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basic education

Department:
Basic Education
REPUBLIC OF SOUTH AFRICA

NATIONAL SENIOR CERTIFICATE

GRADE 12

TOURISM

NOVEMBER 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.
2. ALL the questions in SECTION A, B, C, D and E are COMPULSORY.
3. Start EACH section on a NEW page.
4. In QUESTIONS 6.5.2 and 6.5.3 answers should be rounded off correctly to TWO decimal places.
5. A non-programmable calculator may be used.
6. Except for SECTION A, all other questions are to be answered in complete sentences.
7. Write neatly and legibly.
8. The table below 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
TOTAL		200 marks	180 minutes

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 number (1.1.1–1.1.20) in the ANSWER BOOK.

- 1.1.1 Marthinus van Schalkwyk is the Minister of the Department of ...
- A Economic Affairs.
 - B Environmental Affairs and Tourism.
 - C Tourism.
 - D Sports, Arts and Culture.
- 1.1.2 The Basic Conditions of Employment Act, 1997 (Act 75 of 1997), in South Africa ...
- A regulates employment conditions such as leave, employment contracts, employee records, deductions and termination of service.
 - B is responsible for the transformation of the tourism industry.
 - C is a policy document introduced by the TBCSA.
 - D encourages fair and responsible business practice.
- 1.1.3 The term used to describe the total value of goods and services produced and consumed in a country in ONE year:
- A Gross National Product
 - B Gross Domestic Product
 - C Income revenue
 - D Economic growth
- 1.1.4 The full term for the acronym BBBEE used in the tourism industry is ...
- A Black-based Business Economic Empowerment.
 - B Black Business Bodies Economic Empowerment.
 - C Broad Black Business Economic Empowerment.
 - D Broad-based Black Economic Empowerment.
- 1.1.5 The term used to describe a person starting a tourism business:
- A Tourism professional
 - B Tourism representative
 - C Tourism entrepreneur
 - D Tourism career

1.1.6 Modjadji, the rain queen, is a cultural legend associated with this province:

- A North West
- B Limpopo
- C Free State
- D Northern Cape

1.1.7 A business can practice responsible tourism if the business commits itself to ...

- A the protection of the environment.
- B the development of the community.
- C making a profit.
- D All the above-mentioned are correct.

1.1.8 The Kyoto Protocol addresses ...

- A funding for projects.
- B reliable service delivery.
- C environmental sustainability.
- D important issues such as poverty.

1.1.9 A research study that determines the effects of a planned activity on the environment and on human health:

- A Environmental impact assessment
- B Environmental assessment impact
- C Environmental evaluation assessment
- D Environmental impact appraisal

1.1.10 In 2011 these countries came under the spotlight for disaster tourism:

- A Zimbabwe and Namibia
- B Japan and New Zealand
- C Brazil and Argentina
- D France and Greece

1.1.11 The international time indicated on this clock is written as ...



- A 3 am.
- B 3 pm.
- C 15h00.
- D 15:00.

- 1.1.12 The THREE mega world sporting events during 2011 were ...
- A rugby, cricket and soccer.
 - B rugby, cricket and volley ball.
 - C rugby, cricket and netball.
 - D rugby, cricket and basket ball.
- 1.1.13 This European country does NOT use the euro as their unit of currency:
- A Italy
 - B Germany
 - C France
 - D Switzerland
- 1.1.14 The SADC country on the 15° E line of longitude that practises daylight saving time (DST) is ...
- A Angola.
 - B Mauritius.
 - C Namibia.
 - D South Africa.
- 1.1.15 The main reasons why tourists from the SADC countries visit South Africa are ...
- A medical visits and shopping.
 - B work and shopping.
 - C business and VFR.
 - D holiday and VFR.
- 1.1.16 The action that ensures that a product or service satisfies the needs and expectations of the customer:
- A Quality assurance
 - B Marketing strategy
 - C Customer loyalty
 - D Customer feedback

1.1.17 Which logo(s) are examples of quality assurors in the tourism industry in South Africa?

A



B



C



D All the above-mentioned are correct.

1.1.18 This person summarises a group's discussion and goes into detail about how the group's plans would work.

- A Clarifier
- B Scribe
- C Initiator
- D None of the above-mentioned

1.1.19 A technique to assess the strengths and weaknesses of a company and the opportunities and threats it faces:

- A Push and pull factors
- B SWOT analysis
- C Strategic planning
- D Performance management

1.1.20 The THREE advantages of using a website to market tourism products are that ...

1. tourists can access information at any time.
2. many tourists can be assisted at the same time.
3. many tourists will not have access to the website.
4. information can be updated speedily.

- A 1, 2 and 3
- B 1, 3 and 4
- C 1, 2 and 4
- D 2, 3 and 4

(20)

- 1.2 Complete the following paragraph by choosing a word from the list below. Write only the word/term next to the question number (1.2.1–1.2.5) in the ANSWER BOOK.

original qualification document; working hours; labour laws;
Curriculum Vitae; code of conduct; service ethics; contract of employment;
remuneration

Sello Mokoena completed a three-year Diploma in Tourism Management. He responds to an advertisement in the newspaper for a managerial position at the Limpopo Tourist Information Centre. He sends in his (1.2.1) ... together with his application form.

Sello was successful at the interview and was appointed in the post. On his appointment, his employer gave him a (1.2.2) ... which contained his (1.2.3) ... and his (1.2.4) ... Sello also signed the (1.2.5) ... which gives direction regarding his work ethics. (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 A characteristic of service is that it is (tangible/intangible). (1)
- 1.3.2 The (WSSD/Earth Summit) was held in South Africa to promote sustainable living. (1)
- 1.3.3 A (marketing tool/marketing plan) is a system for developing objectives and setting out actions to achieve over a short period. (1)
- 1.3.4 A tourist will find the gate number and the seat number for his/her flight on the (boarding pass/electronic air ticket). (1)
- 1.3.5 The 1% levy charged when tourists hire vehicles is paid to (TOMSA/THETA) to be used for marketing tourism in South Africa. (1)

- 1.4 Study the overall impact of the 2010 FIFA World Cup indicated below. Choose a statement from COLUMN B that matches a term in COLUMN A. Write only the letter (A–F) next to the question number (1.4.1–1.4.5) in the ANSWER BOOK.

