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TOTAL MARKS

NATIONAL SENIOR CERTIFICATE EXAMINATION
 NOVEMBER 2021
TOURISM

EXAMINATION NUMBER

Time: 3 hours 200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 28 pages INCLUDING the following inserts:
 - **INSERT A:** 'After dismal year, stakeholders plan the revival of key Nelson Mandela Bay'
 - **INSERT B:** Written complaint
 - **INSERT C:** World time zones map
 - **INSERT D:** Marking rubric for concept map
 - **INSERT E:** Marking rubric for extended writing
2. Please check that your question paper is complete.
3. Answer ALL six 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 20–21 to construct the concept map.
9. Two blank pages (pages 27 and 28) 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	24		22 minutes
2	47		42 minutes
3	46		41 minutes
4	23		21 minutes
5	30		27 minutes
6	30		27 minutes
Total	200		180 minutes

QUESTION 1

Refer to INSERT A below: 'After a dismal year, stakeholders plan the revival of key Nelson Mandela Bay economic sector'.

Nelson Mandela Bay Tourism leaders will be looking into ways to build up new business. A locked-down festive season really damaged the tourism industry.

The tourism leaders have targeted business travellers. However, the future seems dark as international holidaymakers are still expected to avoid the Bay after it was given the Covid-19 'hotspot label'.

Arrivals at the Chief Dawid Stuurman (previously Port Elizabeth) International Airport over December were down to 36 380 passengers, compared with 91 753 in 2019. The annual number decreased from 865 278 to 308 649. Tourism brought in less than 15% of what it did in December 2019.

This meant that many businesses in the tourism industry had lost great business; some had to close their doors permanently.

Chairperson of Nelson Mandela Bay Tourism, Shaun van Eck, said that unfortunately visitors, especially international ones, would remain scarce for the next few months.

'Whenever we start to feel something positive is going to happen, we get stomped on again. The knock-on effect is devastating,' Nick Wilmot, owner of Wilmot Cottages, said.

Sisa Manxiwa is a tour operator and owns *Enkosi Travel and Tours*. She offers tours around the Eastern and Western Cape with a focus on city and township tours. Sisa stated 'If it wasn't for me offering taxi services to and from the airport, I would have had to shut down.'

'We used to see street sellers with curios on the beachfront, and women braaiing at the Esplanade. All of that feed into the tourism food chain – and that has all collapsed.'

'We interviewed a number of tourists and saw that, thankfully, domestic tourism is still quite active as many customers were not locals,' stated Shaun van Eck.

Van Eck said they have planned a strategy meeting where tourism stakeholders will come together to relook at the overall marketing of tourism in Nelson Mandela Bay. Luckily, campaigns like *Wide Open Spaces* have done well in promoting all manner of outdoor activities around the Bay on our app. They continue to play a vital role in our plans going forward.

'Another strategy is to market ourselves to employees in the local government sector, as we believe we can attract some leisure travellers from within that market.'

'We will focus on air access and cruise liners, and plan to provide training to improve skills for tourism staff and small businesses.'

[Adapted from: Eastern Province Herald: After dismal year, stakeholders plan the revival of key Bay economic sector. 14th February 2021]

1.1 **Explain** what is meant by the term *Covid-19 hotspot*.

(1)

1.2 **Which** type of tourist would most likely make use of *Enkosi Travel and Tours*?

(1)

1.3 **How** has *Enkosi Travel and Tours* managed to stay in business over the lockdown period?

(1)

1.4 Shaun van Eck mentions that by interviewing tourists, they were able to establish that domestic tourism is still active. **Mention** TWO other methods of gathering customer information for tourism establishments.

(2)

1.5 **Identify** THREE types of tourists the Nelson Mandela Bay Tourism leaders intend to attract by their proposed marketing strategy.

(3)

1.6 **Outline** what type of advertising/promotional technique they could use to best suit this need and **provide** TWO examples that could be used to do this.

(3)

1.7 The marketing strategy includes 'upskilling of tourism staff'. **Mention** THREE skills that you think will be most beneficial to the staff.

(3)

1.8 In the article Wilmot mentions that *'the knock-on effect is devastating'*. In a short paragraph, **identify and analyse** this 'knock-on effect' on the local tourism industry, **and** on the informal sectors linked to the tourism industry in the Bay.

