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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2019

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 QUESTIONS 3.2 and 3.3, round off your answer to TWO decimal places.
5. Show ALL steps for the 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.

SECTION	TOPIC	MARKS	TIME (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

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 A family of four, two adults and two children, with a budget of R1 000,00 for transport, needs to travel from Durban to Cape Town to attend a wedding.

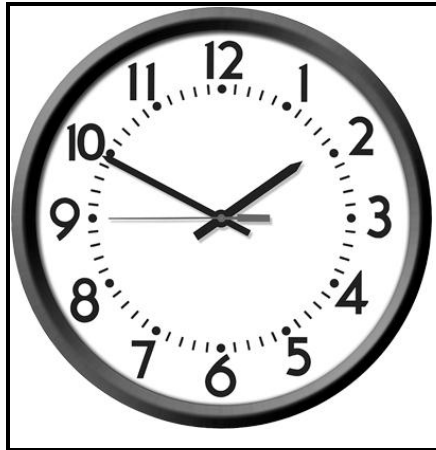
The most suitable mode of transport for the family according to their budget:

- A Car rental
- B Cruise liner
- C Aircraft
- D Train

- 1.1.2 The difference between jet lag and jet fatigue:

- A Jet lag is when the aircraft lags behind the other aircrafts due to delays during take-off, while jet fatigue is the tiredness of the aircraft due to it being a long-haul flight.
- B Jet fatigue is the disorientation of passengers after a long-haul flight over many time zones, while jet lag is physical tiredness experienced after a long-haul flight over a few or no time zones.
- C Jet lag is caused when passengers do not exercise enough during the flight, while jet fatigue is caused when passengers drink too many carbonated drinks during the flight.
- D Jet lag is the disorientation of passengers after a long-haul flight over many time zones, while jet fatigue is physical tiredness experienced after a long-haul flight over a few or no time zones.

- 1.1.3 The time indicated in the picture below, rewritten according to the 24-hour clock format, is ...



- A 14h50.
B 14:10 pm.
C 13:50.
D 13:10.
- 1.1.4 A type of marketing strategy used during shows and concerts where the audience records their experiences and share them with friends on social media platforms:
- A Digital advertising
B Print media advertising
C Face-to-face advertising
D Billboard advertising
- 1.1.5 This instruction is part of the fire safety evacuation procedure displayed in a multistorey hotel:
- A Exit in the lifts only.
B Exit via the stairs only.
C Gather all your belongings.
D Gather at the reception desk.
- 1.1.6 The traditional activity that is part of Spanish history and culture:
- A Bullfights
B Martial arts
C Kickboxing
D Wrestling
- 1.1.7 Regarded as the holiest city in the Islamic religion:
- A Istanbul
B Tehran
C Mecca
D Lagos

- 1.1.8 A symbol of division between East and West Germany during the Cold War:
- A Wailing Wall
 - B Berlin Wall
 - C Vietnam Wall
 - D Western Wall
- 1.1.9 A factor contributing to the success of a SANParks nature reserve:
- A Tiled pathways at the attraction
 - B Unpredictable weather patterns
 - C Accreditation by Avis car hire
 - D Brochures available on the attraction
- 1.1.10 The biodiversity hotspot with the highest concentration of plant species in the world:
- A ǀKhomani Cultural Landscape
 - B Cape Floral Region
 - C Mapungubwe Cultural Landscape
 - D Robben Island
- 1.1.11 One of the rules in the code of conduct that crew members on a cruise ship must follow:
- A May be absent from safety drills.
 - B Guests are allowed in crew areas.
 - C May refuse blood alcohol content testing.
 - D Crew members must be punctual at all times.
- 1.1.12 To ensure the item in the picture below adds to the identity of an upmarket guesthouse, the ...



- A word 'Soap' must be removed.
- B packaging must be uniquely branded.
- C contents must be re-used by other guests.
- D tourists must bring their own bars of soap.

1.1.13 An increase in tourist arrivals causing traffic congestion is a sign of ...

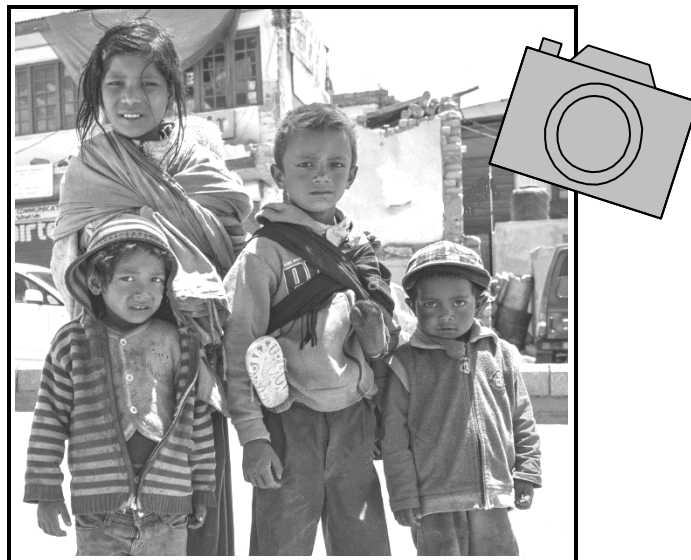
- A responsible tourist behaviour.
- B good tourism infrastructure.
- C mass tourism.
- D ecotourism.

1.1.14 For good environmental management practices in a nature reserve the park employees should remove all ...

- A alien plants.
- B indigenous flora.
- C local wildlife.
- D volcanic rocks.

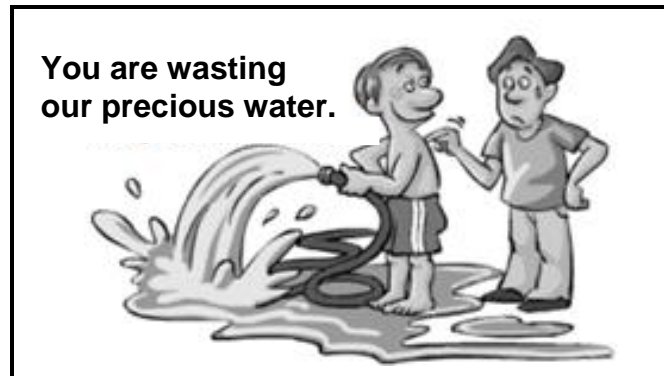
1.1.15 Some tourists exploit locals during their visits despite claiming to be responsible tourists.

A guideline for a responsible tourist taking photographs of the local people:



- A Have photographs of the locals published in newspapers, highlighting their difficult situation.
- B Ask permission from the local people before taking photographs of them.
- C Take protected cultural items as souvenirs rather than photographs.
- D Take photographs of children only, especially those who seem homeless.

