



eduresourceza.com



TOURISM

REVISION BOOK 5 MARKING GUIDELINE **SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE** GRADE 12



This book consists of 23 pages.

This Revision Book was compiled using questions from Tourism National
Senior Certificate examination papers from

2017 - 2021

THE RATIONALE BEHIND THE REVISION BOOKS

Question papers and marking guidelines from previous National Senior Certificate (NSC) examinations make valuable teaching and learning tools for teachers and learners. It becomes challenging for teachers and learners to handle different question papers and marking guidelines when they work with or compare questions within certain sections of the papers.

The Revision Books combine the different sections from National Senior Certificate (NSC) examination question papers over the last five years, into five individual books. The books should assist in facilitating revision, self-directed learning and setting of question papers.

The set of books consist of:

Book 1:	Section A:	Short Questions (2017 – 2021)
Book 2:	Section B:	Map Work and Tour Planning; Foreign Exchange (2017 – 2021)
Book 3:	Section C:	Tourism Attractions; Culture and Heritage Tourism; Marketing (2017 – 2021)
Book 4:	Section D:	Tourism Sectors; Sustainable and Responsible Tourism (2017 – 2021)
Book 5:	Section E:	Domestic, Regional And International Tourism; Communication And Customer Care (2017 – 2021)

HOW TO USE THIS BOOK

TEACHERS

Teachers can use this book ...

- to reinforce the content that has been covered in class.
- to structure their learners' revision of the content that has been covered.
- to identify questions to be completed by learners for classwork/homework.
- to expose their learners to the way in which questions are set in national papers.
- to access a variety of exemplars for a particular section of the question paper or marking guideline.

LEARNERS

Learners can use this book...

- for self-directed / self-regulated learning and learning at home.
- for revision of the work that has been completed in class.
- to prepare for the Trial and End-of-the-Year examinations.
- to reflect on their own learning process.

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

QUESTION 9

- 9.1 9.1.1 Significant for South Africans as it is Madiba Day and the opening ceremony to the Games on his birthday will be a great tribute to this world leader. ✓✓ DRI
 The principles of this great leader would add value to the Commonwealth Games. ✓✓
 • To commemorate the birthday of the late Nelson Mandela.
 • Hosting this event during the birthday of a global iconic figure such as Nelson Mandela supports the vision and the legacy of Commonwealth Games.
 • The date will endorse the credibility and reputation of the Games in terms of publicity. (4)
- 9.1.2 **Positive** DRI
 Creation of employment opportunities ✓✓
 Wide scale infrastructural development ✓✓
 • Increased foreign revenue
 • Increased marketing for the host city
 • All tourism sectors tend to benefit from the influx of tourists
 • Skills development
 • Repeat visits
 • It will set the multiplier effect into motion.
 • Will result in positive GDP growth (4)
- Negative**
 Increased levels of crime ✓✓
 Increased pollution/traffic congestion ✓✓
 • Negative media coverage if the event proves to be unsuccessful
 • Exploitation of cultures and surrounding environments (4)
- 9.2 9.2.1 India ✓✓ & China ✓✓ DRI (4)
- 9.2.2 Jobs were lost due to fewer tourists visiting the country ✓✓ DRI
 Has damaged South Africa's competitiveness as a destination of choice ✓✓
 Has reduced the contribution to the GDP of the country. ✓✓
 • Deterred tourists from travelling to South Africa
 • international tour operators/travel agents removed South Africa from their destination brochures owing to the new regulations
 • There was a decline in inbound international tourists to South Africa (6)
- [22]**

QUESTION 10

10.1	10.1.1	SMS messages via smartphones✓✓ Web based responses✓✓ • Email	cc	(4)
	10.1.2	To offer guests a variety of feedback options. ✓✓ Guests might only have limited accessibility to particular feedback methods. ✓✓ • Cater for those guests who prefer to use advanced technology as a method of customer feedback. • Making provision for those guests who wish to provide their feedback at their convenience.	cc	(4) [8]
			TOTAL SECTION E:	30
			GRAND TOTAL:	200

