## SECTION A: SHORT QUESTIONS

### QUESTION 1

1.1 1.1.1 D ✓  
LO3  
AS6  
1.1.2 B ✓  
LO1  
AS2  
1.1.3 A ✓  
LO3  
AS6  
1.1.4 D ✓  
LO1  
AS3  
1.1.5 C ✓  
LO1  
AS2  
1.1.6 C ✓  
LO3  
AS6  
1.1.7 B ✓  
LO2  
AS2  
1.1.8 B ✓  
LO2  
AS4  
1.1.9 A ✓  
LO3  
AS1  
1.1.10 A ✓  
LO3  
AS1  
1.1.11 D ✓  
LO3  
AS2  
1.1.12 D ✓  
LO3  
AS2  
1.1.13 D ✓  
LO3  
AS1  
1.1.14 D ✓ / A  
LO3  
AS2  
1.1.15 A ✓  
LO2  
AS3  
1.1.16 C ✓  
LO3  
AS4  
1.1.17 B ✓  
LO1  
AS1  
1.1.18 A ✓  
LO4  
AS3  
1.1.19 C ✓  
LO4  
AS5  
1.1.20 C ✓  
LO3  
AS6  

1.2 1.2.1 ZAR ✓  
LO3  
AS5  
1.2.2 Foreign exchange ✓ /  
FOREX/FX  
LO3  
AS5  
1.2.3 Currency fluctuation ✓ / Fluctuation  
LO3  
AS5  
1.2.4 Rate of exchange ✓ / Exchange rate/ROE  
LO1  
AS1  

1.3 1.3.1 Malay ✓  
LO2  
AS4  
1.3.2 products ✓  
LO2  
AS4  
1.3.3 People first ✓  
LO1  
AS2  
1.3.4 Carbon footprint ✓  
LO2  
AS2  
1.3.5 Political situation ✓  
LO3  
AS6  

**TOTAL SECTION A: 40**
SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

2.1 2.1.1 food ✓
- Fast food
- Take-away food
- Food and beverage

2.1.2
(a) Poor/negative/bad/substandard quality service is provided to the customer ✓

(b) The service provider/owner is unfriendly and rude, ✓ ✓
   He is shouting at the client to hurry up ✓ ✓
   - Facial expression/body language is unfriendly and tone curt

2.1.3
(a) The client will not return ✓ leading to a loss of revenue/income/turnover ✓ and; spread negative word of mouth ✓ and this will impact negatively on the multiplier effect ✓

(b) High quality/regular staff training ✓ ✓
   Introduce quality control measures like mystery guests, surveys, reviews/follow ups ✓ ✓
   - Provide incentives to staff for excellent service
   - Monitor customer service regularly
   - Address gaps immediately
   - Employ competent staff
   - Performance management
   - Provide a code of conduct to staff
   - Implement corrective/disciplinary measures
   - Introduce an employee assistance programme (EAP)

2.2 2.2.1 To encourage, promote and develop tourism (domestic and international) in South Africa in a sustainable manner in order to grow the country as a nation ✓ ✓

2.2.2 (a) Sho't left ✓ ✓/Vaya Mzansi
- Community road shows/Tourism Tradeshows
- DTGS
- TEP
- BBBEE scorecard
- Tourism awards (ETEYA/IMVELO)
(ii) Sho't left / Vaya Mzansi – To **encourage domestic tourists to travel** in and around South Africa by making travel more affordable packages and prices

- Community road-shows – **promote** South Africa's attractions
- DTGS – job creation; transformation; GDP growth
- TEP - to promote, support and offer guidance for SMMEs
- BBBEE scorecard – to transform tourism of South Africa
- Tourism **awards** - gives **publicity** to local businesses

(b) (i) Tourism Enterprise Programmes (TEP)

- ETEYA awards
- BBBEE scorecard

(ii) **TEP – encourages and support SMMEs** by providing skills, funding, mentorship to new tourism businesses

- The **ETEYA awards** – is established to recognise **service excellence** amongst SMMEs
- **BBBEE scorecard** – is compliant to the **transformation** policy of South Africa