- 1.1.16 Cape Town almost faced 'Day Zero' during the water crisis in 2018. This resulted in ...



- A a significant increase in visitor numbers to Cape Town.
B tourists taking more baths than showers to save water.
C a major event planned for Cape Town being cancelled.
D the authorities prohibited the selling of bottled water.
- 1.1.17 The global event that took place in Rio de Janeiro in 2016 is due to take place in ...



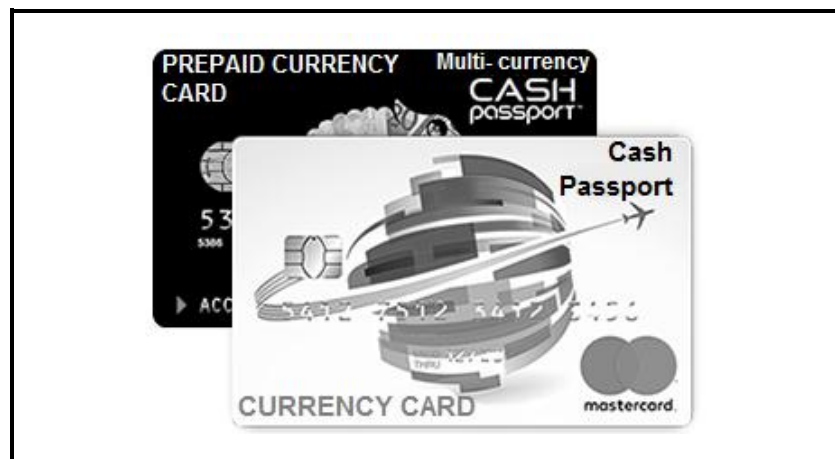
- A 2019.
B 2020.
C 2021.
D 2022.
- 1.1.18 The 2019 shootings at a mosque in Christchurch in New Zealand can be considered a/an ...
- A accident.
B suicide bombing.
C act of terror.
D protest action.

1.1.19 The image below is associated with customer ...



- A experiences.
- B needs.
- C preferences.
- D profiles.

1.1.20 The reason why tourists use the card below when travelling internationally:



- A The card is preloaded using the exchange rate of the day it was purchased on and cannot fluctuate.
- B The card is accepted by street vendors because they prefer cash transactions.
- C The tourist has to wait six weeks for the currency on the card to be replaced when stolen.
- D The card can be loaded with one currency and will work in one country only.

(20 x 1) (20)

- 1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

Wimbledon; COP25; Tour de France; Olympic Games;
G7 Summit; Comrades Marathon; FIFA World Cup

- 1.2.1 A cycle race attracting sports enthusiasts from all over the world
- 1.2.2 An annual tennis championship
- 1.2.3 An annual gathering of countries to discuss climate change
- 1.2.4 The 45th meeting of heads of state held in Biarritz, France, in August 2019
- 1.2.5 An annual sporting event held in KwaZulu-Natal (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 Tuberculosis is an (airborne/waterborne) disease tourists must be made aware of when travelling in high-risk areas.
- 1.3.2 Passengers entering the customs area at an international airport have to (confiscate/declare) restricted goods in their possession.
- 1.3.3 South Africans travelling to destinations in the Northern Hemisphere in December should pack (summer/winter) clothes.
- 1.3.4 In the Netherlands the (windmills/gondolas) attract visitors daily.
- 1.3.5 A currency exchange rate sheet contains figures indicating the (code/value) of other currencies in terms of the local currency. (5 x 1) (5)

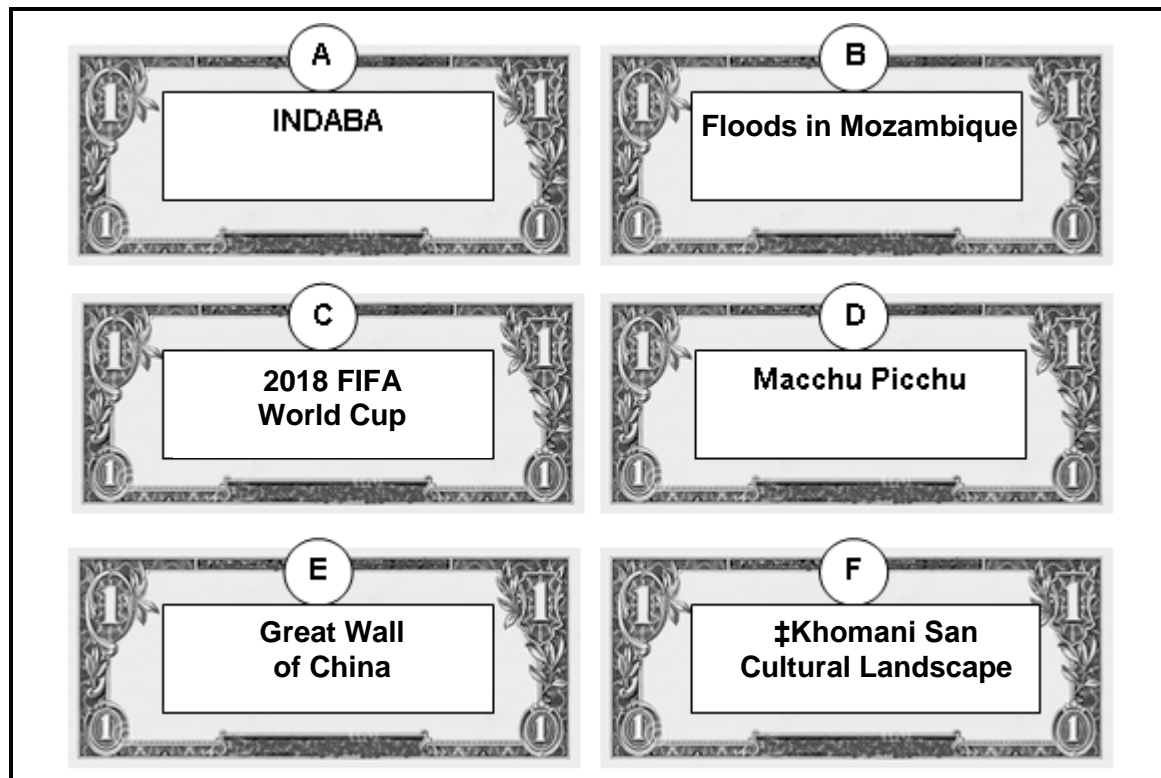
- 1.4 Choose the term from COLUMN B that matches the professional image of staff on a cruise liner in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Front office staff must ensure that their nails are well manicured.	A	personal hygiene
1.4.2	A hostess at the captain's banquet (formal dinner) is required to wear formal evening clothes.	B	social skills
1.4.3	The gym trainers are required to have regular showers to freshen up.	C	communication skills
1.4.4	The entertainment crew must put a smile on the passengers' faces.	D	trendsetting
1.4.5	The first officer makes an announcement over the intercom system to inform passengers of safety regulations.	E	grooming
		F	dress code

(5 x 1)

(5)

- 1.5 Identify the following event/icon/World Heritage Site that matches the financial impact that is described below. Write only the letter (A–F) next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, e.g. 1.5.6 G.



