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Province of the
EASTERN CAPE
EDUCATION

TOURISM

GRADE 12

REVISION QUESTIONS

TERM 2

TOPIC: TOURISM SECTORS

All the questions in this document were sourced from previous DBE NSC and ECDoE provincial question papers.

This document consists of 21 pages.

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TOPIC: TOURISM SECTORS

NOV 2014 NSC
QUESTION 7

Study the information below and answer the questions that follow.

For the past 30 years Steak Beef Ranches have been part of the South African family, retaining (keeping) its brand image, physical appearance and characteristics.

It all began in 1977, when founder, Mr Xolani, invested R3 000 to open the first Steak Beef Ranch in Rondebosch, Cape Town. The restaurant fast developed a reputation for tasty, nutritious, value-for-money meals. The business has grown over the past 30 years to the point where it currently has 200 Steak Beef Ranches and is one of South Africa's most recognisable family restaurants.

7.1 Refer to the above extract and explain how this company succeeded in establishing a positive brand image through the following:

7.1.1 Its logo (2)

7.1.1 The name of the business (2)

7.1.3 The physical appearance of the business (2)

7.1.4 The special attraction for parents with young children (2)

7.2 State TWO advantages of the Steak Beef Ranches having a recognisable, positive image. (2 x 2) (4)

7.3 Refer to the photographs above and discuss TWO points that can form part of the dress code for waiters working at a Steak Beef Ranches restaurant. (2 x 2) (4)

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NOV 2015 NSC
QUESTION 7

Read the extract below and answer the questions that follow.

APPEARANCE IN THE WORKPLACE

[www.themakeupgallery.org.uk]

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

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

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

[Adapted from www.natlawreview.com]

7.1 Give the term used to describe employees in a business who work directly with customers. (1)

7.2 Name the document that governs dress code, physical appearance and grooming in a hotel. (1)

7.3 Quote from the text to prove that the hotel in the extract has a policy on the physical appearance of employees. (2)

7.4 Explain why a company has to have the policy, referred to in QUESTION 7.3, in place. (2)

7.5 Give ONE reason why some tourists could be offended by Jane's appearance. (2)

7.6 Jane's case is going to court. You are the attorney (lawyer) representing the employer (hotel).

Justify FIVE points that you will use to argue in favour of dismissing (firing) the employee. (10)

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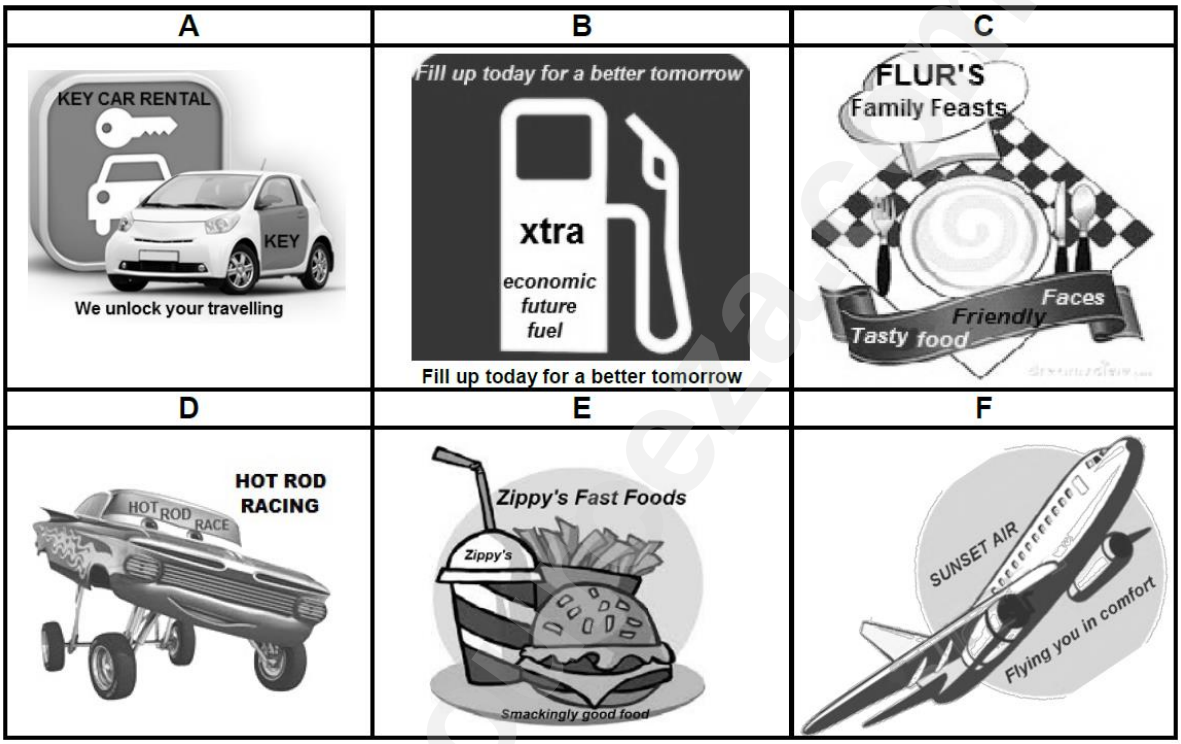
NOV 2016 NSC
QUESTION 7

Study the brand images of companies below and answer the questions that follow.