2.3 Indicator to establish whether HDIs have:

- **Management control**
- **Employment equity** \( \% \) of staff employed who are HDI (demographics of the company)

- **Training and skills development**
- **Preferential procurement**
- **Enterprise development**
- **Socio-economic development**
QUESTION 3

3.1 Assist with luggage upon arrival and departure ✓
Familiarise clients with in-house technology ✓
- Safekeeping of luggage in the storeroom
- Can assist with basic directions and information in the absence of a concierge.
- Show customers to their rooms
- Forwarding messages, mail & deliver newspapers
- Operates lifts

3.2 Shift work ✓
Overtime work ✓
- Long hours
- Work on Sundays and or public holiday
- Night-time work
- Minimum of 45 hours per week
- Leave
- Gratuities/tips are kept

3.3 Honesty ✓
Respect ✓
- Integrity
- Trustworthiness
- Friendly/peoples person
- Helpful
- Approachable

3.4 Opportunities to earn extra income through gratuities or tips ✓ ✓
Opportunity to earn more money through overtime work ✓ ✓
- Gratuities or tips motivate staff to provide excellent service.

TOTAL SECTION B: 40
SECTION C: SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 4

4.1 4.1.1 Social ✓/People- stakeholders and the community ✓ Economic ✓/Profit- sustainable development ✓/stakeholders and the community Environmental ✓/Planet - conserving the resource ✓/sustainable development

Candidates that mention the underlined phrases only: no marks awarded;
Candidates that mentions the pillars only: award 1 mark per pillar;
No mark should be awarded for a repeated phrase, but phrases may be interchanged where indicated

4.1.2 (a) Yes ✓ (b) Promotes ethical hunting practices ✓✓
   • reduces the risk of poaching
   • Hunting is done in an appropriate and sustainable manner
      OR
   No,
   • hunting encourages a senseless killing of our wildlife
   • hunting is not conserving/protecting our wildlife
   • hunting only enriches a few

Reason must be linked to choice

4.1.3 Hunting is a booming industry therefore local community is provided with job opportunities ✓✓
   • entrepreneurship opportunities by the game farms
   • It brings money/financial spin offs into the community

4.1.4 Increased security systems must be in place ✓✓
   • Stricter legislation and prosecution
   • Local/international communities to be educated on benefits of wildlife
   • Experimenting with various methods/strategies that will deter poachers for e.g. injecting the horn with substances; removing the horn of the rhinos
   • Where there is a demand for rhino horn, governments must be roped in to assist in tracking poachers
   • Legalise hunting rhinos in a controlled environment.
   • Liaise with non-governmental, community based and other organisations to assist in securing funding and anti-poaching initiatives.
4.1.5 There are **fewer** black wildebeest ✓✓
It is a **more sensitive resource** than the others. ✓✓
- It is a **more scarce/threatened** or **endangered** animal
- Its **more prestigious** to hunt
- It is a **bigger/more valuable/more dangerous** animal to hunt

4.2 4.2.1 **Convention on International Trade in Endangered Species** ✓✓
- Convention on International Trade in Endangered Species of wild fauna and flora
(award no marks if any key words of the acronym (CITES) is incorrect)

4.2.2 They will **ensure** that the rhino is **placed on the endangered/threatened** species list. ✓✓
- They **engage with governments** regarding the poaching of the rhino.
- They **assist with the raising of funds** for rhino protection programmes/strategies.
- They **liaise and exchange information** with other stakeholders to combat poaching.
- Countries affiliated to CITES are **legally bound to implement** legislation according to their mandate

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QUESTION 5

5.1  5.1.1  Dullstroom Mpumalanga ✓ /Advertisement A/200 ha farm
It has more established adventure tourism facilities ✓ ✓
(If examples are given only 1 mark to be awarded) (3)

5.1.2  Ballito, KZN North Coast ✓/Advertisement B/1000 ha farm
Direct access to a private beach offers marine
opportunities. ✓ ✓
(If examples are given only 1 mark to be awarded) (3)

