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GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2025

10870

TOURISM

TIME: 3 hours

MARKS: 200

TOURISM

10870E

24 pages

X05

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INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
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 determine 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
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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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 reason why countries practise DST:

A To get local people home late from work
B To use more electricity
C To boost the tourism industry
D To stop the triple-bottom line

1.1.2 The time for midnight:

A 12 p.m.
B 00:00
C 23:59
D 01h10

1.1.3 The travel-related condition experienced by a traveller when crossing over four time zones:

A Jet lag
B Jet stream
C Jet fatigue
D Jet phobia

1.1.4 … is a bacterial disease transmitted mainly through contaminated food and water in areas where there is poor sanitation and hygiene.

A Hepatitis
B Malaria
C Bilharzia
D Cholera

1.1.5 One way to minimise the symptoms of jet lag during a flight:

A Drink lots of water.
B Avoid sitting in sunlight.
C Drink alcohol to let the time pass.
D Take sleep medication to sleep through the flight.

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1.1.6 The behaviour of inbound tourists that increases the likelihood of being exposed to TB:

A Watching an outdoor live show
B Using overcrowded public transport and accommodation
C Buying take-away food at a well-known chain restaurant
D Swimming in a swimming pool with dirty water

1.1.7 Currency symbol used for the Euro:

A ¥
B $
C €
D £

1.1.8 The national park that is part of the Cape Floral Region Protected Areas:

A Kruger National Park
B Kalahari Gemsbok National Park
C Richtersveld National Park
D Table Mountain National Park

1.1.9 The Vredefort Dome World Heritage Site is described as a:

A Volcanic crater
B Meteorite impact crater
C Geological fold
D Mountain range

1.1.10 This World Heritage Site in South Africa known for its exceptional examples of Khoikhoi rock art:

A Maloti-Drakensberg Park
B Mapungubwe Cultural Landscape
C Robben Island
D Fossil Hominid Sites of South Africa

1.1.11 Robben Island was formerly used as a:

A Luxury resort for famous actors
B Nature reserve for the extinct kwagga
C Prison for anti-apartheid activists
D Military base for training troops

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1.1.12 Transparency, reliability, and sustainability are part of the 6 principles of this certification organisation:

A ITB
B WTM
C FTT
D WHO

1.1.13 Countries that belong to South Africa's land markets:

A USA, Canada, Mexico
B Nigeria, Egypt, Greece
C Zimbabwe, Lesotho, Mozambique
D Switzerland, Belgium, Great Britain

1.1.14 The practice of printing menus, brochures, and other tourist information on both sides of the paper supports the … pillar.

A social
B cultural
C historical
D environmental

1.1.15 … is achieved when natural and cultural resources are well managed to last for future generations.

A Tour planning
B Sustainability
C Poaching
D Vaccination

1.1.16 Ecotourism is the best example of:



A Health tourism
B Responsible tourism
C Mass tourism
D Dark tourism

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1.1.17 Included in a tour plan for South African university students who spend the most on accommodation and retail shopping when on holiday:

A Restaurants, fast food establishments and ice cream kiosks
B Malls, designer stores and market stalls
C Spas, massage parlours and hair salons
D Grocery stores, hardware stores and magazine outlets

1.1.18 Fighting in the DRC is partly for control of the mining industry. It has a …



A negative impact on the destination image of Africa.
B positive impact on citizens being internally displaced.
C negative impact on the value of the US dollar.
D positive impact on water scarcity in the desert.

1.1.19 The cholera outbreak in Angola (2025), as pictured below, is an example of:



Cholera outbreak responsible for the deaths of more than 100 people in Angola.

A A global recession
B An epidemic
C An accident
D An economic upset

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1.1.20 The third step in the analysis of customer feedback:

A Intervention process
B Study and capture data
C Categorise the complaints
D Decide on an action plan

(20 x 1) (20)

1.2 Give ONE term/acronym/abbreviation for EACH of the following descriptions by choosing a term/acronym/abbreviation from the list below. Write only the term/ acronym/abbreviation next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 equator.

WTM, TBCSA, ITB, TGCSA, Meetings Africa, TOMSA, Brand South Africa

1.2.1 The industry association and administrator of the levies collected from service providers

1.2.2 A travel trade show held in March of each year, in Berlin, Germany

1.2.3 A private sector initiative created to raise additional funds by a 1% levy for marketing South Africa

1.2.4 The organisation that launched the slogan “Inspiring New Ways” in 2012

1.2.5 The council that maintains the standard of facilities and services for tourists

(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 numbers (1.3.1 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 Cholera.

1.3.1 The (multiplier effect/gross domestic product) is the measuring of all the goods and services created by a country, usually in a period of one calendar year.

1.3.2 A South African citizen will have more buying power when visiting a country with a (weaker/stronger) currency than the rand.

1.3.3 A (scheduled/general) tour plan has a timetable with set departure and arrival times.

1.3.4 Bungee jumping is an activity that is aimed at (adventure/leisure) tourists.

1.3.5 While visiting sunny destinations, tourists are always advised to (wear their SPF sun block/spend as much time as possible outside).

(5 x 1) (5)

P.T.O.

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

COLUMN A	COLUMN B
1.4.1 	A The form of payment that cannot be replaced when lost or stolen
1.4.2 	B Pay off the balance over a specific period of time instead of paying all at once after spending during travels
1.4.3 	C This form of payment involves exchange control regulations and is used amongst banks in different countries
1.4.4 	D Cannot be made between accounts from different countries or across boundaries
1.4.5 	E Allows one to pay in foreign currency and to know the exchange rates upfront
	F Cheques made out to a specific person or company in a foreign currency
	G Payments are done from your online banking profile from your own bank account

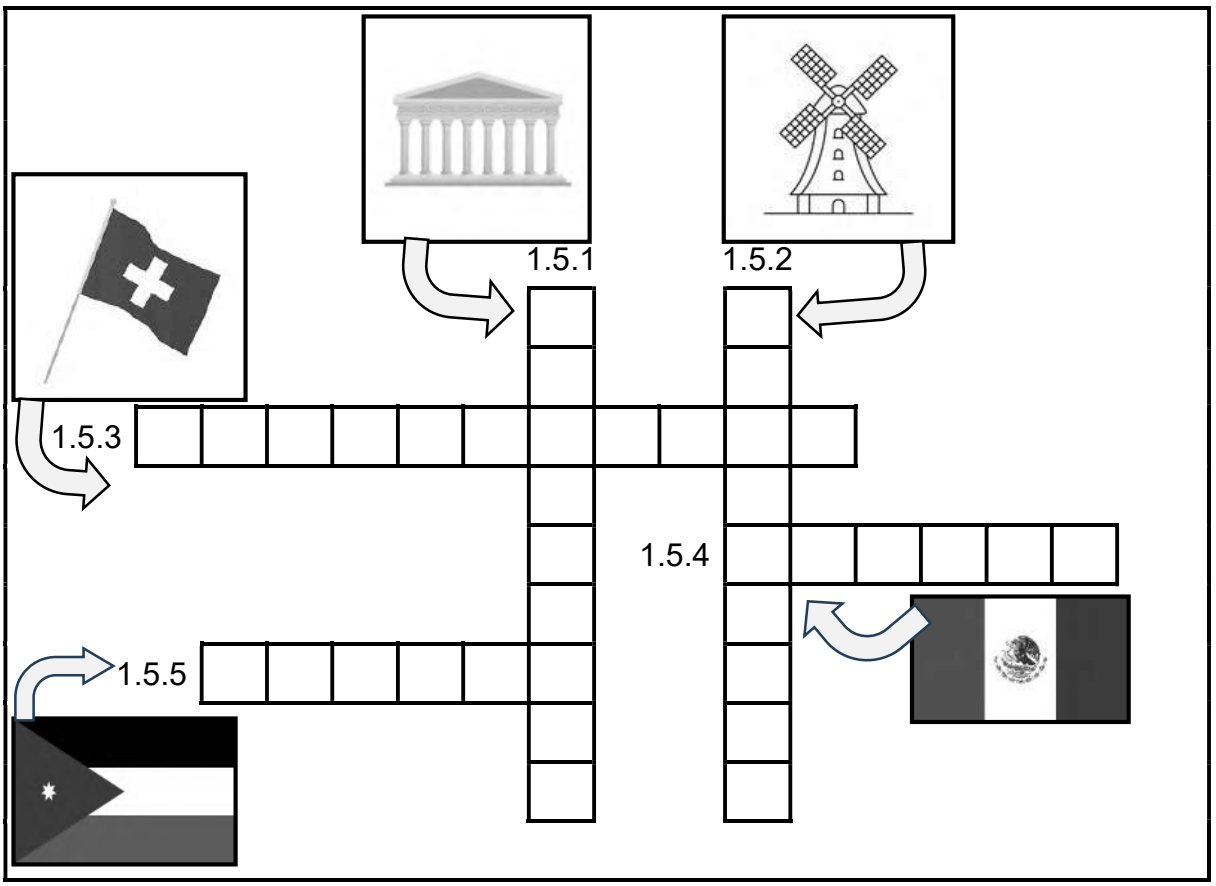
(5 x 1) (5)

