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# basic education

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Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **SENIOR CERTIFICATE EXAMINATIONS/ NATIONAL SENIOR CERTIFICATE EXAMINATIONS**

**TOURISM**

**2022**

**MARKS: 200**

**TIME: 3 hours**



**This question paper consists of 30 pages.**

**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. In QUESTION 3.1, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

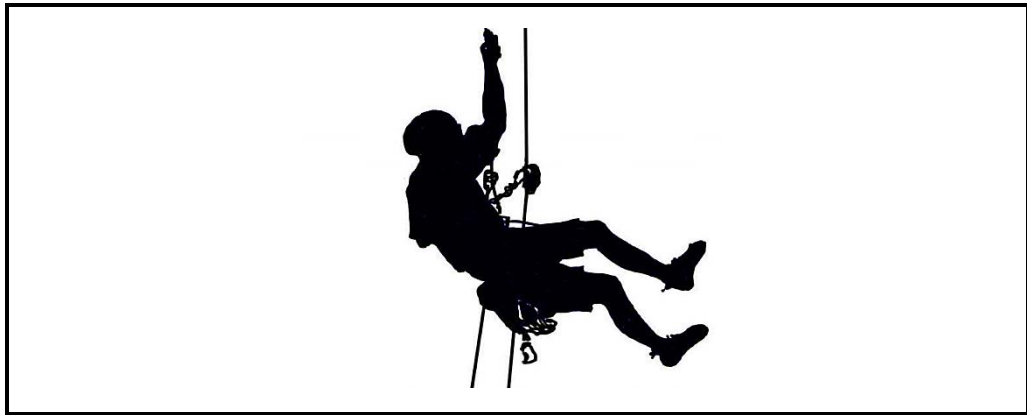
<b>SECTION</b>	<b>TOPICS</b>	<b>MARKS</b>	<b>TIME (minutes)</b>
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourism Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	<b>TOTAL</b>	<b>200</b>	<b>180</b>



**SECTION A: SHORT QUESTIONS****QUESTION 1**

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

1.1.1 The tourism concept which may appear in an itinerary describing the image below:



- A Destination
- B Route planning
- C Timed itinerary
- D An activity

1.1.2 The difference between jet lag and jet fatigue:

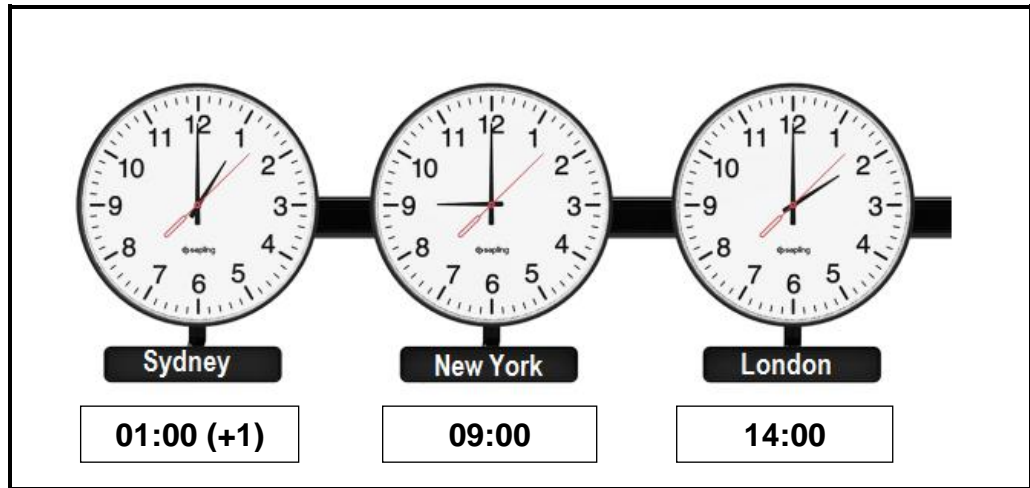
- A Jet lag is travel between two cities within a country and jet fatigue is travel between two cities in a neighbouring country.
- B Jet lag is tiredness due to crossing many time zones and jet fatigue is tiredness due to a long-haul flight.
- C Jet lag is stress on an aircraft caused by wind speed and jet fatigue is exhaustion during a flight due to the age of the plane.
- D Jet lag has limited or no side effects on passengers, while jet fatigue has many symptoms and may require hospitalisation.

