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GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2024

10870

TOURISM

TIME: 3 hours

MARKS: 200

TOURISM

10870E

29 pages

X05

P.T.O.

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections and TEN questions.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. Number your answers according to the numbering system used in this question paper.
5. Use the mark allocation at the end of each question as a guide to the length of your answer.
6. You may use a non-programmable calculator.
7. Write neatly and legibly.
8. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPIC	MARKS	TIME (IN MINUTES)
A	Short Questions	40	20
B	Map work and Tour planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	TOTAL	**200**	**180**

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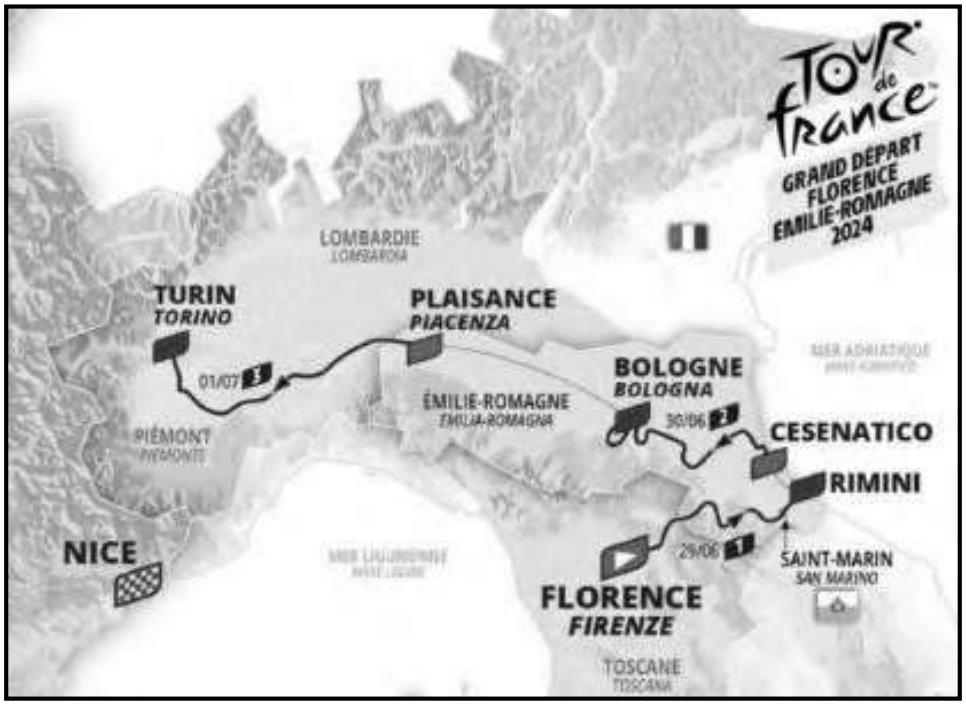
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SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Four possible options are provided as 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, e.g. 1.1.21 D.

1.1.1 The map below of the first three stages of the Tour de France 2024 throughout Italy shows …



[Source: *www.turismotorino.org*]

A a circular route.
B a linear route.
C all French cities.
D an itinerary.

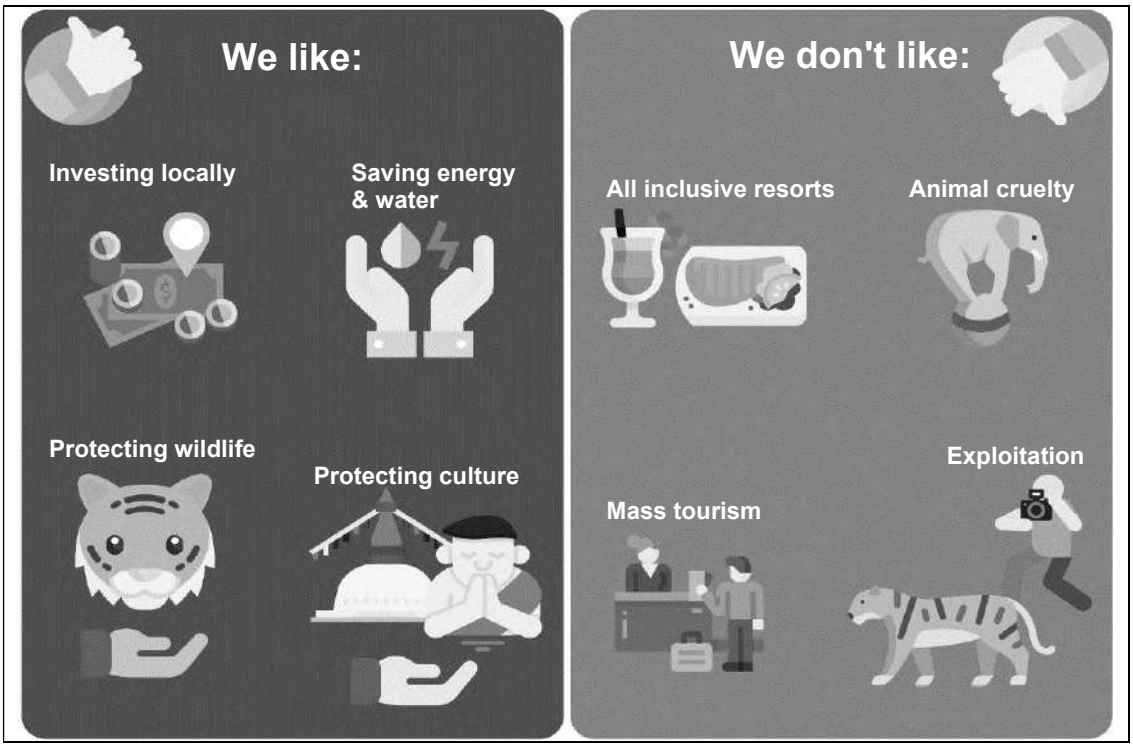
1.1.2 The amount of currency that a South African tourist is permitted to take out of the country in one year is a …

A travel insurance.
B travel allocation.
C travel allowance.
D travel budget.

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1.1.3 The infographic below is an example of …



[Source: *www.issuesonline.co.uk*]

A international tourism.
B domestic tourism.
C voluntourism.
D sustainable tourism.

1.1.4 An adventure tourist would prefer a … as an activity.

A sunset drive
B skydiving trip
C sightseeing tour
D nature walk

1.1.5 A health tourist would select the following type of accommodation:

A An upmarket guesthouse
B An upmarket boutique hotel
C An exclusive spa and wellness resort
D A backpacker hostel

1.1.6 The process whereby money is circulated (re-spent) in the different tourism sectors, thus creating jobs and stimulating the economy:

A Foreign exchange
B Multiplier effect
C Gross domestic product
D Market share

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1.1.7 A rise in the value of the rand may have the following effect on international tourism:

A It may lead to increased spending in South Africa by foreign tourists.
B It may result in more foreign exchange income for South Africa.
C It may make it more expensive for South Africans to travel to Europe.
D It may make it more affordable for South Africans to travel to Europe.

1.1.8 Products that will be considered prohibited goods at customs control:

A Fireworks
B 20 cigars
C Sport equipment
D 250 ml eau de toilette

1.1.9 The time according to the 24-hour clock format:

A 9h00
B 09:00
C 9:00 a.m.
D 21:00 p.m.

1.1.10 A symptom that may be experienced by a tourist infected with malaria:

A Yellowing of skin
B High fever
C Blue fingertips
D Loss of smell

1.1.11 An example of a political event:

A Cricket World Cup, India
B Rugby World Cup, France
C 49th G7 Summit
D Paris Olympic Games

1.1.12 The benefit of Australia and New Zealand as host countries, hosting the 2023 FIFA Women's Soccer World Cup, was …

A more development of infrastructure services.
B a higher rate of crime in and around the cities.
C more pollution and job opportunities for foreigners.
D a higher rate of unemployment in the rural areas.