5.1.3  He can start operating the business and making a profit immediately. ✓ ✓
• Being an established business it already attracts tourists
and little advertising is required.
• The market is already existing he just have to expand/
grow the market (2)

5.1.4  They have more privacy. ✓ ✓
• They will feel safe/exclusivity
• They will spend quality time with their family without
public disturbance. (2)

5.1.5  (a) He can start operating the business immediately ✓ ✓
• He can expand or make new developments
• Cater for large groups
• Easy access to the Kruger national Park
• Can appeal to other types of tourists as well
examples of expansions or developments can be accepted

(b) Competition from similar establishments ✓ ✓
• Unfavourable weather conditions
• Location/landlocked
• High risk activities
• High maintenance and skilled personnel
• Negative environmental impact (2)

5.2  5.2.1  Housing ✓
Dress (clothes) ✓
Tradition: ✓
• Rituals, customs, lifestyle, food, arts, crafts, cultural dances
• Storytelling, drumming, wine, traditional games (3)
5.2.2 The village **showcases** one of the unique selling points (USP) of South Africa’s **cultural diversity** ✓

- It **displays** our **cultural heritage** (it offers opportunities for learning and creates an awareness of our culture)
- It gives the tourist the **opportunity to take part** in a cultural activities
- Provide **excellent service**

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**TOTAL SECTION C:** 40
SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS

QUESTION 6

6.1 6.1.1 International Date Line ✓
- IDL
- 180 ° longitude

6.1.2 The International Date Line (IDL) follows the borders of countries to avoid confusion regarding day and time. ✓ ✓

6.2 6.2.1 Daylight saving time ✓ DST /
- Summer time
- British time

6.2.2 More daylight time will increase the demand for tourism products and services ✓ ✓
- Outdoor businesses/attractions will benefit from the additional daylight which can result in more profits
- People will complete their working day earlier, and have opportunities to engage in tourism activities
- Diversification – creates opportunities for additional income by expanding their tourism products and services
- The transport sector also benefits from increased tourism business because of the extra daylight

6.3 6.3.1 Time difference +2 -3

5 hours ✓
Time in Rio = 11:00
Time in SA = 11:00 (+ ✓ 5)
=16:00 ✓
Flying time =16:00 (− ✓ 10) hours
06:00 ✓ the same day/10 June ✓

OR
- 06:00 ✓ ✓ ✓ ✓ ✓ the same day/10 June ✓

6.3.2 Jet Lag ✓

6.3.3 Time difference 7 hours ✓
Time in New York 8:00 + ✓ 7 hours = 15:00 ✓
15:00 – ✓ 1 hour (DST) = 14:00 ✓ 30/06 ✓

OR
- 14:00 ✓ ✓ ✓ ✓ 30/06 ✓
6.4 6.4.1 R21 500 ÷ 13,90

= £1 546,76

OR

• £1 546,76

If the answer does not reflect the decimal or the correct answer rounded off, no mark should be awarded

6.4.2 (a) €1 191,86 x 10,56

= R12 586,04

If the answer does not reflect the decimal or the correct answer rounded off, no mark should be awarded

OR

• R12 586,04

(b) One day later

• The next day

• The following day

QUESTION 7

7.1 7.1.1 A Nelson Mandela released

B First democratic elections in South Africa

C Rugby World Cup

D World Trade Centre bombings in New York (9/11)

E Tsunami in South East Asia

7.1.2 It was during the apartheid period and international tourists boycotted South Africa.

Sanctions imposed on South Africa kept tourists away.

• The state of emergency indicates political instability keeping tourist away for safety purposes.

If examples are given only 1 mark to be awarded

7.1.3 Tourist avoided the USA and their allies because they were targets for terrorism activities and therefore South Africa was perceived as a safe destination.

The value of the dollar decreased because of the terror attacks making South Africa a value for money destination.

USA increased their security and entry requirements and South Africa’s entry requirements was more relaxed

If not in paragraph format subtract one mark. Indicate the penalty as follows: (-1 par)
7.2 7.2.1 Business tourism brings in large amounts of money through big events and conference.