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

QUESTION 9

- 9.1 9.1.1 Participants, spectators, media personnel come from all over the world. ✓✓ ^{DRI}
- It has a 140-year history that fascinates people all over the world.
 - Global media frenzy takes place to give media coverage for a global audience.
 - Players from many countries participate (2)
- 9.1.2 Foreign exchange earnings from tourists attending the event. ✓✓ ^{DRI}
Increased GDP contributions. ✓✓
- Income generated before, during and after the event.
 - Spread of multiplier effect benefits in the local economy of workers earning wages at the event.
 - Entrepreneurial opportunities for locals.
 - Creates jobs
 - Upgrading of infrastructure
 - International publicity and exposure (4)
- 9.2 9.2.1 Earthquake ✓✓ ^{DRI}
- Natural disaster (2)
- 9.2.2 Tourists visiting sites will struggle to get back to their accommodation and belongings due to damage to public transport. ✓✓ ^{DRI}
Tourists will not be able to continue with their itineraries due to lack of transportation. ✓✓
- If the airport is closed, tourist will not be able to enter or exit the country.
 - Tourists will feel unsafe to use any form of transport and may have to re-schedule or cancel their trip.
 - Publicity will impact on the tourists' decision to travel to the destination. (4)
- 9.2.3 Foreign bank notes ✓✓ ^{DRI}
- Cash
 - Euros
- Note:** Accept any relevant payment method that does not require electricity. (2)

- 9.3 9.3.1 R283 million ✓✓ DRI
- R283 000 000
 - 283 / 283 m
- (2)
- 9.3.2 Eastern Cape ✓✓ DRI
- KwaZulu Natal ✓✓
- Note: Accept any order* (4)
- 9.3.3 They had a longer average length of stay. ✓✓ DRI
- Tourists stayed an average of 9.9 nights in the Eastern Cape and 8.5 nights in KwaZulu-Natal; longer than the 8.0 nights in the Free State.
- (2)
- 9.4 To capitalise on the potential of this market because it has shown growth. ✓✓ DRI
- To convert this market from an emerging market into an existing market.
 - To increase the number of tourists from China.
- (2)
- [24]**

QUESTION 10

- 10.1 Follow-up call ✓✓ CC
- Survey
 - Feedback call
 - Personal call
 - Cell phone / telephone calls / telecommunication
- (2)
- 10.2 Feedback gathered from clients is used to evaluate service delivery. ✓✓ CC
- To ensure satisfaction levels of customers are established. ✓✓
- The message that the tourism business cares about its customers are demonstrated.
 - The information captured can be used to improve service delivery levels at the business.
 - Staff performance can be rated outside of purely reaching sales targets.
 - Quick feedback and problems are addressed immediately
- (4)
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200

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

- 9.1 9.1.1 Construction of new and existing infrastructure that will support the event. ✓✓ ^{DRI} (2)
- Income generation
 - Investment
 - Job creation
 - FOREX income
 - Multiplier effect
- 9.1.2 Host countries use the event to show their capacity to host and market an event of this magnitude. ✓✓ ^{DRI} (2)
- The host country receives worldwide exposure/publicity before, during and after the event.
 - Events of this magnitude create a sense of unity/belonging/pride amongst citizens of the host country.
 - The event has the ability to change negative perceptions of the host country.
- 9.1.3 The stadiums must be utilised for events other than sporting events and future events ✓✓ ^{DRI} (2)
- The facilities at the stadiums can be hired out for other events.
- NOTE:** *Accept examples of other types of events/activities*
- 9.2 9.2.1 (a) Natural disaster ✓✓ ^{DRI} (2)
- Avalanche
 - Earthquake
 - Snow storm
- 9.2.2 Pre-booked ski holidays will be cancelled ✓✓ ^{DRI} (4)
- The hotel will not do business until it has been rebuilt. ✓✓
- Tourists will be reluctant to book ski holidays and rather experience other types of holidays.
 - People will lose their jobs.
 - No tourists will result in loss of revenue for the hotel.

- 9.3 9.3.1 Tourists will not be able to use any cards for cash withdrawals. ✓✓ DRI (2)
- Tourists will not be able to withdraw cash
 - Tourists will be stranded in Zimbabwe without cash.
- 9.3.2 The tourist should carry US dollars for emergencies when entering the country. ✓✓ DRI
- Pay with credit cards where card facilities are available. ✓✓ (4)
- Make pre-payments (vouchers) for activities and meals where possible before the trip to Zimbabwe.
 - EFT payments where possible
 - Tourists should carry sufficient cash with them and not rely on withdrawals from ATMs.

