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Province of the
EASTERN CAPE
EDUCATION

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2023

TOURISM

MARKS: **200**

TIME: **3 hours**

This question paper consists of 27 pages.

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. In QUESTIONS 3.1.1 and 3.1.2 round off your answer to TWO decimal places.
6 Show ALL calculations where required.
7. Write neatly and legibly.
8. The following table is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30 marks	30 minutes
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30 marks	30 minutes
	10	Communication and Customer Care		

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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 A tourism destination that sponsors sporting equipment for a school in the local community is an example of:

A BBR
B CSI
C BSR
D FTT

1.1.2 The FIFA World Cup is hosted by a different country every …

A year.
B three years.
C four years.
D five years.

1.1.3 If the rand is weak in relation to other currencies, the effect on international tourism will be:

A An increase in domestic tourism in South Africa.
B A substantial increase in the GDP of South Africa.
C An increase in international travellers to South Africa.
D A decrease in international travellers to South Africa.

1.1.4 Types of businesses that will benefit financially from a global event:

A Only businesses that offer free services.
B Providers of services such as hotels, restaurants, curio shops, and tour buses.
C Businesses outside the area where the event is being held.
D Only transportation providers.

1.1.5 Local procurement refers to the …

A purchasing of products from local suppliers.
B outsourcing of jobs to other countries.
C purchasing of products from international suppliers.
D setting of standards for environmentally friendly buildings.

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1.1.6 The consequence of **not** doing an environmental impact assessment (EIA) before a global event takes place:

A There will be no need for litter bins or refuse removal strategies.
B The unique attractions of a host destination will not be promoted.
C The environment could be negatively impacted due to increased pollution, crowds and over usage.
D There will be no negative effects on the environment.

1.1.7 The order of places to report to in an airport building when a traveller arrives in South Africa on an international flight.

A Baggage collection, immigration, customs
B Baggage collection, customs, immigration
C Customs, immigration, baggage collection
D Immigration, baggage collection, customs

1.1.8 A strategy that managers can follow to ensure the success of a tourist attraction:

A Reinventing the product continually by offering new services and diverse activities.
B Continually offering the same services and activities.
C Setting high pricing strategies.
D Being conservative in promoting the product.

1.1.9 The time in New York, USA is … Johannesburg, South Africa.

A 7 hours behind
B 7 hours ahead of
C 5 hours behind
D 5 hours ahead of

1.1.10 The importance of the Vredefort Dome World Heritage Site:

A It has some of the most beautiful landscapes in South Africa.
B It is the only place where the Nama live and practice their traditional nomadic ways.
C 20% of Africa's plants are found there.
D It provides important information about the earth's geological history.

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1.1.11 When applying for a visa to enter South Africa an applicant must submit the following:

A Information on the applicant's financial status, date of last visit to South Africa, fingerprints and biometrics.
B Nationality, number of countries visited in Africa prior to (before) the visit being applied for, one month's bank statements.
C One month's bank statements, proof of residence, fingerprints and health certificate.
D Nationality, passport number, details of the visit to South Africa and information on the applicant's financial status.

1.1.12 Animal rights activists often protest the controversial tradition of bullfighting in …

A Spain.
B Serbia.
C Seychelles.
D Saudi Arabia.

1.1.13 A traveller from the United Kingdom planning to visit South Africa for the December holidays must remember to pack …

A a camera and cellphone.
B sunscreen and a hat.
C a warm jacket and scarf for the cold evenings.
D bottled water and snacks for the flight.

1.1.14 A measure management can take to prevent crime at their attraction:

A Displaying clear signage to alert visitors about wet floors or uneven floor areas.
B Displaying clear signage to alert visitors to the use of surveillance camera systems.
C Displaying safety rules prominently.
D Displaying clear signage to indicate fire extinguishers and fire exits.

1.1.15 Travel insurance should …

A pay for hospitalisation and related medical costs in the country to be visited.
B pay the cost of a visa application.
C pay the cost of flight tickets.
D be valid for one month before the traveller's departure from his/her country of residence.

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1.1.16 The difference between a tourist attraction and an icon:

A A tourist attraction is in a specific area and an icon can be located anywhere.
B A tourist attraction does not have as much symbolic significance as an icon.
C A tourist attraction is more well-known than an icon.
D A tourist attraction is natural, and an icon is human made.

1.1.17 A tourist profile should include information about …

A the traveller's hobbies and dates of planned visit.
B the traveller's budget and hobbies.
C the traveller's needs, preferences and budget.
D destinations already visited throughout the world and dates of planned visit.

1.1.18 The WTM is held in …

A Sydney, Australia.
B London, United Kingdom.
C Tokyo, Japan.
D Berlin, Germany.

1.1.19 The multiplier effect …

A happens when a tourism business practices sustainable tourism.
B causes the value of the rand to fluctuate.
C has a negative impact on the GDP of a country.
D occurs when money filters down through the economy and benefits other organisations within the region/country.

1.1.20 A continuing complaint or problem in the customer feedback analysis of a tourism business, indicates (a) …

A successful customer service delivery.
B need for a plan of action to improve the situation.
C need for more products and services.
D need for more advertising. (20 x 1) (20)

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1.2 Give ONE word/term for EACH of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK. You may use each of the words/terms given only ONCE.

