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TOTAL
MARKS

INTERNATIONAL SECONDARY CERTIFICATE EXAMINATION
NOVEMBER 2024

TOURISM

EXAMINATION NUMBER

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Time: 3 hours

200 marks

PLEASE READ THE FOLLOWING INSTRUCTIONS CAREFULLY

- This question paper consists of 24 pages and an Insert of 4 pages (i–iv). 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: Let's go East – Mauritius
 - INSERT B: World time zone map
 - INSERT C: Concept map rubric
- 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 20 and 21 to construct the concept map.
- Three lined pages (pages 22 to 24) 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	25		30 minutes
2	41		30 minutes
3	37		30 minutes
4	25		25 minutes
5	44		35 minutes
6	28		30 minutes
Total	200		180 minutes

QUESTION 1

Part of Tourism requires you to participate as a team member in an Industry-Related Performance Task (IRT).

- 1.1 **State** and **explain** the nature of your IRT and **describe** the goals of your team.

(4)

- 1.2 **Explain** how your strengths and your teammates' strengths helped achieve quality service and the attainment of the team's goals.

(4)

- 1.3 **Explain** the importance of teamwork in providing quality customer service.

(3)

1.4 **List and explain** the stages of team formation.

[illegible]

(10)

1.5 **Choose** ONE of the stages of team formation and **share** your personal experience of this phase in your participation in your IRT.

[illegible]

(4)
[25]

QUESTION 2 Refer to the **World time zone map (INSERT B)**

- 2.1 **List THREE** travel documents international tourists coming into the SADC region are required to have at the gateways.

(3)

- 2.2 **Give FOUR** safety precautions that tourists need to take when travelling in a foreign country.

(4)

- 2.3 Refer to the images below:



[Source: Maxine.com]

2.3.1 Which concept of time zones is shown in the images?

(1)

2.3.2 **Explain** the concept identified in Question 2.3.1 and provide TWO reasons why some countries implement it.

(4)

2.3.3 The women in the cartoon demonstrate a common misconception about DST. **What** is it? Explain why it is wrong.

(5)

2.4 Once a tourist has collected their baggage from immigration control at an international airport, they will have to choose to pass through the red channel or the green channel. **Differentiate** between these two channels.

(2)

- 2.5 Grade 10 tourism learners take a 14-hour flight from Harare to Sydney, while grade 12 learners take a 9-hour flight from Cape Town to Cairo. **Identify** which of these two grades is likely to suffer jet lag. **Explain** your answer.

(4)

- 2.6 Tinotenda is a Swazi tourist who has just arrived in Vancouver at 00:00 on 24 March. He calls his siblings 30 minutes later to notify them that he arrived safely. **Calculate** the date and time the siblings will receive the call in eSwatini. **Show all calculations.**

(5)

- 2.7 A family from Tokyo, Japan, fly to South Africa for the Netball world cup. They get a connecting flight that departs from Perth Airport at 18:30 on 4 July and the flight duration is 9 hours. **DST applies. Calculate** their arrival time at OR Tambo Airport, Johannesburg (local time). **Show all calculations.**

(5)

2.8 Differentiate between jet lag and jet fatigue.

(4)

2.9 Advise a group of tourists on how to minimise jet lag.

(4)

[41]

QUESTION 3

Study the exchange rate table below, as at 25 December 2023, and answer the questions that follow.

COUNTRY / REGION	CURRENCY CODE	BBR in ZAR	BSR in ZAR
England	GBP	22,3657	23,4790
Europe	EUR	19,0895	20,3841
United States of America	USD	17,1327	18,4932
Japan	Yen	0,1143	0,12984
Botswana	Pula	1,3618	1,3786
Mauritius	Rupee	0,4107	0,42101

[Adapted from: <<http://www.x-rates.com>> on 25 December 2023]

3.1 **Explain** BSR and BBR. **Explain** why there is a difference between these TWO.

(4)

3.2 **Differentiate between** the buying power of an African tourist (from the ZAR region) in Europe and their buying power in England.

(4)

3.3 **Explain** the term weak currency. What are the implications of a weak currency?

(3)

3.4 What impact does a strong currency have on outbound tourists?

(3)

3.5 Tino is a tourist from **South Africa** travelling to the USA. He exchanges R50 000. **How much** of the foreign currency will he receive? **Show all calculations.**

(4)

3.6 Name and explain ONE reason why currencies may fluctuate.

(3)

- 3.7 **Explain** the **positive** and **negative** impacts of change in a country's currency from strong to weak.

