NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2024

TOURISM

MARKING GUIDELINES

Time: 3 hours 200 marks

These marking guidelines are prepared for use by examiners and sub-examiners, all of whom are required to attend a standardisation meeting to ensure that the guidelines are consistently interpreted and applied in the marking of candidates' scripts.

The IEB will not enter into any discussions or correspondence about any marking guidelines. It is acknowledged that there may be different views about some matters of emphasis or detail in the guidelines. It is also recognised that, without the benefit of attendance at a standardisation meeting, there may be different interpretations of the application of the marking guidelines.

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QUESTION 1

Refer to **ADDENDUM A: MAMASAMBA WINS STYLE AWARD AT THE LUXE RESTAURANT AWARDS 2023** to assist you in answering the following questions:

1.1 1.1.1 Any three of the following skills or other relevant skills can be marked as correct.

Skills such as:

- **Risk taker:** entrepreneurs are prepared to risk their future on an idea they firmly believe in.
- **Visionary Leadership:** Successful entrepreneurs have a clear vision of what they want to achieve and can inspire others to work towards that vision.
- **Adaptability:** They can quickly adapt to changes in the market, industry trends, and even unforeseen challenges, adjusting their strategies as needed.
- **Resilience:** Entrepreneurship is fraught with setbacks and failures. Resilient entrepreneurs bounce back from setbacks, learning from failures and persevering through tough times.
- **Creativity:** They are creative thinkers who can come up with innovative solutions to problems, differentiate their products or services, and find new opportunities. They are able to identify a 'gap in the market' by addressing a need that has not been met.
- **Strategic Planning:** Effective entrepreneurs can develop long-term strategies and set achievable goals, while also being able to break down these strategies into actionable steps.
- **Financial Management:** Understanding finances is crucial for running a successful business. Entrepreneurs need to manage budgets, analyse financial statements, and make informed decisions about investments and expenditures.
- **Communication Skills:** Entrepreneurs must effectively communicate their ideas, vision, and goals to employees, investors, customers, and other stakeholders.
- **Networking:** Building relationships with other professionals, potential clients, investors, and mentors is essential for entrepreneurs to grow their businesses and access new opportunities.
- **Salesmanship:** Whether it's selling products, services, or their vision to investors, entrepreneurs need strong sales and negotiation skills to persuade others and drive growth.
- **Time Management:** Entrepreneurs often juggle multiple responsibilities and tasks. Effective time management skills help them prioritise tasks, delegate effectively, and make the most of their time.
  - Organisational skills
  - Confidence
  - Active listening
  - Focus
  - Critical thinking
  - Ability to work in a team

1.1.2 A business plan: Candidates might present other ideas. Marker to use own discretion. Any three valid points.

A business plan helps the owner to:

- **See the whole business.** Business planning done right connects the dots in your business so that you get a better picture of the whole.
- **Maintain strategic focus.** Small businesses need to focus on their special identities, their target markets, and their products or services tailored to match.
- **Set priorities.** You can't do everything. Business planning helps you keep track of the right things and the most important things. Allocate your time, effort, and resources strategically.
- **Manage change.** With a good planning process, you regularly review assumptions, track progress, and catch new developments so that you can adjust.
- **Develop accountability.** A good planning process sets expectations and tracks results. It's a tool for regularly reviewing what's expected and what happened.
- **Manage cash.** Good business planning connects the dots in cash flow. A plan helps you see the problem and adjust to it.
- **Stay strategically aligned.** Does your day-to-day work fit with your main business tactics? Do those tactics match your strategy? If so, you have strategic alignment. If not, the business planning will bring up the hidden mismatches. For example, if you run a gourmet restaurant with a drive-through window, you're out of alignment.
- **Set Milestones/goals.** Good business planning sets milestones you can work towards. These are key goals you want to achieve. A business plan helps you to identify your goals and stay focused on them.
- **Monitor Metrics.** Put your performance indicators and numbers to track into a business plan where you can see them monthly in the plan review meeting.
- **Keep realistic and regular reminders to keep on track.** We all want to do everything for our customers, but sometimes, we need to push back to maintain quality and strategic focus.
- **Assess financial viability**

1.2 Code of conduct for an employee at Mamasamba. Any four valid points may be accepted. This can serve as a model answer.

- **Professional Appearance:** Maintain a neat, clean, and professional appearance at all times while on duty, including wearing the designated uniform and proper grooming standards.
- **Customer Service Excellence:** Provide exceptional customer service by being polite, attentive, and accommodating to guests' needs and requests, ensuring a positive dining experience.
- **Hygiene and Sanitation:** Adhere to strict hygiene and sanitation standards to ensure the safety and well-being of customers and colleagues, including frequent handwashing, proper food handling, and cleanliness of work areas.
- **Teamwork and Collaboration:** Foster a culture of teamwork and collaboration by supporting colleagues, communicating effectively, and working together to deliver efficient service and maintain a harmonious work environment.

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- **Punctuality and Reliability:** Arrive on time for scheduled shifts and fulfil job responsibilities with diligence and reliability, respecting colleagues' time and the needs of the business.
- **Respect and Professionalism:** Treat all customers, colleagues, and supervisors with respect, courtesy, and professionalism, regardless of differences in background, status, or opinion.
- **Confidentiality:** Maintain confidentiality regarding sensitive information about customers, colleagues, and the restaurant's operations, respecting privacy and trust.
- **Safety Awareness:** Prioritise safety by adhering to safety protocols, following proper procedures in case of emergencies, and promptly reporting any hazards or incidents to management.
- **Honesty and Integrity:** Conduct oneself with honesty and integrity in all interactions, including handling transactions accurately, reporting any discrepancies, and upholding the restaurant's ethical standards.
- **Continuous Improvement:** Commit to personal and professional growth by seeking opportunities for learning, training, and skill development, striving for excellence in job performance, and contributing to the ongoing improvement of the restaurant's operations.

1.3 Value of a code of conduct. Any two of the following:

- Creates a cooperative, collaborative atmosphere.
- Promotes integrity in the workplace and establishes ethical standards.
- Leads to good communication between employee and employer.
- Promotes a good company culture as employees know what is expected of them and provides structure.
- It helps build a culture of trust, integrity, and accountability.
- Protection against legal troubles as workers agree to accountability, which gives the business a platform for implementing disciplinary procedures should misconduct occur.
- Enhances business reputation.
- Contributes to a professional image.
- Guides decision-making.

