism Community Roadshows as part of their ... strategy.
- A Service Excellence
 - B BEE
 - C Domestic Tourism Growth
 - D Economic Impact Assessment
- 1.1.2 Broad-based Black Economic Empowerment deals with the economic empowerment of ...
- A all black people.
 - B only disabled people.
 - C only the youth of South Africa.
 - D only people in rural areas.
- 1.1.3 Grievance procedures to be followed in the workplace are normally contained (found) in the ...
- A company's code of conduct.
 - B contract of employment.
 - C leave application form.
 - D company profile on the Internet.
- 1.1.4 The job description of an employee is normally found in the ...
- A code of conduct.
 - B government policy document.
 - C Labour Relations Act, 1995 (Act 66 of 1995).
 - D contract of employment.
- 1.1.5 According to the National Restaurant Association of South Africa, one customer will tell eleven people about his/her restaurant experience. This type of advertising is called ...
- A cooperative advertising.
 - B word-of-mouth advertising.
 - C franchise advertising.
 - D None of the above-mentioned

1.1.6 A process whereby the manager and employee develop a plan on how the employee can improve his/her performance in order to qualify for incentives or a promotion within the company:

- A Customer surveys
- B Professional image consultations
- C Process performance
- D Performance management

1.1.7 'Bunny chow', a spicy curry served in a hollowed-out quarter, half or full loaf of bread, originated amongst the ...

- A Chinese.
- B Indians.
- C San.
- D Germans.

1.1.8 The expression  (Batho Pele) refers to ...

- A being sensitive to the needs of others in the private sector.
- B excellent service delivery within the public sector.
- C improving the standards of delivery in the private sector.
- D businesses that show responsibility to the environment.

1.1.9 The line of longitude from which all time zones are measured is called the ...

- A Universal Time Coordinate (UTC).
- B International Date Line (IDL).
- C equator.
- D tropic of Capricorn.

1.1.10 On a map, the time zones are indicated at intervals of ... hour(s).

- A 1
- B 2
- C 12
- D 25

- 1.1.11 South African Airways uses the code 'Y' on their rate sheets/schedules (timetables) to indicate ...
- A first class.
 - B business class.
 - C an APEX fare.
 - D economy class.
- 1.1.12 Tourists visiting this province in South Africa must take preventative measures to avoid contracting malaria:
- A Free State
 - B Mpumalanga
 - C Gauteng
 - D Coastal areas of the Northern Cape
- 1.1.13 During the 'checking in' process at an airport, the weight of a passenger's luggage is printed on the ...
- A air ticket.
 - B passport.
 - C boarding pass.
 - D health certificate.
- 1.1.14 For marketing purposes, the 'Wanderlust' tourist has been identified within this age group:
- A 17 – 21 years
 - B 25 – 40 years
 - C 41 – 60 years
 - D 65 years and above
- 1.1.15 The rate used by the bank to sell foreign currency to an outbound international tourist is ...
- A bank buying rate.
 - B bank selling rate.
 - C exchange rate.
 - D direct quotation rate.
- 1.1.16 In foreign-currency transactions, 'commission' refers to the ...
- A difference between the buying and selling rates.
 - B handling fee charged to the customer by the seller.
 - C duty paid by the seller to the government.
 - D tip or gratuity paid by the customer to reward good service.

- 1.1.17 The term *inbound international tourist* can best be described as a ...
- A domestic tourist who travels within his/her own country.
 - B tourist coming into a country from another country.
 - C local tourist travelling to an international destination.
 - D tourist who travels to a destination for less than 24 hours.
- 1.1.18 Choose the approach to teamwork that would lead to the delivery of quality service:
- A Argue that your opinion should be the one adopted by the team.
 - B Conduct a 'brainstorming' session with only the scribe to decide on a number of strategies.
 - C Nominate one person as the leader and then follow and respect all of his/her instructions or points.
 - D Discuss the task together and find the best workable solution.
- 1.1.19 The following are essential skills required for the effective participation in a team:
- A Listening skills, respect, participation
 - B Questioning, selfishness, arrogance
 - C Defending ideas, listening skills, sharing
 - D Help, respect, dominance
- 1.1.20 The following symbol on a computer screen indicates ...



- A electronic mail.
- B Gmail.
- C Internet.
- D electronic banking services.

(20 x 1) (20)

- 1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (1.2.1 – 1.2.5) in the ANSWER BOOK.

United Nations World Tourism Organisation (UNWTO); immunisation; injection; jet lag; Forex table; electronic board; visa; passport; World Health Organisation (WHO); International Driving Permit (IDP)

- 1.2.1 Refers to the organisation responsible for directing and coordinating international health and health regulations
- 1.2.2 A document that allows tourists to drive vehicles in other countries
- 1.2.3 The document issued by the country of destination which gives tourists permission to enter that country during a given period for certain purposes
- 1.2.4 Medical prevention by district surgeons or health clinics when travelling to or from areas where there is a health risk
- 1.2.5 The table used by tourists to determine the rate of exchange of foreign currencies

(5)

- 1.3 Choose a term from COLUMN B that matches a description in COLUMN A. Write only the letter (A – G) next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK, for example 1.3.6 H.