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1.5 Study the pictures in the crossword puzzle below and the clues DOWN and ACROSS that follow. Complete the crossword puzzle with the name of the icon for QUESTIONS (1.5.1 to 1.5.2) DOWN, and the name of the country where the icon is found for QUESTIONS (1.5.3 to 1.5.5) ACROSS. Write only the name or country next to the question numbers, e.g. 1.5.6 France.



DOWN - Name of the icon pictured in the following country:

1.5.1 Greece

1.5.2 Netherlands

ACROSS - Country of the following icon:

1.5.3 The Swiss Alps

1.5.4 Chichen Itza

1.5.5 Petra

(5 x 1) (5)

TOTAL SECTION A: 40

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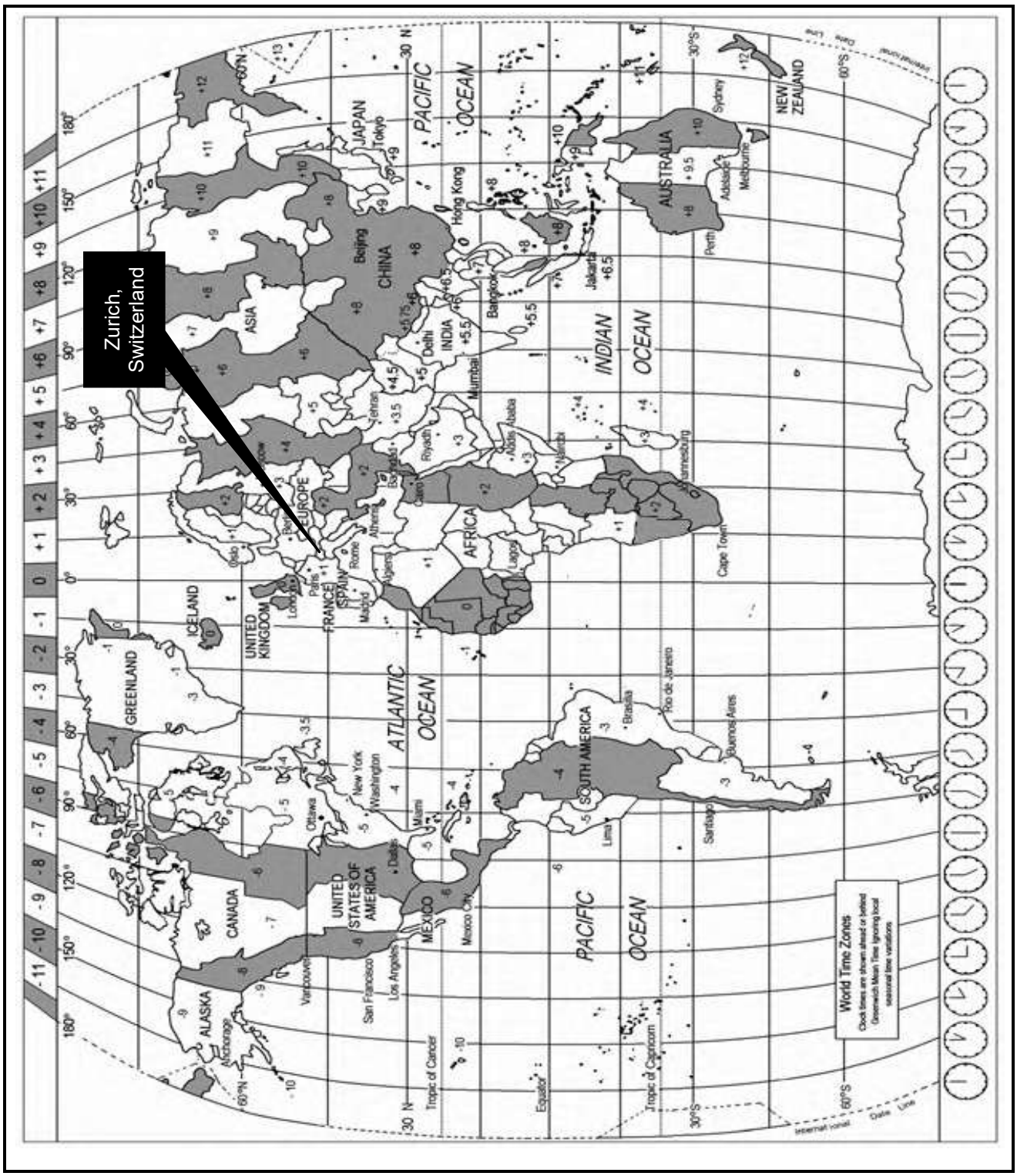
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SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

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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COMMITTEE VISITED TO ASSESS WHETHER SOUTH AFRICA CAN HOST THE OLYMPIC GAMES

South Africa is interested in hosting the Olympic and Paralympic Games in the future. Discussions have begun with the International Olympic Committee (IOC). Dr Thomas Bach, the outgoing president of the IOC, visited South Africa from Zurich, Switzerland, in October 2024 to assess the country's ability to host these Olympic Games.

Zurich, Switzerland (+1) applied DST from 30 March 2024 – 26 October 2024.

South Africa advised international visitors to get recommended vaccinations as protection against diseases such as hepatitis B.

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

2.1.1 Dr Bach made a telephone call to South Africa from his office in Zurich, Switzerland on 29 September 2024 at 10:00 to finalise his travel plans.

Calculate the time in South Africa when this phone call was received.