The professional image of a company is more than just a recognisable and trustworthy brand. It is portrayed (shown) in many ways other than the physical appearance of the buildings and the staff.



7.1 Identify TWO tourism companies above where the staff must have excellent telephone skills and e-mail writing skills when making transport bookings. (2)

7.2 Give ONE reason for your choice in QUESTION 7.1 (2)

7.3 List FOUR elements that must appear on the letterhead of Sunset Air that will project a professional image. (4)

7.4 Give ONE example of how the companies in QUESTION 7.1 may improve their e-mail writing skills to promote their professional image. (2)

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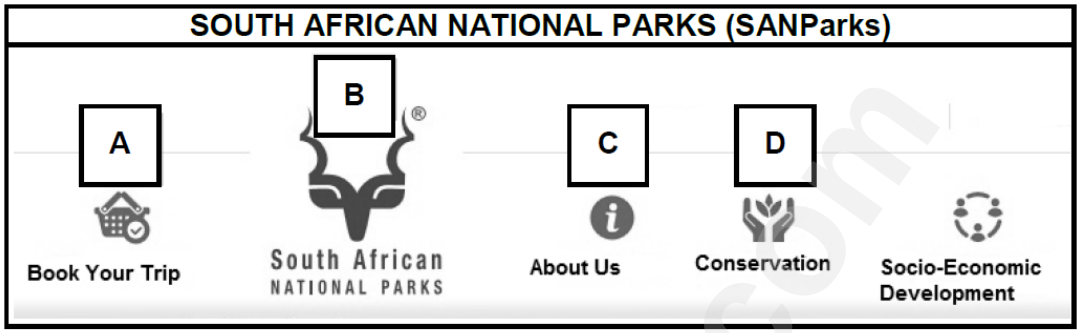
NOV 2017 NSC
QUESTION 7

7.1 Refer to the extract from the website of South African National Parks below and answer the questions that follow.



[Adapted from www.sanparks.org]

Choose an item from the extract that matches a description below. Write only the question number (7.1.1–7.1.4) and the letter (A–D) in the ANSWER BOOK, for example 7.1.5 E.

