

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**
SA EXAM
PAPERS



Province of the
EASTERN CAPE
EDUCATION

Ighondo leMpuma Kapa: Isabe leMundo
Provinsie van die Oos-Kaap: Departement van Onderwys
Porafensie Ya Kapa Botjhabala: Lefapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2024

TOURISM

MARKS: 200

TIME: 3 hours

This question paper consists of 25 pages.



INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL the questions.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. In QUESTIONS 3.1.2 and 3.1.3 round off your answer to TWO decimal places.
6. Show ALL calculations where required.
7. Use the mark allocation of each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The following table is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME (minutes)
A	1	Short Questions	40	20
B	2	Map Work and Tour Planning	50	50
	3	Foreign Exchange		
C	4	Tourism Attractions	50	50
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30	30
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30	30
	10	Communication and Customer Care		

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, for example 1.1.21 A.

1.1.1 The increase and decrease in the value of a currency is referred to as ...

- A the multiplier effect.
- B fluctuation.
- C FOREX.
- D gross domestic product.

1.1.2 The potential negative impact of an increase in visitors to the host destination during global events:

- A Decrease in noise pollution and traffic congestion.
- B Reduction in litter and pollution in the area.
- C Opposition to future events from residents.
- D Improvement in the overall experience for tourists.

1.1.3 If the rand is strong in relation to major world currencies, the effect on international tourism will be:

- A A decline in international travellers to South Africa.
- B A decline in domestic tourism in South Africa.
- C No effect.
- D An increase in international travellers to South Africa.

1.1.4 An example of an annual global sporting event:

- A FIFA World Cup
- B Tour de France
- C Olympic Games
- D G7 Summit

1.1.5 When a South African planning to visit the USA goes to a FOREX dealer to exchange his rand for US dollars, the bank will do the transaction using the ...

- A bank buying rate.
- B exchange rate of the day.
- C bank selling rate.
- D multiplier effect.

- 1.1.6 This example of a political situation will have a significant impact on international tourism and the economy of the affected country:
- A Tsunami
 - B Recession
 - C Earthquake
 - D Civil war
- 1.1.7 Fireworks and counterfeit goods are regarded as ... by South African customs.
- A prohibited
 - B duty-free
 - C goods to declare
 - D illegal
- 1.1.8 A strategy that the management can take to encourage repeat visits to a tourist attraction:
- A Reducing service quality
 - B Offering limited value for money activities
 - C Modernising facilities
 - D Avoiding discounts for repeat visitors
- 1.1.9 An advantage in a country practicing Daylight Savings Time.
- A Employees will be on time for work.
 - B It gets darker earlier in the evenings.
 - C Shops do not have to be open for long hours so staff can have more time off.
 - D There are more hours of sunlight allowing people the opportunity to spend more time outdoors.
- 1.1.10 The interpretation of statistics regarding international inbound tourism ...
- A helps travellers decide on their preferred destinations.
 - B ensures that hotels maintain high service standards.
 - C allows businesses to understand tourist preferences and customise their offerings accordingly.
 - D regulates visa requirements for international travellers.
- 1.1.11 The time in Buenos Aires, Argentina (-3), when it is 12:00 in Cape Town, South Africa (+2).
- A 04:00
 - B 23:00
 - C 07:00
 - D 19:00

- 1.1.12 The participating tourism businesses that pay the Tourism Levy in South Africa:
- A Only hotels
 - B Only airlines
 - C Tour operators, car rental companies, and accommodation establishments
 - D Only restaurants
- 1.1.13 A tour planner compiling an itinerary for a well-off couple who are interested in nature will consider the following accommodation.
- A Backpackers lodge
 - B Luxury tented camp
 - C Self-catering chalets
 - D 3-star hotel in the city centre
- 1.1.14 The Getaway Show ...
- A targets international tourists.
 - B is held in Durban.
 - C focuses on adventure travel.
 - D is open to the public.
- 1.1.15 Documents that a traveller must produce when exchanging his/her South African rand for the local currency required at the destination that he/she is travelling to.
- A South African identity document and visa
 - B Flight tickets and IDP
 - C Travel itinerary and health certificate
 - D Valid passport and proof of travel
- 1.1.16 The Khomani Cultural Landscape is bordered by ...
- A Mozambique and Zimbabwe.
 - B Botswana and Namibia.
 - C Lesotho and Swaziland.
 - D Zambia and Malawi.
- 1.1.17 An excursion or activity not included in the original itinerary of a traveller.
- A Add-on activity
 - B Optional extra
 - C Single supplement
 - D Inclusive tour

1.1.18 The Barberton Makhonjwa Mountains are often referred to as the “Genesis of Life”, because of the ...

- A presence of ancient rock formations.
- B discovery of the oldest fossilised bacteria on the planet.
- C rich diversity of plant species found in the region.
- D spectacular natural scenery surrounding the area.

