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TOTAL MARKS

NATIONAL SENIOR CERTIFICATE EXAMINATION
NOVEMBER 2024

TOURISM

EXAMINATION NUMBER

Time: 3 hours 200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 24 pages and an Insert of 8 pages (i–viii). Please check that your question paper is complete. The Insert contains the following:
   - **ADDENDUM A:** Mamasamba wins Style Award
   - **ADDENDUM B:** Paris 2024 Olympic Games: Challenges and Opportunities for French Tourism
   - **ADDENDUM C:** World Time Zone Map
   - **ADDENDUM D:** Essay Rubric
   - **ADDENDUM E:** Concept Map Rubric
2. **Answer ALL six questions on the question paper and hand it in at the end of the examination. Remember to write your examination number in the space provided above.** The Insert must also be handed in for ease of marking.
3. A non-graphical, non-programmable calculator may be used. Show all calculations.
4. It is in your own interest to write legibly and to present your work neatly.
5. Pay special attention to spelling and sentence construction.
6. Candidates must use colour pens to complete the concept map.
7. Candidates must use pages 21–22 to construct the concept map.
8. Two blank pages (pages 23 and 24) 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	**41**		35 minutes
2	**29**		25 minutes
3	**40**		30 minutes
4	**30**		24 minutes
5	**30**		33 minutes
6	**30**		33 minutes
Total	**200**		180 minutes

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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 Warren Murley, chief of operations for Mamasamba, has built a few very successful restaurants.

1.1.1 Suggest THREE entrepreneurial skills that he may possess.

(3)

1.1.2 Explain why it was necessary for him to create a business plan before starting a business.

(3)

1.2 Create a short code of conduct containing FOUR points for an employee at Mamasamba.

(4)

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1.3 Provide TWO reasons why a code of conduct would be valuable to Mamasamba.

(2)

1.4 Mamasamba has a strong social media presence.

Briefly describe TWO other suitable below-the-line methods Warren can use to market his company.

(4)

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1.5 Warren has created a successful team for Mamasamba. Discuss the five stages of the group's behaviour that he may have experienced.

(10)

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1.6 List FOUR reasons why teamwork is beneficial to a business in the service industry.

(4)

1.7 You are given the opportunity to join Mamasamba's team. You are presenting yourself in an interview for this position.

Describe your own strengths and weaknesses as a team member, to convince Warren that you will be an asset to his team.

(4)

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1.8 Differentiate between a customer's wants and needs. Refer to **ADDENDUM A** to support your answer.

(4)

1.9 Discuss the value of customer feedback to a business.

(3)
[41]

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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	24,3788
Indian Rupee	0,2323
Australian Dollar	12,5220
Canadian Dollar	14,1881
Japanese Yen	0,1278

Rates as on 28 February 2024
[Source: <https://www.x-rates.com/table/?from=ZAR&amount=1> (Accessed 28.2.2024)]

2.1.1 Of the countries above, which one's tourists would experience the highest buying power by visiting South Africa? Explain your choice.

(2)

2.1.2 Dan and Yolandé from the UK saved £19 000 each for their wedding in Hermanus, South Africa. Using the currency rate table above, calculate how much money in ZAR they will have available for spending.

Show all calculations.

(4)

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2.1.3 Annie and James from Florida, America, also attended the wedding. They have R5 000 left upon returning to the USA. The rate changed to ZAR 19,93. Will it benefit or disadvantage them when exchanging their ZAR into USD?

Show all calculations.

(4)

2.2 Briefly compare the impact of a high GDP to the impact of a low GDP on a country's economy.

(4)

2.3 How might a weak local currency affect local tourists' travel patterns?

(2)

2.4 A German tourist visits the Kruger National Park.

2.4.1 Suggest TWO facilities where he can exchange his currency.

(2)

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2.4.2 Should he use the BBR or the BSR to calculate the amount in ZAR he would likely receive when the bank purchases his Euros? Provide a reason for your answer.