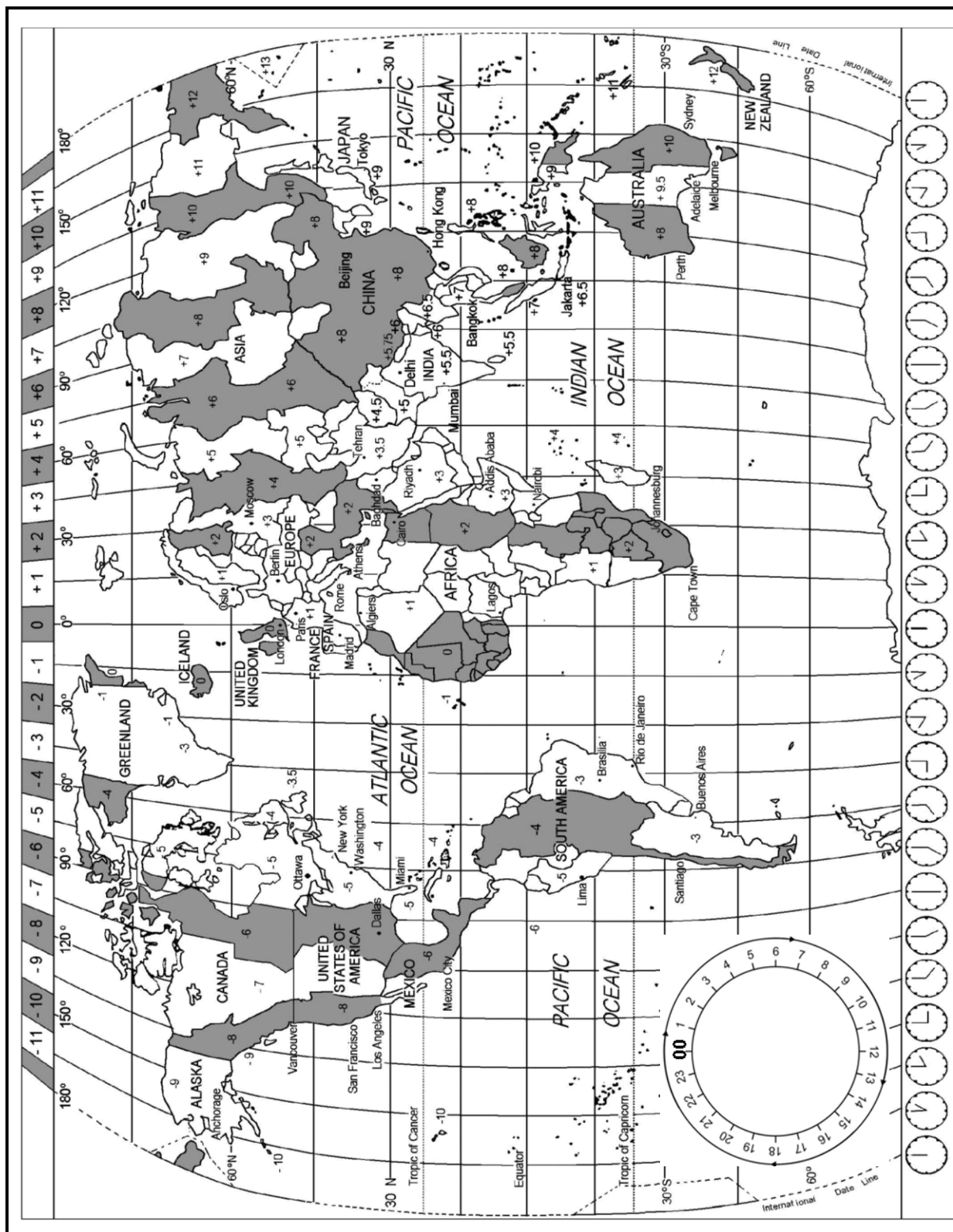
- 1.5.1 Entrance tickets of US\$20 per tourist generate US\$6 million per year for Peru.
- 1.5.2 US\$14,5 billion was contributed to the GDP of Brazil when this event was hosted.
- 1.5.3 50% of the profit of a new rest camp in the Kgalagadi Transfrontier Park will go towards the local community.
- 1.5.4 Durban, the host city, received approximately R60 million in direct revenue by hosting this event.
- 1.5.5 Loss of revenue at the Indian Ocean coastal destinations caused by Cyclone Idai.

(5 x 1) (5)

TOTAL SECTION A: 40

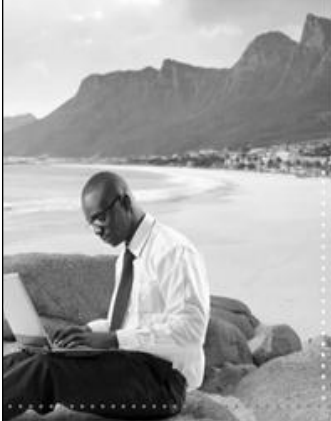


SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE**QUESTION 2**

Study the World Time Zone map below that will be used for QUESTION 2.2.



2.1 Read the information to answer the questions that follow.

Brandon is a photo journalist for a travel magazine. He often has to travel for his job. Brandon needs to travel to Germany for four days and his company has given him a choice between Airbnb or a multi-graded hotel for the duration of his business trip. His company has allowed him to extend his time in Germany for two more days for a holiday, which he has to pay for himself. He will use Uber as a means of transport.