NOTE: Switzerland practised DST on this date. (4)

2.1.2 Explain the concept *recommended vaccination.* (2)

2.1.3 Give ONE way in which recommended vaccinations assist tourists in a destination. (2)

2.1.4 Swiss citizens travelling to South Africa do not require a visa.

Name ONE travel document that Dr Bach needed for his visit to South Africa. (2)

2.1.5 Dr Bach travelled with a 100 ml bottle of perfume, a laptop, and his tennis racket as part of his luggage.

(a) Name the correct customs channel that Dr Bach entered when he arrived at OR Tambo International Airport. (1)

(b) Give ONE reason for the answer to QUESTION 2.1.5 (a). (2)

(c) Identify ONE item exceeding the duty-free allowance that Dr Bach had as part of his luggage. (1)

(d) Explain the concept *duty-free allowance.* (2)

2.1.6 Discuss TWO safety requirements Dr Bach had to follow when he arrived at the airport in South Africa. (4)

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2.1.7 Dr Bach departed from South Africa on 1 November 2024 at 21:00. The flying time from South Africa back to Switzerland was 10 hours.

Calculate the time and date of arrival in Zurich, Switzerland when his flight landed. (5)

2.2 Read the tour itinerary below and answer the questions that follow.

3-DAY TOUR OF SOUTH AFRICA

A group of sport fans decided to visit South Africa for a 3-day tour to watch a rugby match, explore the country's famous landmarks, and experience the local culture.

Day 1: Arrival in Johannesburg
Arrive at OR Tambo International Airport and transfer to the hotel (R1 200 pppn). In the afternoon, take a guided tour of Soweto, visiting Nelson Mandela's House and the Apartheid Museum (R600). Enjoy a welcome dinner at a local restaurant (R250).

Day 2: Rugby Match & Transfer to Cape Town
Spend the morning exploring Johannesburg before heading to Ellis Park Stadium for a live rugby match (R500). In the evening, fly to Cape Town (R1 800) and check into the hotel (R1 500 pppn).

Day 3: Cape Town Highlights
Visit Table Mountain in the morning and enjoy the cableway ride for panoramic views (R395). Enjoy lunch afterward, take a guided tour of Cape Point and the Cape of Good Hope (R900). Return to Cape Town in the late afternoon and depart for their home country.

2.2.1 Name THREE aspects to be included when compiling a tour itinerary. (3)

2.2.2 Explain what a *tour budget* is. (2)

2.2.3 Calculate the total cost for days 2 and 3 of the tour that a sport fan must budget for a visit to South Africa.

Draw the table below for days 2 and 3 in the ANSWER BOOK and use the table to answer the question.

Show ALL calculations.

	Example: Day 1	Day 2	Day 3
Calculations	R1 200 + R600 + R250		
Total	R2 050		
Tour Total			

(6)
[36]

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QUESTION 3

3.1 Study the information and the currency rate table below and answer the questions that follow.

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

COMRADES MARATHON
Sarah Roberts, an American citizen, participated in the 2025 Comrades Marathon which took place on 8 June 2025. She had been saving money for two years. She saved $4 000 for her stay in South Africa. She exchanged her currency at OR Tambo International airport.

Currency code (and currency symbol)	BBR	BSR
USD ($)	18,1765	18,5415

3.1.1 Write the currency code USD out in full. (2)

3.1.2 Calculate the amount in rand that Sarah received when she exchanged her currency. (3)

3.1.3 After the marathon, Sarah had R22 000 left when she was about to leave South Africa for America.

Calculate the amount in dollars that Sarah received when she exchanged her rand amount at OR Tambo International Airport. (3)

3.2 In a paragraph, evaluate THREE ways in which a weak rand impacts inbound tourists who visit South Africa. (6)

[14]

TOTAL SECTION B: 50

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

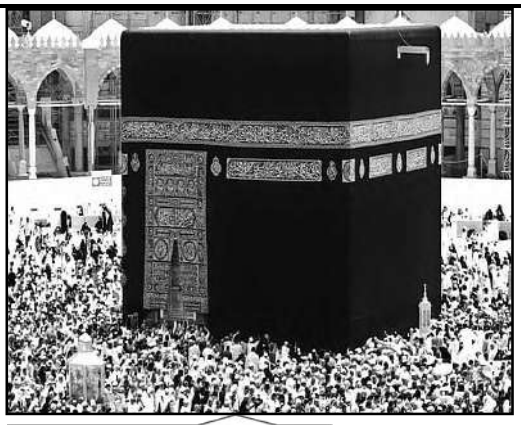
QUESTION 4

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

THE SPIRITUAL ICONS



A



B



C

[Source: *www.dynamic-media.tacdn.com*]

4.1.1 Name icons **A**, **B** and **C**.

Write only the name of the icon next to the letter (A – C) in the ANSWER BOOK, e.g. D the Wailing Wall. (3)

4.1.2 Give the cultural significance of icon **A**. (2)

4.1.3 Describe the main activity that religious tourists can experience at icon **B**. (2)

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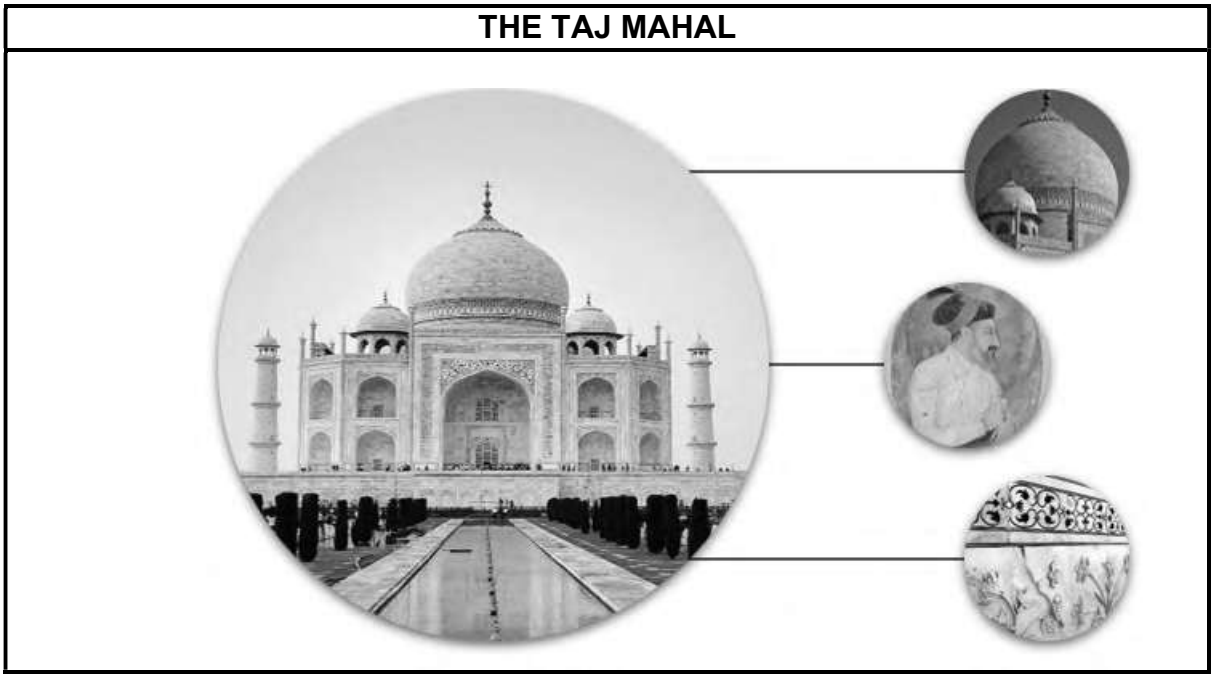
4.1.4 Describe the architectural (design) features that make icon **C** an outstanding tourist attraction. (2)

4.1.5 Explain ONE positive impact of icon **B** on Saudi Arabia's economy. (2)

4.1.6 Give ONE common characteristic that icons **A**, **B** and **C** share as tourist attractions. (2)

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

THE TAJ MAHAL



[Source: *www.tajmahaltourguide.com*]

4.2.1 Name the country and the continent where the Taj Mahal is located. (2)

4.2.2 In a paragraph, discuss the reasons why the Taj Mahal is an icon by including:

- ONE way in which it is culturally significant to the local people
- ONE architectural (design) feature (4)

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4.3 Study the picture and the information below and answer the questions that follow.