(7)

1.9 Advancement in technology is continually impacting the tourism industry. **Explain** how travel businesses can ensure sustainability in today's environment of uncertainty, global situations and continuous change.

(3)
[24]

QUESTION 2

2.1 *'Different customers have different needs.'* **Provide** TWO examples to illustrate this statement.

(2)

2.2 Why is it important to implement an action plan after processing feedback received from a customer survey?

(3)

2.3 2.3.1 Why is a website important to a tourism business?

(2)

2.3.2 **Provide** a reason for keeping a site up to date and relevant.

(2)

2.4 2.4.1 **Name** FOUR factors that can improve the professional image of a business (excluding staff performance).

(4)

2.4.2 **Suggest** how EACH factor can be used to improve the professional image of the business.

(4)

2.5 2.5.1 **Suggest** TWO strategies that businesses can implement to improve staff performance.

(2)

2.5.2 **Explain** how EACH strategy can benefit the business and/or the staff.

(2)

2.6 Why is it important for a business in the service industry to critically evaluate the performance of a team in the service industry? **Give** FOUR reasons.

(4)

2.7 **Explain** the importance of working to everyone's strengths and abilities in a team environment.

(3)

2.8 **Name** TWO possible stumbling blocks to effective teamwork amongst the members of a team.

(2)

2.9 **Describe** TWO personality traits that team members should possess in order to enable a team to achieve its goal.

(2)

INSERT B: Read the insert below and use it to answer the following questions:

'Written complaint'

Further to my numerous phone calls, I **still** have not received any communication from your offices with regard to my complaint.

In case you have forgotten, I emailed you about my elderly mother who is in a wheelchair, and who recently visited your resort. Her experience was less than satisfactory.

I appeal to your resort to have an allocated parking bay installed for the disabled, and a ramp for easy access. These requests can surely be sorted out with a bit of manual labour and a small cost for building materials.

Another concern I have is that your website is so out of date that your December specials are still on offer and no mention was made of the expiry date of these special offers. It is now June and my mom expected to have the benefit of these specials, for which she had made a special trip to your resort.

She was especially excited to be visiting your resort as she wanted to participate in the nightly Bingo competitions, the special saunas for arthritis, the Virtual Reality bungy jumping activities for the elderly and the singles night for over-70s that was held on the last Saturday of her stay.

I must commend your resort on catering to people in her age bracket as few people do these days. The specially trained staff in your wellness centre were amazing.

However, when the costs for the week away were calculated, my mom was devastated, as she is a pensioner and could scarcely afford the new rates. The negative response from your receptionist was even more shocking, when he informed my mother that she should have read the fine print. She can barely read the **large** print!

I trust that we will receive a positive response to this matter. After all, it is for the benefit of your business!

[Adapted from *Hello Peter*, February 2021]

2.10 In what way would the resort in the complaint benefit from a Code of Conduct?

(3)

2.11 **Draw up** a SWOT analysis for the resort mentioned in the complaint. Use the complaint as a source of information.

(12)
[47]

QUESTION 3

3.1 3.1.1 **Compare** the terms *weak rand* and *strong rand*.

(4)

3.1.2 **Discuss** how a weak rand and a strong rand will affect an international tourist visiting South Africa.

(4)

3.2 3.2.1 If a British tourist who wants to visit South Africa goes to the bank to exchange British pounds for rands, **which rate** would the bank apply to calculate the exchange?

(1)

