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# basic education

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

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

**TOURISM**

**2023**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 28 pages.**

**INSTRUCTIONS AND INFORMATION**

Read the instructions carefully before answering the questions.

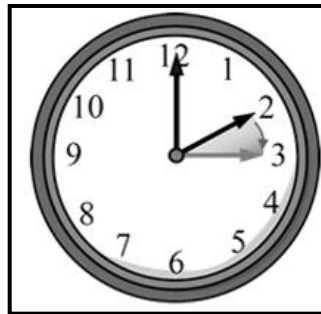
1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. In QUESTION 3, round off your calculations to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of each question 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.

SECTION	TOPICS	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
	<b>TOTAL:</b>	<b>200</b>	<b>180</b>

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

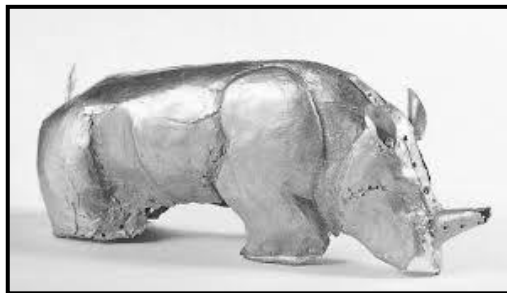
- 1.1 Various options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question numbers (1.1.1 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1 The picture below illustrates ...



- A seasonal time.
  - B daylight saving time.
  - C spring saving time.
  - D going home time.
- 1.1.2 The international date line ...
- A is located 180° from the UTC.
  - B lies on the 150° east line of latitude.
  - C runs through Greenwich, a town near London.
  - D runs from east to west.
- 1.1.3 A visa is required to ...
- A travel in one's own country.
  - B apply for an international driving licence.
  - C enter the Schengen countries.
  - D buy duty-free goods.
- 1.1.4 A scheduled tour will include ...
- A departure times that are not guaranteed.
  - B departure times determined by the tourists.
  - C departure times before sunrise only.
  - D set times of departure.

- 1.1.5 A business tourist who needs high-speed transport from OR Tambo International Airport to Sandton, will use the ...
- A Blue Train.
  - B Gautrain.
  - C Rovos Rail.
  - D Shosholoza Meyl.
- 1.1.6 The Wailing Wall and the Dome of the Rock are both located in ...
- A Mecca, Saudi Arabia.
  - B Jerusalem, Israel.
  - C Yucatan, Mexico.
  - D Agra, India.
- 1.1.7 The province where the Richtersveld Cultural and Botanical Landscape is located:
- A Gauteng
  - B Free State
  - C Limpopo
  - D Northern Cape
- 1.1.8 This picture is associated with the ... World Heritage Site.







- A iSimangaliso Wetland Park
  - B #Khomani Cultural Landscape
  - C Mapungubwe Cultural Landscape
  - D Maloti-Drakensberg Park
- 1.1.9 The correct order in which the levies for marketing is collected:
- A SATourism, TOMSA, Tourist, TBCSA
  - B Tourist, TBCSA, SATourism, TOMSA
  - C TOMSA, TBCSA, Tourist, SATourism
  - D Tourist, TOMSA, TBCSA, SATourism

1.1.10 A European platform used by SATourism to market South Africa internationally:

- A Getaway Show
- B ITB Berlin
- C Africa's Travel Indaba
- D Knysna Oyster Festival

1.1.11 The government department responsible for publishing and updating the Basic Conditions of Employment Act:

- A  **basic education**  
Department:  
Basic Education  
REPUBLIC OF SOUTH AFRICA Basic Education
- B  **home affairs**  
Department:  
Home Affairs  
REPUBLIC OF SOUTH AFRICA Home Affairs
- C  **labour**  
Department:  
Labour  
REPUBLIC OF SOUTH AFRICA Labour
- D  **transport**  
Department:  
Transport  
REPUBLIC OF SOUTH AFRICA Transport

1.1.12 Communication is an important ... to have when delivering excellent service to customers.

- A soft skill
- B key word
- C dress code
- D hygiene practice

1.1.13 A hotel uses old bed sheets to create linen bags. This is an example of ...

- A restringing.
- B restoration.
- C repurposing.
- D relaxation.

- 1.1.14 The amount offered by a tourist to a crafts person for the handmade item below:



- A Bank rate
  - B Fair price
  - C GDP
  - D Income tax
- 1.1.15 A code of conduct specifies how the staff members of a car rental company must ...
- A be paid their salaries.
  - B work together as a team.
  - C work a minimum number of hours.
  - D be contracted to perform core duties.
- 1.1.16 A form of payment that is no longer used when travelling internationally:
- A Internet payments
  - B Credit cards
  - C Traveller's cheques
  - D Cash
- 1.1.17 The multiplier effect is associated with ...
- A foreign exchange income.
  - B political instability.
  - C natural disasters.
  - D the outbreak of civil war.
- 1.1.18 An example of an unforeseen occurrence:
- A Olympic Games
  - B Tsunami
  - C Wimbledon Tennis Championships
  - D COP27

1.1.19 In order for customers to give web-based feedback to a business, they will need ...

- A internet access.
- B feedback cards and a pencil.
- C a landline telephone.
- D a hard copy of a survey form.

1.1.20 An advantage for a country to host a global sporting event:

- A Foreign exchange income
- B Improve its political stance
- C Exchange trade agreements
- D Negative word-of-mouth

(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.

remuneration; slogan; leave; branded product packaging;  
loss of culture; tourists' code of conduct;  
standard of living; green washing

1.2.1 Hotel guests receive complimentary (free) toiletries containing the logo of the hotel in their rooms

1.2.2 The word/phrase associated with a tourism company

1.2.3 The period when staff is absent from work with permission from the tourism business

1.2.4 Upliftment programmes have a positive impact on the local community by improving their ...

1.2.5 Only walk along clearly marked paths and walkways (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 Participating in programmes such as the (removal of alien plants/caging of wild birds) are excellent activities for environmentally conscious tourists.

1.3.2 Staff of a travel agency visiting an orphanage to interact with the children is an example of (financial/non-financial) support.

1.3.3 To assist the guests at an accommodation establishment as best as possible is the (gratuity/conduct) expected from employees.

