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Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

FEBRUARY/MARCH 2011

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: SECTIONS A, B, C, D and E.
2. Answer ALL the questions.
3. Start EACH section on a NEW page.
4. Number the answers correctly according to the numbering system used in this question paper.
5. In QUESTION 6.4 round off your calculations to TWO decimal places.
6. You may use a calculator.
7. The following table is a guide to help you allocate your time according to each section:

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Tourism as an Interrelated System	40 marks	40 minutes
SECTION C	Responsible and Sustainable Tourism	40 marks	40 minutes
SECTION D	Tourism Geography, Attractions and Travel Trends	50 marks	50 minutes
SECTION E	Customer Care and Communication	30 marks	30 minutes

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 C.

1.1.1 The minister heading the national Department of Tourism (NDT) is ...

- A Jeff Radebe.
- B Cyril Ramaposa.
- C Pieter Mulder.
- D Marthinus van Schalkwyk.

1.1.2 The document that addresses transformation within the tourism industry and focuses on participation and ownership of the tourism product:

- A Tourism Broad-Based Black Economic Empowerment (BBBEE) charter
- B Tourism Service Excellence Initiative (TSEI)
- C Tourism Grading Council of South Africa (TGCSA)
- D Tourism Satellite Account (TSA)

1.1.3 The TSEI (Tourism Service Excellence Initiative) of 2010 was launched to pay more attention to service excellence. Which of the aims below will contribute to service excellence in South Africa?



- A Raising and maintaining service excellence standards
- B Increasing the sector's contribution to economic growth
- C Maintaining global competitiveness of the industry
- D All the above-mentioned

1.1.4 ... is the total value of all goods and services produced in a country in one year.

- A VAT
- B GDP
- C TSEI
- D TSA

1.1.5 The process of economic and social upliftment involving people who live in a particular area:

- A Business tourism
- B Demonstration effect
- C Community development
- D Destination benchmarking

1.1.6 The logo below ...



- A is South Africa's new international marketing logo designed to replace previous logos that were used by various tourism marketing agencies to represent South Africa.
- B was designed for the 2010 Soccer World Cup.
- C was designed for use at the 2010 INDABA in Durban.
- D was designed to replace the logo for the Blue Flag beaches of South Africa.

1.1.7 Remuneration, as part of the conditions of employment, refers to ...

- A annual sick leave.
- B average hours of work.
- C payment of a salary or wage for work done.
- D family responsibility leave.

1.1.8 A customer satisfaction survey can be useful to a tourism business because ...

- A it reports on staff's actions – positive and negative.
- B it gives feedback on customers' thoughts.
- C it advises on customers' expectations.
- D All the above-mentioned

1.1.9 This cultural group is mainly found in the Northern Cape and lives in detachable mat-roofed houses called haru oms:

- A Zulu
- B Nama
- C Xhosa
- D Venda

- 1.1.10 This unique dance, consisting of different soccer movements, was created for the 2010 Soccer World Cup:
- A Diski Dance
 - B Zulu Reed Dance
 - C Domba Dance
 - D Volkspele
- 1.1.11 The language that is NOT one of the 11 official languages in South Africa:
- A Sesotho
 - B Tshivenda
 - C Khoisan
 - D IsiNdebele
- 1.1.12 One of the ethnic groups in South Africa that can trace their origins to a larger group known as the Nguni people:
- A Setswana
 - B Tsonga
 - C Tswana
 - D Xhosa
- 1.1.13 The practice of Daylight Saving Time starts during the ... season.
- A summer
 - B winter
 - C spring
 - D autumn
- 1.1.14 South Africa takes its time from this line of longitude:
- A 15°W
 - B 15°E
 - C 30°E
 - D 30°W
- 1.1.15 The stadium that hosted the opening ceremony of the 2010 Soccer World Cup:
- A Nelson Mandela Bay
 - B Moses Mabida
 - C Soccer City
 - D Green Point

- 1.1.16 When the South African Soccer Team (Bafana Bafana) was in Rio de Janeiro (45°W) for the FIFA World Cup preparations, they had to adjust their watches ...
- A 6 hours ahead of South Africa's local time.
 - B 6 hours behind South Africa's local time.
 - C 5 hours ahead of South Africa's local time.
 - D 5 hours behind South Africa's local time.
- 1.1.17 This symbol represents the Japanese currency:
- A \$
 - B ¥
 - C £
 - D €
- 1.1.18 During the 2010 Soccer World Cup, the Brazilian spectators had to carry the following official documents:
- A Identity document and visa
 - B Passport and health certificate
 - C Passport and visa
 - D Identity document and passport
- 1.1.19 The slogan '*Meet FACE TO FACE more often, for far less than the price of a plane ticket*' was found in an advertisement promoting this type of technology:
- A A telephone call
 - B Video conferencing
 - C Teleconferencing
 - D An e-mail message

1.1.20



Hotel Search Looking for the best guaranteed hotel rates? A 5-min quick scanning of our hand-picked hotels (user reviews and well-drafted articles) in here will definitely translate into a direct saving!

City: Austin, TX, United States - and surrounding areas

Check-in: Month Day **Check-out:** Month Day

Rooms: **Adults:** **Children:**

GUARANTEED **\$100 Rebate**
LOWEST HOTEL RATES **Cash Back**

[Search Available Hotels](#)

A tourist will be able to immediately search for information on available hotels by using this advertisement from a ...