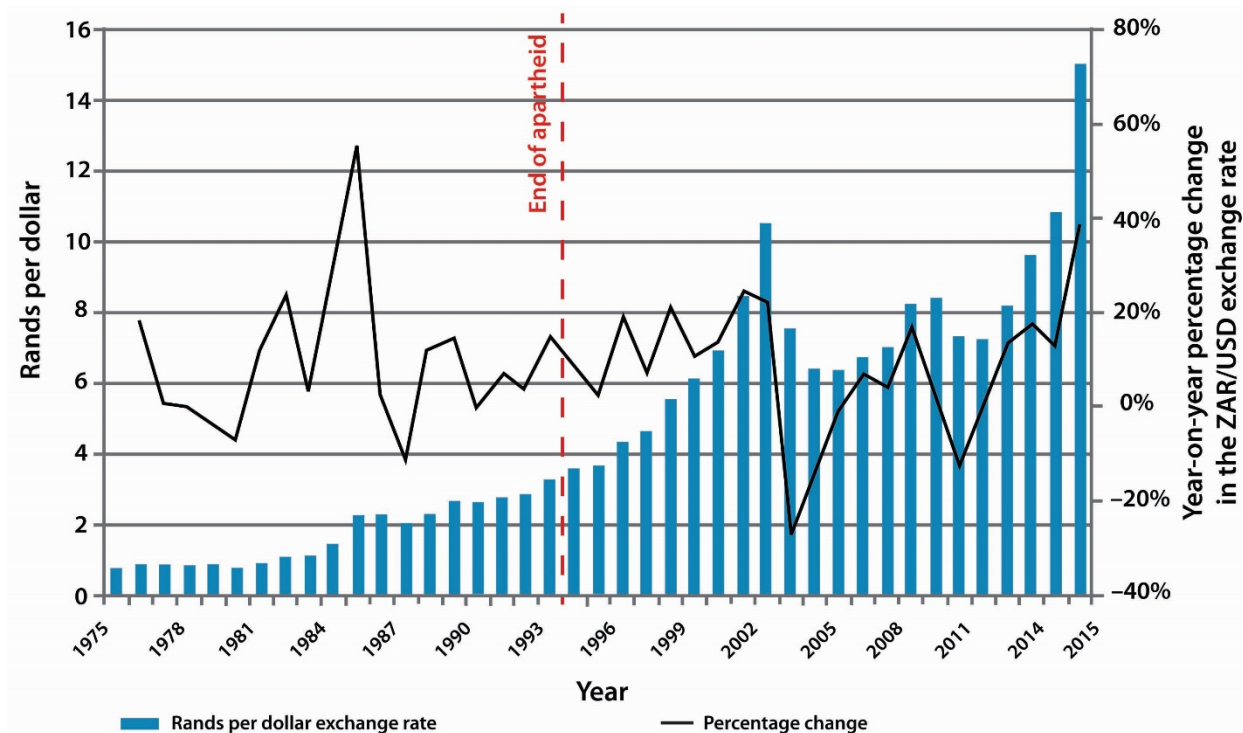
3.2.2 **Explain** the differences between the two bank rates.

(4)

3.3 **Identify** TWO different forms of payment when travelling and **provide** ONE advantage of each.

(4)

3.4 Refer to the graph below to answer the following questions:



3.4.1 **Explain** in detail what information is presented in this graph.

(4)

3.4.2 **Identify** the year that was **most favourable** for an American tourist to visit South Africa.

(1)

3.4.3 (a) Which year was the least favourable for an American tourist to visit South Africa?

(1)

(b) **Justify** your answer.

(1)

3.4.4 (a) **Describe** the trend that is reflected in the graph from 1994 onwards.

(2)

(b) **Provide** THREE possible causes for this trend.

(3)

3.4.5 The ZAR : USD exchange rate was ZAR15,121 : USD1 on 28 February 2021. How does this rate **compare** to the last recorded value on the graph?

(1)

3.4.6 **Name** TWO factors that can affect the value of a country's currency.

(2)

3.4.7 In the last few years, the world has seen rapid developments in the technology used by tourists.


Provide TWO examples of developments that have transformed the way tourists make payments when on holiday.

(2)

3.4.8 Briefly **explain** the relationship between tourism volumes and the GDP.

(2)

3.5 Study the currency rate table below and use it to answer the questions that follow.

Historical comparison 	Dec 28, 2020	Feb 28, 2021
Country	Cost to buy currency in ZAR	Cost to buy currency in ZAR
England – British pound	21,059278	19,682815
Japan – Japanese yen	0,141899	0,140956
USA – US dollar	15,121248	14,638045
Europe – euro	18,255096	17,880261
Botswana – pula	1,353690	1,385724

[Source: <<https://www.x-rates.com/historical/?from=ZAR&amount=1&date=2021-02-28>>]

