

QUESTION 1

Refer to the article below.

British tourists returning from South Africa must pay R35 000 for quarantine hotel or face jail for lying about trip.

The United Kingdom has tightened its travel regulations for 'red list' countries – which includes South Africa – by imposing mandatory (compulsory) quarantine for 10 days for returning residents. The costs will need to **be paid by the traveller** and lying to authorities to avoid self-isolation can lead to serious jail time.

There are only two types of travellers currently permitted to enter the UK from South Africa and 32 other countries on the 'red list'. British and Irish nationals and third-country nationals with residence rights in the UK will be allowed to return – **but** must submit to a series of strict Covid-19 protocols.

From Monday 15 February, all residents returning to the UK from South Africa must present a negative Covid-19 test result, obtained no longer than 72 hours before the flight. Even with a negative PCR test result, UK nationals and residents will be forced to quarantine for 10 days at a government-run hotel.

This 'quarantine package' will cost £1 750 per person. Hancock confirmed that 16 hotels, with 4 600 rooms, had been contracted as quarantine hotels. And for those travellers hoping to avoid this and the costs associated with it? A number of hefty fines will be given to those lying to government officials about their travel itineraries.

'Anyone attempting to cover up the fact that they have travelled to a "red list" country on their [passenger locator] form could face a £10 000 fine or up to ten years in prison,' explained the UK's department of health and social care.

[Adapted from: <<https://www.businessinsider.co.za/brits-returning-from-sa-must-pay-r35000-for-quarantine-hotel-face-jail-for-lying-about-trip-2021-2>>]

1.1 **Identify** what global event/current situation is referred to in the article.

(1)

1.2 **List TWO** other types of unforeseen occurrences that have the potential to affect global travel.

(2)

1.3 **Discuss** the implications of being put on a 'red list' for international tourism and for the economies of countries such as South Africa.

(5)

1.4 **Explain** whether you believe it is ethically acceptable to expect residents to pay for their own quarantine period **and provide reasons** for your answer.

(4)

1.5 **Mention** THREE health precautions that tourists need to take to avoid an infection.

(3)

1.6 Refer to the following foreign exchange calculator and answer the questions that follow.

 SOUTH AFRICAN RAND EXCHANGE RATES TABLE		
May 10, 2021 08:01 UTC		
South African rand	The amount of forex 1 ZAR will buy 1,00 ZAR	The cost in ZAR of 1 unit of forex inv. 1,00 ZAR
US dollar	0,0713	14,0123
Euro	0,0587	17,0221
British pound	0,0506	19,7259
Indian rupee	5,2393	0,1908
Australian dollar	0,0908	11,0047
Canadian dollar	0,0864	11,5675
Singapore dollar	0,0946	10,5635
Swiss franc	0,0643	15,5507
Malaysian ringgit	0,2931	3,4112
Japanese yen	7,7733	0,1286

Mr Smith is a British citizen working in Pretoria, South Africa, and he wants to return home due to the current situation.

1.6.1 **Calculate** the cost of the quarantine package (**in rands**) for Mr Smith to return to Glasgow, UK. Show all calculations.

(3)

1.6.2 Mr Smith found another government-approved hotel in Bristol that will charge him €1750 (euros) for his quarantine package.

(a) **Calculate** how much the new quarantine package will cost him in ZAR. Show all calculations.

(2)

(b) Which package is more affordable?

(1)

1.6.3 (a) When making the currency exchange, **which rate** will the bank use to do this transaction?

(1)

(b) **Differentiate** between the BSR and the BBR.