- A web page.
- B travel magazine.
- C brochure.
- D newspaper.

(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 number (1.2.1 – 1.2.5) in the ANSWER BOOK.

customer relations; Welcome Campaign; xenophobia;
Proudly South African; stereotyping; rainbow nation; transformation

- 1.2.1 The term used by Desmond Tutu for the many different nationalities and cultures living together in one country
- 1.2.2 Having a fixed image or idea about a type of person belonging to a particular race group, can have a negative impact on service delivery and customer care
- 1.2.3 Fear and dislike of people from other countries
- 1.2.4 A department within a tourism business that deals with customer complaints and queries
- 1.2.5 The logo which supports the use of South African products and services

(5 x 1) (5)

- 1.3 Choose a logo from COLUMN B that matches a description in COLUMN A. Write only the letter (A – G) next to the question number (1.3.1 – 1.3.5) in the ANSWER BOOK, e.g. 1.3.1 H.

COLUMN A	COLUMN B
1.3.1 This intergovernmental organisation promotes integration, socio-economic, political and security cooperation among Southern African member states	A 
1.3.2 This organisation looks after the interests of tourism businesses in South Africa	B 
1.3.3 This organisation is responsible for marketing South Africa – domestically and internationally	C 
1.3.4 This organisation provides additional funds to South African Tourism (SAT) to market South Africa internationally	D 
1.3.5 One of the functions of this governmental organisation is the conservation of South Africa's fauna and flora	E 
	F 
	G 

(5 x 1)

(5)

- 1.4 Complete the table below that contains names of tourism organisations, their acronyms and their aims. Write only the correct answer next to the question number (1.4.1 – 1.4.5).

ACRONYM	NAME OF THE ORGANISATION	AIM
FEDHASA	1.4.1	To protect and serve the needs of the hospitality sector
1.4.2	The Tourism, Hospitality, Sport Education and Training Authority	1.4.3
WTTC	1.4.4	1.4.5

(5 x 1) (5)

- 1.5 Indicate the provinces where the festivals or cultural activities below take place. Write only name of the province next to the question number (1.5.1 – 1.5.5), for example 1.5.6 Western Cape.

1.5.1



Hermanus Whales Festival

1.5.2



Modjadji, the Rain Queen

1.5.3



1.5.4



Grahamstown National Arts Festival

1.5.5



(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: TOURISM AS AN INTERRELATED SYSTEM**QUESTION 2**

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

Service excellence will boost growth in 2010 and beyond



The exciting Tourism Service Excellence Initiative (TSEI) programme was launched in 2010. The initiative, a public-private partnership between the national Department of Tourism (NDT) and the Tourism Business Council of South Africa (TBCSA), involves an integrated approach to service excellence in South Africa. It aims to improve the country's service delivery, which is ranked at 62 out of 124 countries by the World Travel and Tourism Council.

The preliminary focus areas are:

- Attitude – listen, respect and understand the customer
- Create a culture of customer service excellence in all of South Africa
- The right people in the right jobs
- Empower front-line, explain the 'whys'
- Understand, as countries, who are customers
- Don't just focus on the 2010 Soccer World Cup.

'We must pay more attention to service excellence in particular, as, ultimately, it is the visitors' experience in our country that will make them want to return or not.'

'South Africa regards tourism as very important in unlocking greater economic growth, infrastructure development, trade promotion and job creation. Tourism provides fast entry into the workforce, particularly for the youth and women in urban and rural communities.'

[Adapted from: *Department of Tourism newsletter*, December 2009]

2.1.1 What is the former DEAT now known as? (1)

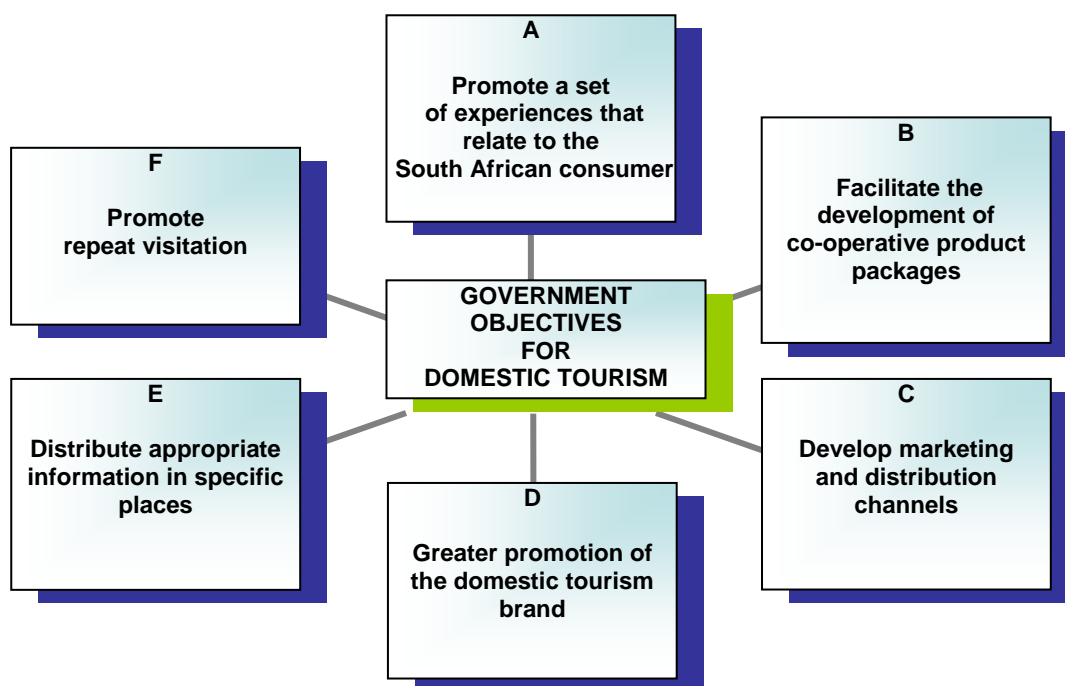
2.1.2 From the extract identify the TWO main role players in the establishment of this initiative. (2)

