



NATIONAL SENIOR CERTIFICATE EXAMINATION  
NOVEMBER 2020

**TOURISM**

Time: 3 hours

200 marks

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**PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY**

1. This question paper consists of 7 pages and an Insert of 5 pages (i–v) with the following **Addenda**:

**ADDENDUM A:** *Africa's Travel Indaba*

**ADDENDUM B:** *Slippaway Hotel Group – Hello Peter*

**ADDENDUM C:** *Map of World Time Zones*

**ADDENDUM D:** *Collapse of Thomas Cook*

**ADDENDUM E:** *Marking Rubric for Concept Map*

**ADDENDUM F:** *Marking Rubric for Essay*

Please make sure that your paper is complete.

2. Read the questions carefully.
3. Answer ALL the questions.
4. It is in your own interest to write legibly and present your work neatly.
5. Number your answers exactly as the questions are numbered.
6. Pay special attention to spelling and sentence construction.
7. Candidates may make use of a calculator to complete the forex calculations.
8. Candidates must use colour pens to complete the concept map.
9. Candidates may use a **double A4** page to construct the concept map.
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**QUESTION 1****Refer to ADDENDUM A in the Insert: *Africa's Travel Indaba***

- 1.1 In which city is the Indaba hosted every year? (1)
- 1.2 **Explain** what SAT stands for and **describe** THREE primary roles of this organisation. (3)
- 1.3 **Name** TWO opportunities SAT makes use of to market South Africa internationally. (2)
- 1.4 **Write** out the acronym 'TOMSA' in full and **explain** how this levy is applied. (3)
- 1.5 **Provide** the name of another event where SAT markets SA locally. (1)
- 1.6 In a short paragraph, **analyse** the impact of hosting a Tourism marketing event on the local economy and community of the hosting city. Provide both positive and negative impacts in your answer. (8)

**[18]****QUESTION 2****Refer to ADDENDUM B in the Insert: *'Slippaway' Hotel Group and Hello Peter articles*.**

- 2.1 **Compare** the impact these TWO reviews will have on these businesses, respectively. (4)
- 2.2 **Outline** the importance of obtaining customer feedback. (2)
- 2.3 **Identify examples of** promotional techniques that could improve the image of the Slippaway Hotel Group using:
- 2.3.1 TWO above-the-line techniques (2)
- 2.3.2 TWO below-the-line techniques (2)
- 2.4 **Explain** the benefits of using above-the-line and below-the-line marketing techniques, respectively. (4)
- 2.5 **Identify** TWO appropriate methods of customer feedback for the Slippaway Hotel Group and **explain** how these methods could help improve their service delivery. (4)
- 2.6 **Discuss** the importance of the following factors in contributing to a professional image in the tourism industry:
- 2.6.1 Environmental policies (2)
- 2.6.2 Marketing material and product packaging (2)
- 2.6.3 Website and social media (2)