1.1.3 Tourists now have the benefit of obtaining their foreign currency through this on-line method:

- A Forex
- B Stock exchange
- C Bitcoin
- D Banking app

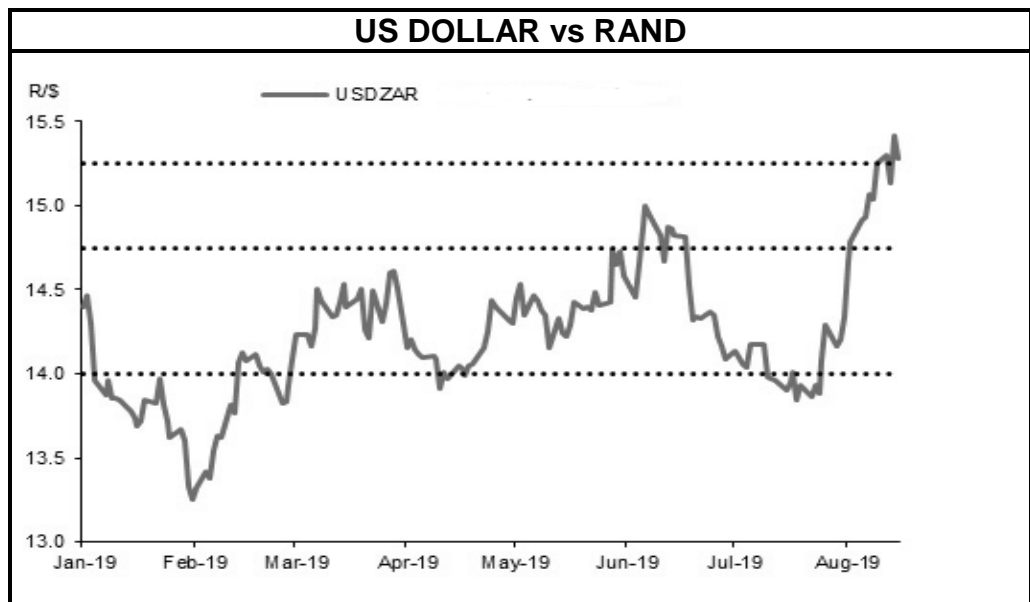


1.1.4 The time difference between London and New York:



- A 3 hours
- B 4 hours
- C 5 hours
- D 6 hours

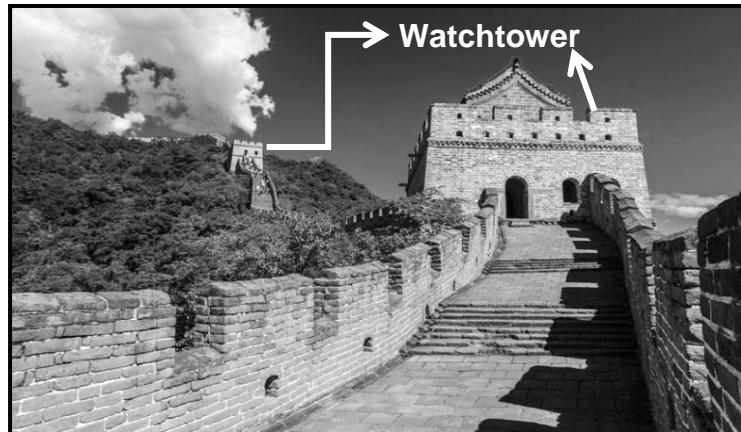
1.1.5 The term used to describe the trend shown in the graph below:



- A Daily fluctuation
- B Bank selling rate
- C Foreign currency
- D Bank buying rate



1.1.6 The picture below shows an ancient icon. Identify the ancient icon.



- A Berlin Wall
- B Great Wall of China
- C Sydney Opera House
- D Great Pyramids of Giza

1.1.7 uShaka Marine World caters for people with disabilities by ...

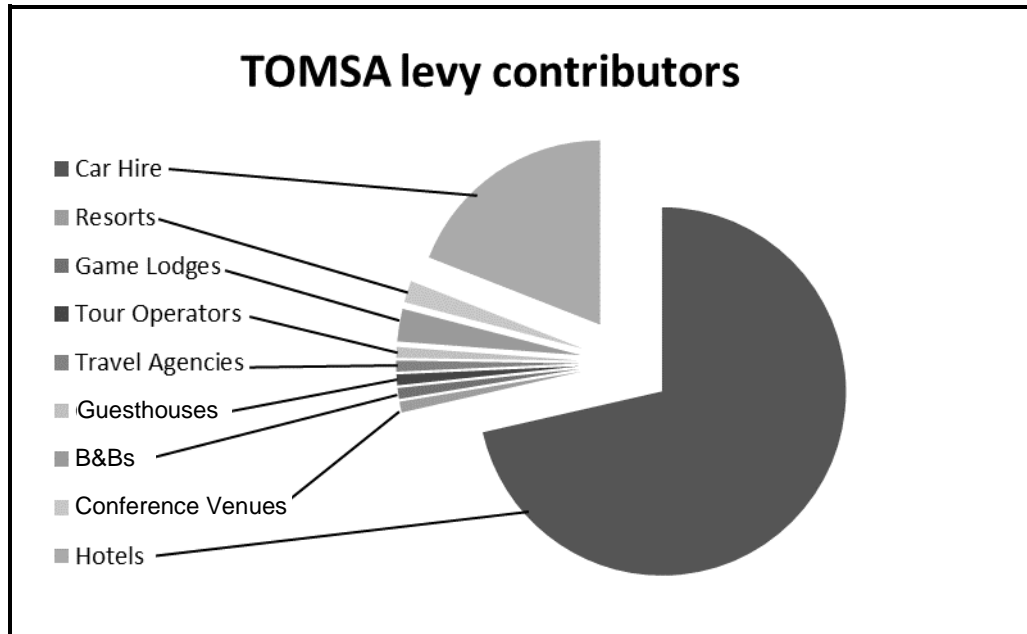
- A providing wheelchairs at the entrance.
- B terminating the services of incompetent staff members.
- C ensuring that all tourists have clean drinking water.
- D using sign language for the benefit of visually challenged tourists.

1.1.8 Declaring a new World Heritage Site in South Africa will ...

- A eliminate all poverty and unemployment in the local community.
- B give South Africa negative word-of-mouth advertising in the international community.
- C bring tourism infrastructure development to the local community.
- D cause other World Heritage Sites to close down.



1.1.9 The biggest contributors to the TOMSA levy:



- A Transport sector
- B Conference sector
- C Travel booking sector
- D Accommodation sector