1.1.19 Identify the item that is NOT an example of good environmental practices.

- A Respecting the local culture and heritage.
- B Reducing waste, litter and pollution.
- C Managing environmental effects.
- D Planning environmentally friendly building projects.

1.1.20 Tourism business owners use customer feedback tools to evaluate the ... of their company.

- A profitability
- B customer satisfaction
- C market share
- D staff morale

(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. You may use each of the words/terms given only ONCE.

Employment contract; Visa; Yellow fever; Code of conduct; Malaria;
Health certificate; HIV; Tuberculosis

1.2.1 A compulsory vaccination when travelling to a region where this disease is prevalent

1.2.2 Working hours and leave benefits will be included in this document

1.2.3 Wearing long sleeves and trousers and applying insect repellent are measures that can assist a traveller to avoid becoming infected by this travel-related disease

1.2.4 This document gives guidance about the behaviour that is expected from employees while at work

1.2.5 A document that proves that the bearer has had the necessary vaccinations required to enter a country

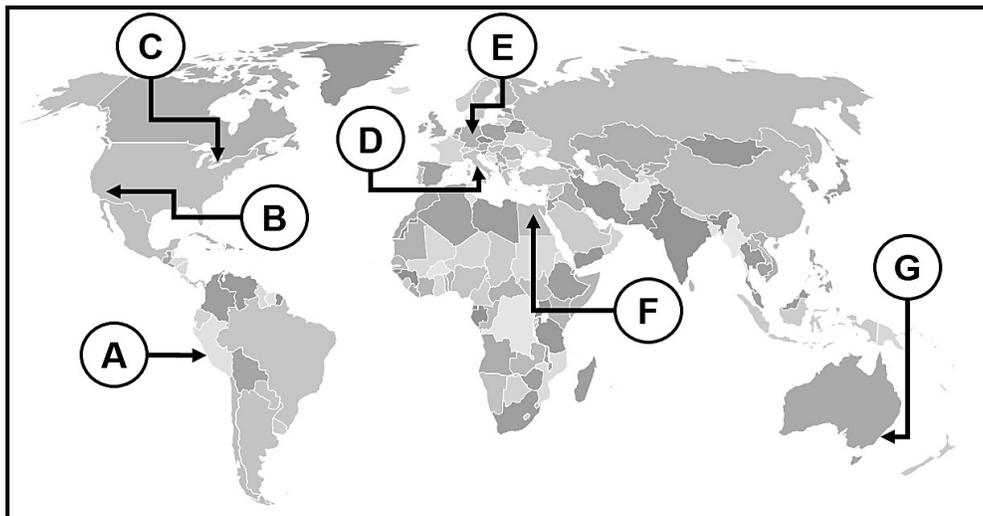
(5 x 1) (5)

- 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 to 1.3.5) in the ANSWER BOOK.
- 1.3.1 (Preloaded foreign currency debit cards/Credit cards) allow travellers to avoid fluctuations in exchange rates.
- 1.3.2 (Mastercard/SWIFT) involves sending payment orders between banks using codes.
- 1.3.3 (Cash/Travel Wallets) can be obtained from currency exchange services or ATM's while traveling internationally.
- 1.3.4 A bank cannot reverse the payment when the incorrect account number was entered when using a(n) (Cash Passport/EFT).
- 1.3.5 A (bank draft/telegraphic transfer) method of payment involves a document issued by a bank, representing a sum of money. (5 x 1) (5)
- 1.4 Choose a word(s)/abbreviation(s) from COLUMN B that matches the description in COLUMN A. Write only the letter (A–G) next to the question number (1.4.1 to 1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

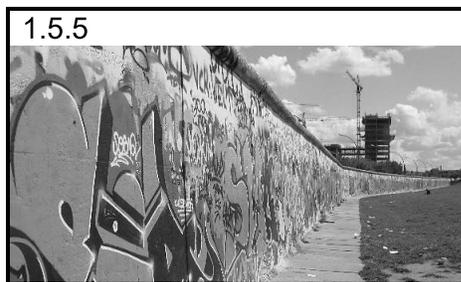
COLUMN A		COLUMN B	
1.4.1	A tourism destination that practices local procurement	A	Principle of Fair Trade Tourism
1.4.2	Tourists that limit their usage of natural resources such as water and electricity when on holiday	B	Will attract environmentally conscious tourists
1.4.3	Tourism business practices must be transparent, meaning that all stakeholders must have access to the information that is relevant to them	C	Responsible tourist behaviour
1.4.4	A government policy that includes strategies to redress past imbalances in South Africa	D	Economic pillar of sustainability
1.4.5	A tour operator offering ethical wildlife experiences	E	IDP
		F	CSI
		G	BBBEE

(5 x 1) (5)

1.5 Study the world map and the pictures of world icons and answer the question that follows.



Match the picture of the world icon with its correct location on the map. Write only the letter of the location next to the question numbers (1.5.1 to 1.5.5) in the ANSWER BOOK, for example 1.5.6 H.