1.3.4 Thinking on your feet to solve a customer's complaint requires (professional judgement/acting rudely).

1.3.5 Personal hygiene takes care of (body odour/mental health). (5 x 1) (5)

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

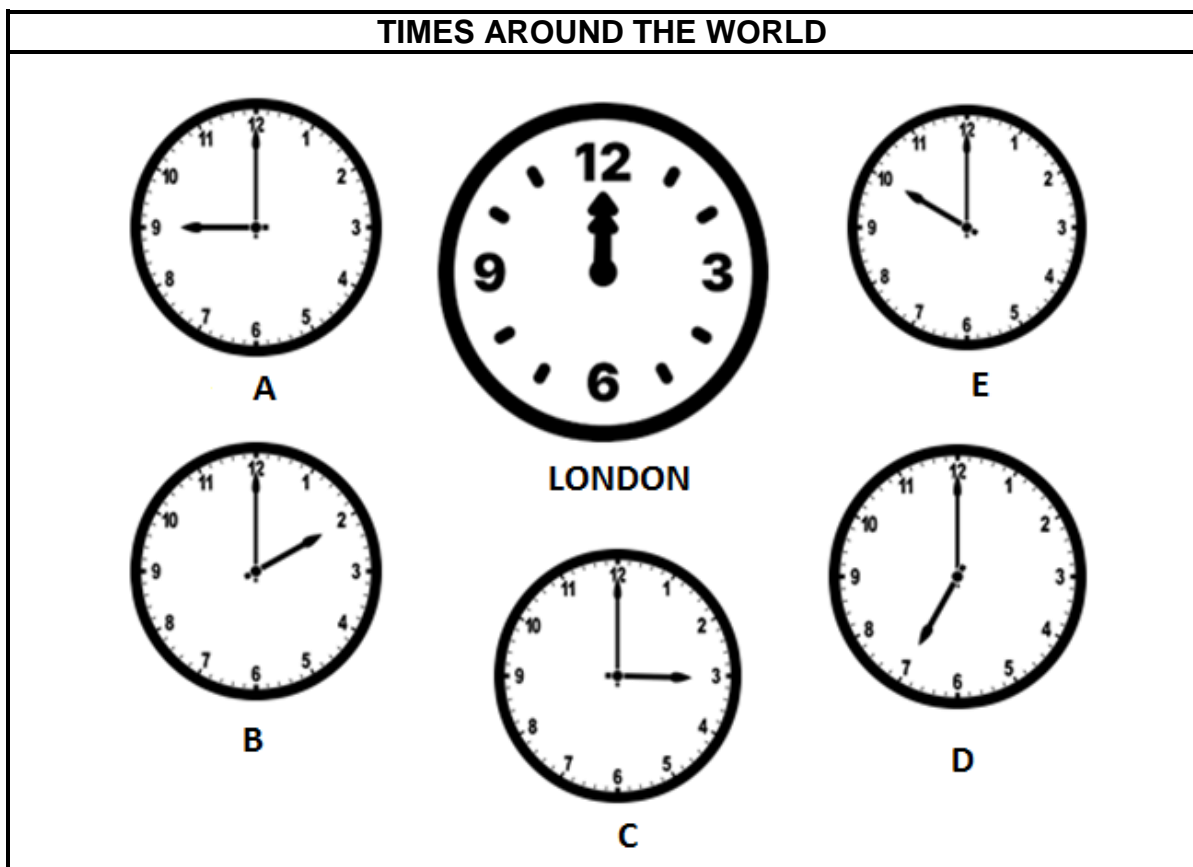
COLUMN A		COLUMN B	
1.4.1	Tour de France	A	world summit on climate change
1.4.2	Formula 1	B	international tennis tournament
1.4.3	Wimbledon	C	international sports car race
1.4.4	Olympic Games	D	global cycling event
1.4.5	COP27	E	multiple sports global event
		F	international golf tournament
		G	Netball World Cup

(5 x 1) (5)

1.5 The clocks below show the times of various cities around the world. It is 12:00 midday in London.

Match the times on the clocks **A** to **E** below to the cities numbered 1.5.1 to 1.5.5. Write only the letter next to the question number, e.g. 1.5.6 F.

**NOTE:** Do not consider DST.



[Source: Examiner's own source]

1.5.1 Moscow (+3)

1.5.2 Rio De Janeiro (-3)

1.5.3 Johannesburg (+2)

1.5.4 New York (-5)

1.5.5 Sydney (+10)

(5 x 1)

(5)

**TOTAL SECTION A:**

**40**

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

Study the information below and answer the questions that follow.

WORLD UNDER-20 CHAMPIONSHIP – CALI, COLOMBIA – 2022	
	<p>Athletics South Africa (+2) took a 47-member team to the World Athletics U/20 Championships held in Cali, Colombia (-5). The South African team included some of the country's most exciting young athletes in track and field. One of these rising stars is Lythe Pillay who won the 400 m gold and became the world junior champion. Team South Africa ended up with a total of 5 medals, placing them in the 5<sup>th</sup> position overall. There are no direct flights between Johannesburg and Cali, Colombia.</p> <p>[Adapted from <a href="http://www.worldathletics.org">www.worldathletics.org</a>]</p>

2.1 2.1.1 Complete the profile on Lythe Pillay according to the table below.

(a)	Nationality	
(b)	Age group	
(c)	Special interest	

(3)

2.1.2 The athletes required travel documents for the trip to the world championships.

Name THREE documents they require when visiting Colombia. (3)

2.1.3 Give ONE travel condition the athletes likely suffered from when they arrived in Colombia. (2)

2.1.4 Give a definition of the travel condition identified in QUESTION 2.1.3. (2)

2.1.5 The effects of the travel condition identified in QUESTION 2.1.3 could have been reduced during the flight.

Explain ONE way how the effects could have been reduced. (2)

