



Province of the  
**EASTERN CAPE**  
EDUCATION

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 12**

**SEPTEMBER 2021**

**TOURISM**

**MARKS: 200**

**TIME: 3 hours**

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This question paper consists of 24 pages.

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## INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Start EACH QUESTION on a NEW page.
4. You may use a non-programmable pocket calculator.
5. In QUESTIONS 3.1, 3.2, 3.3.1 and 3.3.2, round off your answer to TWO decimal places.
- 6 Show ALL calculations.
7. Write neatly and legibly.
8. The following table is a guide to help you allocate your time according to each section.

SECTION	QUESTION	TOPIC	MARKS	TIME (minutes)
<b>A</b>	1	Short Questions	40	20
<b>B</b>	2	Map Work and Tour Planning	50	50
	3	Foreign Exchange		
<b>C</b>	4	Tourism Attractions	50	50
	5	Culture and Heritage Tourism		
	6	Marketing		
<b>D</b>	7	Tourism Sectors	30	30
	8	Sustainable and Responsible Tourism		
<b>E</b>	9	Domestic, Regional and International Tourism	30	30
	10	Communication and Customer Care		
<b>TOTAL</b>			<b>200</b>	<b>180</b>

**SECTION A: SHORT QUESTIONS****QUESTION 1**

- 1.1 Four 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 (1.1.1–1.1.20) in the ANSWER BOOK, for example 1.1.21 A.

1.1.1 The time in Japan when it is 16:00 on 1 June in South Africa.

- A 11 pm
- B 23h00
- C 23:00
- D 11 o'clock at night

1.1.2 In 2022, ... will be the first Middle East nation and also the smallest country to host a FIFA World Cup.

- A Iraq
- B Qatar
- C Israel
- D Jordan

1.1.3 When applying for a visa, one must submit a ... to the authorities of the country you want to visit.

- A completed application form and confirmation of employment
- B completed application form and details of family members that have visited the country in the last five years
- C passport and family history
- D colour photos and DHA 73 form

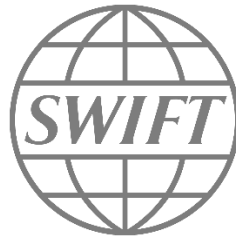
1.1.4 Examples of political situations:

- A Civil wars and natural disasters
- B Accidents and outbreaks of disease
- C Terrorism and recessions
- D General unrest and terrorism

1.1.5 A South African traveller will apply for a Schengen visa when wanting to visit ...

- A Zambia.
- B Italy.
- C Australia.
- D Canada.

- 1.1.6 According to UNESCO's criteria, the Cradle of Humankind ...
- A represents a masterpiece of human creative genius.
  - B is an outstanding example of a type of building.
  - C represents major stages of earth's history.
  - D bears a unique testimony to a civilisation which has disappeared.
- 1.1.7 An IDP ...
- A is a line of longitude that is found at 180°.
  - B stands for In Depth Profile and is used by travel agents to determine the needs, wants and preferences of a tourist.
  - C validates the bearer's driver's licence in a foreign country.
  - D allows a traveller access into a foreign country.
- 1.1.8 The form of payment below ...



- A is mostly used to make smaller purchases.
  - B is PIN protected and not linked to a bank account.
  - C takes place over a computerised network, from one bank account to another.
  - D does not allow for the monies received to be cashed.
- 1.1.9 A tourism business that offers bursaries to previously disadvantaged learners is an example of ...
- A BBBEE.
  - B local procurement.
  - C Triple Bottom Line.
  - D CSI.
- 1.1.10 The Vatican City is ...
- A a place of prayer and pilgrimage sacred to the Jewish people.
  - B the spiritual centre for followers of the Catholic Church.
  - C the oldest Islamic monument in the world.
  - D a famous Roman palace.

- 1.1.11 Tourists that learn a few words in a foreign language prior to visiting the country in which the language is spoken are practicing ...
- A CSI.
  - B Fair Trade Tourism.
  - C responsible tourism.
  - D sustainable tourism.
- 1.1.12 One of South Africa's biggest travel, outdoor and adventure events:
- A Comrades Marathon
  - B Indaba
  - C Getaway Show
  - D WTM Africa
- 1.1.13 Considerations for management when planning the professional image of their business:
- A Stationery, customer service policies, staff cell phone policy
  - B Logo, staff relaxation area, slogan
  - C Appearance of the business, age of staff, location of staff restaurant
  - D Slogan and logo, stationery, appearance of the business
- 1.1.14 The damage caused by a(n) ... is shown in the image below.