1.1.10 The picture below shows a ... type of World Heritage Site.



- A natural
- B cultural
- C mixed
- D alien

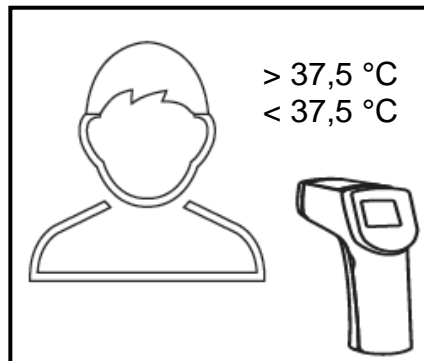


- 1.1.11 An example of how airlines support the local community located close to the airport:
- A Employ workers from a neighbouring province
  - B Import all their uniforms from foreign countries
  - C Give new computers to a local school
  - D Donate aircraft fuel to the local petrol stations
- 1.1.12 Sustainable tourism practices in Southern Africa are accredited by ...
- A FTT.
  - B SAA.
  - C BBR.
  - D USD.
- 1.1.13 A way in which a tourism destination can attract environmentally conscious tourists:
- A Subscribe to online sports magazines
  - B Advertise plastic packaging products on its website
  - C Donate money to international mining companies
  - D Publish their pledge to sustainable practices on their website
- 1.1.14 One of the provinces that receives the highest number of international visitors:
- A Northern Cape
  - B Free State
  - C Limpopo
  - D Gauteng
- 1.1.15 Night shift hours from ... can be considered to be fair working conditions.
- A 23:00 to 07:00
  - B 11:00 to 07:00
  - C 19:00 to 09:00
  - D 00:00 to 23:00
- 1.1.16 The code of conduct gives guidance on the expected ... at work.
- A behaviour
  - B payment
  - C leave
  - D benefits





- 1.1.17 When a customer with a temperature higher than ( $>$ )  $37,5\text{ }^{\circ}\text{C}$  enters a restaurant, the restaurant is compelled to take this action:



- A Send the customer to the ICU at the nearest hospital  
B Have a Covid-19 test done immediately  
C Refuse the customer entry into the restaurant  
D Get a booster vaccination immediately
- 1.1.18 A summit is a/an ... where matters of international significance are discussed.
- A political situation  
B unforeseen occurrence  
C gathering of heads of state  
D gathering of SADC ministers only
- 1.1.19 Tourists must be aware of these criminal activities when doing financial transactions online:
- A Their credit cards can be damaged or scratched.  
B Personal information can be stolen when using a cellphone.  
C Personal information can be stolen when paying cash for goods and services.  
D Personal information can be stolen when paying by cheque.



- 1.1.20 According to the statistics in the 'Spend' column below, visitors from ... are the biggest spenders when visiting South Africa.

<b>SOUTH AFRICAN SPEND AND ARRIVALS (2019)</b>		
<b>REGION</b>	<b>SPEND (IN RAND)</b>	<b>ARRIVALS</b>
Africa	34 431 514 535	6 602 000
Americas	11 780 832 483	533 000
Asia and the Pacific (APAC)	4 733 653 697	237 000
Australasia	2 490 378 950	128 000
Europe	30 465 971 781	2 400 000
Middle East	51 134 039	3 000
<b>GRAND TOTAL</b>	<b>83 953 485 482</b>	<b>9 903 000</b>

[Source: [www.statssa.gov.za](http://www.statssa.gov.za)]

- A Asia and the Pacific (APAC)  
 B Europe  
 C Africa  
 D Americas

(20 x 1) (20)

- 1.2 Choose ONE word/term from the list below to complete each of the following sentences. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

conference; positive; Limpopo; exhibitor; negative; Mpumalanga; Victoria Falls; buyer; Niagara Falls; adventure
--

- 1.2.1 Many ... tourists stay at a ski resort in the Black Forest.  
 1.2.2 Easy access to an attraction results in a ... visitor experience.  
 1.2.3 The Barberton Makhonjwa Mountains are located in ...  
 1.2.4 A foreign travel agent attends Africa's Travel Indaba as a ... to find newly opened luxury client accommodation.  
 1.2.5 Sheets of ice form over the ... in winter.

(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 passport.
- 1.3.1 Robben Island is classified as a (natural/cultural) World Heritage Site.
- 1.3.2 An increase in (volume/incentives) refers to higher visitor numbers to South Africa.
- 1.3.3 Successful tourist attractions in South Africa get their products mainly from (local/global) suppliers.
- 1.3.4 UNESCO criteria use a (metric/Roman) numbering system.
- 1.3.5 The city of Venice was built on many (islands/hills). (5 x 1) (5)
- 1.4 Choose a term in COLUMN B that matches the description of the 21<sup>st</sup> century technological innovations used to enhance tourists' experiences 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	A digital experience of a destination to be visited	A	biometric scanning
1.4.2	Using the World Wide Web and a smartphone to make online bookings and payments for multiple tourism products	B	e-Visa
1.4.3	Entering your hotel room using your fingerprint	C	virtual tour
1.4.4	A required electronic travel document	D	robotic housekeeping
1.4.5	A safe and secure room cleaning service in a hotel	E	internet
		F	laptop

(5 x 1) (5)



1.5


Travelling within South African borders has increased the risk of Covid-19 infection and transmission.

The Maharajah family in the picture below will be travelling from Durban to Johannesburg for their annual holiday. They will consider the safest transport option in order to prevent the risk of infection for their family. The cost of the transport and the time taken to travel is not an issue. It is all about the **safety** of the family.

Select FIVE transport options below that will be the safest for the Maharajah family. Write only the letters (A–H) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK.

(5)

## A New View on Leisure Travel



9 in 10

travellers will make decisions based on health and hygiene protocols when choosing a mode of transport to a destination.

<b>A</b> Hired car	<b>B</b> The Gautrain	<b>C</b> Luxury cruise liner
<b>D</b> Air travel	<b>E</b> Tram	<b>F</b> Sleeper coaches
<b>G</b> Own car (self-drive)	<b>H</b> Shosholozza Meyl	<b>I</b> Microlight aircraft

[Adapted from [www.advertising.expedia.com](http://www.advertising.expedia.com)]

**TOTAL SECTION A: 40**



**SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE****QUESTION 2**

2.1 Read the information below and answer the questions that follow.

Words marked with an asterisk (\*) are explained in the glossary on the next page.