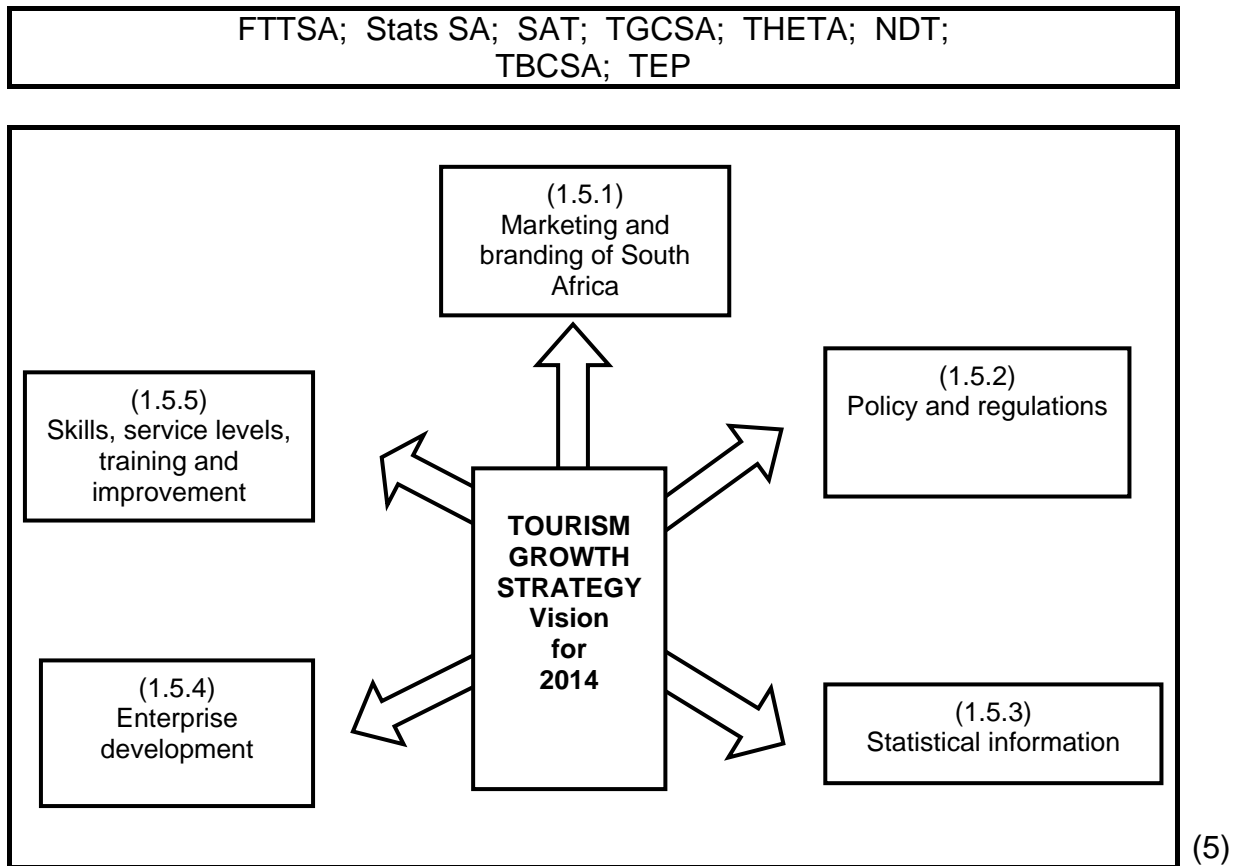
COLUMN A	COLUMN B
<p>1.4.1 Geographic spread</p> <p>1.4.2 Length of stay</p> <p>1.4.3 Brand awareness</p> <p>1.4.4 Tourist spending patterns</p> <p>1.4.5 Tourist volumes</p>	<p>A During the FIFA World Cup, South Africa's marketing slogan '<i>South Africa – it's possible</i>', became widely known to millions of people across the world.</p> <p>B The Northern Cape was not a host province for any of the FIFA World Cup matches, yet the team from Uruguay used Kimberley as their base for training.</p> <p>C Many tourists were impressed with the spirit of Ubuntu displayed by South Africans.</p> <p>D South Africa can be proud to say that it received the third highest number of visitors at any FIFA World Cup to date.</p> <p>E Statistics released after the FIFA World Cup have shown that South Africa's tourism industry received more income during this period compared to the same period in previous years.</p> <p>F The French team extended their visit in order to explore South Africa even though they did not qualify to continue playing in the FIFA World Cup.</p>

(5 x 1)

(5)

- 1.5 The flow diagram below illustrates the vision for the Tourism Growth Strategy for 2014.

Complete the flow diagram by choosing an organisation from the list below. Write only the organisation next to the question number (1.5.1–1.5.5) in the ANSWER BOOK.



TOTAL SECTION A: 40

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

2.1 Study BOTH extracts and answer the questions that follow.

**EXCELLENT SERVICE DELIVERY BY THE AIR TRANSPORT SECTOR
CONTRIBUTES TO SOUTH AFRICA'S DEVELOPMENTAL GOALS**

With today's passengers having more choices than ever before in terms of gateways and airlines, the provision of good customer service has become more important for destinations in order for them to remain competitive. The Airports Company of South Africa (ACSA) took a closer look at how they can improve their customer service at airports.