Branding; Contactless payments; Statistics; SWIFT; Eco-travel; Foreign market share; Special offers; Visa; Discovery; COD; Bitcoin; Segmentation

1.2.1 A payment card that is widely accepted by service providers and automated teller machines (ATM's) around the world.

1.2.2 The proportion of an international market a destination holds in relation to its main competitors.

1.2.3 A long-term strategy used by South African Tourism to achieve identification and preference for South Africa as a destination of choice.

1.2.4 A global payment system that allows you to transfer money securely and quickly to international bank accounts using codes.

1.2.5 A current tourism trend related to technology. (5 x 1) (5)

1.3 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.3.1 to 1.3.5) in the ANSWER BOOK.

1.3.1 A travel related document that allows the bearer to drive a vehicle in a country other than his/her place of residence is called an (IDP/IDL).

1.3.2 50 mℓ of perfume and 1 x 750 mℓ bottle of wine is classified as (restricted/duty free) goods by South African customs.

1.3.3 A duty-free shopping zone at an international airport allows travellers to buy goods (with/without) paying VAT on the condition that the goods are taken out of the country.

1.3.4 A contract of employment stipulates (working hours and remuneration/customer service policies and dress code) in the workplace.

1.3.5 When calculating time zones; if the direction of travel from the known time to the unknown time is west, one should (add/subtract) the number of hours' time difference to/from the known time. (5 x 1) (5)

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1.4 Choose a word(s) from COLUMN B that matches the description in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A		COLUMN B	
1.4.1	A travel related disease caused when a certain type of water snail penetrates the skin of a human swimming or walking in contaminated water and lays eggs in the person's bladder or bowels	A	Malaria
1.4.2	A deadly virus that is transmitted by contact with the bodily fluids of an infected person	B	Covid-19
1.4.3	A travel related disease that can be prevented by keeping doors and windows closed at night when in areas where the disease is prevalent	C	Bilharzia
1.4.4	A travel related disease that requires a traveller to be vaccinated before entering a country. This disease can only be contracted once	D	Cholera
1.4.5	A travel related disease spread through consumption of contaminated food or water. Symptoms are diarrhoea and severe vomiting	E	Tuberculosis
		F	HIV
		G	Yellow fever

(5 x 1) (5)

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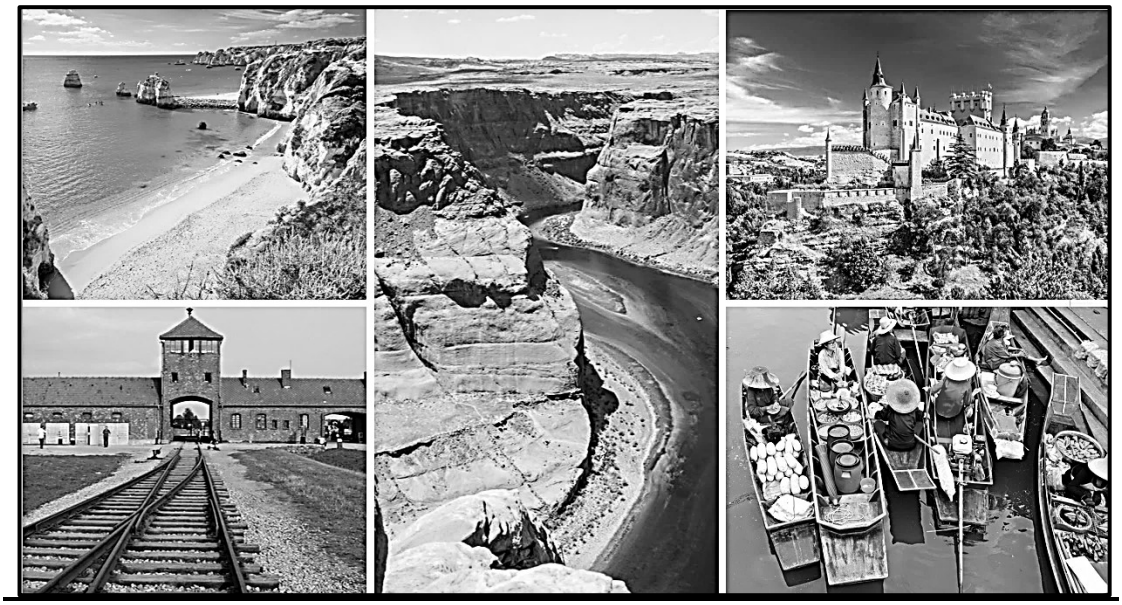
1.5 Study the images of world icons and answer the questions that follow.



Identify the world icons that match the descriptions in QUESTIONS 1.5.1 to 1.5.5. Write only the name of the world icon next to the question number (1.5.1 to 1.5.5) in the ANSWER BOOK, for example 1.5.6 Blue Mosque.