<b>NEW TOURISM TRENDS</b>	
<b>INSTA-TRAVEL*</b>	
<p>Today travellers can instantly broadcast their fun tourism experiences to the masses via Instagram. A new tourism trend is emerging where tourists want to visit these destinations they have seen posted on Instagram. One such place is a little gem tucked away here in South Africa called Old MacDoodle's Farm (@old_macdoodle's_farm) in the Western Cape.</p>	
	<p><b>MY STORY</b></p> <p>I am Brie Hart, a Spanish national, and I live in Madrid. I am a celebrity vlogger* and an Instagram influencer*. Insta-travel is my favourite thing to do, so follow me as I travel to Old MacDoodle's Farm near Cape Town, South Africa. My flight departs at 15:00 on 10 November 2021. And I don't even require a visa!</p> <p>I will stay for four nights and return to Madrid on 15 November 2021. I will travel economy class and stay in one of the Airstream trailers*. It sounds so exciting; I cannot wait to share my trip to South Africa with you on my Insta-post* on Instagram.</p>
<b>ABOUT US</b>	
<p>Old MacDoodle's Farm is part caravan park and part designer farm lodge. This little farm, located in a beautiful mountainous part of the Elgin Valley near Cape Town, is a perfect place to unwind. Old MacDoodle's Farm offers unique accommodation, such as the Airstream trailer units that are permanent caravans on the farm at R1 895 PPPN, as well as comfortable glamping*-style tents.</p> <p>Just an hour out of Cape Town and set amongst apple trees, Old MacDoodle's Farm offers open spaces, mountain paths, a lake and plenty of outdoor activities.</p> <p>Enjoy a delicious farmhouse breakfast in the restaurant, served daily from 06:00 to 10:00, or choose to take a pre-packed breakfast on an early morning hike up one of the many mountain paths. There are open spaces to wander about, appreciate nature, record and share your videos.</p>	



<b>OUTSIDE VIEW OF THE TRAILERS</b>	
	
<div style="border: 2px solid black; padding: 10px; display: inline-block;"> <h2 style="margin: 0;">AIRSTREAM TRAILERS</h2> </div>	
<b>INSIDE VIEW OF TRAILER 1</b>	<b>INSIDE VIEW OF TRAILER 2</b>
	

[Adapted from [www.oldmacdaddy.co.za](http://www.oldmacdaddy.co.za)]

<b>GLOSSARY</b>	<b>EXPLANATION</b>
Celebrity vlogger	A person who posts a video on social media platforms and has a large following on these platforms
Instagram influencer	A person who has the ability to convince people to follow their opinions and behaviour on social media platforms, such as Instagram
Insta-travel	Travel with the purpose of taking photos or videos to post on Instagram
Insta-post	A post on Instagram
Airstream trailers	An American brand of caravans that has all the luxuries of a hotel room
Glamping	Luxury outdoor accommodation in tents

- 2.1.1 (a) Complete the sentence: Brie is a ... type of tourist. (2)
- (b) Give ONE reason for your answer to QUESTION 2.1.1(a). (2)
- 2.1.2 State ONE characteristic of Old MacDoodle's Farm as a destination that would suit Brie's client profile. (2)



- 2.1.3 Give TWO reasons why Brie chose to stay in the Airstream trailer on the farm. (4)
- 2.1.4 Calculate the total cost of Brie's accommodation for four nights. (2)
- 2.1.5 The underlined words or phrases in the itinerary below are incorrect, as it does not contain sufficient and relevant information.