1.4 Describe TWO OTHER **suitable** below-the-line methods: This method must be **suitable** to the business. Candidates should not only mention but describe the method for two marks. Any mention of social media platforms will not be accepted as correct, as it is already mentioned in the article.

Loyalty Programs: Implementing a loyalty program is an effective way to encourage repeat business and build a loyal customer base. This can involve offering rewards such as discounts, free meals, or exclusive offers to customers who frequent the restaurant. Loyalty programs can be managed through loyalty cards, mobile apps, or email subscriptions, allowing restaurants to collect valuable customer data and tailor promotions to individual preferences.

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Tastings and Food Sampling Events: Hosting tastings and food sampling events allows restaurants to showcase their menu offerings and attract potential customers. These events can be held either on-site or at external locations such as food festivals, farmers' markets, or corporate offices. By offering samples of their signature dishes or new menu items, restaurants can engage with attendees, generate buzz, and encourage trial of their food, ultimately driving foot traffic and increasing brand awareness.

Email Marketing: Utilising email marketing allows restaurants to directly reach out to their existing customer base with personalised promotions, special offers, and updates about menu changes or upcoming events. Building an email list through opt-in subscriptions on the restaurant's website or in-store allows for targeted communication and can help drive traffic during slow periods.

(Partnerships and collaboration is already mentioned in the article.)

Community Engagement: Engaging with the local community through sponsorships, charity events, or participation in community festivals and events can help restaurants build goodwill and establish themselves as valued members of the neighbourhood. This can include sponsoring little league teams, hosting fundraisers for local charities, or participating in food drives or community clean-up initiatives, and hosting public workshops to teach cooking skills.

Referral Programs: Implementing a referral program encourages existing customers to refer friends, family, or colleagues to the restaurant in exchange for rewards or incentives. This could involve offering discounts or freebies to both the referrer and the new customer, incentivising word-of-mouth marketing and expanding the restaurant's customer base through personal recommendations.

(Personal selling, sales promotions, in-store discounts, promotional sponsorships, exhibitions, local travel shows and expos.)

1.5 The 5 stages of group behaviour (the candidate is to discuss the stage briefly for one mark. Any answer that resembles the memo's answer, can be marked right).

1. **Forming:** This is the initial stage when the group comes together. Members are introduced, and there is a sense of politeness and uncertainty as individuals try to establish their roles and understand the purpose and goals of the group.

2. **Storming:** In this stage, conflicts and disagreements may arise as group members start to assert their opinions, challenge ideas, and compete for influence and leadership. It is a crucial stage for group development as members negotiate power dynamics and establish norms and rules.

3. **Norming:** During this stage, the group begins to establish cohesion and a sense of identity. There is a growing consensus, and members develop shared values, norms, and expectations. Roles and responsibilities become clearer, and a more harmonious atmosphere prevails.

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4. **Performing:** At this stage, the group becomes highly productive and focused on achieving its goals. Members work collaboratively, utilise their strengths, and effectively communicate to accomplish tasks. There is a sense of synergy and efficiency as the group operates at its peak performance level.

5. **Adjourning / Mourning / Termination:** This final stage occurs when the group task or project is completed and the group disbands. Members reflect on their accomplishments, recognise individual contributions, and say their goodbyes. This stage is characterised by a sense of closure and often mixed emotions as members move on to other endeavours.

1.6 Teamwork is beneficial to a business, because:
(Any four of the following)

- team goals can be achieved more easily.
- participation is actively shown by all team members and roles are shared to further the progress and completion of tasks.
- feedback is asked for to evaluate team and peer performance.
- better decisions are made.
- management duties can be spread and shared among team members.
- individuals willingly contribute their resources as needed.
- there is time to set aside for problem solving.
- conflict is not suppressed but dealt with to improve team performance.
- creativity is encouraged.
- roles are assigned according to each member's specific skills.
- tasks are not replicated.

1.7 Candidates' answers will differ. They should mention strengths AND weaknesses. However, candidate may describe three strengths and one weakness, as the question requires candidate to convince the COO that they will be an asset to the team.

Some guidelines:

Strengths:
- Accepting others' differences.
- Valuing everyone's opinion.
- Developing good listening skills.
- Understanding a specific role in the group.
- Communicating effectively – allowing all members to speak, not interrupting, and listening to arguments.
- Recording important issues discussed by members.
- Sharing own ideas and expertise.
- Establishing collaborative relationships (all working together, all perceived as equals).
- Working within a time frame so as not to steer away from the topic discussed or plan devised.

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Weaknesses:

- Punctuality
- Lack of concentration/getting bored
- Impatience
- Struggling to function within a team, etc.
- Introversion

1.8 **Want:** A want is something that individuals desire but is not necessary for survival or basic needs. It often fulfils personal preferences, aspirations, or desires for enjoyment or satisfaction. Such as ambience and aesthetic restaurant **OR** the desire for beautiful food presentation.

Expectations: these may include value for money, the food to meet the advertised standard, excellent service, timely delivery, evidence of sustainable and responsible management and policies.

- The article refers to 'The Luxe Restaurant Awards committee commended Mamasamba, for its exceptional dedication to culinary excellence' – customers may expect a luxury dining experience worthy of the commendation received.
- Article states 'and top-notch customer service'.
- The article refers to 'the restaurant's commitment to using locally sourced, sustainable ingredients'.

(Any explanation with reference to the article supporting the candidate's response may be marked correct).

Need: A need is something essential for survival, well-being, or basic functioning. It refers to necessities required to sustain life, maintain health, and meet fundamental human requirements. This is like food or a safe place to dine.

1.9 Reasons for feedback:
Any three of the following may be accepted:

Improvement: Feedback helps individuals and organisations identify areas where they can improve. Constructive criticism provides valuable insights into strengths and weaknesses, enabling individuals to refine their skills, processes, or products.

Learning: Feedback facilitates learning and development. By receiving feedback on their performance or work, individuals can gain new perspectives, acquire knowledge, and enhance their capabilities.