7.1.1 The logo of South African National Parks (1)

7.1.2 ONE aim of South African National Parks (1)

7.1.3 Information on South African National Parks (1)

7.1.4 Availability of accommodation at South African National Parks (1)

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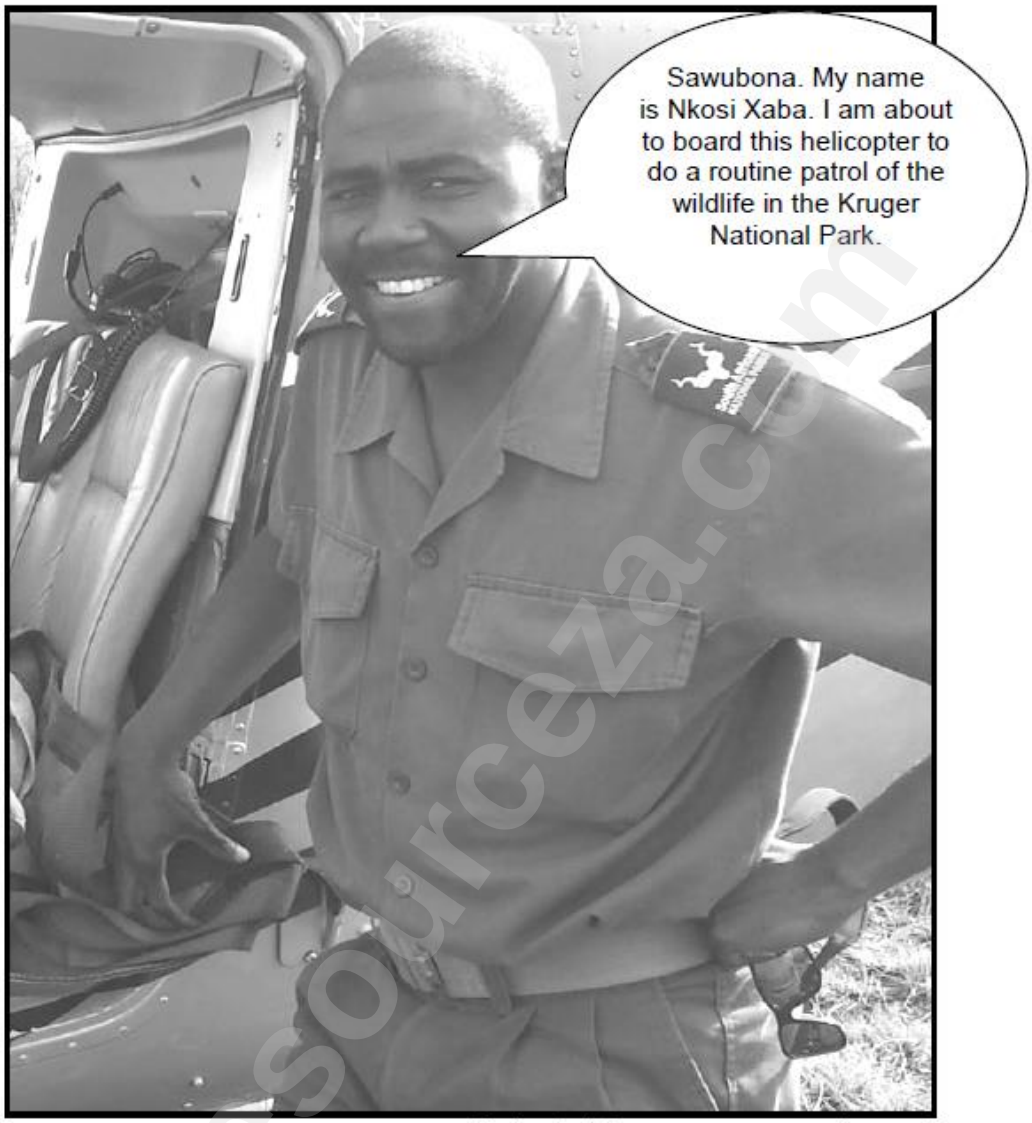
7.2 Study the photograph below and answer the questions that follow.



[Adapted from www.sanparks.org]

7.2.1 State TWO aspects of Nkosi Xaba's dress code that show the professional image of South African National Parks (SANParks). (2)

7.2.2 Refer to Nkosi's words in the speech bubble.

Discuss ONE way in which routine patrols show that SANParks has an environmental policy in place. (2)

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NOV 2018 NSC
QUESTION 7

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

DISILLUSIONED!!!*

Megan has been employed at a restaurant as a waitron for the past six months. A contract of employment was signed after she accepted the position at the restaurant.

Although there are vacancies available at the restaurant, her employer refuses to hire new staff. As a result, she has to work double shifts and her responsibilities have increased. She has been working double shifts almost every day with no overtime pay. She is not allowed to sit during shifts. Her employer is often rude to her and other co-workers. There is no staff transport available when they finish working late at night.

In fear of losing her job she continues working without complaining.

*Disillusioned: A feeling of disappointment

7.1.1 Explain the term *contract of employment*. (2)

7.1.2 Identify ONE way in which Megan is being exploited at her place of employment in the extract above. (2)

7.1.3 Advise Megan and give TWO ways how her grievances in the workplace can be addressed. (4)

7.1.4 Discuss TWO ways in which the current working conditions can impact on Megan's work ethic. (4)

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FEB-MARCH 2015 NSC
QUESTION 7

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

7.1.1 Identify the type of tourism activity shown in the photographs above. (2)

7.1.2 Themba is employed by a company called Siviwe's Adrenaline Rush.

Name ONE work-related risk that Themba is exposed to daily. (2)

7.1.3 Explain TWO ways in which Themba's employer can ensure that Themba's safety is not at risk while he is doing his job. (4)

7.1.4 Siviwe's Adrenaline Rush conducts most of its business outdoors.

State TWO ways in which they can incorporate the environmental pillar of sustainable tourism into their business. (4)