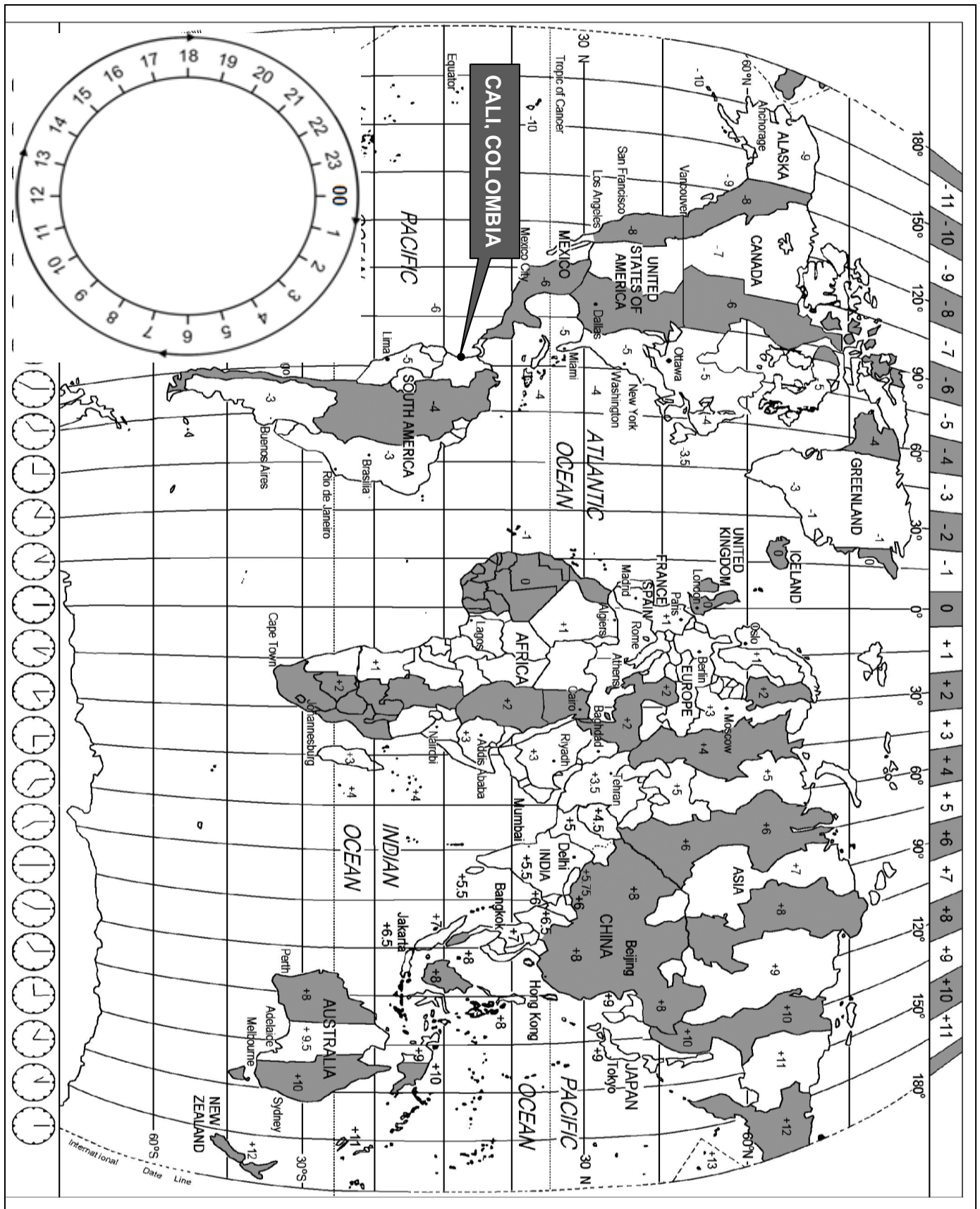
2.1.6 The team was advised on health and safety precautions while visiting Colombia.

Give:

(a) ONE health precaution (2)

(b) ONE safety precaution (2)

2.2 Study the World Time Zone map and the flight information below and answer the questions that follow.



**THE ATHLETES' TRIP FROM JOHANNESBURG TO CALI VIA FRANKFURT****Departure****JOHANNESBURG**, South Africa to **FRANKFURT**, Germany

Time and date in Johannesburg: 18:00 on 15 July 2022

Flying time: Johannesburg to Frankfurt: 11 hours

Airline: Lufthansa

**VIA****In transit****FRANKFURT**, Germany

Arrival time in Frankfurt: 04:00

Time in transit: 2 hours

Departure time: 06:00

**TO****Arrival****CALI**, Colombia

Flying time from Frankfurt to Cali: 12 hours



- 2.2.1 Calculate the time and date in Frankfurt, Germany when the team departed from South Africa. (4)
- 2.2.2 The team was *in transit* in Frankfurt.  
Explain the term *in transit*. (2)
- 2.2.3 Calculate the time and date when the team arrived in Cali, Colombia. (4)
- 2.2.4 Calculate the total duration (in hours) of the team's trip from Johannesburg to Cali. (2)

- 2.3 Before the team's return to South Africa, they bought some souvenirs from the duty-free shops at the airport in Colombia. Some of the items included the following:

SOUVENIRS FROM COLOMBIA	
 <p>Colombian coffee</p>	 <p>Local handicrafts</p>
<p>Value: R30 000</p>  <p>Gold/Diamond jewellery</p>	 <p>1 litre of the local national drink known as Aguardiente</p>

[Source: [www.gpsmycity.com](http://www.gpsmycity.com)]


- 2.3.1 Explain the term *duty-free*. (2)
- 2.3.2 Name the customs channel they had to pass through on arrival in South Africa. (2)
- 2.3.3 Explain ONE reason for the team's choice in QUESTION 2.3.2. (2)
- 2.4 Name the government department responsible for Customs and Excise at airports. (2)

**[36]**



**QUESTION 3**

Study the information below and answer the questions that follow.

<b>LAST RESPECTS TO THE QUEEN</b>	
<p>Anne Mayer of Durban is a long-standing fan of Queen Elizabeth II. When she heard the news of the Queen's passing, Anne decided to travel to London to pay her last respects. Her trip lasted five days (four nights).</p> <p>She had a total budget of R50 000 for the trip:</p> <ul style="list-style-type: none"> <li>• Return flight ticket: R11 905</li> <li>• Train transport in London: R185</li> <li>• Accommodation per night (room only): R1 060</li> </ul>	
<p>[Source: Examiner's own source]</p>	

3.1     3.1.1     Calculate, in rand, the total cost of her trip to London. (3)

3.1.2     Give ONE other essential item (something Anne cannot live without) that had not been included in the budget above. (2)

3.2     Study the foreign exchange rate table below and answer the questions that follow.

FOREIGN EXCHANGE RATE TABLE		
CURRENCY	BBR	BSR
Euro	17.01	18.18
British pound	19.50	20.69
Australian dollar	11.26	12.40

[Source: [www.nedbank.co.za](http://www.nedbank.co.za)]

3.2.1     Give the currency codes for the following: (3)

(a)     Euro

(b)     British Pound

(c)     Australian Dollar

3.2.2     Anne exchanged R30 000 at OR Tambo International Airport to cover her other expenses in London.

Calculate the amount Anne received in the currency used in London. (3)