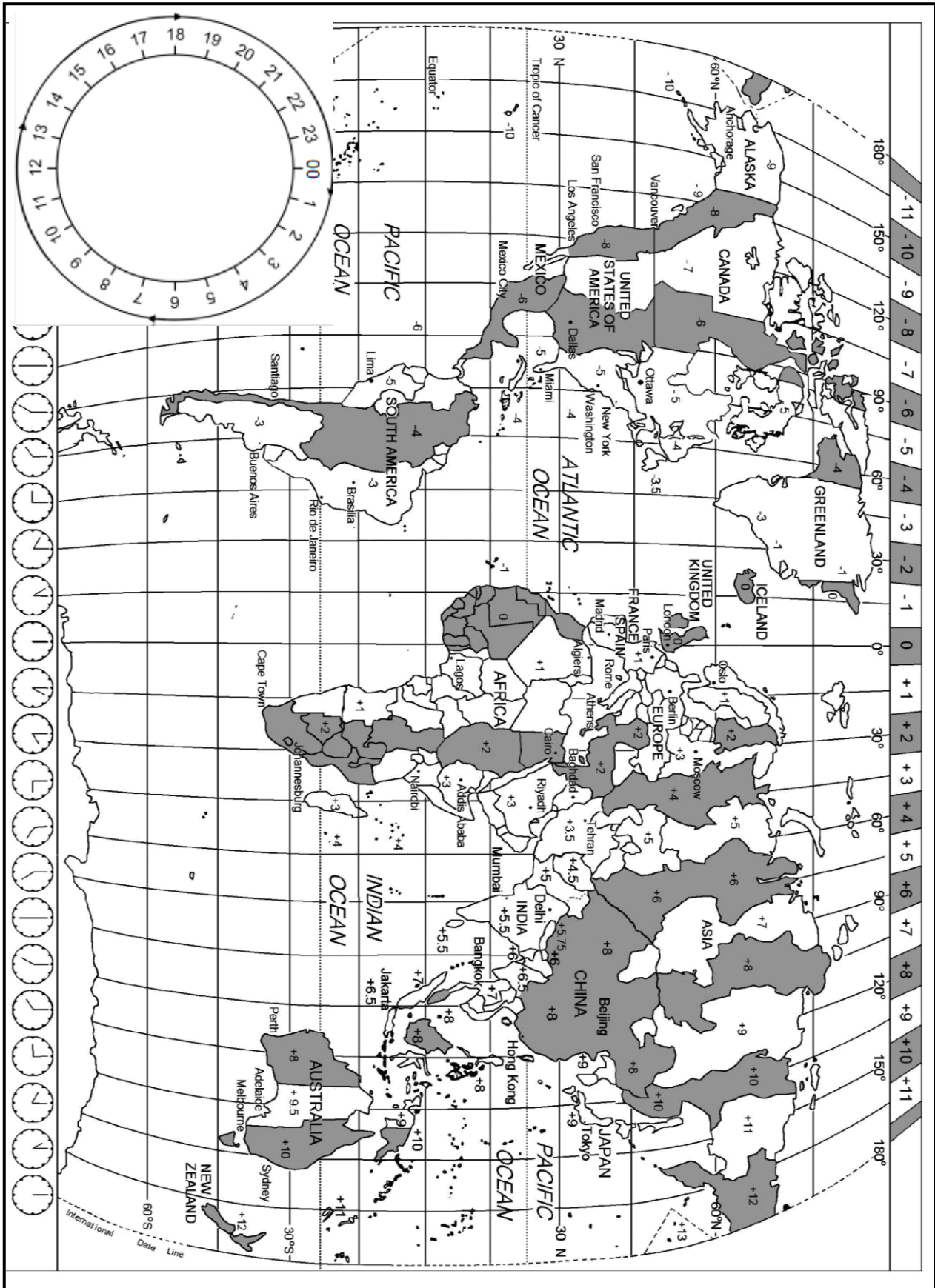
**DAY 2:**

Wake up early, have breakfast, after breakfast take photos in your room. A 2 hour long guided mountain hike that starts at 14:00 from the restaurant.

- Rewrite the Day 2 entry in Brie's itinerary in order to supply all the relevant information she might need. (4)
- 2.1.6 Recommend ONE way in which Old MacDoodle's Farm can improve their technology to meet the requirements of their Insta-travellers. (2)
- 2.1.7 Name ONE compulsory travel document Brie would require for her trip to Cape Town. (2)
- 2.1.8 Brie has specialised camera equipment that she wants to take to Cape Town.
- Give her information on how the airline will transport the equipment to the final destination. (2)



2.2 Study the World Time Zone map and the travel information given and answer the questions that follow.





<b>MIRATIS AIRLINE</b>		✈️ <b>Outbound, Madrid to Cape Town</b>		
<b>Wednesday 10 November 2021</b>		<b>Seat number: 20A</b>		
B777 MI 142				
<b>MADRID</b>	<b>CAPE TOWN</b>	<b>Economy Class</b>	<b>Business Class</b>	<b>First Class</b>
15:00	11 hours 	From EUR479.22	From EUR1 669.22	From EUR3 787.22
	?			

- 2.2.1 (a) Give the flight number for Brie's flight to Cape Town. (2)
- (b) Brie has been allocated seat 20A on the aircraft.

Explain what the letter 'A' refers to regarding the location of her seat on the aircraft. (2)

- (c) Explain ONE reason why Brie must consider the weather conditions when packing her bags for the trip to Cape Town. (2)

- 2.2.2 After spending four nights at Old MacDoodle's Farm, Brie will return to Madrid.

Brie's return flight lands in Madrid at 17:00 on 15 November 2021.

- Calculate the time and date she departs South Africa. (6)

- 2.3 Read the information below and answer the question that follows.

<b>THE LAUNCH OF A GLOBAL COVID-19 PASSPORT FOR TOURISM</b>
Global tourism was the hardest hit by Covid-19, causing all movement of people to be restricted. The only solution to restarting global tourism was to have proof of a vaccination in the form of a global Covid-19 passport. The global Covid-19 passport is an additional compulsory health document to be presented with the normal passport and other travel documents.
[Source: Own text]

Do you think the global Covid-19 passport will restore international travel?

Give TWO reasons for your opinion.

(4)  
[38]



**QUESTION 3**

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

RAND/EURO EXCHANGE RATE TABLE			
COUNTRY	CURRENCY CODE	BBR	BSR
Italy	EUR	17,12	17,88


3.1.1 A South African tourist is on his way to Italy. He goes to a foreign exchange bureau at OR Tambo International Airport. He has R50 500 to exchange for euro.

Calculate how much he will receive in euro. (3)

3.1.2 On his return to South Africa, the tourist goes to a foreign exchange bureau at OR Tambo International Airport and exchanges EUR200.

Calculate how much he will receive in rand. (3)

3.2 Read the information below and answer the questions that follow.



The following announcement appeared on the SARS website on 30 September 2020:

**'Opening of ports of entry for international movement of persons and goods'**

The President of South Africa, Cyril Ramaphosa, on 16 September 2020, announced that travel into and out of South Africa for business, leisure and other purposes will be allowed with effect from 1 October 2020.

[Source: [www.sars.gov.za](http://www.sars.gov.za)]

3.2.1 This announcement was good news for the cruise liner companies.

State TWO ways in which the return of the cruise liner companies to South African ports will contribute to foreign income earnings for South Africa. (2)

3.2.2 Discuss TWO ways in which the above announcement and the return of the cruise liner companies will positively impact on the GDP growth in South Africa. (4)

[12]



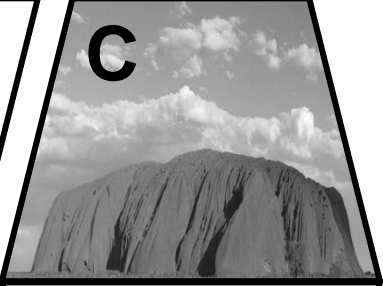
**TOTAL SECTION B: 50**



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

**QUESTION 4**

4.1 Study the pictures and descriptions of world icons below and answer the questions that follow.

<b>WORLD ICONS</b>		
<div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;">A</div>  <p style="text-align: center;">Limestone; statue; ancient structure; near the Nile River; close to the Pyramids; Pharaoh</p>	<div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;">B</div>  <p style="text-align: center;">Stone and marble; bell tower; church square; unstable soil; Roman style</p>	<div style="font-size: 2em; font-weight: bold; margin-bottom: 10px;">C</div>  <p style="text-align: center;">Sandstone; monolith; colour changes; desert; Aboriginal people</p>
[Source: Own creation]		

4.1.1 Redraw the table below in your ANSWER BOOK.

Give the name and the country for icons **A**, **B** and **C**.