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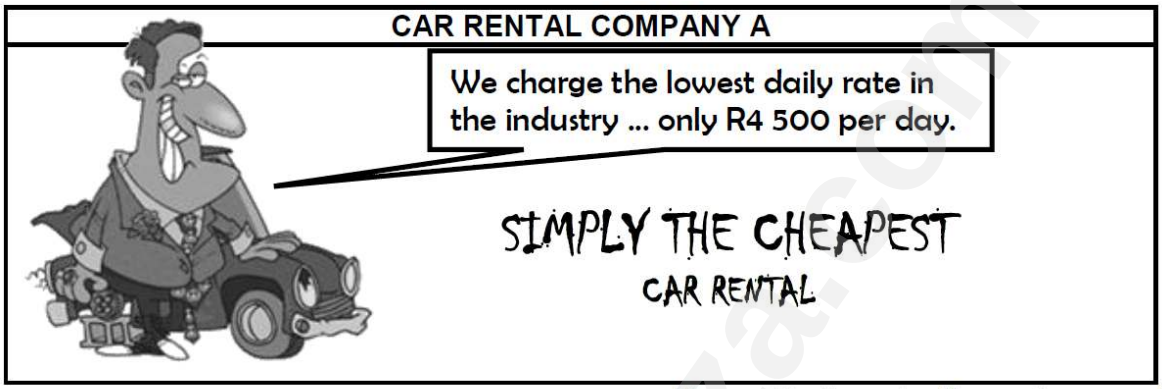
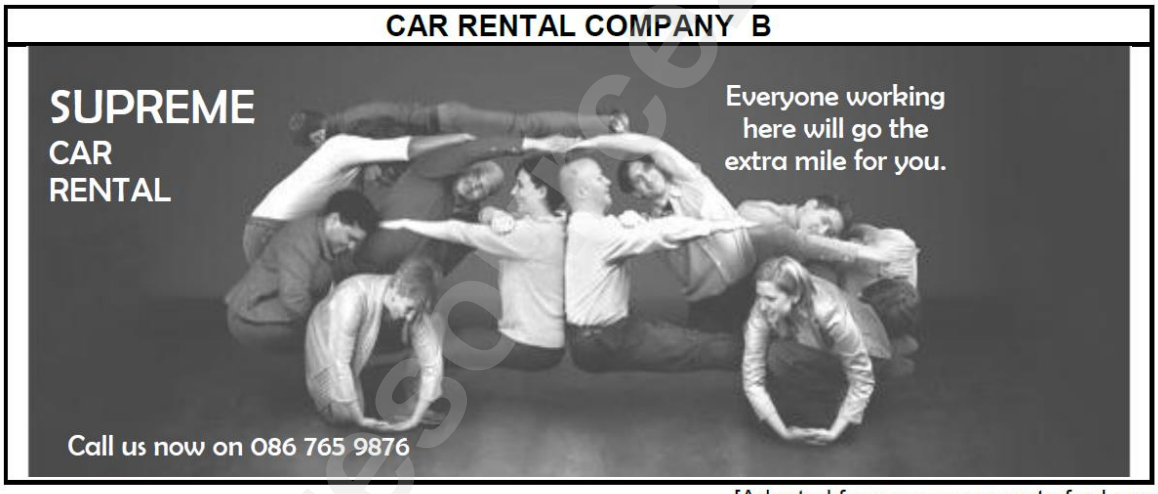
FEB-MARCH 2016 NSC
QUESTION 7

Study the car rental advertisements below and answer the questions that follow.

While on board an aeroplane, a passenger saw the two advertisements in the in-flight magazine. He plans to hire a car upon arrival at his destination.



[Source: http://ungenius.files.wordpress.com]



[Adapted from www.corporate.ford.com]

7.1 Identify the car rental company whose advertisement does NOT project a professional image and a sense of trust and confidence to a prospective customer. (2)

7.2 Discuss THREE elements from the advertisement to support your answer to QUESTION 7.1. (6)

7.3 Some companies do not consider a professional image as important and concentrate only on profits.

7.3.1 Discuss TWO negative consequences of such an attitude. (4)

7.3.2 Referring to picture B, suggest TWO ways how the staff of Supreme Car Rental can contribute to the professional image of the company. (4)

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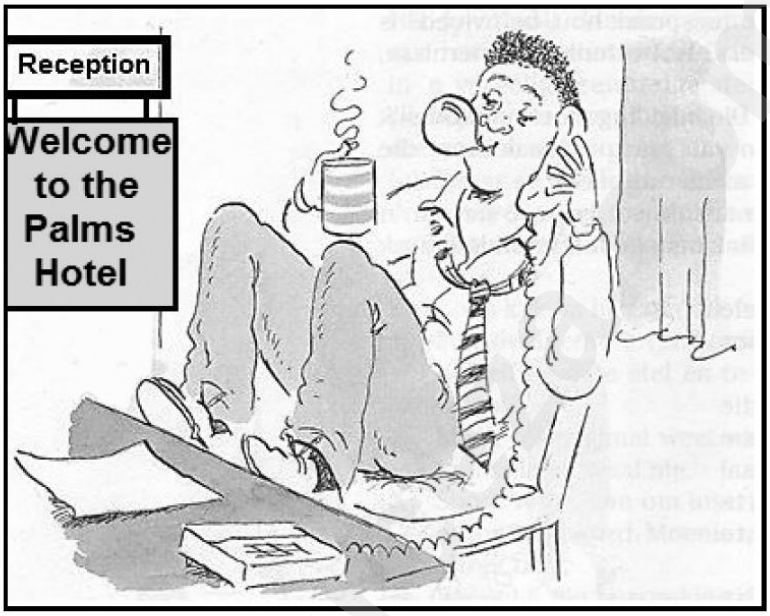
FEB-MARCH 2017 NSC
QUESTION 7

Study the picture below and answer the questions that follow.