- 2.1.3 The World Travel and Tourism Council ranked South Africa's service delivery standard at 62 out of 124 countries, which is considered a low ranking.
- Discuss TWO ways in which this low ranking will impact on South Africa's inbound international tourism industry. (4)
- 2.1.4 One of the main focus areas of this initiative is:
- 'Attitude – listen, respect and understand the customer'
- Suggest ONE way in which the owner of a tourism business can implement this focus. (2)
- 2.1.5 Quote ONE sentence from the passage that explains the main reason why tourists return to a country. (2)
- 2.1.6 Explain why this initiative is not only focussing on 2010. (2)
- 2.1.7 From the extract list THREE advantages of tourism for South Africa. (3)

- 2.2 The diagram below shows the objectives of the Domestic Tourism Growth Strategy.

Listed below the diagram are the strategies on how these objectives are met. Match the most appropriate strategy with the objective. Write only the letter (A – F) next to the question number (2.2.1 – 2.2.6), for example 2.1.7 H.

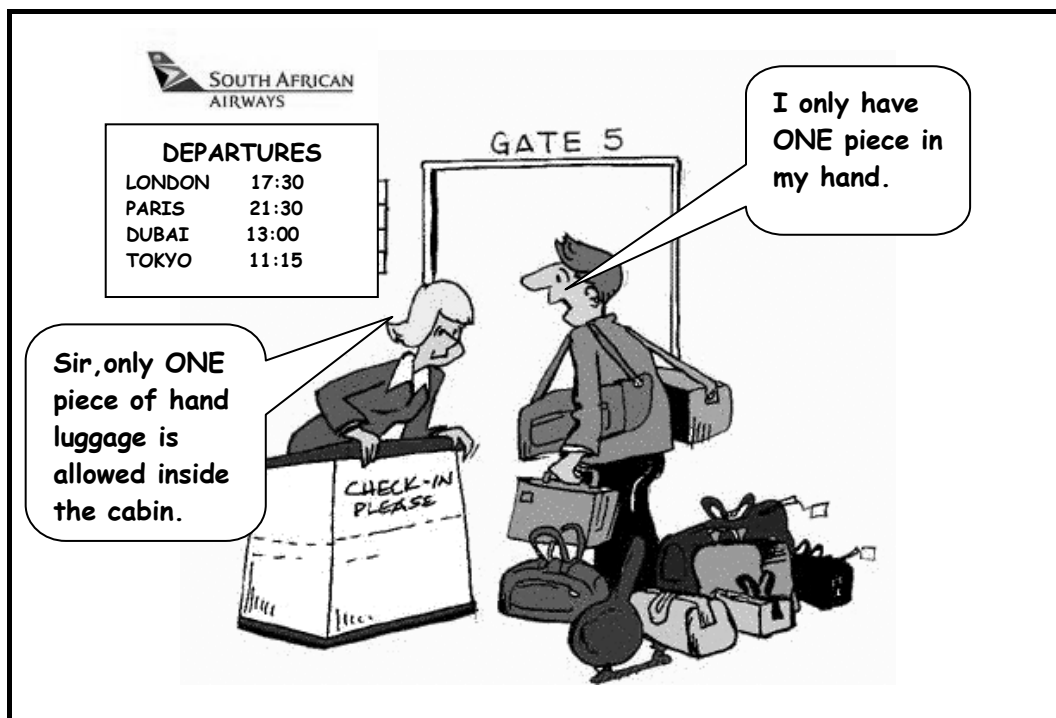
THE SIX GOVERNMENT OBJECTIVES FOR DOMESTIC TOURISM



STRATEGIES

- | | | |
|-------|--|-----|
| 2.2.1 | Create reward programmes for frequent domestic travellers to encourage them to experience even more of our country. | (2) |
| 2.2.2 | Make more domestic tourism information and education available to all South Africans to encourage them to travel more often. | (2) |
| 2.2.3 | Ensure that holiday experiences are open to all. Experiences can include city breaks, coastal getaways, mountain escapes, cultural discoveries, countryside meanders, bush retreats and sporting events. | (2) |
| 2.2.4 | Encourage national and provincial departments of tourism to develop and link products that will appeal to the South African domestic travellers' market. | (2) |
| 2.2.5 | Encourage innovative and affordable marketing of local tourism products to expose domestic travellers to these products. | (2) |
| 2.2.6 | Branding destinations within South Africa and create a holiday culture among all South Africans. The SATourism domestic brand will be heard and seen more than ever. | (2) |

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



- 2.3.1 Identify the type of transport that will be used by this tourist. (1)
- 2.3.2 Name the document required to pass through Gate 5 that will also indicate his seat number. (1)
- 2.3.3 Complete the sentence:
The passenger handling agent at the check-in counter is expected to wear a uniform because ... (2)
- 2.3.4 Name TWO communication skills that is required by passenger handling agent. (2)

[34]

QUESTION 3

Read the extract below which illustrates the working conditions of restaurants and answer the questions that follow.