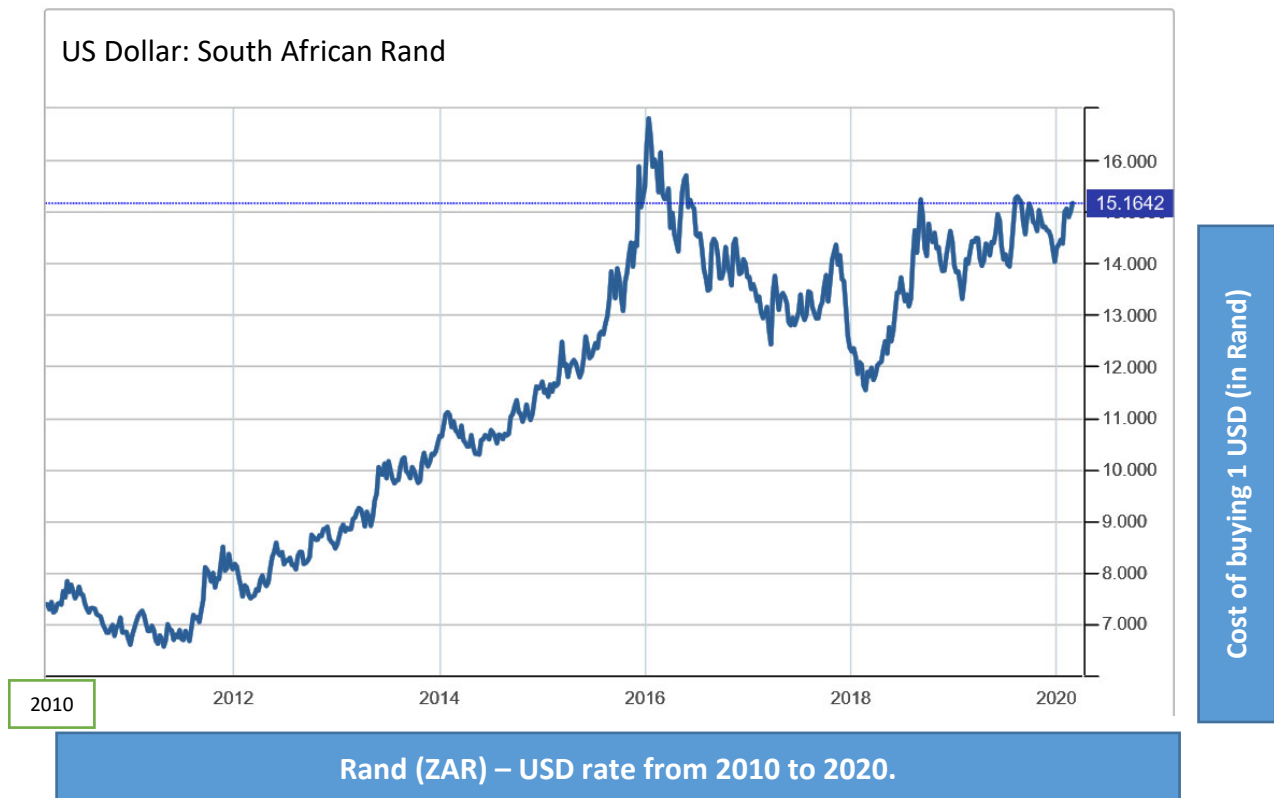
2.7 The staff are the face of the company:

**Identify** TWO strategies a company could implement to ensure staff achieve and maintain quality service and **explain** how each strategy could improve service delivery.

(4)  
[28]

### QUESTION 3

Examine the graph below and answer the questions that follow:



[Source: adapted from <<https://tradingeconomics.com/south-africa/currency>>, Feb 2020]

- 3.1 In your own words, **explain** what data is reflected on the graph above. (2)
- 3.2 **Comment** on the trend that is reflected on the graph. (2)
- 3.3 **Predict** the impact on the volumes of foreign arrivals to South Africa, if this trend should continue, and **provide a reason** for your answer. (2)
- 3.4 **Identify** the year when it would have been most beneficial for a US tourist to visit South Africa and **provide a reason** for your answer. (2)
- 3.5 In the year 2010 South Africa hosted the FIFA Soccer World Cup. **Comment** on the impact this event had on the value of the rand by referring to the graph. (2)
- 3.6 **Compare** the buying power of a South African tourist travelling to the US in 2010 to that of a tourist travelling to the US ten years later. (2)

- 3.7 The bank exchanges currency using TWO rates; namely the BSR and the BBR.
- 3.7.1 What do these abbreviations mean? (2)
- 3.7.2 **Explain** which rate is always higher and **provide** a reason for this being so. (2)
- 3.8 **Explain** the importance of international tourist visits to South Africa and **comment on** the impact of fluctuating exchange rates on these tourists. (4)
- 3.9 On 20 January 2020, the exchange rate for the South African rand to the Australian dollar was ZAR10,2 to 1 AUD.
- 3.9.1 The Barnes family of three intend to visit South Africa and have a total of AUD15 000 spending money. **Calculate** how many South African rands they will receive in exchange for their Australian dollars. **Show all calculations.** (3)
- 3.9.2 **Each of** the Barnes has ZAR4 500 spending money left after their holiday in South Africa. **Convert** their total left-over spending money to their own currency. The new exchange rate is ZAR10,7 to 1 AUD. **Show all calculations.** (5)
- [28]

#### QUESTION 4

*Professional staff work together in a successful team and play constructive roles according to ability and strengths.*

[GARRY BAINES]

- 4.1 **Provide** TWO benefits of effective teamwork to a tourism organization. (2)
- 4.2 **Differentiate** between a Code of Conduct and the Basic Conditions of Employment Act. (4)
- 4.3 Not all teams work effectively together. **Identify** THREE barriers to effective teamwork. (3)
- 4.4 There are FIVE stages of group behaviour that lead to the formation of a team.
- 4.4.1 **Which** one of the five stages in the development of a team describes the time when competition and conflict are at their greatest? (1)
- 4.4.2 **Explain** why it is important that the group members are assigned different roles in the team. (1)
- 4.4.3 **Identify** the stage in the formation of a team that you think is the most important and **explain** your reasoning. (3)
- [14]