(5 x 1) (5)

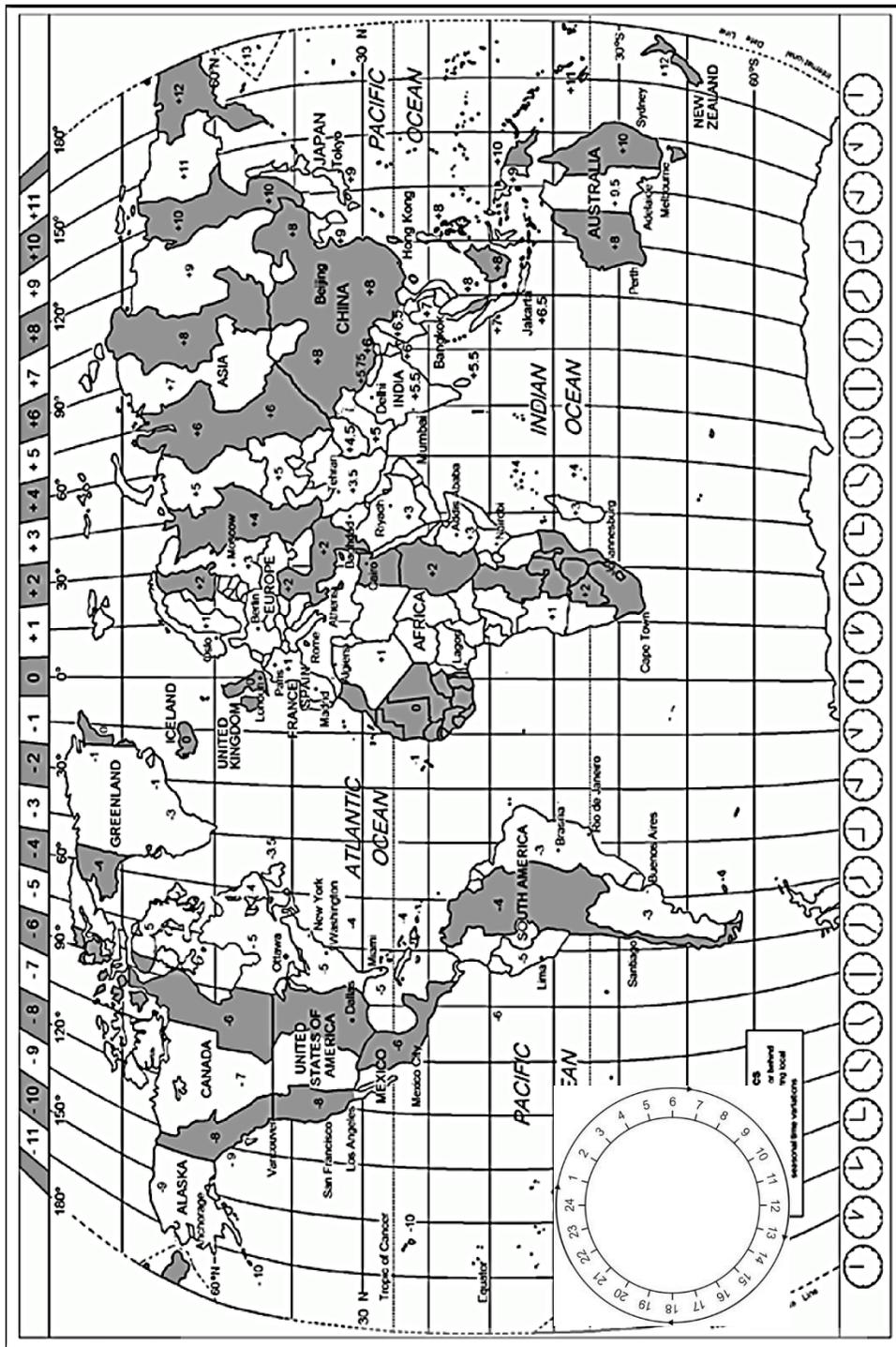
TOTAL SECTION A: 40



SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

Use the world time zone map and the itineraries below to answer the questions that follow.



- 2.1 The 2024 Paris Olympic Games, scheduled to take place between 26 July 2024 and 11 August 2024, promises to be a spectacular global event with athletes from more than 200 countries participating in over 400 sporting events.

In the month of July 2024 participants, spectators, officials, and members of the press will fly to Paris, France for this remarkable event.