Tabby's Restaurant & Tavern
CONDITIONS OF EMPLOYEMENT

Job title: Waitress/Waitron

Duties:
Waiting tables and servicing customers with food, alcoholic and non-alcoholic beverages. The employee will perform such duties and any others as the company may require from time to time.

Hours of work:
8-hour shifts daily. Shift arrangements apply.
Employees are entitled to a lunch break and free staff meals will be provided daily.
Employees will be paid overtime for shifts longer than 8 hours.

Annual leave:
17 paid leave days per year. Employees have to work on public holidays.

- | | | | |
|-----|-------|---|------------|
| 3.1 | 3.1.1 | State whether a waitress/waitron at Tabby's Restaurant & Tavern can be expected to do stocktaking as part of her job description. | (1) |
| | 3.1.2 | Support your answer to QUESTION 3.1.1 by quoting from the extract. | (2) |
| 3.2 | | Give a possible reason why a 17-year-old person may not be employed by this restaurant. | (2) |
| 3.3 | | Give ONE perk/benefit (plus side) mentioned in the extract that would save the waitress/waitron money. | (1) |
| | | | [6] |

TOTAL SECTION B: 40

SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM**QUESTION 4**

4.1 Read the extract below and answer the questions that follow.



Fair Trade in Tourism South Africa (FTTSA) promotes fair and responsible business practices by South African tourism businesses. FTTSA measures the responsible management of tourism businesses.

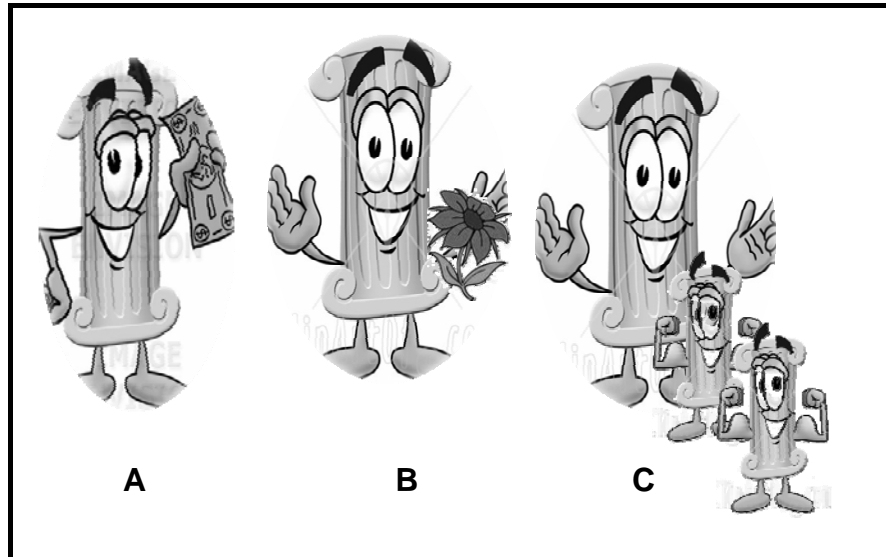
Businesses that want to be awarded the FTTSA trademark have to meet the following criteria:

- Fair wages and working conditions
- All participants in the tourism business should receive an equal share of the profit
- Stakeholders should be involved in decision-making processes
- Respect for human rights, culture and the environment
- Businesses should provide training, empower staff and employ local people
- Business practices must be transparent

Responsible tourism – implies that everyone involved in tourism must be accountable for their actions in natural and man-made environments. Responsible tourism addresses this by using the three pillars of sustainable development.

[Adapted from: www.fttsa.co.za]

- 4.1.1 The three cartoon characters below represent the three pillars of sustainable development. Name the THREE pillars of sustainable development.



- 4.1.2 Select ONE criterium from the FTTSA extract that is linked to the following: (3)
- (a) Pillar A (2)
 - (b) Pillar B (2)
 - (c) Pillar C (2)
- 4.1.3 Discuss TWO reasons why it is so important for the South African government to manage tourism responsibly. (4)
- 4.1.4 Name TWO ways in which a tourism business can treat the members of the local community unfairly. (4)

4.2 Read the extract below and answer the questions that follow.

As the tourism industry reaches maturity in many countries around the world, sustainability becomes a concern among tourists, governments and the tourism industry. Implementing strategies and monitoring the effectiveness for sustainable tourism remains a stumbling block, which the tourism industry has to overcome. Without more action at government and public-private sector levels, tourism will continue to use and destroy the natural environment.