**QUESTION 5**

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

- 5.1 Using any five of the nine Ps of the marketing mix, **draw up** a marketing plan to describe your unique venture. (10)
  - 5.2 **Draw up a SWOT** analysis to report on your venture. **Mention** THREE valid points per heading. (12)
  - 5.3 **Create** a suitable slogan for your venture. (2)
  - 5.4 **List** THREE other businesses or services that would potentially benefit from your venture. (3)
  - 5.5 **Identify** a career opportunity within your venture. **Mention** THREE skills you think a person should have in order to be successful in this career. (4)
- [31]**

**QUESTION 6**

**Refer to ADDENDUM C in the Insert: *Map of World Time Zones*.**

- 6.1 Mr Yang, a tourist from Tokyo, Japan, decides to visit South Africa. He departs from Japan on 12 August 2020 at 16:00, local time.  
  
The flight duration from Tokyo to OR Tambo International Airport is 26 hours, which includes a stopover in Dubai. **Calculate** the local time and date of his arrival in South Africa. DST does not apply. **Show all calculations.** (4)
  - 6.2 **Explain** whether he will experience jet lag and **provide a reason** for your answer. (2)
  - 6.3 At the airport, Mr Yang sees a colleague, and they chat for a few minutes. He then leaves to go to his hotel. When Mr Yang books in at the Protea Hotel at 12:00 (midday), he tries to pay with his credit card. The credit card expires on 12 August at 23:59, Tokyo time. Will he be able to pay with this card? **Justify** your answer. **Show all calculations.** (3)
  - 6.4 When Mr Yang arrives at his hotel, he discovers that his colleague is still at the airport and has gone through the Red Channel. **Provide** a possible reason for this. (1)
  - 6.5 **Advise** this tourist on TWO safety and TWO health precautions he needs to take during his stay in South Africa. (4)
  - 6.6 Mr Yang's colleague has only his identity document and his driver's licence in his possession. **Explain** whether he will be allowed entry into South Africa and provide a reason for your answer. (2)
  - 6.7 **Identify** and **explain** why the 180° line of longitude is important to tourists. (2)
  - 6.8 **Provide** THREE arguments in favour of implementing DST. (3)
- [21]**

**QUESTION 7**

Refer to **ADDENDUM D** in the Insert: *The Collapse of Thomas Cook*.

**Construct** a **concept map** in which you **analyse** and **evaluate** the causes and impacts of this collapse of the global company on the **triple bottom line**. Refer to the marking rubric in **ADDENDUM E** of the Insert to help you plan your response.

Be sure to address the following points in your response:

- Using the source as a reference AND YOUR OWN GENERAL KNOWLEDGE of current events, **identify** the possible reasons why this company has collapsed;
- **Explore** the possible ways in which the situation might benefit the economic pillar of the triple bottom line of businesses where tourists are stranded in the short term;
- **Analyse** the impact of the collapse of this business on the triple bottom line of businesses in areas where branches were located;
- **Illustrate**, with examples, the link between the collapse of Thomas Cook and the impact on the multiplier effect in the areas where branches were located;
- **Make innovative suggestions** to companies facing downward trends on how to remain profitable and successful, by adapting their tourism products.

Create links between the core concepts to illustrate the interrelationships between these points.

Create a key with colours to differentiate between the various concepts.

**[30]**

**QUESTION 8**

*The tourism industry is considered to be a lifeline for many Third World countries. Besides job creation and income generation, the GDP of a country is also affected. However, the sustainability of many tourist attractions around the world is in question. "Over-tourism" is a term used to describe the negative effects overcrowding can have on a local community or attraction.*

[GARRY BAINES]

**Write** an essay in which you **evaluate** the statement above. Be sure to study the marking rubric in **ADDENDUM F** in the Insert to help you plan your response.

Refer to the following points in your response:

- **Evaluate, with reasons**, the importance of the tourism industry to Third World countries in particular.
- **Analyse** the sustainability of highly popular tourist attractions in terms of the environment.
- **Critically evaluate** the social effects that large numbers of tourists have on a local population.
- **Refer to the venture you conducted an investigation on in the first part of your practical assessment task this year. Suggest** FOUR strategies that should be implemented to keep the attraction a sustainable and responsible venture.
- Finally, **make appropriate suggestions** to tourists regarding ways in which they can adhere to a code of responsible tourist conduct when travelling.

Your essay should be one A4 page or longer. Provide a suitable, original title for your essay.

**[30]****Total: 200 marks**