Motivation: Positive feedback serves as a motivator, reinforcing good performance and boosting morale. Recognition of achievements and efforts encourages individuals to continue striving for excellence.

Communication: Feedback promotes open communication and collaboration. It allows for the exchange of ideas, clarification of expectations, and resolution of misunderstandings, fostering a culture of transparency and trust.

Relationship Building: Providing and receiving feedback strengthens relationships between individuals, teams, and stakeholders. It demonstrates mutual respect, fosters empathy, and builds rapport, contributing to a supportive and cohesive work environment.

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Alignment: Feedback ensures alignment with goals and objectives. Regular feedback sessions enable individuals to track their progress, align their efforts with organisational priorities, and stay focused on achieving desired outcomes.

Problem Solving: Feedback helps identify and address problems or issues early on. By soliciting feedback from stakeholders, organisations can uncover hidden issues, anticipate challenges, and implement proactive solutions to prevent future problems.

Customer Satisfaction: Feedback from customers provides valuable insights into their preferences, needs, and satisfaction levels. By listening to customer feedback, organisations can tailor their products or services to better meet customer expectations and improve overall satisfaction.

Innovation: Feedback stimulates innovation and creativity. By encouraging diverse perspectives and constructive criticism, organisations can generate new ideas, explore alternative approaches, and drive continuous innovation.
This leads to a competitive edge/advantage/unique selling point.

Continuous Improvement Culture: Ultimately, feedback fosters a culture of continuous improvement. By embracing feedback as a natural part of the process, individuals and organisations can adapt to changing circumstances, stay relevant, and thrive in dynamic environments.

Financial decisions: Feedback informs decisions regarding where funding should be invested to improve the business.

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QUESTION 2

2.1 Study the information in the currency rate table below and use it to answer the questions that follow.

South African Rand	Inv. 1,00 ZAR
US Dollar	19,2644
Euro	20,8366
British Pound (UK)	24,3788
Indian Rupee	0,2323
Australian Dollar	12,5220
Canadian Dollar	14,1881
Japanese Yen	0,1278

2.1.1 Great Britain/United Kingdom (Candidate may mention any of the countries comprising the UK; i.e. England, Scotland, Wales, Ireland)
This is because they will receive R24,38 for one pound/it is the most 'expensive' currency for the ZAR on the table.

2.1.2 19 000 × 2 = £38 000
£38 000 × 24,3788
= ZAR 926 394,40

2.1.3 R5 000 ÷ 19,9300 (new rate) = $250,88
R5 000 ÷ 19,2644 (old rate) = $259,55
This will disadvantage them, as they will receive less USD as the ZAR has weakened/or the USD has strengthened.

2.2 Candidates must compare any two effects of each.

Effects of a weak GDP	Effects of a strong GDP
• Decreased consumer spending due to lower disposable incomes, affecting businesses reliant on consumption. • Reduced productivity as businesses cut back on operations or investments, leading to economic stagnation. • Higher debt as governments may need to borrow more to cover essential spending. • Devaluing of the local currency, increasing import costs and reducing the economy's global competitiveness. • Lower GDP often results in reduced public services, such as healthcare and education, impacting citizens' well-being.	• Increased Employment: a strong GDP growth creates job opportunities across various sectors, reducing unemployment rates and raising income levels. • Higher Consumer Spending: A booming economy often leads to greater disposable income for individuals, boosting consumer demand for goods and services. • Increased Government Revenue: With higher GDP, tax revenues increase, allowing governments to invest in public infrastructure, education, and healthcare. • Foreign Investment: A strong economy is attractive to foreign investors, leading to more capital inflows and economic growth opportunities.

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• Weak GDP growth can lead to fewer job opportunities, increasing unemployment rates.
• Decline in tax revenues limits the government's ability to invest in infrastructure or social programs.
• The country's international influence and creditworthiness may decline, leading to reduced foreign investments.
• Because currency devalues:
  • Good for a country with more exports making up their GDP. (Exports are cheaper for foreign buyers.)
  • It will stimulate manufacturing and export to areas with stronger currency.
  • More foreign tourists visit because it is **cheaper** and will increase their purchasing power.
• Imports become more expensive.	

2.3 Local tourists may prefer domestic travel destinations over international ones when their local currency is weak. This is because domestic travel expenses, such as accommodation, transportation, and meals, become relatively cheaper compared to traveling abroad.

A weak local currency may discourage local tourists from traveling to destinations where the cost of living is higher or where the currency exchange rate is unfavourable. They may opt for destinations where their money can stretch further and provide better value for their travel budget.

2.4 A German tourist visits the Kruger National Park.

2.4.1 Banks, some ATMs, some hotels, currency exchange kiosks, at the airport, exchange bureaus, online banking apps, pawn shops (also accepted on the black market).

2.4.2 BBR, because this is the rate at which the Bank buys foreign currency in exchange for rands.

2.5 Any three of the following can be mentioned.
(Candidate does not need to explain the impact of each factor but merely needs to name them)

Tourism: 'A currency value is determined by market forces related to trade, tourism and geopolitical risk.'

Inflation: A country with a lower inflation rate shows a rising currency value as its purchasing power increases relative to other currencies.

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Interest rates: Higher interest rates attract foreign capital and cause the exchange rate to rise.

Government debt: Borrowing from other countries to make up for the lack. Nation with debt is less attractive for investors.

Political and economic instability: unrest and strikes, political conflict, war.

Investors' confidence: Depending on strikes, investors might not want to invest in a country where there is unrest.

Trade balance: If a country is spending more on foreign trade than it is earning, it has to borrow capital from foreign sources. This lowers the country's exchange rate.

Employment outlook of a country: An increase in unemployment indicates a slowdown in the economy.

Unforeseen events – Natural disasters, pandemics, negative media coverage of mass accidents (any negative events).

Hosted events – Usually strengthen a currency value as there is an increase in demand for the currency when foreigners visit the country to attend the event.

2.6 This is a model answer for how foreign spending might create an economic multiplier effect and impact the GDP.
(Any of the following points are correct; markers' discretion is advised.)

Foreign Spending: This is money spent by people from other countries in South Africa, like tourists, investors, or businesses.

Multiplier Effect: When foreigners spend money in South Africa, it leads to more spending in the economy. This creates a chain reaction of increased spending across different sectors.