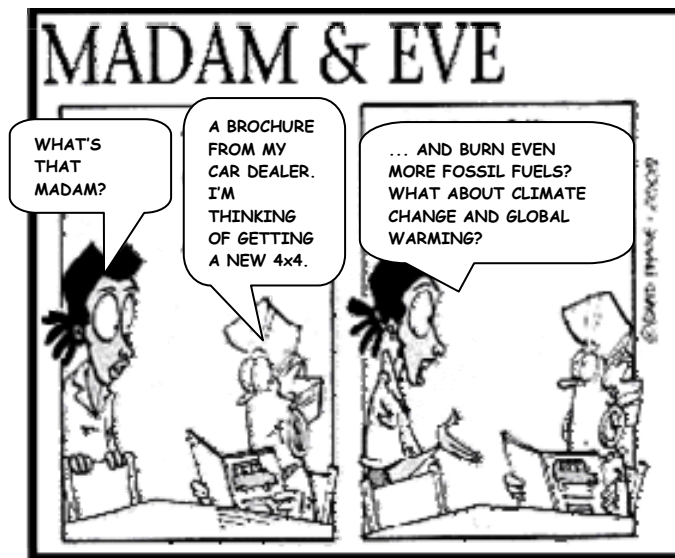
In 1992 the world's leaders met at the Earth Summit in Rio de Janeiro, Brazil, to sign Agenda 21. Agenda 21 is a declaration of their intention to seek a balance between the Earth's present human population needs and the needs of the future generations. Ten years later in 2002, heads of state gathered in Johannesburg for the World Summit on Sustainable Development (WSSD) to review progress, renew commitments to Agenda 21 and to plan new goals. The summit also addressed pressing issues such as extreme poverty, globalisation, environmental degradation, health issues and access to markets.

[Adapted from: *Managing Tourism in South Africa* by Richard George]

- 4.2.1 Give ONE reason why Brazil and South Africa were selected to host the Earth Summit (1992) and the WSSD (2002). Refer to their economies and tourism industries. (2)
- 4.2.2 Identify TWO issues that were dealt with at the WSSD in 2002. (4)

4.3 Study the cartoon below and answer the questions that follow

Environmental issues are important and many people around the globe, like Eve, are very concerned about our planet's environment. It is predicted that global warming, resulting in climate change, could affect weather patterns in many of the world's major tourism destinations.



- 4.3.1 Name the international organisation that expanded its work from conserving wildlife to issues around global warming. (1)
- 4.3.2 Explain how Madam will contribute to global warming by buying a 4x4 vehicle. (2)
- 4.3.3 (a) Name the sector of the tourism industry that contributes the most to global warming. (2)
- (b) Give ONE reason for your answer. (2)
- [30]**

QUESTION 5

Read the extract below and answer the questions that follow.

UBUNTU APPROACH TO FOOD

The Marung Restaurant and Bar in Newtown, Johannesburg, specialises in African cuisine mixed with a blend of Western dishes. Dishes the restaurant specialises in include idombolo (steam bread), mogodu (tripe) and umngqusho (samp and beans). The traditional gemmerbier (ginger beer) and umqombothi (traditional beer) are also found on the menu.

Nancy Nxumalo, the owner of the Marung Restaurant and Bar, says, 'What makes the business tick is the ubuntu hospitality that embraces our tradition and culture in the way we serve our dishes.'

The downturn in tourism, especially the drop in the international visitors to South Africa, has not left her business unscathed (unharmd). Nxumalo cut down on the operating hours, which in turn has had an impact on remuneration (salaries), and thus required a change in her business plan.

It also meant working smarter and fine-tuning the business strategy. 'We have changed our strategy; we do more catering services outside the restaurant to survive.'

However, it has not been all bad and Nxumalo says she is in the process of taking her concept to other provinces and franchising the business.