ACSA's customer service strategy highlights the importance of all airport employees in providing uniquely South African hospitality that shows the true spirit of Ubuntu while delivering a safe, secure and efficient end-to-end (from time of departure to time of arrival at the destination) travelling experience.

ACSA introduced the following steps to improve their service levels:

- An improved customer care communication system called the Viewing Deck where all ACSA airport customers have an opportunity to communicate with the airport staff and receive personalised responses to their queries and complaints.
- Over 100 iHELP customer service agents are placed throughout the airports' terminals to assist passengers. Many compliments have been received to date from 'wowed' customers about these steps taken.
- iHELP posters encourage customers to sms feedback about ACSA's service delivery to the Viewing Deck. Complaints are dealt with immediately and corrected.

– Joanne Paternoster

In addition to improved service levels at all South African International Airports, SAA (South Africa's national airline carrier) which is a state-owned enterprise, has upgraded their fleet and product offering by adding six new Airbus A330-200s (222 seats, updated entertainment features, faster and more fuel efficient).



The objectives for these additions are:

- Improve and sustain the profitability of SAA which will assist the government in fulfilling their developmental plans for the country as a whole.
- Remain globally competitive and meet the demands of the market.

[Adapted from *Sawubona Magazine*, March 2011]

- 2.1.1 Explain the term *gateway* by referring to the extract. (2)
- 2.1.2 (a) Identify TWO steps taken by ACSA to improve their service delivery. (2)
- (b) Explain how the steps taken will improve service delivery. (2)
- 2.1.3 Give ONE reason why ACSA encourages their customers to sms their responses to the 'Viewing Deck'. (2)
- 2.1.4 (a) Give your understanding of the concept of *Ubuntu*. (2)
- (b) Give ONE reason why ACSA promoted the spirit of Ubuntu amongst its employees. (2)
- 2.1.5 The King Shaka International Airport in Durban, KwaZulu-Natal opened in 2010 and created many new jobs.
- State ONE way in which the creation of new jobs has led to the upliftment of communities. (2)
- 2.1.6 Explain how the addition of the six new Airbus A330-200s will result in the following:
- (a) The profitability of SAA (2)
- (b) The contribution to South Africa's GDP (2)

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



2.2.1 Identify the socio-economic problem illustrated in the cartoon. (2)

2.2.2 Apart from job creation, discuss ONE way in which the promotion and development of the tourism industry can solve the above problem. (2)

2.2.3 Before 1994, historically disadvantaged individuals (HDIs) were given limited opportunities to participate in tourism activities. They also had fewer opportunities to own tourism businesses. The government has since used various ways to transform the tourism industry to include and improve the quality of life of all South Africans.

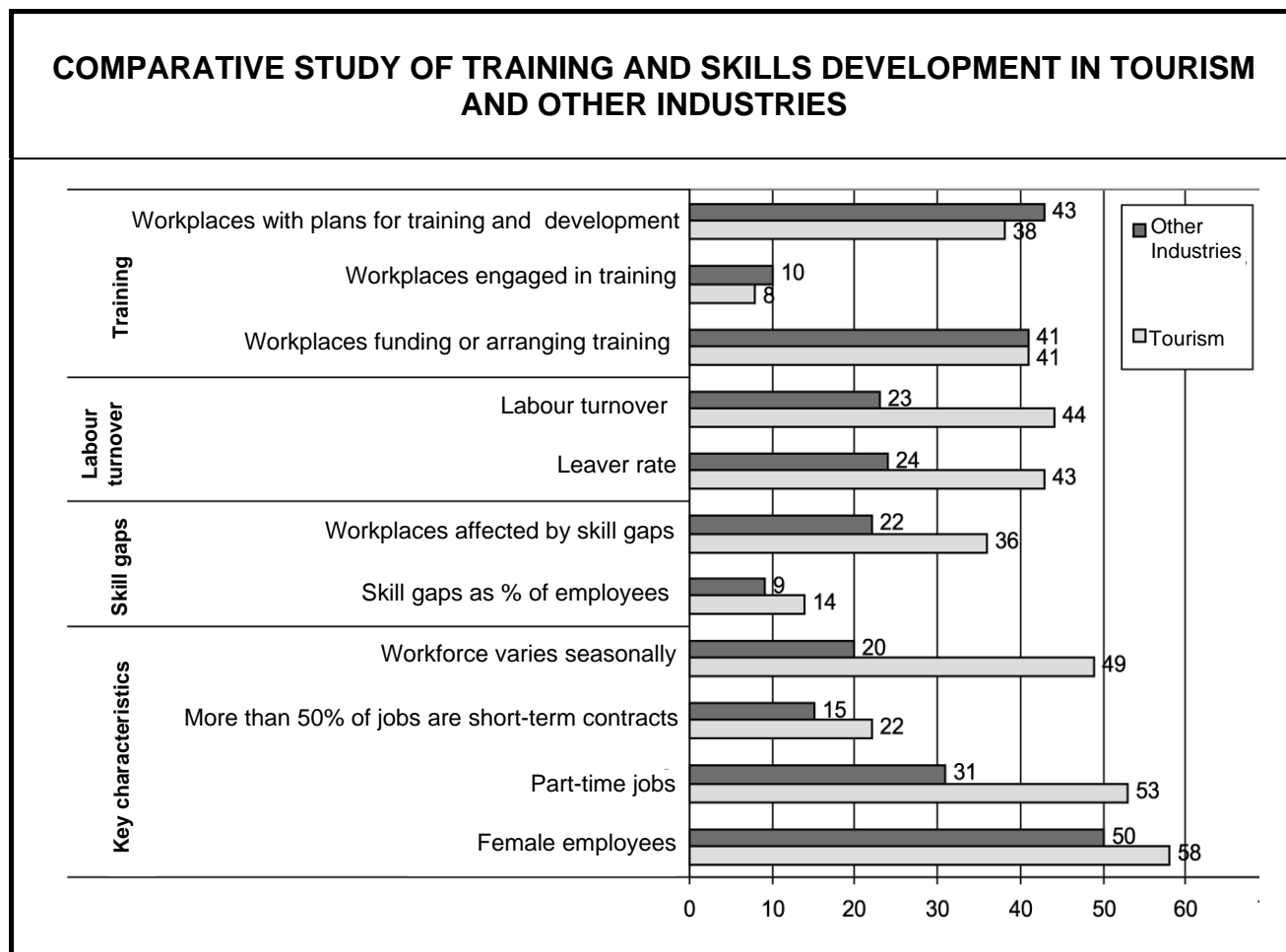
State ONE way in which government has used the following partnership to redress past imbalances in tourism:



(2)
[24]

QUESTION 3

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



The graph represents a picture of skills development and training within the tourism industry.

- 3.1.1 From the graph, identify ONE reason why the tourism industry experiences such a high labour turnover compared to other industries. (2)
- 3.1.2 Explain how the high percentage of part-time jobs in the tourism industry will prevent tourism businesses from investing in training and skills development. (2)
- 3.1.3 The National Department of Tourism (NDT) in South Africa has addressed the issue of seasonality.
- (a) Name the strategy used by the NDT to try and reduce seasonality. (2)
- (b) Explain how this strategy will reduce seasonality. (2)

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



FLIGHT ATTENDANTS (cabin crew) help make flights safe, comfortable and enjoyable for airline passengers. A flight attendant's work begins with a pre-flight meeting with the rest of the crew.

Flight attendants are responsible for passenger safety. They explain safety regulations and emergency procedures, check to see that seat belts are fastened during takeoff and landing, and assure that other Federal Aviation Administration (FAA) safety standards are followed. They must be able to operate emergency equipment such as chutes (shaft) to quickly get passengers off the aircraft in an emergency situation.




Flight attendants spend most of their time on the aircraft, travelling domestically or internationally. They spend most of their time with passengers, who come from a wide range of backgrounds and cultures. They often work in small and cramped conditions and spend a lot of time on their feet. Bad weather can make flying conditions uncomfortable or dangerous. They also work through the night and cross many time zones. Although flight attendants enjoy the benefits of travel, they also live out of suitcases for weeks at a time.

- 3.2.1 From the extract, identify TWO skills that are necessary to be a good flight attendant. (2)
- 3.2.2 From the extract, name ONE negative working condition that flight attendants may experience. (2)
- 3.2.3 Explain why flight attendants need to be physically fit. (2)
- 3.2.4 Give ONE example of travel benefits. (2)
- [16]**

TOTAL SECTION B: 40

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

4.1 Study the extracts below and answer the questions that follow.

<p>The South African tourism industry has in the last century shifted towards tourism that is focused on the 'triple bottom line'. Responsible tourism practices have become the vehicle for sustainable tourism development and have been adopted by industry role players and tourists.</p> <p>The three tourism businesses below were finalists for the Imvelo Awards in 2010.</p>		
<p style="text-align: center;">AVIS</p> 	<p style="text-align: center;">MOTSETHABO TOURS</p> 	<p style="text-align: center;">TABLE MOUNTAIN CABLEWAY</p> 
<p>Avis believes 'People are more important than cars'. The company encourages its employees – or 'brand ambassadors' – to share in the upliftment of communities. Their staff helps to clean, weed, paint buildings and plant trees in disadvantaged communities around the country.</p>	<p>Motsethabo Tours offers township tours around Alexandra near Johannesburg. More tourists are now interested in township tours. Motsethabo Tours is meeting this increased demand which is resulting in their improved economic situation.</p>	<p>The Table Mountain Cableway practices responsible tourism. With 750 000 visitors per year the environment around the mountain can be easily damaged. Visitors are constantly reminded to save water wherever they can. All waste is brought down from the top of the mountain and recycling projects are in place.</p>

[Adapted from *IMVELO Magazine*, November 2010]

4.1.1 Complete the sentence: The Imvelo Awards are given to tourism businesses for their contribution to the ...

(1)

- 4.1.2 To practise responsible tourism, any tourism business would use the 'triple bottom line' approach.

Name the THREE pillars of sustainable tourism. (3)

- 4.1.3 (a) Identify the pillar that Avis was a finalist for and quote ONE example from the extract that shows their commitment to sustainable tourism practices. (2)
- (b) Identify the pillar that Motsethabo Tours was a finalist for and quote ONE example from the extract that shows their commitment to sustainable tourism practices. (2)
- (c) Identify the pillar that the Table Mountain Cableway was a finalist for and quote ONE example from the extract that shows their commitment to sustainable tourism practices. (2)

- 4.2 Read BOTH extracts below and answer the questions that follow.

**IT IS DEVASTATING TO SEE RHINOS BEING KILLED
FOR A CURE THAT DOESN'T WORK**



In 2010, 333 rhinos were poached in South Africa for their horns in comparison to the 122 rhinos poached in the country in 2009.

Many attempts have been made to end the killing of rhinos, such as:

- Widespread publicity on the issue
- Conservationists have inserted poison into rhino horns which are harmless to the rhinos yet harmful to human beings.

In February 2011, a delegation of the SANParks staff from the Kruger National Park had meetings with Ezemvelo KZN Wildlife in the Hluhluwe-Umfolozi Park. They met to exchange information on rhino security and anti-poaching strategies. These meetings are important to all stakeholders because they help each other to support and develop their own anti-poaching strategies.

The delegation took a helicopter flight around the 96 000 hectares of the Hluhluwe-Umfolozi Park to get an idea of the challenges facing Ezemvelo field rangers in trying to prevent poaching and the clever techniques used by the poachers.