1.5.1 A symbol of genocide in the world.

1.5.2 A very attractive place for tourists to see the traditional way of selling and buying goods.

1.5.3 The area is known as one of Portugal's most important tourist hot spots.

1.5.4 One of the most well-known palace-castles in Spain.

1.5.5 Thousands of years of geological history can be seen in the layered colours of textured rock at the site. (5 x 1) (5)

TOTAL SECTION A: 40

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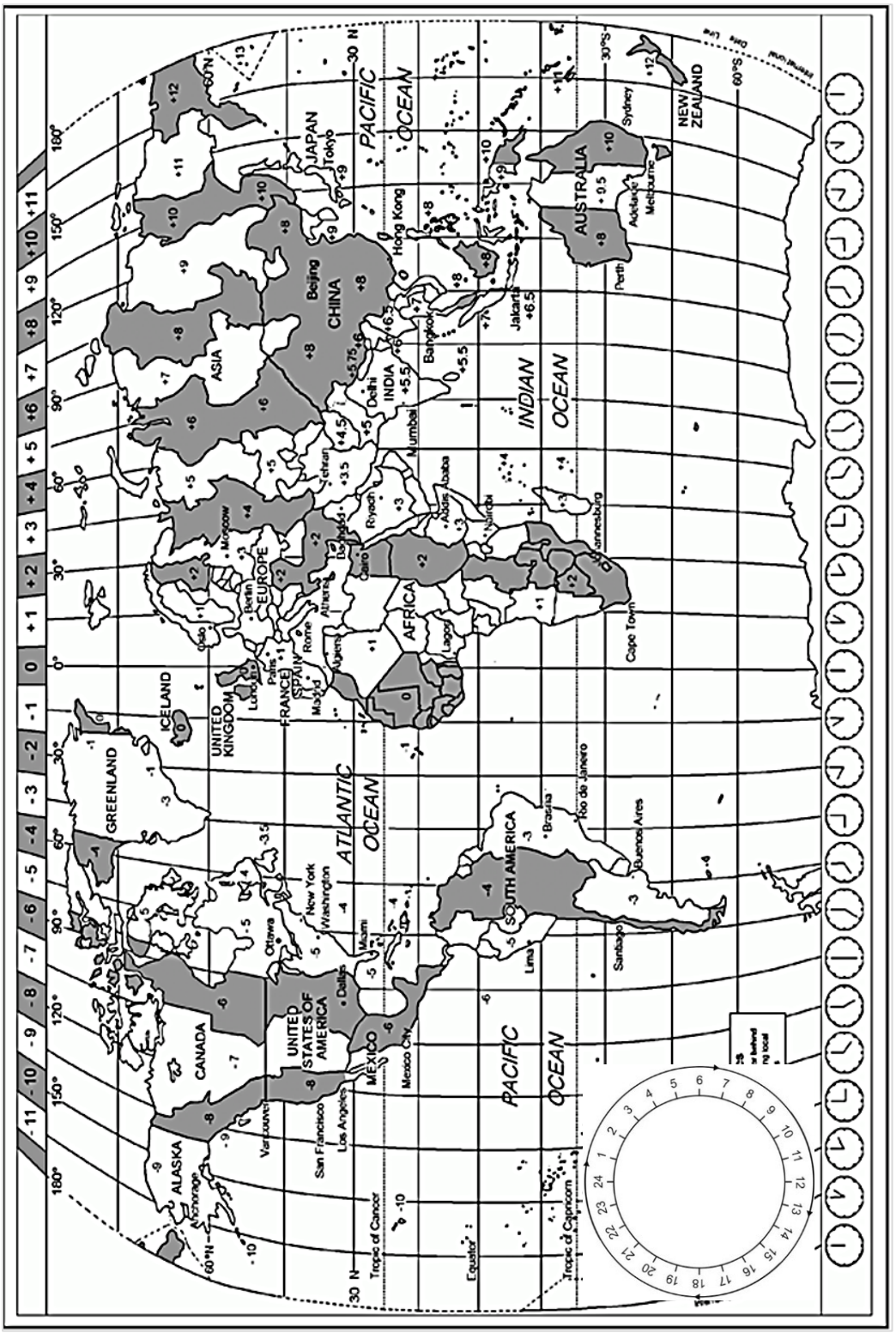
SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 Use the world time zone map and the scenario to answer the questions that follow.



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City of Cape Town to host Netball World Cup 2023!

The Vitality Netball World Cup 2023 will take place in Cape Town, South Africa, from the 28th of July to the 6th of August 2023. Qualifying teams from netball playing countries from all over the world will flock to Cape Town during mid-July for their teams' preparation and participation in the event.

2.1.1 Members of the British Netball World Cup team will depart from London, England en route to Cape Town, South Africa. Their flight details are given below.

	London, England (0) Heathrow International Airport	Flying time 11h 40min	Cape Town, South Africa (+2) Cape Town International Airport	
England was practising Daylight Savings Time at the time of the flight.				
Depart	22:25		Arrival	**?**
Date	14 July 2023		Date	15 July 2023
Flight number	BA59		Flight number	BA59

(a) State TWO advantages for a country of practising Daylight Savings Time. (2 x 2) (4)

(b) The team members are likely to suffer from jet fatigue on their arrival in Cape Town.

State ONE cause of this travel related illness. (2)

(c) Calculate the time of arrival of the British Netball World Cup team in Cape Town, South Africa.

Show ALL calculations. (6)

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2.1.2 Members of the New Zealand Netball World Cup team will depart from Auckland, New Zealand en route to Cape Town, South Africa. Their flight details are given below.

	Auckland, New Zealand (+12) Auckland International Airport	Total flying time 29h15min Includes 1 layover in Singapore.	Cape Town, South Africa (+2) Cape Town International Airport	
New Zealand was not practising Daylight Savings Time at the time of the flight.				
Depart	?		Arrival	09:25
Date	?		Date	15 July 2023
Flight number	SQ286		Flight number	SQ286

Calculate the time and date of departure of the New Zealand Netball World Cup team from Auckland, New Zealand.