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1.1.13 This world icon is located in Rio de Janeiro, on the mountain of Corcovado:



[Source: *www.trips-southamerica.com*]

A The Statue of Liberty
B The Statue of Christ the Redeemer
C The Leaning Tower of Pisa
D The Great Pyramids of Giza

1.1.14 The extremely big cat-like statue with a face of a pharaoh and the body of a lion is called the …

A Uluru.
B Great Pyramids of Giza.
C Statue of Christ the Redeemer.
D Sphinx.

1.1.15 The iconic venue where the pope is elected as the worldwide leader of the Catholic Church:

A Black Forest
B Colosseum
C Vatican City
D Venice

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1.1.16 The World Heritage Site pictured below is a natural site in Mpumalanga.



[Source: *www.mountainlands.co.za*]

A Cape Floral Region Protected Areas
B ǂKhomani Cultural Landscape
C Richtersveld Cultural and Botanical Landscape
D Barberton Makhonjwa Mountains

1.1.17 The mode of travel in South Africa that was most preferred by international tourists in 2022, according to the table below:

Number of arrivals, departure and transits of foreign travellers by mode of travel, 2022

Mode of travel	Arrivals		Departures		Transits	
	Number	%	Number	%	Number	%
Air	2 121 232	26,4%	2 109 440	30,8%	295 015	100,0%
Road	5 863 598	73,1%	4 691 409	68,6%	-	-
Sea	51 579	0,5%	38 552	0,6%	-	-
Total	8 026 409	100,0%	6 839 401	100,0%	295 015	100,0%

[Adapted from *www.statssa.gov.za*]

A Road travel
B Sea travel
C Air travel
D Rail travel

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1.1.18 The branding of a destination is a very important aspect of destination marketing. The brand logo used by South African Tourism:

A	TBCSA TOURISM BUSINESS COUNCIL OF SOUTH AFRICA
B	South Africa Inspiring new ways
C	TOURISM GRADING COUNCIL OF SOUTH AFRICA Quality in Tourism
D	TOMSA Tourism Marketing South Africa

[Source: *www.southafrica.net*]

1.1.19 The advantage of this form of payment for a South African tourist visiting an international destination is to have cash on hand for immediate expenses:

A Debit cards
B Shyft money app
C Foreign bank notes
D Electronic funds transfer

1.1.20 The positive impact of excellent service delivery on an organisation's business profitability is …

A repeat business.
B decreased sales.
C negative word of mouth.
D increased marketing costs.

(20 x 1) (20)

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1.2 Choose a term from the list below for EACH of the following descriptions. Write only the term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 Equator.

responsible tourism; carbon footprint; waste management; democracy; intellectual resources; triple bottom-line approach; equal wages

1.2.1 A principle of Fair Trade Tourism where all employees are given an opportunity to participate in decisions that involve them

1.2.2 A concept used when the three sustainability pillars (planet, profit and people) are achieved

1.2.3 The process of recycling, reusing, and reducing

1.2.4 A criterion regarding payments for Fair Trade Tourism certification

1.2.5 When tourists follow the code of conduct and behave appropriately at a destination

(5 x 1) (5)

1.3 Choose the correct word/abbreviation from those given in brackets. Write only the word/abbreviation next to the question numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 Cholera.

1.3.1 (Local/Elapsed) time is the specific time at a particular geographical location.

1.3.2 The bank will use the (BBR/BSR) when a German tourist at OR Tambo International Airport exchanges 1 000 euro to rand.

1.3.3 (DST/UTC) occurs when the clocks are moved forward by one hour during the summer months.

1.3.4 A tourist who has more items than the duty-free allowance indicates, should go to the (red/green) channel at the airport.

1.3.5 A tourist may apply for a (passport/visa) at an embassy of the destination country.

(5 x 1) (5)

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1.4 Choose a term for the form of payment from COLUMN B that matches the description in COLUMN A. Write only the letter (A – F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	It happens electronically and works by sending international payment orders between various banks using codes until it reaches its destination.	A	EFT
1.4.2	It is an electronic form of payment where money is transferred from one person's account to another.	B	Bank draft
1.4.3	Tourists can use it to buy anything, and they have to pay back the full amount at the end of the month or over time.	C	Preloaded Foreign currency debit card
1.4.4	It is a paper document used by individuals to make payments to third parties (sender, financial institution, receiver of the money).	D	Cash
1.4.5	Tourists can use it wherever it is accepted as a form of payment provided there is money on the card to spend.	E	SWIFT transfer
		F	Credit card

(5 x 1) (5)

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1.5 Select the word(s)/term from the box below to match the pictures in QUESTIONS 1.5.1 to 1.5.5. Write only the word(s)/term next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 Passport.

Customer feedback method; Customs; Mode of transport; Foreign tourist arrivals; Method of payment; Duty-free

1.5.1



1.5.2



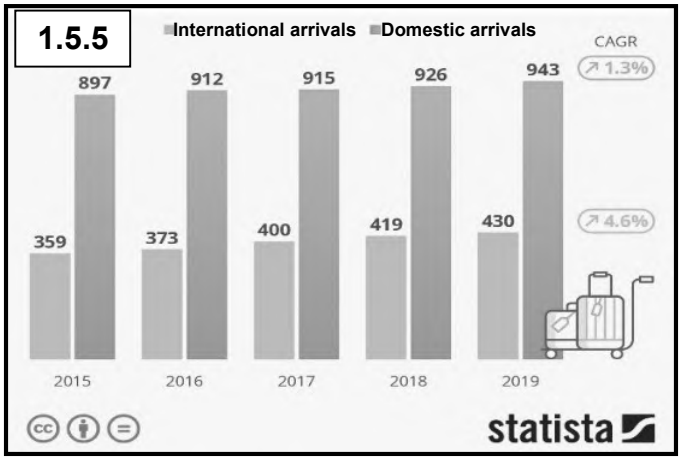
1.5.3



1.5.4



1.5.5



[Source: *www.sanews.gov.za*]

(5 x 1) (5)

TOTAL SECTION A: 40

P.T.O.