Rhinos in South Africa are listed in CITES Appendix I, which means that any international trade of any rhino parts for commercial purposes is illegal.



- 4.2.1 Explain the term *poaching*. (2)
- 4.2.2 From the extract, identify TWO challenges encountered by Ezemvelo KZN Wildlife in the Hluhluwe-Umfolozi Park regarding the issue of rhino poaching. (4)
- 4.2.3 Write out in full what CITES stands for and explain the function of this organisation. (3)
- 4.2.4 Name ONE other global organisation that is working hard to protect the rhino species. (2)

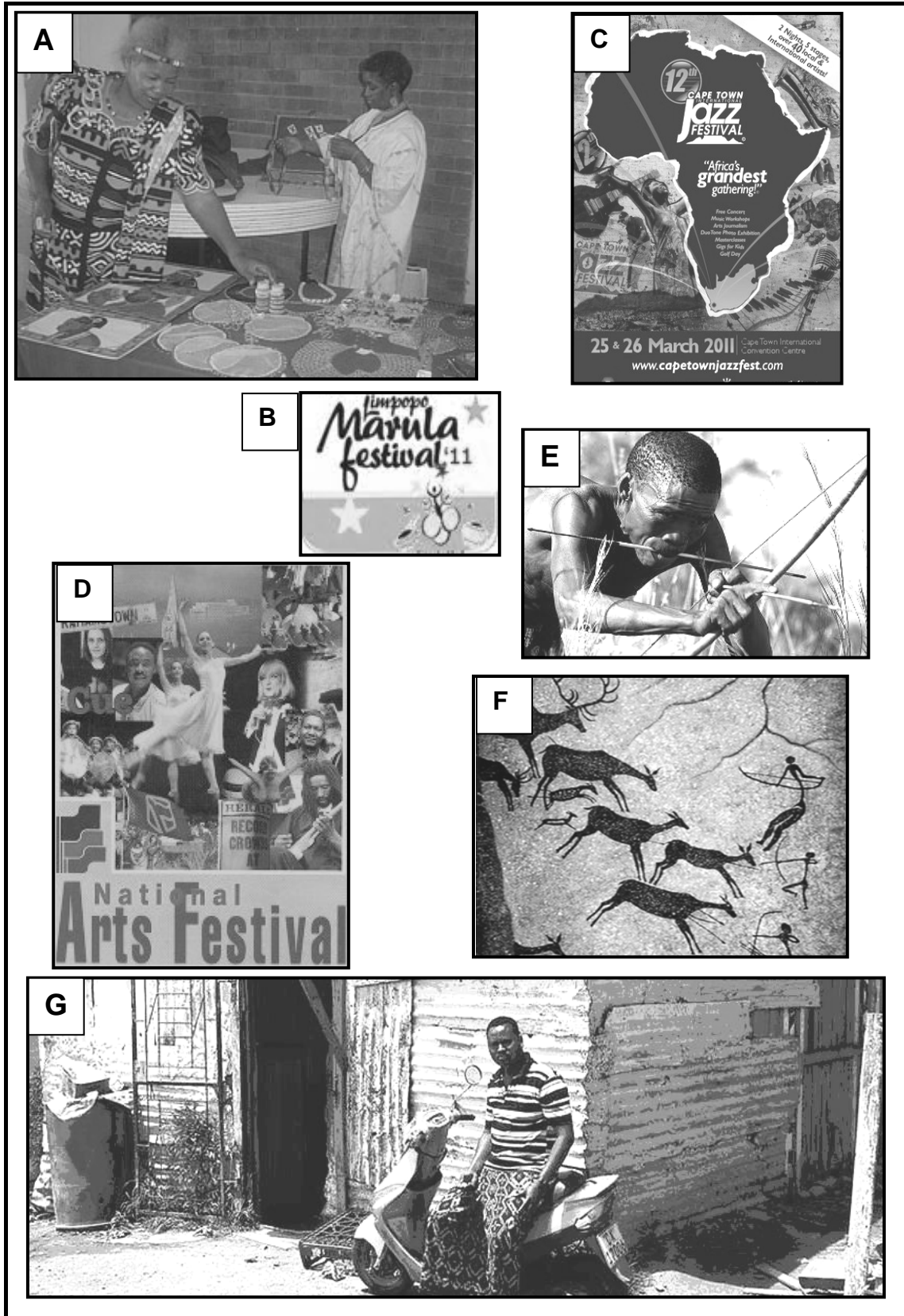
The picture below highlights the importance of forming a partnership between local communities and game reserves in working together to save the rhino.



- 4.2.5 Discuss ONE benefit of local, national and global organisations working together to save the rhino. (2)
- 4.2.6 Recommend TWO ways in which you would involve the community in saving the rhino. (4)
- [27]**

QUESTION 5

- 5.1 The collage below indicates products that have the potential to develop into unique tourism ventures.



- 5.1.1 Identify FOUR products from the collage that have the potential to develop into unique tourism ventures. Write only the letters next to the question number, for example 5.1.5 K; J. (4)
- 5.1.2 Explain why the national arts festival in frame D is a popular tourist attraction. (2)
- 5.1.3 Mr Mkhize in frame G would like to develop his own township tourism business.
- State FOUR elements of the marketing mix he needs to consider when developing his marketing plan. (4)
- 5.1.4 Read the extract below and answer the questions that follow.