3.5.1 In December 2020 Mr and Mrs Nelson (a British couple) came to South Africa with £80 000. Using the currency rate table above, calculate how much money they received in ZAR. **Show all calculations.**

(3)

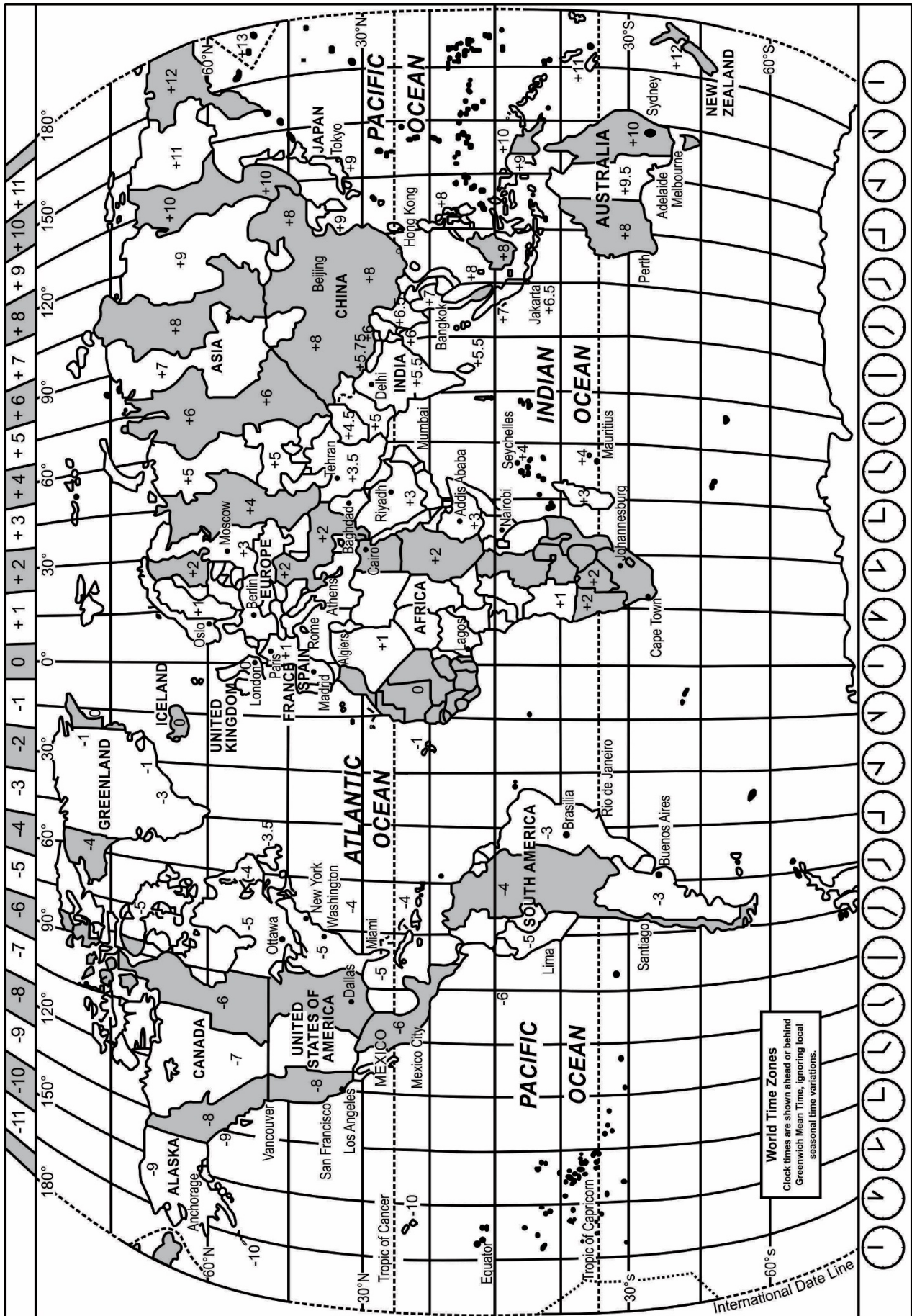
3.5.2 Together they had R35 000 left after their visit. Calculate how much British pounds they will receive when they exchange at the new rate in February 2021. **Show all calculations.**

(4)

3.5.3 *'South Africa's economy has historically been the strongest in the SADC region and on the African continent.'* **Comment on** this statement by referring to the exchange rate table above.