Show ALL calculations. (6)

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2.1.3 The management of the Sri Lankan Netball World Cup team will consider different flight options for their team to fly to Cape Town, South Africa for the Netball World Cup. TWO options for flights from Sri Lanka to South Africa on 14 July 2023 are given below.

Consider the options given and answer the questions that follow.

Option 1 **Airline: Sri Lankan Airlines**		**Option 2** **Airline: Qatar Airways**	
Departure country:	Sri Lanka	**Departure country:**	Sri Lanka
Date of departure:	14 July 2023	**Date of departure:**	14 July 2023
Departure time:	18:25	**Departure time:**	04:55
Arrival country:	South Africa	**Arrival country:**	South Africa
Arrival time:	$14:30^{+1}$	**Arrival time:**	17:15
Total flying time:	23h35m	**Total flying time:**	15h50m
Number of stops:	2 (Dubai – 6h45m; Addis Ababa – 1h20m)	**Number of stops:**	1 (Doha – 1h05m)
Total cost pp:	ZAR 28 129,00	**Total cost pp:**	ZAR 49 009,00

(a) Determine the date of arrival of Option 1 (Sri Lankan Airlines) in South Africa. (2)

(b) Motivate, giving ONE reason, for the team management to select Option 1 (Sri Lankan Airlines) for their flight to South Africa. (2)

(c) Motivate, giving ONE reason, for the team management to select Option 2 (Qatar Airways) for their flight to South Africa. (2)

2.2 Netball SA has asked you to assist in creating a brochure with important travel related information for the netball players that will be coming to the World Cup. You are required to provide information about the following.

2.2.1 Name TWO documents to be produced by the visitors on arrival at immigration control. (2)

2.2.2 Give ONE piece of advice about safekeeping of travel documents while in South Africa. (2)

2.2.3 Explain the procedure to be followed when selecting a channel on arrival at customs. (2 x 2) (4)

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2.3 Study the information on *TripIt* trip planner app and answer the questions that follow.

Are you a travel junkie?

Do you love multi-destination travel?

If you answered 'yes' to these questions, look no further than TripIt.

All you have to do is forward your travel confirmation details to plans@tripit.com, and the app creates a master document for all of your travels so you can stay organised!

You can access it any time, Wi-Fi or dead zone.

Upgrade to the paid version to receive real-time flight alerts, a currency converter, plug/socket requirements for your destination, tipping advice and alternative routes for cancelled flights.

[Source: https://www.goabroad.com/articles/best-travel-booking-apps.]

2.3.1 Name ONE device that the *TripIt* trip planner app can be downloaded onto. (2)

2.3.2 State ONE advantage for a traveller obtaining real-time flight alerts. (2)

2.3.3 Deduce ONE type of tourist that would make use of the *TripIt* trip planner app. (2)

2.3.4 Suggest ONE way that the *TripIt* trip planner app could assist a tourist to save money. (2)

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QUESTION 3

3.1 Study the exchange rate table and answer the questions that follow.

Currency	Code	Bank selling rate	Bank buying rate
British Pound	GBP	22,29	21,59
Australian Dollar	AUD	12,48	11,69

3.1.1 A member of the British netball team exchanges £125 on her arrival at Cape Town International Airport. Calculate how much she will receive in ZAR when doing this transaction.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.2 A member of the Australian netball team exchanges AUD 250 on her arrival at Cape Town International Airport. Calculate how much she will receive in ZAR when doing this transaction.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.3 Determine which of the currencies mentioned in QUESTION 3.1.1 and QUESTION 3.1.2 is the stronger currency when compared to the South African Rand. Motivate your answer giving ONE reason.
(2 x 2) (4)
[10]

TOTAL SECTION B: 50

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SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

QUESTION 4

4.1 Study the map and pictures and answer the questions that follow.

Penika Travel Agency offers a two-week tour package for Grade 12 learners to visit famous world icons in two countries.

FLIGHT PATH

FAMOUS ICONS TO BE VISITED DURING THE TOUR

A

B

C

D

E

F

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4.1.1 Identify the country that will be visited when the tour group is in the city of:

(a) London (1)

(b) Moscow (1)

4.1.2 Match the pictures of icons labelled **A** to **F** with the cities of London or Moscow.

Re-draw the table below in your ANSWER BOOK.

Write the letters (**A–F**) and the names of the icons to be visited in each of the cities.

London	Moscow

(12)

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4.2 Study the information brochure on the Statue of Liberty and answer the questions that follow.

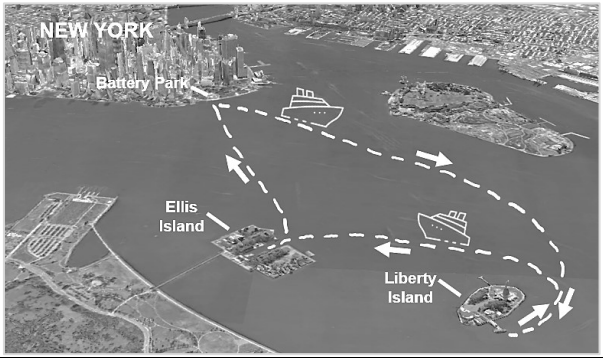
Statue City Cruises is the ONLY vendor authorised to provide tickets and transportation to Liberty and Ellis Islands. Visitors and their belongings are subject to a security screening before boarding the ferry.