BASE CAMP CLEAN-UP



Despite all the problems on the mountain, Mount Everest still stands alone. There will always be people who want to climb the world's highest point, because there is more to being on Mount Everest than being surrounded by crowds or confronted by heaps of trash. The mountain is so high and unique it calls upon every climber, at one time or another, to rise to his or her better self.

[Adapted from *www.education.nationalgeographic.org*]

4.3.1 Give the name of the following where Mount Everest is located:

(a) Country (1)

(b) Continent (1)

4.3.2 Give ONE reason why Mount Everest is considered an icon. (2)

4.3.3 Discuss ONE measure that can be taken to promote sustainable tourism practices at the Mount Everest base camp. (2)

[25]

P.T.O.

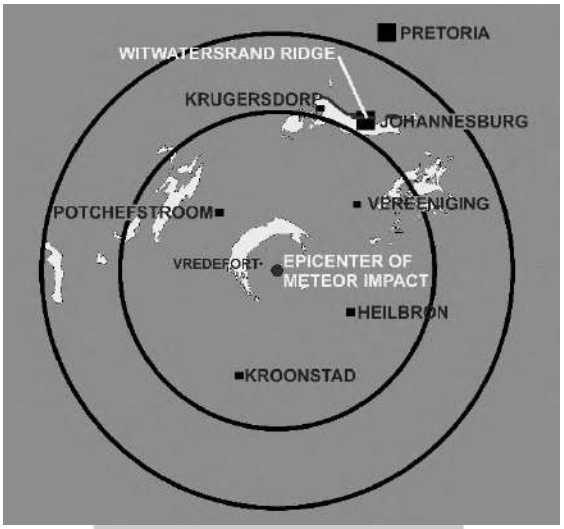
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QUESTION 5

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

THREE OF SOUTH AFRICA'S WORLD HERITAGE SITES



A



B



C

[Source: *www.whc.unesco.org*]

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

5.1.2 State the type of World Heritage Site shown in picture **C**. (1)

5.1.3 Explain ONE reason why site **A** is considered a World Heritage Site. (2)

5.1.4 Give the name of ONE other World Heritage Site located partly in the same province as site **B**. (1)

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

THE EMERGENCE OF MODERN HUMAN BEHAVIOUR: THE PLEISTOCENE OCCUPATION SITES OF SOUTH AFRICA







These sites that were declared last year, provide the most diverse and best-preserved record known of the development of modern human behaviour, reaching back as far as 162 000 years. Examples of thinking in symbols and high-level technologies are found in evidence of ochre (range of clay colours) processing, marked patterns, decorative beads, decorated eggshells, advanced weapons, and methods for toolmaking, and microliths (small tools).

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

5.2.1 State the year of inscription for this new World Heritage Site. (1)

5.2.2 Name the TWO provinces where the Pleistocene Occupation Sites of South Africa are located. (2)

5.2.3 Pinnacle Point and Sibhudu Cave are two of the three sites of the World Heritage Site shown in the pictures above.

(a) Give the full name of the third site. (1)

(b) Describe ONE shared characteristic of all three sites. (2)

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QUESTION 6

Study the logos and the information below and answer the questions that follow.

MARKETING A COUNTRY LIKE SOUTH AFRICA

South Africa

TOMSA
Tourism Marketing South Africa

ITB BERLIN
The World's Leading Travel Trade Show®

world travel market
London

AFRICA'S TRAVEL INDABA

South Africa ranks among the most popular countries for tourists on the African continent. In 2020, South Africa was a destination with close to 3.8 million international tourists, making it the most visited country in Africa that year. Millions of tourists visit South Africa annually to see its beaches, landscapes, and wildlife. As of 2024, the country has the second largest number of UNESCO World Heritage Sites on the continent. As expected, the majority of tourists visiting South Africa view the country as a holiday destination.

[Source: *www.statista.com*]

6.1 Discuss ONE important reason for marketing South Africa as a destination of choice. (2)

6.2 Describe the main purpose of international travel trade shows such as those in the logos. (2)

6.3 State ONE function of the organisation TOMSA. (2)

6.4 The core business of SA Tourism: Marketing South Africa internationally as a tourism destination of choice.

From the logos and the information above, quote a relevant sentence or fact that supports this core business. (2)

6.5 Discuss TWO similarities of Africa's Travel Indaba and Meetings Africa. (4)

[12]

TOTAL SECTION C: 50

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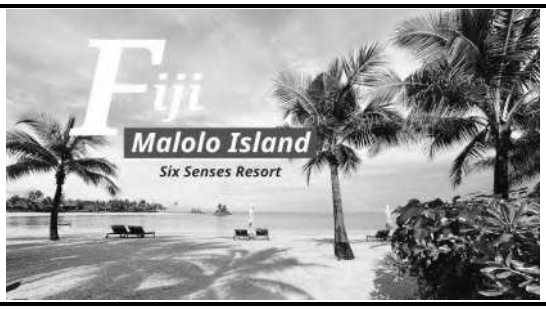
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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

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

SIX SENSES





A SUSTAINABLE LUXURY RESORT HOTEL IN FIJI

Six Senses Fiji, located on the tropical Malolo Island of Fiji, is a five-star resort hotel with sustainable luxury and cultural awareness at its core (main focus). The hotel runs on 100% solar power, equipped with rainwater capture and its own water-filtering facility to stop the use of single-use plastic bottles. The hotel aims to produce as little waste as possible. They encourage the principles of reuse whilst also practising recycling. The resort makes compost with a "worm-based septic (toilet) system" and grows as many of its own herbs and vegetables as possible.

All handiwork and artwork at the resort hotel have been produced by local villagers. The hotel supports the Rise Beyond the Reef Charity which aims to bridge "the divide between remote (far away from others) communities, government and the private sector in the South Pacific region, sustainably creating a better world for women and children."

[Adapted from *www.sixsense.com*]

7.1 Water is becoming a scarce resource.

Explain THREE ways how a hotel can reduce water usage. (6)

7.2 List the THREE sustainable practices (three Rs) used during the waste management process. (3)

7.3 Discuss how the luxury resort hotel in Fiji follows the triple-bottom-line approach.

The answer must include the three pillars of sustainable tourism with examples from the case study. (6)
[15]

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QUESTION 8

Study the information below and answer the questions that follow.

RESPONSIBLE TRAVEL: YOUR GUIDE TO ETHICAL ADVENTURES

In a world that increasingly values the desire to travel and to explore, responsible travel is a beacon of hope for more sustainable, ethically conscious ways to see the world.

Responsible Holiday Destinations
A growing number of destinations around the world are committed to ethical, sustainable, and environmentally-friendly tourism.



Here is a list of destinations known for their efforts in responsible tourism:

Norway: Norway's green tourism approach and environmental sustainability initiatives make it an attractive destination for responsible tourists.

Rwanda: With a commitment to gorilla conservation and sustainable tourism, Rwanda provides travellers with unique and ethical wildlife experiences.

Switzerland: Switzerland promotes green tourism and emphasizes eco-friendly transport options, making it a responsible tourism destination.