(2)

2.5 Name THREE factors that could influence the strength of a currency.

(3)

2.6 Discuss how foreign spending in South Africa causes a multiplier effect and ultimately affects the GDP.

(6)
[29]

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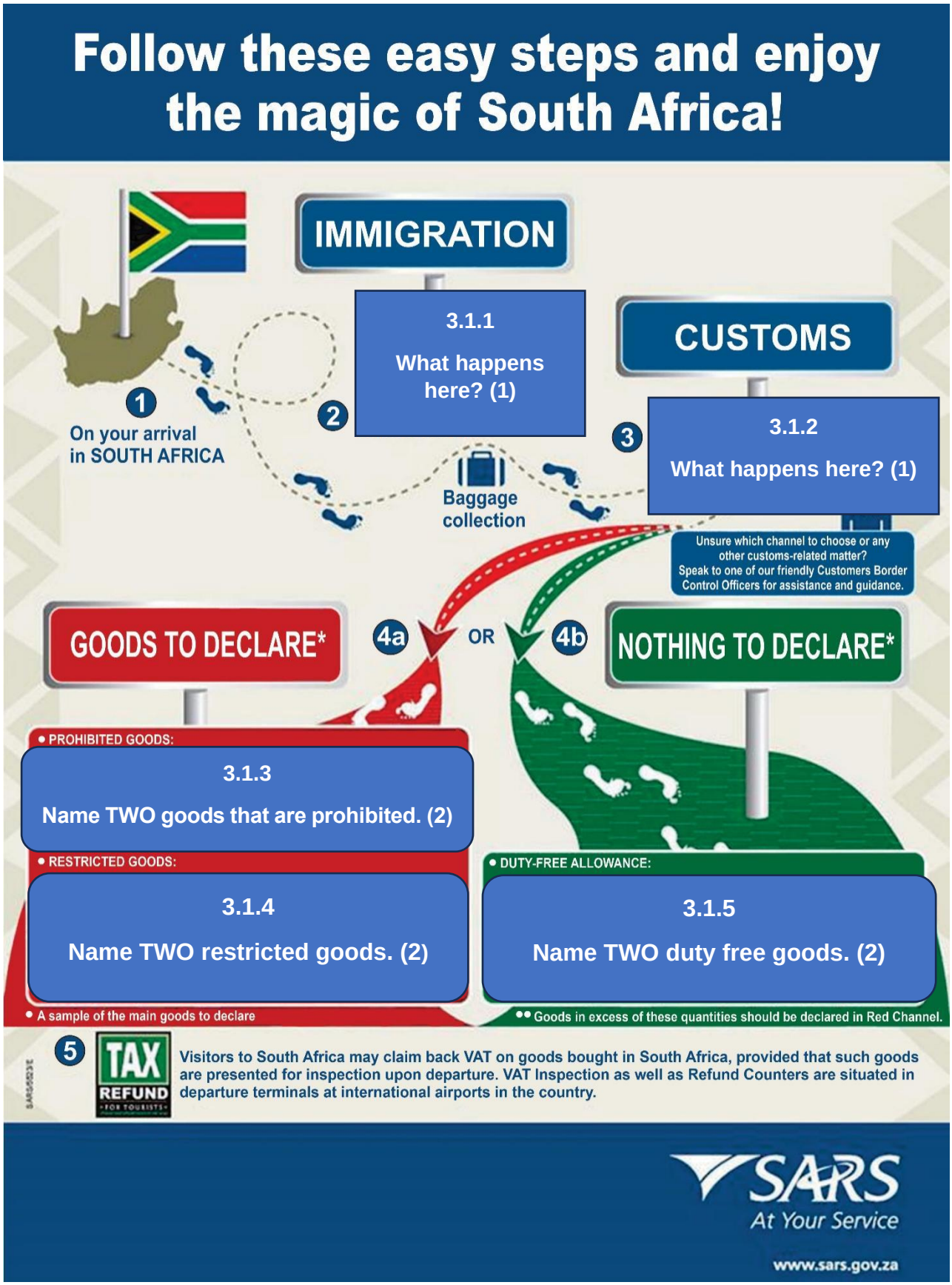
QUESTION 3

3.1 Study the image below and answer the questions that follow on the lines provided. (*Note: the questions are printed inside of the blue squares on the infographic)*.