COLUMN A		COLUMN B
1.3.1	A special tax which is charged for goods bought outside South Africa	A health certificate
1.3.2	Used by travel agents to indicate a planned route or journey. Includes destinations, dates and times of travel	B passport
1.3.3	The travel document issued by one's own country as proof of identity and nationality	C transit visa
1.3.4	A document which proves that a tourist has been vaccinated	D identity document (ID)
1.3.5	A visa granted for a visit not exceeding 72 hours in a country and issued only to persons having an onward airline ticket	E itinerary
		F medical visa
		G customs duty

(5 x 1)

(5)

- 1.4 Complete the crossword puzzle below. To help you answer this question, do the puzzle on the question paper first and then **ONLY** write the answer next to the question number (1.4.1 – 1.4.5) in the **ANSWER BOOK**, for example 1.4.6 India.

DO NOT copy the crossword puzzle into your ANSWER BOOK.

CLUES:

ACROSS:

- 1.4.1 A highly contagious disease associated with polluted water
- 1.4.2 One of the major currencies of the world

DOWN:

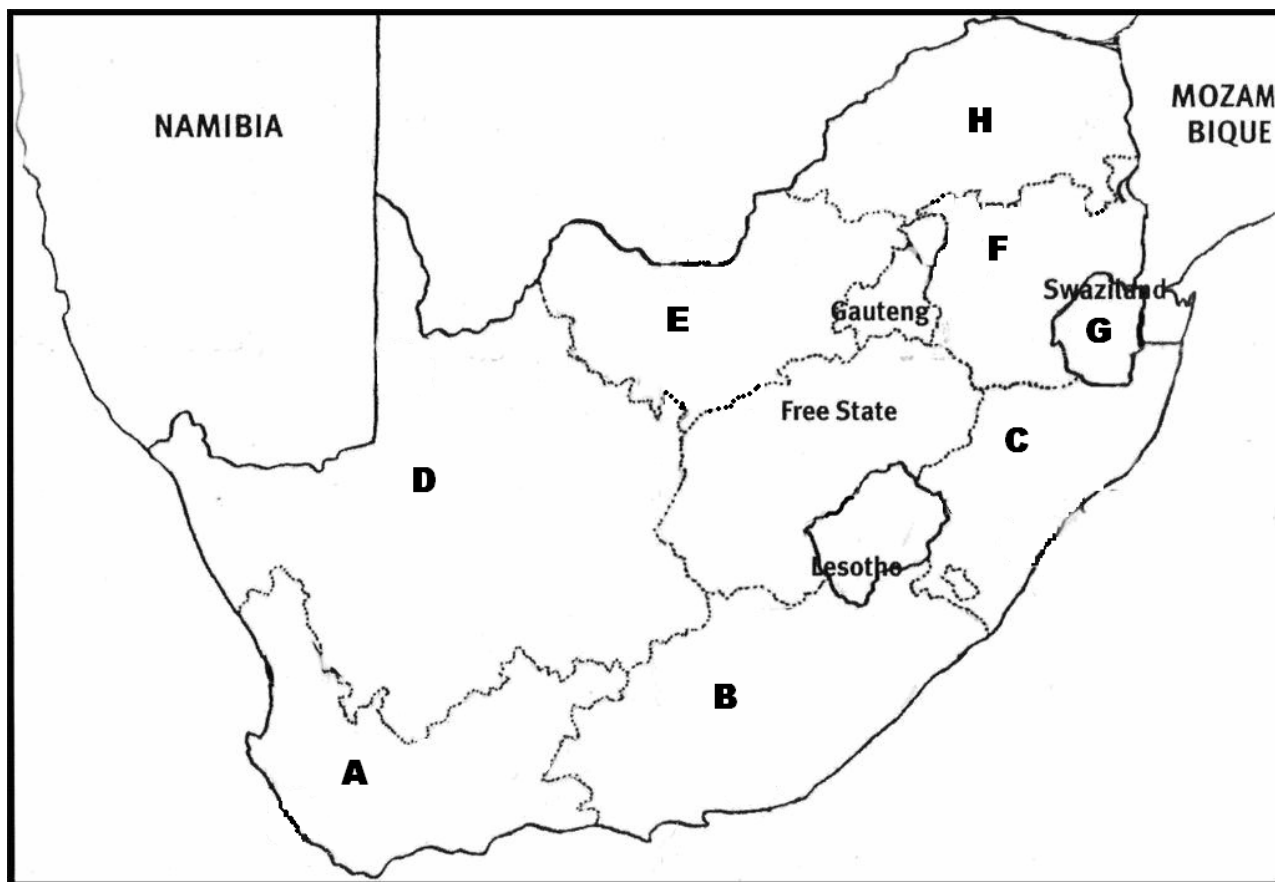
- 1.4.3 The authority responsible for Tourism, Hospitality and Sports Education and Training
- 1.4.4 In recent years, this British city was subjected to terrorist bombings
- 1.4.5 The largest gateway to South Africa is located in this South African province

CROSSWORD PUZZLE									
	1.4.3					1.4.5			
1.4.1			1.4.4						
	T								
						1.4.2			
						N			

Do NOT copy the crossword puzzle into your ANSWER BOOK.

(5)

- 1.5 Indicate the provinces where the festivals or cultural activities below take place. Write only the letter (A – H) next to the question number (1.5.1 – 1.5.5) in the ANSWER BOOK, for example 1.5.6 K.



- 1.5.1 The first Indians arrived in South Africa in 1860 to work on the sugar cane plantations. They still celebrate the Festival of Lights once a year.
- 1.5.2 The annual festival of Second New Year ('Tweede Nuwejaar') is celebrated on 2 January with colourful costumes and music during street parades.
- 1.5.3 The national arts festival that is held annually in Grahamstown is one of the largest and most diverse art gatherings in Africa.
- 1.5.4 Modjadji, the Rain Queen's main role is to perform the mystical annual rituals that ensure good rains for the following year.
- 1.5.5 The Cultural Calabash Festival is a youth art festival that takes place in the rural village of Taung, home of the famous Taung child skull found in the early 20th century.