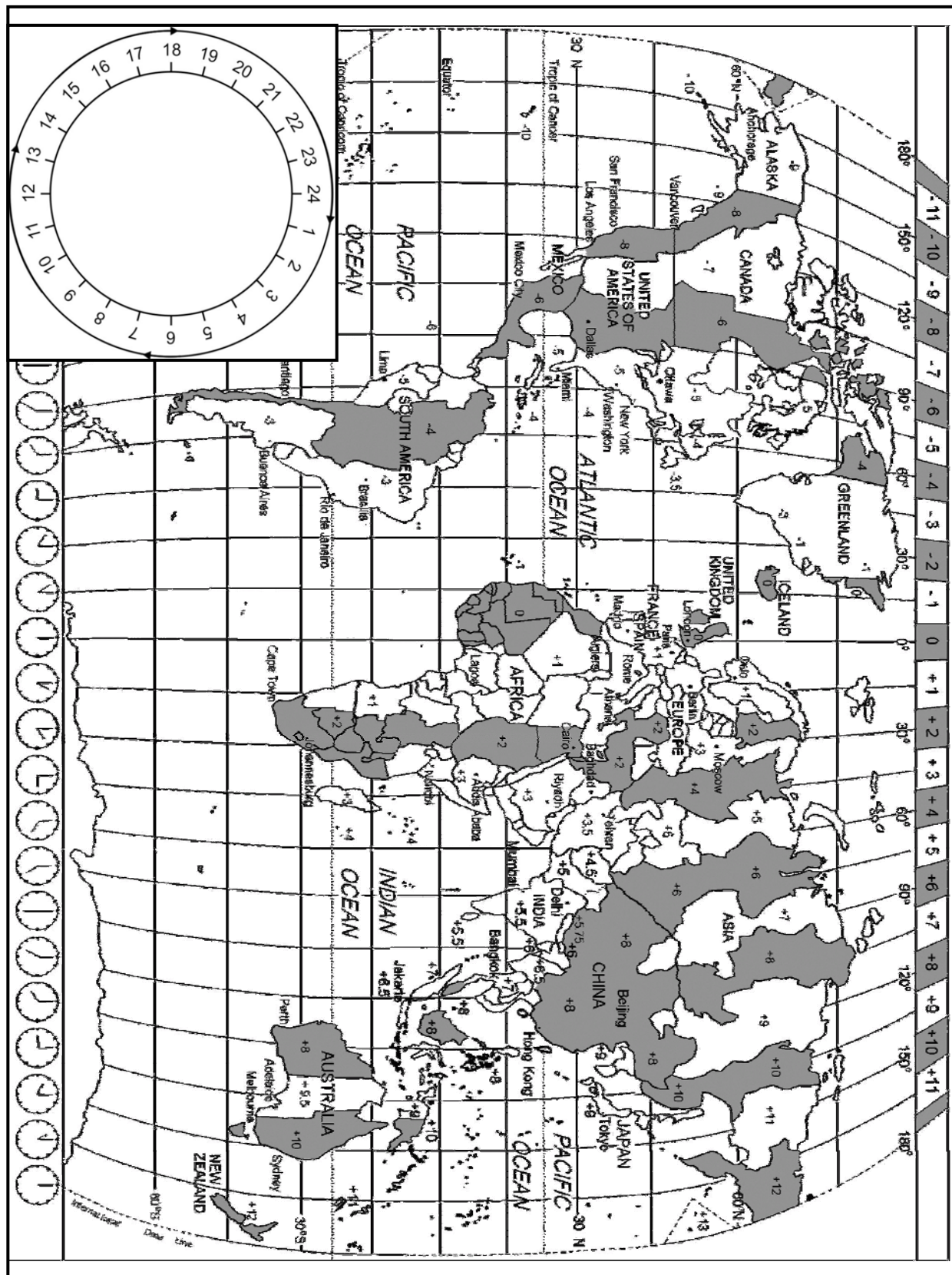
[Adapted from: *Sunday Tribune*, July 2009]

- 5.1 The extract above illustrates examples of unique tourism products and services. Identify ONE unique tourism product and ONE service. (2)
- 5.2 Explain why it is beneficial (helpful) for a business to have a unique product. (2)
- 5.3 The economic recession in 2009 negatively affected Nxumalo's business. Explain how Nxumalo was able to implement a turnaround strategy. (2)
- 5.4 Explain the concept of *ubuntu hospitality* and its importance to the tourism industry. (2)
- 5.5 Ms Nxumalo says she is in the process of taking her concept to other provinces and franchising the business.
- Suggest how she can benefit from franchising the business in other provinces. (2)
- [10]**

TOTAL SECTION C: 40

SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**QUESTION 6**

- 6.1 Study the World Time Zones Map below and read the case study before answering the questions that follow.



During the 2010 FIFA World Cup in South Africa, approximately 1 000 soccer spectators from Mexico visited South Africa. They attended the official opening ceremony of this sporting extravaganza and the kick-off between Mexico and South Africa (Bafana Bafana). The two events took place on 11 June 2010 at Soccer City in Johannesburg. The official opening ceremony started at 14:00 South African local time and two hours after the start of the ceremony was the kick-off between these two countries.

At 05:00 South African time, Mr Sondezol, a member of the Mexican tour group, phoned his wife in Mexico City although he was feeling dehydrated and had a loss of appetite.

Soon after the 2010 FIFA World Cup was over, a group of about 60 Mexican tourists decided to visit the rest of South Africa, including the Kruger National Park. They also went on a four-day tour to the Victoria Falls in Zimbabwe. They were informed about the risk of contracting malaria in the Kruger National Park and they were unsure about visa regulations to enter Zimbabwe.

- 6.1.1 Give ONE reason for Mr Sondezol's dehydration and loss of appetite on arrival at OR Tambo International Airport. (2)
- 6.1.2 Give the local time in Mexico City when Mrs Sondezol received the telephone call from her husband. (3)
- 6.1.3 The flight time from Mexico City to South Africa was 18 hours. Calculate the time and the date of departure from Mexico City if they arrived in South Africa 10 hours before the official opening ceremony. (5)
- 6.1.4 Calculate the time at which the people in Sydney (Australia) would have watched the televised broadcast of the 2010 FIFA World Cup opening ceremony which started at 14:00 on 11 June 2010. (3)

6.2 **Soon after the 2010 FIFA World Cup was over, about 60 Mexican tourists wanted to tour the Kruger National Park and the Victoria Falls in Zimbabwe. Their main concern was malaria and entry regulations into Zimbabwe.**

- 6.2.1 Name TWO preventive measures the Mexican group could take to avoid contracting malaria. (2)
- 6.2.2 The requirements for obtaining a holiday visa to Zimbabwe is similar to that of South Africa. List THREE items the Mexicans would require when applying for a Zimbabwean visa. (3)
- 6.2.3 Give ONE reason why the Mexicans applied for a holiday visa and not a transit visa. (2)

- 6.3 Study the foreign tourist arrivals table below and answer the questions that follow.