<p>'Bleisure' tourism</p> <p>A growing trend in business travel where business travellers combine business and leisure in one trip by extending the business trip to explore the destination. They sometimes bring their family or a travel partner along. The leisure part of the trip is usually financed by themselves and not by the company.</p>		<p>Airbnb</p> <p>An online accommodation platform (booking site) that connects home owners who want to rent their homes to people who are looking for accommodation.</p> <p>For travellers:</p> <p>Travellers search for and book accommodation online using the Airbnb app.</p>
	<p>Uber</p> <p>A smartphone app that allows tourists to hire the services of private car owners.</p> <p>For travellers:</p> <p>Uber is a convenient, inexpensive and safe taxi service. With the tap of a button on any smartphone, the closest driver fetches a client within minutes and transports him/her to his/her destination.</p>	<p>MULTIGRADED HOTEL</p> <p>★★★★★ → ★★★★★ → ★★★★★ → ★★★★★ → ★★★★★ →</p>  <p>Multigraded hotel</p> <p>The latest trend in hotels is to have multigraded floors. This type of accommodation is popular amongst business tourists due to the availability and accessibility of the latest technology.</p>

[Source: www.stfalcon.com]

2.1.1 Give ONE reason why Brandon is a bleisure tourist. (2)

2.1.2 (a) Refer to the information on accommodation above and give ONE reason why Brandon has opted for the multigraded type of accommodation for the business part of his trip. (2)

(b) Brandon's company has booked him into the 5-star level of the hotel. Unfortunately, Brandon cannot afford to remain on the same floor for the holiday leg of his trip, and he does not want to move to other accommodation in the area.

Suggest ONE way in which Brandon can solve his accommodation problem according to his budget. (2)

2.1.3 Brandon has to apply for a Schengen work visa for his trip to Germany.

- (a) Give ONE reason why Brandon would have to apply for a work visa and not a holiday visa for his trip. (2)
- (b) Name ONE document from his workplace that Brandon should attach to his visa application form. (2)

2.1.4 Refer to the picture below and answer the questions that follow.

NEW TRAVELLER TREND: AUGMENTED REALITY (AR)

Augmented reality

A new technology that allows a tourist to access information on facilities available in the area in real time (immediately).

Augmented reality is made possible by the use of the internet, a smartphone and an app allowing the tourist to access information.

Brandon has downloaded an augmented reality app onto his smartphone in order to use augmented reality.

AUGMENTED REALITY IN ACTION



[Source: www.guytech.com]

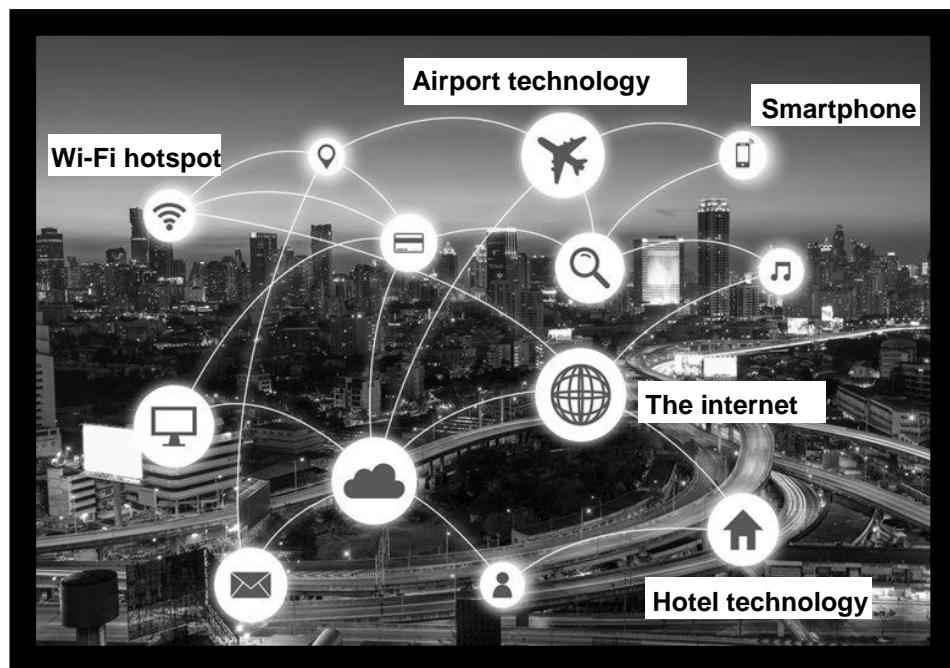
- (a) In the picture above, identify ONE financial service Brandon can access through the augmented reality app. (2)
- (b) State ONE benefit for Brandon of using the augmented reality app during his trip. (2)

- 2.1.5 If Brandon chose NOT to use Uber, name the document he would require if he were to drive in Germany. (2)
- 2.1.6 Refer to the picture and information below and answer the question that follows.

WHAT IS THE 'INTERNET OF THINGS' (IoT)?

The Internet of Things includes everything that is connected to the internet. The term is used to refer to devices, appliances and other 'things' that connect to the internet, sending and receiving data.

These devices, appliances and other 'things' are capable of 'talking to' or interacting with one another. The technology allows devices to be controlled or monitored remotely (from a distance). An example would be an airline communicating updated information about flights to passengers.



[Source: www.revfine.com]

- In a paragraph, discuss THREE ways in which Brandon will use the Internet of Things (IoT) to suit his needs as a bleisure tourist. (3 x 2) (6)

2.2 Study the cartoon and text below and answer the questions that follow.

MANDISA AND BONGWA'S TRAVEL PLANS

Frame 1

Mandisa, I am departing from Bangkok to Beijing at 05:00 on 7 October. My flight is 5 hours long.

Frame 2

Well Bongwa, I am going to London during summer. I depart from OR Tambo International Airport at 20:00 on 21 October. My flight is 11 hours long.

Frame 3

London is practising DST during your visit!!! What is the time difference between South Africa and London during this time?

[Own source. Illustrations by Nehum Pillay.]

- 2.2.1 Calculate the time and date Bongwa will arrive in Beijing. (6)
- 2.2.2 Calculate the time and date Mandisa will arrive in London. (8)
- 2.2.3 (a) Give the answer to Bongwa's question in FRAME 3. (1)
- (b) Give ONE reason for your answer to QUESTION 2.2.3(a). (2)

[39]

QUESTION 3

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

Mrs Fortuin is going on her first European tour and she will include a visit to her company's office in Brussels. She goes to a foreign exchange bureau requesting information on forex.

FOREIGN EXCHANGE RATES			
Rand per foreign currency unit			
Currency	Code	Bank Selling Rate	Bank Buying Rate
EURO	EUR	16.65	15.72



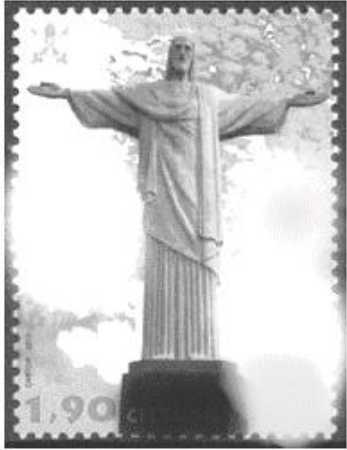


- 3.1 Explain to Mrs Fortuin why banks and foreign exchange bureaus use a BBR and a BSR. (2)
- 3.2 Mrs Fortuin will carry €500 in cash and load €1 250 onto her credit card for the European tour.
- 3.2.1 Calculate how much she will pay in rand to receive €500.
- NOTE:** Round off your answer to TWO decimal places. (3)
- 3.2.2 Calculate how much she will need to pay in rand for €1 250.
- NOTE:** Round off your answer to TWO decimal places. (3)
- 3.3 On Mrs Fortuin's return to South Africa she has a €5 000 gift voucher from her office friends in Brussels.
- Calculate how much she will receive in rand.
- NOTE:** Round off your answer to TWO decimal places. (3)

[11]**TOTAL SECTION B: 50**

SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING**QUESTION 4**

- 4.1 Grant and Amy have just returned from a world tour. Below are the postage stamps of the countries they had visited.

