

SA's Leading Past Year

Exam Paper Portal



You have Downloaded, yet Another Great
Resource to assist you with your Studies 😊

Thank You for Supporting SA Exam Papers

Your Leading Past Year Exam Paper Resource Portal

Visit us @ www.saexampapers.co.za



SA EXAM
PAPERS



basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 2015

MARKS: 200

TIME: 3 hours

This question paper consists of 26 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 3.1 and 3.2, round off your answer to TWO decimal places.
5. Show ALL calculations where required.
6. You may use a non-programmable calculator.
7. Use the mark allocation at 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 Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 D.

1.1.1 Advice given to a tourist visiting a destination with a high risk for crime:

- A Carry cash instead of a debit card.
- B Do not carry any cash; carry only a debit card.
- C Carry only cash, as it is unsafe to go to an ATM.
- D Carry a small amount of cash and a debit card.

1.1.2 The South African owner of a holiday resort in Durban would like to take his wife to the Swiss Alps for a skiing experience. He cannot plan the holiday during peak periods.

Choose the most appropriate travel package below according to his needs:

- A A five-week Christmas holiday in a Swiss Alps resort
- B An Easter weekend break in the Swiss Alps
- C A helicopter chartered flight over a ski resort in the Swiss Alps
- D A two-week holiday package in February, including ski lessons in the Swiss Alps

1.1.3 The time of a country situated on the 160°E line of longitude will be ... compared to the time of a country situated on the 30°E line of longitude.

- A be ahead in time
- B be 11 hours behind in time
- C have the same time
- D be 11 hours ahead in time

1.1.4 The following European countries have accepted the euro as their unit of currency:

- A Great Britain, Greece and Italy
- B Italy, Germany and the Netherlands
- C Sweden, Italy and Greece
- D Sweden, Switzerland and Greece

1.1.5 The rand is regarded as stronger when it performs as follows against the euro:

- A €1 to R9,09
- B €1 to R10,09
- C €1 to R8,77
- D €1 to R14,09

- 1.1.6 The French Riviera is located ...
- A along a major European river.
 - B along the Mediterranean Sea.
 - C at the Eiffel Tower.
 - D at the Sydney Opera House.
- 1.1.7 A reason why Petra is regarded as an icon:
- A It is a structure built in the shape of a ship.
 - B It is the ruins of a Greek temple.
 - C It is one of the Great Pyramids of Giza.
 - D It is an ancient city carved out of rock cliffs.
- 1.1.8 Many South Africans have climbed this mountain peak which is the highest in the world:
- A Everest
 - B Kilimanjaro
 - C Fuji
 - D Moria
- 1.1.9 At the Indaba Travel and Tourism Trade Show visitors will expect to see the following:
- A The National Tourism Careers Expo
 - B National Maize Producers Organisation
 - C Tourism authorities from European countries
 - D Provincial tourism products from South Africa
- 1.1.10 The TWO main cultural groups who live in the Richtersveld Cultural and Botanical Landscape:
- A San and Masai
 - B Nama and San
 - C Masai and Khoisan
 - D Khoisan and Shona
- 1.1.11 This minister has passed the new Tourism Act, 2014 (Act 3 of 2014) on responsibility and sustainability in his department:
- A Narend Singh
 - B Marthinus van Schalkwyk
 - C Thabo Mbeki
 - D Derek Hanekom

- 1.1.12 These external features contribute to a professional image for businesses in the tourism industry:
- A Profit margins, tax status, banking details
 - B Management policies, leave policies, bonuses to staff
 - C Website, marketing material, product packaging
 - D Wellness programmes for staff, salary levels, profit analysis
- 1.1.13 50% discount on selected accommodation establishments is an example of ... in the tourism workplace.
- A remuneration
 - B fringe benefits
 - C medical benefits
 - D deductions
- 1.1.14 A large hotel group is in the process of transforming their existing gardens into indigenous gardens. This forms part of the ... pillar of sustainable tourism practices.
- A economic
 - B ecological
 - C ethical
 - D environmental
- 1.1.15 Many trips to were cancelled because the country was hit by two major earthquakes, one shortly after the other, in April and May 2015.
- A South Africa
 - B Italy
 - C Brazil
 - D Nepal
- 1.1.16 The 2015 Cricket World Cup was jointly hosted by ...
- A Pakistan and India.
 - B Australia and New Zealand.
 - C England and the West Indies.
 - D India and Sri Lanka.
- 1.1.17 The COP 20 conference on global warming, held in Lima, Peru in 2014 is an example of ...
- A a global sporting event.
 - B a travel trade exhibition.
 - C a conference on climate change.
 - D the Paris fashion week.

