NATIONAL SENIOR CERTIFICATE EXAMINATION
SUPPLEMENTARY EXAMINATION – MARCH 2019

TOURISM

Time: 3 hours | 200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

1. This question paper consists of 7 pages and an Addendum with the following **Addenda**:

   Addendum A: ***Madikwe Game Reserve***
   Addendum B: ***World time zones map***
   Addendum C: ***Bali Eruption***
   Addendum D: ***Marking rubric for Question 7 – Concept map***
   Addendum E: ***Marking rubric for Question 8 – Essay***

   Please ensure that your question paper is complete.

2. Read the questions carefully.

3. Answer ALL the questions.

4. Number your answers exactly as the questions are numbered.

5. Pay special attention to spelling and sentence construction.

6. You may use a calculator.

7. Candidates must have colour pens/felt-tipped pens to complete the concept map.

8. Candidates are advised to make use of **double** A4 pages to complete the concept map.

9. It is in your own interest to write neatly and legibly.

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QUESTION 1

Refer to ADDENDUM A: *Madikwe Game Reserve*.

Scenario: You are the manager of Madikwe Game Reserve.

1.1 **Create** a general code of conduct for your employees. (5)

1.2 **Mention** FIVE ways in which your staff can practice environmentally friendly behaviour. (5)

1.3 **List** FIVE ways in which the staff working in the reserve can maintain a professional image. (5)

1.4 **Identify** TWO suitable and convenient methods of payment for tourists visiting this reserve. (2)

1.5 **Identify** TWO methods of marketing you would use to attract clients to Madikwe Game Reserve within the International market. (2)

1.6 **List** FOUR forms of customer feedback methods one could use at Madikwe Game Reserve to obtain customer feedback. (4)

1.7 **Mention** TWO unique selling points of Madikwe Game Reserve. (2)

1.8 **Identify** TWO possible career/job opportunities at Madikwe Game Reserve. (2)

1.9 **Choose** ONE career within the Game Lodge Industry and **create** a suitable career path for a person in this industry. (7)

1.10 1.10.1 **Quote** a phrase from the passage to prove that Madikwe Game Reserve promotes sustainable and responsible tourism development. (2)

1.10.2 **Explain** the impact this has on the local community. (3)

1.11 **Suggest** THREE factors that would contribute to the success of a tourist attraction such as Madikwe Game Reserve. (3)

1.12 **Identify** THREE characteristics of a successful venture that this reserve already displays. (3)

1.13 In terms of accessibility, write a short paragraph in which you **explain** the various transport means by which domestic and international tourists can visit Madikwe Game Reserve. **Mention** the local gateways in your response. (5)

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QUESTION 2

This year you were tasked to explore/investigate local tourism products/services that have the potential to develop into a unique tourism venture.

2.1 **Explain** the importance of conducting a SWOT analysis before starting a business. (2)

2.2 **Provide** an example of this type of product/service. (1)

2.3 **Briefly describe** the product/service you investigated in this task. (2)

2.4 Using any FOUR **Ps** of the marketing mix, **describe** this venture/service. (8)

2.5 **Analyse** the possible the opportunities and threats relevant to this product/service. **Provide** at least THREE examples for each. (6)

2.6 **Suggest** THREE means of improving the service at this venture. (3)

2.7 **Identify** TWO types of marketing you would make use of to market this venture and provide TWO examples of each type. (6)

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QUESTION 3

Refer to *Addendum B, World Time Zones Map.*

3.1 **Differentiate** between jet lag and jet fatigue. (2)

3.2 **Explain** your understanding of the term "Duty Free". (2)

3.3 **Outline** the difference between the Red Channel and the Green Channel when entering customs at an international airport. **Motivate** your answer by providing examples for each answer given. (4)

3.4 **List** THREE travel documents visitors to South Africa are required to have to gain entry through our borders. (3)

3.5 **Discuss** the importance of taking time zones into consideration when planning a long-haul flight. (3)

3.6 Mr Mbeki departs on a 13-hour flight to Hong Kong from Johannesburg on 23 July at 15:00 pm. DST is not observed in Hong Kong.

