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TOTAL MARKS

INTERNATIONAL SECONDARY CERTIFICATE EXAMINATION
NOVEMBER 2022

TOURISM

EXAMINATION NUMBER

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Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

- This question paper consists of 21 pages and an Insert of 5 pages (i–v). Please check that your question paper is complete. Remove the Insert from the middle of the question paper. The Insert contains the following:
 - INSERT A: CT NGO and top hotel repurpose hotel linen into school shirts for local kids
 - INSERT B: World time zone map
 - INSERT C: AFCON: CAF limits stadium capacities due to Covid-19
 - INSERT D: Concept map rubric
 - INSERT E: The Rock Restaurant
- Answer ALL the questions on the question paper and hand this in at the end of the examination. Remember to write your examination number in the space provided above.
- A non-graphical, non-programmable calculator may be used. Show all calculations.
- It is in your own interest to write legibly and to present your work neatly.
- Pay special attention to spelling and sentence construction.
- Candidates must use colour pens or colour pencils to complete the concept map.
- Candidates must use pages 13 and 14 to construct the concept map.
- Two blank pages (page 20–21) are included at the end of the paper. If you run out of space for a question, use these pages. Clearly indicate the question number of your answer should you use this extra space.

QUESTION	MARK ALLOCATION	MARK ACHIEVED	APPROXIMATE TIME PER QUESTION
1	15		10 minutes
2	33		30 minutes
3	30		26 minutes
4	18		20 minutes
5	26		26 minutes
6	78		68 minutes
Total	200		180 minutes

QUESTION 1

Refer to **Insert A, page i: CT NGO and top hotel repurpose hotel linen into school shirts for local kids** to assist you in answering the following questions.

1.1 Which pillar of sustainable tourism is evident in this extract?

(1)

1.2 What is this type of project usually called?

(2)

1.3 1.3.1 Analyse the impact this project will have on the Marriot group's profit.

(4)

1.3.2 Analyse the impact this project will have on community development.

(4)

1.4 Describe any other example of a similar project in the tourism industry.

(4)
[15]

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QUESTION 2

- 2.1 Study the information in the currency rate table below and use it to answer the questions that follow.

Country	Currency	20 February 2022
England	British pound	ZAR20,26
Japan	Japanese yen	ZAR0,13
USA	US dollar	ZAR15,15
Europe	Euro	ZAR16,20

Rates as on 20 February 2022

[Source: <<https://www.afdb.org/en/documents/february-2022-exchange-rates>>]

- 2.1.1 Which of the four countries/regions above would have the highest buying power in South Africa? Provide a reason for your answer.

(2)

- 2.1.2 A family of three comes to South Africa prepared with \$22 000 each. Using the currency rate table, calculate how much ZAR in total the entire family will receive upon arrival in Cape Town. Show all calculations.

(4)

- 2.1.3 Together they have R9 000 left after their three-week visit. The rate has changed to ZAR16,10. Will it benefit or disadvantage them? Show all calculations.

(4)

2.1.4 Name three factors that could cause the fluctuation in rates.

(3)

2.2 2.2.1 Explain what BBR and BSR is.

(2)

2.2.2 Explain why there is a difference between the BBR and BBS.

(2)

2.3 Explain what is meant by a strong currency.

(2)

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(8)

- 2.5 2.5.1 Suggest two payment methods available for foreign tourists to use.

(2)

- 2.5.2 Give one advantage and one disadvantage of each of the two payment methods in Question 2.5.1.

(4)

[33]

QUESTION 3

3.1 You are the travel agent advising a family on their visit to your country.

3.1.1 Name two sources where tourists can find information on health and safety when travelling.

(2)

3.1.2 Give two safety tips and two health tips when traveling to a foreign country.

(4)

3.1.3 Name two travel documents required by a foreigner to enter a country.

(2)

3.1.4 Give three ways to minimise jet lag.

(3)

3.2 Refer to **INSERT B, page ii: the World Time Zones Map**, to assist you in answering the following questions:

3.2.1 A person in Lagos, Nigeria, wants to phone a relative at 19:00 Tokyo time on 15 March. Calculate the time the phone call should be made. Show all calculations.