- A earthquake
- B bushfire
- C drought
- D volcanic eruption

1.1.15 A travel related disease that cannot be prevented by vaccination:

- A Malaria
- B Yellow fever
- C Hepatitis A
- D Measles

1.1.16 The Richtersveld Cultural and Botanical Landscape World Heritage Site is owned and managed by the ... community.

- A Nama
- B San
- C Damara
- D Himba

1.1.17 A commercial bank exchanging ZAR for GBP for a South African traveller prior to his departure will use the:

- A GDP
- B BSR
- C BBR
- D EFT

1.1.18 The core business of SATourism:

- A Crime prevention
- B Co-ordinate the marketing efforts of role-players in the tourism industry
- C Co-ordinate the upkeep of attractions
- D Provide training for tour guides

1.1.19 An example of goods that are regarded by South African customs as restricted goods:

- A One month's supply of pharmaceutical drugs or medicines for personal use accompanied by a doctor's prescription
- B 150 cigarettes
- C 1ℓ wine
- D A 50 ml bottle of perfume

1.1.20 South Africa's current brand slogan:

- A "Nothing is more fun"
- B "Inspiring new ways"
- C "It's possible"
- D "Yours to explore"

(20 x 1) (20)

- 1.2 Choose the term/concept provided in the list below that best completes the descriptions. Write only the term/concept next to the question numbers (1.2.1–1.2.5) in the ANSWER BOOK.

Repeat visits; Market share; Credit card; The Parthenon; CCTV cameras;  
Cash; Colosseum; Multiplier effect

- 1.2.1 The percentage of foreign arrivals in a country.
- 1.2.2 The best form of payment for a tourist when using a taxi.
- 1.2.3 A Roman arena used for public events.
- 1.2.4 A factor contributing to the success of a tourist attraction.
- 1.2.5 A characteristic of a successful tourist attraction. (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 numbers (1.3.1–1.3.5) in the ANSWER BOOK.
- 1.3.1 A traveller entering South Africa, carrying a package for a friend that was packed by the friend's mother, should choose the (red/green) channel on arrival at customs.
- 1.3.2 Daylight savings time is practiced in certain countries by adjusting their clocks ONE hour ahead in the (winter/summer) months.
- 1.3.3 (Jet lag/jet fatigue) is a travel related condition caused by flying for many hours in an airplane.
- 1.3.4 (India/Central Africa) is a yellow fever endemic area.
- 1.3.5 A passport issued to a South African citizen at the age of 12 years is valid for (10/5) years from the date of issue. (5 x 1) (5)

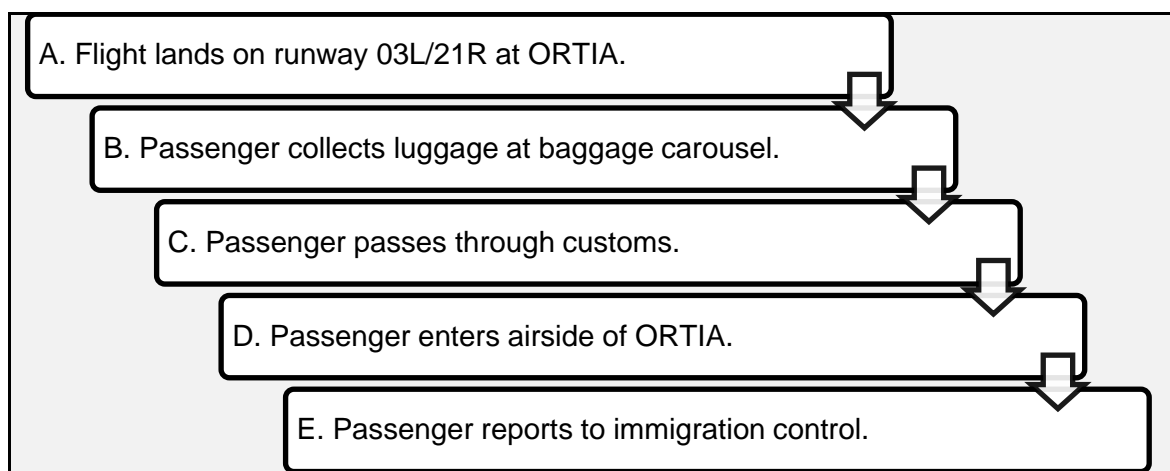
- 1.4 Choose a(n) attraction/destination from COLUMN B that matches the description in COLUMN A. Write only the letter (A–G) next to the question numbers (1.4.1–1.4.5) in the ANSWER BOOK, for example 1.4.6 H.