Study the information below and answer the questions that follow.

POSTAGE STAMPS FROM GRANT AND AMY'S ADVENTURES	
A	B
	
C	D
	
E	
	

[Source: www.collection.com]


- 4.1.1 Identify the icons (**A–E**) and the countries visited by the couple during their holiday.

Write down only the name of the icon and the country next to the letters (A to E) in the ANSWER BOOK.

(10)

- 4.1.2 (a) State ONE characteristic that makes icon **B** world-famous. (2)
- (b) Explain why icon **E** was originally constructed (built). (2)
- 4.1.3 The couple was informed that when visiting icon **D**, they could also visit another attraction in this country.
- (a) Name the attraction commonly known as the playground for the rich and famous. (2)
- (b) Name ONE popular water-based activity that they can participate in at the attraction in QUESTION 4.1.3(a). (2)

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

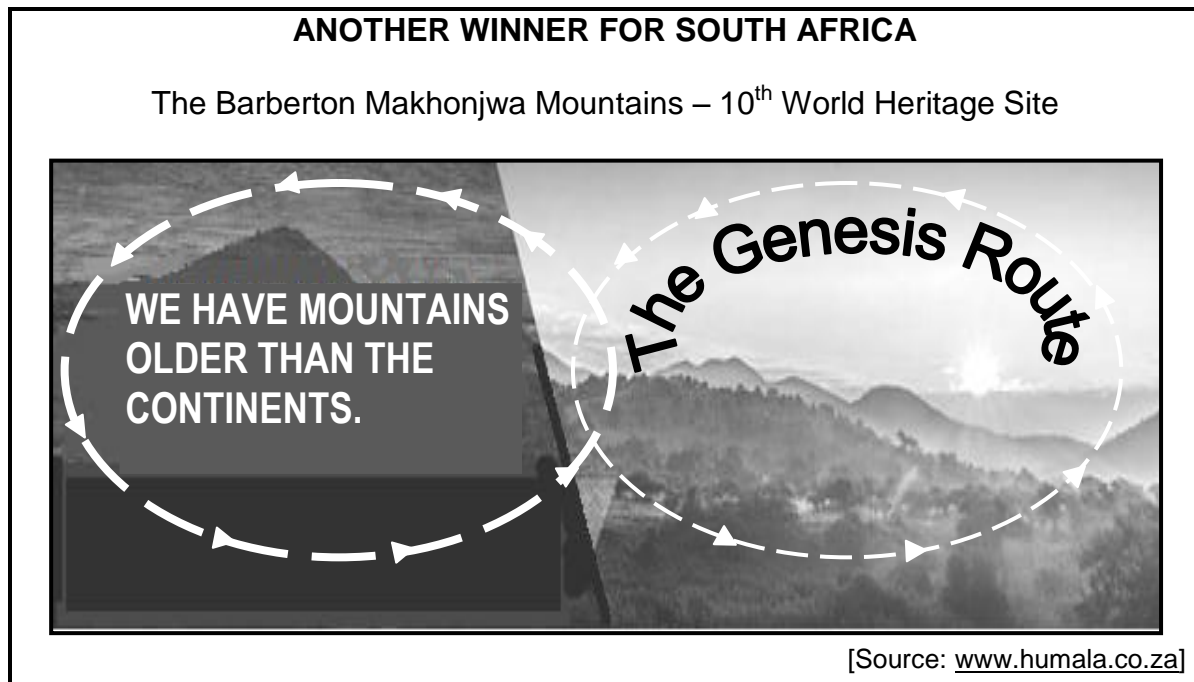
MYSTERY OF THE FLOATING MARKETS	
	<p>The floating markets are famous for its colourful traders selling products to shoppers along crowded river canals. For years the markets have been a hub for trading and socialising.</p> <p>However, many locals are concerned over the continued existence of the floating markets. One of the contributing factors is that the younger generation prefer to work in a more formal environment as opposed to following a traditional agricultural lifestyle.</p> <p>The locals also prefer to use land-based transport away from the river canals.</p> <p>The Thai government wants to preserve (maintain) and sustain the floating markets.</p> <p>[Adapted from www.wonders of the world.co.za]</p>

- 4.2.1 Explain ONE reason why the floating markets provide a unique shopping experience for tourists. (2)
- 4.2.2 Discuss ONE way in which land-based transport has negatively impacted on the floating markets. (2)
- 4.2.3 Suggest TWO reasons why the Thai government wants to sustain the floating markets. (4)

[26]

QUESTION 5

Refer to the picture below and answer the questions that follow.



5.1 Identify the province where the 10th World Heritage Site is located. (2)

5.2 Discuss TWO reasons why tourists are encouraged to follow the Genesis Route when visiting the Barberton Makhonjwa Mountains World Heritage Site. (4)

5.3 The flash floods in February 2019 caused major road closures between Badplaas and Barberton. The poor condition of roads due to flooding resulted in a decline in tourism in this province.

Explain how the poor condition of roads can negatively impact on visitor numbers on the Genesis Route.

(4)
[10]

QUESTION 6

Refer to the example of the accommodation invoice below and answer the questions that follow.

Redcliff Manor		INVOICE		
	131 Bennet Ave	Date: 1 May 2019 Invoice No: 23569		
	Phone: 031 293 1030			
	Fax: 031 293 0123			
	E-mail: redcliffm@change.co.za			
Guest				
Mr B Brand				
PO Box 2546 Johannesburg E-mail: bertb@hithe.co.za				
Guests	Description	Room type	Nights	Total
1	Accommodation	Single	1	R1 000,00
	Question 6.1 ???			R10,00
<i>Thank you for staying with us</i>				Sub-total R1 010,00 15% VAT R151,50 Total R1 161,50 Total due R1 161,50 Paid R1 161,50

- 6.1 Mr Brand queried (asked about) the amount of R10 added to his accommodation invoice.