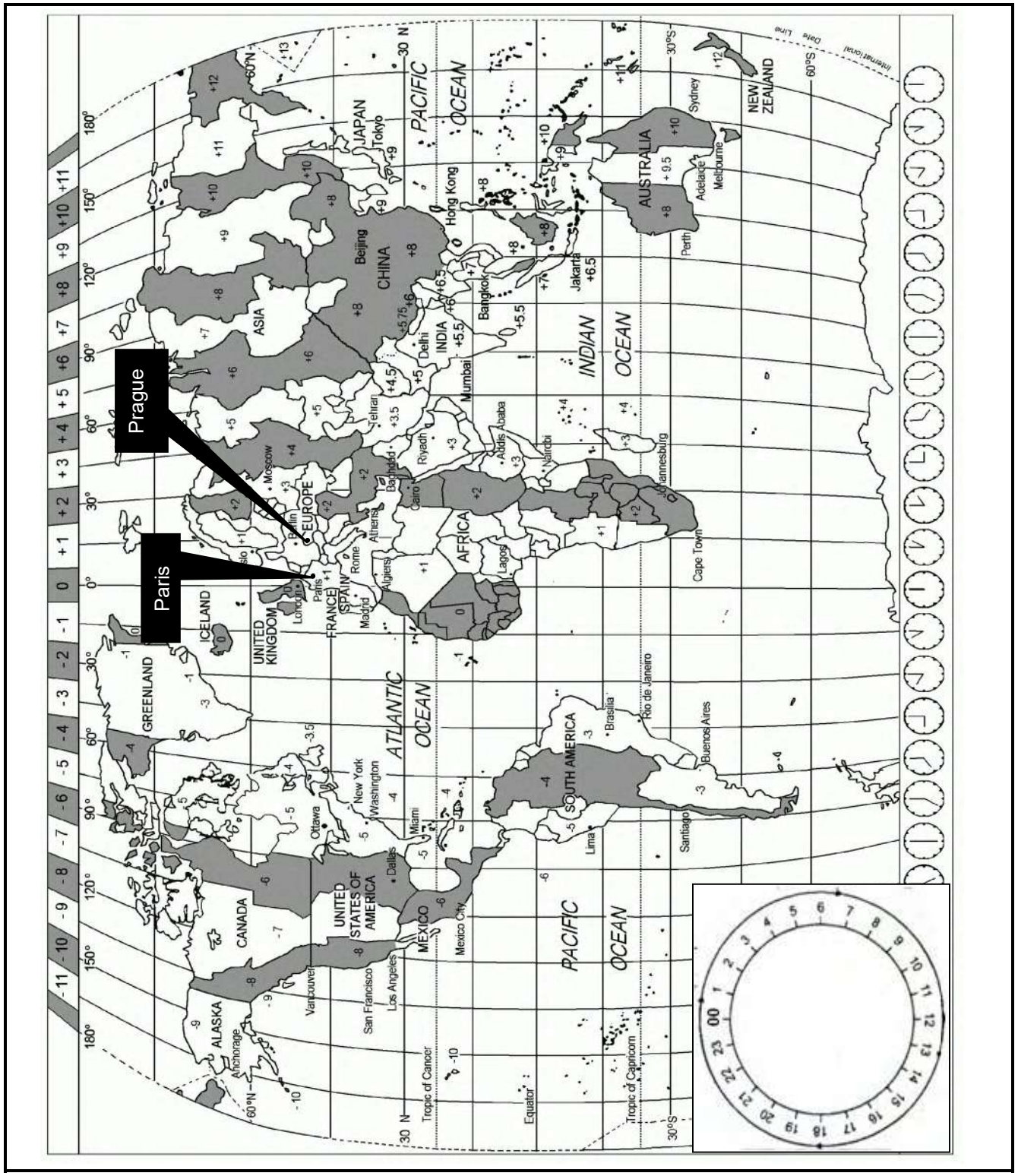
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SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone map below and the information on the next page and answer the questions that follow.



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3rd INTERNATIONAL STUDENT CONFERENCE: PRAGUE 2024



The **3rd International Student Conference** is an important event for students from various countries to gather and raise their awareness of the climate crisis. The conference promotes international collaboration and cultural understanding.

Henry Mahlangu, a South African tourism learner, participated in the 3rd International Student Conference held in Prague (+1), the Czech Republic (Czechia) on 1 – 5 March 2024.

He gave a presentation on 5 March, and he spoke about the effect of climate change on cultural heritage.

Henry could not get a direct flight, so he booked a connecting flight.

NOTE: Paris and Prague practise DST from the end of March.

Henry's flight schedule was as follows:

Leg 1 of the trip: Air France AF 0995

Depart: Johannesburg at 21:00 on 29 February 2024

Flying time is 11 hours.

Arrival time: Paris at 07:00 1 March 2024

Stopover in Paris for 5 hours.

Leg 2 of the trip: Air France AF 1382

Depart: Paris at 12:00 on 1 March 2024

Flying time is 2 hours.

[Adapted from *www.elemasyn.gr*]

2.1.1 Explain ONE difference between *a direct flight* and *a connecting flight*. (2)

2.1.2 Motivate whether Henry's trip was affected by DST. (2)

2.1.3 Calculate the time and date Henry's flight from Paris arrived in Prague. (Leg 2 of the trip). (5)

2.1.4 Henry's mother, in Johannesburg, decided to call him on 4 March at 20:00 to motivate him before his presentation.

Calculate the time when Henry received the telephone call in Prague. (3)

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2.1.5 This was Henry's first international flight.

State TWO safety precautions he should have considered while at the stopover airport in Paris. (4)

2.1.6 State whether Henry experienced jet lag or jet fatigue. (1)

2.1.7 Give ONE reason for the answer to QUESTION 2.1.6. (2)

2.2 Study the pictures below and answer the questions that follow.

A



B



[Source: *www.myDr.com.au*]

2.2.1 (a) Identify document **B**. (1)

(b) Explain the purpose of document **B**. (2)

2.2.2 (a) Give the cause of the disease mentioned in picture **A.** (2)

(b) List TWO symptoms of the disease mentioned in picture **A** that may be experienced by a tourist visiting an infected area. (2)

2.2.3 Write out the acronym WHO in full. (2)

2.2.4 Explain ONE reason why a travel agent will consider guidelines from the WHO when planning a trip for tourists. (2)

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2.3 Mr James Singh will be travelling to a very hot climate and needs to take certain health precautions.

Advise him on any TWO health precautions that he would need to take for the hot climate. (4)

2.4 Study the picture below and answer the questions that follow.

Do not carry or import restricted or prohibited items into South Africa



All plants and plant products are restricted, such as seeds, flowers, fruit, honey, margarine and vegetable oils. Animals, birds, poultry and products thereof, such as dairy products, butter and eggs are also restricted.

[Adapted from *www.capetown-internationalairport.co.za*]

2.4.1 Differentiate (explain the difference) between *prohibited goods* and *restricted goods*. (2)

2.4.2 Explain ONE reason why all plants and plant products would not be allowed to be imported or brought into South Africa. (2)

2.4.3 Identify the channel that a tourist must select at an airport if he/she is travelling with any of the goods shown in the picture above on an inbound flight. (2)

[40]

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QUESTION 3

3.1 Study the image below and answer the questions that follow.



[Source: *www.forbes.com*]

Give the full names of TWO foreign currencies shown in the image. (2)

3.2 Study the foreign exchange rate table below (as at 2 April 2024) and answer the questions that follow.

- Show ALL calculations.
- Round-off the answer to TWO decimal places.

Currency code	BBR	BSR
USD	18,7269	19,1580

[Adapted from *www.standardbank.co.za*]

3.2.1 Mr Joseph, an American tourist from Michigan, has planned a summer holiday in Cape Town. He has budgeted USD 2 000 for his personal expenses and activities.

Calculate the amount Mr Joseph would receive in rand when he exchanges his money at Cape Town International Airport. (3)

3.2.2 After his trip Mr Joseph is left with R1 500.

Calculate the amount in dollars that Mr Joseph would receive if he exchanges his money at Cape Town International Airport before his return flight. (3)

3.3 Give ONE reason why a foreign tourist visiting South Africa would prefer a weaker rand. (2)

[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 Study the icons below and answer the questions that follow.

THE ITALIAN GEMS



A



B



C

[Source: *www.tripadvisor.co.za*]

4.1.1 Name icons **A**, **B** and **C** in the images above. (3)

4.1.2 Name the continent where all the icons in QUESTION 4.1.1 are located. (1)

4.1.3 State ONE use of icon **A** in the times of the Roman Empire. (2)

4.1.4 Give ONE structural fact about icon **B**. (2)

4.1.5 Refer to icon **C**.

(a) Give ONE unique feature of this icon. (2)

(b) Name the mode of transportation used by tourists when visiting this icon. (2)

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

NEW VISITOR CENTRE OPENS AT NIAGARA FALLS



The 'Ralph C. Wilson, Jr' Welcome Centre at Niagara Falls State Park officially opened on Monday 18 December 2023. Niagara Falls State Park draws about 9 million visitors a year, more than any other state park in New York. The new visitor centre provides modern amenities (useful features or facilities) to the millions of visitors arriving at the park each year.

The centre provides information on all that the Niagara Falls area has to offer to visitors. Most of these areas offer attractions and activities to everyone and is also accessible to people with impairments or disabilities, for example the guided Niagara Falls Trolley (tram or train) that gives passengers an overview of the park and the area.

The visitor centre features glass walls and a low roof to make it easier to see the views and connections to Niagara Falls.