How to purchase tickets for the ferry departing from New York

- Go to StatueCityCruises.com

OR

- In person at the Statue City Cruises ticket booths located in Castle Clinton in Battery Park

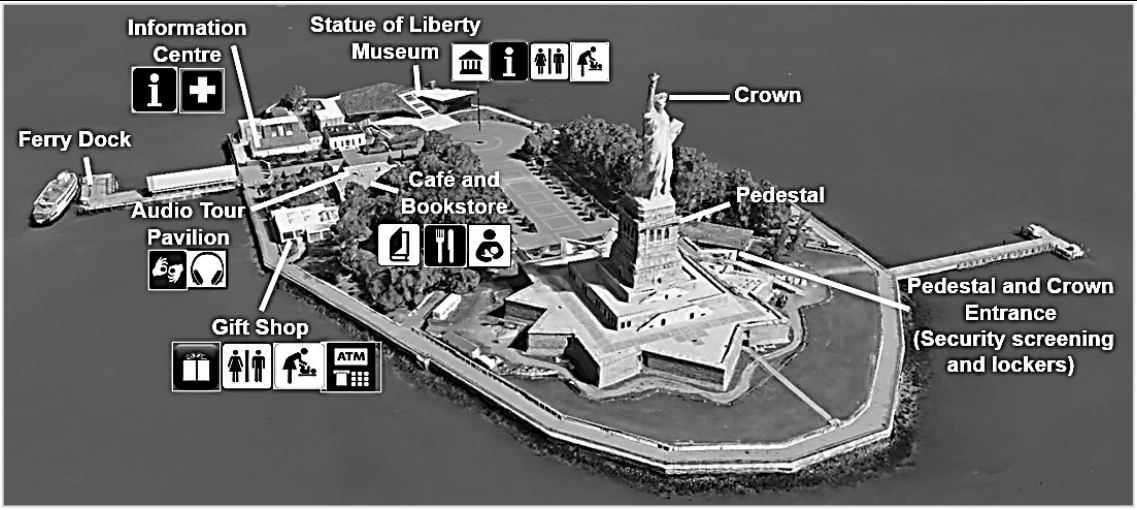


What's included with your general admission ticket

- Round trip ferry service with stops at Liberty Island and Ellis Island.
- Access to the Statue of Liberty Museum and the Ellis Island National Museum of Immigration.
- Audio tours, which can be picked up on each island. Content is available in 12 languages.
- Park rangers provide English-language guided tours throughout the day. Tours are free, and all are welcome!

How to reserve your pedestal or crown admission tickets

Tickets to the Pedestal and Crown must be reserved online in advance from Statue City Cruises. Admission tickets for the Statue of Liberty Crown and Pedestal are limited and sell out months ahead of time.



First Aid
Audio tour
Sign language interpretation
Food service
Restrooms
Gift Shop
Baby changing station
ATM
All buildings are wheelchair accessible
Breast feeding station
Museum
Information
Bookstore

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4.2.1 Name the country where the Statue of Liberty is located. (2)

4.2.2 Provide ONE reason why visitors need to reserve tickets if they wish to enter the Statue of Liberty. (2)

4.2.3 Refer to the Liberty Island satelite image and legend key.

Give ONE example to demonstrate how the management has made sure that:

(a) Opportunities to generate additional income for the site are in place. (2)

(b) The needs of people with physical disabilities are considered. (2)

(c) The safety of visitors and the safety of the Statue of Liberty is a priority. (2)

4.2.4 Suggest TWO reasons why only ONE vendor is permitted to handle ticket sales and transportation to the Statue of Liberty. (2 x 2) (4)