[Adapted from *www.bolt.eu*]

8.1 Select a concept from the information that is similar in meaning to *responsible tourism*. (1)

8.2 Explain the concept of *responsible tourism* by also referring to the words written on the tourist sign in the picture. (2)

8.3 Compile a three-point tourist code of conduct when travelling to any ONE of the responsible tourism destinations listed.

Include the name of the chosen destination in the answer. (4)

8.4 List any TWO eco-friendly transport options that may be available at responsible tourism destinations. (2)

8.5 Give THREE examples of how a tourist can support responsible tourism. (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 Study the information below and answer the questions that follow.

BRAZIL TO HOST COP30 CLIMATE SUMMIT IN THE AMAZON IN 2025



The United Nations has chosen Brazil to host the international climate meeting, COP30, in the Amazonian city of Belém in 2025, according to the country's president.

[Adapted from *www.cnn.com*]

9.1.1 Give the name for the acronym COP30. (2)

9.1.2 Explain the term *summit*. (2)

9.1.3 Discuss TWO positive economic impacts of the summit on the host country. (4)

9.1.4 Give TWO negative impacts for Brazil as the host of the summit. (4)

9.2 Name THREE other global events of international significance. (3)

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9.3 Study the table of arrival statistics below and answer the questions that follow.

COMPARING MARCH 2024 ARRIVAL STATISTICS					
SA's Top 10 Source Markets	**Arrivals in March 2019**	**Arrivals in March 2023**	**Arrivals in March 2024**	**% of March 2023**	**% of March 2019**
United Kingdom	44 772	36 811	41 896	113.7%	93.5%
United States	35 125	30 196	35 302	116,9%	100,5%
Germany	33 940	28 382	35 714	125,8%	105,2%
The Netherlands	10 364	9 247	9 591	103,7%	92,5%
France	17 451	10 862	11 915	109,6%	68,2%
Australia	9 320	8 150	7 953	97,5%	85,3%
India	7 046	5 302	5 203	98,1%	73,8%
Canada	7 148	5 608	6 217	110,8%	86,9%
Italy	4 305	2 900	3 609	124,4%	83,8%
Belgium	4 689	3 485	4 812	138,0%	102,6%

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

9.3.1 Identify the country with the following tourist arrivals to South Africa:

(a) The highest in 2024 (1)

(b) The lowest in 2024 (1)

9.3.2 State the type of market found in the countries in QUESTION 9.3.1. (2)

9.3.3 Identify TWO countries that showed a continuous drop in tourist arrivals between 2019, 2023 and 2024. (4)

9.3.4 Suggest ONE reason for the decrease in arrival numbers from the countries in the answer to QUESTION 9.3.3. (2)

[25]

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QUESTION 10

Study the picture below and answer the questions that follow.

CUSTOMER FEEDBACK



[Source: *www.shutterstock.com*]

10.1 Explain why a tourism business needs feedback from customers. (2)

10.2 Give THREE ways in which a tourism business can improve customer satisfaction after receiving negative feedback. (3)
[5]

TOTAL SECTION E: 30

TOTAL: 200

END

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GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

PREPARATORY EXAMINATION

2025

MARKING GUIDELINES

TOURISM (10870)

20 pages

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GAUTENG PROVINCE
Department: Education
REPUBLIC OF SOUTH AFRICA

AMENDMENT TO MARKING GUIDELINES - PREPARATORY EXAMINATIONS

THE CHIEF INVIGILATOR

SUBJECT / *VAK*	**TOURISM (ENGLISH VERSION ONLY)**
PAPER / *VRAESTEL*	**–**
DATE OF EXAMINATION	**26 SEPTEMBER 2025**

The errata for the Marking Guidelines of **TOURISM** has reference.

There was an OMISSION OF THE INTERNATIONAL CLOCK on the map in Question 2.1 of the **ENGLISH question paper**. This affected **Question 2.1.1** which carried 4 marks and **Question 2.1.7** which carried 5 marks. This matter was addressed at the Marking Standardisation Meeting. This adjustment pertains to the **English version** of the Marking Guidelines ONLY.

To ensure that candidates are not disadvantaged and prejudiced in any way, you are advised to please ask your educator(s) of Tourism to **ignore Question 2.1.1 AND Question 2.1.7** when marking.
In other words, the paper must be marked out of a total of 191 instead of 200 and then the learners' marks must be converted to a mark out of 200. E.g., Should a learner attain 124/191, then that mark is recalculated to 130/200.

Use the formula: $\frac{a}{191}$ **x** 100 = b. *Then,* $\frac{b}{100}$ **x** 200 = c

c is the mark that is entered into SASAMS ***out of 200****.*

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MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200	MARK OUT OF 191	MARK OUT OF 200
1	**1**	45	**47**	89	**93**	133	**139**	177	**185**
2	**2**	46	**48**	90	**94**	134	**140**	178	**186**
3	**3**	47	**49**	91	**95**	135	**141**	179	**187**
4	**4**	48	**50**	92	**96**	136	**142**	180	**188**
5	**5**	49	**51**	93	**97**	137	**143**	181	**190**
6	**6**	50	**52**	94	**98**	138	**145**	182	**191**
7	**7**	51	**53**	95	**99**	139	**146**	183	**192**
8	**8**	52	**54**	96	**101**	140	**147**	184	**193**
9	**9**	53	**55**	97	**102**	141	**148**	185	**194**
10	**10**	54	**57**	98	**103**	142	**149**	186	**195**
11	**12**	55	**58**	99	**104**	143	**150**	187	**196**
12	**13**	56	**59**	100	**105**	144	**151**	188	**197**
13	**14**	57	**60**	101	**106**	145	**152**	189	**198**
14	**15**	58	**61**	102	**107**	146	**153**	190	**199**
15	**16**	59	**62**	103	**108**	147	**154**	191	**200**
16	**17**	60	**63**	104	**109**	148	**155**		
17	**18**	61	**64**	105	**110**	149	**156**		
18	**19**	62	**65**	106	**111**	150	**157**		
19	**20**	63	**66**	107	**112**	151	**158**		
20	**21**	64	**67**	108	**113**	152	**159**		
21	**22**	65	**68**	109	**114**	153	**160**		
22	**23**	66	**69**	110	**115**	154	**161**		
23	**24**	67	**70**	111	**116**	155	**162**		
24	**25**	68	**71**	112	**117**	156	**163**		
25	**26**	69	**72**	113	**118**	157	**164**		
26	**27**	70	**73**	114	**119**	158	**165**		
27	**28**	71	**74**	115	**120**	159	**166**		
28	**29**	72	**75**	116	**121**	160	**168**		
29	**30**	73	**76**	117	**123**	161	**169**		
30	**31**	74	**77**	118	**124**	162	**170**		
31	**32**	75	**79**	119	**125**	163	**171**		
32	**34**	76	**80**	120	**126**	164	**172**		
33	**35**	77	**81**	121	**127**	165	**173**		
34	**36**	78	**82**	122	**128**	166	**174**		
35	**37**	79	**83**	123	**129**	167	**175**		
36	**38**	80	**84**	124	**130**	168	**176**		
37	**39**	81	**85**	125	**131**	169	**177**		
38	**40**	82	**86**	126	**132**	170	**178**		
39	**41**	83	**87**	127	**133**	171	**179**		
40	**42**	84	**88**	128	**134**	172	**180**		
41	**43**	85	**89**	129	**135**	173	**181**		
42	**44**	86	**90**	130	**136**	174	**182**		
43	**45**	87	**91**	131	**137**	175	**183**		
44	**46**	88	**92**	132	**138**	176	**184**		