(2 × 2 = 4)

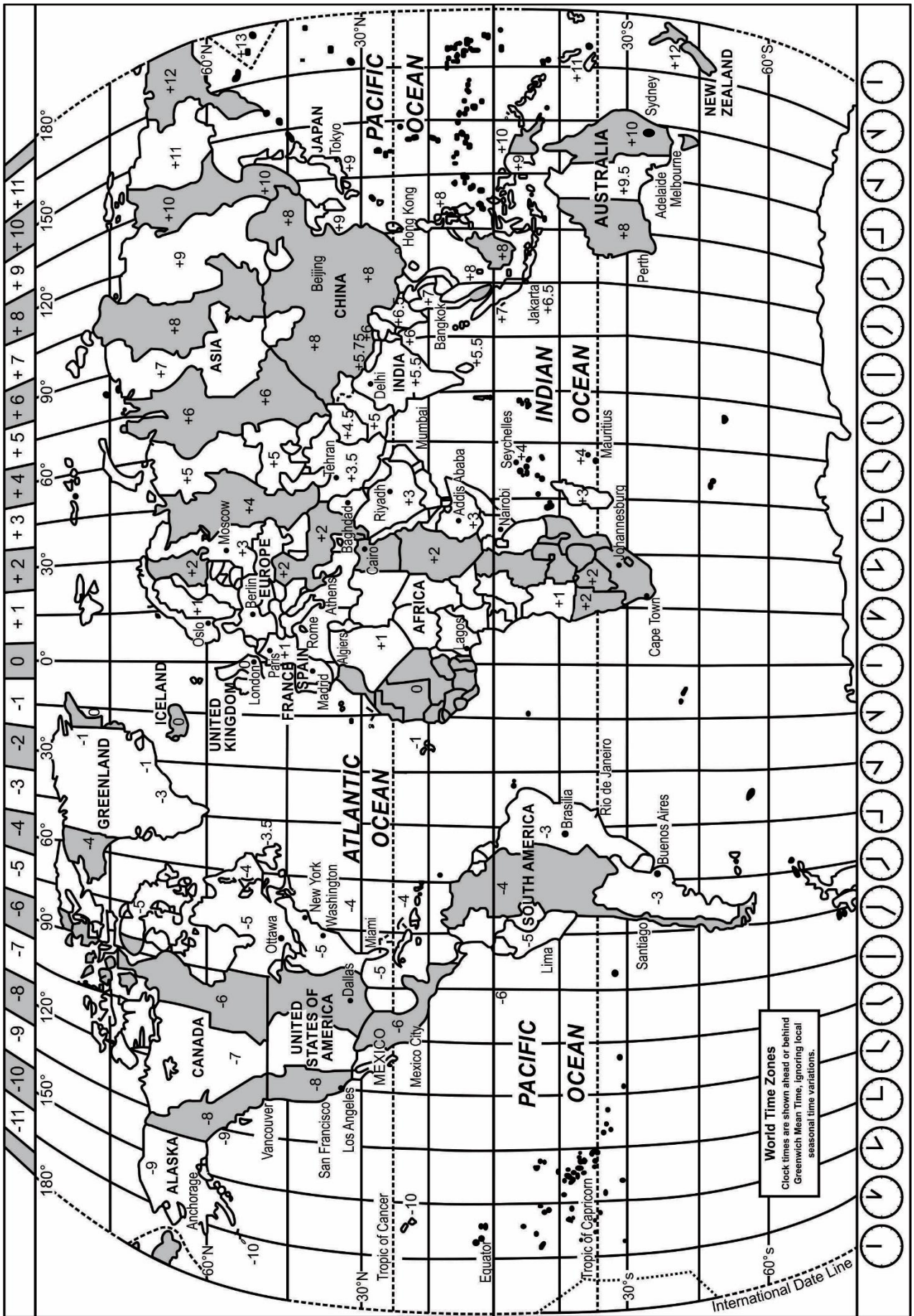
1.7 **Explain** the concepts 'strong' and 'weak' rand.

(4)


1.8 **Identify** TWO forms of payment travellers can use and **provide ONE** advantage of each.

(2 × 2 = 4)
[34]

QUESTION 2 Refer to the Map of World Time Zones below.



Refer to Mr Smith's ticket below and answer the questions that follow.