- It includes new ticketing and information desks.
- The glass, steel and concrete facility has been designed to complement nature and includes rooftop solar panels, green roof elements and a separate restroom building.
- Other special features include:
  New accessible paths (suitable for wheelchairs), indigenous gardens; outdoor exhibits, and signs to show the way, special patterned glass to prevent bird impacts (birds striking the windows)
- The existing administration building next to the facility is changed to include a community room, archives (place to save historical documents and items), and offices for Niagara Falls staff.

The new centre will also serve local food and make use of the local retailers. All the attractions and most footpaths are fully accessible, suitable for wheelchairs and have excellent views of the Niagara Falls.

[Adapted from *www.fingerlakesdailynews.com*]

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4.2.1 Name the country where the Niagara Falls is located. (2)

4.2.2 Give ONE reason why the Niagara Falls is considered an icon. (2)

4.2.3 Every icon requires specific factors for it to be considered a successful icon.

From the extract, identify ONE way that the Niagara Falls shows each of the following success factors:

(a) Sustainable and responsible management plans (2)

(b) Positive visitor experiences (2)

(c) Considers the needs of the disabled (2)

[22]

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QUESTION 5

Study the article with images below and answer the questions that follow.

<table>
<tr><th colspan="2">THE RISE OF HERITAGE IN SOUTH AFRICA</th></tr>
<tr><td colspan="2">Heritage in South Africa is diverse (different). Some sites offer unique heritage created through the adaptation process for tourism, seen as sacred place(s), as well as sites of past atrocities (cruelty) and war heritage. Are these sites worth protecting?</td></tr>
<tr><th>SITE A</th><th>SITE B</th></tr>
<tr><td></td><td></td></tr>
<tr><td>Demonstrates the rise and fall of the first indigenous kingdom in Southern Africa between 900 and 1 300 AD. The main area covers nearly 30 000 hectares (300 km^2) and is supported by a suggested buffer zone of around 100 000 hectares (1 000 km^2).</td><td>Well-known for its mountainous natural landscape, important as a place of safety for many threatened and endemic (only found in this area) species, and for its many rock paintings made by the San people over a period of 4 000 years. The site covers an area of 249 313 hectares (2 493 km^2), making it the largest protected site along the Great Escarpment (edge of a plateau, the higher, more flat area) of Southern Africa.</td></tr>
<tr><th colspan="2">SITE C</th></tr>
<tr><td colspan="2"></td></tr>
<tr><td colspan="2">Located at the border with Botswana and Namibia in the northern part of the country. This site comprises a vast area inside the Kalahari Gemsbok National Park. This landscape contains evidence of humans living there since the Stone Age to the present and is associated with the culture of the San people.</td></tr>
</table>

[Adapted from *www.whc.unesco.org*]

5.1 Give the names of the World Heritage Sites labelled **A**, **B** and **C**. (3)

5.2 Name the province in South Africa where the mixed World Heritage Site **B** is located. (1)

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5.3 State TWO similarities between sites **A** and **C**. (2)

5.4 Refer to the following quotation from the article.

"Some sites offer … sacred places"

5.4.1 Identify the World Heritage Site that is commonly known as the first African Kingdom to trade with China and Egypt. (1)

5.4.2 Explain ONE reason why the site in QUESTION 5.4.1 should be preserved for future generations. (2)

5.5 Write a paragraph evaluating TWO positive impacts of site **C** on the San community. (4)
[13]

QUESTION 6

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

THE IMPORTANCE OF MARKETING SOUTH AFRICA INTERNATIONALLY

South Africa relies on attracting tourists to maintain a healthy tourism industry. International tourists may not be familiar with the experiences in South Africa. Marketing can help to make foreign tourists aware of what South Africa has to offer. The tourism industry is very competitive, and businesses must use marketing to attract tourists and encourage repeat visitors.

[Adapted from *www.southafrica.net*]

6.1.1 Identify the organisation responsible for marketing South Africa internationally. (2)

6.1.2 Apart from marketing South Africa internationally, mention ONE other core business of the organisation identified in QUESTION 6.1.1. (2)

6.1.3 Explain in a full sentence ONE importance of marketing South Africa internationally. (2)

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6.2 Study the pictures below and answer the questions that follow.

PICTURE A	PICTURE B
	

6.2.1 Match the travel trade shows shown in the pictures with the following statements. Write the name of the trade show next to the question numbers 6.2.1 (a) and 6.2.1 (b).

(a) One of the South African marketing events hosted annually in Cape Town (1)

(b) The leading global marketing event held annually in Great Britain (1)

6.2.2 Describe ONE way in which the travel trade shows in QUESTION 6.2.1 can be used to market South Africa. (2)

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6.3 Starting with the individual traveller, arrange the steps of the contribution and distribution processes of the tourism levy below (A – E) in a logical order. Write only the letters (A – E) in the correct order next to the question number (6.3) in the ANSWER BOOK. (5)

A
Marketing activities
(Domestic and Global)

B
TBCSA



C
Tourist



D
Tourism business
(Accommodation, Tour operator, Car rental etc.)



E
South African Tourism
(Tourism Marketing Agency)

[15]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Read the case study below and answer the questions that follow.

TOURVEST GREEN SEAT

Tourvest is Southern Africa's leading integrated tourism group. The group was created in 1997 when several tourism companies were consolidated into a group. The group manages businesses which range from travel management companies, hotels, lodges and restaurants to craft, curio and jewellery shops, as well as a foreign exchange bureau, employing more than 5 000 people.

One of their CSI projects is Tourvest Green Seat.

Tourvest Green Seat supports our wildlife, planet, and people.



The company supports *sustainable tourism* and is eco-friendly. They offer travellers the opportunity to contribute towards reducing their carbon footprint and supporting the war against rhino poaching by purchasing a 'Green Seat'. A Green Seat is a badge that tourists and clients can buy, and the money is contributed towards the different projects of the company. Since 2012, the company has donated over R510 000 towards anti-rhino poaching, R216 000 towards reforestation, and R84 000 has been paid to the community project for producing the up-cycled Green Seat client badges.

[Adapted from *www.tourvest.co.za*]

7.1 Tourvest supports sustainable tourism.

Define the term *sustainable tourism*. (2)

7.2 Explain the abbreviation *CSI.* (2)

7.3 **Tourvest Green Seat supports our wildlife, planet, and people.**

Identify the TWO pillars that form part of the triple bottom-line approach mentioned in the statement above. (2)

7.4 Explain how Tourvest applies each of the TWO pillars of the triple bottom-line mentioned in QUESTION 7.3, with each pillar clearly indicated. (4)

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7.5 7.5.1 Define the term *responsible tourist*. (2)

7.5.2 Do you think the clients and tourists who buy the 'Green Seat' are responsible tourists? (1)

7.5.3 Motivate the answer to QUESTION 7.5.2. (2)
[15]

QUESTION 8

Read the case study below and answer the questions that follow.

BIRDING AFRICA

Birding Africa is a bird tour operator specialising in professionally guided bird tours for groups and private individuals to countries throughout Africa and Madagascar. This is a form of avitourism, where people travel to view birds in their natural habitat.

They customise tours for both world listers (serious birdwatchers who document on a list all the birds they see) and more relaxed holiday birders (people who simply enjoy birdwatching).

Based in Cape Town they focus on guided day trips on the Cape Peninsula. They also offer tours to Kogelberg and the West Coast National Park, and 2-day hikes to the Tanqua Karoo and Overberg. They have run conservation tours in association with the African Bird Club and work with several international companies and the BBC Natural History Unit.

Birding Africa: 2 500 bird species, 20 endemic (indigenous) bird families, a world record for the number of bird species seen in a day.

[Adapted from *www.gobirding.org.za*]

8.1 Give another term for birding as a form of tourism. (1)

8.2 Read the statement below and answer the questions that follow.

Birding, apart from the term in QUESTION 8.1, is also a form of ecotourism.