- 1.1.18 This form of payment has been discontinued in South Africa due to a decline in sales in recent years:
- A Traveller's cheques
 - B Debit cards
 - C Credit cards
 - D Bank overdrafts
- 1.1.19 An effect of good service delivery that ensures the profitability of businesses:
- A Universal access
 - B Youth development
 - C Repeat visits
 - D Customer analysis
- 1.1.20 ... will be the first step in an analysis to determine the trend in customer feedback.
- A Distributing customer feedback tools
 - B Capturing and studying feedback
 - C Developing an action plan
 - D Commencing with the intervention process
- (20 x 1) (20)

- 1.2 Give ONE word(s)/term for each of the following descriptions by choosing a word(s)/term from the list below. Write only the word(s)/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

bilharzia; permit; route planning; cholera; Taj Mahal; age; SWIFT; passport; Blue Mosque

- 1.2.1 An official document required to walk a dog through the Table Mountain National Park
- 1.2.2 A type of electronic fund transfer
- 1.2.3 This icon with genuine gold turrets and marble walls symbolises the eternity of love
- 1.2.4 An essential factor to consider when drawing up a tourist profile
- 1.2.5 A disease characterised by an itchy skin or a rash in the early stages of infection
- (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 number (1.3.1–1.3.5) in the ANSWER BOOK, for example 1.3.6 passport.

1.3.1 The (Algarve/Dome of the Rock) is a coastal stretch popular with tourists in Portugal.

1.3.2 SATourism will exhibit at the (ITB/World Travel Market) in London.

1.3.3 (The Pyramids/Auschwitz) were/was constructed with blocks of limestone and used as burial places for Pharaohs.

1.3.4 (UNESCO/WHO) is responsible for identifying cultural sites of significance around the world.

1.3.5 Roman emperors built the (Kremlin/Colosseum) as an arena for gladiators and public events. (5 x 1) (5)

1.4 Choose a description from COLUMN B that matches the customer feedback method in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Verbal questionnaire	A	a type of paper-based feedback tool where customers are required to rate service delivery before leaving the establishment
1.4.2	Feedback card	B	a type of face-to-face feedback tool used on the street to gather spoken responses from the public
1.4.3	Follow-up call	C	texting customers to obtain their feedback on the quality of service delivery or on a product purchased
1.4.4	Web-based response	D	contacting the customer by telephone after the service has been rendered to obtain feedback
1.4.5	SMS messages	E	a feedback method that requires customers to log onto the Internet using a communication device to share suggestions and complaints
		F	an anonymous customer employed by the business to evaluate service levels






(5 x 1)

(5)

- 1.5 Refer to the front page of *The Times* below. Match the event/situation with the phrase/word(s) in the list below.

global sporting event; summit; act of terrorism; natural disaster;
disease; air disaster; economic upset

Write only the correct answer next to the question number (1.5.1–1.5.5) in the ANSWER BOOK, for example 1.5.6 trade show.

<h1 style="margin: 0;">The Times</h1>	
<div style="display: flex; justify-content: space-between;"> LATE EDITION – FRIDAY 20 NOVEMBER 2015 VOL. NO. 62 873 </div>	
<h2 style="margin: 0;">REFLECTIONS – 2013 to 2015</h2>	
<p>1.5.1 Heads of State gathering at the 24th African Union Summit</p> 	<p>1.5.2 Disappearance of Malaysian Airlines Flight MH370</p> 
<p>1.5.3 2015 Special Olympics</p> 	<p>1.5.4 Kidnapping of Nigerian girls</p> 
<p>1.5.5 Deadliest outbreak ever</p> 	

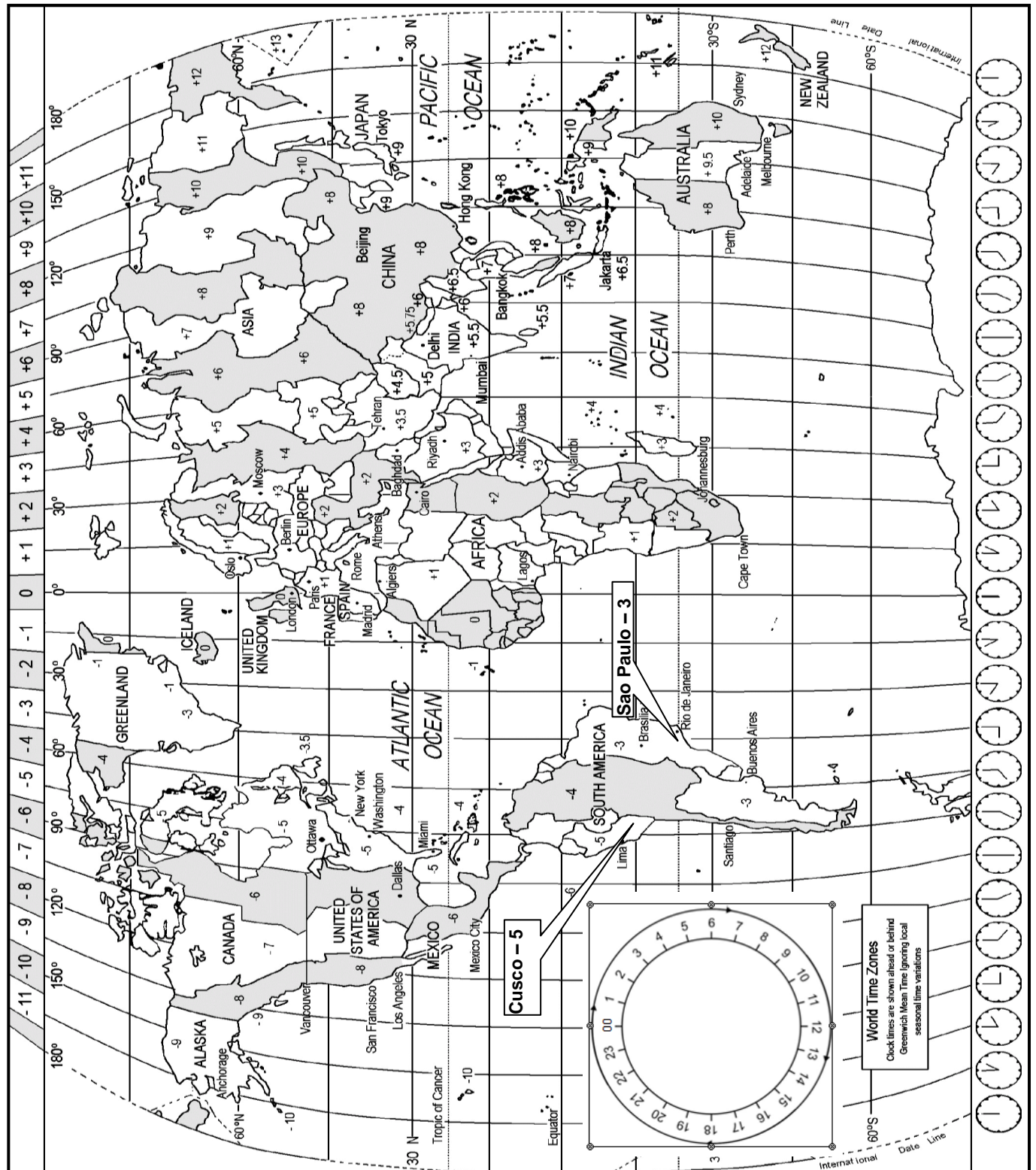
(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