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SECTION A

QUESTION 1

1.1	1.1.1	C ✓/To boost the tourism industry	MTP	
	1.1.2	B✓/00:00	MTP	
	1.1.3	A✓/Jet lag	MTP	
	1.1.4	D✓/Cholera	MTP	
	1.1.5	A✓/Drink lots of water.	MTP	
	1.1.6	B✓/Using overcrowded public transport and accommodation	MTP	
	1.1.7	C✓/€	FX	
	1.1.8	D✓/Table Mountain National Park	CH	
	1.1.9	B✓/Meteorite impact crater	CH	
	1.1.10	A✓/Maloti-Drakensberg Park	CH	
	1.1.11	C✓/Prison for anti-apartheid activists • D/Military base for training troops	CH	
	1.1.12	C✓/FTT	SR	
	1.1.13	C✓/Zimbabwe, Lesotho, Mozambique	DRI	
	1.1.14	D✓/environmental	SR	
	1.1.15	B✓/Sustainability	SR	
	1.1.16	B✓/Responsible tourism.	SR	
	1.1.17	B✓/Malls, designer stores and markets stalls	MTP	
	1.1.18	A✓/negative impact on the destination image of Africa.	DRI	
	1.1.19	B✓/An epidemic	DRI	
	1.1.20	D✓/Decide on an action plan	CC	(20)
	1.2.1	TBCSA ✓	M	
	1.2.2	ITB ✓	M	
	1.2.3	TOMSA ✓	M	
	1.2.4	Brand South Africa ✓	M	
	1.2.5	TGCSA ✓	M	(5)
	1.3.1	gross domestic product ✓	FX	
	1.3.2	weaker ✓	FX	
	1.3.3	scheduled ✓	MTP	
	1.3.4	adventure ✓	TA	
	1.3.5	wear their SPF sun block ✓	MTP	(5)

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1.4.1	G ✓	DRI	
1.4.2	C ✓	DRI	
1.4.3	E ✓	DRI	
1.4.4	B ✓	DRI	
1.4.5	A ✓	DRI	(5)

1.5.1	Parthenon ✓	TA	
1.5.2	Windmills ✓	TA	
1.5.3	Switzerland ✓	TA	
1.5.4	Mexico ✓	TA	
1.5.5	Jordan ✓	TA	(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 **Visual method: plotted first and then written out** MTP



10:00 + ✓ 0 hours ✓ (time difference) = 10:00 ✓

OR

Time in SA when phone call was received: 10:00 ✓✓✓✓ (4)

2.1.2 **Recommended vaccination:** MTP

Recommended vaccinations are just a precautionary measure to ensure the health of individual tourists and are optional. ✓✓

(**NOTE:** *choice can be expressed in various ways*)

- Recommended vaccinations are not a measure for high-risk diseases. (2)

2.1.3 Protect tourists from contracting diseases that are prevalent in certain regions ✓✓ MTP

- Ensuring the health of tourists
- Reducing the risk of transmission to local populations.
- Helps promote safe travel
- Maintains public health standards in both the tourist's home country and the destination. (2)

2.1.4 Valid passport ✓✓ MTP

- passport (2)

2.1.5 a) red channel ✓ MTP (1)

b) Dr Bach had more perfume than what is allowed ✓✓ MTP

- Only 50ml of perfume was allowed.
- Dr Bach had goods exceeding the duty-free allowance.
- To declare a laptop
- To declare sporting equipment
- Dr Bach had items to declare (2)

c) 100 ml perfume ✓ MTP (1)

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d) Items a tourist may enter the country with, provided the quantity or number of the items are within the allowed limits, then no money (duty) is paid on these items. ✓✓ MTP

- Certain consumable goods for personal use within the allowed quantities, will not have any extra fees (duty) paid on them, unless it exceeds the number or quantity specified as free of charge.
- New or used goods, excluding certain consumable goods, that travellers from international countries are entitled to import, up to a value of R5 000 per person without paying any duty or tax thereon. (2)

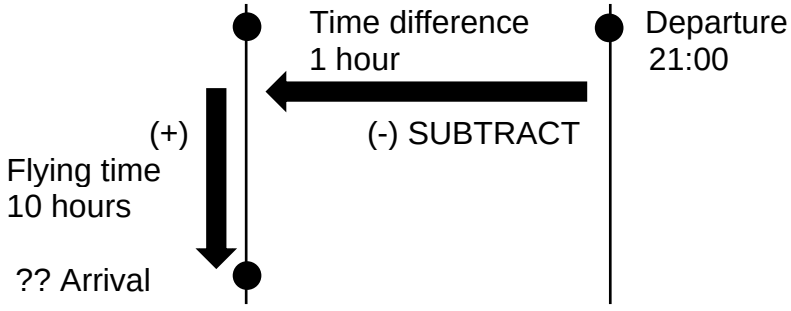
2.1.6 He had to not carry large sums of cash. ✓✓ MTP
He had to avoid a public display of expensive phones, cameras, jewellery and other valuables. ✓✓

- He had to keep valuable personal items safely locked away.
- He had to never leave his luggage unattended.
- He had to carry his wallet in an inside pocket and not in a back pocket.
- He had to move around and explore in a group.
- He had to exchange currency at a reputable FOREX retailer.
- He had to not talk to strangers.
- He had to be cautious of unauthorised assistance
- He had to make sure of his transport – only have made use of registered taxi companies.

NOTE: *Any other acceptable safety requirements relating to safety at the airport in SA.* (4)

2.1.7 **<u>Visual method: plotted first and then written out</u>** MTP

Zurich, Switzerland +1 South Africa +2
(No DST on 1 November)



21:00 – ✓1 hour ✓ = 20:00
20:00 (+ ✓) 10 hours flying time =
06:00 ✓ 2 November 2024✓

OR

06:00 ✓✓✓✓ 2 November 2024 ✓ (5)

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2.2 2.2.1 Transport ✓ MTP
Accommodation ✓
Attractions (natural and human-made) ✓
- Activities (at natural and human-made attractions)
- Meals and refreshments.
- Times or time frames (3)

2.2.2 A tour budget is a financial plan that outlines the estimated costs and expenses for a trip or tour. ✓✓ MTP
- It includes all the essential components of the travel experience, allowing travellers to manage their finances effectively and avoid most unexpected costs. (2)

2.2.3 MTP

	Example: Day 1	Day 2	Day 3
Calculations	Acc: R1 200,00 + Act: R600,00 + Food: R250,00	Acc: R1 500 + Trans: R1 800 + Act: R500 ✓	Act: R395 + Act: 900✓
Total	R2 050,00	R3 800,00 ✓	R1 295,00 ✓
Total Tour		R5 095,00✓✓	

(6)
[36]

QUESTION 3

3.1 3.1.1. United States Dollar ✓✓ FX (2)

3.1.2 USD 4 000 x ✓ 18,1765 ✓ FX
= ZAR 72 706,00 ✓

OR

ZAR 72 706,00✓✓✓

NOTE: *Do not penalise the learners if the currency code or symbol is not indicated because the currency is mentioned in the question.* (3)

3.1.3 ZAR 22 000 ÷✓ 18,5415 ✓ FX
= 1186.527519348489
= USD 1186,53 ✓

OR

USD 1186.53 ✓✓✓

NOTE: *Do not penalise the learners if the currency code or symbol is not indicated because the currency is mentioned in the question.* (3)

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3.2 Greater influx of inbound international tourists as South Africa will be seen as a value for money destination. ✓✓ FX
Tourists will find South Africa an affordable destination to visit. ✓✓
They will be able to buy more goods and services (greater buying power). ✓✓

- They will be able to stay longer because they will have more money to spend.
- They will receive more rand for their currency. (6)