(5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

2.1 Read the following extracts and answer the questions that follow.

TOURISM TO CONTRIBUTE 12% OF SA GDP BY 2010

Michael Appel – BuaNews

Mthatha – The tourism industry is to make up about 12% of the country's GDP by the time the 2010 FIFA Soccer World Cup comes around, says the Chief Executive Officer of South African Tourism.

"We are expecting some 450 000 international travellers in the space of six weeks," he said, adding that South Africa was more than capable of handling the influx of soccer fans.

Tourism can make a contribution to the development of the economy in all nine provinces. "People can earn a living as a result of tourism. You can't talk tourism without talking economic development and you can't talk economic development without talking service excellence," stated Mr Mosola.

[Adapted from: *BuaNews*, www.buanews.gov.za]

WHAT IS GOVERNMENT DOING?

Marthinus van Schalkwyk – Minister of Environmental Affairs and Tourism

We are aiming to improve visitor satisfaction and have developed a wide-ranging strategy to attain service excellence in the tourism industry. Today our department, in conjunction with a number of stakeholders, are proud to release the Draft National Service Excellence Strategy for Tourism in South Africa.

The Tourism Satellite Account (TSA), which will help us better measure the economic influence of tourism, has been finalised and will be launched at the Tourism Indaba in May 2009.

The Local Government Tourism Indaba will be held in January 2009. We hope that this Indaba will encourage better planning by the local authorities to ensure that the needs of the industry (regarding development and improvement of infrastructure) are taken into account.

[Adapted from: The Minister's speech at the 7th annual Tourism Conference at Emperor's Palace, Gauteng, 3 November 2008]

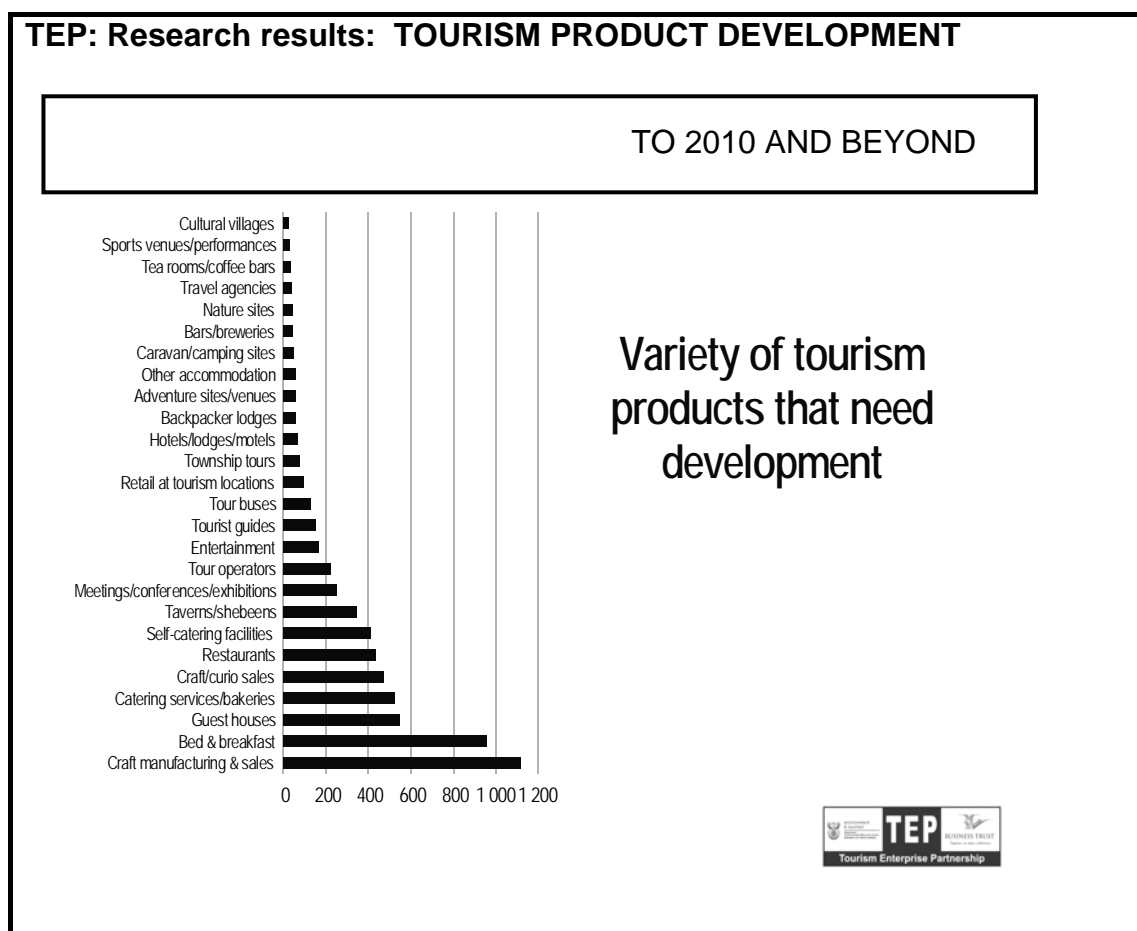
2.1.1 Give the full term for the abbreviation *GDP*. (1)

2.1.2 Give TWO examples (not used in the extract) of how the tourism industry contributes to the GDP. (4)

2.1.3 Give ONE reason why excellent service delivery in the tourism industry will attract more foreign tourists to South Africa. (2)