- 9.4 9.4.1 The UK/United Kingdom ✓✓ DRI (2)
- 9.4.2 Germany ✓✓ DRI (2)
- 9.4.3 More tourists from Germany and neighbouring European countries will visit South Africa. ✓✓ DRI (2)
- Higher income will be generated from tourists travelling during the peak season.
 - Cheaper flights from the budget airline will increase the German market to South Africa.
 - Competition among airlines will keep ticket prices down benefitting South Africa's tourism industry and the tourists.
- [24]**

QUESTION 10

- 10.1 The restaurant can get immediate feedback after the dining experience. ✓✓ cc (4)
- The restaurant gets the opportunity to respond immediately to complaints. ✓✓
- The restaurant can change the negative perceptions of customers by giving discounts.
- 10.2 Comments on social media platforms like Twitter, Facebook, etc. ✓✓ cc (2)
- Reviews on Tourism websites like TripAdvisor.
 - Web-based responses
 - Online surveys
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200

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

QUESTION 9

- 9.1 9.1.1 A hurricane is a natural disaster in the form of tropical storms with extreme wind, rain and weather conditions. ✓✓ DRI (2)
- Tropical storms that cause damage to the environment and loss of life
 - It is an unforeseen natural disaster.
- 9.1.2 The transport infrastructure (roads, airports, railway lines etc.) necessary for tourists to travel to the area needs to be repaired and rebuilt. ✓✓ DRI
- Accommodation infrastructure that was damaged needs to be reconstructed. ✓✓ (4)
- Funds are needed to repair damage to attractions in the affected areas.
 - The telecommunication and power networks need to be restored for the tourism industry to function optimally.
- 9.2 Encouraging and promoting existing tourism events to generate income from the tourism industry for example the Oyster Festival. ✓✓ DRI
- Knysna was declared a disaster area by the government and as a result received extra funding for financial support in the recovery process. ✓✓
- The funding received can be used to rebuild priority infrastructure. ✓✓ (6)
- Local businesses can take the initiative to start the rebuilding process as soon as possible without giving up.
 - Local structures can be established to manage and control contributions made (financially and in kind) for rebuilding and alleviation initiatives.
 - Rebuilding of businesses can give them opportunities to improve the existing business.
- 9.3 9.3.1 MasterCard ✓ DRI (1)
- 9.3.2 Credit card payment ✓✓ DRI (2)
- Debit card payment
- 9.3.3 (a) visitor volumes ✓ DRI (1)
- (b) The column on visitor volume is arranged from highest to the lowest number of visitors. ✓✓ DRI (2)

- 9.3.4 (a) Mozambique✓
• Maputo DRI (1)
- (b) United Kingdom✓
• London DRI (1)
- 9.3.5 Increase tourist volumes✓✓ DRI (2)
- Increase length of stay
 - Increase geographical spread
 - Aggressive marketing
 - Offer more affordable attractions/activities for tourists.
- [22]**

QUESTION 10

- 10.1 When planning to travel, many tourists read reviews of other tourists and their experiences at these destinations. ✓✓ CC (2)
- Customer reviews are listed alongside rates and booking options on online platforms.
 - Online feedback influences a tourist's choice of accommodation and other travel related products.
- 10.2 10.2.1 Acknowledge (recognise) the positive feedback. ✓✓ CC (2)
- Express gratitude.
 - Reward the tourist for their written efforts.
- 10.2.2 Apologise for the inconvenience caused. ✓✓ CC (2)
- Indicate what the hotel has done since the visitor experience.
 - Offer compensation.
- Note:** Accept examples of different types of compensation.
- 10.3 It is an intervention process to restore the hotel's credibility and reputation. ✓✓ CC (2)
- It shows potential tourists that the hotel deals with problems quickly and efficiently.
 - It demonstrates to tourists that the hotel values its customers and their opinions and acts accordingly.
 - A reputation of improved service delivery will draw more tourists.
 - If the reviews are left unattended on online platforms, the hotel will get fewer online bookings influencing their profitability.
 - The hotel shows tourists that they are serious about maintaining their professional image.