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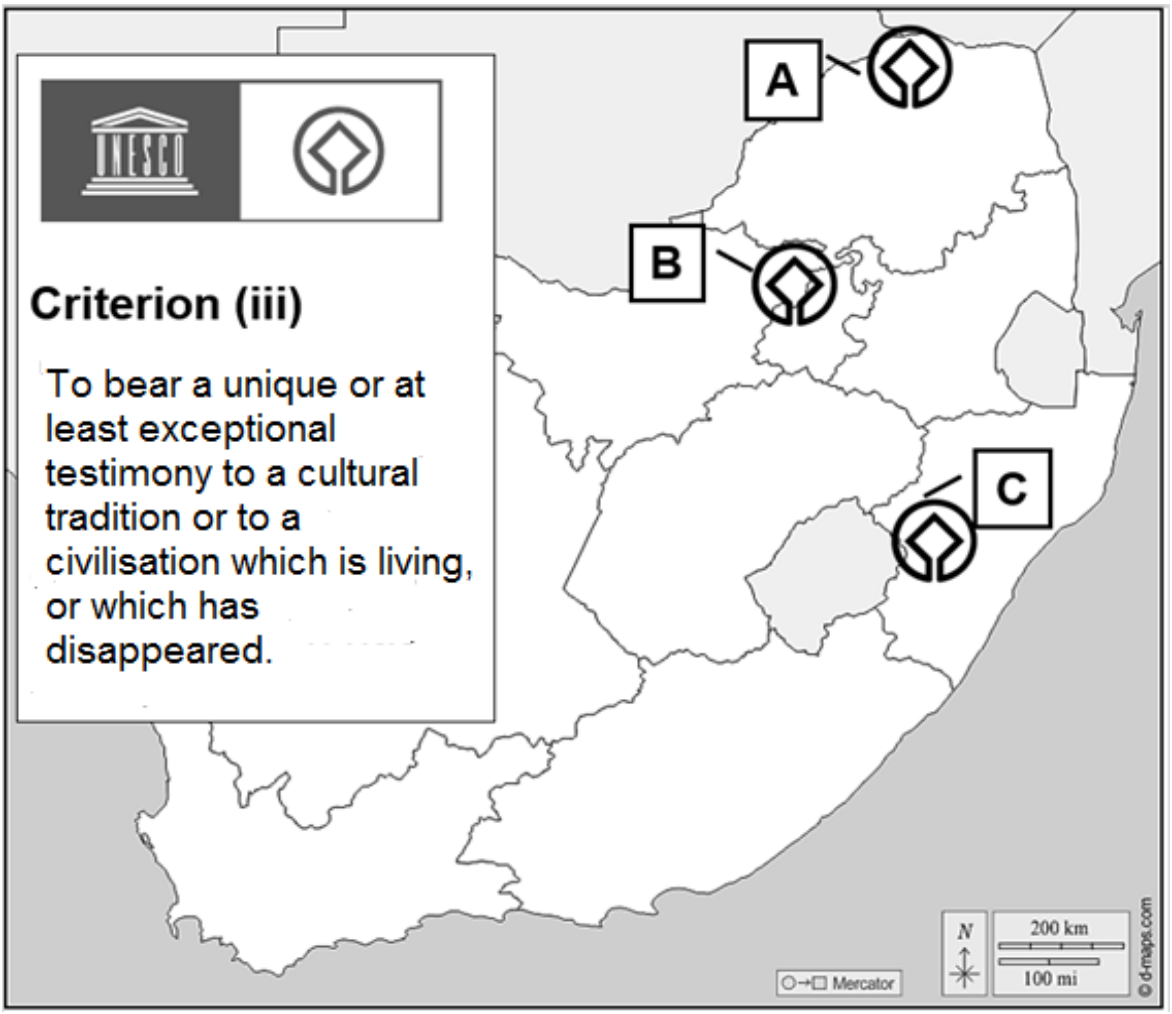
QUESTION 5

Study the map of South Africa and answer the questions that follow.



5.1 Give the name of the province where the World Heritage Site labelled **A** is located. (1)

5.2 Identify the World Heritage Sites labelled **A**, **B** and **C**. Write only the official name of the World Heritage Site next to the letter (**A–C**) in your ANSWER BOOK. (3 x 1) (3)

5.3 Discuss ONE example of how each of the World Heritage Sites labelled **A**, **B** and **C** met the description in criterion (iii) to receive UNESCO World Heritage status. (3 x 2) (6)

[10]

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QUESTION 6

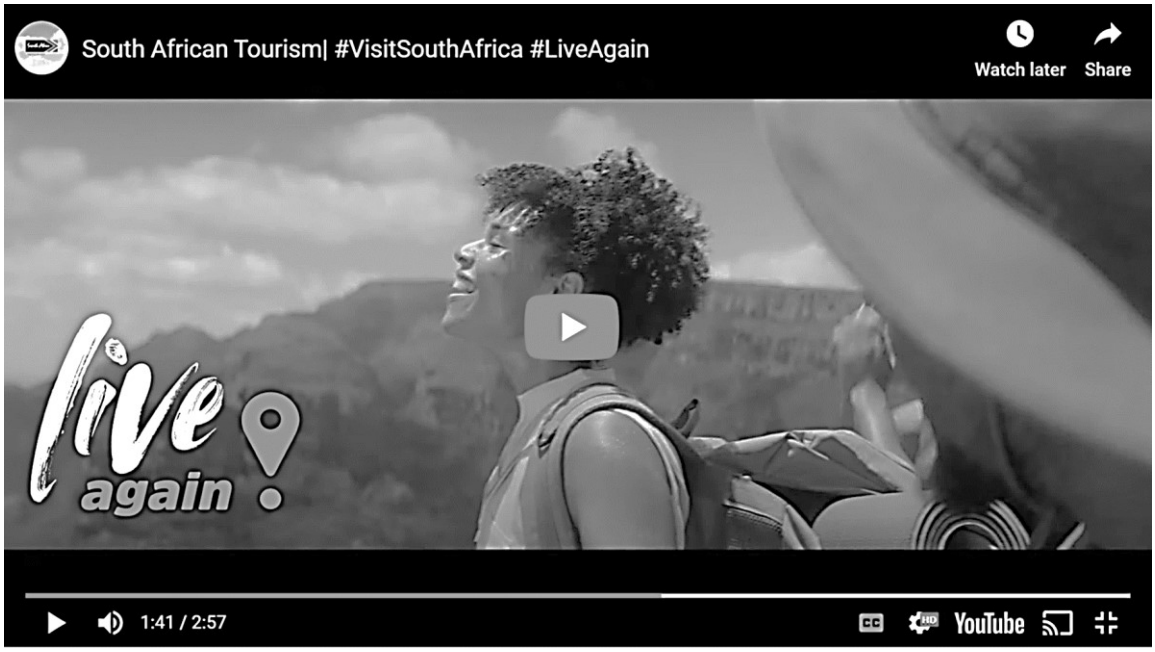
Study the extract below and answer the questions that follow.