3.2.3     When Anne returned home she had £177 left which she exchanged at a local South African bank.

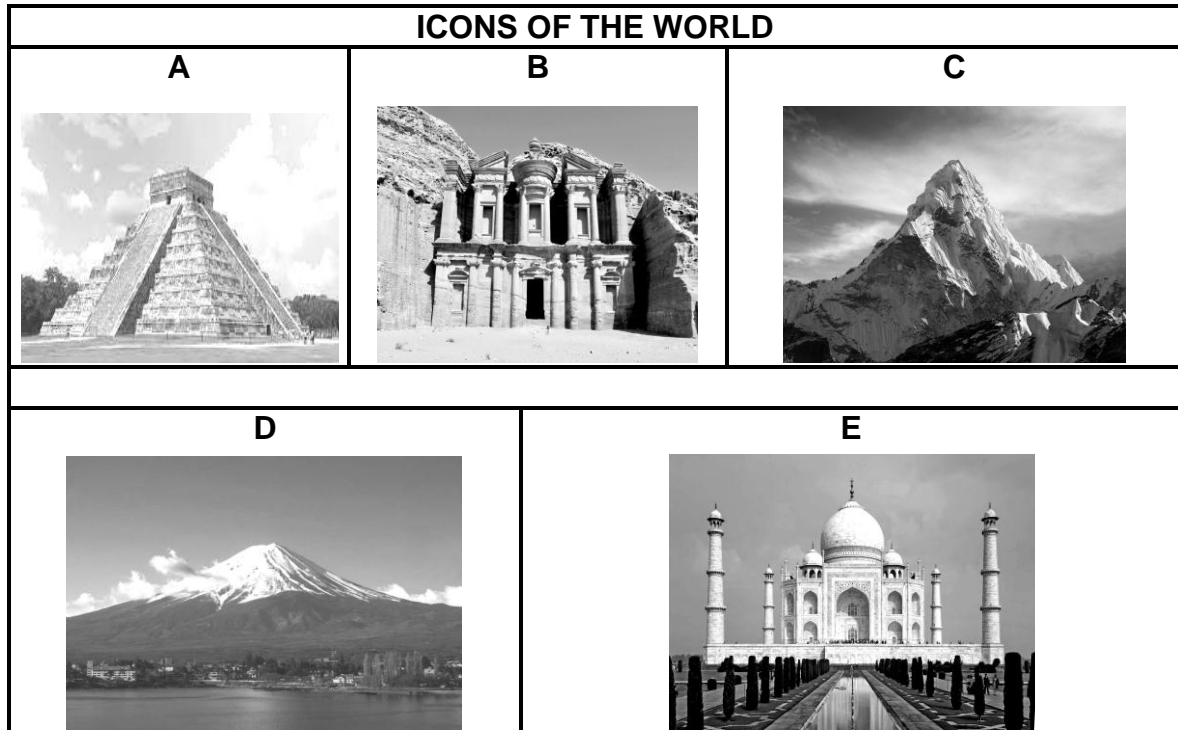
Calculate the amount she received in rand. (3)

**[14]**

**TOTAL SECTION B:     50**

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

4.1 Refer to the world icons below and answer the question that follows.



Source: [www.britannica.com](http://www.britannica.com)

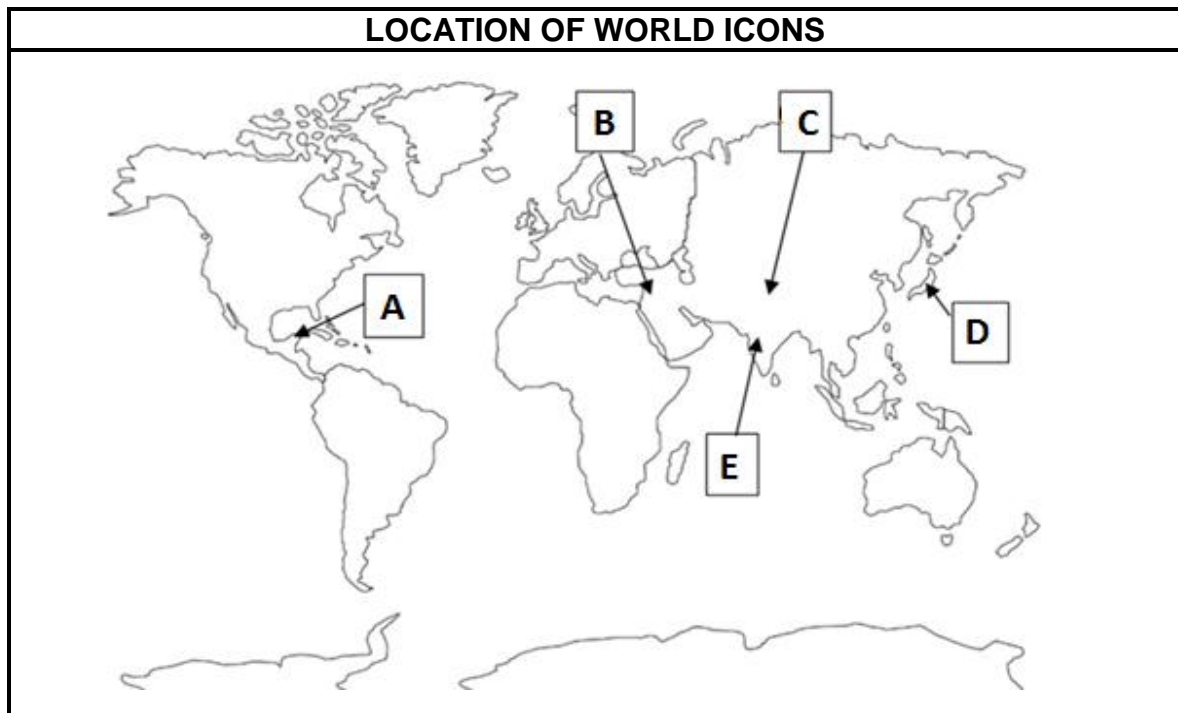
Identify the world icons labelled **A** to **E** in the table above.

Write only the name of the icon next to the letter in the ANSWER BOOK,  
e.g. F Great Wall of China.

(5)



4.2 Study the map below and answer the question that follows.



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


Refer to the world map above and identify the countries where the world icons in QUESTION 4.1 are located.