[14]

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-Mount Fuji ✓ TA
B- Mecca ✓
- The Kaaba

C-The Blue Mosque ✓ (3)

4.1.2 Mount Fuji is sacred to the Japanese people. ✓✓ TA
- It is seen as the source of artistic inspiration.
- It has been the object of pilgrimage by the Japanese people for centuries.
- UNESCO recognises 25 sites of cultural interest within the Mount Fuji area.
- It has been declared by UNESCO as a cultural site
- It is a symbol of Japan (2)

4.1.3 The Hajj is an annual pilgrimage of Muslims which takes place during the twelfth month of the Islamic lunar calendar. ✓✓ TA
- Muslims circle the Kaaba anticlockwise seven times.
- Walking seven times between the hills of Safaa and Marwa
- To perform the symbolic stoning of the devil by throwing stones at three large pillars
- Pilgrims stand together, engage in devotion and seek forgiveness from Allah. (2)

4.1.4 Tiles covering the walls of its interior (inside) are mainly blue. ✓✓ TA
- Many domes and semi-domes above the prayer hall.
- Six tall minarets are iconic features dominating the Istanbul skyline.
- The two retiring rooms with balcony for the sultan to rest at the L-shaped raised platform inside the prayer hall where the sultan could pray is an innovation that appears at this mosque for the first time in Ottoman architecture.
- The mosque also has 260 windows giving natural light.
- There are calligraphic inscriptions and murals with floral motives on the walls (2)

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4.1.5 Increase in accommodation bookings, hotels, hostels, and other lodging facilities cater to millions of pilgrims. ✓✓ TA

- Increase in sales in the food and beverage industry, restaurants, cafes, and food stalls serve a wide range of cuisine.
- Increase in the use of public transportation, airlines, buses, and taxis that transport pilgrims to and from Mecca.
- Increase in souvenirs and shopping sales, Pilgrim's purchase souvenirs, gifts, and Islamic literature.
- Multiplier Effect is set in motion.
- The tourism industry in other cities and areas in the region benefit during the Hajj and pre- or post-Hajj tours too.
- Increased job opportunities during the Hajj

NOTE: *Accept any explanation relative to the positive impact of icon B on Saudi Arabia's economy.* (2)

4.1.6 All three icons are religious symbols. ✓✓ TA

- Have significance to specific religions.
- The faithful visit these holy and sacred places.
- There is a link between traditions, values and religious identity of the local cultures (2)

4.2 4.2.1 Country: India ✓ TA
Continent: Asia ✓

NOTE: accept without labelling and accept any order (2)

4.2.2 **Culturally significant to the Indian people** TA
The Taj Mahal is a symbol of eternal love, representing the deep bond between Shah Jahan and his wife, Mumtaz Mahal ✓✓

- It is an iconic example of Mughal architecture, blending Indian, Persian and Islamic styles.
- The Taj Mahal has become an instantly recognisable symbol of India, representing the country's rich cultural diversity and artistic heritage.
- It represents the golden age of Mughal rule in India.

Architectural (design) feature
The Taj Mahal is a mausoleum, which is a building constructed as a monument that encloses the burial chamber of a person who has died. ✓✓

- The Taj Mahal was built for the wife of emperor shah Jahan, who dies during the birth of one of their children.
- It is a spectacular structure that was constructed between 1631 and 1648.
- It is made of white marble, with semi-precious stones and floral designs
- It has four small minarets surrounding the structure, which is covered by a large dome.
- The building has a tomb, mosque and moonlight garden.
- Ottoman architecture (4)

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4.3 4.3.1 (a) Nepal ✓ TA
- China
- Tibet (1)

(b) Asia✓ TA (1)

4.3.2 Mount Everest is the highest point on earth's surface ✓✓ TA
- It is an icon in the world of mountain climbing.
- Relatively few people have managed to reach the summit and it is an achievement of note, where many have died trying.
- Mountain is 60 million years old. (2)

4.3.3 Minimise single-use plastics. ✓✓ TA
- Opt for reusable water bottles and refillable containers.
- Dispose of waste at designated collection points.
- Take shorter showers.
- Use biodegradable soap and eco-friendly products.
- Support eco-friendly lodges that practice rainwater harvesting and water-efficient toilets.
- Make use of solar panels.
- Stick to designated trails.
- Participate in clean-up treks and initiatives to help maintain the region's beauty and sustainability.
- Deposits for refuge removal upon return.
- Use of drones to collect or bring back garbage down the mountain.
- Conduct awareness campaigns
- Use of recycle bins (2)

[25]

QUESTION 5

5.1 5.1.1 A- Vredefort Dome ✓ CH
B- Robben Island ✓
C- iSimangaliso Wetland Park ✓
- iSimangaliso Wetland Park-Maputo National Park (3)

5.1.2 Natural ✓ CH (1)

5.1.3 **Vredefort dome** CH
It is the largest meteorite crater on earth ✓✓
- It is a remarkable well-preserved astrobleme, providing valuable insights into Earth's geological history.
- Epicentre of a meteor impact site (2)

5.1.4 Cape Floral Region Protected Areas. ✓ CH
- The Emergence of Modern Human Behaviour: The Pleistocene Occupation Sites of South Africa. (1)

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5.2 5.2.1 2024 ✓ CH (1)

5.2.2 Western Cape ✓ CH
- WC

KwaZulu-Natal ✓
- KZN (2)

5.2.3 (a) Diepkloof Rock Shelter ✓ CH (1)

(b) They demonstrate the emergence of modern human behaviour ✓✓ CH
- They provide insights into early human occupation and tool use.
- They showcase the region's rich cultural heritage.
- All three sites are underdeveloped as part of a World Heritage Site, only declared in 2024.
- All three are caves. (2)

[13]

QUESTION 6

6.1 Increase in international awareness of South Africa as a travel destination ✓✓ M
- Increase in annual volume of foreign arrivals to South Africa
- More money being spent in the country.
- Job opportunities/creation
- Contributes to GDP
- The Rand will become stronger against other currencies.

NOTE: *Accept any ONE explanation for why marketing South Africa internationally is important.* (2)

6.2 Bring together travel industry professionals, tour operators, travel agents and suppliers to facilitate business-to-business interactions. ✓✓ M
- Provide a platform for networking, partnerships, and collaborations among industry stakeholders.
- Highlight various destinations, tourism products, and services to attract potential buyers and partners.
- Launch new tourism products, services, and marketing campaigns to generate interest and drive sales.
- Foster relationships between buyers, sellers, and industry partners to drive business growth and expansion.
- Facilitate business opportunities for tourism businesses. (2)

6.3 TOMSA receives the 1% tourism levy collected by participating Tourism businesses ✓✓ M
- TOMSA pays a fixed percentage of the levies collected to SA Tourism for marketing purposes
- TOMSA ringfences a percentage of the levies as a collaborative fund for initiatives driven by levy contributors. (2)

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6.4 "In 2020, South Africa was a destination with close to 3.8 million international tourists." ✓✓ M

- "In 2020, South Africa was the most visited destination in Africa".
- "South Africa ranks amongst the most popular countries for tourists on the African continent."
- "Millions of tourists annually visit South Africa to see its beaches, landscapes, and wildlife."
- "As expected, the majority of tourists arriving in South Africa saw the country as a holiday destination."
- "Marketing a country like South Africa" (2)

6.5 Both platforms aim to promote tourism✓✓ M
Both platforms feature various travel destinations, highlighting their unique attractions, cultures, and experiences. ✓✓

- Both platforms offer travel-related products and services
- Both platforms use visual storytelling to showcase destinations with high quality images, videos, and virtual tours.
- Both platforms cater to travel enthusiasts, whether they are industry professionals, travel agents, or individual travellers.
- Both promote African products and services.
- Both owned and organised by SATourism.
- Both are open to the public.
- Both have business-to-business networking.
- Both held in South Africa. (4)

[12]

TOTAL SECTION C: 50

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SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1 The hotel may install low-flow shower heads that allow less water through. ✓✓ SR
The hotel may use the harvested rainwater to flush toilets instead of normal water supply. ✓✓
The hotel provides guests with water from its own onsite water-filtration site saving on bottled water usage. ✓✓

- The hotel may request guests not to have their linen washed daily but only on alternative days.
- The hotel may install low-flow dual flush toilets that use less water.
- The hotel may use energy star certified appliances.
- The hotel may maintain leaks to reduce water account.