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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

QUESTION 9

- 9.1 9.1.1 Bird flu outbreak ✓✓ DRI (2)
- Outbreak of H5N8 bird flu virus
 - Infected wild birds
 - Caused the deaths of many wild birds
 - Stopped the spread of the disease
- 9.1.2 **Positive** DRI
- Tourist may want to educate their children about the preventative measures in place to stop the spreading of a dangerous virus. ✓✓ (2)
- Tourists will appreciate the measures put in place by the zoo to safeguard visitors against contracting and spreading the virus.
 - Tourists may regard the zoo as a responsible attraction due to its attempts in containing bird flu.
 - Chemicals used are not harmful to humans
- Negative**
- Some tourists will view the disinfectants used by the zoo as harmful to humans and the surrounding environment. ✓✓ (2)
- Some tourists will not be comfortable in submerging their feet or shoes into a footbath at the exits.
 - Visitors will put their trip to the attraction on hold until it is safe therefore causing a decline in ticket sales.
 - Bad publicity through word of mouth.
 - Engaging in the process can be time consuming
- Note:** Award marks for ONE answer from EACH category (positive and negative)
- 9.1.3 Unforeseen occurrence ✓✓ DRI (2)
- Boating/ferry accident
- 9.1.4 Tourists will be reluctant to use the ferries to Robben Island due to the element of danger. ✓✓ DRI
- Tourists may decide not to visit Robben Island but may opt to visit other destinations. ✓✓ (4)
- Visitors would be fearful of their safety when visiting other attractions in the Western Cape.
- 9.1.5 A decline in foreign tourist arrivals to South Africa will result in decreased foreign income. ✓✓ DRI
- The multiplier effect will be negatively affected due to fewer tourists visiting the attractions. ✓✓ (4)
- Domestic travel to the affected areas will decrease resulting in a decrease in visitor numbers and spending.
 - Will result in job losses

- 9.2 9.2.1 Multiple trips ✓✓ DRI (2)
- Group 3
 - 445 495
 - 41,1%
 - Tourists who entered and departed South Africa more than once in June 2017.
- 9.2.2 (a) **Only arrivals** DRI
- Inbound international tourists continued to spend money during their stay as they remained in the country for an undetermined period. ✓✓ (2)
- (b) **Multiple trips** DRI
- The basic expenditure of inbound international tourists is being repeated for every return visit to the country over a one-month period. ✓✓ (2)
- Each trip tourists make to South Africa they require accommodation, transport, food etc. thereby increasing the average expenditure of tourists.
- 9.3 Loyalty points can be used to supplement payment towards purchases, thus making products/services more affordable (discounts). ✓✓ (2)
- The tourists will spend their accumulated loyalty point at the loyalty programme partners, thus increasing the financial gains for these businesses.
- Note:** Do not accept one-word answers. [24]

QUESTION 10

- 10.1 10.1.1 Make use of technology such as listening devices (audio-tours) and translation Apps. ✓✓ KK (2)
- Employ tourist guides that speak the language of the group.
 - Employ multilingual tourist guides (speaking more than one language).
 - Tours for smaller groups
 - Retraining of tourist guides to improve communication skills.
 - Make information available in different languages.
- 10.1.2 Establish a restaurant at the attraction. ✓✓ KK (2)
- Encourage entrepreneurship by allowing local vendors to trade at the attractions.
 - Partner with neighbouring food and beverage outlets.
- 10.2 The attraction would use different types of feedback methods such as feedback cards, questionnaires etc. to determine how successful the above recommendations were. ✓✓ KK (2)

Note: Accept examples of feedback methods.

[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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