2.1.4 Use the information from the extract to identify and explain THREE ways in which government aimed to improve tourism in late 2008 and early 2009. (6)

2.2 Study the graph below and answer the questions that follow.



2.2.1 Give the full term for *SMME* and give ONE example from the graph that will expose the tourist to a unique cultural experience. (2)

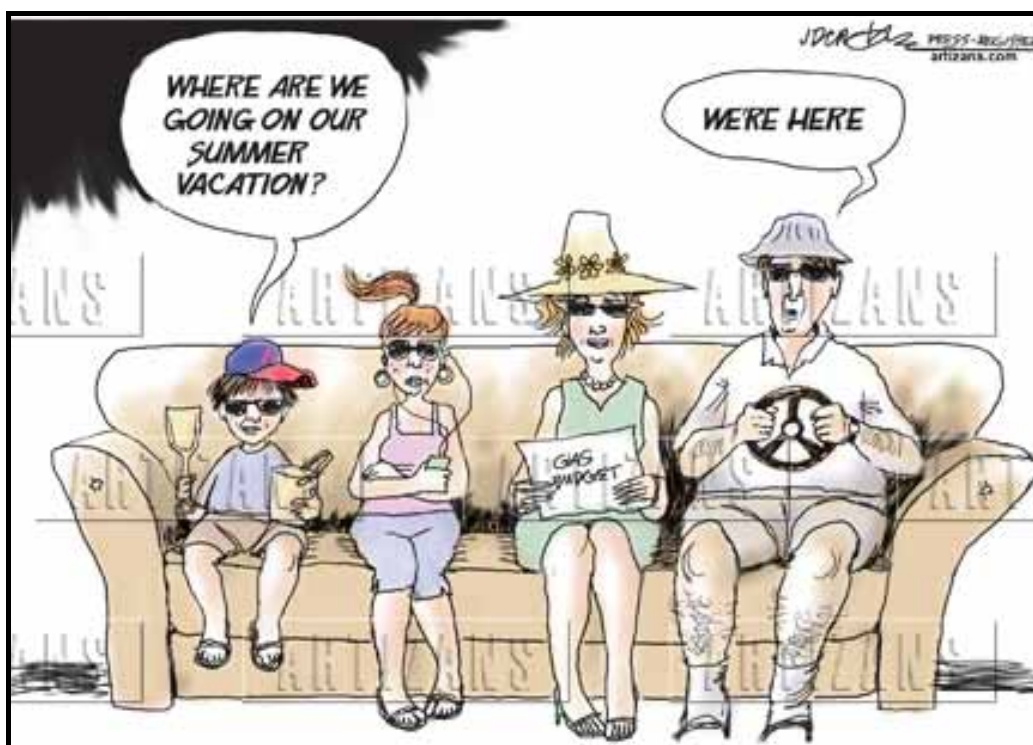
2.2.2 Explain the TWO objectives of the TOURISM ENTERPRISE PARTNERSHIP (TEP). (4)

2.2.3 TEP recently interviewed 500 tourism stakeholders across South Africa in order to understand the SMME market in tourism for 2010. TEP wanted to provide a credible source of information for all stakeholders to use and has used this information to develop some strategies for the industry.

Give TWO reasons, in your own words, why TEP did the research above. (2)

2.2.4 From the graph above, identify TWO tourism products which could benefit most from TEP's programmes. (2)

- 2.2.5 From the graph on the previous page, identify the tourism product which is best established in South Africa. (1)
- 2.2.6 Apart from TEP, name ONE other programme or strategy which aims to redress past imbalances in tourism ownership and participation. (1)
- 2.3 Suggest ONE benefit to tourism businesses if they comply with the requirements set out by the Tourism BEE Charter. (2)
- 2.4 Study the cartoon below and answer the questions that follow.




[Source: www.artisans.com]

- 2.4.1 Predict where the family in the cartoon will be spending their annual holiday. (2)
- 2.4.2 Explain how an increase in the price of petrol and diesel can have a negative effect on South Africa's tourism industry. (2)
- [31]**

QUESTION 3

3.1 The following points are found in the SATSA Code of Conduct:

CODE OF CONDUCT



A. Standard of Service

- Members shall maintain a high standard in serving the public and shall comply with all relevant statutory requirements.
- Members shall make every effort to ensure that accurate information is provided to enable clients to exercise an informed judgment in making their choice of facilities.

B. Cancellation by Clients

- A Member shall clearly state in his booking conditions the amount of the cancellation fees which the client shall be liable for, as well as the terms and conditions under which the client shall be liable for such fees.

C. Advertising

D. Transport

[Source: www.satsa.co.za]

As a board member of SATSA, your job is to draw up a code of conduct for your members. The first two points are given in the extract above.

Give ONE point which can be included under each of the following headings:

- 3.1.1 Advertising (regarding reliability) (2)
- 3.1.2 Transport (regarding safety) (2)
- 3.2 List THREE possible job opportunities at a cultural museum. (3)
- 3.3 Complete the following sentence. Write only the missing word(s) next to the question number (3.3) in the ANSWER BOOK.

To ensure protection of their rights, all employees should always insist on a written ... when accepting a new job.

(2)
[9]

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 4**

4.1 Read the following extract and answer the questions that follow.



environment
& tourism

Department:
Environmental Affairs and Tourism
REPUBLIC OF SOUTH AFRICA

In 1996, the South African Government issued the White Paper on the Development and Promotion of Tourism in South Africa, in which responsible tourism was described as an 'absolute necessity if South Africa is to emerge as a successful international competitor'.