(3)

3.2.2 A family from New York, USA is ready to depart for their African holiday. They will be departing to Addis Ababa, Ethiopia, on 20 March at 09:00. The flight will last 16 hours. Calculate the local time upon their arrival in Addis Ababa. New York is observing DST. Show all calculations.

(6)

3.2.3 A tourist arrives at Cairo International Airport, Egypt on 25 March at 13:00 after a 9-hour flight from Bangkok, Thailand. Calculate the **departure time and date** from Thailand.

(4)

3.2.4 Answer the following questions about DST.

- (a) Explain what DST is.

(2)

- (b) Why should it be implemented?

(2)

- (c) Explain why tourists should consider this when planning to travel.

(2)
[30]

QUESTION 4

Refer to **INSERT C, page iii: AFCON: CAF limits stadium capacities due to Covid-19** to assist you in answering the following questions.

- 4.1 Other than an unforeseen event, identify another category of global event in this article.

(1)

- 4.2 Name three characteristics of the type of event you named in Question 4.1 above.

(3)

- 4.3 Give two reasons for limiting the crowd capacity at the matches.

(2)

- 4.4 What effect will this limiting of crowd capacity have on the multiplier effect in Cameroon?

- 4.4.1 Explain what the multiplier effect in tourism is, with examples.

(4)

[illegible]

(4)
[18]

Concept Map

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Concept Map

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QUESTION 6

Read **INSERT E, page v: The Rock restaurant** to assist you in answering the following questions.

6.1 Identify a career linked to The Rock in this article.

(1)

6.2 Outline a career path for the career identified in Question 6.1 above.

(5)

6.3 You are Firman, manager of the The Rock. Create a code of conduct for a new staff member starting at this business.

(5)

6.4 Explain why Firman would implement a code of conduct in his business. Give TWO reasons.

(2)

- 6.5 Suggest four ways in which The Rock can ensure a professional image as a tourism business.

(4)

- 6.6 Advise Firman on two ways in which he can ensure his staff members present themselves in a professional manner.

(2)

- 6.7 6.7.1 Suggest two ways in which Firman can market The Rock in international countries.

(2)

- 6.7.2 Explain how South African Tourism receives funding to market South Africa at one of the opportunities mentioned in Question 6.7.1.

(4)

- 6.7.3 Are the two ways mentioned in Question 6.7.1 examples of above- or below-the-line marketing? Give a reason for your answer.

(2)

6.7.4 What two below-the-line advertising methods can Firman use to market his restaurant?

(2)

6.8 List two costs related to The Rock's international marketing budget.

(2)

6.9 Nigel Firman has the opportunity to buy a piece of land close to a Game Reserve in your country. He hopes to establish a new restaurant within a Big Five reserve. He wants to base it on The Rock, with a rural feel to it. He must create a business plan for investors. Name three points that should be included in the plan.

(3)

6.10 6.10.1 Analyse the case study to provide six factors that have contributed to the success of The Rock.

(6)

(12)

6.11.1 Name any 5 Ps of the marketing mix.

[illegible]

6.11.2 Explain how you would use these in your marketing of this product or service.

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(5)

6.12 Create a SWOT-analysis of your new venture. Give THREE valid facts under each heading.

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(12)

6.13 Explain why it is important to update your business plan regularly.

6.14 Name two essential business skills needed to start and operate a successful business.

[78]

Total: 200 marks

**REMEMBER TO INDICATE CLEARLY AT THE QUESTION THAT YOU USED THE
ADDITIONAL SPACE TO ENSURE THAT ALL ANSWERS ARE MARKED.**

[illegible]