Itinerary for the South African contingent (group) travelling to Paris, France

- The contingent will depart from OR Tambo International Airport, Johannesburg, South Africa on Air France flight number AF 995 on 1 July 2024 at 18:50.
- Flight number AF 995 is a direct flight to Charles de Gaulle International Airport in Paris, France with 10h 55 min flying time.
- Note that Paris, France will be practicing Daylight Savings Time at the time of the Paris Olympic Games.

Itinerary for the Chinese contingent (group) travelling to Paris, France

- The Chinese contingent will arrive at Charles de Gaulle International Airport in Paris, France on Air China flight CA 875 on 1 July at 07:25.
- Flight number CA 875 is a direct flight from Capital International Airport, Beijing, China with a duration of 11h 15 min.
- Note that Paris, France will be practicing Daylight Savings Time at the time of the Paris Olympic Games but Beijing, China will NOT be practicing Daylight Savings Time.

Itinerary for the United States of America contingent (group) travelling to Paris, France

- The contingent from the USA will be taking a direct British Airways flight, BA 1534 from JFK International Airport, New York, USA on 1 July at 17:35.
- Flight BA 1534 is 7h 20 min in length and will land at Charles de Gaulle International Airport in Paris, France.
- Note that both Paris, France, and New York, USA, will be practicing Daylight Savings Time at the time of the Paris Olympic Games.

- 2.1.1 The travel agents making the booking for the various contingents have made direct flight bookings.

State ONE advantage of travelling on a direct flight for the athletes taking part in the Paris Olympic Games. (2)

- 2.1.2 Calculate the time and date of arrival of the South African contingent in Paris, France.

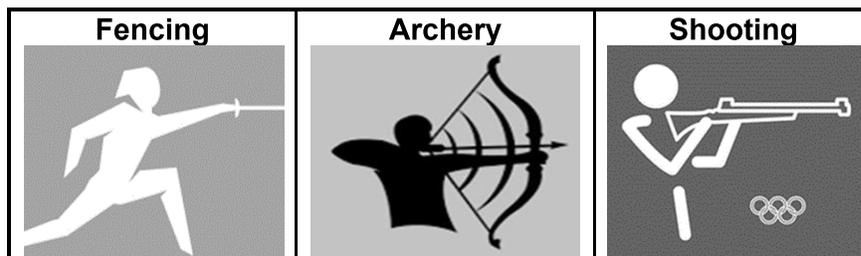
Remember to consider the practice of Daylight Savings Time in your calculation.

Show ALL calculations.

(5)

- 2.1.3 Calculate the time of departure of the Chinese contingent from Beijing, China.
- Remember to consider the practice of Daylight Savings Time in your calculation.
- Show ALL calculations. (5)
- 2.1.4 Calculate the time and date of arrival of the USA contingent in Paris, France.
- Remember to consider the practice of Daylight Savings Time in your calculation.
- Show ALL calculations. (5)
- 2.1.5 (a) Suggest which of the three contingents of participants in the itineraries given would be the most likely to suffer from jet lag on their arrival at their destination. (2)
- (b) Recommend TWO ways that the members of the contingent mentioned in QUESTION 2.1.5 (a) could minimise the effects of jet lag while on their flight. (2 x 2) (4)
- 2.1.6 (a) State the travel-related condition that the South African contingent is most likely to suffer from on their arrival in Paris, France. (2)
- (b) Name ONE symptom of the travel-related condition mentioned in QUESTION 2.1.6 (a). (2)
- 2.1.7 On arrival at Charles de Gaulle International Airport in Paris, France the members of the various contingents will have to pass through Passport Control where each member will be required to produce their passport for the officials on duty.
- Explain the purpose of a passport. (2 x 2) (4)

- 2.1.8 Study the images of three Olympic sporting codes and answer the question that follows.



Discuss the procedure for the participants in the above sporting codes when checking in for a flight, with their sporting equipment/weapons required to participate in the Olympic Games. (2 x 2) (4)

- 2.1.9 Members of the South African contingent are planning to pack 1 kg of biltong each in their check-in luggage to enjoy on their leisure days while at the Olympic Games.

Advise them on the regulations governing the movement of this type of product over international borders. (2)

- 2.1.10 On his return to South Africa, one of the athletes decides to buy 4 bottles (750 ml each) of French wine and a 100 ml bottle of French perfume as gifts.