2.1 Study the World Time Zone Map below, read the information given and then answer the questions that follow.



- 2.1.1 Mr Andersen flies from London to New York on 21 September. His flight departs from London at 16:00 and his flying time to New York is 8 hours.

Calculate the time and date that Mr Anderson will arrive in New York. Show ALL calculations. (6)

- 2.1.2 Mr Andersen would like to call his friend in South Africa. He makes the call at 09:00 on 23 September, New York time.

NOTE: The USA practises DST.

Calculate what the time will be in South Africa when he makes the call. Show ALL calculations. (6)

- 2.2 Study the extracts below taken from TWO tour packages and answer the questions that follow.

PANGEA TOUR	LED TOUR
Family adventure holiday in Peru Peru: 9 nights from £2 895 p.p. Departure dates: Sep./Oct./Nov./Dec. 2015	The Steve Gleason Inca trail with wheelchair facilities Peru: 7 nights from £1 560 p.p. Departure dates: Sep./Oct./Nov./Dec. 2015
LIMA – 1 night Arrival at airport in Lima, shuttled to Casa Andina Hotel, rest of the day at leisure. CUSCO – 2 nights Take a flight over the Andes Mountains to Cusco Airport and transfer to Picoaga Hotel. Tour the city of Cusco. Next day: White-water rafting on the Urubamba River, the sacred river of the Incas. ROYAL INCA TRAIL TO MACHU PICCHU – 1 night Board the early morning Perurail train to the Royal Inca hiking trail. Hike the 4 hour long trail to the Machu Picchu icon.	Day 1: LIMA Arrival at Lima International Airport and transfer to the five-star Miraflores Park Hotel. Day 2: LIMA – CUSCO After breakfast, transfer to the airport for a flight to Cusco, transfer to the five-star Monasterio Hotel. An afternoon guided tour of Cusco. <i>Meals: B; D</i> Day 3: CUSCO – ROYAL INCA TRAIL TO MACHU PICCHU Transfer by Perurail to the Royal Inca trail (wheelchair assistance provided). Hike the 4-hour trail to Machu Picchu. Accommodation at the Sanctuary Lodge. <i>Meals: B; L; D</i> <i>Key: B (Breakfast); L (Lunch); D (Dinner)</i>

[Adapted from www.amazingperu.com]



Compare the TWO itineraries and tabulate your answers as follows:

	PANGEA TOUR	LED TOUR
2.2.1	Identify ONE important element of an itinerary that has been included in each itinerary.	
2.2.2	Identify ONE important aspect in each itinerary that has been left out.	

(2)

(2)