8.2.1 Define the concept *ecotourism* in your own words. (2)

8.2.2 Explain why birding can promote ecotourism at the West Coast National Park. (2)

8.3 Suggest TWO ways in which the management of the West Coast National Park can attract environmentally conscious tourists. (4)

8.4 Compile a three-point tourist code of conduct for ecotourists when visiting the various birding destinations. (6)
[15]

TOTAL SECTION D: 30

P.T.O.

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

QUESTION 9

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

RUGBY WORLD CUP BRINGS MILLIONS TO THE FRENCH ECONOMY

As South Africa celebrates its triumph in the Rugby World Cup 2023, host country France had a victory on its own: The event generated a sizeable economic benefit for the country.

France 2023 Organising Committee expected €40 million in profits at the end of the event. They planned to allocate the profits to support sport, finance CSI programmes, develop infrastructure, and promote rugby in France.

It's no wonder they were optimistic; some 2,5 million tickets were sold in total for the competition, with prices ranging from €10 to €950.

[Adapted from *www.euronews.com*]

9.1.1 Classify the Rugby World Cup as a type of an event with international significance. (2)

9.1.2 Explain the term *host country*. (2)

9.1.3 Read the quotation below, taken from the extract, and answer the question that follows.

"The event generated a sizeable economic benefit for the country."

With reference to the quotation, write a paragraph evaluating the impact of the 2023 Rugby World Cup. Include the following:

- TWO positive impacts on the economy of France (4)
- TWO negative impacts of hosting a global event for France (4)

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9.2 Read the news article below and answer the questions that follow.

SOUTH AFRICAN FLOODS: AT LEAST 11 PEOPLE DIE AFTER SEVERE FLOODS IN THE WESTERN CAPE (27 SEPTEMBER 2023)



At least 11 people have been killed after heavy rain and winds hit South Africa's Western Cape province, including Cape Town, over the weekend of 27 September 2023, leaving a trail of destruction.

Authorities warned that the number of deaths may rise as the floodwaters subside (become less). Rescue teams were still searching for people who were feared to be trapped (cannot get out) in their partially (not fully) submerged (under water) homes.

[Adapted from *www.bbc.com*]

9.2.1 Choose the correct term from the brackets below to complete the statement that follows.

Floods are an example of (political situations/unforeseen occurrences). (2)

9.2.2 Floods are seen as one of the factors discouraging tourists from visiting a place.

Discuss ONE impact of floods on each of the following:

(a) International tourism (2)

(b) The economy of the affected country (2)

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9.3 Study the statistics below and answer the questions that follow.

STATISTICS OF INTERNATIONAL TOURIST NUMBERS TO SOUTH AFRICA					
Region of residence	**August 2023**	**Business**	**Holiday**	**Study**	**Medical treatment**
Europe	93 602	974	92 174	424	30
North America	32 933	275	32 516	122	20
Central and South America	2 697	122	2 540	34	1
Australasia	8 702	34	8 659	7	2
Middle East	8 941	87	8 805	48	1
Asia	18 830	997	17 647	179	7
Overseas	165 705	2 489	162 341	814	61
Other African	10 942	538	9 878	486	40
SADC	530 625	17 833	510 313	2 308	171
Africa	541 567	18 371	520 191	2 794	211
Unspecified	887	36	849	1	1
Total	708 159	20 896	683 381	3 609	273

[Adapted from *www.statssa.gov.za*]

9.3.1 Identify, by name, the African market with the highest number of tourist arrivals to South Africa during August 2023. (1)

9.3.2 Explain why the first column (Region of residence) has been split into three categories (shaded and in bold letters). (2)

9.3.3 Refer to the 'Business' and 'Holiday' columns

(a) Name the market with the lowest number of business tourist arrivals in August 2023. (1)

(b) State the number of people who travelled from Asia for a holiday purpose. (1)

[23]

P.T.O.

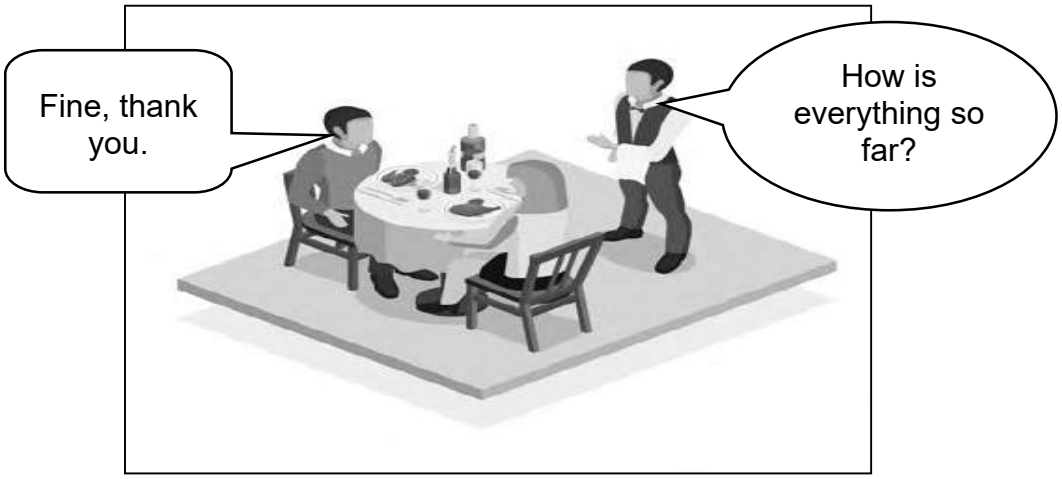
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QUESTION 10

Study the information below and answer the questions that follow.

HOW TO GET HONEST AND DETAILED FEEDBACK FROM YOUR CUSTOMERS



In restaurants around the world, the "check-in dance" between servers and customers is very common. Servers (waiters) ask how things are after customers receive their meals, and nearly all customers respond with an automatic "Fine, thank you".

[Adapted from *havardbusinessreview.org*]

10.1 Suggest ONE reason why a response like "Fine, thank you" does NOT give detailed feedback to a restaurant. (2)

10.2. Recommend ONE feedback method a restaurant owner can use to ensure customers give detailed feedback that can be easily analysed. (1)

10.3. Advise a potential restaurant owner on how customer feedback can lead to excellent service delivery in their food and beverage establishment. (4)
[7]

TOTAL SECTION E: 30

TOTAL: 200

END

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GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2024

MARKING GUIDELINES

TOURISM (10870)

18 pages

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SECTION A

QUESTION 1

1.1	1.1.1	B ✓	MTP	
	1.1.2	C ✓	MTP	
	1.1.3	D ✓	SR	
	1.1.4	B ✓	MTP	
	1.1.5	C ✓	MTP	
	1.1.6	B ✓	FX	
	1.1.7	D ✓	FX	
	1.1.8	A ✓	MTP	
	1.1.9	B ✓	MTP	
	1.1.10	B ✓	MTP	
	1.1.11	C ✓	DRI	
	1.1.12	A ✓	DRI	
	1.1.13	B ✓	TA	
	1.1.14	D ✓	TA	
	1.1.15	C ✓	TA	
	1.1.16	D ✓	CH	
	1.1.17	A ✓	DRI	
	1.1.18	B ✓	M	
	1.1.19	C ✓	DRI	
	1.1.20	A ✓	CC	(20)
1.2	1.2.1	democracy ✓	SR	
	1.2.2	triple bottom-line approach ✓	SR	
	1.2.3	waste management ✓	SR	
	1.2.4	equal wages ✓	SR	
	1.2.5	responsible tourism ✓	SR	(5)
1.3	1.3.1	Local ✓	MTP	
	1.3.2	BBR ✓	FX	
	1.3.3	DST ✓	MTP	
	1.3.4	red ✓	MTP	
	1.3.5	visa ✓	MTP	(5)

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1.4	1.4.1	E ✓	DRI	
	1.4.2	A ✓	DRI	
	1.4.3	F ✓	DRI	
	1.4.4	B ✓	DRI	
	1.4.5	C ✓	DRI	(5)
1.5	1.5.1	Duty-free ✓	MTP	
	1.5.2	Customer feedback method ✓	CC	
	1.5.3	Method of payment ✓	DRI	
	1.5.4	Customs ✓	MTP	
	1.5.5	Foreign tourist arrivals ✓	DRI	(5)

TOTAL SECTION A: 40

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SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1. 2.1.1. MTP

Direct flight	Connecting flight
It is a flight from the departure point to the destination without stopping. ✓✓ • Use only one airline and one flight for the trip. • Can be more expensive.	• It is a flight where you have one or multiple stops before reaching your destination. • Use different airlines or different planes during the trip. • Leg 1 was AF0995 and leg 2 was AF1382. • Can be cheaper.