Write the name of the country under the correct heading.

LOCATION ON THE MAP	NAME OF THE COUNTRY
A	
B	
C	
D	
E	

(5)

- 4.3 Refer to the information on the windmills below and answer the questions that follow.

KINDERDIJK – A UNESCO WORLD HERITAGE SITE	
	<p>A windmill complex like Kinderdijk is only found in this region of the world. The site shows the features linked to this technology – reservoirs, pumping stations, dykes, administrative buildings and a series of preserved windmills.</p> <p>[Adapted from <a href="http://www.boatbiketours.com">www.boatbiketours.com</a>]</p>

4.3.1 Name the country where the windmills in Kinderdijk are located. (2)

4.3.2 Discuss TWO reasons why this attraction is considered a world icon. (4)

- 4.4 Study the information below and answer the questions that follow.

REVIEWS ON VISITS TO KINDERDIJK	
<b>Example of a review</b>	It was a great experience to admire the beautiful surroundings.
<b>Review 1</b>	Very friendly, helpful staff in the gift shop and coffee shop. ★★★★★
<b>Review 2</b>	The ice cream cost 1 euro per scoop which is a great price for a treat at a tourist attraction. Next time we will bring the whole family and some of our friends. ★★★★★
<b>Review 3</b>	A lovely outing for a family. It helped that all the tour boats have ramps for wheelchair users. Very neat, well-maintained and safe place. ★★★★★

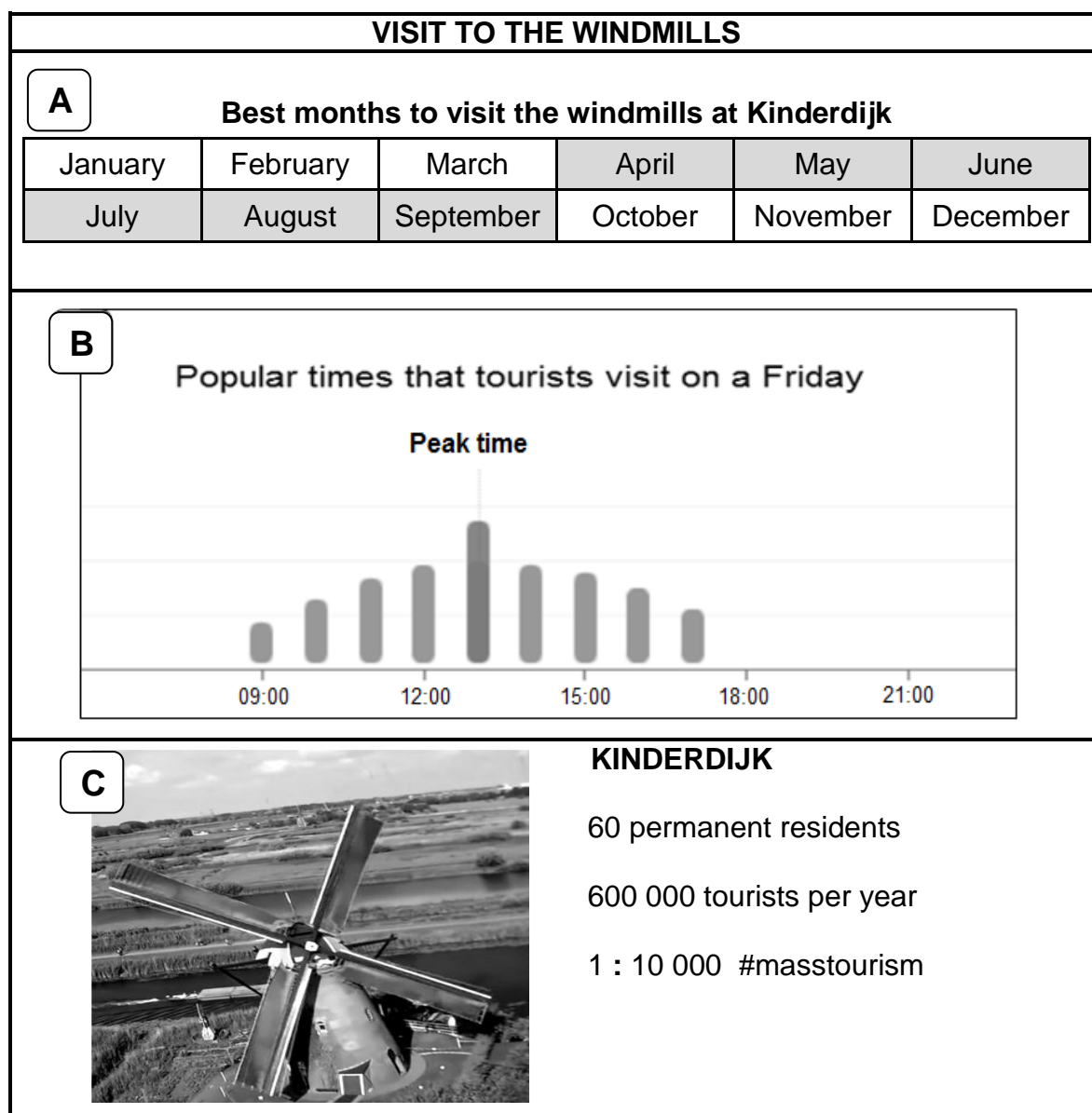
[Adapted from [www.bbc.com/news/blogs](http://www.bbc.com/news/blogs)]

4.4.1 (a) Identify the review number that will encourage tourists with special needs to visit the attraction. (1)

- (b) Give ONE example in the review to support your answer to QUESTION 4.4.1(a). (2)

- 4.4.2 State THREE other factors in the reviews that contribute to the success of the attraction on the previous page. (3)

- 4.5 Refer to the infographic below and answer the questions that follow.