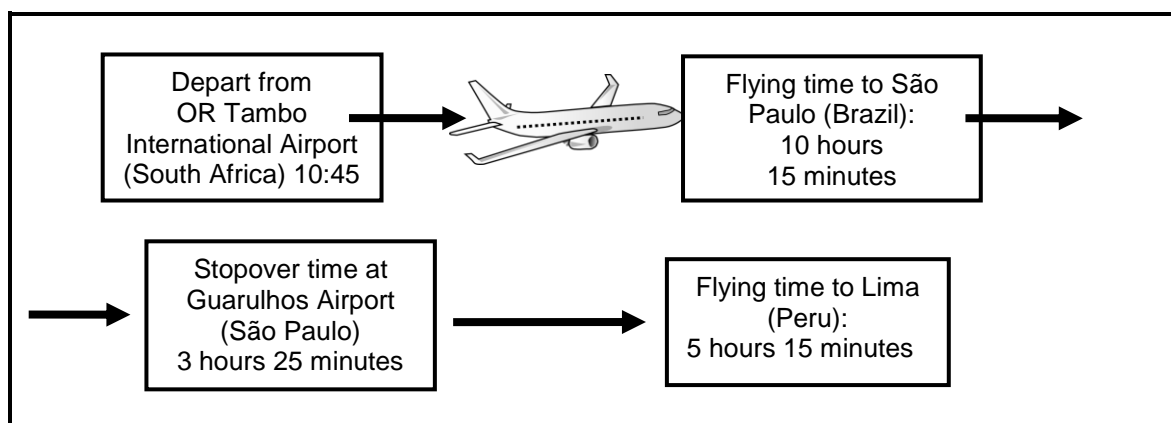
2.3 Study the tourist profiles in **A** and **B** below and answer the questions that follow.

A	B
<p>Mr and Mrs Zamer are South Africans in their mid-50s. They enjoy unique cultural experiences. Mrs Zamer is partially wheelchair-bound.</p> <p>Mr and Mrs Zamer fly from South Africa to São Paulo before flying to Lima in Peru.</p>	<p>Marcos and Augustina from Lima are in their mid-20s. They are thrill-seekers and enjoy adventure activities.</p>
	

2.3.1 Match the tourist profiles in **A** and **B** with the names of the tours mentioned in QUESTION 2.2. (2)

2.3.2 The LED tour in QUESTION 2.2 is universally accessible. Do you agree? Support your answer with evidence from the text. (2)

2.4 Study the route plan of a tourist's journey from South Africa to Lima in Peru.



Mr and Mrs Zamer departed for Lima from OR Tambo International Airport in South Africa at 10:45 on 11 October 2015.

2.4.1 Calculate the total time/duration (elapsed time) of the journey from South Africa to Lima. (2)

2.4.2 Inform the Zamers of the following:

- (a) The travel-related condition they may experience after their flight (1)
- (b) The reason for this travel-related condition (1)

2.5 Study the entry requirements for Peru below and answer the questions that follow.

ENTRY REQUIREMENTS FOR SOUTH AFRICAN PASSPORT HOLDERS TRAVELLING TO PERU			
Visa Requirements	Visa Fee	Vaccination Requirement(s)	
Visa not required for a stay of up to 90 days for tourism purposes or if in transit. However, passengers must be in possession of a return air ticket and be able to produce proof of sufficient funds for the duration of the stay, if requested.	No visa fee is required	Compulsory Yellow fever	Recommended Typhoid Malaria Prophylaxis* Hepatitis A *(Prophylaxis – preventative medication for malaria)

[Source: www.dfa.gov.za]

- 2.5.1 Name TWO compulsory travel documents required when South Africans travel to Peru. (2)
- 2.5.2 (a) Give ONE reason why certain vaccinations are compulsory. (2)
- (b) Give ONE reason why some vaccinations are recommended. (2)
- 2.5.3 Give ONE reason why a South African would not require a visa to enter Peru. (2)

2.5.4 The World Travel and Tourism Council, which represents airlines, hotels and other travel companies, said reports were emerging from Africa that tourists were reluctant to travel to Africa due to the Ebola outbreak in West Africa.

[Source: www.ft.com]

You are a representative of the World Travel and Tourism Council.

Write an article of approximately 100 words for an in-flight magazine where you discuss the effect of Ebola on:

- Tourism businesses
- Travel trends globally
- Airport operations
- Liability (responsibility) of governments

(8)
[40]

QUESTION 3

Study the table below and answer the questions that follow.

Round off your answer to TWO decimal places.

COUNTRY	CURRENCY CODE	BBR	BSR
United Kingdom	GBP	15.66	16.39
Peru	PEN – Peruvian nuevo sol	3.90	3.55

TOURS ON OFFER:	
LED TOUR	Peru: 7 nights from £1 560 p.p.


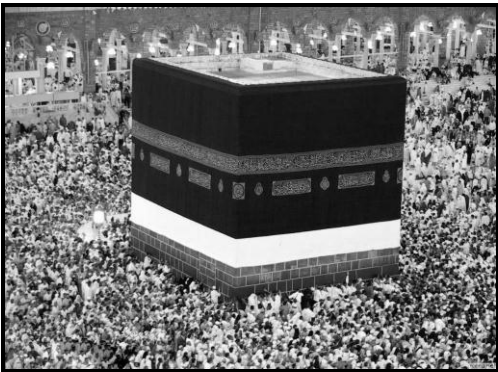

- 3.1 Calculate the amount in rand that a South African will pay for ONE person for the above tour. (3)
- 3.2 A South African tourist has R250,00 in cash to pay for a handbag.
Calculate the amount of PEN the tourist will pay for the handbag. (3)
- 3.3 Explain the difference between the buying power of a South African tourist in Peru and his/her buying power in the United Kingdom. (4)
- [10]**

TOTAL SECTION B: 50

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

QUESTION 4

4.1 Refer to the icons below and answer the questions that follow.

VISITS TO RELIGIOUS SITES	
A specialised niche market exists for religious tourists	
<p style="text-align: center;">A. The Wailing Wall</p>  <p style="text-align: center; font-size: small;">[Source: www.travelimages.com]</p>	<p style="text-align: center;">B. Mecca</p>  <p style="text-align: center; font-size: small;">[Source: www.alzahracentre.org]</p>
<p style="text-align: center;">C. Vatican City</p>  <p style="text-align: center; font-size: small;">[Source: www.vatican.fm]</p>	

Copy the table below into the ANSWER BOOK and complete it as indicated.