In order to provide national guidance to demonstrate progress towards the principles of responsible tourism, the following guidelines, conferences, award ceremonies and trademark bodies were set up by the government:

- Responsible Tourism Guidelines were published in 2002.
- In 2001 South African Tourism launched the Emerging Tourism Entrepreneur of the Year Awards (ETEYA), designed primarily to encourage and sustain the development of small businesses within the tourism industry.
- At the World Summit on Sustainable Development in 2002, the Imvelo Awards were announced in Johannesburg.
- 2003 saw the birth of the Fair Trade in Tourism South Africa trademark (FTTSA), an ICUN (World Conservation Union) initiative that recognises certain special tourism businesses for their efforts in sustainable tourism.

4.1.1 Name the organisation that was responsible for drawing up the Responsible Tourism Guidelines. (1)

4.1.2 Explain how the Responsible Tourism Guidelines will ensure that tourism businesses practise responsible and sustainable tourism. (2)

4.1.3 Responsible tourism addresses the three pillars (Triple Bottom-Line Approach) of sustainable development.

Give an explanation for each of the following pillars:

- (a) Economic responsibility
- (b) Social development and responsibility
- (c) Responsibility towards the natural environment (3 x 2) (6)

- 4.1.4 Explain why a tourism business will receive the following awards: (2)
- (a) Imvelo Awards (2)
- (b) ETEYA Awards (2)
- 4.1.5 Give TWO reasons why ecotourists are willing to pay a higher price for tourism products and services endorsed (accepted) by FTTSA. (4)
- 4.2 Read the extract below and answer the questions that follow.

The Carbon Curse

(Carbon tax is environmental tax on emissions of fossil fuels.)

*Carbon tax is based on the idea
that the polluters pay*



The earth is undoubtedly heating up – and more than likely humans are assisting the cause. We're burning fossil fuels and releasing carbon into the atmosphere on a scale of millions of tons a day.

Something has to be done about all this. There was an international attempt to get countries to agree to reduce their greenhouse emissions by signing a protocol document. However, big-time polluters such as the United States and Australia refused to sign the protocol, but most other countries did, including South Africa and many other countries in Africa.

So, arriving at the Zimbabwean or Zambian border in your diesel-guzzling 4x4 and finding you have to pay carbon tax, is irritating, but possibly a sign of progress.

At the Zimbabwean border a small car will be charged R60 and a vehicle over 3 000 cc will cost you R270. On entering Zambia, the tax is about the same and in both cases you must pay in foreign currency. Citizens of these countries also have to pay carbon tax, though it's lower and can be paid in local currency.

[Adapted from: *Getaway*, September 2006]

- 4.2.1 State ONE cause of greenhouse emissions mentioned in the extract that can result from tourism activities. (2)
- 4.2.2 Name the international agreement signed by countries to reduce their greenhouse emissions. (2)
- 4.2.3 (a) Do you think the international agreement mentioned in QUESTION 4.2.2 is globally successful in reducing the greenhouse emissions? (1)
- (b) Motivate your answer. (2)
- 4.2.4 (a) From the illustration, identify the foreign currency that international tourists are expected to use in Zimbabwe and Zambia to pay carbon tax with. (1)
- (b) Give ONE reason why international tourists are required to pay in this foreign currency. (2)
- 4.2.5

You are a marketing consultant for RETOSA (Regional Tourism Organisation of Southern Africa). As part of your marketing strategy, you are required to motivate the introduction of carbon tax in all the SADC countries.
- (a) Give ONE reason why you would introduce carbon tax in SADC countries. (1)
- (b) Suggest THREE ways in which a tourist could contribute to the reduction of fossil fuel emissions. (6)
- [34]**