[Adapted from [www.besttime2travel.com](http://www.besttime2travel.com)]

- 4.5.1 Give ONE reason why April to September in **A** are the best months to visit Kinderdijk. (2)

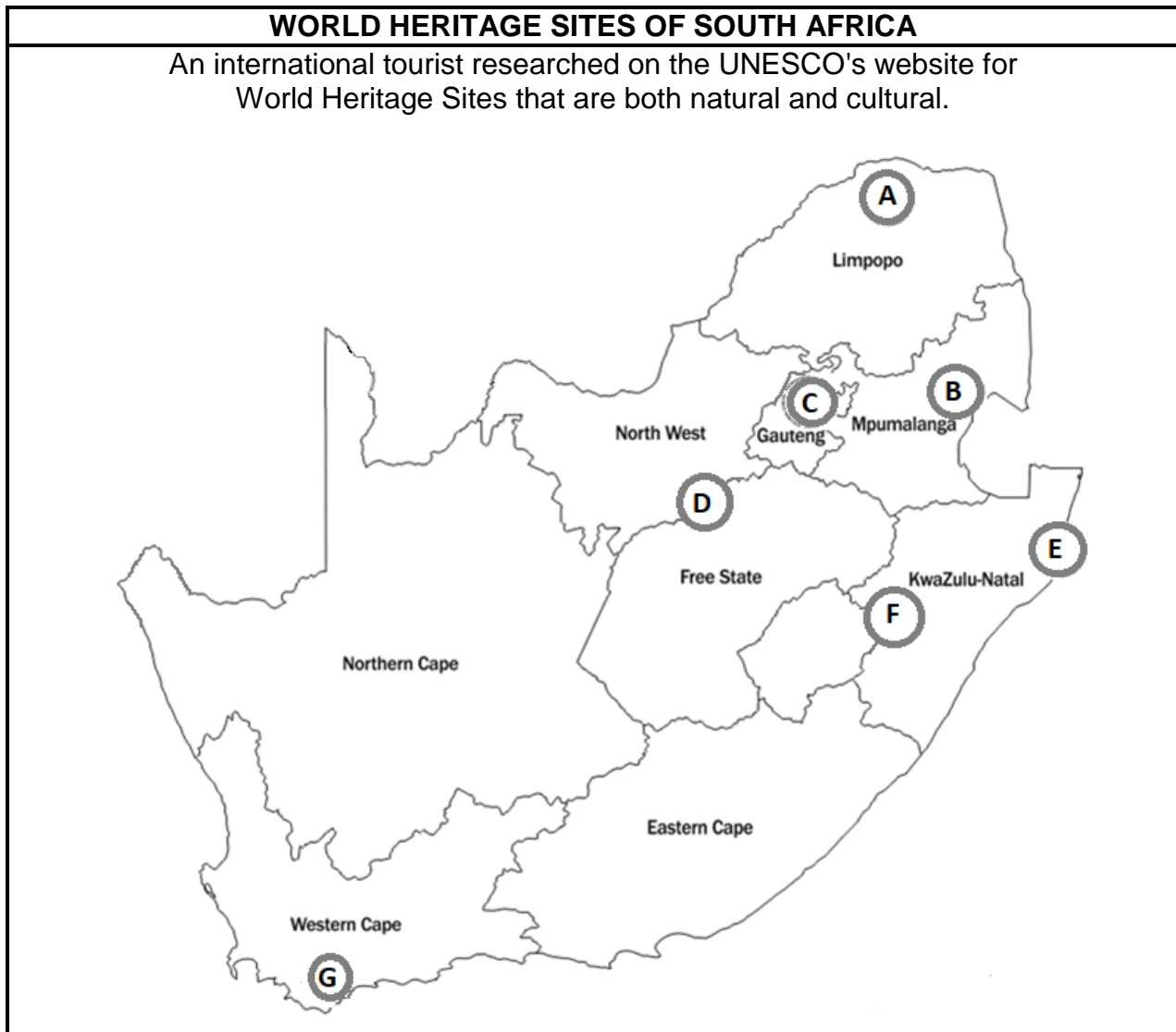
- 4.5.2 Refer to **B**.

- Suggest times that tourists should visit the windmills to avoid overcrowding. (2)

- 4.5.3 Identify ONE characteristic from **C** that indicates the success of the windmills as a tourist attraction. (2)
- 4.5.4 (a) Explain the meaning of *1 : 10 000 #masstourism* (2)
- (b) Discuss ONE negative impact on the residents of Kinderdijk as a result of the concept explained in QUESTION 4.5.4 (a). (2)
- [32]**

**QUESTION 5**

Study the information on some of the World Heritage Sites in South Africa below and answer the questions that follow.



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

- 5.1 Refer to the map above and identify the World Heritage Site that stretches along the border of South Africa and a neighbouring country. (2)
- 5.2 Explain why the site identified in QUESTION 5.1 attracts different types of tourists. (2)
- 5.3 5.3.1 Apart from the province where the site in QUESTION 5.1 is located, suggest ONE other province where the tourist will find both natural and cultural World Heritage Sites. (2)
- 5.3.2 Explain ONE reason why the natural site in the province identified in QUESTION 5.3.1 has World Heritage status. (2)

**[8]**

**QUESTION 6**

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



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

- 6.1 Identify the city where the WTM Africa was held in April 2023. (2)
- 6.2 SATourism uses this event in South Africa as a marketing platform. The event prepares SATourism for future marketing initiatives in other countries.  
Do you agree with the statement above? (Yes/No)  
Give ONE reason for your answer. (2)
- 6.3 In a paragraph, discuss THREE reasons why this event is considered an excellent opportunity for tourism product owners to expand their target markets.  
Your discussion must include THREE of the four bullet points in the picture. (3 x 2) (6)  
**[10]**

**TOTAL SECTION C: 50**

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

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

**WORKING IN THE AIRLINE INDUSTRY**

The airline industry is a fun workplace, especially when you are in your twenties. Airlines offer great opportunities for travel, to see the world and experience different cultures.

Work from a monthly timetable. You must be punctual.

A crew briefing before a local or international flight.


Crew members qualify for discounted airline tickets.

A compulsory medical check-up per year.

You must be flexible and adopt new sleeping patterns.

Training provided throughout the year.

There is an annual theory and practical examination.



Being friendly and treating passengers with respect is important. Being courteous, helpful and professional is part of being a crew member.



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


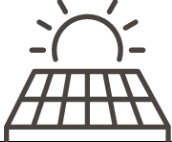



- 7.1 Give ONE reason why the people in the photo are all wearing the same uniform. (2)
- 7.2 7.2.1 Name the document set by the airline where the basic conditions of employment on duties and punctuality are given to the cabin crew. (2)
- 7.2.2 Name the category in the document identified in QUESTION 7.2.1 where discounted airline tickets for crew members are given. (2)
- 7.3 7.3.1 Choose the correct phrase within brackets. (2)
- Treating passengers professionally can be regarded as (termination of service/service ethics). (2)
- 7.3.2 Explain ONE reason for your answer to QUESTION 7.3.1. (2)
- 7.4 Discuss TWO reasons why it is a requirement for airline staff to pass job-related examinations every year. (4)

**[14]**

**QUESTION 8**

Read the information below and answer the questions that follow.