Example:

Icon	Country	City	ONE reason why it is regarded as a religious icon
X	Brazil	Rio de Janeiro	Statue of Christ that has religious significance for Christians all over the world.

4.1.1

4.1.2

4.1.3

Icon	Country	City	ONE reason why it is regarded as a religious icon
A			
B			
C			

(4)

(4)

(4)

4.2 Study the map of Australia below and answer the questions that follow.

Australia

Indian Ocean

Alice Springs

Indian Ocean

Sydney

Canberra

B

3 000 events are held in this building every year, with guided tours for more than 200 000 tourists.

A

A monolith (solid) rock in the desert visited by over 190 000 people per year. It is 348 m high, 3,6 km long, 2 km wide and 2,5 km below the ground.

The map shows the outline of Australia with the Indian Ocean to the west and south. Alice Springs is marked in the center. Sydney and Canberra are marked on the southeast coast. Two callout boxes are present: Box B points to Sydney and contains a photo of the Sydney Opera House with text about its annual events and tourists. Box A points to Alice Springs and contains a photo of Uluru with text about its size and annual visitors.

4.2.1 Refer to the map and identify icons **A** and **B**. (4)

4.2.2 Refer to the visitor statistics on the map and give ONE reason why the monolith rock receives fewer tourists than the other icon. (2)

- 4.3 Read the report below and answer the questions that follow.

NIAGARA FALLS

Visitors from all over the world visit the Niagara Falls. The main contributors to the economy around the Niagara Falls are Canadians from Ontario, as well as tourists from the USA. Very little income is generated from other areas in Canada and the rest of the world.

A large percentage of day visitors and overnight visitors come from the United States of America and remains constant (same) throughout the year.

[www.research.tourism.gov.on.ca]

- 4.3.1 Name ONE unique feature about the location of this icon. (2)
- 4.3.2 Explain ONE way in which the province of Ontario benefits from cross-border visits to this icon. (2)
- 4.3.3 Discuss whether seasonality would have an impact on the occupancy rate (bed nights) of accommodation establishments in Ontario, Canada. (2)
- 4.4 The following article on the Victoria & Alfred Waterfront appears on the Western Cape Tourism website. Study the article and answer the questions that follow.

AWARD FOR VICTORIA & ALFRED WATERFRONT (V&A WATERFRONT)



The V&A Waterfront received the award for 'Best Destination for Responsible Tourism' at the World Travel Market in London on 5 November 2014. Since 2008 the V&A Waterfront has invested R30 million in resource management. A sustainability committee was established, an environmental policy drafted and a carbon emissions measuring programme put in place. Visitors to the V&A Waterfront can participate in its green conscious practices.

[Adapted from www.waterfront.co.za]

- 4.4.1 Give ONE example from the article to support the V&A Waterfront's sustainable and responsible management plans. (2)
- 4.4.2 State TWO ways in which uploading this information on the Western Cape Tourism webpage contributes to the success of the V&A Waterfront as a tourist attraction. (4)

[30]

QUESTION 5

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



Complete the table below in the ANSWER BOOK.

		WORLD HERITAGE SITE 1	WORLD HERITAGE SITE 2	
5.1.1	Full official name	(a)	(b)	(2)
5.1.2	Type of World Heritage Site	(a)	(b)	(2)

5.2 From a tourism perspective, discuss ONE reason why the leatherback turtle's nest is regarded as a unique resource. (2)

5.3 **UNESCO'S WORLD HERITAGE CRITERIA**

Criterion 10: To contain the most important and significant natural habitats for conservation of biological diversity, including those containing threatened species of outstanding universal value.

[Source: www.unesco.org]

World Heritage Site 2 in QUESTION 5.1 above has met UNESCO's Criterion 10 to receive World Heritage status.

5.3.1 Discuss ONE example of how World Heritage Site 2 meets this criterion. (2)

5.3.2 Explain the role that UNESCO would play in maintaining both the World Heritage Sites. (2)
[10]

QUESTION 6

- 6.1 Read the article below and answer the questions that follow.

CHINESE OUTBOUND TOURISM

With nearly 98 million Chinese outbound tourists in 2013, China has become the world's biggest tourism source market. China has grown from being South Africa's 9th biggest source market to the 4th biggest in 2012. South African Airways introduced direct flights to and from China in January 2012.

Countries are marketing themselves to the Chinese in order to obtain a bigger market share of Chinese tourists. In order for South Africa to remain competitive in attracting Chinese tourists, South Africa must step up their marketing efforts in China to maintain this existing market.