(3)
[46]

QUESTION 4 Refer to INSERT C below: Map of world time zones.



World Time Zones
 Clock times are shown ahead or behind
 Greenwich Mean Time, ignoring local
 seasonal time variations.

4.1 4.1.1 **Define** the concept of time zones.

(2)

4.1.2 **Explain** how time zones affect tourists' planning and travelling.

(3)

4.2 **Analyse** the impact of daylight-saving time (DST) on travellers and on the region that has implemented the practice.

(4)

4.3 **Recommend** TWO ways to minimise the symptoms of jet fatigue/lag.

(2)

4.4 What time is it in Sydney when a flight departs from OR Tambo at 09:00? **Show all calculations.**

(3)

4.5 Mrs Sithole departs from Johannesburg at 15:00 on 23 January to participate in a seminar in Tokyo. The flight is seven hours long.

4.5.1 Calculate her arrival date and time in Tokyo. **Show all calculations.**

(4)

4.5.2 Upon her arrival, she discovers that her baggage containing her laptop was left behind in Johannesburg. The airport staff assure her that the laptop has already been checked in on the next flight from Johannesburg that is currently departing at 05:00 **Tokyo local time**. Her seminar is due to begin at 10:00 on 24 January.

Determine whether she will have her laptop in time for her seminar. **Show all calculations.**

(5)

[23]

QUESTION 5 CONCEPT MAP

In the second part of your PAT this year, you were required to identify a possible venture that would add value to a tourist attraction or service.

Construct a concept map in which you **evaluate** the impact of this business opportunity on the tourism industry **AND on the triple bottom line**.

Be sure to include the following in your concept map:

- A title that explains your unique opportunity/venture.
- Any five of the nine Ps of the marketing mix to describe the unique venture.
- The unique selling point.
- Characteristics of a successful venture:
 - the characteristics of a successful tourist attraction you would like to see in your venture,
 - the strategies/factors your business plan will focus on to achieve these characteristics.
- Recommendations on how the venture could ensure repeat business and maintain your customer base.
- The three factors that impact on sustainable and responsible tourism.
- How your unique venture could impact on the triple bottom line, with examples.
- The interrelationships between these concepts including their causes and effects.
- A key using various colours to differentiate between the concepts.

[30]

Refer to the marking rubric for a concept map on page 19. Use pages 20 and 21 for your concept map.

INSERT D: Marking rubric for concept map:

Criteria	5	4	3	2	1	0	
Suitable title provides a concise explanation of the business.				Title is a concise explanation of the business/venture.	Title does not provide an explanation of the business.	No title.	2
FIVE marketing Ps with concise explanation/ plan to describe each. USP identified.	5 Ps mentioned with a precise explanation of each. USP identified.	5 Ps mentioned with a suitable explanation/ description of each. USP missing or not unique.	3 or 4 Ps mentioned with a fair explanation. USP missing or not unique.	Only 1 or 2 of the Ps mentioned, with vague explanation of each. No USP identified.	Poor attempt to outline the marketing plan. Factors may be mentioned but not credible or poorly planned.	Not addressed.	5
Key characteristics of success identified; various strategies described.		More than 5 characteristics of success identified, At least 3 insightful strategies described. Quality answer. X2	3-4 characteristics of success identified, 1–2 well-thought-out strategies described. X2	1–2 characteristics of success identified, one good strategy described. X1	Answer lacks substance, poor attempt at identifying success factors or strategies. X1	Not addressed.	8
Recommendations on how the business can ensure repeat business and maintain customer base.			Recommendations made indicate an excellent understanding of ways to maintain a customer base and excellent service.	A fair attempt to make recommendations but lacks clear insight into how to maintain repeat business.	An attempt to make recommendations but poorly addressed.	Not addressed.	3
3 factors impacting on sustainable and responsible tourism identified. Evaluation of impact on TBL with examples of how venture could impact on the TBL.		3 factors identified. Superior understanding of and evaluation of impact on TBL. Appropriate examples given. Excellent critical-thinking skills. X2	3 factors identified. Insightful response, evaluation of impact on TBL is balanced and both sides considered. Some apt examples given. X2	3 factors identified. Response lacks depth, little critical thinking evident. No evaluation or no examples given. X1	No factors identified or superficial response. No critical thinking evident or no evaluation or no examples given. X1	Not addressed.	8
Links between points made, valid explanations provided, key and colours included. Layout sophisticated.		Excellent layout, several meaningful links show understanding of interrelationships. Colours and key reflect higher-order response.	Many links indicated, explanations may be superficial, or key and colours may lack depth of understanding of interrelationships between concepts.	Some links are made but lack explanation and/or key.	No links made or links spread haphazardly like spaghetti over the page and/or has no key or explanation.	No links are made and/or no key provided.	4
Possible total:							30