(a) Advise him on the correct channel to choose on his arrival at customs at OR Tambo International Airport in Johannesburg, South Africa. (2)

(b) Motivate your answer mentioned in QUESTION 2.1.10 (a) by giving ONE reason. (2)

[41]

QUESTION 3

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

Mr Dlamini, a South African athletics enthusiast, has saved for a holiday to Paris, France while the 2024 Summer Olympic Games are in progress. He has been investigating various travel packages and has decided on the *Paris 2024 ticket and accommodation package* that costs €4 850. The package includes the following:

- My Sport Ticket Bundle including 4 Olympic Games athletics events.
- Five nights at La Planque 3-Star Hotel
Check-in: 01 Aug 2024; Check-out: 06 Aug 2024
- Air and railway tickets are NOT included in this package.

Additional costs:

- Non-stop return flight to Paris, France: R15 803,00
- Visa costs: R1 671,00
- Travel insurance: R1 325,00
- Spending money: Own discretion



FOREIGN EXCHANGE RATE TABLE			
Country	Currency code	Bank buying rate	Bank selling rate
Britain	GBP	23,60	24,33
Europe	EUR	20,15	20,74

3.1.1 Name the currency that Mr Dlamini will need for his trip to France. (1)

3.1.2 Calculate the cost of the *Paris 2024 ticket and accommodation package* in South African rand.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.3 Determine the amount that Mr Dlamini will need, in South African rand, for his trip to the 2024 Olympic Games, excluding spending money and meals not included in the package.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.4 Deduce which of the currencies mentioned in the foreign exchange rate table above has the stronger buying power in relation to the South African rand. (2)
[9]

TOTAL SECTION B: 50

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

4.1 Study the pictures and answer the questions that follow.



- 4.1.1 Identify the icons labelled **A** to **D**. (4 x 1) (4)
- 4.1.2 Study the profiles of the tourists and answer the questions that follow.

Suzy



I seek natural beauty and tranquillity. I enjoy scenic landscapes, greenery, and outdoor experiences. Connecting with nature is my priority.

Thandi



I love exploring famous landmarks and discovering their spiritual meaning. As a photographer, I am excited to capture stunning panoramic (*scenic*) views.

Steve



I am passionate about exploring historical and cultural landmarks. I appreciate fine art, architecture, and the stories behind iconic sites.

Joe



The thrill of travelling lies in exploration and adventure. I am drawn to challenging environments with panoramic (*scenic*) views, historical wonders and ancient architecture.

Match the profile of each tourist with the pictures of the icons.

Write only the letter (**A** to **D**) next to the name of the tourist. (4 x 2) (8)

- 4.1.3 Compare the geographical locations of the icons labelled **A** and **B**, by highlighting how these locations contribute to the uniqueness and significance of each tourist destination. (2 x 2) (4)

- 4.2 Study the images and information on the Colosseum and answer the questions that follow.

COLOSSEUM VISITOR NUMBERS ABOVE PRE-PANDEMIC FIGURES

The Colosseum continues to establish itself as Italy's most significant and visited archaeological and museum site and is considered one of the most important landmarks globally.



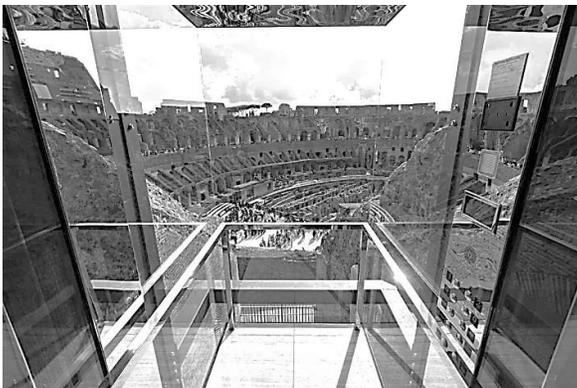
Ticket sales and number of visitors – June to August 2023

- Total tickets sold: over 2,2 million
- Increase: 16% compared to 2019 when 1,9 million tickets were sold



Average number of daily visitors: 25 000

NEW VISITOR EXPERIENCE



At the end of May 2023, the Colosseum unveiled a glass elevator to make the site more accessible for people with mobility difficulties as well as offering panoramic views over the Rome landmark. The new elevator connects the first level of the amphitheater with the middle gallery between the second and third levels.

[Adapted from www.turismoroma.it]

- 4.2.1 Name the continent where the Colosseum is located. (2)
- 4.2.2 Provide TWO factors that contribute to the long queues of visitors at the Colosseum. (2 x 2) (4)
- 4.2.3 Explain how the installation of a glass elevator at the Colosseum will enrich visitors' sightseeing experience and contribute to their overall enjoyment. (2)

4.2.4

ROME AUTHORITIES TACKLE COLOSSEUM RAT INFESTATION

During the summer of 2023, authorities in Rome had to take action to deal with a rat problem around the Colosseum. Tourists had uploaded videos on social media showing rats wandering near the ancient amphitheater. These rats were attracted to piles of garbage left behind by tourists. The situation worsened due to heatwaves, resulting in large amounts of plastic bottles being left at the monument.