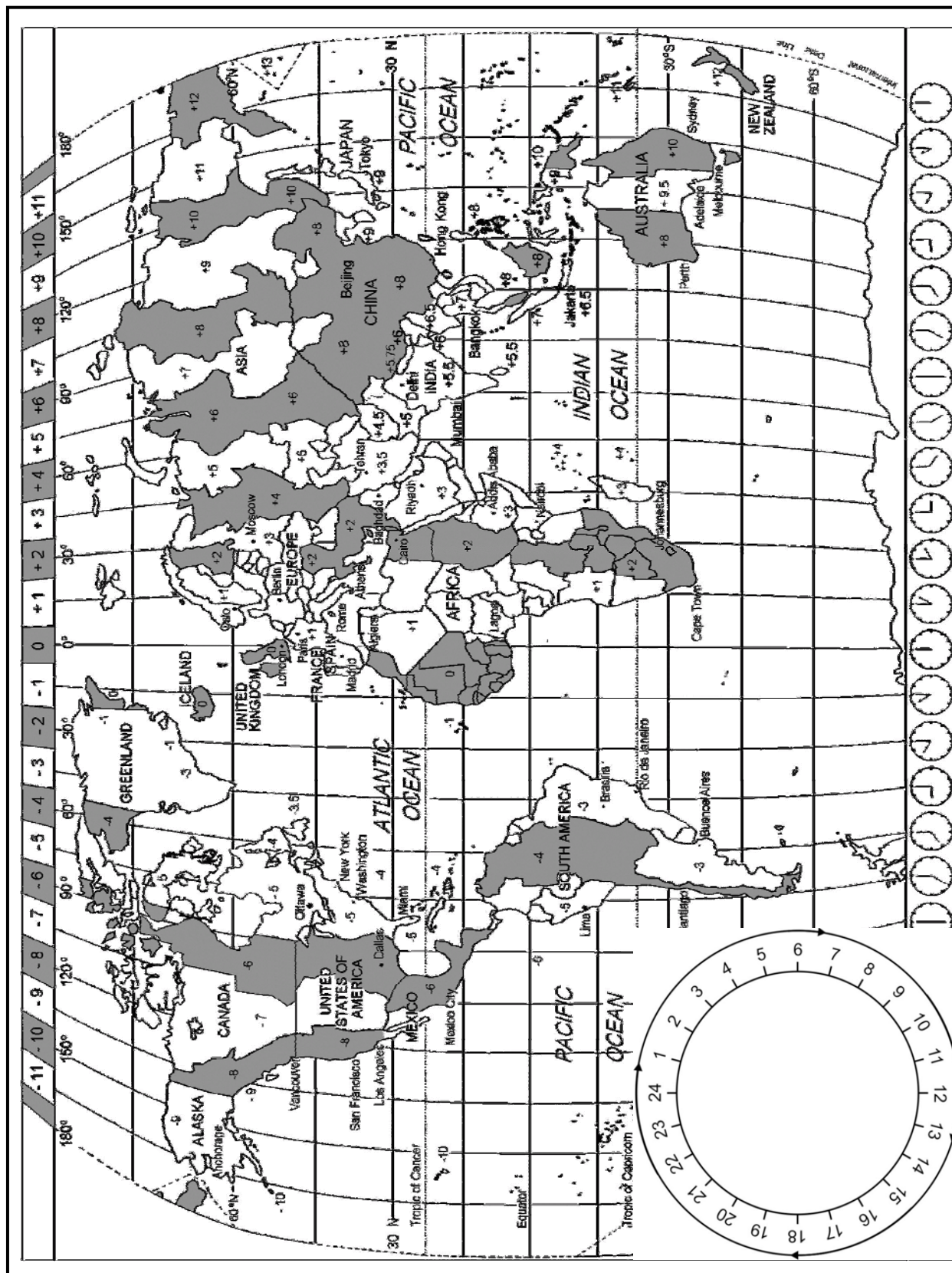
Tourists consider excellent service as well as price when buying a tourism product. There are many different ways to price a tourism product. Below are two different pricing methods used in the tourism industry.	
Demand-based pricing	Competition-based pricing
A strategy used by a product owner to charge higher prices when there is a demand for the product and lower prices when there is not much demand. For example, an owner of a guest house will increase his prices during the school holidays because there is a greater demand for accommodation.	A strategy used by the product owner to charge the same price as another owner that sells the same product within the same area. For example, two spaza shops sell fish and chips in the same area. The point of sale is determined by service, discounts, packaging and character.

- (a) Identify the most suitable pricing method for the craft shop in frame A. (1)
- (b) Motivate your answer. (2)
- [13]**

TOTAL SECTION C: 40

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

- 6.1 Study the following world time zone map and answer the questions that follow.



6.1 Mr Taylor is a young adventure tourist from New Zealand that visited South Africa for two weeks.

6.1.1 Complete the following sentence:

The time difference between South Africa and New Zealand is ... hours. Ignore DST.

(1)

6.1.2 State TWO ways in which Mr Taylor can minimise the effects of jetlag.

(2)

6.1.3 New Zealand practises Daylight Saving Time during their summer months.

Explain ONE way in which Daylight Saving Time will affect Mr Taylor's arrival time at OR Tambo International Airport.

(2)

6.1.4 After his South African tour, Mr Taylor wants to visit his friend in Delhi (India). They want to watch a Tri Nations rugby match between the South African and New Zealand teams on Saturday 26 November 2011 on television. The match starts at 17:00 in Pretoria.

Calculate the starting time and date in Delhi if the match is broadcasted live. Ignore DST. It could be to your advantage to show your calculations.

(4)

6.1.5 Mr Taylor departs from Wellington International Airport in New Zealand to OR Tambo International Airport on a Monday at 06:30. The flying time to South Africa is 19 hours.

Calculate the time and day on which he will arrive in South Africa. Ignore DST. It could be to your advantage to show your calculations.

(5)

6.2 Study the two tourist profiles and the pictures that illustrate their needs below and answer the questions that follow.