- Business tourism encourages repeat visits because it exposes the business tourists to attractions in South Africa.
- Business tourism creates all year travel and therefore addresses seasonality.
- Big events and conferences creates full and part time jobs.
- South Africa is seen as a springboard/gateway for extended business opportunities in the rest of Africa/BRICS.
- Big events (MESE/MICE) exposes South Africa and its tourism offerings to the rest of the world.

7.2.2 Offer attractive pre and post tour packages so the delegate can extend his/her trip by a few days for leisure, or return later.

Provide after business hours optional tourism activities.

- Offer packages for the business tourist to bring his family with.
- Expose the delegate to tourism attractions in the area during his stay.
- Provide advanced technology for business operations to be conducted more efficiently thereby enabling extra leisure time for tourism activities.
- Showcase South Africa as a favourable business destination to encourage the tourist to invest.

7.2.3 Volume/size - how many tourists can SA hope to get from this country?

Value - how much money can we get the tourist to spend in SA?

TOTAL SECTION D: 50
SECTION E: CUSTOMER CARE AND COMMUNICATION

QUESTION 8

8.1 8.1.1 Team review✓✓
- Staff meeting
- Training session
- Feedback session
- Brain storm
- Group discussion
- Performance review
- Bosberaad/Indaba/Lekgotla/strategic planning meeting
- SWOT analysis

8.1.2 Team members are involved in examining/reflecting/criticising/evaluating each other's and/or the company's performance. ✓✓ Identify successes/weak points/areas/processes ✓✓
- Make suggestions for improvement
- Staff training
- Brain storming

8.1.3 It ensures that a customer gets a consistently good product/service✓✓
It identifies service delivery gaps/strengths✓✓
- Ensure value for money for a customer
- Leads to improved products/service
- Build staff morale and loyalty
- Staff feel valued because their opinions are sought
- Staff feels part of the company,
- Motivate staff to constantly perform at optimal levels
- Ensure smooth operations

8.1.4 Surveys✓✓
Questionnaires✓✓
- Follow-up calls
- Quality control checks
- Mystery customers
- Staff training/In service training (INSET)
- Incentives/rewards to staff
- Suggestion boxes
- Comments space on website
- Focus groups

*a learner cannot be awarded marks for repetition of answers in 8.1.1*
8.1.5 **Offer compensation** to affected customers (discounts, vouchers, free meals, refunds)

- Apologise and correct the problem
  - Explain in a friendly manner the **reason** for the problem
  - Explain and how it will be corrected
  - Thank the customer for bringing the problem to their attention
  - React immediately to correct the problem

8.2 8.2.1 Accessible entrances/Ramps or lifts

- Hand rails
- Levers for taps
- Easy to reach furniture in rooms
- Roll in shower
- Big spaces to turn around

8.2.2 A smoking room if possible

- Offer a designated smoking area
- Cigarette dispense machines

8.2.3 Ensure his known preferences are met

- Reward him for his loyalty i.e. room upgrade, welcome basket, complimentary stay or a free meal

8.2.4 Provide a family room

- Provide a safe play area
- Offer babysitting facilities
- Offer child-friendly facilities

8.3 Food language

- Religion/belief system
- Dress code
- Cultural practices

*examples are acceptable*
QUESTION 9

9.1 Teamwork is a **joint action by a group** of people to **achieve a common goal**

- Teamwork is when all the individuals involved harmonize their contributions and work towards a common goal.

9.2 9.2.1 Desk top computer

- iPad
- Tablet
- Cell phone/Smart phone
- Notebook/laptop

9.2.2 Will be able to **access the faxes on the laptop** when away from the office on a business meeting

- **Read faxes privately** on their own PC
- **Convenience** (saves time/money)
- **Easily accessible storage/file method**, because the fax is always available
- **Saves paper/paperless**
- **No need to purchase** a fax machine
- **Easy to access** and **forward** information

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[6]

**TOTAL SECTION E:** 30
**GRAND TOTAL:** 200