Suggest TWO strategies (*actions*) that authorities could implement to avoid a repetition of such an occurrence around the Colosseum in the future. (2 x 2) (4)

[28]

QUESTION 5

Read the information below and answer the questions that follow.

**ISIMANGALISO WETLAND PARK
AUTHORITY OFFICIALLY LAUNCHED
THE ENKOVUKENI COMMUNITY
RESOURCE HUB – JUNE 2023**



iSimangaliso
Wetland Park



iSimangaliso Wetland Park Authority, in collaboration with the non-profit organisation Wild Trust through the Wild Oceans program and the Tembe Traditional Authority, launched the eNkovukeni community resource hub in Kosi Bay. The hub serves as a valuable resource centre, benefiting the community through various initiatives, including ocean awareness, training, small business development, youth employment opportunities, and conservation activities.

Located in a historically disadvantaged community within iSimangaliso Park, eNkovukeni addresses challenges such as the need to travel long distances for computer and internet access.

eNkovukeni Hub accommodates all age groups, and also offers access to sewing machines and skills training. The facility has positively impacted the community, providing income-generating opportunities and skills training.

The traditional leadership representative, Mr Vusumuzi Tembe, expressed joy at the development of the hub. Ms Makhosi Mathenjwa, a young community member from eNkovukeni, highlighted the hub's role in educating youth about nature conservation and marine life.

[Adapted from www.isimangaliso.com]

5.1 Give the name of the province in which iSimangaliso Wetland Park World Heritage Site is located. (1)

5.2 Choose the correct UNESCO classification:

iSimangaliso Wetland Park is a (cultural/mixed/natural) World Heritage Site. (1)

5.3 Explain UNESCO's role in relation to iSimangaliso Wetland Park World Heritage Site. (2)

5.4 In a paragraph, discuss how the community resource hub at iSimangaliso Wetland Park will enhance (*add to*) the value of the World Heritage Site by:

- Creating a positive impact on the eNkovukeni community.
- Raising awareness and providing education about conservation.
- Encouraging the development of sustainable tourism. (3 x 2) (6)

[10]

QUESTION 6

Study the extract and images below and answer the questions that follow.

SA WINS GOLD AT ITB BERLIN 2023

15 March 2023

The South African stand at ITB Berlin won gold when it was awarded 'Best Exhibitor in the Africa category', at an awards ceremony after the show.

Contributing factors that saw the South African stand coming out tops: the variety of products and services represented on the stand, its artistic representation as well as a highly committed staff that worked with the ITB Berlin team in the build-up to the show.

SOUTH AFRICAN TOURISM: ITB 2023 EXHIBITORS



[Adapted from <https://www.tourismupdate.co.za/>]

- 6.1 Identify the type of tourism event that takes place at the ITB Berlin. (2)
- 6.2 State the core function that South African Tourism performs through its participation in ITB Berlin. (2)
- 6.3 Identify ONE aspect in the image of South African Tourism's stand that contributed to achieving the 'Best Exhibitor in the Africa category' at ITB Berlin 2023. (2)
- 6.4 South African Tourism is tasked with coordinating the marketing activities of role players in the tourism industry.

Discuss THREE potential (*possible*) advantages for the tourism industry businesses who participated as stand sharers with South African Tourism at ITB Berlin 2023. (3 x 2) (6)

[12]



SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the advertisement for staff for a cruise liner company and answer the questions that follow.

PENIKA LUXURY CRUISES	
<p>We are hiring for the 2025 cruise season!</p> <p>Are you considering joining the staff of one of South Africa's premier cruise liner companies?</p> <p>Submit your online application using the link: https://www.penika.cruises/jobapplication</p>	

7.1 Name TWO career opportunities that are available on a cruise ship. (2)

7.2 List TWO advantages and TWO disadvantages of the working conditions in the cruise liner industry.

The table below will assist you in planning your answer.

Advantages of working on a cruise ship		Disadvantages of working on a cruise ship	
7.2.1		7.2.3	
7.2.2		7.2.4	

(8)

7.3 Discuss, giving TWO reasons, why it is important that all staff members of Penika Luxury Cruises present a professional image at all times during a cruise. (2 x 2) (4)

[14]

QUESTION 8

Read the extract and answer the questions that follow.



Project Rhino is a rhino-focussed association that brings together various stakeholders for the joint purpose of fighting wildlife crime.

Together with South Africa's Kruger National Park, game reserves that are members of Project Rhino are jointly responsible for the protection of the world's largest rhino population. The Project Rhino program ensures that efforts to protect rhino populations are well-structured and controlled.