#LiveAgain: South African Tourism launches new global campaign

March 2022

For the first time in five years, South African Tourism has launched a bold and exciting new audio-visual marketing campaign. The message is quite simple – with the pandemic ending, it is time for people to Live Again … and there's nowhere like South Africa to do that.

Are you ready to #LiveAgain? Watch the stunning new advert below:



[Adapted from https://ilovesouthafrica.com]

6.1 Identify the social media platform that is used to watch, share, and like South African Tourism's new marketing campaign. (2)

6.2 Explain why South African Tourism used the social media platform identified in QUESTION 6.1 for its marketing campaign. (2)

6.3 Describe how destination South Africa could benefit from the new marketing campaign. (2 x 2) (4)

6.4 Explain TOMSA's role in South African Tourism's new marketing campaign. (2 x 2) (4)

[12]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the extract from "*The Tourist Guide Code of Conduct*" (Western Cape) and answer the questions that follow.

A professional tourist guide:

- Shall in no way discriminate when offering service to any tourist, e.g., on the basis of colour, gender, race, nationality, age, etc.
- Shall be unprejudiced and positive and represent South Africa without bias.
- Shall be suitably dressed and presentable at all times.
- Shall be concerned at all times for the safety of the tourist.
- Shall wear the appropriate tourist guide badge and will carry his/her registration card.

Tourist guide name: _____

Signature: _____

Date: _____

[Source: https://www.westerncape.gov.za]

7.1 Name TWO conditions of employment of a tour guide that make this a challenging career. (2 x 1) (2)

7.2 State ONE reason why a tour guide "shall wear the appropriate tourist guide badge and will carry his/her registration card". (2)

7.3 Suggest ONE reason why the phrase "Shall be suitably dressed and presentable at all times" has been included in this code of conduct. (2)

7.4 Discuss the value of a tourism business having a code of conduct such as the one in the example. (2 x 2) (4)

[10]

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QUESTION 8

8.1 Read the extract below and answer the questions that follow.

Exclusive Getaways – Three Tree Hill Lodge

Three Tree Hill Lodge is an eco-friendly nature lodge in KwaZulu-Natal's Spioenkop Valley. This Fair Trade-certified lodge prioritises sustainable and responsible tourism and is committed to the local community and its development. Sustainable tourism is a high priority, which means that people from the local community are employed and developed, fund-raising is done for community schools, school feeding funds are in place and management of Three Tree Hill Lodge focus on entrepreneurship and skills development amongst members of the local community. Guests at the eco-lodge can enjoy beautiful scenery, guided nature activities, and feast on home-grown country food. The lodge has monitored programmes in place for energy saving and waste management.

FAIR TRADE TOURISM

[Source: https://exclusivegetaways.co.za]

8.1.1 Three Tree Hill Lodge has established a school feeding fund and employs people from the local community.

Identify the pillar of sustainable tourism that Three Tree Hill Lodge is upholding by implementing these practices. (2)

8.1.2 Name the pillar of sustainable tourism that Three Tree Hill Lodge is adhering to by focusing on entrepreneurship and skills development. (2)

8.1.3 Mention ONE energy saving strategy that Three Tree Hill Lodge could implement to ensure their reputation as a sustainable tourism destination. (2)

8.1.4 List ONE strategy Three Tree Hill Lodge could implement to ensure their waste is managed effectively. (2)

8.1.5 Discuss the value of a Fair-Trade accreditation for the management and local community of Three Tree Hill Lodge. (2)

8.1.6 Suggest TWO responsible tourism practices that management of Three Tree Hill Lodge could request their guests to comply with. (2 x 2) (4)

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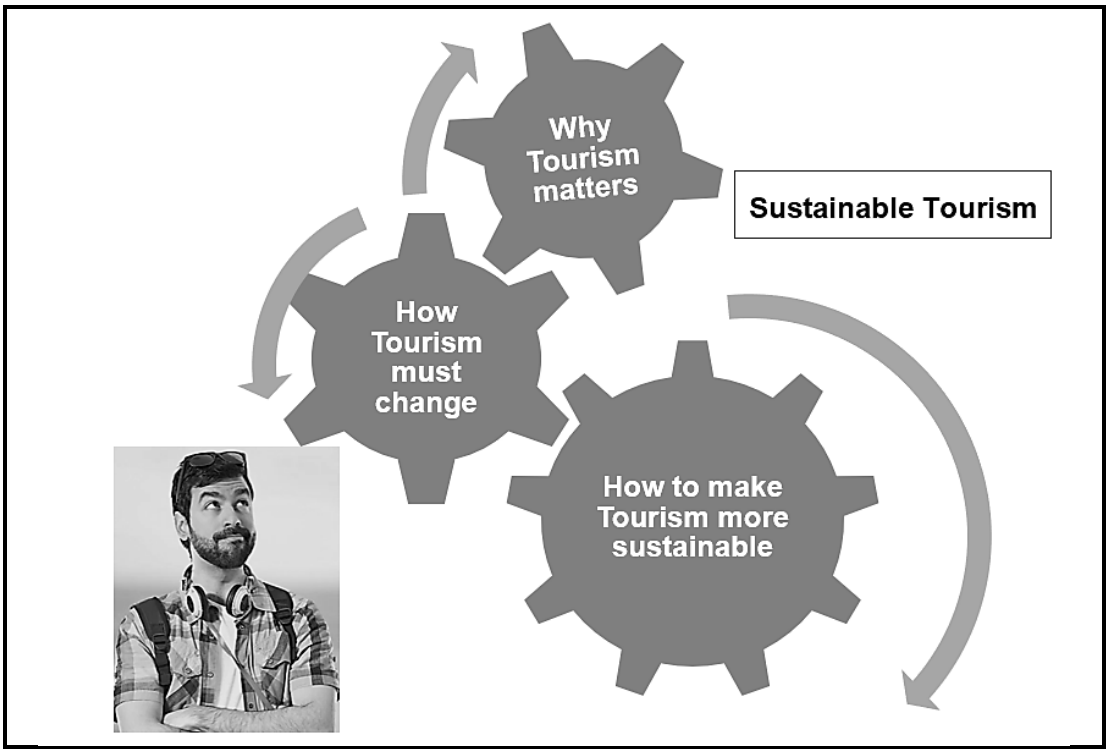
8.2 Consider the image and answer the questions that follow.