QUESTION 5

5.1 Study the logo below and answer the questions that follow.

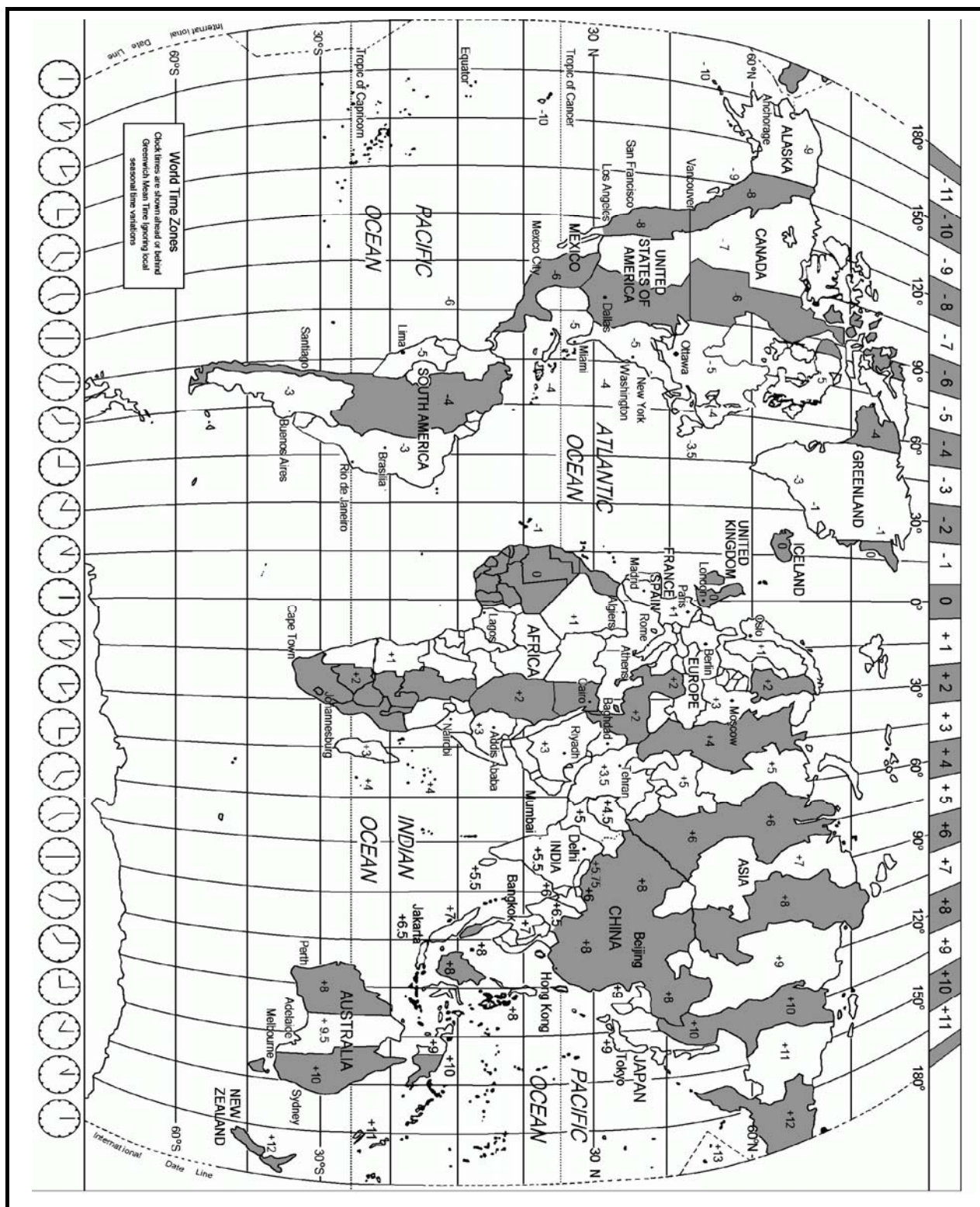


- 5.1.1 Explain the slogan The Rainbow Nation. (2)
- 5.1.2 Suggest TWO ways in which the slogan 'The Rainbow Nation' can be used to promote inbound international and domestic tourism. (4)
[6]

TOTAL SECTION C: 40

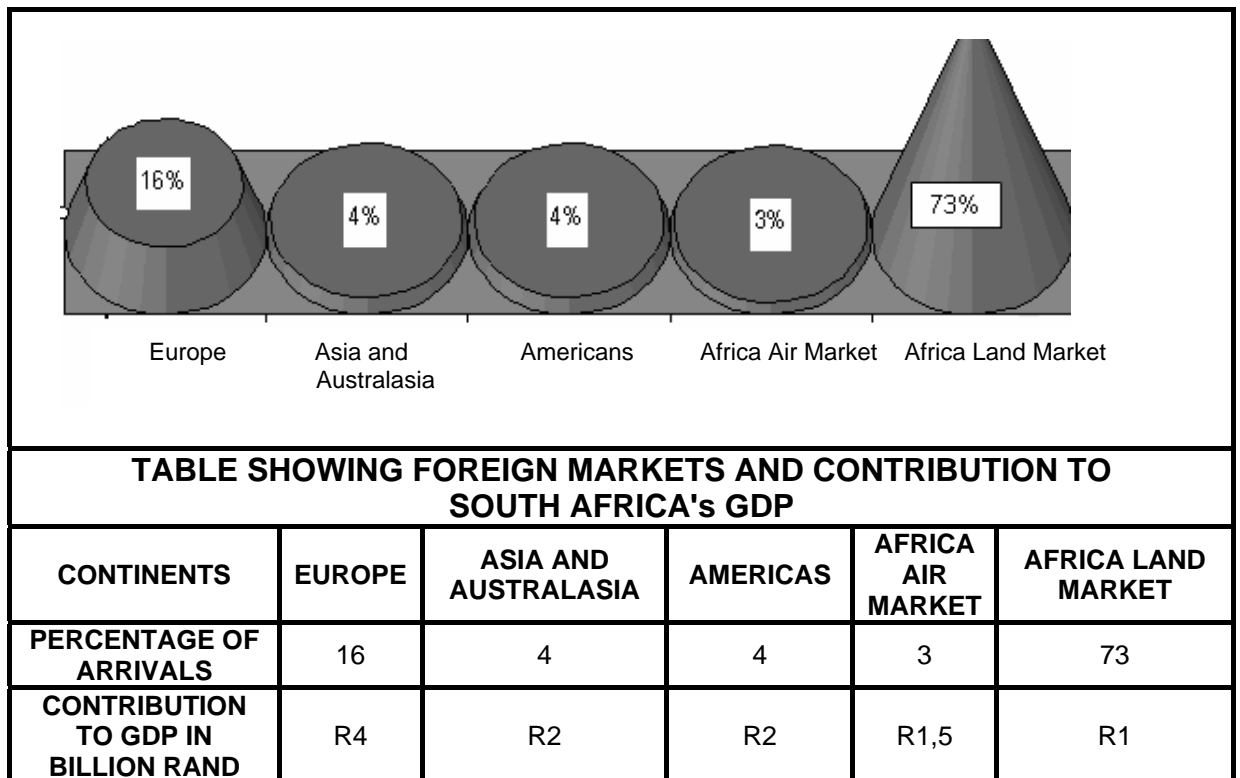
SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