Project Rhino's four focus areas:

Coordination	<ul style="list-style-type: none"> Gathering and analysing information Obtaining funds and donations
Ranger and technical support	<ul style="list-style-type: none"> Equipment for rangers Anti-poaching technology
Wildlife youth and leadership development	<ul style="list-style-type: none"> Interaction and education of youth and wildlife communities Youth Camps, Leadership Forums, World Youth Wildlife Summit
Conservation economy and enterprise	<ul style="list-style-type: none"> Supporting livelihoods through local job creation, small business development and permaculture food gardens

8.1 Use the information given to complete the table below.

Redraw and complete the table in your ANSWER BOOK giving TWO examples of each of the pillars of sustainability from the extract.

Pillar of sustainability	Economic/Profit	Social/People	Environmental/Planet
Example 1			
Example 2			

(12)

- 8.2 From the extract identify ONE strategy that a company could employ as part of their Corporate Social Investment policy should they wish to contribute to Project Rhino. (2)
- 8.3 Suggest ONE job opportunity that can be created under the focus area: “Wildlife youth and leadership development”. (2)

[16]

TOTAL SECTION D: 30

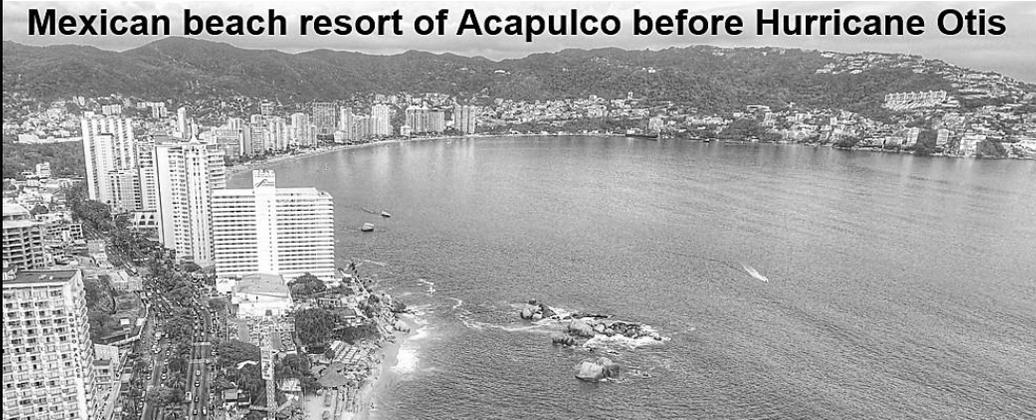
**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;
COMMUNICATION AND CUSTOMER CARE**

QUESTION 9

9.1 Study the extract below and answer the questions that follow.

**HURRICANE OTIS CAUSES CATASTROPHIC DAMAGE IN
ACAPULCO, MEXICO**

Mexican beach resort of Acapulco before Hurricane Otis



On October 25, 2023, Hurricane Otis swept through the Mexican beach resort of Acapulco, causing extensive damage as it battered the southern Pacific coast with heavy rain and strong winds. The storm rapidly intensified, with wind speeds increasing by 215 km/h within 24 hours, giving little time for the city's more than one million residents to prepare for its arrival. The hurricane's sustained (*continued*) winds peaked at 265 km/h.



[Adapted from www.nesdis.noaa.gov]

9.1.1 Complete the sentence by filling in the missing words.

Hurricane Otis can be classified as a(n) ... (2)

9.1.2 Describe how Hurricane Otis affected the infrastructure of Acapulco, by giving specific examples of the damage caused. (2 x 2) (4)

9.1.3 Evaluate the economic consequences of Hurricane Otis on the tourism sector in Acapulco. (3 x 2) (6)

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

INTERNATIONAL TOURIST ARRIVALS, SPEND, BED NIGHTS, AND LENGTH OF STAY BY PROVINCE Q3 2022 AND Q3 2023

PROVINCE	Intl Tourist Arrivals Q3 2022	Intl Tourist Arrivals Q3 2023	Bed Nights (Millions) Q3 2022	Bed Nights (Millions) Q3 2023	Length of Stay (Nights) Q3 2022	Length of Stay (Nights) Q3 2023
Eastern Cape	51 000	70 000	0,7	0,9	13,5	13,0
Free State	186 000	211 000	2,2	2,4	12,2	11,6
Gauteng	606 000	954 000	6,2	12,0	10,7	13,0
KwaZulu-Natal	163 000	128 000	1,6	1,1	10,2	8,5
Limpopo	167 000	160 000	0,8	1,7	4,8	10,9
Mpumalanga	342 000	463 000	2,7	4,3	8,1	9,6
North West	75 000	77 000	0,5	0,9	8,0	12,0
Northern Cape	30 000	28 000	0,1	0,2	4,9	9,0
Western Cape	227 000	294 000	3,2	3,3	14,4	11,7