Explain to Mr Brand the reason for the additional R10 on his invoice. (2)

- 6.2 The receptionist informed Mr Brand that the money is not used by the hotel but is given to SATourism.

Explain to Mr Brand the THREE processes followed to get the money to SATourism. (6)

- 6.3 Explain how money collected from guests like Mr Brand will be used to support EACH of the following three core functions of SATourism:

6.3.1 Marketing South Africa internationally as a tourism destination of choice (2)

6.3.2 Maintaining and enhancing the standard of facilities and services for tourists (2)



6.3.3 Coordinating the marketing activities of role-players in the industry (2)

[14]

TOTAL SECTION C: 50

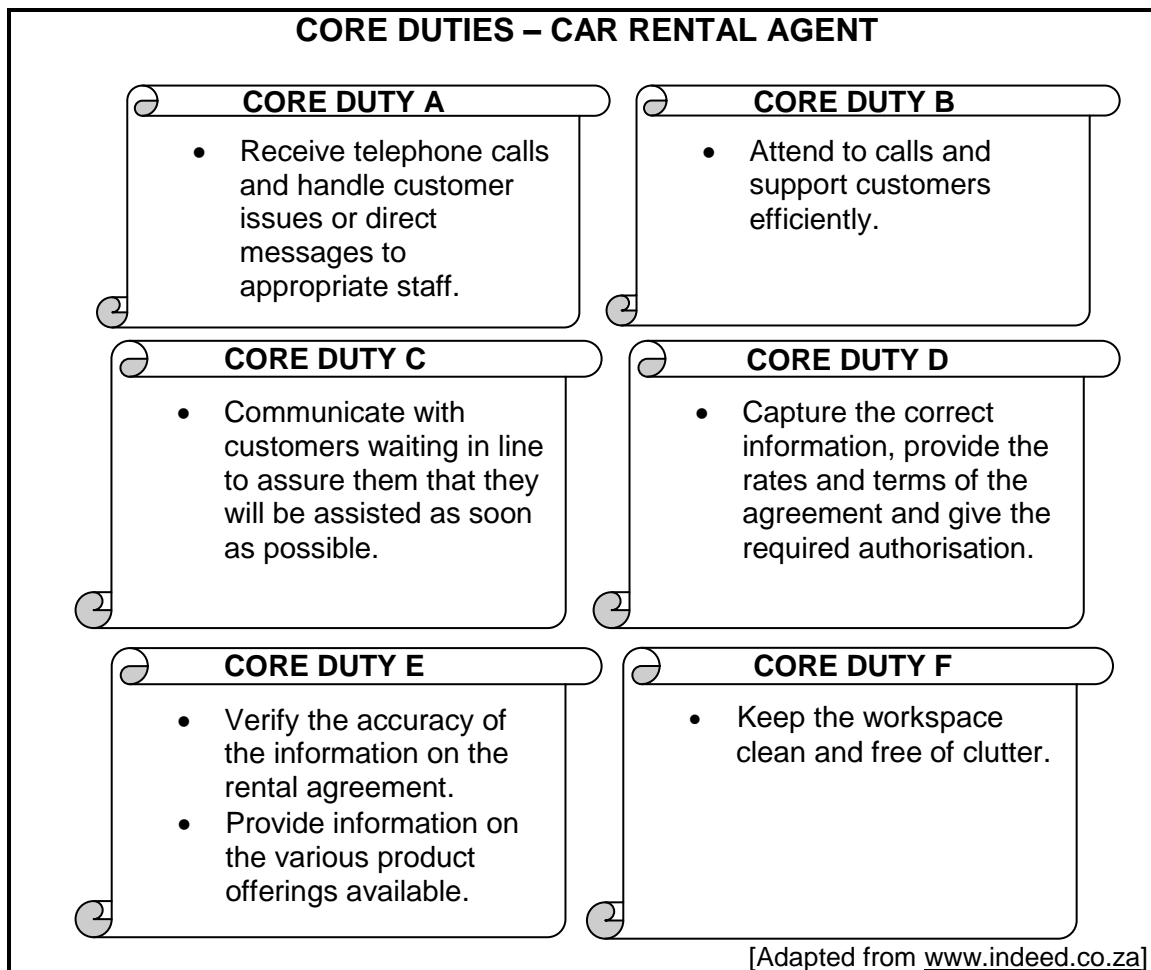
SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM**QUESTION 7**

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

ARE WE HOT OR NOT?	
<p>The physical appearance of a business contributes to a professional image.</p> <p>The pictures below show the room keys issued by each hotel to their guests upon check-in.</p>	
HOTEL A: SUNSET HOTEL	HOTEL B: DAWN HOTEL
	

- 7.1.1 (a) In the pictures above, identify the hotel that values its professional image. (2)
- (b) Give ONE reason for your answer to QUESTION 7.1.1(a). (2)
- 7.1.2 Apart from room keys, recommend ONE way in which the professional image of hotel rooms can be improved. (2)

- 7.2 Study the extract of the core duties of a car rental agent below and answer the questions that follow.



- 7.2.1 (a) Name the document which indicates the core duties of a person working at a car rental agency. (2)
- (b) Explain ONE reason why the employee has to perform the core duties specified in the document in QUESTION 7.2.1(a). (2)

7.2.2 A client has instituted (started) legal proceedings against a car rental agent because the agent did not explain the terms and conditions of the rental agreement. A disciplinary hearing within the company is to be conducted to determine whether the rental agent is guilty or not.

- (a) Apart from the document named in QUESTION 7.2.1(a), suggest ONE other document that will be referred to during the disciplinary hearing. (2)
- (b) Refer to the core duties of a car rental agent and identify TWO sets of core duties in the extract that will be referred to during the internal disciplinary hearing.