Profiles of international tourists visiting South Africa	
<p>TOURIST A</p> <ul style="list-style-type: none"> • In their late twenties • Professionally qualified • Stay in three- star accommodation • Enjoy gambling and nightlife • Prefer to book their own holidays and flights via the Internet • Enjoy travelling on their own 	<p>TOURIST B</p> <ul style="list-style-type: none"> • Elderly • Retired • Enjoys luxury accommodation • Enjoys historical and cultural tours • Prefers package tours so they can travel in large groups and meet other tourists
	

THE NEEDS OF TOURISTS ACCORDING TO THEIR PROFILES

Kloofzicht Lodge



Translux bus



Robben Island



Bahia Hotel



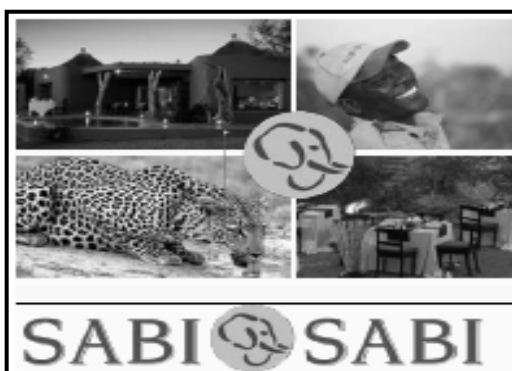
AVIS car rental



Sun City Casino



Game viewing at Sabi Sabi Nature Reserve



Mountain biking



Choose a need from the headings above that best matches the tourist profiles in the table below, for example 6.2.7. Budget Car Hire. Write only the heading next to the question number (6.2.1–6.2.6) in the ANSWER BOOK. Each need may only be used ONCE.

	TOURIST A	TOURIST B
Most likely attraction to visit	6.2.1	6.2.2
Most likely accommodation	6.2.3	6.2.4
Most likely mode of transport	6.2.5	6.2.6

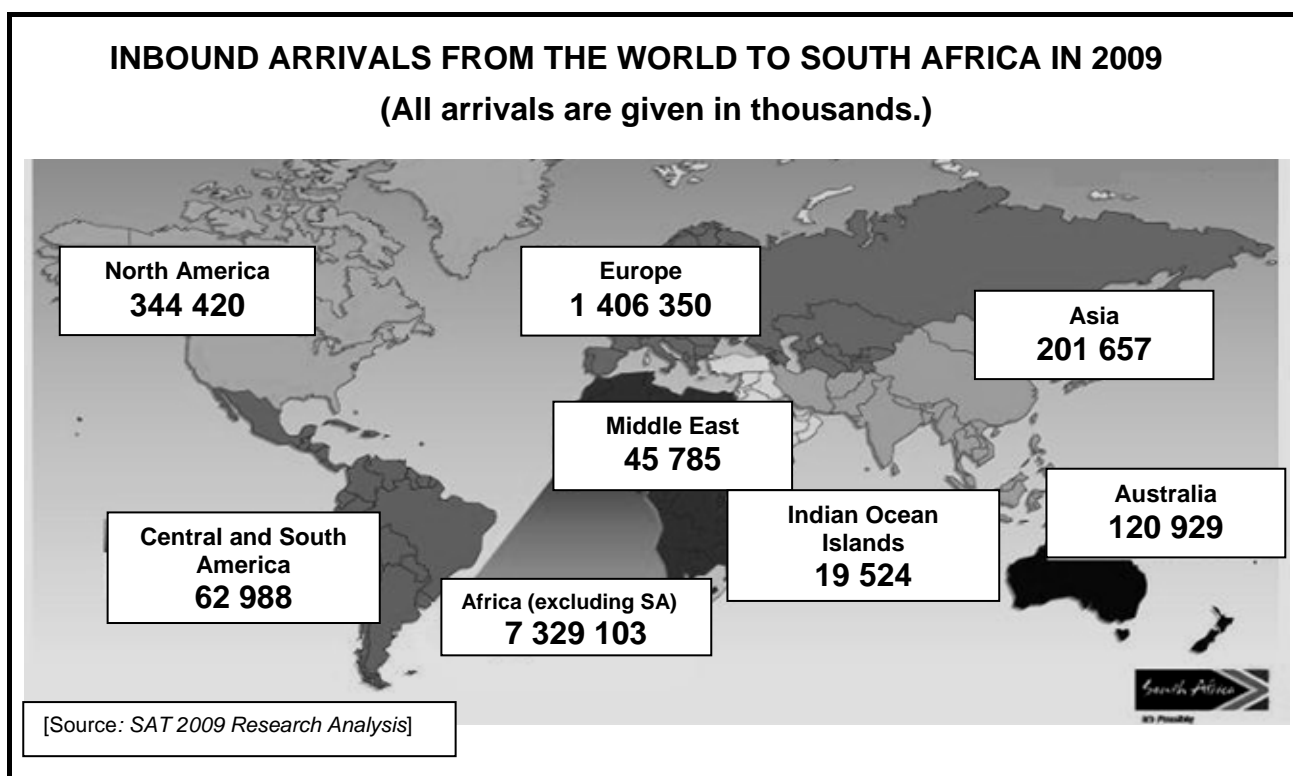
(6)

- 6.3 Crime is one of the biggest reasons why tourists would stay away from a destination.

List TWO safety precautions that tourists can follow at a hotel to ensure their own safety.

(2)

- 6.4 Study the arrival statistics below and answer the questions that follow.



- 6.4.1 Identify the region with the third lowest number of arrivals in South Africa.

(2)

- 6.4.2 Arrange the following regions in descending (highest to lowest) order in terms of their arrivals:

Australia, North America and Asia

(3)

- 6.4.3 From the map, give ONE example of each of the following:

(a) Existing markets

(2)

(b) New markets

(2)

- 6.5 When exchanging currencies, a different rate of exchange will apply to different transactions.

The Bank Selling Rate (BSR) is used when people buy foreign currency from a bank.

The Bank Buying Rate (BBR) is used when tourists exchange foreign currency for ZAR.