RHINO RIDGE LODGE AND ORGANIC GREEN SPA A FTT CERTIFIED BUSINESS	
	
<p>There is a wellness centre at the Lodge, the Organic Green Spa, where guests can enjoy the view over the African bushveld from the treatment rooms. Rhino, giraffe, elephant or zebra can be seen while having a treatment.</p> <p>The spa only uses natural ingredients harvested from the African bush by local communities. The professionally trained spa therapists from the local community offer various treatments while guests enjoy the views and experience.</p>	

The Rhino Ridge Lodge is committed to going green.	
	Remove single-use plastics. This includes replacing plastic water bottles with a reusable glass bottle for each guest.
	Invest in large solar energy farms in the area.
	Create micro-economies in neighbouring communities to supply the lodge with product and services.
	Donate food to feeding schemes at neighbouring crèches (pre-schools).
	Only serve seafood that is sustainably fished.

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



8.1 A guest pays for a treatment at the wellness centre.

Identify the pillar of sustainable tourism for EACH of the following aspects during the treatment:

8.1.1 Only natural ingredients are used for the treatments. (2)

8.1.2 The therapists offering the treatment are employed from the local community. (2)

8.2 As part of the Organic Green Spa's corporate social investment (CSI), they would like to give back to the community.

Suggest ONE CSI initiative the spa can offer to the local community. (2)

8.3 Suggest TWO ways how the water bottle policy at the lodge contributes to sustainable waste management. (4)

8.4 Using the information, give ONE example of procurement of local goods at the lodge. (2)

8.5 Discuss ONE initiative by the lodge to reduce the impact of the current electricity crisis. (2)

8.6 According to Fair Trade Tourism (FTT), a certified tourism business like Rhino Ridge Lodge must practise the FTT principles. This must also be evident in their mission statement (written main goal or aim) and implemented by employees.


Develop a mission statement (of not more than one sentence) for the Rhino Ridge Lodge that reflects 'Fair Say', one of the 6 FTT principles. (2)  
[16]

**TOTAL SECTION D: 30**

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



### QUESTION 9

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

2023 WORLD TABLE TENNIS CHAMPIONSHIPS FINALS DURBAN, SOUTH AFRICA	
	
<p>The world descended on sunny Durban, South Africa, in May 2023. This city hosted the <b>World Table Tennis Championships from 22 to 28 May 2023</b> at the Durban International Convention Centre. It was the first time the championships were held in Africa since 1939.</p> <p>Approximately 400 players from 227 countries were accompanied by representatives from their respective countries. The championships had a major impact on the economy of Durban, KwaZulu-Natal and South Africa as a whole.</p> <p>'We are more than ready to host the world!' said e-Thekwini's executive mayor, Mxolisi Kaunda, in anticipation of the World Table Tennis Championships.</p> <p style="text-align: right;">[Adapted from <a href="http://www.tabletennis.co.za">www.tabletennis.co.za</a>]</p>	

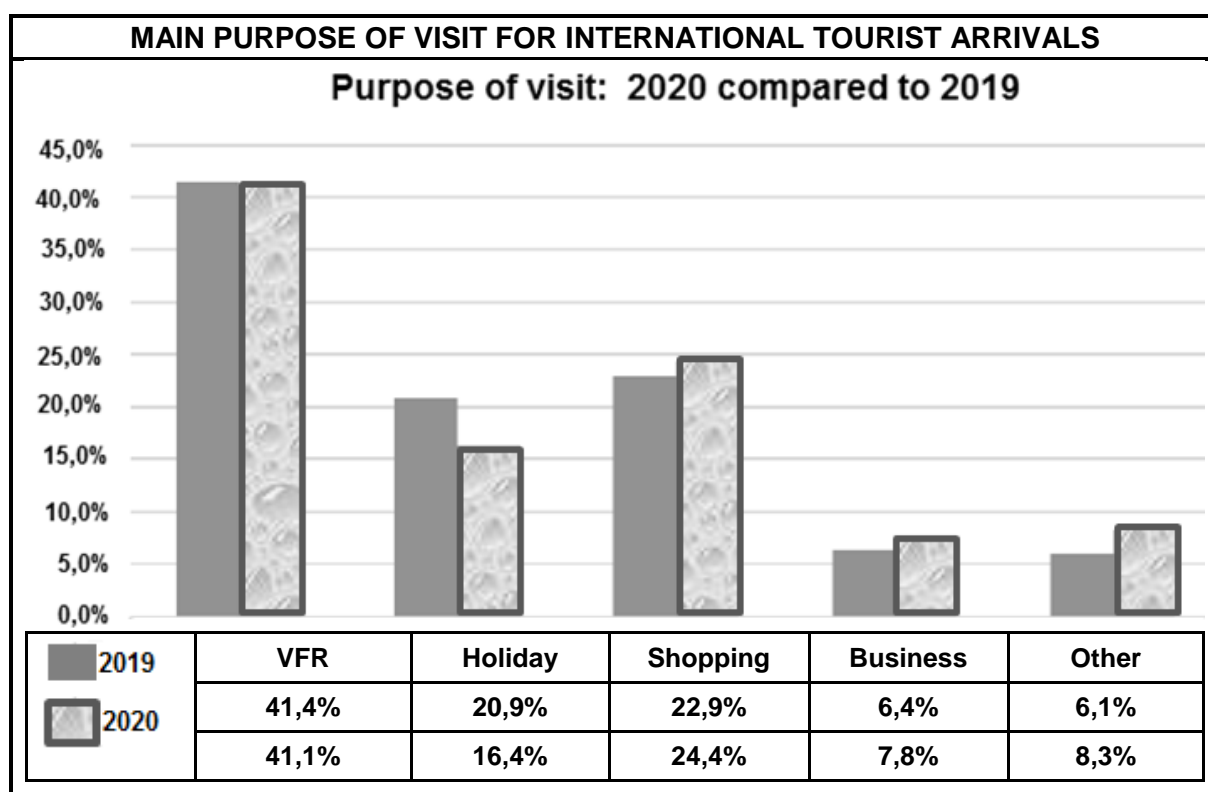
- 9.1.1 Give ONE reason why the World Table Tennis Championships is regarded as a global event. (2)
- 9.1.2 Explain TWO reasons why Durban was an ideal venue for the championships. (4)
- 9.1.3 State TWO positive impacts the championships had on the economy of Durban. (4)

