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TOTAL MARKS

NATIONAL SENIOR CERTIFICATE EXAMINATION
MAY 2023

TOURISM

EXAMINATION NUMBER

Time: 3 hours 200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 27 pages and an Addendum of 5 pages (i–v). Please check that your question paper is complete. Remove the Insert from the middle of the question paper. The Insert contains the following:
   - Greenwashing
   - First impressions
   - World time zones map
   - Marking rubric for concept map
   - Marking rubric for essay
2. Please check that your question paper is complete.
3. Answer ALL 8 questions in the spaces provided on this paper and hand it in at the end of the examination session. The last two pages contain additional writing space.
4. A non-graphical, non-programmable calculator may be used. Show all calculations.
5. It is in your own interest to write legibly and to present your work neatly.
6. Pay special attention to spelling and sentence construction.
7. Candidates must use colour pens to complete the concept map.
8. Candidates must use pages 21 and 22 to construct the concept map.
9. Two blank pages (pages 26 and 27) are included at the end of the paper. If you run out of space for a question, use these pages. Clearly indicate the question number of your answer should you use this extra space.

QUESTION	MARK ALLOCATION	MARK ACHIEVED	APPROXIMATE TIME PER QUESTION
1	**21**		18 minutes
2	**15**		13 minutes
3	**38**		35 minutes
4	**24**		21 minutes
5	**28**		25 minutes
6	**14**		12 minutes
7	**30**		28 minutes
8	**30**		28 minutes
Total	**200**		180 minutes

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QUESTION 1

Refer to **Addendum A, page i**: **GREENWASHING**.

Read the article and answer the following questions.

1.1 **Explain** your understanding of the term 'greenwashing'.

(3)

1.2 Comment on the ethics of this practice.

(1)

1.3 **Justify** your answer for Question 1.2.

(2)

1.4 In a short paragraph **analyse** the effect greenwashing is having on the environment.

(4)

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1.5 **Explain** how environmental policies contribute to a professional image in the tourism industry.

(2)

1.6 **Explain** the term 'eco-conscious'.

(2)

1.7 **Identify** THREE strategies the management of a tourism business/venture/practice can implement to reduce their carbon footprint.

(3)

1.8 **Propose** promotional techniques that could be used to improve the image of a tourism business using:

1.8.1 TWO above-the-line techniques.

(2)

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1.8.2 TWO below-the-line techniques. (Presentations / personal performances (general) promotion techniques.)

_____

_____

_____

(2)
[21]

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QUESTION 2

Refer to **Addendum B, page ii: FIRST IMPRESSIONS**.

Read the article titled First Impressions, then answer the following questions.

2.1 **Explain** the term 'biodegradable'.

(2)

2.2 **Identify** what type of tourist would support this business practice.

(1)

2.3 How can the marketing material and product packaging be improved upon so that each contributes to a professional image in the tourism industry?

(2)

2.4 **Identify** FOUR strategies a company can use to ensure their staff offer excellent service.

(4)

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2.5 **Evaluate** the importance of customer feedback to a business.

(4)

2.6 **List** TWO methods of customer feedback.

(2)
[15]

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QUESTION 3

During this year, you were tasked to practically explore South Africa's tourism industry, to choose an attraction of your choice and create a new service or product which would add value to the existing establishment or attraction.

3.1 Using 7 Ps of the marketing mix, **describe** the product or service you identified.

(14)

3.2 **Argue** in favour of drawing up a code of conduct for the employees of this business.

(2)

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3.3 **Evaluate** the importance of a business plan in the start-up of your new venture.

(2)

3.4 Name 2 points that are generally included in a business plan.

(2)

3.5 **Create** a SWOT analysis in which you **evaluate** the feasibility of your venture. Include factors for each heading of the SWOT analysis.

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(12)

3.6 **Outline** THREE principles of Fair Trade that would enable the business to qualify for FTTSA certification.

(3)

3.7 **Mention** THREE benefits of having fair trade certification for the business.

(3)
[38]

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QUESTION 4

Every year South Africa hosts two marketing events that showcase South Africa as a preferred destination for potential travellers. Durban and Cape Town are the lucky host cities.

4.1 In a paragraph **predict** the impact of hosting these events on the economy and local community. **Provide** both positive and negative possible impacts in your prediction.

(6)

4.2 **Define** SAT and **explain** 2 roles the organisation is tasked with in South Africa.