[Adapted from www.live.southafrica.net]

9.2.1 Refer to the international tourist arrivals for Q3 2022 and Q3 2023.

- (a) List the TWO provinces that recorded the largest decline in the number of international tourist arrivals in Q3 2023 compared to Q3 2022. (2 x 1) (2)
- (b) Determine (calculate) the increase in the number of international tourist arrivals in Mpumalanga during Q3 2023 in comparison to Q3 2022. (2)

9.2.2 Refer to the bed nights and length of stay for Q3 2022 and Q3 2023.

- (a) Identify the province that experienced a decrease in both bed nights and length of stay during Q3 2023 compared to Q3 2022. (2)
- (b) The Western and Eastern Cape provinces recorded the longest lengths of stay in Q3 2022, while in Q3 2023, Gauteng and the Eastern Cape had the longest lengths of stay.

Suggest TWO reasons for the trend of international visitors deciding on longer lengths of stay in the Eastern Cape. (2 x 2) (4)

[22]

QUESTION 10

Study the extract below and answer the questions that follow.

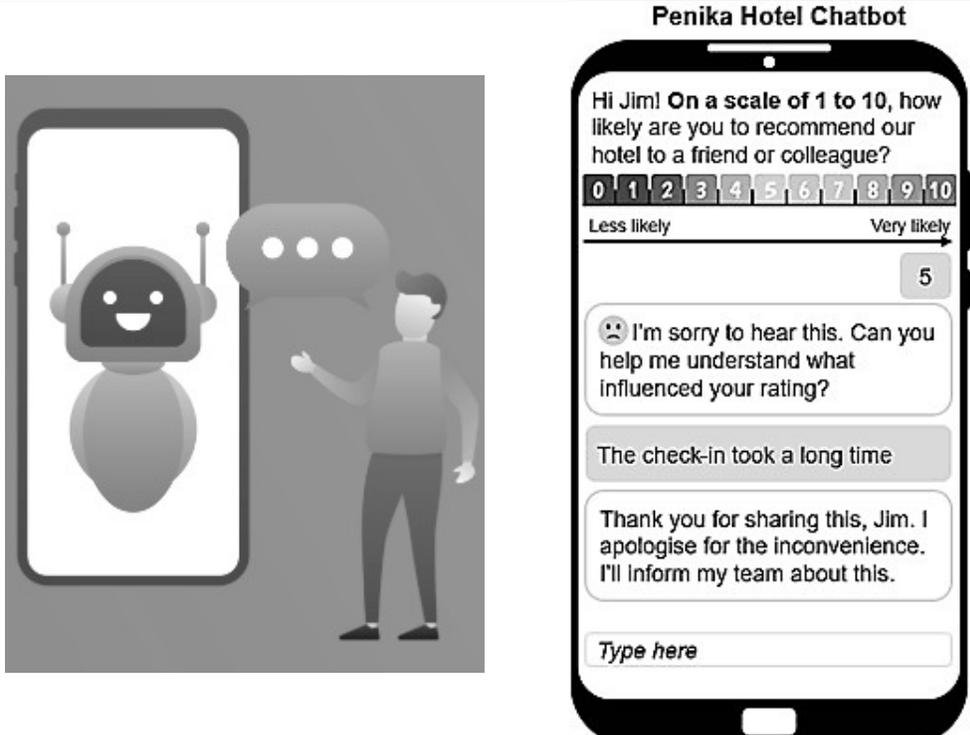
CUSTOMER SERVICE CHATBOTS

Customer service chatbots are computer programs that can imitate human-like conversation, offering automated support and help. These chatbots are available 24/7 and can manage many customer interactions at the same time.

Chatbots, powered by Artificial Intelligence (AI), can be set up to communicate in various languages, making them extremely useful for assisting a wide range of customers.

Additionally, AI-powered chatbots can gather and analyse customer data as they engage in conversations.

[Adapted from www.talkdesk.com/blog/chatbots-customer-service/]



Penika Hotel Chatbot

Hi Jim! On a scale of 1 to 10, how likely are you to recommend our hotel to a friend or colleague?

0 1 2 3 4 5 6 7 8 9 10

Less likely → Very likely

5

☹️ I'm sorry to hear this. Can you help me understand what influenced your rating?

The check-in took a long time

Thank you for sharing this, Jim. I apologise for the inconvenience. I'll inform my team about this.

Type here

- 10.1 Identify the method Penika Hotel uses for collecting feedback through a chatbot to determine customer satisfaction. (2)
- 10.2 Give ONE advantage of using a chatbot for customer feedback collection at Penika Hotel. (2)
- 10.3 Recommend TWO strategies that the hotel management could put into place to address the feedback provided by the guest named Jim. (2 x 2) (4)
- [8]**