IMAGE OF A COMPANY

POSITIVE OR NOT?



[Adapted from www.cartoonstock.com]

7.1 Identify the tourism industry sector shown in the picture. (2)

7.2 Explain the importance of personal appearance in the sector identified in QUESTION 7.1. (2)

7.3 The employee in the picture above does not comply with the code of conduct of the Palms Hotel.

Identify THREE examples of unprofessional appearance/conduct by the employee in the picture. (6)

7.4 Suggest THREE intervention strategies to management that will improve this employee's conduct. (6)

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FEB-MARCH 2018 NSC
QUESTION 7

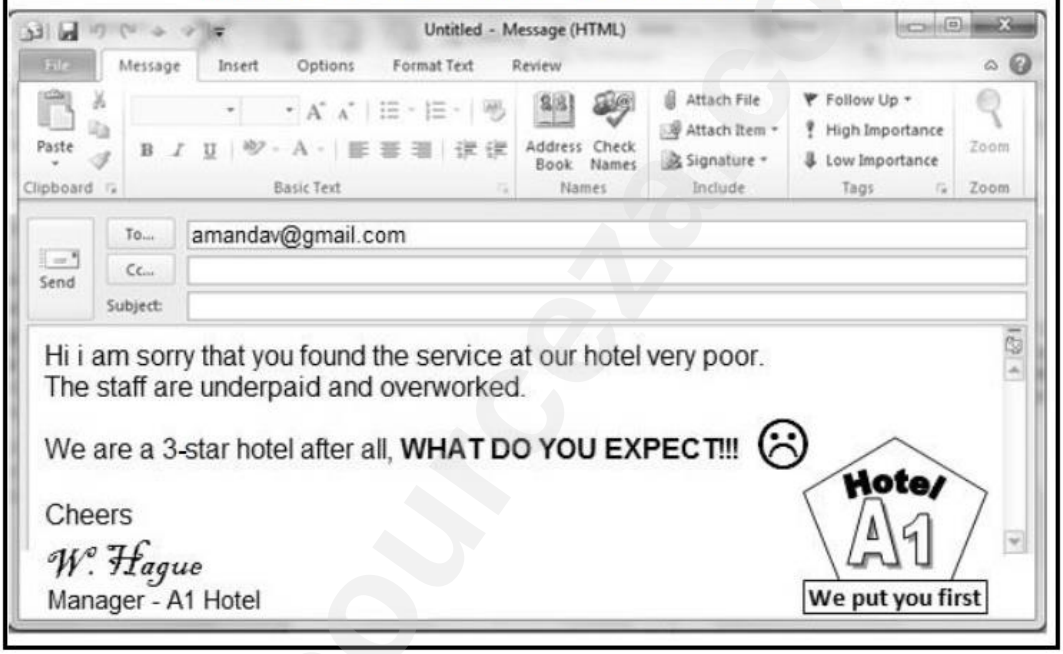
Study the information below and answer the questions that follow.

7.1

Good communication is a key consideration for businesses when it comes to maintaining a professional image.

The manager of the A1 Hotel received an e-mail in which a hotel guest complained about the poor work ethic of some of the staff members at the hotel and the lack of good service delivery.

MANAGER'S RESPONSE TO THE COMPLAINT



7.1.1 Name the document employees have to sign when accepting a position in the hospitality industry. (2)

7.1.2 Explain why the owner of this hotel can take disciplinary action against the manager after seeing the e-mail above. (2)

7.1.3 Explain ONE reason why the hotel's slogan 'We put you first' will be included in the hotel's customer feedback policy. (2)

7.1.4 The manager of the A1 Hotel has poor business writing skills.

(a) Identify TWO examples of poor written communication in the manager's e-mail that should NOT be used in business communication. (2)

(b) Correct TWO examples of poor written communication identified in QUESTION 7.1.4(a). (2)

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

CAREER OPPORTUNITIES

MANAGER: YOUTH TOURISM / BACKPACKERS CLUB

Required: a hard-working, results-oriented and ambitious manager

Qualifications
Degree in Tourism from a recognised university
Computer skills, such as MS Office, Internet and e-communication
Marketing experience will be an advantage

Key skills
- Youth recruitment
- Tour management
- Event management
- PowerPoint presentations

Age
25–35 years

Experience
minimum 3 years

Salary package
Negotiable

Send your application and CV to 12 Candy Street, Pretoria.
Closing date for applications: 30 June 2018

7.2.1 Refer to the advertisement above, name TWO values expected from the person applying for this position. (2)

7.2.2 Name TWO communication skills that are required for this position. (2)

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MAY-JUNE 2018 NSC
QUESTION 7

Study the pictures of employees at a travel agency below and answer the questions that follow.