**SOUTH AFRICAN FOREIGN TOURIST ARRIVALS BETWEEN
DECEMBER 2008 AND DECEMBER 2009**

AREA	DEC. 09	DEC. 08
Europe	139 396	139 901
North America	30 066	26 250
Central and South America	7 414	5 584
Australasia	12 017	12 247
Asia	17 120	14 609
Middle East	3 425	4 114
Overseas Total	209 978	202 705
Africa Mainland	710 731	754 864
Total Africa	712 464	756 614
Unspecified	6 548	4 871
Grand Total	928 990	964 190

[Source: SA Tourism]

- 6.3.1 Explain the difference in the arrival statistics of Africa and of the overseas markets. (2)
- 6.3.2 Explain why South Africa regards Europe as a core market (a market that already exists and generates a substantial revenue) when compared to the Middle East. (4)
- 6.3.3 Suggest TWO ways in which SA Tourism can change the Middle East from being a tactical market (a market with tourism potential for extensive growth) into a core market. (4)

- 6.4 Study the table below and answer the questions that follow.

2010 FIFA WORLD CUP VISITORS TO SOUTH AFRICA				
COUNTRY	TOTAL NUMBER OF SPECTATORS	AMOUNT SPENT IN SOUTH AFRICA PER SPECTATOR		RATE OF EXCHANGE
England	30 000	GBP	1 000,00	11,04
Germany	40 000	EUR	1 500,00	9,94
USA	60 000	USD	1 000,00	7,42
Mexico	1 000	MXN	5 000,00	0,59
Brazil	5 000	BRL	3 000,00	4,26
Algeria	30 000	DZD	50 000,00	0,10
Nigeria	20 000	NRN	100 000,00	0,04

- 6.4.1 (a) Identify ONE European country that attracted the largest number of spectators to the 2010 FIFA World Cup. (1)
- (b) Calculate the amount spent in ZAR by ONE spectator from the country identified in QUESTION 6.4.1(a). (2)
- 6.4.2 A Mexican spent R5 000,00 on air fares within South Africa. Calculate how much the Mexican paid in MXN. (2)
- 6.4.3 Calculate the amount in ZAR that ONE American spectator spent in South Africa during the soccer event. (2)
- 6.4.4 Examine the rate of exchange between the British pound and the Brazilian real.
- (a) State which of the two countries contributed the most to the South African economy. (1)
- (b) Give ONE reason for your answer to QUESTION 6.4.4(a). (2)

6.5

Hosting global events is not always accompanied by positives, there are negatives as well. Although international tourists may find things to be in order, the domestic tourists might be experiencing just the opposite.

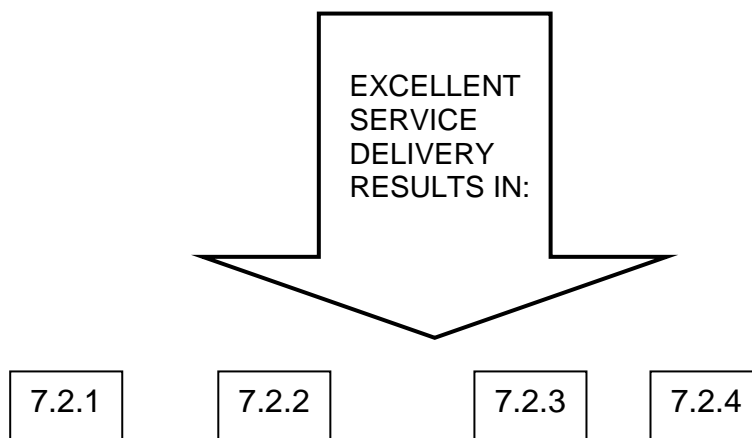
- 6.5.1 Suggest ONE way in which the transport sector benefitted from hosting the 2010 FIFA World Cup. (2)
- 6.5.2 Suggest ONE negative impact that domestic tourists may have experienced in the transport sector during the 2010 FIFA World Cup. (2)
- 6.5.3 Explain your understanding of the term *current affairs*. (2)
- 6.5.4 Discuss TWO negative impacts for the tourism industry in South Africa if the crime rate had escalated (increased) during the 2010 FIFA World Cup. (4)

TOTAL SECTION D: 50

SECTION E: CUSTOMER CARE AND COMMUNICATION**QUESTION 7**

- 7.1 7.1.1 Some of the Mexicans who visited South Africa could not speak English. Suggest ONE way in which this problem could have been resolved. (2)
- 7.1.2

The hospitality sector in South Africa hosted many different cultural groups during the 2010 Soccer World Cup. It was difficult to meet all the needs and expectations of each cultural group.
- (a) Give ONE reason why it was difficult for the hospitality sector to meet all the needs and expectations of the diverse cultural groups. (2)
- (b) Recommend TWO ways in which employees in the hospitality sector can ensure that they do not offend any cultural group. (4)
- 7.1.3 Explain your understanding of the term *culture-specific needs*. (2)
- 7.2 The delivery of excellent service is vital in sustaining any tourism business.




- List FOUR ways in which the delivery of excellent service will benefit a tourism business. (4)

7.3 Study the advertisement below and answer the questions that follow.

REPORTING BAD SERVICE – BY SMS

Cellular technology companies **Clickatell** and **Don't Go** have launched a new service that enables consumers to share their customer service experience – and complain about bad service – by SMS.



NEW SMS SERVICE
Provides honest customer feedback to organisations and businesses immediately.