Increased Demand: Foreign spending boosts demand for goods and services in various sectors, such as hospitality, tourism, retail, and transportation. This prompts businesses to expand, creating more jobs and income for locals.

Job Creation: More demand from foreign spending means businesses need to hire more workers. This reduces unemployment, increases household income, and boosts consumer spending, driving further economic activity. Employees pay an income tax on their earnings, which also boosts the GDP.

Tax Revenue: With increased economic activity from foreign spending, the government collects more taxes from businesses and individuals. This revenue can then be used for public services, infrastructure, and social programs.

Growth in GDP: The combined effect of higher consumer spending, increased business investment, job creation, and tax revenue from foreign spending leads to overall economic growth, as seen in the Gross Domestic Product (GDP).

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Multiplier Effect on GDP: Each unit of foreign spending has a multiplier effect on GDP. For example, when a tourist spends money on accommodation, the hotel hires more staff who then spend their wages on goods and services, further boosting economic activity and GDP.

Diversification of Economy: Foreign spending encourages diversification of the economy as businesses may invest in new industries or sectors. This reduces reliance on traditional sectors and makes the economy more resilient.

Long-term Impact: Sustainable foreign spending encourages investment, innovation, and infrastructure improvement, leading to increased productivity and competitiveness in the global market over the long term.

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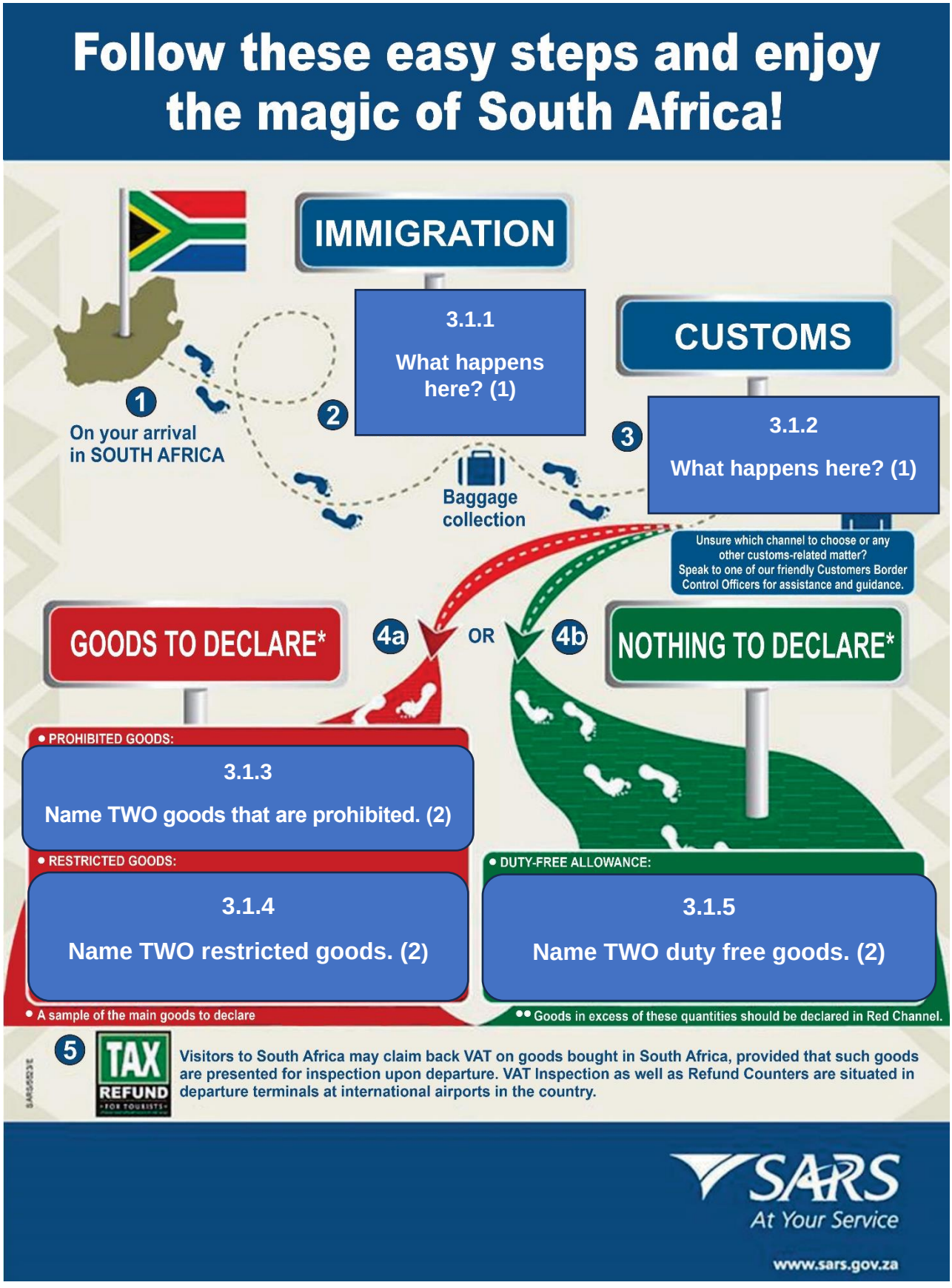
QUESTION 3

3.1 Comment on the importance of the **correct travel documentation, custom requirements, and two prohibited and two restricted goods** when a foreign visitor enters South Africa.



3.1.1 Customs: This is where the immigration officers check if you have the correct documentation for entering the country.

3.1.2 This is where customs officers check if you have suspicious items in your luggage. This is where you have to pay duty/VAT on imported goods.

3.1.3 Any two of the following: Narcotics, psychotropic substances (drugs), poison or toxic substances, counterfeit goods, unlawfully reproduced goods (copyright).

3.1.4 Any two of the following: currency, bank notes in excess of R10 000, gold coins, coins and stamp collections and unprocessed gold. Endangered plants and animals, dead or alive. Food, plants, animals and biological goods, such as seeds, flowers, fruit, honey, poultry and also products thereof such as eggs. Medicine, other than the one-month personal prescription, consumable goods in excess of the duty-free allowances, firearms, sharp weapons.