MS HARASSMENT	MR LAZY

7.1 Explain the importance of a code of conduct at a travel agency. (2)

7.2 Discuss TWO ways in which the unprofessional behaviour of the staff members in the pictures above can impact negatively on the work ethics of the other staff members at the travel agency with regard to:

7.2.1 Harassment (4)

7.2.2 Laziness (4)

7.3 Explain TWO ways in which the employer can deal effectively with the above cases of unprofessional behaviour to ensure productivity at the travel agency. (4)

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MAY-JUNE 2019 NSC
QUESTION 7

7.1 Read the information below and answer the questions that follow.

Zach, a qualified tour operator, wants to open up his own tour operating company. He is aware that the professional image of his company is important for the success of his business.

7.1.1 Explain how the following can contribute to the professional image of Zach's business:

(a) Branded stationery (2)

(b) An appropriate name for the business (2)

7.1.2 Discuss TWO reasons why most tourism businesses prefer their staff to wear uniforms. (4)

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

A business card is an important communication and networking tool used indirectly for marketing but which is often not used effectively by companies.

BUSINESS CARD

7.2.1 Identify TWO items that appear on the above business card. (2)

7.2.2 Explain TWO reasons why the above business card cannot be regarded as an effective communication and networking tool to promote a business. (4)

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SEPT 2014 EC
QUESTION 7

Read the scenario below and answer the questions.

Nomvuyo has recently been employed as a receptionist at a private game reserve in the Eastern Cape. She works long hours and it is expected of her to work on weekends and public holidays.

Nomvuyo has been given accommodation at the lodge and is allowed to go home on the weekends that she is off. Her working hours are 07:00 to 19:00.

She often does not get a lunch break as she has to deal with tourists at peak times. She is provided with a uniform and it is expected of her to be neat and presentable at all times. The lodge prides itself on giving excellent customer service.

7.1 Name the document that stipulates the laws under which Nomvuyo is employed. (1)

7.2 It is essential that Nomvuyo signs an employment contract before starting her new job at the lodge.

Suggest ONE reason to support this statement. (1)

7.3 Nomvuyo should also be given the code of conduct of the lodge before starting her new job.

7.3.1 Explain the value of a code of conduct. (2)

7.3.2 Name ONE item that can be included in a code of conduct. (1)

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SEPT 2015 EC
QUESTION 7

Study the Tsogo Times front page newspaper article and answer the questions that follow.

THE TSOGO TIMES

www.tsogosun.com SOUTHERN AFRICA'S PREMIER GAMING, HOTEL AND ENTERTAINMENT GROUP NEWSPAPER

TSOGO SUN LISTED AS ONE OF SA'S TOP EMPLOYERS

Conditions of employment

Tsogo Sun Group, South Africa's leading hotels, gaming and entertainment company, has been certified as one of South Africa's best employers for 2012/13. The research indicated that Tsogo Sun Group is the leading employer in the hospitality industry.

"We understand that human capital is the fuel that drives the asset. To this end we source the best people, and then reward and retain them, and remove any stumbling blocks which may stop them from reaching their full potential" – Marcel von Aulock, CEO Tsogo Sun.

Rigorous attention to providing outstanding working conditions, fair and equitable remuneration, good benefits, a stylish working environment and good training and development opportunities, resulted in the Tsogo Sun Group's improved ranking from 8th place in the 2010/11 index to 3rd place in 2012/13.

Code of conduct

The group has a code of conduct which underpins its business practices. All staff are expected to adhere to this code. It provides guidance and clarification on matters such as conflicts of interests, acceptance and giving of donations and gifts, the compliance with laws and the confidentiality of group confidential information.

All employees are expected to act in a manner that is:

- Transparent, honest and truthful
- Committed to honouring its legal and moral obligations
- Committed to upholding the highest standards of ethics
- Respectable and responsible

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7.1 It is essential that all employees of Tsogo Sun are aware of, and adhere to, their conditions of employment.

Quote a sentence from the extract that indicates that Tsogo Sun is willing to invest in their employees in order to ensure that they deliver excellent service to their guests. (2)

7.2 Tsogo Sun is committed to providing outstanding working conditions for their staff. The hospitality industry is, however, a challenging industry for staff members.