(3)

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4.3 **Describe** the TOMSA levy and **explain** how it is used.

(2)

4.4 Tourism employs many people in the industry.

4.4.1 **Identify** ONE career in the tourism industry and plot a career path. Be sure to show progression and a reasonable timeline for each step.

(7)

4.4.2 **List** THREE skills the person would need to have to achieve this goal.

(3)

4.4.3 **Identify** the document in an organisation that spells out the expected behaviour of an employee.

(1)

4.4.4 **Mention** how this document affects the public perception of this business.

(2)
[24]

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QUESTION 5

Refer to **Addendum C, page iii: WORLD TIME ZONE MAP**.

5.1 Mr Tanaka, a tourist from Tokyo in Japan, decides to visit South Africa. He departs from Japan on 12 July 2022 at 16:00 local time. Will he experience jet lag?

(1)

5.2 **Justify** your answer.

(1)

5.3 The duration of the flight from Tokyo to Johannesburg OR Tambo airport is 26 hours long, (this includes stopovers). **Calculate** the local date and time upon his arrival in Johannesburg. Show all calculations. (For this question, do not factor in DST.)

(5)

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5.4 **Explain** the term DST and how this is put into practice.

(4)

5.5 **List** THREE benefits for a country of implementing DST.

(3)

5.6 When planning a visit to another country, **explain** why considering time zones is important.

(3)

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5.7 **Identify** which line of longitude a tourist needs to cross if the date is to change for the travellers.

(2)

5.8 **Scenario: As a travel agent for Mr Tanaka:**

5.8.1 **Advise** him on THREE safety precautions he needs to take when visiting South Africa.

(3)

5.8.2 **Differentiate** between the red channel and green channel.

(2)

5.8.3 **List** any two examples of contraband/prohibited goods.

(2)

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5.8.4 **Mention** what documentation he would need to enter South Africa.

(2)
[28]

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QUESTION 6

6.1 An American family has USD1 065,00 to spend on their holiday in South Africa. **Calculate** how much local currency they will receive in exchange for their currency. Currency exchange rate as of 15 May 2022 is 1USD for ZAR 15,79.

(3)

6.2 They are not sure if they should use the BBR or BSR. **Explain** each abbreviation to them, as well as a reason why the one is higher than the other.

(3)

6.3 **Explain** the effect of the fluctuating value of the ZAR on inbound international travel patterns.

(4)

6.4 **Suggest** two payment methods this family could use during their stay. Make sure to comment on ONE advantage and ONE disadvantages of each method mentioned.

(4)
[14]

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QUESTION 7

Study the graph below.



[<https://meaningfultravelplatform.org/main/training/chapter/960/1>]

Create a concept map in which you include the following information:

- A title that best sums up the information represented on the graph.
- A summary of the trend (pattern) that can be seen emerging amongst travellers.
- The global situation mentioned in the graph is correctly identified, and an analysis of the impacts of this situation on tourism.
- An evaluation of the impact of sustainable and responsible practices on Tourism AND the triple bottom line.
- A list of 4 characteristics of a successful business AND a prediction of how the results of the survey may change the criteria for measuring the success of a tourism business.

Draw links between the points to show the relationships between the different concepts; Create a key to illustrate what the colours in the concept map represent.

Refer to the rubric/ADDENDUM D, page iv to help you plan your concept map.

[30]

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QUESTION 8 EXTENDED WRITING

Write an **essay** in which you **evaluate** the impact of service provision on the multiplier effect and on the socio-economic development of a country. Be sure to refer to the attached rubric in Addendum E when planning your response and include the following information:

- A definition of the term multiplier effect.
- A discussion of the relationship between service and the tourism multiplier effect.
- A discussion of the impact of the multiplier effect on economic growth and community development.
- A discussion of the role of good teamwork in the provision of excellent service.
- A discussion of the benefits of teamwork to the staff, the business and the customer.
- A recommendation of strategies to achieve and maintain quality service.

Provide a suitable title and your response should be no shorter than 1 A4 sheet.

[30]

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Construct a concept map

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Extended writing: Essay

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Total: 200 marks

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ADDITIONAL SPACE (ALL questions)

REMEMBER TO CLEARLY INDICATE AT THE QUESTION THAT YOU USED THE ADDITIONAL SPACE TO ENSURE THAT ALL ANSWERS ARE MARKED.

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