Note: *Accept answers from any angle regardless if both flights are mentioned or implied, or a difference is deduced e.g. the number of stops made; or whether the flight stops or not before the final destination, etc.* (2)

2.1.2 No, he will not be affected by DST because none of the countries practise DST during the time of the trip. ✓✓ MTP
- DST only starts at the end of March.
- Paris and Prague practise DST only from the end of March.
- France and the Czech Republic were on their standard times at +1 UTC during the trip.
- DST did not apply from 29 February to 5 March 2024. (2)

2.1.3 MTP

Paris (+1)
Prague (+1) Time difference = 0 hours ✓

Time in Paris = 12:00 (+/-) ✓ 0 hours =
Time in Prague = 12:00
Flying time = 12:00 (+ ✓) 2 hours flying time
= 14:00 ✓on 1 March 2024 ✓ (5)

OR

Paris +1 Prague +1

Time difference: 0 hour✓

Time: 12:00 (+/-) ✓ 0 hours = 12:00

(+ ✓) 2 hours flying time

= 14:00✓ 1 March 2024 ✓

OR

Henry arrived in Prague at 14:00 ✓✓✓✓ on 1 March 2024 ✓.

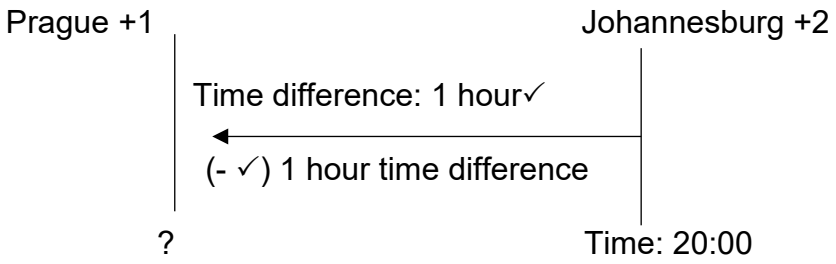
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2.1.4 Johannesburg (+2) MTP
Prague (+1) Time difference =1 hour ✓

Time in Johannesburg = 20:00
Time in Prague = 20:00 (-✓) 1 hour time difference
= 19:00 ✓ (3)

OR



19:00 ✓

OR

Henry received the telephone call at 19:00. ✓✓✓

2.1.5 Do not leave your luggage unattended. ✓✓ MTP
Consult only with identifiable airport personnel if you need assistance. ✓✓

- Ensure that your luggage is with you at all times.
- Ensure that your luggage is wrapped with plastic.
- Only allow the designated security officers to check the baggage.
- Always keep your bags where you can see them.
- Always be alert.
- If feeling uncomfortable around people, move away from them.
- Do not agree to look after someone else's baggage.
- Put tags on all bags with your details – outside and on the inside.
- Do not carry or display valuables.
- In the case of a transit visa, be careful when leaving the airport. (4)

2.1.6 Henry will experience jet fatigue✓ MTP (1)

2.1.7 Henry will only be crossing over 1 time zone. ✓✓ MTP

- It was a longhaul flight from South to North.
- Henry will experience tiredness from being on such a long flight from South Africa to Europe. (2)

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2.2 2.2.1 (a) Health Certificate ✓ MTP
- International Certificate of Vaccination or Prophylaxis (1)

(b) A health certificate verifies that the tourist is physically well and does not have certain diseases that may affect travelling. ✓✓ MTP
- A record of preventative treatments to not contract or spread a certain disease in the areas travelling in and from. (2)

2.2.2 (a) Yellow fever is transmitted to humans when bitten by an infected Aedes mosquito. ✓✓ MTP
- The yellow fever virus (which is spread by the bite of a type of mosquito). (2)

(b) Infected people may experience high fevers. ✓ MTP
Some may experience headaches. ✓
- Others may experience vomiting.
- Bleeding (haemorrhage)
- Yellow skin and eyes (Jaundice)
- Loss of appetite
- Chills
- Disorientation/delirium
- Tiredness
- Muscle and Joint pains
- Flushing
- Red eyes, face and tongue
- Decreased urination
- Irregular heartbeats
- Seizures
- Coma
- Flu-like symptoms
- Stomach pains (2)

2.2.3 WHO: World Health Organisation ✓✓ MTP

NOTE: *It is all or nothing for the answer*. (2)

2.2.4 Travel agents will consider the guidelines because the WHO publishes information on all known infections, outbreaks, and diseases prevalent in any country. ✓✓ MTP
- Travel agent can warn the tourists about the health warnings received from the WHO.
- Travel agents will be able to receive knowledge about health-related matters worldwide.
- Travel agents will know about affected countries to warn the tourists.
- The travel agents will be able to forward the advice from the WHO regarding prevention of diseases.
- To include up-to-date health information for the tourists for whom they are planning the trip. (2)

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2.3 Mr Singh should carry sunscreen/sunblock. ✓✓ MTP
He should also carry a sun hat, using a wide-brimmed hat. ✓✓
- He should carry sufficient bottled water.
- He could also carry a pair of sunglasses in order to protect his eyes from the sun's rays.
- Do not be in the sun between 10:00 – 16:00.
- Apply and reapply sunblock after swimming.
- The sunscreen should have a SPF of 30/40/50.
- Wear clothes that cover your arms and legs.
- Stay in the shade and airconditioned areas.
- Go to night markets when it is cooler like locals do in such areas.
- Make use of an umbrella when walking in the sun (4)

2.4 2.4.1 **Prohibited goods** MTP
Goods that may not be brought into a country under any circumstances. ✓
- Travellers may incur a fine or may even be prosecuted if found with any such goods.

Restricted goods
Goods that may be allowed into the country provided the traveller holds a permit for such goods. ✓
- Items controlled by an import or export permit, regulating either the quality or the quantity. (2)

2.4.2 South Africa has customs regulations that ensure that their indigenous fruit, plants, and vegetables are not cross contaminated with other material that may carry toxins from other countries. ✓✓ MTP
- To protect the indigenous plants in South Africa.
- To prevent an invasion of alien plants in South Africa.
- It is customs regulations. (2)
- To ensure plant diseases from other countries are not spread in South Africa.