6.1 Study the World Time Zones Map below and answer the questions that follow.



- 6.1.1 State why the whole of South Africa is shaded on the map while the United States of America is both shaded and unshaded. (2)
- 6.1.2 A flight to London left OR Tambo Airport in Johannesburg on 30 May 2009 at 20:00. Calculate the date and time it arrived at Heathrow Airport, London, if the flying time was 12 hours. You have to take into consideration that Daylight Saving Time is practised during this period. (5)
- 6.1.3 Mr Burger lives in Perth. He makes a call at 17:00 to his friend in Sydney. Calculate what time it will be in Sydney when his friend receives the call. (3)
- 6.1.4 If South Africa were to introduce Daylight Saving Time, state why the beginning of spring would be the ideal time to effect such a change. (2)
- 6.2 **Health and safety issues are important in the tourism industry. Travellers face many additional health and safety risks that they do not experience at home.**
- 6.2.1 Advise tourists on the following:
- (a) ONE safety tip (2)
 - (b) ONE health tip (2)
- 6.2.2 Give ONE reason why you would advise a tourist to take out travel insurance. (2)

6.3 Study the foreign markets graph below and answer the questions that follow.



6.3.1 Explain the term *foreign markets*. (2)

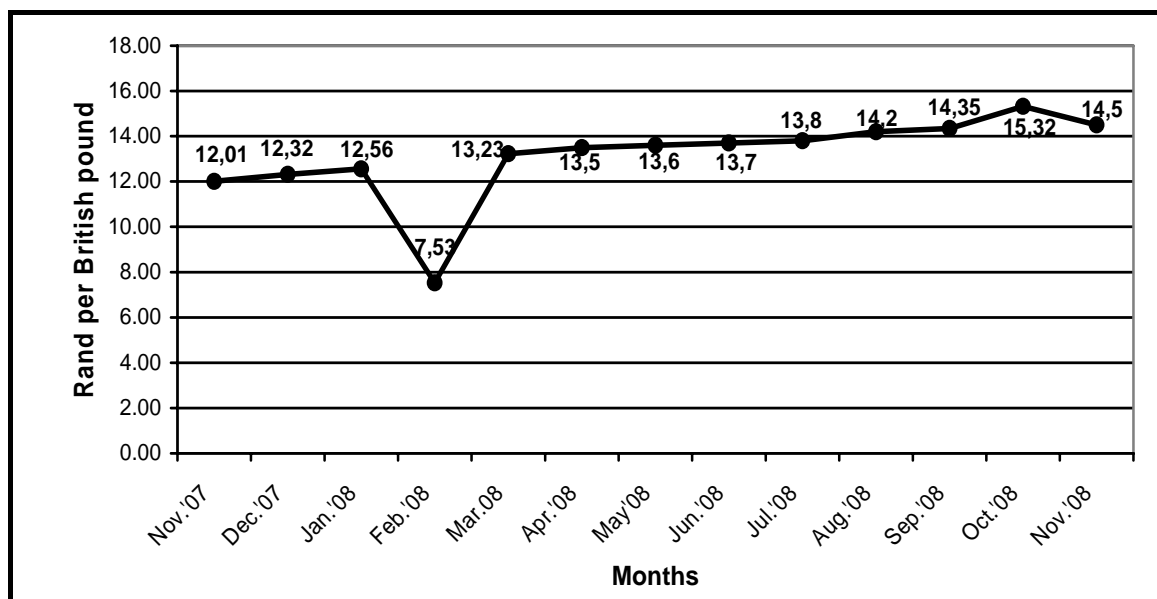
6.3.2 Core markets refer to markets that generate the most money in the tourism industry, while tactical markets are still untapped.

(a) Identify ONE tactical market from the graph above. (2)

(b) Give ONE recommendation on how South African Tourism can convert this tactical market into a core market. (2)

6.3.3 Suggest ONE way in which South African Tourism can retain its existing markets. (2)

- 6.4 Study the graph below, which indicates the value of the rand in relation to the British pound.



- 6.4.1 Explain the term *exchange rate*. (2)
- 6.4.2 Suggest ONE reason why South Africans would have preferred to visit the United Kingdom in February 2008 rather than in October 2008. (2)
- 6.4.3 Suggest ONE reason why people from the United Kingdom would have preferred to visit South Africa in October 2008 rather than in February 2008. (2)
- 6.4.4 Two families (Family 1 and Family 2) from England won a prize of £800,00 each. Family 1 toured South Africa in November 2007 and Family 2 toured South Africa in November 2008.
- Calculate the amount in rand that Family 1 would receive for their British pounds. (2)
 - Calculate the amount in rand that Family 2 would receive for their British pounds. (2)
 - State which one of the two families benefited the most from their visit to South Africa. Give ONE reason for your answer. (2)

6.5 Read the extract below and answer the questions that follow.

BOOST FOR THE ECONOMY



According to the consulting firm, Grant Thornton, the Soccer World Cup will pump around R21,3 billion into South Africa's economy, generating an estimated R12,7 billion in direct spending and creating an estimated 159 000 new jobs.

The country's tourism industry will benefit from the estimated three million visitors expected for the tournament, while construction and engineering companies will look to a slice of the billions to be spent on infrastructure in the lead-up to the event.

However, the indirect spin-offs of an improved image abroad could have an even greater impact on the economy.

"There will be a big direct injection for the economy," Standard Bank economist Goolam Ballim said after FIFA announced the 2010 host. "But the indirect impact may be more meaningful for a sustainable economic lift in subsequent years ... It will help change the perceptions that a large number of foreign investors hold of Africa and South Africa."