Deduce TWO difficult conditions that employees in the hospitality industry are required to work under. (2 x 1) (2)

7.3 Tsogo Sun is very specific about the expectations of their employees in their code of conduct.

Discuss the value of a code of conduct for employers and employees in the hospitality industry. (2 x 2) (4)

7.4 The images in the newspaper article indicate that Tsogo Sun portrays a professional image of its company and staff.

Predict how this professional image can assist in attracting potential clients. (2)

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SEPT 2016 EC
QUESTION 7

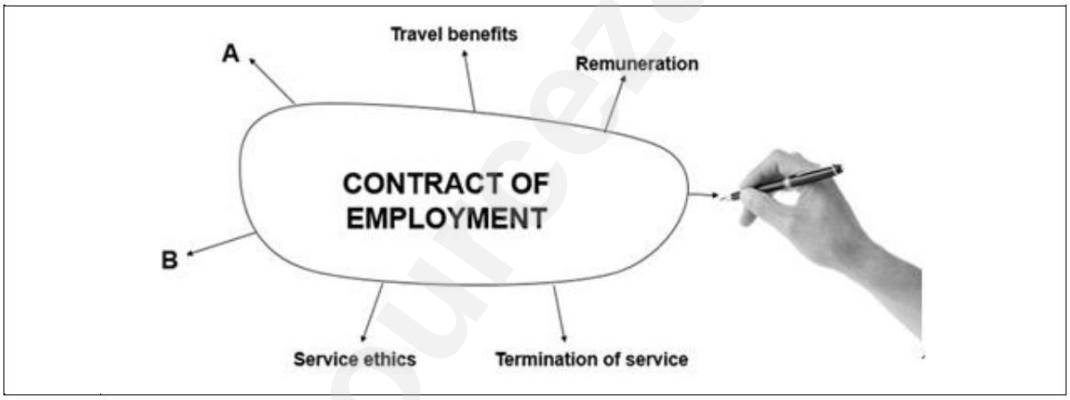
7.1 Study the images below and answer the questions that follow.

RECEPTIONIST A	RECEPTIONIST B

The image of staff in the hospitality industry has an impact on guest perceptions in the hospitality industry.

Motivate this statement by comparing the images above. (4)

7.2



7.2.1 List TWO conditions of employment that can be included at **A** and **B** to complete the diagram. (2 x 1) (2)

7.2.2 Discuss the value of a contract of employment for an employee in the hospitality industry. (2)

7.2.3 A code of conduct is an essential document in the hospitality industry.

Explain the purpose of this document. (2)

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SEPT 2017 EC
QUESTION 7

Study the collage below and answer the questions.

7.1 Discuss how the dress code of the SAA staff in the collage contributes to the professional image of the business. (2)

7.2 List TWO other factors, other than the company logo and appearance of staff, that can contribute to the professional image of SAA. (2 x 1) (2)

7.3 All SAA staff members must sign a contract of employment.

7.3.1 Explain why it is essential for an employee to sign a contract of employment. (2)

7.3.2 List TWO items that can be included in a contract of employment that must be signed by employees. (2 x 1) (2)

7.4 SAA employees undertake to uphold the company's code of conduct when they are employed. Discuss the value of a code of conduct for employees in the airline industry. (2)

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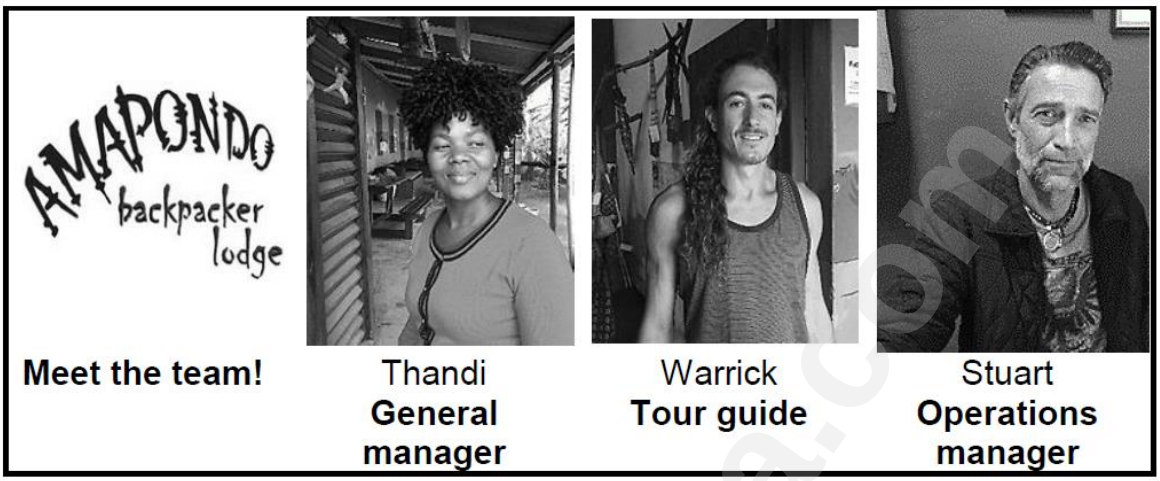
SEPT 2018 EC
QUESTION 7

Study the image below and answer the questions that follow.