DON'T GO
SMS 'dont' to 34040 + name of business + comment or complaint.

RESTAURANTS

GROCERY STORE CHAINS

HOTELS

SHOPS

AIRLINES

CLOTHING STORES

CAR RENTAL

ATTRACTIONS

Don't let consumers simply withdraw their support for the product or service and criticise the business to anyone who will listen.

Don't Go
Don't go will send the information via e-mail to subscribers at a small cost per month, while non-subscribers are called and provided with alerts at no cost on the first occasion.

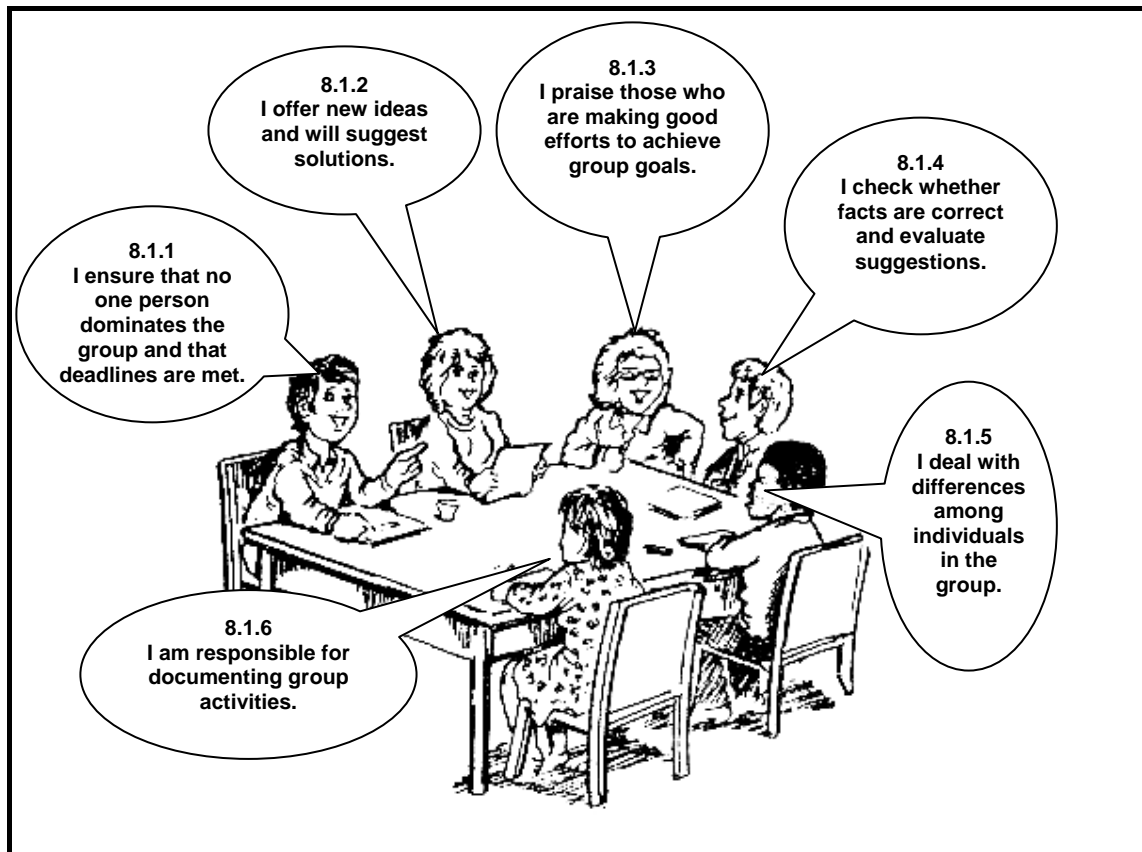
[Adapted from: *SAinfo reporter*]

- 7.3.1 Give ONE reason why a customer will find the service provided in the advertisement above useful. (2)
- 7.3.2 Give TWO reasons why a restaurant will make use of the service in the advertisement. (4)
- 7.3.3 Give ONE example of how this service can contribute to the delivery of service excellence in the tourism industry. (1)
- [21]**

QUESTION 8

- 8.1 Study the discussion of the members explaining their roles in the team. From the list below, identify the role of each member. Write only the role of the member next to the question number (8.1.1 – 8.1.6) in the ANSWER BOOK, for example, 8.1.8 scribe.

harmoniser; clarifier; initiator; gatekeeper;
motivator; scribe; summariser; information seeker



(5)

- 8.2 Advances in technology mean that tourists will be able to select tourism products and services without the assistance of a tour operator or travel agent.

Listed below are the marketing activities of a business and the traditional methods of marketing.

Direct marketing is given as an example.

TRADITIONAL MARKETING VERSUS eMARKETING		
Marketing activity	Traditional marketing	eMarketing
Direct marketing	Flyers, telemarketing, mail in the post	SMS, e-mail, mailing lists
Customer services	Customer services are normally limited to business hours	8.2.1
Advertising	Prepare video, use standard media such as television, radio, newspapers and travel magazines	8.2.2

Explain how a tourism business will use the most updated technology for eMarketing purposes in the following marketing activities:

- 8.2.1 Customer services (2)
- 8.2.2 Advertising (2)
- [9]**

TOTAL SECTION E: 30
GRAND TOTAL: 200