2.4.3 Red channel ✓✓ MTP (2)
[40]

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QUESTION 3

3.1 Euros ✓ **FX**
United States Dollar ✓
- Great British Pound/Pound Sterling (2)

3.2 3.2.1 USD 2000 (x) ✓ 18,7269 ✓ = 37 453,8 **FX**
= ZAR 37 453,80 ✓

OR

ZAR 37 453,80 ✓✓✓

NOTE: *Must have zero added for final answer to be rounded-off to two decimals*. (3)

3.2.2 ZAR 1 500 (÷) ✓19,1580 ✓ **FX**
= 78,296273
= USD 78,30 ✓

OR

USD 78,30 ✓✓✓

NOTE: *Must have cents correctly rounded-off to two decimals*. (3)

3.3 The foreign tourist would receive more value for money. ✓✓ **FX**
- The foreign tourist would have more purchasing /buying power.
- The foreign tourist would be able to buy more goods and services.
- The tourist may be able to stay longer.
- The tourists will have more spending money
- The foreign tourist will get more rand in a foreign exchange transaction when the rand is weak. (2)

[10]

TOTAL SECTION B: 50

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

QUESTION 4

4.1 4.1.1. A – The Colosseum ✓ TA
B – The Leaning Tower of Pisa ✓
C – Venice ✓ (3)

4.1.2. Europe ✓ TA (1)

4.1.3. It was an arena where events used to be held. ✓✓ TA
- A theatre that sat more than 50 000 spectators.
- Large amphitheatre.
- Used for entertainment for the Roman citizens.
- Used as a venue where Christians were tortured in battles against lions and Gladiators.
- It was filled with water to reenact sea battles.
- Animal hunts were staged amongst movable trees.
- Executions were done during intervals for those who were given the death penalty.
- Recreations of natural scenes for urban audiences unfamiliar with it.
- Reenactment of mythological stories.
- Showcase the strength of the Roman Empire. (2)

4.1.4. It is leaning. ✓✓ TA
- It is tilted.
- It has an unusual structure.
- It is a free-standing belltower.
- The weak foundation and unstable soil caused it to tilt.
- It is an 8-storey tower with 296 steps on the south-facing staircase. (2)

4.1.5. (a) It is a city built on water. ✓✓ TA
- There are no roads in the city.
- Motorboats and taxi boats are used to move around the city.
- It is built on 118 islands and linked by canals and bridges.
- It is built on stilts. (2)

(b) Gondolas ✓✓ TA
- Boats
- Vaporetti (water buses)
- Water taxis (expensive)
- Hop-on Hop-off boat (with audio guide)
- Traghetti (ferry service for Grand Canal crossing instead of one of only 4 long pedestrian bridges far apart)
- Water transport
- Canal transport (2)

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4.2.1 Canada ✓✓ TA
USA (United State of America) (2)

4.2.2 It is the most famous waterfalls in the world. ✓✓ TA
- It is synonymous with romantic and fun holidays.
- It draws millions of tourists every year.
- The waterfalls border two countries – Canada and USA
- It is a source of hydroelectric power. (2)

4.2.3 (a) Indigenous gardens ✓✓ TA
- Signs to show the way
- Special patterned glass to prevent bird impacts
- Repurpose the old building: new community room
- Serve local foods
- Solar panel roofs
- New accessible paths as a way of managing mass tourism in a sensitive natural environment
- Green roof elements making the building environmentally friendly
- Historical documents and items are responsibly stored in the archives for the future

NOTE: *Quotes from the extract are acceptable.* (2)

(b) New ticketing and information desks ✓✓ TA
- The glass walls and low roof make it easier to see the views
- It is accessible to everyone
- The restrooms are in a separate building for ambient reasons.
- There are outdoor exhibitions to enhance the tourist experience
- It has a welcome centre with modern facilities for 9 million tourists per year.
- Tourists can buy food and retail items
- Signs to show the way (2)

(c) The building is accessible to everyone. ✓✓ TA
- The glass walls and low roof make it easier to see the view
- New accessible paths that are suitable for wheelchairs
- Separate restroom building with disabled facilities
- Guided Niagara Falls Trolley (tram or train) has universal access
- Accessibility for people with impairments or disabilities to most areas and activities
- All attractions and most footpaths are fully accessible
- Signs to show the way (2)

[22]

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QUESTION 5

5.1 A – Mapungubwe Cultural Landscape ✓ CH
B – Maloti-Drakensberg Park ✓
C – ǂKhomani Cultural Landscape ✓ (3)

5.2. KwaZulu-Natal ✓ CH
- KZN (1)

5.3. They are both cultural world heritage sites. ✓✓ CH
- They represent important moments in South African/African history.
- They represent unique cultural groups.
- They illustrate a profound relationship between people and the environment, ancient ways of life and traditional knowledge.
- Both sites are located against the northern border of South Africa.
- Both sites border Botswana.
- Both sites share borders with two SADC countries.
- Both sites span vast areas. (2)

5.4 5.4.1 Site A ✓ CH
Mapungubwe Cultural Landscape (1)

5.4.2 To learn more about the important history of trade in SA. ✓✓ CH
- Preserves evidence of Southern Africa's earliest kingdom.
- Heritage is a living legacy that helps us to understand our past.
- The site is irreplaceable and therefore should be preserved for future generations.
- It will create a sense of pride and is a means of celebrating the past.
- It was the site where the famous golden rhino and other artifacts were discovered that future generations can also visit and perhaps more discoveries can be made in future. (2)

5.5 Creation of jobs for the local community ✓✓ CH
The San people have entrepreneurial opportunities. ✓✓
- Generation of income.
- Money earned is used to improve infrastructure.
- Improved quality of life/higher standard of living
- Better working relationships between the San people and the tourism organisations and the Kalahari Gemsbok National Park and governing institutions of bordering countries.
- More foreign income makes more conservation efforts of the heritage landscape possible.
- It creates awareness of the San culture.
- It brings a sense of pride and ownership to the San people.

NOTE: *No marks allocated for paragraph format.* (4)
[13]

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QUESTION 6

6.1 6.1.1 South African Tourism ✓✓ **M**
SATourism (2)

6.1.2 Developing ways to maintain and improve/enhance the standards of facilities and services that tourists use. ✓✓ **M**
- Coordinating marketing activities of role players in the tourism industry.
- Also marketing South Africa domestically. (2)

6.1.3 To increase the annual volume of foreign tourist arrivals to South Africa. ✓✓ **M**
- Increase international awareness of South Africa as a travel destination.
- Tourism is a very important part of South Africa's economy, so tourists are needed to grow the economy.
- More tourists mean more foreign income and the GDP increases.
- When South Africa is marketed, people become aware of South Africa and all that it has to offer, then they will visit the country.
- South African Tourism gathers data on what was popular and what not, so that a proper marketing strategy can be formulated.
- To improve South Africa's competitive advantage.
- To remind previous tourists to visit again. (2)

6.2 6.2.1 (a) The Getaway Show ✓ **M**
- Getaway
- Picture A (1)

(b) World Travel Market ✓ **M**
- WTM
- WTM London
- Picture B (1)

6.2.2 Attractive and eye-catching displays of all provinces at the South African tourism stands. ✓✓ **M**
- At trade shows there are presentations on South African products and services.
- Sharing posts to social media from the trade shows.
- Networking with other national and international role players and promoting the South African brand image to these role players.
- Personnel manning the stand answering questions about South Africa.
- Brochures, DVDs, and Proudly South African branded hand-outs. (2)

6.3 C✓ D✓ B✓ E✓ A✓ **M**

Note: *Accept answers written in this correct order horizontally or vertically.* (5)
[15]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 Sustainable tourism is achieved when all three pillars of the environment, local people and economy are met. ✓✓ SR
- Sustainable tourism has a focus on meeting the needs of the current generation while ensuring that resources are well managed for the benefit of future generations.
- Tourism that takes full account of its current and future economic, social, and environmental impacts, addressing the needs of visitors, the industry, the environment, and host communities. (2)

7.2 CSI: Corporate Social Investment ✓✓ SR
- The voluntary support businesses give to the communities they operate in.
- A company can offer their time, skills or money to support the local community. (2)

7.3 Environmental pillar ✓ SR
- Planet

Social pillar ✓
- People (2)

7.4 **Environmental pillar** SR
They donated over R510 000 towards anti-rhino poaching. ✓✓
- They donated R216 000 towards reforestation.
- They give travellers an opportunity to reduce their carbon footprint.
- They support the war against rhino poaching by selling 'Green Seat' badges.
- The company is eco-friendly.
- The 'Green Seat' badges are made by up-cycling bottle caps. (2)

Social pillar
They are employing more than 5 000 people in different tourism businesses upgrading skills and living standards / welfare of local people. ✓✓
- R84 000 has been paid to the community project for producing the up-cycled 'Green Seat' client badges.
- Traditional cultural practises and skills are promoted throught the items manufactured for the craft, curio and jewellery shops. (2)

7.5 7.5.1 A responsible tourist is travelling and exploring a destination while respecting the culture, environment, and people at the destination. ✓✓ SR
- A tourist that adheres to the code of conduct of the destination.
- Short term actions tourists take to have less of a negative impact on a destination. (2)

7.5.2 Yes, they are responsible. ✓ SR
OR
No, they are not responsible. (1)

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7.5.3 Motivation for **YES/They are responsible tourists**: SR
When they buy the 'Green Seat' badges they contribute towards the conservation of the environment and the people ✓✓
- They are contributing money towards anti-rhino poaching and reforestation.
- They can wear the badge and be proud because they are playing a role in conservation and can advertise the projects to other tourists.