8.2.1 Suggest ONE response to the question "*Why Tourism matters*" in the image. (2)

8.2.2 Discuss the value of sustainable tourism for visitors to a sustainable tourism destination. (2 x 2) (4)

[20]

TOTAL SECTION D: 30

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SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

QUESTION 9

9.1 Study the extract below and answer the questions that follow.

PERU: VIOLENT PROTESTS ARE EXPECTED TO CONTINUE

Since early December 2022, anti-government protests have led to the deaths of at least 58 people, as demonstrators clashed with security forces. This is Peru's worst outbreak of violence in over 20 years.

Protesters have also attacked police stations, shut down airports, blocked highways, and damaged the country's transportation infrastructure.

While protests have been seen across the country, some of the worst violence has been reported from Peru's south, which includes Cusco. This region is also Peru's tourism hub.

Although the protests are not specifically directed against visitors, they have impacted the travel and tourism sector. Travellers may be inconvenienced by the unpredictability of the violence or by the closure and disruption of the country's tourist destinations, and damage to infrastructure.

Tourism is key to the Peruvian economy and an important source of employment, which attracted some 4,5 million visitors per year before the Covid-19 pandemic in 2020.

UNESCO's World Heritage Site, Machu Picchu was temporarily closed for three weeks on 22 January 2023. Prior to the closing of Machu Picchu, rail services to the site had been suspended due to damage to the railway tracks by demonstrators. The only way to reach the popular tourist site is by train or by hiking.

9.1.1 Identify the type of political situation that is described in the extract. (2)

9.1.2 Describe TWO ways in which the travel itineraries of tourists were negatively impacted during their stay in Peru. (2 x 2) (4)

9.1.3 Give THREE consequences of the ongoing protests on Peru's tourism industry. (3 x 2) (6)

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9.2 Study the information and statistics below and answer the questions that follow.

The South African tourism sector, which was brought to a halt in March 2020 due to COVID-19 restrictions, is showing signs of recovery with an indicator being the increase in international arrivals from overseas regions.

Number of international arrivals by overseas region of residence for the period January 2020 to January 2023

Overseas region	Jan 2020	Jan 2021	Jan 2022	Jan 2023	Difference between Jan 2022 and Jan 2023	% change between Jan 2022 and Jan 2023
Asia	25 763	1 870	4 738	12 467	7 729	163,1%
Australasia	9 584	223	1 621	7 452	5 831	359,7%
Central and South America	12 567	401	1 065	3 689	2 624	188,4%
Europe	157 808	8 682	47 528	128 898	81 370	314,6%
Middle East	5 234	359	823	3 262	2 439	296,4%
North America	31 594	2 152	8 939	31 421	22 482	232,6%

[Adapted from www.statssa.gov.za]

9.2.1 Identify the:

(a) Overseas region with the highest number of inbound international tourist arrivals in January 2023. (2)

(b) TWO overseas regions that showed the highest growth percentage in international arrivals in January 2023 compared to January 2022. (2 x 2) (4)

9.2.2 Refer to the international arrivals for January 2020 and January 2023.

(a) Determine the overseas region where international arrivals have nearly reached pre-Covid levels in January 2023. (2)

(b) Suggest ONE reason that contributed to the recovery of the region identified in QUESTION 9.2.2(a). (2)

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QUESTION 10

Study the response of the customer feedback tool used by a hotel and answer the questions that follow.

Check-in Date: 10 March 2023

Check-out Date: 13 March 2023

Was this your first visit to our hotel?

● Yes ○ No

How do you feel about the hotel's services?

	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
The check-in staff was polite	○	○	○	●	○
Someone was available to assist with my luggage	○	○	○	○	●
Room service was prompt	○	○	●	○	○
The pool was adequate	●	○	○	○	○
The fitness centre was adequate	○	●	○	○	○
The hotel felt safe	○	●	○	○	○

SUBMIT

10.1 Give ONE way in which the completed feedback tool from the guest would be received by the hotel. (2)

10.2 Recommend TWO strategies the management of the hotel can implement to address the problems identified by the guest. (2 x 2) (4)

10.3 Name ONE way in which the hotel management can measure the successful implementation of the recommendations made in QUESTION 10.2. (2)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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