COLUMN A		COLUMN B	
1.4.1	A huge limestone statue located in Giza, Egypt	A	#Khomani Cultural Landscape
1.4.2	A symbol of the division between democracy and communism during the Cold War	B	Baberton Makhonjwa Mountains
1.4.3	Located at South Africa's border with Botswana and Namibia	C	The Sphinx
1.4.4	Located at the summit of Mount Corcovado, Rio de Janeiro, Brazil	D	Vredefort Dome
1.4.5	A prosperous African kingdom dating from 1 000 years ago	E	Statue of Christ the Redeemer
		F	The Berlin Wall
		G	Mapungubwe Cultural Landscape

(5 x 1)

(5)

- 1.5 Rearrange the steps in the correct order for an inbound international tourist arriving at OR Tambo International Airport (ORTIA) in South Africa. Write only the letters, A–E, in the ANSWER BOOK.



(5 x 1)

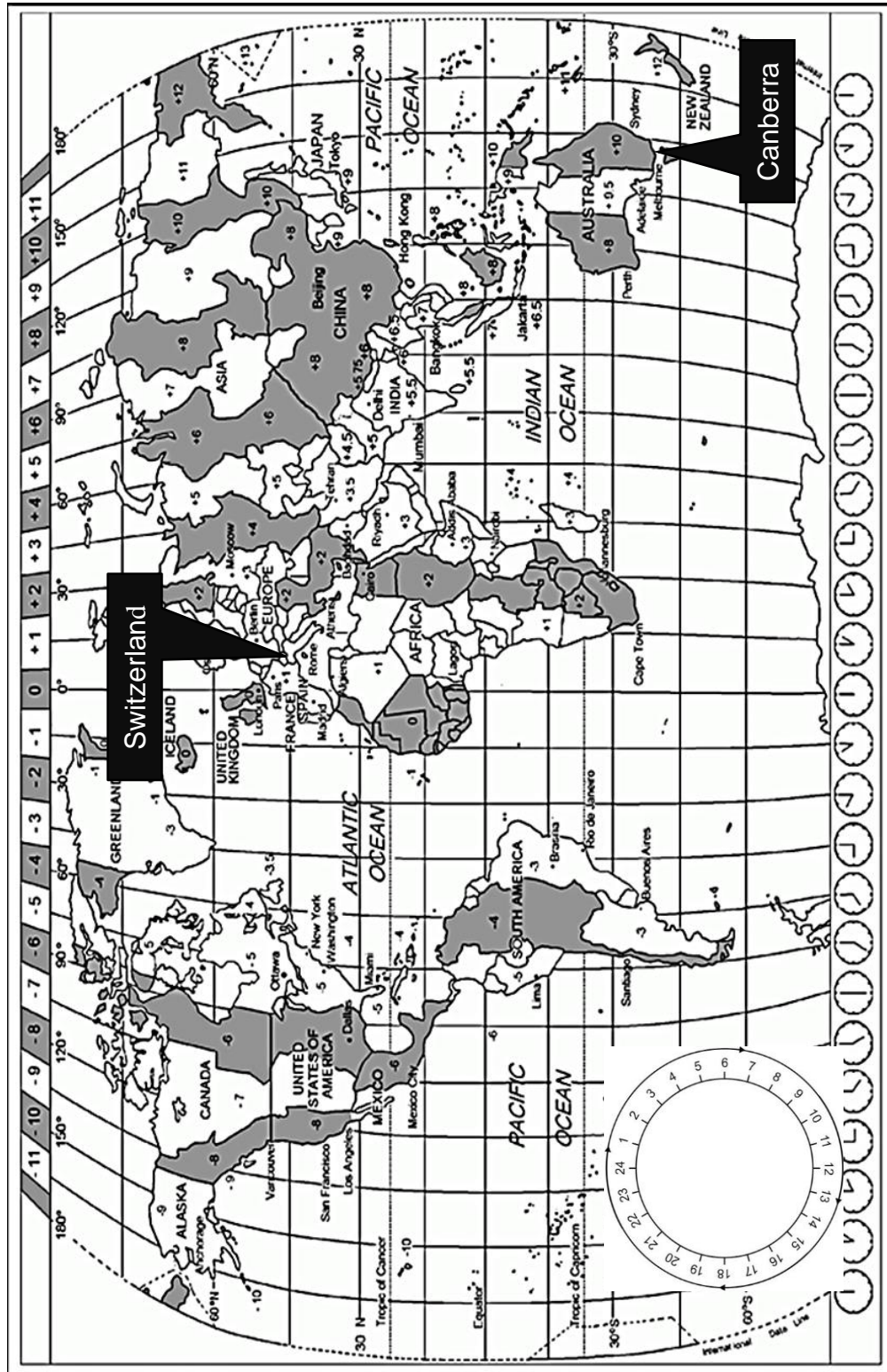
(5)


**TOTAL SECTION A: 40**

## SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE


### QUESTION 2

2.1 Use the world time zone map and the scenario to answer the questions.





## WHO ONLINE PRESS CONFERENCE ON THE COVID-19 PANDEMIC



The World Health Organisation is a specialised agency of the United Nations responsible for international public health.