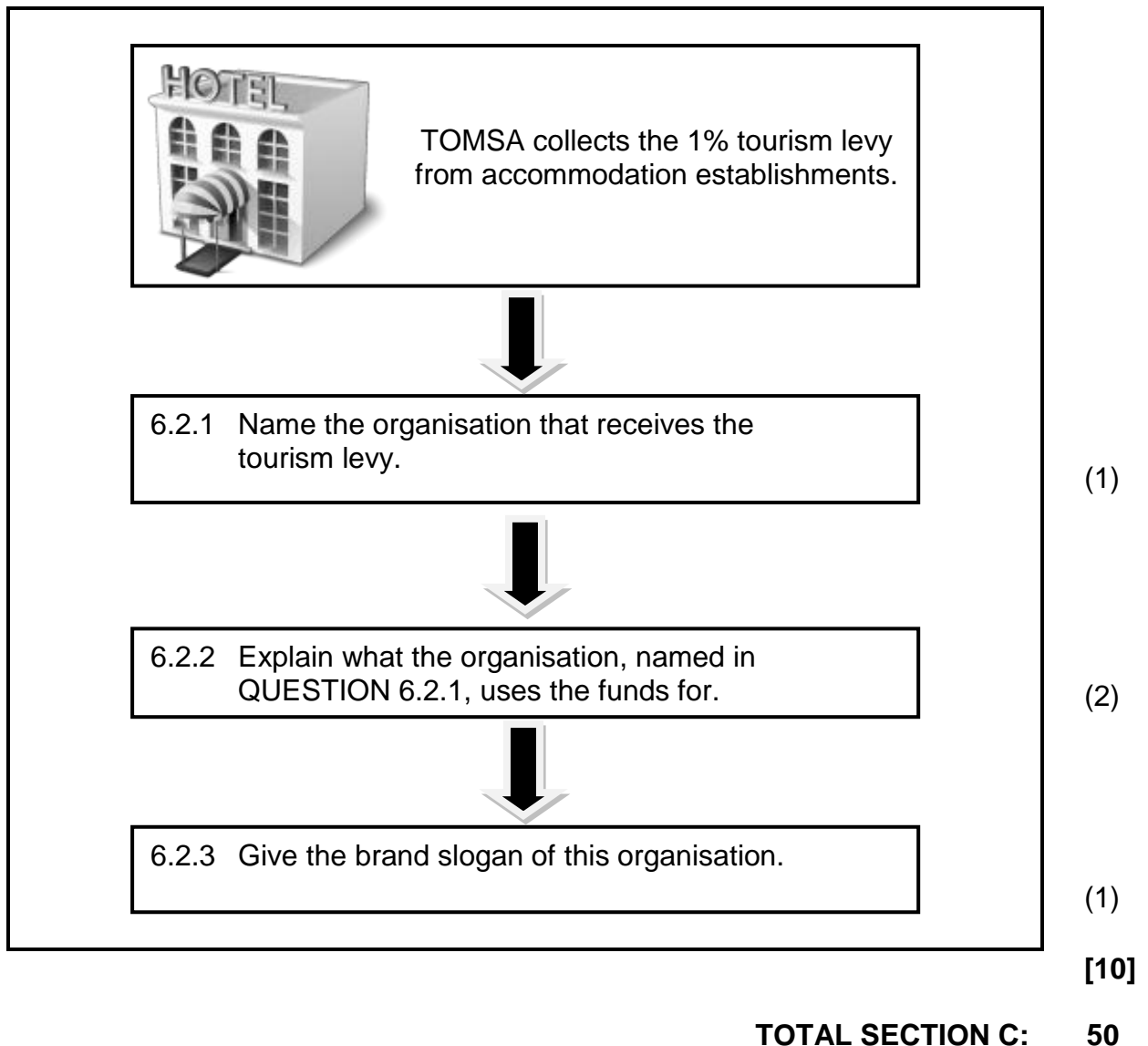
The Ebola outbreak has scared off tourists. New visa requirements by the South African government also make it more difficult to attract the Chinese market.

[Adapted from www.bdlive.co.za]

- 6.1.1 Identify ONE strategy that South African Airways has introduced to encourage the Chinese market to travel to South Africa. (2)
- 6.1.2 Identify TWO threats in the article that may impact on South African Tourism's marketing drive in China. (2)
- 6.1.3 You are a member of South Africa's marketing team.
- Recommend ONE strategy that can be used to market South Africa as a destination of choice for the Chinese market. (2)

6.2 The flow chart below indicates how TOMSA collects the 1% tourism levy.

Complete the flow chart below by answering the questions.



SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Read the extract below and answer the questions that follow.

APPEARANCE IN THE WORKPLACE

Bob went through the process of interviewing potential employees who would work directly with customers for his hotel. He interviewed Jane, a young female applicant who was well qualified for the job. Because she had a revealing tattoo on her arm and several facial piercings, Bob was hesitant to hire her. He wanted to hire a person who would project a professional work image and ensure customer confidence.



[www.themakeupgallery.org.uk]

After many interviews, he eventually decided to hire Jane on the condition that she removed her facial jewellery and covered the tattoo on her arm while at work. Jane worked at the front desk of the hotel, which required her to consistently interact with clients. After the three-month probation (trial) period, it was determined that Jane had not met the conditions of her agreement despite verbal and written warnings. She got more tattoos and piercings that covered her face and other visible parts of her body.