<h2>Flight Details</h2> <p>Johannesburg To Glasgow 19:20 Johannesburg</p> <p>Airline: British Airways</p> <p>Aircraft: BA0056 (Boeing 777 jet)</p>	
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2.1 Mr Smith will depart from OR Tambo Airport at 19:20 on Monday 11 October, on a 15-hour flight to London.

Mr Smith's wife is expecting a call from him an hour after he has arrived in London. **Calculate** what time she can expect his call in Pretoria/Tshwane, (i.e., South African local time).

(4)

2.2 A lunar eclipse will occur and can best be seen from Sydney at 23:30 (Sydney local time) on 12 October. Mr Smith can watch the eclipse by logging on to the observatory website while in London. What time must he log on to the website to do this? Sydney practises DST.

(4)

2.3 **Discuss** THREE negative effects of implementing DST.

(3)

2.4 Mr Smith is travelling with a large sum of cash. **Identify** which channel he must pass through at customs and **explain** why.

(2)

2.5 **Explain** the possibility of Mr Smith suffering from jet lag. **Justify** your answer.

(2)

2.6 **List** FOUR appropriate character/personality traits a person wanting work in the tourism industry (a service industry) should have.

(4)

2.7 **Explain** what a career path is.

(2)

2.8 **List** SIX elements/steps of a career that should be included in a career path.

(6)
[27]

QUESTION 3

Read the article below and answer the questions that follow.

Embracing the era of the staycation as cross-border travel plummets
by **Mike Simpson**

As holidaymakers become increasingly worried about the difficulties and dangers of international travel in the age of the coronavirus, the global tourism industry is scrambling to embrace the era of the 'staycation' – the stay-at-home vacation.

Some of those who are staying in their own countries are even taking things a step further by seeking isolated destinations and stand-alone accommodation.

The theory is that the more you can distance yourself from population centres, the less likely you are to be exposed to carriers of Covid-19.

Increased demand for isolated properties and off-the-grid places

Host Unusual, a UK accommodation website, reports a 45% increase in searches for isolated properties and a 38% rise in interest for off-grid locations. Tourists may view coming down and walking on a beach as safer than going to a shopping centre.

Domestic travel enquiries in the UK rise by 40% versus 2019

'For the period 1 January to 24 February 2020, we are, on average, 40% up on web visitors compared with the same period in the previous year,' said Steve Jarvis, owner of *Independent Cottages*, a business that rents out independently owned holiday homes. 'These searches seem to all be domestic – overseas enquiries have reduced significantly.'

In Singapore, tourism businesses are offering large discounts to attract staycationing locals and fill the void left by absent foreign tourists. There are 50% discounts at indoor playgrounds, two-for-one entry deals at popular attractions, free admission for parents at kids' destinations, and a water park has even reduced a \$32 day pass to only \$9.

People want to go on holiday, but feel the safest place is home

'Staycations are likely to make travellers feel more comfortable as they are familiar with the location, they can potentially avoid flying, and they know the health service and health structure, as well as other benefits of staying within your own country – such as reduced travel time and no language barrier.'

SA tourism industry must redirect its marketing to local travellers

'While a drop in international tourists and outbound travellers is a serious concern, it presents an opportunity for creating sustainable incentives to help boost the domestic market and encourage South Africans to travel to regional tourist destinations around the country. Price-sensitive local travellers will be looking for add-on packages and exclusive experiences that will make their rands stretch further,' SA Tourism said.

'Although the impact of the virus is catastrophic, not all is lost. This presents the industry with a challenge to redirect all cancelled outbound travel to domestic travel opportunities. This is a means by which the sector can help offset the economic impact of the coronavirus and boost domestic tourism.'

[<https://www.thesouthafrican.com/travel/what-is-staycation-south-africa/>]

3.1 **Explain** your understanding of a *staycation*.

(1)

3.2 **Describe** how the concept of a staycation has been marketed in an attempt to revive domestic tourism during this time period.

(2)

3.3 **Identify** some of the specific difficulties and dangers alluded to in paragraph 1 of the article.