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

<p align="center"><b>HURRICANE IAN – SEPTEMBER 2022 FLOODS FROM FLORIDA TO SOUTH CAROLINA</b></p>	
<p><b>Sanibel Island causeway before Hurricane Ian</b></p> 	<p><b>Causeway:</b> Roads and bridges that connect the islands to mainland Florida</p>
 <p align="center"><b>Sanibel Island causeway after Hurricane Ian</b></p>	
<p align="center"><b>THE LONG ROAD TO RECOVERY FOR TOURISM</b></p>	
<p><b>Hurricane Ian</b> was a deadly and destructive hurricane that caused widespread damage across the United States of America, especially the states of Florida and South Carolina.</p> <p>Hurricane Ian caused mostly flooding due to heavy rainfall and strong winds of up to 250 km/h. Millions of people were left without electricity and several residents were forced to take refuge on their roofs.</p> <p>Sanibel Island, popular for unique holiday experiences, suffered major flooding and its causeway collapsed, cutting off access to the community of 6 300 people. All the hotels and restaurants have been completely destroyed. Hurricane Ian is regarded as the deadliest storm to have hit the USA since 1935.</p> <p align="right">[Adapted from <a href="http://www.en.wikipedia.org">www.en.wikipedia.org</a>]</p>	

- 9.2.1 Identify the type of unforeseen occurrence in the information on the previous page. (2)
- 9.2.2 Name the TWO forces of nature that caused the most destruction to tourism infrastructure in Florida and South Carolina. (2)
- 9.2.3 State TWO ways how damage to the causeway may impact on tourism to the islands. (4)

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

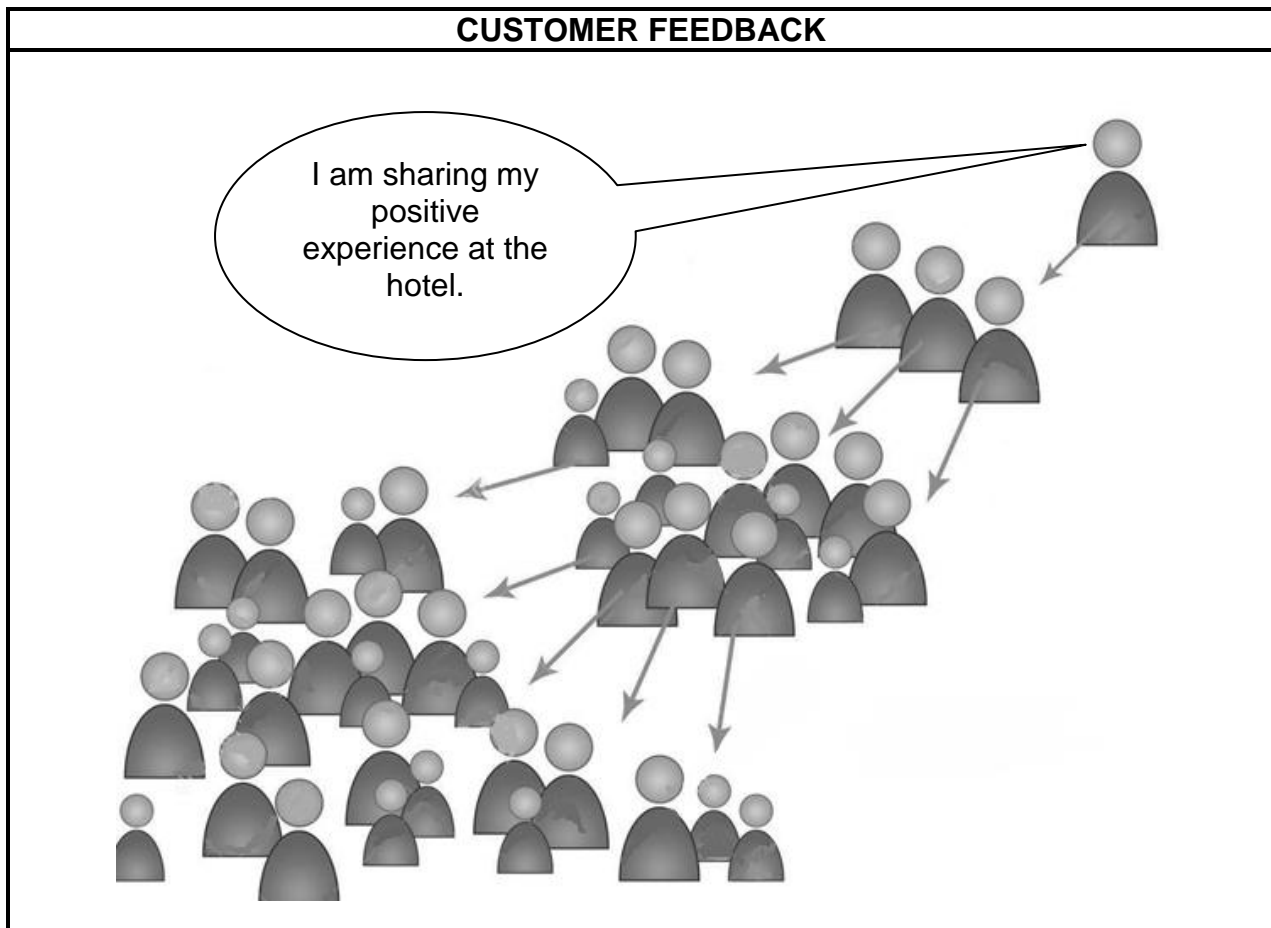


[Source: SATourism Performance Report, January-December, 2020]

- 9.3.1 Give the highest percentage of inbound international tourists to South Africa in the 2019/2020 period. (2)
- 9.3.2 Apart from VFR, give the purpose of visit that received the highest percentage of visitors in 2020. (2)
- 9.3.3 Give ONE reason why the purpose of visit identified in QUESTION 9.3.2 had such a high percentage of inbound visitors. (2)
- [24]**

**QUESTION 10**

Study the information below and answer the questions that follow.



[Source: [www.dreamstime.com](http://www.dreamstime.com)]

- 10.1 Identify the method used to share customer satisfaction. (2)
- 10.2 State TWO ways in which the method in QUESTION 10.1 will impact positively on the hotel. (4)
- [6]**

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