3.1.5 Any two of the following: 200 cigarettes and 20 cigars; 250 g cigarette or pipe tobacco; 50 ml perfume and 250 ml eau de toilette; 2 L wine; 1 L spirits. Declare if it exceeds these amounts, candy, luxury bags, cosmetics.

3.2 3.2.1 Candidates should mention one precaution for each

Precautions to prevent malaria:

- Consult with a healthcare professional before traveling to determine if malaria prophylaxis is recommended for the destination.
- Take antimalarial medication as prescribed by a healthcare provider.
- Use insect repellent containing DEET on exposed skin and clothing.
- Wear long-sleeved shirts, long pants, and socks, especially during dawn and dusk when mosquitoes are most active.
- Sleep in accommodations with screens on windows and doors or use bed nets treated with insecticide.
- Avoid stagnant water and areas with high mosquito activity.

Precautions to prevent bilharzia:

- Avoid swimming or wading in freshwater bodies such as lakes, rivers, and streams, where the parasite that causes bilharzia may be present.
- If water exposure is unavoidable, wear protective clothing such as waders or waterproof boots.
- Be cautious when participating in water activities and choose safe, chlorinated swimming pools if available.
- Seek medical attention if experiencing symptoms such as fever, fatigue, abdominal pain, or blood in urine after potential exposure to contaminated water.

Precautions to prevent cholera:

- Practice good hygiene by washing hands frequently with soap and clean water, especially before eating or handling food, and after using the bathroom.
- Drink only bottled or boiled water and avoid ice cubes and beverages made with tap water.

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- Eat thoroughly cooked food and avoid raw or undercooked seafood, fruits, and vegetables.
- Avoid street food and unhygienic food vendors.
- Consider vaccination against cholera if traveling to an area with a high risk of cholera transmission.

3.2.2 General tourist safety in South Africa. Any two of the following:

- Stay informed about local safety conditions and follow travel advisories issued by relevant authorities.
- Avoid displaying expensive jewellery, electronics, or large amounts of cash in public.
- Keep valuables secure and be vigilant against pickpockets and petty theft, especially in crowded areas, tourist attractions, and public transportation.
- Use reputable transportation options and avoid traveling alone, especially at night.
- Be cautious when exploring unfamiliar areas and avoid walking alone in poorly lit or isolated areas.
- Respect local customs and traditions and be mindful of cultural sensitivities.
- Carry a copy of important documents such as passport, visa, and travel insurance, and keep the originals in a secure location.
- Purchase travel insurance that covers medical emergencies, including evacuation if necessary.
- In case of emergency, know how to contact local authorities, embassies, and emergency services.

3.2.3 Any two of the following for minimising the effects of jetlag:

- Adjust Sleep Schedule: Gradually adjust sleep schedule to match the destination's time zone a few days before departure.
- Stay Hydrated: Drink plenty of water before, during, and after the flight to stay hydrated.
- Avoid Alcohol and Caffeine: Limit consumption of alcohol and caffeine, as they can disrupt sleep patterns and contribute to dehydration.
- Get Sunlight: Spend time outdoors in natural sunlight upon arrival to help regulate the body's internal clock.
- Take Short Naps: Take short naps of 20–30 minutes if needed upon arrival but avoid long naps that can interfere with nighttime sleep.
- Stay Active: Engage in light exercise or stretching during the flight and after arrival to boost circulation and reduce fatigue.
- Avoid Heavy Meals: Opt for light meals during the flight and upon arrival to aid digestion and promote better sleep.
- Use Sleep Aids Wisely: Consider using sleep aids such as eye masks, earplugs, or noise-cancelling headphones to create a conducive sleep environment.
- Stay Awake Until Local Bedtime: Resist the urge to sleep immediately upon arrival and stay awake until local bedtime to help reset the body's internal clock.
- Consider Medication: Consult with a healthcare professional about using over-the-counter or prescription medication for short-term relief of jet lag symptoms if necessary.

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3.3 Refer to **ADDENDUM B: THE WORLD TIME ZONE MAP,** to assist you in answering the following questions:

3.3.1 A woman in Seychelles has a business meeting via Zoom with someone in Tokyo, Japan. She wants to speak to the Japanese when it is 10:00 in Tokyo on 23 November. Calculate the time she should make the Zoom call in Seychelles. Show all calculations.

+4 and +9
5-hour difference
10:00 – 5 hours
=05:00 in the morning,

3.3.2 Yolandé and Dan from London, England, are excited about their vacation to South Africa.

They will be departing for South Africa at 13:00 on 6 February 2025 on an 11-hour flight. Calculate the local time upon their arrival in South Africa. London is observing DST. Show all calculations.

0 and +2
+1hour DST = +1 and +2
1-hour difference
13:00 + 1 hour = 14:00 in SA
14:00 + 11 hours flight time
=01:00 7 February

3.3.3 Calculate the date and time of departure from South Africa, if Annie and James arrive in Miami, USA, on 15 February at 09:00 after an 18-hour flight from South Africa.

-5 and +2
7-hour difference
=09:00 + in Miami 7 hours
=16:00 in SA
16:00 –18 hours flight time
=22:00 14 February

3.4 Economic benefits of DST: Any four of the following:

Energy Savings: Daylight Saving Time (DST) can lead to reduced energy consumption by extending daylight hours in the evening, resulting in decreased reliance on artificial lighting and heating.

Reduced Traffic Accidents: Longer daylight hours in the evening during DST can lead to fewer traffic accidents and fatalities, as visibility is improved, and drivers are more alert.

Boost to Retail and Leisure Industries: Extended daylight hours in the evening encourage people to engage in outdoor activities, shopping, and dining, leading to increased consumer spending and revenue for retail and leisure industries.

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Increased Tourism: DST can attract more tourists, particularly in regions where longer daylight hours allow for extended sightseeing and outdoor recreational activities, boosting tourism-related revenue.

Productivity Gains: Longer daylight hours during DST can improve worker productivity and efficiency, as people tend to be more alert and motivated during daylight hours.

Greater Recreational Opportunities: DST provides additional time for recreational activities such as sports, gardening, and socialising outdoors, which can have positive effects on physical and mental well-being.

Environmental Benefits: Reduced energy consumption during DST leads to lower greenhouse gas emissions and environmental impact, contributing to sustainability goals and conservation efforts.