(2)

3.4 **Explain** why international tourists' safety in South Africa is of vital importance to the South African economy.

(4)

3.5 **Describe** the following documents:

3.5.1 A visa

(2)

3.5.2 A health certificate

(2)

3.5.3 An international driving permit

(2)

3.6 Refer to the image below and answer the questions that follow.



3.6.1 **Write down** what the image represents.

(1)

3.6.2 **Mention** your understanding of the tagline 'inspiring new ways'.

(2)

3.6.3 **Outline** TWO ways in which exhibiting at trade shows benefits tourism companies.

(2)

3.6.4 **Name** ONE such trade show hosted in South Africa.

(1)

3.6.5 **Explain** how the TOMSA levy is collected and what the purpose of the levy is.

(3)

4.3 By referring to the concept of the triple bottom line, **create** a table in which you **outline** your explanation of how your venture will contribute to each of the THREE pillars of sustainability.

(12)

4.4 One of your long-term goals for your venture is to be Fair Trade certified. **List** any **THREE** principles of Fair Trade.

(3)

4.5 **Why** should a business adopt a sustainable and responsible business model?

(4)
[45]

QUESTION 5 CONCEPT MAP

Create a Concept Map in which you **evaluate** the benefits of working together as a team to a tourism business or venture.

Refer to the attached rubric to plan your response. Be sure to adhere to the following points.

- **List** the FIVE phases in the formation of a team and **explain** what happens in each phase.
- **Highlight** the importance of identifying a common goal and electing a team leader.
- **Argue** in favour of a business having a code of conduct by explaining the purpose and value of a code of conduct.
- **Evaluate** the benefits of good teamwork to the staff, to the business itself, and to the customers.
- **Link** these points to one another with a suitable explanation of their interrelationships.

Important:

Provide a suitable title and a colour-coded key. You must use pages 20 and 21 to draw the concept map.

Refer to the marking rubric for a concept map on page 22.

[30]

Construct a concept map

Marking rubric for concept map

Concepts	4	3	2	1	0	Possible score
FIVE phases in the formation of a team listed, and an explanation of what happens in each phase provided.		Candidate has successfully listed the FIVE phases in the formation of a team, briefly and accurately explained each phase. X2	Either one phase omitted, or some explanations are vague. X2	More than one phase in the formation omitted, or very weak explanation provided. X2	Entire section is not addressed.	3 x 2 = 6
Importance of identifying a common goal and electing a team leader.		Candidate has highlighted the importance by focusing on the result of these steps in the team process.	Candidate has touched on both steps and briefly addressed the results obtained in the team process.	Superficial mention of this topic made, lacks substance or explanation.	Not addressed.	3
Argue in favour of a business having a code of conduct by explaining the purpose and value of the code of conduct.	Strong, persuasive argument made, all possible benefits of having a code of conduct are explored with focus on the value of the code to the business and staff. X2	Convincing argument made in favour of implementing a code, though some benefits not recognised by candidate. X2	A fair number of benefits identified but the purpose and value of the code isn't explored in depth. X2	This concept has been touched on, but with little depth. X2	Not addressed.	4 x 2 = 8
Evaluate the benefits of good teamwork to the staff, to the business itself, and to the customers.		Excellent evaluation, all three stakeholders discussed, and a conclusive statement made regarding the benefits to these three parties. X3	Thorough evaluation, all three stakeholders discussed, argument not as detailed or lacking depth regarding the three stakeholders mentioned, OR one of the parties omitted in evaluation. X3	Benefits mentioned but lacking in substance or only one stakeholder addressed in depth. X2	No evaluation or poorly addressed.	9
Concept map format, layout, key and colours used.	Sophisticated layout, format clearly illustrates interrelationship between concepts, causal relationships identified, title is appropriate, key and colours used to show intricate links between concepts.	Logical layout, links made, key and colours used but lacking in explanations showing a logical cause and effect relationship or one of the criteria missing or inadequate for a code 7 result.	Layout is fair, but more than one aspect missing; either links, key or colours fail to illustrate the connections; fail to explain the concept map; no title provided.	Only one of the criteria fulfilled.	None of the criteria fulfilled.	4

QUESTION 6 EXTENDED WRITING

Professional image, good service and sustainable practices are key elements of a successful business.