WHO headquarters: Geneva, Switzerland

The WHO offers regular online press conferences on the state of global infections of Covid- 19 in order to keep the international community up to date with the latest information. Press conferences are broadcast from the WHO headquarters.

Next online press conference on the state of global infections of Covid-19:

- ❖ Meeting date: 3 March 2020
- ❖ Meeting commences at 15:00

Follow the link given to join the global online meeting:

<https://global.zoom//covid19update//pandemic>

- 2.1.1 Calculate the time and date that the USA Secretary of Health, Mr Xavier Becerra, logged into the online press conference from his office in Washington DC, the capital of the United States of America.

**NOTE:** Show ALL calculations. (4)

- 2.1.2 Calculate the time and date that the Australian Minister of Health, The Honourable Greg Hunt, logged into the online press conference from his offices in Canberra, the capital of Australia.

Remember that Australia was practicing Daylight Savings Time at the time of the online press conference.

**NOTE:** Show ALL calculations. (5)

- 2.1.3 South Africa joined the rest of the world in sourcing Covid-19 vaccinations. The first batch of vaccinations was placed on an Air Emirates flight that departed from Chhatrapati Shivaji Maharaj International Airport in Mumbai, India en route to OR Tambo International Airport, Johannesburg, South Africa on 31 January 2021.

The flight pattern is given below.

<b>Depart 04:30</b>	Chhatrapati Shivaji Maharaj International Airport – Mumbai, India
<b>Arrive 06:00</b>	Dubai International Airport – Dubai, United Arab Emirates
<b>Layover: 3 hrs 55 min</b>	
<b>Depart 09:55</b>	Dubai International Airport – Dubai, United Arab Emirates
<b>Arrive: -----</b>	OR Tambo International Airport – Johannesburg, South Africa
<b>Total flying time 15 hrs 15 min</b>	

- (a) Calculate the date and time of arrival of the flight at OR Tambo International Airport, Johannesburg, South Africa.

**NOTE:** Show ALL calculations. (6)

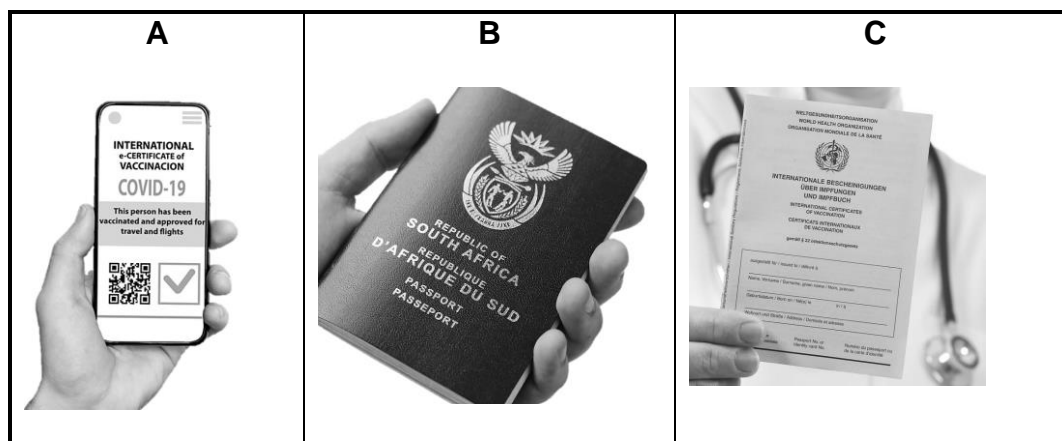
- (b) The crew of the Air Emirates flight that transported the vaccinations to South Africa suffered from jet lag on their arrival.

List THREE symptoms of this travel related condition. (3)

- (c) The crew of the Air Emirates flight will be required to pass through customs control with their personal luggage on their arrival in South Africa.

Explain the function performed by customs control. (2)

2.2 Study the image and text and answer the questions that follow.



2.2.1 Identify the compulsory travel document in the image above. In your answer, refer to the letters **A**, **B** or **C**. (2)

2.2.2 Explain the use of the travel document labelled **C**. (2)

2.2.3 Due to the travel restrictions resulting from the Covid-19 pandemic, some countries are considering implementing vaccine passports. This is a digital certificate stored on the travellers' smartphone, showing proof of vaccination and permits them to travel.

Discuss TWO advantages of a traveller being in possession of a vaccine passport when travelling internationally. (4)

2.3 Read the extract and answer the questions.





**Return to a new conferencing experience that puts your safety alongside our renowned hospitality.**

2.3.1 Identify the type of tourist that would attend a Covid-19 compliant conference at one of Tsogo Sun's hotels. (1)

2.3.2 Suggest TWO Covid-19 safety measures that the conference organiser at Tsogo Sun must have in place. (4)

**[33]**

**QUESTION 3**

Study the exchange rate table below and answer the questions that follow.