Construct a concept map

QUESTION 6 EXTENDED WRITING

Scenario: You are a tour operator and have planned a two-week tour for a group of Chinese tourists visiting a country within the SADC region.

Compile a report for the group that includes the following:

- The mandatory documentation needed when visiting the SADC region from an international country.
- Recommendations regarding health AND safety precautions to be taken before and while visiting the SADC region.
- An advisory regarding:
 - What they can expect when passing through customs.
 - What is meant by 'duty-free'.
 - An explanation of the different channels they can pass through.
- An analysis of the impact of the *Covid 19* pandemic on the tourism industry.
- FIVE or more meaningful tips regarding responsible and sustainable tourist behaviour.
- The importance of supporting tourism businesses that display the FTTSA label.

IMPORTANT:

- Your report should have a suitable title.
- You may use subtitles in your report.
- Refer to the rubric on page 23 to help you plan your response.

[30]

INSERT E: Marking rubric for extended writing piece

Criteria	4	3	2	1	0	
Documents required to visit SADC region.			All 3 mandatory documents mentioned.	1–2 of the documents correctly listed.	Incorrect or no response given.	2
Health and safety precautions for the duration of stay.	A minimum of 3 health and a minimum of 3 appropriate safety precautions given.	1–2 appropriate precautions given for health AND safety.	Either health or safety precautions given, OR information provided is vague, or not apt for the SADC region.	An attempt is made to address the precautions, but response is vague at best.	No attempt to address this point.	4
Advisory contains explanation for customs regulations, channels and duty free.		All 3 factors addressed, with accurate explanations provided for the tourists.	Info for only 2 of the factors provided, OR info is inaccurate to some extent.	Info for only one of the factors provided, OR info is too vague or inaccurate.	No attempt to address this point.	3
An analysis of the impact of the Covid 19 pandemic on tourism and the country.		Analysis is thorough, both positive and negative impacts addressed, impact on tourism & the country considered. X2	Analysis is fair, may lack meaningful insights OR not an analysis, only positive or only negative impacts mentioned OR impact on tourism industry or impact on the country omitted. X2	Not an analysis, OR response lacks substantial detail. X2	Not addressed	6
Tourists' responsible and sustainable behaviour.	More than 5 appropriate guidelines provided to inform tourist behaviour. Both aspects addressed.	3-4 appropriate guidelines provided to inform tourist behaviour. Both aspects addressed OR only sustainable or only responsible guidelines given.	1-2 appropriate guidelines provided OR only sustainable or only responsible guidelines given.	Response is attempted but vague or not suited to the region.	No attempt to address this point.	4
Motivation for supporting FTTSA labels.	Response provides a clear motivation, reveals a detailed understanding of the importance of the role of the FTTSA, valid examples of benefits. X2	Candidate's response provides a motivation but one of the factors for a Level 4 response is missing. X2	Candidate's response may not provide a meaningful argument in favour of the support of businesses displaying the FTTSA logo, OR 2 of the factors for a Level 4 response are missing. X2	Response is not a convincing motivation, OR candidate has attempted to address the point but does not know what FTTSA or its role is. X2	Not addressed.	8
Organisation of information with a suitable title. Spelling. Grammar.		Logical layout, paragraphs, no grammatical and spelling errors, suitable title.	One of the criteria not adhered to.	More than one criterion not adhered to.	No title and/or many grammar & spelling errors, poor layout.	3
						30

Total: 200 marks