7.1 Identify the type of tourism service provision that the team from Amapondo Backpackers Lodge is involved in. (2)

7.2 The staff from Amapondo Backpackers Lodge work in a demanding environment. Give ONE reason to support this statement. (2)

7.3 State ONE condition of employment that should be included in the contract of employment of the staff members employed at Amapondo Backpackers Lodge. (2)

7.4 Suggest ONE reason why the staff employed at Amapondo Backpackers Lodge wear informal clothing and not a formal uniform. (2)

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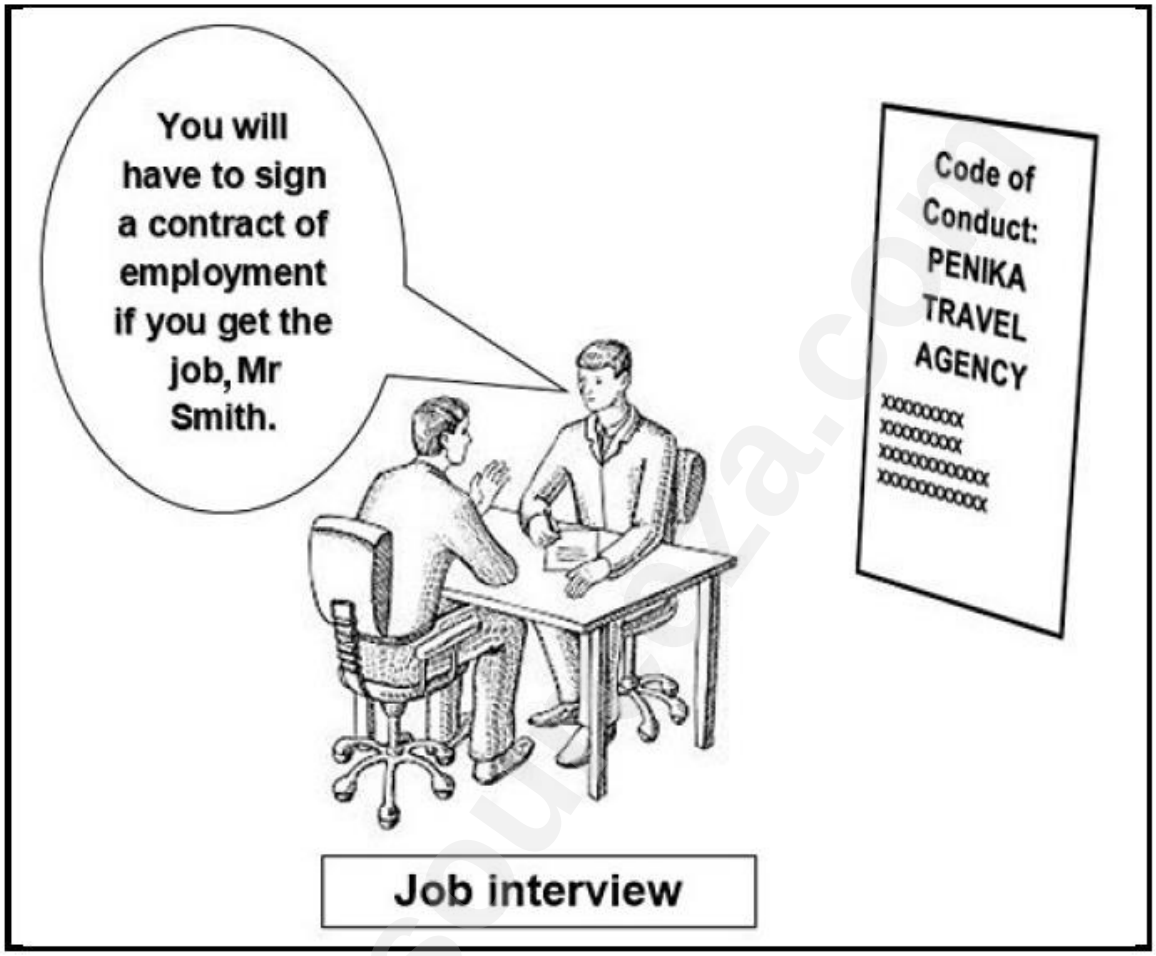
SEPT 2019 EC
QUESTION 7

Study the image below and answer the questions that follow.



7.1 Explain to Mr Smith what a contract of employment is. (2)

7.2 List THREE stipulations (terms) that could be included in Mr Smith's contract of employment. (3 x 1) (3)

7.3 On the office wall you will see a framed code of conduct for PENIKA's Travel Agency. Discuss the value of a code of conduct for a business. (2 x 2) (4)

7.4 Discuss, giving TWO reasons, the importance of the staff at PENIKA's Travel Agency presenting a professional image at all times. (2 x 2) (4)

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