Country	Currency code	BBR	BSR
Italy	EUR	16,39	16,98
England	GBP	19,06	19,77
USA	USD	13,54	13,87

- 3.1 A South African business owner is planning a business trip to Rome, Italy. He has R45 000 to exchange for his expenses during the trip.

Calculate the number of Euro's that he will receive when he exchanges his R45 000.

**NOTE:** Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

- 3.2 Upon his return to South Africa, the business owner has €23 left over from his trip. Calculate how much he will receive in Rand when he exchanges the €23.

**NOTE:** Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

- 3.3 Siya is a top Grade 12 academic achiever at his school in the Eastern Cape. When he finishes school, he wants to study medicine and has been saving money for many years. He has R175 000 saved for spending money.

He has applied to, and been accepted at, both the University of California, USA and the University of Oxford, England.

- 3.3.1 Calculate how much Siya will receive in USD if he exchanges R175 000 in preparation for his trip.

**NOTE:** Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

- 3.3.2 Calculate how much Siya will receive in GBP if he exchanges R175 000 in preparation for his trip.

**NOTE:** Round off your answer to TWO decimal places.

Show ALL the steps of your calculation.

(3)

- 3.3.3 Determine which country will allow Siya to have more spending money while he is studying medicine.

(1)

3.4 Study the image and answer the question that follows.



Discuss the impact of the decline of the value of the Rand in relation to the US Dollar on international inbound tourists from the United States of America to South Africa.

(2 x 2)

(4)  
[17]

**TOTAL SECTION B: 50**

## SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING

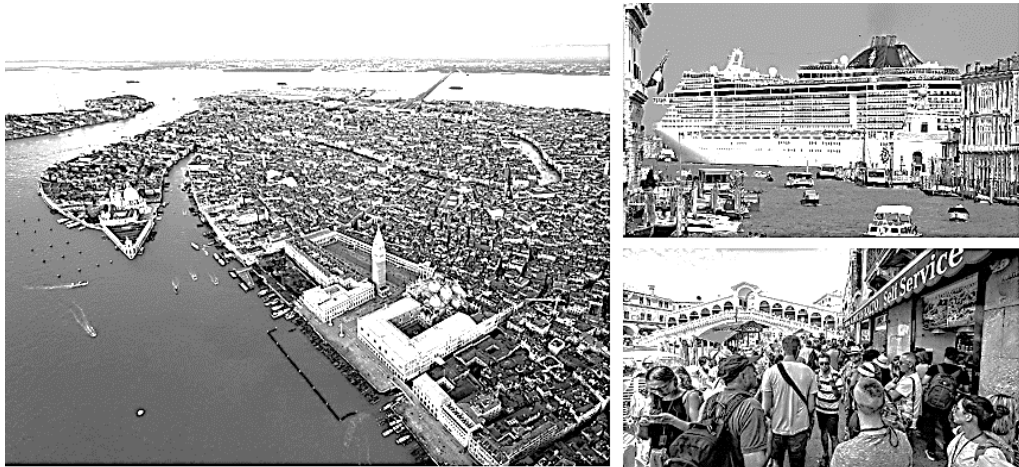
### QUESTION 4

- 4.1 Study the travel vision board (a collage of all the places that you would like to travel to) that you created with images of world icons and answer the questions that follow.



- 4.1.1 Give the official names of the icons labelled **A** to **F** on your travel vision board. (6)
- 4.1.2 Provide the following information about your travel vision board:
- (a) The number of continents that you will visit. (2)
  - (b) The name of the country featuring TWO icons. (2)
  - (c) ONE nature-based activity you will participate in when visiting the icon labelled **A**. (2)

4.2 Study the information on Venice and answer the questions that follow.



In pre-Covid-19 times, Venice, with an estimated population of 54 000, welcomed more than 30 million tourists each year, ( $\pm 60\,000$  to  $80\,000$  tourists per day) half of them being day visitors. From April to October, cruise ships flooded the city spilling  $\pm 32\,000$  passengers onto the narrow streets daily. The overcrowding resulted in a poor environment for locals as well as visitors.

In 2017, the city authorities introduced several measures to manage tourism more sustainably. The opening of new fast-food outlets was banned and the number of shops that sell pizza slices, kebabs, and other types of fast food was limited. A ban was also placed on opening new hotels in the city centre.

As the city gears itself towards welcoming visitors again, authorities are embracing the opportunity to do things differently. As of 2021, cruise ships over  $40\,000$  tons are banned from entering the Venice lagoon and canal leading to the historic St Mark's Square and are rerouted to nearby harbours. In January 2022, a tourism tax for anyone entering Venice without an overnight reservation will be introduced.