Enhanced Quality of Life: DST can improve overall quality of life by providing more opportunities for leisure, outdoor activities, and social interaction, leading to greater well-being and satisfaction among citizens.

3.5 Jet fatigue, because they will be flying across less than 3 time zones **OR** the flight is considered 'long haul', which may cause fatigue.

3.6 Any four valid points can be mentioned.

NB: The candidate must show awareness that the IDL changes the date when it is crossed.
Arrival and departure times will be on different days.

Arrival in Tokyo: Suppose the flight duration is 8 hours, and the time difference between Honolulu and Tokyo is 19 hours. If the flight departs Honolulu at 12:00 PM on Monday, the arrival time in Tokyo might be 4:00 PM on Tuesday. This means the traveller effectively arrives in Tokyo almost a day ahead of the departure time from Honolulu.

Scheduling: Travelers need to carefully plan their departure and arrival times, taking into account the time difference caused by crossing the IDL. Failure to do so could result in missed connections, confusion about arrival times, or difficulties adjusting to local time upon arrival.

Booking Accommodations and Activities: Knowing the time difference accurately allows travellers to book accommodations, tours, and activities at appropriate times. It ensures they make the most of their time in the destination without missing out on planned experiences due to incorrect timing.

Adjusting to Jet Lag: Crossing the IDL can exacerbate jet lag due to the significant change in time zones. Understanding the time difference helps travellers anticipate jet lag and plan accordingly by adjusting sleep schedules, staying hydrated, and allowing time for rest upon arrival.

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QUESTION 4

4.1 Candidates may have different answers. This is a guideline answer. SWOT-analysis. Award two points under each heading.

Strengths:

- Culinary Excellence: Mamasamba has been commended for its exceptional dedication to culinary excellence, offering high-quality dishes made from locally sourced, sustainable ingredients.
- Immersive Dining Atmosphere: The restaurant boasts stunning decor and an eclectic ambiance that transports guests to a world of elegance and excitement, enhancing the overall dining experience.
- Top-notch Customer Service: Mamasamba is known for its attentive service, impeccable presentation, and commitment to creating a memorable dining experience, setting a benchmark for personalised attention.
- Strategic Marketing: The restaurant employs a thoughtful marketing strategy, leveraging both traditional and digital channels to attract and retain customers, with engaging content and visually appealing images that entice potential patrons.

Weaknesses:

- Limited Location: Mamasamba is located in Rosebank, which may limit its accessibility to customers outside the area. Expanding to other locations could help reach a wider customer base.
- Dependence on Local Ingredients: While sourcing locally sustainable ingredients is a strength, dependence on local suppliers may pose challenges in maintaining consistent quality and availability, especially during fluctuations in supply.

Opportunities:

- Expansion and Growth: There is an opportunity for Mamasamba to expand its presence by opening additional locations in other neighbourhoods or cities, tapping into new markets and attracting a broader customer base.
- Diversification of Offerings: The restaurant could explore diversifying its offerings by introducing new menu items, hosting special events or themed nights, or expanding its bar and entertainment offerings to attract a wider audience.

Threats:

- Competition: Mamasamba faces competition from other restaurants, cafes, and eateries in the Rosebank area, as well as from established chains and emerging trends in the food and beverage industry.
- Economic Factors: Economic downturns or fluctuations in consumer spending could impact the restaurant's revenue and profitability, affecting its ability to maintain operations and sustain growth.
- External Factors: External factors such as changes in regulations, shifts in consumer preferences, or unforeseen events like natural disasters or pandemics could pose threats to the restaurant's success and resilience.

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4.2 Possible solutions. This will depend on the candidate's answer. Marker to mark accordingly. This is a guideline answer:

Mamasamba can differentiate itself from competitors by focusing on unique offerings such as fusion cuisine, themed dining experiences, or exclusive chef collaborations. By constantly innovating and introducing new menu items, dining concepts, or entertainment options, Mamasamba can attract and retain customers.

Implementing a new research and development (R&D) strategy can help the restaurant stay ahead of emerging food trends and consumer preferences. By continuously experimenting with new ingredients, flavours, and culinary techniques, Mamasamba can maintain its competitive edge and adapt to changing market dynamics.

Expanding its offerings beyond traditional dining experiences, like new products or services.

4.3 Candidates should mention each of the P's and explain them. This might differ from candidate to candidate, but this can serve as a guideline.

Product:
- Culinary Excellence: Restaurant - Highlight Mamasamba's dedication to culinary excellence, locally sourced sustainable ingredients, and diverse menu offerings.

Price:
- Premium Pricing: Position Mamasamba as a high-end dining destination with premium pricing reflecting the quality of the food, ambiance, and service.

Place:
- Location: Capitalise on Mamasamba's prime location in the heart of Rosebank, positioning it as a must-visit destination for locals and tourists alike, capitalising on the foot traffic.
- Multi-Sensory Experience: Highlight the unique aspects of Mamasamba's physical location, such as the counter-dining ceviche bar, Copa-dining-lounge with views of the live fire kitchen, and multi-sensory bar.

Promotion:
- Awards and Recognition: Leverage Mamasamba's awards and accolades, such as winning the Style Award at the Luxe Restaurant Awards 2023 and Best New Restaurant 2023, to build credibility and attract customers.
- Online Presence (website): Utilise a strong online presence with engaging content, visually appealing images, and active participation on social media platforms to reach and engage with potential customers.
- Participation in local food festivals

People:
- Impeccably Trained Staff: Emphasise Mamasamba's commitment to outstanding customer service with impeccably trained staff who ensure personalised attention and a memorable dining experience for every guest.

Partnership:
- strategic partnerships within the community, collaborations with local influencers.

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Process:

- Reservation System: Implement an efficient reservation system to streamline the booking process and provide convenience for customers.
- Quality Control: Maintain strict quality control measures to ensure consistency in food preparation, presentation, and service standards.

Physical Evidence:

- Immersive Dining Atmosphere: Emphasize the stunning decor, bold colours, striking artwork, and eclectic furnishings that create an immersive dining experience.
- Ambiance: Showcase the ambience of Mamasamba's interior design, including bold colours, striking artwork, and eclectic furnishings, through visually appealing imagery and virtual tours.
- Testimonials and Reviews: Display positive testimonials and reviews from satisfied customers as physical evidence of Mamasamba's excellence in culinary offerings, ambience, and service.
- Candidates may also describe 'partnerships', which can also be accepted as one of the Ps of the service industry, i.e. Partnerships:
  Collaborate with local influencers, participate in food festivals, and form partnerships within the community to enhance visibility and attract a broader audience.