Bob was forced to terminate (end) Jane's employment because she failed to comply with the agreement to remove facial jewellery and cover visible tattoos while at work. Jane responded by filing an employment discrimination grievance against her employer for violating her freedom of expression.

[Adapted from www.natlawreview.com]

- 7.1 Give the term used to describe employees in a business who work directly with customers. (1)
- 7.2 Name the document that governs dress code, physical appearance and grooming in a hotel. (1)
- 7.3 Quote from the text to prove that the hotel in the extract has a policy on the physical appearance of employees. (2)
- 7.4 Explain why a company has to have the policy, referred to in QUESTION 7.3, in place. (2)
- 7.5 Give ONE reason why some tourists could be offended by Jane's appearance. (2)
- 7.6 Jane's case is going to court. You are the attorney (lawyer) representing the employer (hotel).
Justify FIVE points that you will use to argue in favour of dismissing (firing) the employee. (10)

[18]

QUESTION 8

Study the information below and answer the questions that follow.

ENTERPRISE HOLDINGS – THE BUSINESS OF SUSTAINABILITY

Enterprise Holdings is a car rental company that subscribes to the triple bottom line.

'Enterprise Holdings, founded 55 years ago, has always conducted its business sustainably and responsibly and will continue to do so. This journey has led us to a focused and structured approach to sustainable business practices. We commit ourselves more fully to take good care of the parts of the world we touch with our business.'



Andrew C Taylor: Chairman and chief executive officer, Enterprise Holdings

THE BUSINESS OF SUSTAINABILITY

Enterprise Holdings' goals and progress at a glance

Goals and Progress at a glance



Reduce carbon footprint

Reduce Scope 1 and Scope 2 emissions by 10% by 2015.



Alternative fuel vehicles (LEAF vehicles)

Incorporated 500 Nissan LEAF vehicles into the Enterprise Holdings fleet.



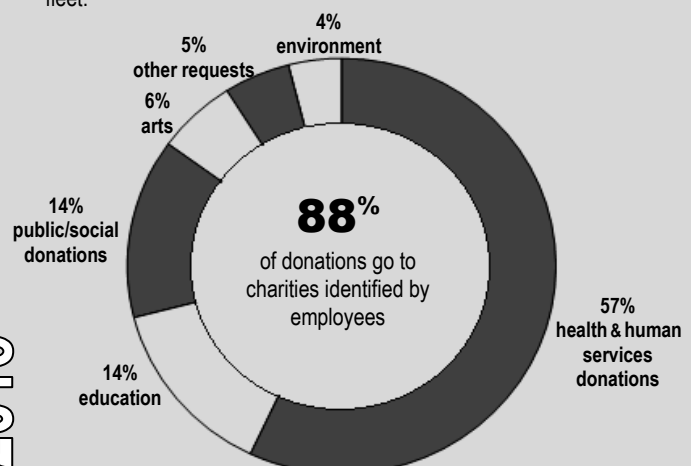
Alternative fuel vehicles

Convert all airport shuttle buses in the fleet to biodiesel by 2015.

Corporate social investment

88% of donations by the Enterprise Holdings Foundation go to charities identified by the employees.

2015



[Adapted from www.enterprise.com]

- 8.1 One of the strategies of Enterprise Holdings is to reduce its carbon footprint by 10%.

Explain the term *reducing its carbon footprint*.

(2)

- 8.2 8.2.1 Apart from reducing its carbon footprint, identify ONE other strategy the company uses to protect the environment. (2)
- 8.2.2 Give ONE example to explain how the company achieves the strategy identified in QUESTION 8.2.1. (2)
- 8.3 As part of its corporate social investment (CSI), Enterprise Holdings invests in social upliftment and the environment.
- 8.3.1 Explain Enterprise Holdings' unique donation policy. (2)
- 8.3.2 Give ONE example of how Enterprise Holdings is incorporating the social pillar of the triple bottom line in its donation policy. (2)
- 8.4 Calculate the percentage of Enterprise Holdings' donations that goes towards social upliftment. (2)
- [12]**

TOTAL SECTION D: 30

**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

- 9.1 Read the article below and answer the questions that follow.

MANY BRAZILIANS UNHAPPY WITH WORLD CUP SPENDING

Research found that 61 per cent of Brazilians thought that hosting the 2014 Soccer World Cup was bad for Brazil, believing that it took money away from schools, health care and other public services. Brazil spent billions on stadiums in 12 cities and on other projects. The cost of Brazil's World Cup was the highest ever. Many believe that the project benefitted only the rich and not the poor.

Many Brazilians also felt let down by their government, after promises in 2007 that the cost of the stadiums and other improvements would be privately financed. The government did not keep their promise and many projects that would have improved the lives of average Brazilians remained unfinished. Many people were relocated to make way for World Cup projects.

[Adapted from www.vidaenelvalle.com]

Destinations across the world bid to host global events due to the many advantages it has for the host country. However, many Brazilians were unhappy with hosting the 2014 FIFA World Cup.