(4)

- 3.8 Complete the table below – Payment Methods for Travellers.

	Method 1	Method 2
TWO methods of payment travellers can use		
Advantages		

(4)

- 3.9 **Two South African** cousins travel to **USA and Europe**. While in the USA, **Tino** buys a second-hand Rolex for \$150.
Her cousin, **Michelle**, touring Europe buys the same watch for €150. **Identify** the person who bought the watch at a cheaper price. **Show all calculations.**

(5)

3.10 Where can an inbound tourist **legally** acquire forex?

(3)
[37]

QUESTION 4

For your PAT this year you were asked to investigate local tourism products/services and draw up a business that has the potential to develop into a unique tourism venture to help attract more tourists.

4.1 Using any FOUR **Ps** of the marketing mix, **describe** this venture/service.

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

(8)

4.2 **Explain** the importance of conducting a SWOT analysis before starting a business.

(2)

[illegible]

(10)

- 4.4 **Suggest** TWO means of improving the service at the venture described in Question 4.1.

(2)

- 4.5 **Identify** TWO types of marketing methods.

(2)

- 4.6 What marketing method would you make use of to market the venture in Question 4.1?

(1)
[25]

QUESTION 5

Refer to **INSERT A (with 5 sources) page i and ii: Lets go East – Mauritius** and use it to answer the following questions.

5.1 According to the extract, what makes Chamarel the best tourist destination?

(1)

5.2 What effect will an influx of tourists have on Chamarel?

(2)

5.3 What impact might Chamarel have on the growth of the GDP of Mauritius?

(4)

5.4 With reference to **Source 4**, highlight the challenges faced by the Tourism industry of Mauritius.

(4)

5.5 The graph in **Source 5** shows Mauritius tourism statistics from July 2020 to January 2023.

5.5.1 **Give** a reason for the decrease in revenue from July 2020 to July 2021.

(1)

5.5.2 **Provide** a possible reason for the increase in tourism income after January 2022.

(1)

5.5.3 From your knowledge of tourism, **suggest** THREE ways in which Mauritius can increase tourism income beyond the \$484 927 of January 2023.

(3)

5.6 According to **Source 3**, about 40% of visitors do not go to the big hotels, but choose smaller accommodations – lodges and rental apartments. Explain how these figures might have a **negative** and **positive** impact on the local community.

(4)

- 5.7 Mauritius as a whole is concerned about sustainability. With reference to **Source 2**, what sustainability measures have been put in place by the authorities?

(4)

- 5.8 5.8.1 What might be the possible **positive** and **negative** impact of the use of solar panels on the small tourism establishments of Mauritius?

(2)

- 5.8.2 'Most of the hotel groups in Mauritius have obtained certification from international organisations such as Earth Check and Green Globe.' With the aid of examples from **Source 2**, **explain** why these hotels obtained certification.

(3)

- 5.9 5.9.1 **Name** any TWO principles of Fair Trade Tourism (FTT) in **Sources 2 and 3**.

(2)

5.9.2 Support your answer with evidence from the sources.

(2)

5.10 Which pillar of sustainable tourism is mainly mentioned in **Source 4**?

(1)

(1)

5.11 With aid of the sources provided, show your understanding of the term 'Multiplier Effect' and explain how the local communities in Mauritius will benefit from it.

[illegible]

(10)

[44]

QUESTION 6 CONCEPT MAP

In the second part of your PAT this year, you were required to identify a possible venture that would add value to a tourist attraction or service.

Refer to the marking rubric in the insert to Construct a concept map in which you **evaluate** the impact of this business opportunity on the tourism industry **AND** on the **triple bottom line**.

Include the following in your concept map:

- A title that explains your unique opportunity/venture.
- Highlight the USP (Unique Selling Point) of your venture and provide characteristics of a successful venture you would like to see in your venture.
- Mention how you would market your establishment regionally and internationally.
- Describe how the venture will benefit the local community (Multiplier Effect).
- The three factors that impact on sustainable and responsible tourism.
- Evaluate the impact the venture might have on tourism.
- **The interrelationships between the above concepts including their causes and effects.**
- A key using various colours to differentiate between the concepts.

Construct your concept map on the two pages that follow.

[28]

Concept Map

Concept Map

Total: 200 marks

ADDITIONAL SPACE (ALL QUESTIONS)

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

[illegible]

[illegible]

[illegible]