4.4 Number of visitors exceeding the target figures.
Repeat visits.
Income generated exceeding target figures.
Positive impact on local community and environment.

Alternative responses may also be accepted, such as:

- They continue to attract tourists and have a competitive edge: unique in physical characteristics, i.e. wildlife, community attraction and built attractions, distinct in image and different in comparison with other destinations.
- They have a diversity of attractions: must provide diverse natural attractions as well as artificial attractions, e.g. landscapes, wildlife, flora and fauna, museums, villa parks, amusement centres, entertainment centres, cultural and ethnic attractions and the built environment. Provide for the needs of many types of tourists.
- They meet the interests of the tourists: customer reviews are overwhelmingly positive with consistently high star ratings.
- They are usually fully booked – and are often difficult to get into because of popularity.
- Actual number of visitors exceeds the target number of visitors.
- Repeat visits – people keep coming back, and customers are loyal.
- Their income generated (profits) exceeds target figures.
- They may boast many branches, franchising opportunities, and expanding reach.
- May be listed on the stock market and investment interest is high, shares or stocks are valuable and expensive, or increasing in value.
- Brand recognition – seldom need to advertise as the brand sells itself.

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QUESTION 5

Should tourism destinations in France limit or embrace tourists?

Candidates should have a clear opinion on the topic. Throughout this should be supported by their explanations. A rubric should assist the marker to allocate marks.

Impact on Triple Bottom Line:

Social:

- Potential social sustainability issues such as riots, labour disputes, and demands for wage increases.
- Increase in crime and violence.
- Cultural changes: adopting tourist dress and behaviour.
- Tourist generated income may not go back into community (leakages).
- Tensions between tourists and locals: competing for resources, behaviour misunderstandings, locals denied access to culturally significant places, disrespect of privacy, invasion of sacred sites, exploitation of cultural ceremonies.
- Negative behaviour: disrespect, drunkenness.
- High prices that locals also have to pay for commodities.
- Overcrowding and congestion.
- Noise pollution.
- Damage to local infrastructure that locals' taxes are used to fix.
- Increase in property values, rates and taxes go up.
- Expanding awareness of local traditions, cultures, art forms.
- Creates understanding of cultures.
- Communities absorb new ideas, interests and values.
- Cultural heritage preserved.
- Tourist generated income: used for maintenance of sites and museums.
- Cultural pride promoted.
- Businesses promote education and community development.
- Job creation in the tourism industry.
- Creates a knock-on effect in the economy that benefits local communities.

Environmental:

- Concerns about sustainability ambitions due to extensive use of transfers by helicopter, contrary to sustainability goals.
- Conservation: income from tourism can be used for conservation.
- Biodiversity: healthy environments attract animals and plant growth.
- Improvement of built environment: facilities and CBD (central business district) projects.
- Environmental management systems: protection of environment promotion.
- The three Rs: reduce, re-use, recycle.
- Stimulation of new ideas and technology in tourism that is 'green'.
- Air pollution: gases from cars, planes, buses.
- Noise pollution: planes, vehicles, loud music.
- Visual pollution: unsightly buildings.
- Solid waste and litter: packaging of products.

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- Liquid waste: chemicals in wastewater and sewage.
- Fauna and flora degradation: soil erosion, removal of plants, interaction with animals (feeding baboons).
- Pressure on resources: for instance, use of water, electricity.
- Loss of natural habitat: construction on undeveloped land.
- Congestion: traffic, crowded beaches, shopping malls.
- Vandalism: damage of attractions: removal of objects or graffiti.

Economic:

- Tourism is an income generator. Tourists spend money in the community.
- Estimated benefits to Paris's tourism economy vary between EUR2 billion and EUR4 billion during events like the Olympics, boosting transportation and consumer foodservice.
- Inflation: Prices of goods and services increase because there is more demand.
- Tourism creates employment. Tourism businesses need staff.
- Leakage: The owners of tourism businesses may take the profits out of the area. Also, if goods and services are imported, it leads to tourism affecting the balance of payments. Money flowing out of the area.
- Tourists bring money into the country or region.
- Tourism generates investment. Both the private sector and public sector invest money in the development and promotion of tourism.
- External costs: Things like electricity supply and waste removal are additional costs that increase because of tourism.
- Overdependence on tourism: Countries, regions, or communities can rely too much on tourism. If tourism decreases, the economy may not have other industries to rely on for income.

Impact on Inbound and Outbound Visitor Numbers to France: This answer serves as a guideline only. Candidates' answers will vary.

Inbound: Anticipated influx of visitors for events like the Olympics, potentially increasing inbound visitors over subsequent years due to increased global exposure.

Outbound: Possibility of Parisians escaping the city for the countryside, leading to available properties for letting and easing pressure on crowding in the city.

Impact on Tourism Destinations:

Positive: Opportunity to showcase Paris as a destination to a global audience, potentially benefiting the overall tourism economy in subsequent years.

Negative: Disruption to the Paris tourism economy during events like the Olympics, with iconic sites being utilised for Olympic events, leading to avoidance by non-Olympic visitors. Potential negative impacts on museums, heritage sites, guided tours, and transportation due to street closures and increased traffic.

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Guidelines to Tourists to Improve Positive Impact on Tourism: These are some guidelines, but candidates are not limited to them.

- Respect local customs and culture.
- Minimise waste and environmental impact.
- Support local businesses and artists.
- Follow guidelines and regulations set by authorities.
- Spread tourism beyond overcrowded areas to reduce pressure on popular sites.

Should tourism destinations in France limit or embrace tourists? Some against, and some for-arguments. Marker to use own discretion.

Limit:

- Implementing measures to control overcrowding and protect fragile ecosystems and cultural heritage.
- Managing tourist flows to ensure a sustainable balance between tourism and local quality of life.
- Setting a cap on the carrying capacities for popular destinations to prevent overtourism.
- Introduce digital 'fan zones' where the Games can be live streamed in areas outside the hub of tourist activity, to spread economic benefits to surrounding areas and reduce pressure on 'honeypot' areas/attractions.