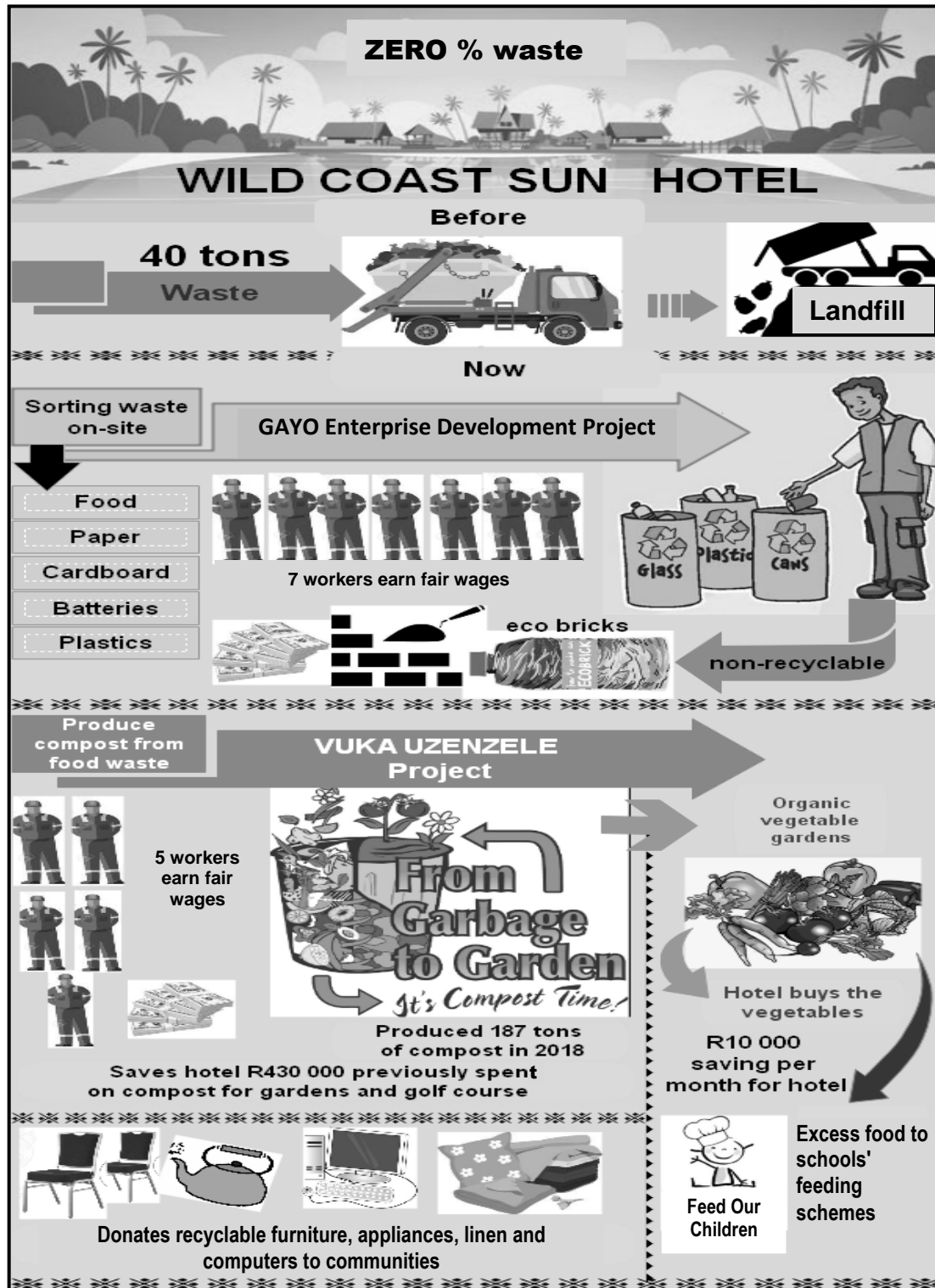
Write down only the letter (A–F) next to the question number, e.g. G.

(4)
[16]

QUESTION 8

Study the infographic 'Award for Zero % Waste' below and answer the questions that follow.

The Wild Coast Sun resort received the first Zero % Waste Award from the Green Building Council of South Africa (GBCSA) in 2019.


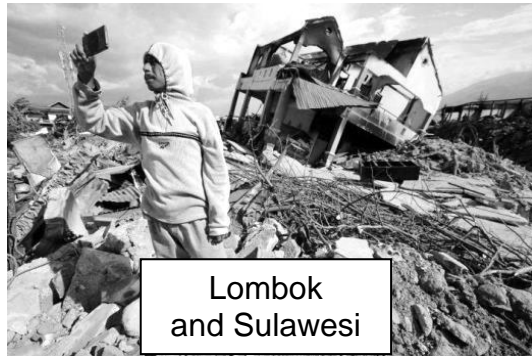




[Adapted from www.engineeringnews.co.za]

- 8.1 State ONE change in their environmental policy that resulted in the Wild Coast Sun receiving an award in 2019. (2)
- 8.2 Discuss ONE economic benefit of the Vuka Uzenzele Project to the:
- 8.2.1 Wild Coast Sun resort (2)
- 8.2.2 Community around the Wild Coast Sun (2)
- 8.3 Identify ONE non-financial corporate social investment (CSI) initiative of the resort in the infographic. (2)
- 8.4 The Vuka Uzenzele Project fulfils the criteria of sustainability according to one of the principles of FTT.
- Discuss THREE ways in which their project 'From food waste to organic vegetable gardens to the restaurant' addresses the principle of sustainability. (6)
- [14]**
- 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.

2018 – A DEVASTATING YEAR FOR INDONESIA	
Indonesia lies within the Pacific Ocean Ring of Fire where 90% of earthquakes occur. The region also often experiences volcanic activity, tsunamis and landslides. The largest tsunami in 2018 claimed over 2 000 lives on the island of Sulawesi.	
Landslides and flooding 22 February	Earthquakes 29 July, 18 August, 28 September, 1 October
 Jakarta	 Lombok and Sulawesi
Tornado 6 December	Tsunami 24 December
 West Java	 Sunda Strait