QUESTION 9

- | | | | |
|-----|-------|--|------------|
| 9.1 | 9.1.1 | Both are sporting global events. ✓✓
Both are held every four years. ✓✓
<ul style="list-style-type: none"> • Soccer – the FIFA World Cup is soccer's most prestigious tournament and is also one of the sporting codes in the Olympic Games. • Rio de Janeiro/Brazil was host to both. • Both bring countries of the world together on the sporting stage to compete and build mutual relationships. • Both belong to BRICS | DRI
(4) |
| | 9.1.2 | Infrastructure improved to world-class standards. ✓✓
Proven organising abilities. ✓✓
<ul style="list-style-type: none"> • Improved core values of their societies. • Instilling pride in citizens. • Increase in both domestic and international tourism. | DRI
(4) |
| | 9.1.3 | Increased media coverage and public relations. ✓✓
<ul style="list-style-type: none"> • Image benefits and economic spin-offs are gained. • There is a proven track record of hosting global events. • Infrastructure is in place and it will cost less to prepare for events of such magnitude in future for the countries. • More high-earning and -spending managers and ministers will visit the country before, during and after the event. • World leaders, delegations and decision makers that affect the global community will attend the event. | DRI
(2) |
| | 9.1.4 | The safety and security plans of the host country will be scrutinised to ensure a successful event. ✓✓
An alternative BRICS country will be considered with a more stable political environment. ✓✓
<ul style="list-style-type: none"> • The additional security measures put in place to deal with unforeseen occurrences. • The viability of hosting the event with regards to safety, terrorism activities and protests/rioting. • Compromising the reputation of the selection committee if an incorrect decision was made. | DRI
(4) |

- 9.2 9.2.1 14 166 ✓✓ DRI (2)
 • 77.8% increase.
- 9.2.2 An increase in income generated. ✓✓ DRI (2)
 • Because the numbers nearly doubled, it is expected that the income generated will also nearly double.
 • Increase in GDP
 • Job creation
 • Multiplier effect set in motion
- 9.2.3 Increase the budget for marketing initiatives in Brazil promoting South Africa as a destination based on the increase in numbers. ✓✓ DRI
 Create tour packages according to the Brazilian profile to attract Brazilians to South Africa and therefore increase expenditure. ✓✓
 Negotiate for more direct flights from Brazil to South Africa can get more tourists to South Africa sooner than lengthy lay-over and multiple-stop international flights. ✓✓ (6)
 • Encourage cheaper and more frequent flights to improve access to South Africa for more tourists from the Brazilian market to travel to South Africa.
 • Use social media to market South Africa by advertising other Brazilians' experiences in South Africa.
 • Host more roadshows in Brazil.
 • Aggressive marketing strategies by SATourism to showcase South Africa as a destination of choice in Brazil.
 • Tours organised with a Portuguese tour guide.
- [24]**

QUESTION 10

- 10.1 It is received electronically as an E-survey/email. ✓✓ CC (2)
 • It is received as a web-based response.
 • It is received as an internet review.
 • It is received through its website.
- 10.2 The tourist's satisfaction levels are determined. ✓✓ CC
 Word-of-mouth advertising can be determined. ✓✓ (4)
 • Areas of strength can be determined and staff will be motivated.
 • Areas of weakness can be determined to improve in the tourism business.
 • To improve service delivery
- [6]**

TOTAL SECTION E: 30
GRAND TOTAL: 200

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

QUESTION 9

- 9.1 9.1.1 natural✓✓ DRI (2)
- 9.1.2 (a) A- Earthquake✓
B- 6 December 2018✓ DRI (2)
- (b) The tourism industry will come to a standstill (cancellations of flights or holiday packages etc) in the affected areas as the majority of the infrastructure would have been damaged.✓✓ DRI
- Tourists will not be able to communicate with people in affected areas to determine the extent of the damage and will rather not show up.✓✓
- Tourists will avoid the area and travel to alternative destinations / decrease in tourists.✓✓ (6)
- There will be prolonged periods of zero tourism activities until infrastructure has been rebuilt.
 - Job losses due to damaged infrastructure - negative impact on income earnings for the people of Indonesia.
 - GDP is affected negatively.
 - Loss of foreign revenue.
 - Before the country can recover from one natural disaster, another one occurs, thus complicating the rebuilding process.
 - Destruction of the tourism infrastructure (economic and physical).
 - Disruptions to normal day-to-day operations.
 - Break-out of diseases.
- 9.2 9.2.1 Tourists do not have to stand in queues to do time-consuming FOREX transactions.✓✓ DRI
- Tourists get the latest rate of exchange when they buy FOREX.✓✓ (4)
- Tourists are able to create more than one card for transactions.
 - Payments can be made from any country to any international destination.
 - FOREX purchases and payments can be made anytime and anywhere.

Note: Accept answers from the source.