ICON	NAME OF ICON	COUNTRY
<b>A</b>		
<b>B</b>		
<b>C</b>		

(6)

4.1.2 Identify the natural icon in the pictures above.

Write only the letter next to the question number in the ANSWER BOOK. (2)



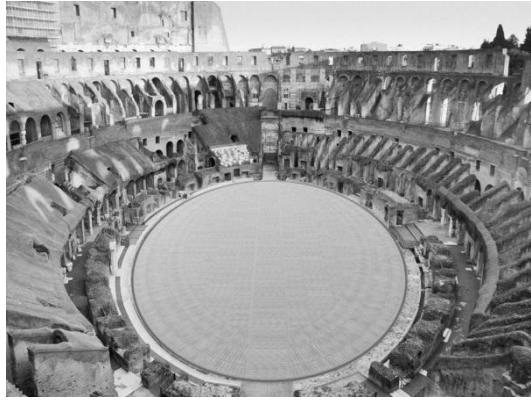
4.1.3 Describe ONE unique feature of icon **C** which attracts many tourists. (2)

4.1.4 Explain ONE way in which icon **A** is linked to the Pharaohs (kings). (2)

4.1.5 State ONE characteristic that forms part of the name of icon **B** that makes it a tourist attraction. (2)



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

<b>NEW FLOOR FOR THE COLOSSEUM</b>	
	
<p>The current arena inside the Colosseum</p>	<p>Design of the renovated arena floor of the Colosseum</p>
	
<p>The remains of the original wooden arena floor of the Colosseum were removed by archaeologists (historical scientists) in the 19<sup>th</sup> century. It uncovered all the rooms and tunnels underneath the floor where gladiators (warriors) and animals were kept.</p> <p>In 2021 the government decided to rebuild the wooden floor, which will allow tourists to walk to the centre of the arena where gladiators stood 2 000 years ago. The floor will be made of wooden planks that can be turned (rotated) to open up and let light and air into the underground areas or that can be closed to block out rain. A rainwater collection system will reduce the water load on the floor and the rainwater will be used in the public bathrooms. The new floor will protect the structures and tunnels below from further damage.</p> <p>The renovations are expected to be completed by 2023 and will allow for the hosting of cultural events in the arena.</p> <p>The Colosseum had received a record 7,6 million visitors in 2019 before the worldwide Covid-19 pandemic significantly reduced visitor numbers.</p>	
<p>[Adapted from <a href="http://www.bbc.com">www.bbc.com</a>]</p>	




- 4.2.1 Name the city and the country where the renovations to the Colosseum are taking place. (2)
- 4.2.2 Many people are divided on whether to conserve or upgrade these ancient sites.
- Argue ONE point in favour of:
- (a) Conserving the site (keep it in its original state) (2)
- (b) Modernising the site (upgrade and improve) (2)
- 4.2.3 The Colosseum received a record number of 7,6 million visitors in 2019.
- State ONE way in which the visitor numbers in 2019 is an indication of the Colosseum as a successful tourist attraction. (2)
- 4.2.4 Discuss TWO ways in which the renovations at the Colosseum will incorporate (include) sustainable and responsible management plans. (4)
- 4.2.5 In view of the Covid-19 pandemic, explain TWO reasons why installing the floor before 2023 can be considered a wise decision. (4)

**[30]**

**QUESTION 5**

5.1 Read the information below and answer the questions that follow.

<b>UNESCO'S PROCESS FOR DECLARING WORLD HERITAGE SITES</b>	
	
<b>1</b>	A site that a country intends to nominate is first added on the Tentative List (temporary suggested sites).
<b>2</b>	Countries complete a nomination file including features, management and protection measures put in place.
<b>3</b>	UNESCO sends back suggestions to improve the nomination and the status of the site remains 'Under Consideration'.
<b>4</b>	A UNESCO committee makes a decision after having visited and evaluated the suggested site.
<b>5</b>	UNESCO usually announces the newly-declared World Heritage Sites in July and adds the sites to their website.
[Adapted from <a href="http://edition.cnn.com">edition.cnn.com</a> ]	

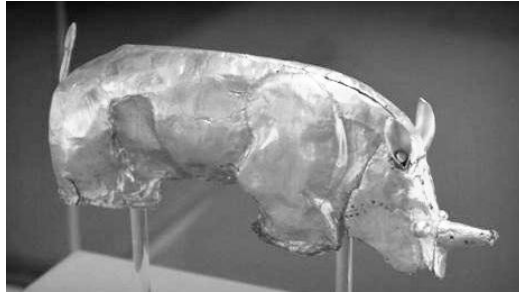
- 5.1.1 Give the total number of World Heritage Sites declared by UNESCO in South Africa. (2)
- 5.1.2 Name ONE World Heritage Site that stretches across provincial borders in South Africa. (2)
- 5.1.3 Discuss TWO ways in which UNESCO is involved in the declaration of World Heritage Sites. (4)



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

5.2.1

**Mapungubwe Cultural Landscape**



[Source: [www.unesco.org](http://www.unesco.org)]

Explain ONE reason why the golden rhino is significant.

(2)

5.2.2

**Richtersveld Cultural and Botanical Landscape**



[Source: [www.unesco.org](http://www.unesco.org)]

Explain ONE reason why the hut made by the Nama people is significant.

(2)  
[12]



**QUESTION 6**

Study the information below and answer the questions that follow.