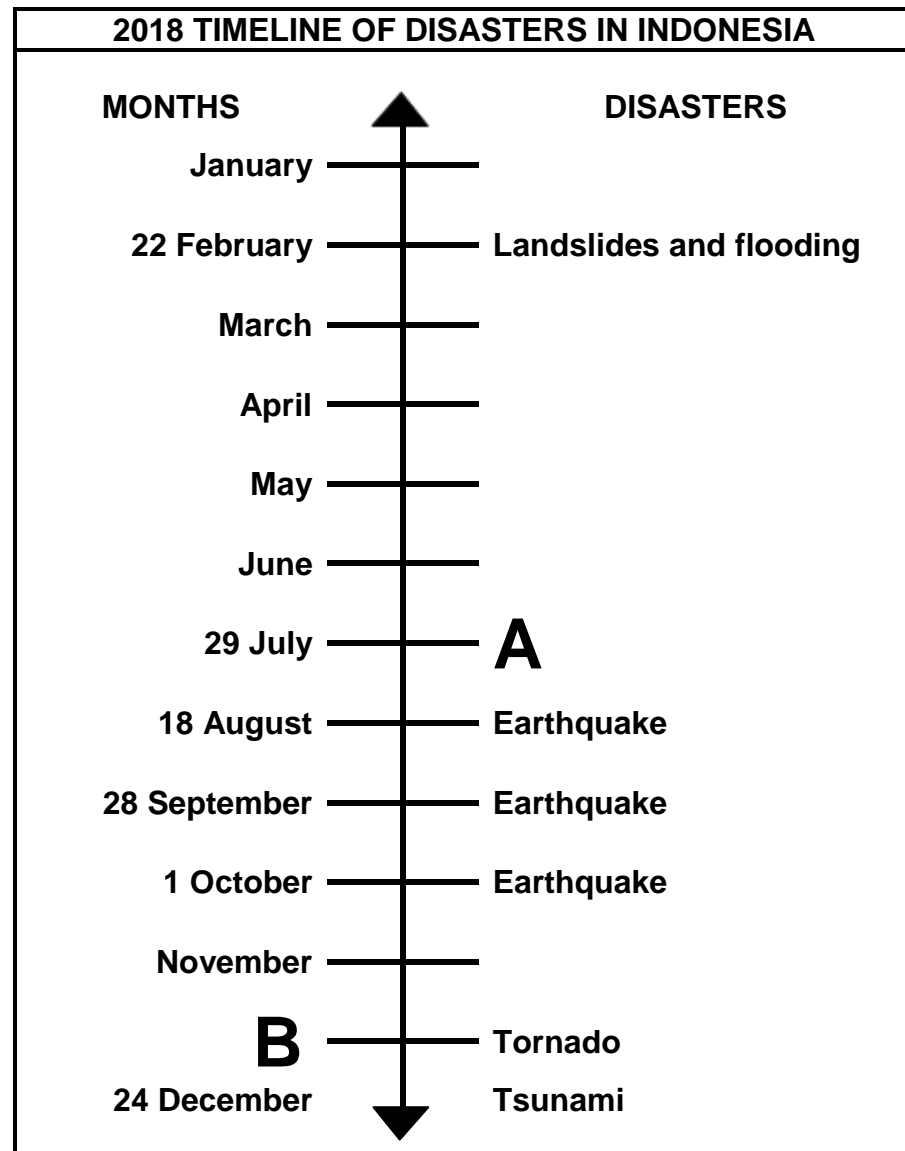
[Adapted from www.abc.net.au]

9.1.1 Complete the sentence:

Indonesia has suffered multiple unforeseen ... disasters such as landslides, flooding, earthquakes, tornados and tsunamis.

(2)

- 9.1.2 (a) Complete the timeline of the disasters in 2018 by filling in missing information **A** and **B**. Write only the answer next to the letter, e.g. C – volcanic eruption.



(2)

- (b) Indonesia is very dependent on their tourism industry as a source of income.

Refer to the pictures and the timeline above and discuss THREE impacts of these occurrences on the tourism industry of Indonesia.

(6)

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

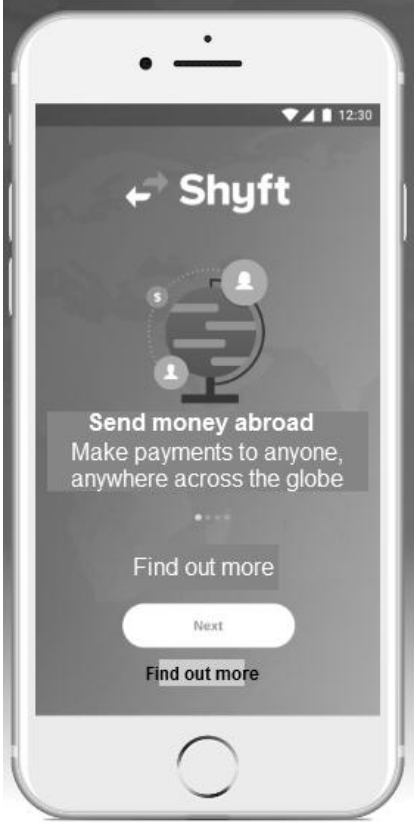
MAKE PAYMENTS TO ANYONE IN ANY CURRENCY

Shyft is a downloadable application (app) used to do foreign currency transactions on mobile devices. The app allows users to make payments to anyone, anywhere across the globe.

Make international payments. Simply add a beneficiary (receiver), enter his/her details, the amount and add a reference.

Create multiple virtual* cards in any currency to spend online for any purpose.

Top up your virtual card at any time.



View balances, current exchange rates and buy foreign currency.





Get real-time rates and exchange between rand, US dollar, British pound, euro and the Australian dollar at the tap of a button.

***Virtual:** Something that only exists electronically on an electronic device and can only be used electronically

[Adapted from www.getshyft.co.za]

- 9.2.1 Explain TWO ways in which this app makes payments more convenient when travelling internationally. (4)
- 9.2.2 Give ONE reason why using this app is safer than carrying preloaded debit cards or cash when travelling internationally. (2)
- 9.2.3 State ONE challenge a tourist may experience when using this app for electronic transactions. (2)

9.3 Interpret the information below and answer the questions that follow.

SOUTH AFRICA KEY TOURISM PERFORMANCE INDICATORS Comparison between 2018 and 2017 QUARTER 2 (APRIL TO JUNE)				
INDICATORS	TOTAL FOREIGN DIRECT SPEND	LENGTH OF STAY	BEDNIGHTS	GEOGRAPHIC SPREAD
				
2018 QUARTER 2	R17,9 billion	12 nights	27 million	12%
2017 QUARTER 2	R17,6 billion	12,5 nights	28,9 million	14%

[Source: www.southafrica.net/research]

9.3.1 Identify the common trend (2018 vs 2017) of the key tourism performance indicators above.

(2)

9.3.2 Apart from challenges experienced in some parts of the world to obtain visas to travel to South Africa, give TWO other reasons for the trend identified in QUESTION 9.3.1.

(4)

[24]

QUESTION 10

Read the customer's complaint on the 'Hello Peter' website and answer the questions that follow.

	<p style="text-align: center;">THE WORST EATING EXPERIENCE</p> <p>We got seated in the Format Restaurant at around 11:00. We had to wait 15 minutes before someone attended to us. Only three other tables were occupied. Eventually we placed our order. It was a very simple order, two pizzas and two cool drinks. The waiter was slow and mentioned he was still hung over from the night before. We received our food forty minutes later. The drinks order was correct, but they messed up our pizza order. We got two toasted cheese sandwiches. Eventually we got the pizzas, but spent the rest of the time chasing away flies.</p>
<p>Reply from the restaurant:</p>	
<p>E-mail us your contact details urgently at feedback@pizformat.co.za so our operations team can investigate further.</p>	
<p style="text-align: right;">[Adapted from www.hellopeter.com]</p>	

- 10.1 Identify ONE complaint from the customer in the extract. (2)
- 10.2 Explain ONE advantage of using the Hello Peter website for both the customer and the business. (2)
- 10.3 Give your opinion on the response from the restaurant. (2)
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200