[Source: <www.shutterstock.com>]

Scenario:

Based on the statement above, you have been employed by a corporate business to compile a **report** that must address: 'How to stay competitive in the marketplace AND why this is so important'.

Refer to the following in your report:

- The introduction must **outline** the characteristics of a successful business.
- **Explain** what professional image means and its importance in maintaining a good brand image.
- **Recommend** ways/examples in which the company can promote their professional image.
- **Analyse** the need for customer feedback and **make** suitable recommendations on how to obtain feedback.
- **Discuss** what is meant by service delivery in terms of customer needs and expectations, value for money, good product knowledge, customer service policy **and the long-term benefits** of these to the business.
- **Suggest** strategies to improve staff performance and **evaluate** the collective benefits of these to a business and its staff in the long term.

Your report must have a suitable title. The correct layout must be used. Refer to the rubric on page 27 to help you plan your response.

[30]

Marking rubric for extended writing piece

Criteria	4	3	2	1	0	Possible score
Characteristics of a successful business.		Candidate shows a sophisticated insight into the characteristics, more than three discussed.	Candidate has a clear understanding, two discussed.	Candidate shows a limited understanding, poor attempt to address this bullet.	Not addressed.	3
Professional image explanation, importance of maintaining image.		Professional image explained and Importance thoroughly explored with more than three thoughtful points made.	Candidate understands professional image, up to two valid points made.	Brief consideration given to this point.	Not addressed.	3
Ways in which a company can promote corporate brand.		At least four methods of marketing and promotion recommended, suggestions are appropriate and specific to the tourism industry.	Two to three methods recommended, some may not be appropriate or relevant, or they are vague.	Only one method suggested. Very simplistic answer given.	Not addressed.	3
Analysis – need for customer feedback, recommendations for methods.	Intelligent explanation of the need for feedback in growing a business, linked to the results if feedback not received. At least five methods given, methods are relevant to today's market.	Detailed explanation of the need for feedback in growing a business, some links to results of feedback not received and three to four suitable methods given.	Fair explanation of the need for feedback, no prediction of the impact of feedback not obtained, and two suitable methods given.	Poor explanation and no methods suggested, or methods recommended but no understanding of the need for acquiring feedback.	Not addressed.	4
Discuss what is meant by service delivery in terms of all four factors mentioned. Benefits discussed.	Response is well thought out and candidate has an excellent and in-depth understanding of the factors mentioned. Benefits clearly outlined, more than four identified. X2	Candidate has a thorough understanding of all four factors mentioned. Benefits clearly outlined, three to four identified. X2	Candidate shows an understanding of some factors mentioned. Benefits identified, fewer than three identified. X1	Candidate has either briefly discussed the factors in the question, with no benefits identified, or has not explained the factors but has attempted to identify benefits to a business and staff. X1	Not discussed.	4 × 2 = 8
Strategies of improving staff performance. Evaluate benefits to staff and business.		At least three strategies identified, detailed evaluation of benefits to staff and business identified. X2	Strategies identified, some benefits to staff and to business identified. X2	Strategies identified, few benefits to staff OR to business identified. OR only one strategy, poor evaluation of benefits. X2	No evaluation.	3 × 2 = 6
Organisation and format.		All aspects of report format adhered to. Excellent structure, no grammatical errors made. At least three paragraphs, well-constructed introduction and conclusion made. Appropriate title.	Information is very well organised with paragraphs. Few grammatical, spelling and/or punctuation errors.	Organised with well-constructed paragraphs. A few slight grammatical, spelling and/or punctuation errors.	Disorganised and many grammatical, spelling and/or punctuation errors made.	3
Total:						30

Total: 200 marks