- 9.2.2 Unlike pre-loaded debit cards or cash that can be stolen or lost, virtual cards cannot be stolen, cloned or lost, because these cards do not physically exist. ✓✓ (2) DRI
- The App is PIN-protected and even if the phone is stolen or lost, no money will be lost.
 - It would be more difficult for fraudsters to have access to funds.
 - It is easier to track all transactions.
- 9.2.3 A tourist will not be able to use this App if there is no connectivity. ✓✓ (2) DRI
- If the device is stolen or lost, a tourist will not be able to use this App.
 - If the App malfunctions it will not be possible to use the App.
 - Some functions of the App will be unavailable when the recipient does not have the supporting technology.
 - People who are unfamiliar with using the app can make costly errors.
 - Data is expensive.
- 9.3 9.3.1 There was a decline from 2017 to 2018 in some of the indicators. ✓✓ (2) DRI
- Fewer tourists visited South Africa resulting in a decrease in bed nights and length of stay.
- 9.3.2 The crime rate in South Africa is discouraging tourists from visiting South Africa. ✓✓ (4) DRI
- Negative perceptions / publicity of South Africa ✓✓
- The message that the water restrictions have been relaxed in the Western Cape in particular was not communicated to the same extent as the Day Zero threat.
 - There is a general global fear of travel.
 - There is a global recession.

NOTE: Accept examples.

[24]

QUESTION 10

- 10.1 Delays / poor service delivery. ✓✓ cc (2)
- Waiter was slow and hung over / unprofessional.
 - Incorrect food order was served.
 - Eating under unhygienic conditions.

NOTE: Accept examples.

- 10.2 It is a transparent on-line platform where customers can complain about service delivery and companies involved get the opportunity to respond to the complaints. ✓✓ cc (2)
- Customers can use the *Hello Peter* website as a review tool and businesses get the opportunity to manage their on-line presence.

- 10.3 **Negative:** cc
- No indication that the restaurant values the customers' needs. ✓✓
- The restaurant gave a very unsympathetic / apathetic / indifferent response, without apologising to the customer. (2)
 - The tone of the response will not help to restore customer relations with the restaurant.
 - The customer may not even respond to the request.

OR

Positive:

The restaurant showed interest and at least posted a response to the customer's complaint.

- The restaurant promised to investigate the matter.
- The restaurant requested the contact details of the customer urgently.

[6]

TOTAL SECTION E:	30
GRAND TOTAL:	200

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

QUESTION 9

- 9.1 9.1.1 Skiing✓✓ DRI (2)
- Snow / ice / alpine sports
 - Bobsleigh / sledging / tobogganing
 - Ice hockey / Ice skating
 - Snow boarding
 - Speedskating
 - Curling
 - Cross-country skiing
 - Ski jumping
- Note: Accept any examples related to snow/ice sport.*
- 9.1.2 This is when there is enough snow on the mountains in Switzerland to host the games.✓✓ DRI (2)
- There is enough snow and ice during this time.
 - Many countries across Europe experience snow in the winter months, therefore hosting of the event can be shared by multiple countries.
- 9.1.3 It is focussing on the youth from the ages of 15 to 18.✓✓
The games include a cultural festival and instil cultural pride.✓✓ DRI (4)
- The event helps to make the youth aware of sustainable practices and responsible tourism.
 - The event ensures that the youth becomes responsible future tourists.
 - There has to be snow in winter for the Games to take place.
 - A new code could have been added at the Youth Olympic Games and not at other Olympics.
- 9.1.4 Keep them occupied by arranging educational and recreational activities in between sporting items.✓✓
Ensure that all products and service offerings meet the needs and preferences of young people.✓✓ DRI (4)
- Ensure all participants and visitors to the event are identifiable.
 - Ensure there is sufficient internet connectivity.
 - Caution taken with age restricted materials.
 - Have psychological support structures in place.
 - Ensure adequate security and supervision in the Olympic villages.
 - Various other venues can be used for activities to minimise the impact of mass tourism.