3.6.1 **Calculate** his arrival time in Hong Kong according to the time zone at his destination. **Show** all calculations. (4)

3.6.2 Upon his arrival he decides to phone his family back home in Johannesburg. **Calculate** the time his family will receive his call, local time. Show all calculations. (2)

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QUESTION 4

4.1 **Explain** your understanding of the professional image of staff within a company. (3)

4.2 **What benefits** can a company experience when its employees maintain a professional image? (3)

4.3 **List** FOUR points one would find in the *Basic Conditions of Employment Act*. (4)

4.4 **Comment** on the importance of having the *Basic Conditions of Employment Act*. (2)

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QUESTION 5

Refer to the table below to answer the following questions. The table shows the exchange rate as at 14 February 2018.

Country/Continent	Currency	Abbreviation	ZAR rate
United States of America	American Dollar	1 USD	11,84
England	Pound Sterling	1 GBP	16,40
Japan	Japanese Yen	1 JPY	0,11
China	Chinese Yuan Renminbi	1 CNY	1,51
Australia	Australian Dollar	1 AUD	9,31
Europe	Euro	1 EUR	14,61

5.1 **Explain** the meaning of the term "foreign currency". (1)

5.2 **Define** the term "buying power". (2)

5.3 **Mention** the country/continent that would be most beneficial, in terms of exchange rate, for South African outbound tourists to visit. **Motivate** your answer. (2)

5.4 A Chinese family have CNY 30 000 to spend on their family holiday. They have chosen Cape Town as their destination. **Calculate** how much local currency they will receive when they exchange their currency. Show all calculations. (3)

5.5 Mr and Mrs Thompson from Johannesburg intend visiting Australia for their annual holiday. They have ZAR 75 000 to spend.

5.5.1 **Calculate** how many Australian dollars they would receive in exchange for their South African currency. **Show** all calculations. (3)

5.5.2 The bank exchanges currency using 2 rates; the BBR and the BSR. **Explain** which rate is higher and **provide a reason** for this being so. (4)

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QUESTION 6

During last year, you were required to participate as a team member in an Industry-Related Performance Task (IRT). **Report back** on the following:

6.1 Clearly **state and explain** the nature of your IRT. (3)

6.2 In a short paragraph:

6.2.1 **Describe** the goals of your team. (2)

6.2.2 **Explain** the relationship between effective teamwork and achieving the goals of the team. (3)

6.3 **Evaluate** your own contribution in terms of customer service excellence. (3)

6.4 **Explain** how your strengths and your teammates' strengths helped achieve quality service and the attainment of the team's goals. (4)

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QUESTION 7

The following campaign was launched by the Department of Tourism and is an ongoing drive to improve service in South African tourism:

EXCELLENT SERVICE
STARTS WITH ME

"SHORT-TERM GOAL OF SERVICE EXCELLENCE STRATEGY:

To provide a pleasant and unforgettable service experience to South Africa's visitors, and to all other customers in the tourism value chain."

[Source: <https://www.tourism.gov.za> (Accessed Feb 2018)]

Create a concept map in which you refer to the following:

Evaluate the impact that the provision of service excellence has on the Tourism industry, on the growth of the economy and on community development in South Africa.

Use the following as the main concepts:

- The definition of the tourism product as a service;
- The impact of service excellence on tourism;
- The impact of excellent service on economic growth, on the GDP and benefits to the South African economy;
- The impact of service excellence on community development;
- Make recommendations for improvement.

Make links between the concepts to show the interrelationship of all the above and **explain** how these links work.

Provide a colour coded key and a suitable title.

Refer to the marking rubric in the Addendum when you plan this answer.

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QUESTION 8

Read Addendum C: *Bali eruption.*

Using the article as a reference AND YOUR OWN KNOWLEDGE, write an essay in which you **analyse** the impact of this situation on tourism and the triple bottom line in the local area by referring to examples from the text to support your response.

Refer to the following bullets in your essay:

- **Identify** this type of situation referred to in the article and **provide** TWO examples of **different** situations that occur globally.
- **Analyse** the economic impact tourism has on Bali.
- **Analyse** the effect the event described in the article, has had on the triple bottom line, both in the short term and long term.
- **Provide** examples, both from the text and your own knowledge, of how you think the Balinese community could possibly have been able to turn a negative situation into a positive one. **Identify** opportunities to ensure customers' well-being and repeat business.

Refer to the marking rubric in the Addendum when you plan this answer.

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Total: 200 marks

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