Kagiso, Lionel and Loyiso from South Africa visited Italy and Britain as part of a cultural exchange group. They would like to buy euros to the value of R8 400,00 as part of their spending money. The current exchange rates are given below:

	BBR	BSR
GBP	10,98	11,39
EURO	9,70	10,07
USD	6,68	7,00

- 6.5.1 Calculate the amount of foreign currency they would be receiving. (3)

- 6.5.2 Upon their return, they have 250 euros and would like to exchange it for South African local currency.

- Calculate the amount in rands they will receive. (3)

- 6.5.3 Kagiso, Lionel and Loyiso went on a city tour of London. They paid £35 each. Calculate the total cost for all three of them in rands using the BSR. (4)

- 6.5.4 Recommend the best way to carry foreign currency and give ONE reason for your answer. (3)

6.6 Read the article below and answer the questions that follow.

CAN TOURISM HELP HAITI?

The recent earthquake has destroyed much of the capital Port au Prince. Haiti is politically unstable, crime-ridden and a very poor country. The once beautiful flora has been destroyed by uncontrolled deforestation. The earthquake destroyed buildings and many lives were lost.

The international community focused on relief efforts to deal with the huge number of deaths and injuries, destruction of property, infrastructure and disrupted transport and telecommunications.

The world tourism community has an opportunity to help Haiti with a long-term tourism plan to help rebuild it. The plan will include reforestation, rebuilding of the infrastructure and community tourist accommodation.

[Adapted from David Beirman, ETN Crisis Expert, 13 January 2010]

- 6.6.1 Earthquakes are regarded as a natural disaster. Explain your understanding of the term *natural disaster*. (2)
- 6.6.2 From the extract, identify TWO direct impacts of the disaster on the physical environment. (2)
- 6.6.3 Discuss ONE possible way in which this disaster impacted negatively on the airline industry. (2)

TOTAL SECTION D: 50

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

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



- 7.1.1 Explain ONE need of the tourists as illustrated in the cartoon. (2)
- 7.1.2 Name ONE expectation of the tourists in the cartoon with regard to pricing. (2)
- 7.1.3 (a) Do you think the expectation in QUESTION 7.1.2 has been met? (1)
- (b) Give a reason for your answer. (2)
- 7.1.4 Give TWO reasons why it is important for any tourism business to meet the needs and expectations of tourists. (4)
- [11]**

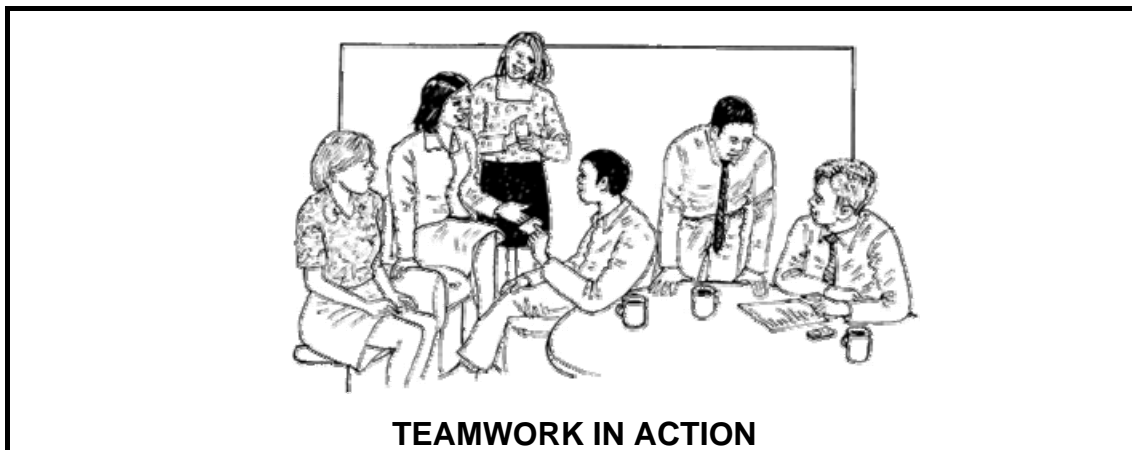
- 7.2 Study the customer response card which was completed by the two South African tourists in the cartoon after the completion of their gondola trip, and answer the questions that follow.

Luigi's Gondola Rides – Customer Response Card			
	Good	Average	Poor
1. Friendliness of gondolier	✓		
2. Honesty of gondolier			✓
3. Condition of the gondola (safety and appearance)		✓	
4. Value for money		✓	
5. Overall experience		✓	
GENERAL COMMENTS			

- 7.2.1 Explain why Luigi should address all the issues raised on the feedback card. (2)
- 7.2.2 (a) Name TWO areas where service needs to be improved. (2)
- (b) Explain ONE way in which Luigi's Gondola Rides can improve its business. (2)
- 7.2.3 Give ONE other form of customer feedback that can be used by Luigi. (2)
- [8]**

QUESTION 8

- 8.1 Study the picture of a brainstorming session of the staff from the Palm Tree Hotel below and answer the questions that follow.



- 8.1.1 (a) Do you agree that good team spirit amongst staff members can benefit the hotel? (1)
- (b) Give ONE reason for your answer. (2)
- 8.1.2 Name the main person in a team who is responsible for ensuring good team spirit. (2)
- 8.2 Identify and select the appropriate communication equipment from the pictures below in order for staff at Tumi's Travel to work efficiently. Write only the name of the technology that is most appropriate.



- 8.2.1 Tumi's Travel wants to duplicate a four-page itinerary for a group of twenty tourists in the most cost-effective (cheapest/most economical) way. (2)
- 8.2.2 Tumi's Travel sends electronic copies of the itinerary to a group of twenty tourists. (2)
- 8.2.3 Name TWO of the pieces of equipment that can receive voice calls. (2)
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200