NOTE: *Accept examples relevant to reducing water usage.* (6)

7.2 Recycle ✓ SR
Reduce ✓
Reuse ✓ (3)

7.3 Economic ✓ SR
Handiwork and artwork produced by the local villagers have been bought rather than outsourced. ✓

- Job creation for the local community
- Save on buying and transporting bottled water by having an onsite water-filtration facility.
- Save on having to buy and transport compost

Environmental ✓
The resort runs on 100% solar power. ✓

- The resort captures rainwater.
- The resort has its own onsite water filtration site to eliminate the use of single-use plastic bottles
- The resort practises recycling and re-using processes.
- The resort has a worm-based septic system.
- The resort grows its own herbs and vegetables.

Social ✓
Local villagers are employed at the resort and hotel. ✓

- The hotel supports the Rise Beyond the Reef Charity
- Supports women and children
- Promotion of the culture of the community (6)

[15]

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QUESTION 8

8.1. Green tourism ✓ SR
- Ethical adventures
- Ethical tourism
- Environmentally-friendly tourism
- Ethical wildlife experiences
- Responsible travel / Eco-friendly transport (1)

8.2 Responsible tourism is about enjoying the destination with minimal impact on the environment and about supporting the local communities and promoting cultural respect. ✓✓ SR
- Responsible tourism promotes sustainable travel practices that protect the natural environment and supports the local communities.
- Don't break or take plants.
- Don't litter.

NOTE: *Accept examples relevant to responsible tourism.* (2)

8.3 SR

Rwanda✓

Tourist Code of Conduct: Wildlife Conservation✓
Do not buy crafts or products made from endangered species. ✓
Do not feed or provoke the animals. ✓
- Keep on designated pathways.
- Move quietly not to disturb the gorillas in their natural habitat
- Follow the guidance of the park ranger when encountering the silverback male gorilla

OR

Norway or Switzerland

- Do not remove any natural item from the environment.
- Reduce your carbon emissions.
- Stay on designated paths.
- Book small tours to avoid the negative impact of mass tourism.
- Use eco-friendly transport.
- Recycle when possible.
- Choose environmentally-friendly accommodations. (4)

8.4 Cable cars ✓ SR
Bicycles ✓
- Electric trains
- Electric buses
- Climate neutral boats
- Electric trams
- Funicular railway
- Animal powered transport
- Human-powered transport (2)

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8.5 Tourists can support local communities by choosing locally owned accommodations. ✓✓ SR
Tourists should respect local cultures by learning about their customs and traditions. ✓✓
Reduce plastic waste by re-using water bottles, re-using shopping bags and containers. Avoid a single use. ✓✓

- Tourists should minimise energy and water consumption by conserving resources by turning off lights, air-conditioning and heating when not in use.
- Use sustainable modes of transport.
- Participate in responsible souvenir shopping.
- Participate in volunteering and community projects.
- Obtain permission from local community (photos/entry)
- Follow a responsible code of conduct. (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 30^{th} Conference of Parties ✓✓ DRI

- United Nations Climate Change Conference
- Climate Summit
- International climate meeting (2)

9.1.2 A summit is a meeting of global leaders to discuss issues of international significance and to reach amicable resolutions. ✓✓ DRI

- A conference where the presidents of countries and their entourage of representatives come together and meet, discussing items on an agenda of world importance. (2)

9.1.3 There would be infrastructural development that may include the improvement of roads, telecommunications, and electricity supply. ✓✓ DRI
There would be an increase in foreign exchange income as the global leaders would need to exchange foreign currency to buy goods and services during the summit session. ✓✓

- Some companies may invest in the host country.
- The multiplier effect would be stimulated as many businesses would benefit from the global summit.
- Upgraded venues will be leaving a legacy after the event.
- Temporary and permanent employment opportunities in the host country, especially in the host city Belém.
- Skills development for the local citizens involved with COP30.
- Increased tourism to the host country during and after the conference through family joining, extended stay and return visits.
- Global visibility or exposure due to media coverage of the meetings in the host country. (4)

9.1.4 The hiring of high-level security would be very expensive on the planning committee. ✓✓ DRI
There would be road closures, with congestion, overcrowding and a higher accident rate. ✓✓

- There could be terror attacks.
- It might take a long time for the country to pay off the debt incurred by the expenditure.
- High costs on venue rental, security, catering, and accommodation for delegates.
- Disruption of local businesses especially those in hospitality and tourism industry due to large influx of visitors.
- The increased demand for goods and services can lead to inflation making life more expensive for locals.
- Displacement of local residents having to make way for infrastructure development.
- Increased crime around venues where delegates congregate getting to and attending the conference. (4)

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- Protests and demonstrations by local citizens due to increased media coverage they want to utilise for their cause.
- Increased carbon footprint because of increased transport emissions for entourages, security teams, catering providers etc and because of other contributions.
- Waste management increases in volume and cost.
- Damage to local ecosystems due to local spectators, media personnel, security teams, conference suppliers etc converging for the summit
- Human rights concerns caused by increased security measures.
- Job loss after the summit affects the local Brazilian economies.

9.2 Comrades Marathon ✓ DRI
Wimbledon ✓
Olympics ✓
- Soccer World Cup
- Cricket World Cup
- G7 Summit

NOTE: *Any THREE global events organised, planned and held periodically.* (3)

9.3 9.3.1 (a) United Kingdom ✓ DRI
Belgium (based on 2024 % of March 2023)
Germany (based on 2024 % of March 2019) (1)

(b) Italy ✓ DRI
Australia (based on 2024 % of March 2023)
India (based on 2024 % of March 2019) (1)

9.3.2 Air markets ✓✓ DRI
- Source markets
- Overseas markets
- European markets
- Top 10 markets (2)

9.3.3 Australia ✓✓ DRI
India ✓✓ (4)

9.3.4 Marketing initiatives not focused enough on these markets ✓✓ DRI
- Less successful marketing campaigns
- Negative word-of-mouth
- Bad media publicity
- Enough air-access lacking
- Problems with travel document obtainment
- Post-COVID recovery strategy to still be fully successful for these markets. (2)

[25]

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QUESTION 10

10.1 Customer feedback assists a business to evaluate its strengths and weaknesses ✓✓ CC

- Customer feedback helps improve a business's products offered to meet the customers' expectations and needs.
- Feedback can maintain customer loyalty.
- Feedback helps to retain a competitive edge. (2)

10.2 Provide staff training workshops✓ CC
Employ more skilled employees ✓
Respond to complaints timeously. ✓

- Offer loyalty or rewards points.
- Address areas of concern.
- Manage social media reputation (3)

[5]

TOTAL SECTION E: 30

TOTAL: 200

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