Embrace:

- Leveraging tourism for economic growth and job creation.
- Implementing sustainable tourism practices to minimise negative impacts on the environment and local communities.
- Capitalising on events like the Olympics to showcase France as a destination and attract future visitors.
- Candidate may discuss the importance of income earned for the duration of the event and the fact that the event is for a limited time and impacts can be mitigated with the above practices (i.e. the end justifies the means).

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QUESTION 6 CONCEPT MAP

Construct a concept map in which you show the interrelationship between the importance of a business' professional image, the business' marketing and how it ultimately will lead to the success of this business.

Provide examples from the Addendum, and your own knowledge to strengthen the construction of your concept map.

Factors Contributing to Mamasamba's Professional Image:

Candidates can explain any of the following factors and apply them to Mamasamba.

Existing characteristics displayed by Mamasamba from the article include:

- Company Image:
  Name: 'Mamasamba is cultural, sends a clear impression of local flavours, professional and trustworthy.
  Logo: Fits with the image/ethos of the company.
  Slogan: Appropriate and easy to understand/remember, catchy.

- Website: Up to date and user friendly.

- Stationery: Carries the logo, functional – working pens, easy to read, etc.

- Marketing: Sensitive to cultural differences, wide range of media, company credibility.

- Physical Appearance/Product Packaging:
  Exceptional dedication to culinary excellence and immersive dining atmosphere.
  Signage: clear direction and spelled correctly, multilingual and in good condition.

- Premises: gardens well looked after, clean, well maintained, stunning decor characterized by bold colours, striking artwork, and eclectic furnishings.
  Decorations/Decor: tasteful, understated, and stylish

- Advertising on websites, brochures and posters are updated, easily understood, professional and clear.
  Advertise in appropriate magazines like Getaway.
  Marketing message is sensitive to cultural and racial differences in potential customers. For example, showing a picture of Muslim men drinking beer at a restaurant would be culturally offensive as Muslims are not allowed to drink alcohol.

- Professionalism of the staff – impeccably trained staff passionate about ensuring personalized attention to guests.

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Importance of Marketing in Business Success:

- Marketing enhances brand visibility and attracts customers. Directed at the correct target market (in this case, upper class, wealthy customers, therefore in high quality publications, exclusive areas frequented by wealthy individuals).
- Effective marketing strategies generate leads and drive sales.
- Engaging marketing campaigns create brand loyalty and repeat business.

Domestic and International Marketing Opportunities for Mamasamba:

- International: ITB Berlin, WTM, IBTM, International Luxury travel market, Events Tourism exchange, Africa's travel Indaba.
- Local: Getaway show. Tourism Indaba and WTM Africa. Campaigns such as Sho't Left.
- Internet search engine hits – businesses that can afford to, should pay for priority placement, for example a Google Ads campaigns which work on a pay-per-action pricing model, usually calculated as cost-per-click (CPC).
- Candidates may also make mention of:
  "Social media marketing: Facebook, Twitter, Instagram, WhatsApp for Business"; "Website and Facebook advertising only"; "Social Media, Radio Sponsoring and Product Giveaways and Causes/Charity"; "Online and newsletters"; "Social media platforms". (*Stats SA 2022)*

Factors Contributing to Mamasamba's Success as a Restaurant:

Marketing: if marketed properly both locally and internationally and to the correct target market, this means more customers. They have a strong online presence and have event nights that also contributes. A strong reputation and well-established brand are important for attracting customers and building trust. Mamasamba is commitment to sustainable practices and locally sourced food. Community empowerment, and cultural preservation contributes to a positive reputation and distinct brand image, which can lead to increased customer interest and loyalty.

Positive Visitor Experience: Positive customer reviews and word-of-mouth, with winning awards and excellent service contribute to this.

Sustainable Management Plans: They look for local products and locally produced. They are also sourcing local people to employ.

Efficiency of Staff and Management: Train staff properly and appoint staff who are qualified for the job or recruit the correct person for the job. Have a good induction programme to ensure that staff are aware of the standard to be maintained. According to the article, they have impeccable food and service which speaks of the efficiency of the staff.

Positive Visitor Experience: According to the awards won, it is evident that customers have a positive visitor's experience and are satisfied with the level of service, which will prompt them to visit the attraction again.

Safety and Crime Prevention: Mamasamba is in the middle of Rosebank. There are many other restaurants and within a safe centre.

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Appearance and Upkeep: Attraction and premises must be clean and well maintained. This can also refer to the interior design being updated, neat flowerbeds, fresh coat of paint, etc. to create the correct impression. Mamasamba represents the perfect image of luxury, Latin vibe and with exceptional attention to detail. Stunning decor characterised by bold colours, striking artwork, and eclectic furnishings.

Impeccably trained staff passionate about ensuring personalised attention to guests.

Universal Access: Access to people with disabilities – wheelchair ramps, LED signage, braille on menus and other public surfaces will make the restaurant more accessible to paraplegics, deaf people, blind people. To attract tourists with different needs, signage should be understandable to young people, international and domestic tourists. Key aspects that make an attraction accessible include transport to/from and at the attraction, parking, accommodation, toilet facilities, information, support facilities and services. They also cater for a variety of dietary needs.

Impact of Mamasamba's Success on Community Development and Economic Growth:

- Attracts tourists and locals, stimulating local economy through increased foot traffic.
- Creates job opportunities and supports local suppliers, contributing to economic growth.
- Enhances community pride and reputation, attracting further investment and development.
- Mamasamba engaging in CSR projects increases positive impact on local communities and environment, improving standard and quality of living in the surrounding areas.
- Links to multiplier effect, economic linkages.

Some possible explained Links:

- Mamasamba's professional image, characterised by culinary excellence and immersive atmosphere, is effectively communicated through marketing efforts, attracting customers and driving success.
- Marketing strategies, emphasising transparency and engagement, manage customer expectations and foster trust, contributing to Mamasamba's positive reputation and sustained success.
- Mamasamba's success not only benefits the business but also impacts community development and economic growth, highlighting the inter-connectedness between business success, professional image, and marketing efforts.

Total: 200 marks

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