[Adapted from: SouthAfrica.info]

- 6.5.1 The 2010 FIFA Soccer World Cup is a global current event. Give ONE reason why it can be considered as a global event. (2)
- 6.5.2 Suggest TWO benefits that each of the following are going to enjoy through the hosting of the 2010 FIFA Soccer World Cup:
- (a) Infrastructure (4)
 - (b) South African economy (4)
- 6.5.3 Refer to the extract, suggest ONE indirect benefit that the hosting of the 2010 FIFA Soccer World Cup will have for South Africa. (2)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

7.1 Study the table below and answer the questions that follow.

TOTAL: FOREIGNERS VISITING SOUTH AFRICA				
Country of origin	JUNE 2008	JUNE 2007	Difference	%
France	12 379	10 365	2 014	19,4
Germany	15 043	18 018	-2 975	-16,5
The Netherlands	10 908	7 212	3 696	51,2
UK	28 991	38 073	-9 082	-23,9
USA	18 869	18 911	-42	-0,2
Israel	1 402	1 098	304	27,7
Botswana	66 621	89 897	-23 276	-25,9
Lesotho	134 772	202 223	-67 451	-33,4
TOTAL: VISITS PER CONTINENT				
Europe	97 218	103 828	-6 610	-6,4
North America and Canada	22 915	22 820	95	0,4
Central and South America	4 756	4 499	257	5,7
Australia	9 909	9 233	676	7,3
Asia	17 122	16 917	205	1,2
Middle East	3 108	2 588	520	20,1
Africa	551 499	620 646	-69 150	-11,1

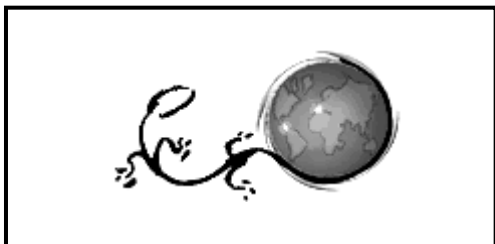
7.1.1 Identify the country that indicated the largest growth percentage of tourists to South Africa during the period June 2007 to June 2008. (2)

7.1.2 State the country from which South Africa received the most tourists in 2008 and suggest ONE main reason for their visit. (3)

7.1.3 The Middle East had a 20,1% growth rate during this period, of which 80% were of Arabic decent. One of the ways in which South African Tourism can improve this growth rate is to ensure that the tourism industry is able to meet the cultural expectations of these tourists.

Suggest TWO ways in which you would ensure that the cultural expectations of the tourists in the above extract are met. (4)

- 7.2 Read the letter of complaint and the response to it below and answer the questions that follow.



World Leisure Investments
P.O Box 11039
Cape Town
8000
South Africa
Info@hydepark.co.za



+27 021 9865412



info@worldl.co.za



0734567890

www.worldleisure.com

The Manager
BetterBest Taxi's and Tours
PO Box 78654
Cape Town
8000

28 August 2009

Dear Sir/Madam

POOR SERVICE DELIVERY: BETTERBEST TAXI'S AND TOURS

Our company had received a delegation from out of town and we needed to travel to several venues during the course of the day. At the different venues there were other people to meet, so timing was very important. We booked BetterBest Taxi's and Tours and received written confirmation for 08:00 on 28 August 2009 at our offices.

At 08:20 there was no sign of the driver and we had not received a call notifying us of any delay. I contacted Vuyisile at 021 419 7742, who told me the driver was still 20 minutes away and that he didn't "know why the driver is late because he knew about the appointment last night". Eventually at 08:55 (almost an hour late) the driver arrived.

I now have the task of rescheduling all the meetings for today with lots of different people and this reflects badly on our company's proficiency.

We will stick to WorldHire from now on as they have never let us down. Clearly BetterBest is not reliable.

Yours sincerely

Peter L. RADEBE
CEO – WORLD LEISURE INVESTMENTS

[Adapted from: www.hellopeter.com]

Response from Betterbest Taxi' and Tours

28 August 2009
16:00

Dear Mr Radebe

Thank you for bringing this to our attention. We apologise for any inconvenience we have caused you. Our driver was 55 minutes late due to an oversight – a human error. We have taken the necessary steps to correct this.

In addition, there will be no charge for today's service, and we have extended a complimentary taxi service for one full day to your company. We hope that you will give us an opportunity to prove our usual high standard of service.

Yours sincerely

Henco Nel
CEO: Betterbest Taxi's and Tours

[Adapted from: www.hellopeter.com]

- 7.2.1 Explain how poor service delivery inconvenienced Mr Peter Rademan personally. (2)
- 7.2.2 In his response to Worldleisure Investments, the CEO of Betterbest Taxi's and Tours offers compensation for any inconvenience caused.
- Identify ONE way in which BetterBest Taxi's and Tours offers to compensate Worldleisure Investments. (2)
- 7.2.3 Give ONE reason why companies will offer compensation where there was poor service delivery from their side. (2)
- 7.2.4 Suggest ONE way in which BetterBest Taxi's and Tours can deal with the driver who delivered poor service by making customers wait. (2)

- 7.3 Obtaining customer feedback on a regular basis can provide tourism product owners with valuable information.

Explain TWO ways in which information obtained from customer satisfaction surveys can help businesses to improve their service delivery.

(4)
[21]

QUESTION 8

8.1 Study the cartoon below and answer the questions that follow.



8.1.1 Do you think the job of the travel agent is threatened by the Internet? (1)

8.1.2 Motivate your answer with TWO reasons. (4)

8.2 Suggest TWO reasons why it is important that all team members have a common goal in an industry like tourism. (4)
[9]

TOTAL SECTION E: 30

GRAND TOTAL: 200