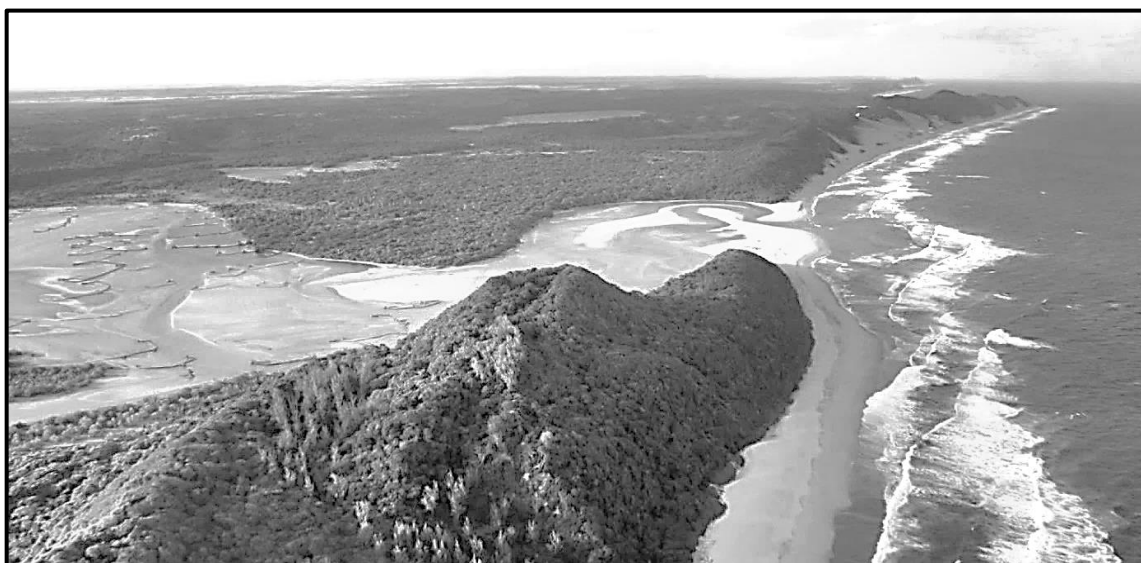
[Adapted from <https://edition.cnn.com> & [www.thelocal.it](http://www.thelocal.it)]

- 4.2.1 Identify the main problem caused by tourism that the city authorities in Venice must manage. (2)
- 4.2.2 Give ONE reason why Venice is a popular icon. (2)
- 4.2.3 Suggest TWO factors that led to the decision by the city authorities to act against fast-food outlets in Venice. (2 x 2) (4)
- 4.2.4 Discuss TWO environmental benefits that will result from the ban on large cruise ships. (2 x 2) (4)

**[24]**

**QUESTION 5**

Study the image of a South African World Heritage Site and answer the questions that follow.



5.1 Identify the World Heritage Site in the image. (2)

5.2 Name the province in which a tourist must be to visit the World Heritage Site. (2)

5.3 UNESCO, in partnership with the African World Heritage Fund periodically runs a #MyAfricanHeritage Instagram competition for young people between the ages of 18 and 32. Participants are required to upload their pictures or videos of an African UNESCO World Heritage Site using the hashtag #MyAfricanHeritage.

The posted pictures or videos must show the unique character of an African UNESCO World Heritage Site to stand a chance to win one of the prizes.

5.3.1 You decide to enter the competition and arrange with your family to visit the World Heritage Site shown in the image above.



Name THREE types of landforms you photographed to show the geographical diversity of the World Heritage Site. (3 x 2) (6)

5.3.2 Suggest TWO ways in which UNESCO's African World Heritage Site Instagram competition will add value to South Africa's tourism industry. (2 x 2) (4)

**[14]**

**QUESTION 6**

Study the extracts below and answer the questions that follow.



South African Tourism  
@southafricauk  
The official Twitter page of South African Tourism for the UK & Ireland

May 31, 2020  
We want to see YOUR photos of South Africa. Share your top photos with us using #meetsouthafricaLATER ❤️🇿🇦

[Adapted from <https://twitter.com/southafricauk>]

6.1 Identify the source market targeted by SATourism in its Twitter marketing campaign. (2)

6.2 SATourism #MeetSouthAfrica marketing campaign was renamed to #MeetSouthAfricaLater due to the Covid-19 pandemic international travel restrictions.

Suggest TWO reasons behind SATourism's Twitter post of 31 May 2020. (2 x 2) (4)

6.3



**1 – 3 November 2021**

The WTM is the leading global event for the travel industry to meet industry professionals and conduct business deals.