- 9.1.5 Promote environmental awareness of the area pre/during and post event. ✓✓ DRI
 Use technology such as QR codes on water bottles, equipment and on transport to spread the message on how to preserve the environment. ✓✓ (4)
- Place interpretation panels in the area with information on environmentally sensitive places to create awareness.
 - Show information videos and distribute pamphlets in the eating and recreational areas of the Olympic villages to encourage responsible behaviour.
 - Create volunteering opportunities in between sporting items.
 - Visible signage showcasing good environmental practises.
- Note:** Accept examples of sustainable practices.
- 9.2 9.2.1 Gauteng ✓✓ DRI (2)
- Gauteng province
 - GP
- 9.2.2 Gauteng is the gateway into Southern Africa. ✓✓ (2)
- The majority of international flights land at OR Tambo International Airport.
 - Johannesburg is a business, shopping and entertainment hub.
 - Johannesburg is the economic hub of South Africa.
- 9.2.3 18,3% ✓✓ (2)
- 9.2.4 Limpopo borders another country and all visitors from neighbouring SADC countries are considered tourists. ✓✓ (2)
- Large numbers of tourists cross the Beit Bridge border into South Africa from countries that share borders with South Africa.
 - The reasons of back and forth traffic across the Beit Bridge border post is not necessarily for tourism purposes but also for shopping and other activities.

QUESTION 10

- 10.1 If customers' complaints are not addressed, they may choose to take their business elsewhere which may result in financial losses for the business. ✓✓ (2)
- Customers may spread negative word of mouth about the business and the business may face financial ruin.
 - If complaints are addressed, it will ensure customer loyalty.
 - The business will lose its competitive advantage.

- 10.2 A plan of action that a business develops to address the common complaints by the customers. ✓✓

The intervention process refers to the plan that was put into action to ensure the continued success of the business. ✓✓ (4)
[6]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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

QUESTION 9

- 9.1 9.1.1 A – Wildfires ✓✓ DRI
- Natural disaster
 - Animals were killed in the fire
- B – The outbreak of the Corona Virus ✓✓
- Disease
 - Pandemic
 - COVID-19 pandemic
- C – Aircraft was shot down ✓✓ (6)
- Air disaster / crash
 - Missile attack on an aircraft
- 9.1.2 Due to the Lockdown in certain countries, people were unable to travel ✓✓ DRI (2)
- Local and international airports in certain countries were closed.
 - Certain sectors of the tourism industry shut down.
 - Many employees in the tourism and hospitality industries lost their jobs.
 - Tourists were left stranded in another country and could not return home.
- 9.2 9.2.1 Cancellation or delays in all flights. ✓✓ (2)
- 9.2.2 (a) Cancelled - Most countries had closed their borders; airlines were not permitted to land nor was entry of any passengers permitted. ✓✓ DRI (2)
- Countries went into Lockdown due to the COVID-19 pandemic and there was no movement of people.
- (b) Delayed – Some airlines would have had to wait for the necessary authorisation and verification for take-off and landing rights. ✓✓ DRI (2)
- Long queues at the check in counters due to new screening and safety regulations.
- 9.2.3 Some airlines had to shut down due to loss of income and profits from flight cancellations. ✓✓ DRI
- Some airlines had to rely on business rescue packages from their governments or private investors to keep them afloat after mass cancellations of flights. ✓✓
- Some airlines resorted to retrenchment packages / flight crew members lost their jobs. ✓✓ (6)
- Some airlines restructured their business operations as cost saving measures.
 - Flights were grounded due to lockdown regulations resulting in a loss of income to the employees.

- 9.3.1 Netherlands ✓✓ DRI (2)
- 9.3.2 South Africa needs to reassure foreign tourists that the COVID-19 is on the decrease. ✓✓ DRI
- Gateways into the country, tourist attractions and tourism businesses adhere to the safety protocols that are in place to ensure continuity of a COVID-19 free environment. ✓✓
- SATourism can structure their marketing initiatives focusing on the success rate of the nation in overcoming the virus. ✓✓ (6)
- Encourage international tourism businesses with a South African link and branches to offer incentive packages for travel to South Africa.
 - South Africa can publicise their successes in overcoming the disease in the key foreign source markets.
 - Enforcing adherence to COVID-19 protocols according to regulations for both South African and international tourists.

Note: Accept options outlined in learner paragraph responses.

[28]

QUESTION 10

Feedback using electronic devices ✓✓ CC

- Social media platforms
- Internet
- Cell phone

Note: Accept examples of web-based methods

[2]

TOTAL SECTION E: 30
GRAND TOTAL: 200

Handwritten signatures and initials:
 w
 Juh
 [Signature]
 [Signature]