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3.1.1 _____

_____

(1)

3.1.2 _____

_____

(1)

3.1.3 _____

_____

(2)

3.1.4 _____

_____

(2)

3.1.5 _____

_____

(2)

3.2 3.2.1 Advise tourists on precautions to be taken when travelling to a destination to prevent malaria, bilharzia, and cholera.

_____

_____

_____

_____

(3)

3.2.2 Advise tourists on TWO general tourist safety tips when travelling in South Africa.

_____

_____

(2)

3.2.3 How can tourists avoid the effects of jetlag?

_____

_____

_____

(2)

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3.3 Refer to **ADDENDUM C: 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 local time in the Seychelles when she should make the Zoom call. Show all calculations. The Seychelles do not use DST.

(3)

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 a 11-hour flight. Calculate the local time upon their arrival in South Africa. London is observing DST. Show all calculations.

(6)

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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.

(6)

3.4 Outline FOUR economic benefits to a country of implementing DST.

(4)

3.5 If a South African tourist flies from O.R. Tambo to Heathrow, England, would they experience jetlag or jet fatigue? Provide a reason for your answer.

(2)

3.6 By providing an example, explain the importance of the IDL in travel planning.

(4)
[40]

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QUESTION 4

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

4.1 Refer to the article to create a SWOT-analysis of Mamasamba. Mention TWO valid points under each heading.

(8)

4.2 Recommend TWO possible solutions for each of the threats you identified in Question 4.1.

(4)

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4.3 Using any of the 7Ps of marketing a service, develop a basic marketing mix for Mamasamba. Use the article to support your answer.

(14)

4.4 Identify FOUR characteristics of a successful business.

(4)
[30]

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QUESTION 5 ESSAY

ADDENDUM B discusses the consequences of mass tourism in France.

Examine the information provided in the Addendum, as well as the rubric marked **ADDENDUM D** in the insert. Refer to these addenda to guide you to write an essay of 2–2½ pages to address the following topic:

Should tourism destinations in France limit tourism volumes or embrace tourists?

Include the following aspects in your essay:

- Impacts of the hosted event on the triple bottom line.
- Impacts of the hosted event on international and domestic visitor numbers to France.
- Impacts of the hosted event on tourism destinations.
- Guidelines to tourists to improve the positive impact on tourism.
- Make sure you adhere to the structure and mechanics of essay writing by including a title, clear paragraphs, and paying attention to spelling and grammar.

[30]

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QUESTION 6 CONCEPT MAP

Refer to **ADDENDUM A** in the insert**: MAMASAMBA**.

Construct a concept map on pages 21–22 in which you illustrate the interrelationships between a business' professional image, the business' marketing strategies, the success of the business and how it ultimately will lead to economic and community development.

Provide examples from the Addendum as well as your own knowledge to strengthen the construction of your concept map.

Address the following points in your design:

- The importance of marketing to increase the success of a business.
- Factors that could contribute to Mamasamba's success as a restaurant.
- The factors contributing to the professional image of Mamasamba as a business.
- How the success of Mamasamba can impact the development and economic growth within the community.
- Domestic and international marketing opportunities for Mamasamba.
- Your explained links will show your understanding of the interrelationships between the concepts.

Be sure to use various colours and a key to differentiate between the concepts and ideas.

Refer to **ADDENDUM E: MARKING RUBRIC FOR CONCEPT MAP** to guide the completion of your concept map.

[30]

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Concept Map

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Total: 200 marks

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ADDITIONAL SPACE (ALL QUESTIONS)

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

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