<b>PARTICIPATION IN ITB</b>	
 <b>ITB</b> BERLIN	The World's Leading Travel Trade Show
 <i>Inspiring new ways</i>	
<b>9–13 March 2022</b>	
<b>The ITB</b> South African Tourism (SATourism) participates in the ITB (Internationale Tourismus-Börse) in Berlin every year. The ITB brings together professionals and key players from the global tourism industry.	<b>Participation information</b> <ul style="list-style-type: none"> <li>• 10 000 companies and organisations</li> <li>• Representing over 180 countries</li> <li>• Exhibitions in 26 halls</li> <li>• South Africa's exhibition is in Hall 20 at Stand 138.</li> </ul>
<b>The South African delegation</b> Fifty tourism product owners formed part of the South African delegation (group attending). The delegation included small tourism businesses and emerging entrepreneurs from across nine provinces representing South Africa's uniqueness and cultural diversity.	<b>Marketing South Africa</b> ITB offers a platform to boost marketing efforts. South Africa is positioned as safe, affordable, value-for-money with a variety of breath-taking experiences. Top decision-makers and experts from around the world attend the ITB.

[Adapted from [www.southafrica.net](http://www.southafrica.net)]

- 6.1 Name the host country of the ITB Berlin. (2)
- 6.2 From the information above, give ONE reason why SATourism participated in ITB Berlin 2022. (2)
- 6.3 Discuss ONE way in which SATourism would have ensured that there was a geographic spread of South African product owners at ITB Berlin. (2)
- 6.4 Explain ONE reason why the South African brand logo pictured above was displayed at all 50 tourism exhibitions at ITB Berlin 2022. (2)

**[8]**

**TOTAL SECTION C: 50**





**SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**

**QUESTION 7**

Study the infographic below and answer the questions that follow.

**NOTHING SUCCEEDS LIKE THE APPEARANCE OF SUCCESS**

Presenting a professional image in the tourism industry says that you are confident, credible, trustworthy and approachable. Positive impressions are created and reflected by the FOUR main contributors below.

Practised with consistency and commitment, these contributors are guaranteed to help employees build trust, credibility and career advancement.

**FOUR MAIN CONTRIBUTORS TO POSITIVE IMPRESSIONS**

Positive impression

---

**2**

**3**

**4**

**1**

**HOTEL RECEPTION**

**6**

**Example**

**5**

[Source: Own creation]



7.1 Complete the sentences in QUESTION 7.1.1(a)–(e) by matching pictures 1–5 to the FOUR main contributors in the infographic on the previous page.

EXAMPLE: Picture 6 matches contributor 'Appearance'.

- 7.1.1 (a) Picture 1 matches contributor ...  
 (b) Picture 2 matches contributor ...  
 (c) Picture 3 matches contributor ...  
 (d) Picture 4 matches contributor ...  
 (e) Picture 5 matches contributor ... (5 x 1) (5)

7.1.2 Discuss TWO ways in which the unacceptable appearance of employees at work can negatively impact business profitability. (4)


7.1.3 Read the statement below.

A job applicant should change his/her normal appearance when going for an interview and align his/her appearance to the company's profile.

Justify TWO points which reflect your opinion on the statement above. (4)

7.2 Josephine, a young entrepreneur, is planning to start a beauty salon. She has asked for your advice in helping to get the business started.

Respond to Josephine's questions, QUESTION 7.2.1 and 7.2.2, below.



7.2.1 Why should my business have a logo?

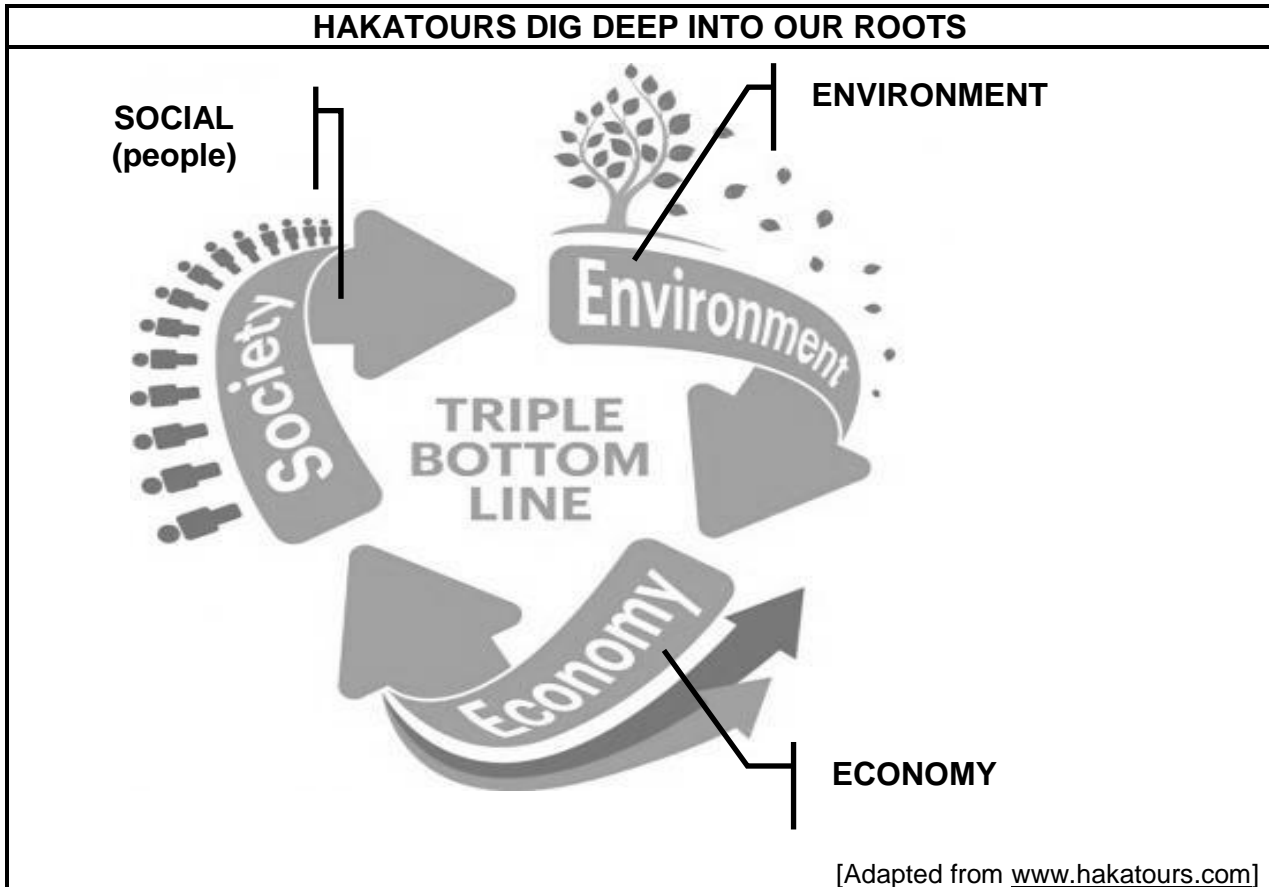
7.2.2 What factors must I consider when choosing the name of my business?