Explain how SATourism is funded to market South Africa as a tourism destination of choice at the WTM. (3 x 2) (6)  
[12]

**TOTAL SECTION C: 50**

**SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM****QUESTION 7**

Read the newspaper article and answer the questions that follow.

**Cabin crew member takes well known South African airline to court for unfair dismissal.**

Susan Smith, cabin crew member for Penika Airways, has taken the airline to court for unfair dismissal after she was fired after falling asleep on a flight from Port Elizabeth to Johannesburg. Smith claims that she had to work a 14-hour shift without a break after two of her colleagues became ill and could not do their shifts.



According to CEO of Penika Airways, Themba Njengane, the airline was forced to adjust their flight schedule on 31 January when two of their airplane fleet were grounded with mechanical problems and two of their staff members became ill.

In a statement, Njengane said that it was unfortunate that Smith had to work a 14-hour shift without a break, but she fell asleep while serving passengers their meal. Njengane stated that Smith acted in an unprofessional manner when she complained to passengers about having to work for 14 hours without a break. The management of Penika Airways felt that Smith's actions justified her immediate dismissal (firing).

- 7.1 Name the contract that Susan would have signed when she was employed by Penika Airways. (1)
- 7.2 State ONE reason why it is important for employees to sign the contract mentioned in QUESTION 7.1. (2)
- 7.3 Identify the document that Susan contravened (disobeyed) when she acted in an unprofessional manner (way) complaining to the passengers about her working hours. (1)
- 7.4 List TWO reasons why a business should have the document referred to in QUESTION 7.3. (2 x 2) (4)
- 7.5 Give your opinion about the validity of the statement by the CEO of Penika Airways, Themba Njengane, about Susan's unprofessional behaviour. (2)
- 7.6 Airline cabin crew members work in a demanding (challenging) environment.
- Give ONE reason to support this statement. (2)

**[12]**

**QUESTION 8**

Read the scenario and answer the questions that follow.

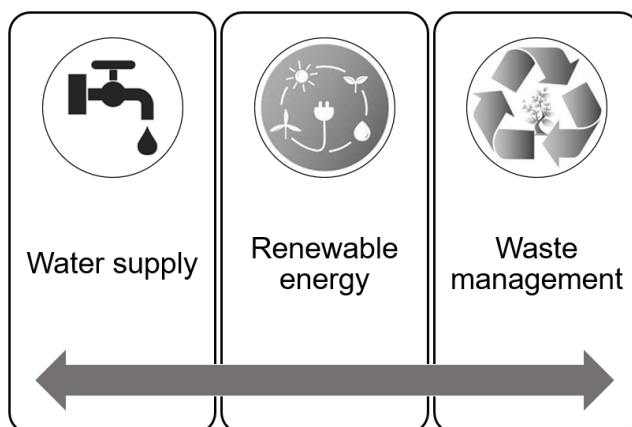
**Responsible Environmental Management at Mashovhela Lodge – Morning Sun Nature Reserve**

Morning Sun Nature Reserve is a National Heritage Site, noted for its unique biodiversity, located in the Soutpansberg Mountains in Limpopo Province. Management at Mashovhela Lodge are aware of their responsibility to conserve the diversity and natural beauty of the reserve for future generations and to educate as many people as possible about protecting our planet.

Mashovhela Lodge is a Fair-Trade Tourism accredited company that supports the development of sustainable tourism in South Africa and upholds the six principles of Fair-Trade Tourism.



Here are some ways in which Mashovhela Lodge avoids damage to the environment and embraces eco-friendly principles:



[Adapted from [www.morningsun.co.za](http://www.morningsun.co.za)]

- 8.1 List TWO of the SIX principles of Fair-Trade Tourism. (2)
- 8.2 Discuss the value of a Fair-Trade accreditation (certification) for Mashovhela Lodge. (4)
- 8.3 Suggest ONE strategy, under each of the following headings, that Mashovhela Lodge can implement to maintain (continue) their commitment to responsible environmental management:
- 8.3.1 Waste management (2)
- 8.3.2 Water supply (2)
- 8.3.3 Renewable energy (2)

8.4 Explain ONE reason why Mashovhela Lodge should educate people about protecting our planet. (2)

8.5 Sustainable tourism encompasses more than ensuring that the environment is well looked after. Suggest ONE manner whereby Mashovhela Lodge can ensure that they uphold the following pillars of sustainable tourism:

8.5.1 Social pillar (2)

8.5.2 Economic pillar (2)

**[18]**

**TOTAL SECTION D: 30**

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

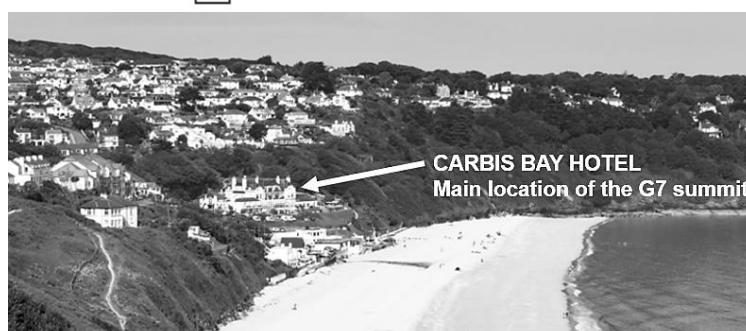
### QUESTION 9

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



#### G7 SUMMIT IN CORNWALL, UNITED KINGDOM: Joy and concern as Carbis Bay is chosen to host the summit

The seaside resort of Carbis Bay in the county (*district*) of Cornwall, with a population of around 4 000, has been chosen to be the main venue of the G7 summit to be held from 11 to 13 June 2021. The village will be supported by St Ives and Falmouth, along with other towns across the region.



Hosting the G7 summit in Cornwall will provide a fantastic opportunity to showcase the region on the world stage, local leaders have said.

Local people also expect an economic boost from hosting world leaders, international delegates and media, but worry about potential chaos in the small seaside resort and surrounding areas.

[Adapted from [www.bbc.com](http://www.bbc.com)]

- 9.1.1 Explain ONE reason that influenced local leaders to make the statement: "Hosting the G7 summit in Cornwall will provide a fantastic opportunity to showcase the region on the world stage". (2)
- 9.1.2 Suggest TWO incidents (*happenings*) that would have disrupted the lives of the residents in the weeks and days leading up to, as well as during the G7 summit. (2 x 2) (4)
- 9.1.3 The global recovery from the Covid-19 pandemic was one of the main discussion points at the G7 Summit.

In a paragraph, discuss THREE ways in which this unforeseen occurrence negatively impacted the international tourism economy. (3 x 2) (6)

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




- 9.2.1 State the increase in the total amount of international visitor spend that contributed to the South African economy in 2017 compared to 2005. (2)
- 9.2.1 Identify the year in which the air transport spend item for international visitors reached its highest ranking. (2)
- 9.2.3 Recommend TWO ways in which tourism businesses can increase the spend by international tourists. (4)

[20]

## QUESTION 10

Study the extract below and answer the questions that follow.

	<i>Hellopeter is a platform connecting South African consumers and businesses.</i>
<div style="display: flex; align-items: center;"> <div style="background-color: #ccc; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="font-size: 24px; font-weight: bold;">R</span> </div> <div> <p><b>Raez</b> 29 reviews   Active since Jun 2014</p> </div> </div> <hr style="border: 0; border-top: 1px solid #ccc; margin: 10px 0;"/> <div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"> <span style="color: #ccc;">★ ★ ★ ★ ★</span> </div> <div> <p><b>Old Chicken Bad Experience</b> <span style="float: right;">18 March 2021, 11:32</span></p> <p>I ordered a 514 (Chicken) at TikaThai, East London on 17 March at around 14:15. When my meal arrived, I could taste that the chicken was off. I spoke to the manager and he offered to make me another 514 (Chicken). When the new meal arrived, the chicken was still off and tasted even worse. The manager also said he could smell the chicken was off.</p> </div> </div> <div style="margin-top: 20px;"> <div style="display: flex; align-items: center;"> <div style="background-color: #ccc; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="font-size: 24px; font-weight: bold;">TT</span> </div> <div> <p><b>TikaThai's reply:</b> 18 Mar 2021, 17:03</p> </div> </div> <p>Hi Raez</p> <p>We are sorry to hear that you were not satisfied with the outcome of your meal from TikaThai, East London. We have passed this onto the relevant team member to contact you. We apologise once again for the inconvenience caused.</p> <p>Regards, The TikaThai Team</p> </div> <div style="margin-top: 20px;"> <div style="display: flex; align-items: center;"> <div style="background-color: #ccc; border-radius: 50%; width: 40px; height: 40px; display: flex; align-items: center; justify-content: center; margin-right: 10px;"> <span style="font-size: 24px; font-weight: bold;">R</span> </div> <div> <p><b>Raez:</b> 23 Mar 2021, 12:14</p> </div> </div> <p>It's been almost 6 days, and no one has even contacted me.</p> </div>	

[Adapted from <https://www.hellowpeter.com>]

- 10.1 Identify the customer feedback method used in the extract above. (2)
- 10.2 Give ONE benefit for consumers reading service delivery reviews on the *Hellopeter* platform. (2)
- 10.3 Suggest THREE negative impacts for the business because of the TikaThai management not following through on the intervention plan they posted on the *Hellopeter* platform. (3 x 2) (6)
- [10]**

**TOTAL SECTION E: 30**  
**GRAND TOTAL: 200**