- 9.1.1 From the extract, give TWO reasons why many Brazilians were unhappy with hosting the FIFA World Cup. (4)
- 9.1.2 Brazilian citizens had a negative perception of their country hosting the FIFA World Cup in 2014.

Write a paragraph in which you recommend THREE ways in which the Brazilian government can change this negative perception when hosting the 2016 Olympic Games in Rio de Janeiro. (6)

- 9.2 Study the statistics below on travel patterns of foreign tourists to South Africa in 2013 and answer the questions that follow.

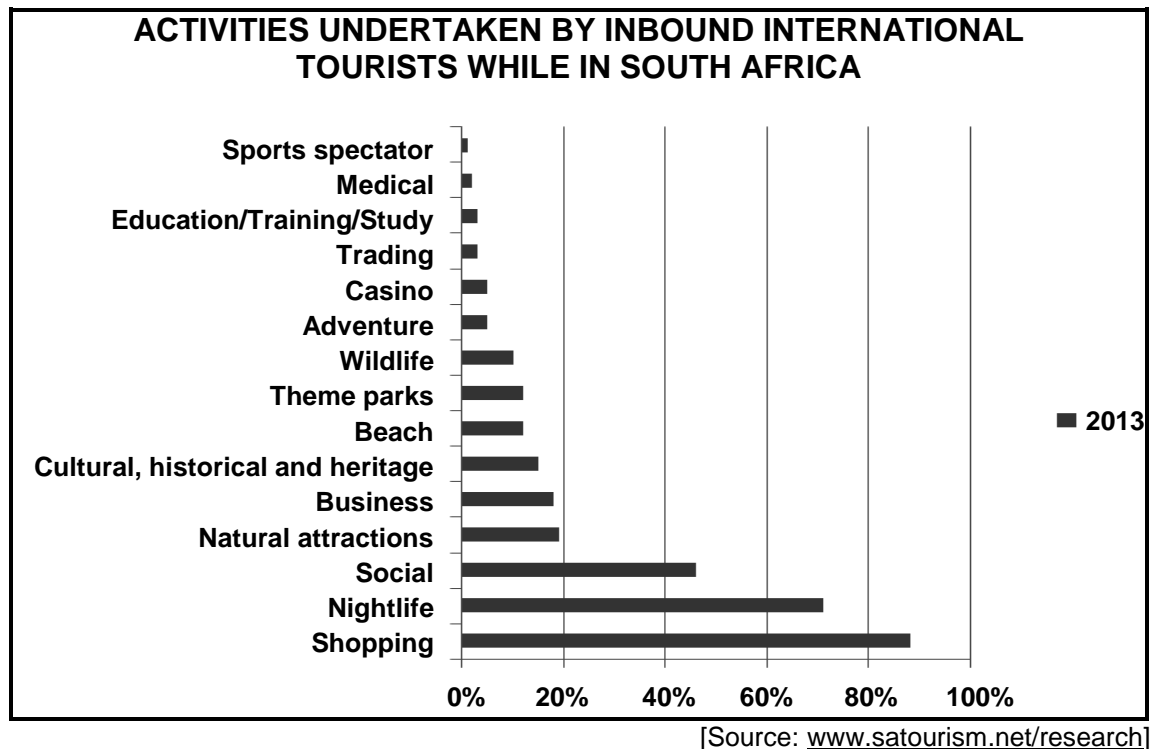
SOUTH AFRICAN TOURISM INDEX 2013				
	2013 Quarter 2 (April–June)		2013 Quarter 3 (July–September)	
Total tourist arrivals	2 180 218	1,5%	2 402 122	2,9%
Africa land markets	1 569 242	1,8%	1 642 872	1,3%
Africa air markets	97 579	4,9%	116 704	9,9%
Americas	127 427	0,5%	146 329	6,3%
Asia and Australasia	136 508	0,8%	154 160	4,8%
Europe	244 685	0,3%	337 000	6,7%

[Source: www.satourism.net/research]

Compare the arrival trends in the table above.

- 9.2.1 Comment on ONE trend in international arrivals in South Africa over the TWO quarters in 2013. (2)
- 9.2.2 Discuss TWO ways in which the trend in QUESTION 9.2.1 will affect the South African economy. (4)
- 9.2.3 The majority of tourists coming from Zimbabwe (Africa) are classified as land markets.
Give ONE reason for this classification. (2)

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



- 9.3.1 Give ONE reason why shopping has remained the main activity undertaken by inbound international tourists to South Africa. (2)
- 9.3.2 Recommend ONE way in which South Africa can increase the number of tourists who participate in medical tourism. (2)
- [22]**

QUESTION 10

Study the picture of the Madison Restaurant.

**Appearance:****Service:**

[Adapted from www.joinusinturkey.com]

The Madison Restaurant has recently completed an analysis of their customer feedback survey. Results have shown there has been an increase in service delivery complaints in the restaurant.

- 10.1 Give TWO examples of possible guest complaints about service delivery in the Madison Restaurant. (4)
- 10.2 Recommend TWO solutions to the restaurant manager to overcome the complaints in QUESTION 10.1. (4)
- [8]**

TOTAL SECTION E: 30
GRAND TOTAL: 200