(4)  
[17]



**QUESTION 8**

Study the information below and answer the questions that follow.



Hakatours is a sustainable tour operator specialising in activities that involve tourists in sustainable tourism practices. The tour operator advertises on their website that they practise the triple bottom line in their daily business operations.

One of the activities Hakatours offers for environmentally conscious tourists is for each tourist to plant an indigenous tree on the company's farm. The tourists can choose the type of tree they want to plant. The tourists receive a certificate with the exact map reference to where the tree has been planted.

Hakatours uses photographers from the local community to take pictures of the planting activity. The photographers also print and frame the photos and sell them to the tourists. The photo frames are made of dry wood taken from alien (not indigenous) trees previously found on the farm.

[Source: Own creation]



- 8.1 Write down ONE word from the title above that refers to both the environment and the community. (1)
- 8.2 Explain what Hakatours mean by practising 'the triple bottom line'. (2)
- 8.3 Give TWO reasons why Hakatours only allow the planting of indigenous trees. (4)
- 8.4 Write down THREE of Hakatours' sustainable activities and match ONE of the three pillars of the triple bottom-line approach to EACH. (6)
- [13]**

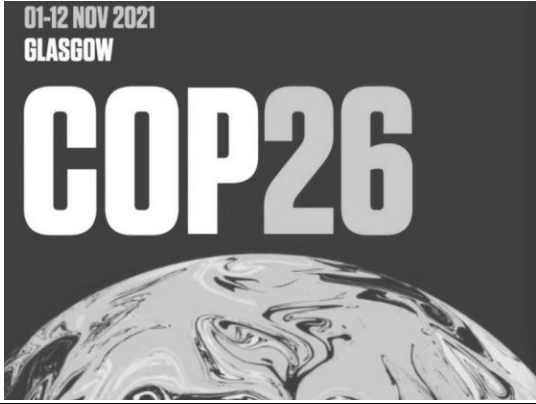
**TOTAL SECTION D: 30**



## 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.

<b>CONFERENCE OF THE PARTIES (COP26)</b>	
	
<p>COP26 was postponed in 2020 due to the Covid-19 pandemic. In November 2021, the 26<sup>th</sup> Conference of the Parties on Climate Change took place in Glasgow (Scotland). It was chaired by the United Kingdom in partnership with Italy.</p> <p><b>Youth4Climate Driving Ambition (September 2021 in Milan, Italy)</b>            Four hundred young participants met the representatives from 40 countries and had a discussion with both the Italian and the British governments. The ideas and proposals that emerged in Milan were included in the Youth4Climate Manifesto. This document was then sent to representatives of all the countries that attended COP26 in Glasgow.</p> <p>COP26 supports a green and resilient (strong) recovery of the global tourism industry that promotes sustainable growth and job creation.</p> <p style="text-align: right;">[Adapted from <a href="https://ukcop26.org">https://ukcop26.org</a>]</p>	

9.1.1 Scotland is part of the United Kingdom.

Choose TWO other countries that also form part of the UK from the following: England, Greece, Ireland, Wales. (2)

9.1.2 Discuss TWO advantages of Scotland hosting COP26 for the neighbouring countries chosen in QUESTION 9.1.1. (4)

9.1.3 Explain TWO reasons why the youth was involved in COP26 through the Milan gathering in September. (4)



- 9.2 9.2.1 Explain TWO reasons why the Covid-19 pandemic is regarded as the main reason for postponing the conference in 2020. (4)
- 9.2.2 Explain THREE ways in which the organisers had to ensure the protection of all delegates against Covid-19 at COP26 in 2021. (6)
- 9.3 Delegates attending COP26 in Glasgow, Scotland, had many options to pay for their goods and services.





[Adapted from [www.fsp.com](http://www.fsp.com)]

- 9.3.1 Identify the type of technology for payment common in ALL the pictures above. (1)
- 9.3.2 State ONE disadvantage of using this type of technology in QUESTION 9.3.1. (2)
- 9.3.3 Apart from the technology in the pictures above, suggest TWO ways in which customers at COP26 can pay for goods and services. (2)
- [25]**



**QUESTION 10**

Study the information below and answer the questions that follow.

<b>CUSTOMER FEEDBACK AT THE HOTEL IS VITAL</b>	
<b>Picture 1</b>	<b>Picture 2</b>
	

[Source: Own creation]

- 10.1
As the manager of a hotel, select the level of customer satisfaction from Picture 1 you would like to see most often in feedback from guests.
(1)
- 10.2
Give ONE reason for your answer to QUESTION 10.1.
(2)
- 10.3
Refer to Picture 2. Explain ONE way in which managers can use the feedback from customers to the advantage of the hotel.
(2)

**[5]**

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**