Motivation for **NO/They are not responsible tourists:**
The company's attempt can be viewed as Green Washing and the tourists that buy the badges are then supporting Green Washing.
- From this initiative the local community benefit very little financially, compared to where most of the money generated flows to, since 2012.
- There should be more of a balance, so it is not responsible to support this unbalanced approach. (2)

[15]

QUESTION 8

8.1 Avitourism ✓ SR
- Bird tours
- Birdwatching (1)

8.2 8.2.1 Ecotourism refers to responsible tourism that focuses on preserving the natural environment while at the same time benefitting, protecting, and respecting the cultural landscape of the local people. ✓✓ SR
- Responsible tourism to natural areas that conserves the environment, sustains the well-being of the local people, and involves interpretation and education. (2)

8.2.2 Birding can attract ecotourists to the area because of the number of bird species in the park. ✓✓ SR
- They can promote ecotourism because they hold a world record for the most bird species seen in a day.
- They can promote the area because they have professionally guided bird tours for groups and private individuals.
- Job opportunities as tour guides for local community members.
- Promote awareness of birdlife and conservation. (2)

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8.3 West Coast National Park can market their birding tours on their website to attract environmentally conscious tourists. ✓✓ SR
The National Park can charge their guests an environmental/community levy indicating their commitment to sustainability, and this would attract ecotourists who want to take care of their natural environment. ✓✓

- The West coast National Park can participate in obtaining environmental certification.
- The West Coast National Park can also participate in responsible tourism award programmes that would attract ecotourists.
- Ensure that natural assets are well protected and marketed.
- Ensure that public sites and facilities set examples of good environmental, social, and economic practices.
- Encourage joint socio-economic and environmental programmes at destinations to which tourists can contribute.
- Market the destination according to its sustainability ethos and choose targeted channels to do so e.g., online travel information and booking websites supporting ethical travel, such as responsibletravel.com.
- Offer voluntourism opportunities at the National Park.
- Reward tourists for environmentally friendly behaviour, e.g. as an honourary park ranger or other ways. (4)

8.4 Do not buy crafts or products made from endangered species. ✓✓ SR
Use water wisely. ✓✓
Make sure that the environment would benefit from your visit. ✓✓

- Remove all excess packaging.
- Never touch or harass wildlife or the birdlife in the area.
- Keep on designated pathways.
- Select environmentally friendly accommodations.
- Contribute to conservation projects.
- Support the local community projects.
- Reduce noise levels in birding areas.
- Do not feed birds.
- Do not interfere with nesting sites.
- Respect birders during their birding activities.

NOTE: *Any three relevant points*. (6)
[15]

TOTAL SECTION D: 30

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

QUESTION 9

9.1 9.1.1 Sporting event ✓✓ DRI
- Global event (2)

9.1.2 The country/nation where an event was held. ✓✓ DRI
- The country from where an event was broadcasted.
- The people of the country that welcomed sports tourists and media to enjoy the event.
- The people of the country who were awarded the right to organise the event in a particular year, providing facilities, accomodation etc. (2)

9.1.3 **TWO positive impacts on the economy of France** DRI
Job creation for the residents. ✓✓
Attracts investments. ✓✓
- Entrepreneurial opportunities for the residents were created.
- Skills development of the local people.
- Improved multiplier effect.
- Potential strengthening of the currency.
- It means the upgrading and improvement of facilities such as stadiums, roads, and transport services.
- It means an increase in the accommodation establishments.
- The economic boost will lead to an increase in the GDP.
- Improved global status and visibility as the events are marketed via the media.
- The money is going to be returned to sport and development of rugby in France.
- The money is going to be used for Corporate Social Investment programmes. (4)

TWO negative impacts of hosting a global event for France
Increased prices of goods and services due to a demand in the market. ✓✓
Crime statistics might rise, which could give the country a negative image. ✓✓
- An influx of tourists might cause pollution (environmental, noise, visual).
- There might be a disintegration in terms of the culture of the French people.
- Too much money can be spent on upgrading facilities, with debt incurred taking years to recover.
- Money spent by visitors might go back towards imported goods – economic leakage.
- Depletion of the resources.
- Mass tourism can have a negative impact on local life.
- Stadiums underutilised after the event.
- Congestion in certain areas at and around the event. (4)

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9.2 9.2.1 Unforeseen occurrences ✓✓ DRI (2)

9.2.2 (a) International visitor numbers will decline. ✓✓ DRI
- Possible cancellation of trips or flights.
- Tourists will be afraid to visit the affected area.
- Outbreak of diseases may prevent people from travelling.
- Tourists will look for alternative destinations that are safer.
- There will be negative media attention. (2)

(b) There will be loss of foreign income. ✓✓ DRI
- Loss of jobs for people employed in the tourism industry.
- Higher unemployment.
- Renovations to be done will cost a large amount of money.
- A weakened economy, it might take time to recover.
- Tourism businesses can close/shut down.
- Less spending on tourism products and services.
- Tourists will shorten their stay with a lower expenditure.
- A negative multiplier effect. (2)

9.3.1 SADC ✓ DRI
- Holiday (Africa) (1)

9.3.2 This is to show that there are different regions from where South Africa receives its tourists. ✓✓ DRI
- It is a comparative study of the share of tourist arrivals in South Africa in relation to the whole world.
- It subdivides the data on arrivals in the main categories where South Africa can be marketed and structures the data better.
- Not all data is available and therefore there is a 3rd unspecified category for data which could not be placed under the other regions of residence.
- Source markets are mainly divided into air markets that are further away and land markets that are closer on the continent. (2)

9.3.3 (a) Australasia ✓ DRI
- 34 (1)

(b) 17 647 ✓ DRI (1)

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QUESTION 10

10.1 It might give a false impression that things are fine whereas they are not. ✓✓ CC
- It does not enable the manager/owner to know which areas 'fine' refer to.
- It shows the customer does not want to be disturbed or give feedback.
- The restaurant needs to know the details so that the areas of good practice can be sustained and other areas can be improved on. (2)

10.2 Comment card/feedback cards. ✓ CC
- Web-based response
- SMS messages
- Questionnaire
- QR code survey
- Social media like Facebook
- Review website
- Focus groups
- Loyalty programme surveys
- Incentive customer feedback
- Feedback emails and phone calls
- Rating apps (1)

10.3 It provides input and comments for the development of the restaurant. ✓✓ CC
It leads to an awareness of the areas of concern in the restaurant. ✓✓
- Restaurants become more competitive when receiving feedback because they improve their services/products.
- Feedback will give an indication of which areas are lacking/need improvement in the restaurant.
- It will assist the restaurant to stay up to date and keep up with the trends.
- Ensures that the product or service is in line with the competitive brands.
- Areas of weakness can be identified and addressed by training. (4)

[7]

TOTAL SECTION E: 30

TOTAL 200

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