



# basic education

Department:  
Basic Education  
**REPUBLIC OF SOUTH AFRICA**

## **NATIONAL SENIOR CERTIFICATE**

**GRADE 12**

**TOURISM  
NOVEMBER 2025**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 28 pages.**

**INSTRUCTIONS AND INFORMATION**

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. For QUESTIONS 3.3 and 3.4, round off your answers to TWO decimal places.
5. Show ALL calculations.
6. You may use a non-programmable calculator.
7. Use the mark allocation of each question as a guide to the length of your answer.
8. Write neatly and legibly.
9. The table below is a guide to help you allocate your time according to each section.

SECTION	TOPICS	MARKS	TIME (minutes)
A	Short Questions	40	20
B	Map Work and Tour Planning; Foreign Exchange	50	50
C	Tourist Attractions; Culture and Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	30	30
E	Domestic, Regional and International Tourism; Communication and Customer Care	30	30
	<b>TOTAL</b>	<b>200</b>	<b>180</b>

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

- 1.1 Various 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 to 1.1.20) in the ANSWER BOOK, e.g. 1.1.21 D.

1.1.1 A factor showing appreciation that should be included in a travel budget:

- A Charter a private jet
- B Buy luxury souvenirs
- C Pay gratuities or tips
- D Eat in fine dining restaurants

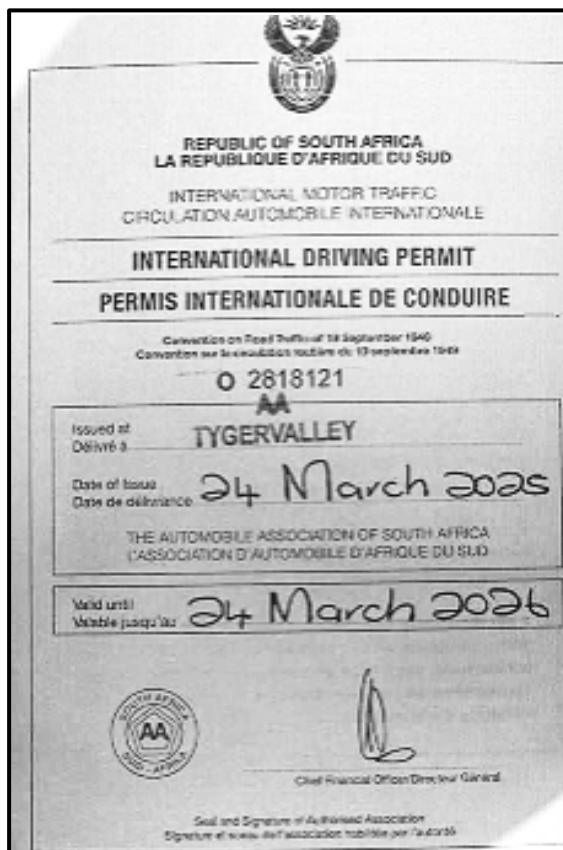
1.1.2 South Africa has a new White Paper for Tourism.

The department responsible for the development of the **White Paper on the Development and Promotion of Tourism in South Africa**:



- A National Department of Tourism
  - B Department of Tourism
  - C Department of Environmental Affairs and Tourism
  - D Department of Home Affairs
- 1.1.3 The 180° line of longitude is also known as the ...
- A Greenwich Meridian.
  - B Tropic of Cancer.
  - C UTC (Universal Time Coordinate).
  - D international date line.

- 1.1.4 An international driving permit is issued by the ... in South Africa.



- A Department of Health  
B Department of Home Affairs  
C Automobile Association  
D Airports Company South Africa
- 1.1.5 The documents needed before foreign currency can be bought for an overseas trip:
- A Proof of income and bank statements  
B Valid visa and international driving permit  
C Paid flight ticket and valid passport  
D Letter from employer and parental consent form
- 1.1.6 The Africa Travel Indaba that promotes South Africa to domestic and regional markets is held in ... annually.
- A Cape Town  
B Bloemfontein  
C Durban  
D Johannesburg

- 1.1.7 This desert city, located in the Middle East, is one of the world's richest and largest archaeological sites:
- A Parthenon
  - B Windmills
  - C Agra
  - D Petra
- 1.1.8 Increased visitor numbers and time spent at an attraction will result in ...
- A lower than expected visitor numbers.
  - B income exceeding the targeted figures.
  - C fewer repeat visits to the destination.
  - D exploitation of the local community.
- 1.1.9 The organisation responsible for the declaration of World Heritage Sites:
- A UNESCO
  - B SAHRA
  - C PRASA
  - D ACSA
- 1.1.10 Meetings Africa is a travel trade show that attracts ... tourists.
- A MESE
  - B VFR
  - C SIT
  - D VAT
- 1.1.11 Receiving discounted flight tickets is a ... benefit for an employee.
- A remuneration
  - B fringe
  - C leave
  - D medical
- 1.1.12 Blue Flag certification recognises ... that meet high standards of management and sustainability in a marine environment.
- A golf courses
  - B beaches and marinas
  - C casinos and resorts
  - D theme parks

1.1.13 The organisation that encourages and certifies responsible and sustainable practices in tourism businesses:

- A FTT
- B SAA
- C TGCSA
- D TBCSA

1.1.14 WESSA subscribes to the... pillar of sustainable tourism.



- A economic
- B social
- C environmental
- D profit

1.1.15 Sustainable practices that reduce the environmental impact of tourism:

- A Gardening initiatives
- B White-washing initiatives
- C Green-washing projects
- D Resource management

1.1.16 The most accepted form of payment when renting a vehicle:

- A Cash
- B Credit card
- C Traveller's cheque
- D Electronic funds transfer (EFT)

- 1.1.17 The QR code in the picture below is used to ...

The image shows a digital guest survey form. On the left, under the heading 'GUEST SURVEY', it says 'WE ARE ON A MISSION to serve you better. Please complete the survey'. Below this are five categories for rating: 'Friendliness', 'Efficiency', 'Knowledge', 'Taste', and 'Value for money'. Each category has five circular icons for rating. At the bottom left is a 'THANK YOU VERY MUCH' button. On the right side, there is a 'QR Code' with a 'SCAN' label and an arrow pointing to it. Above the QR code is a 'LOGO HERE' placeholder. Below the QR code is a section titled 'How can we improve?' with five horizontal lines for text input. At the bottom right, there are fields for 'NAME' and 'EMAIL', and social media icons for Facebook, Twitter, and Instagram.

- A get access to the website of the business.  
B advise customers on appropriate behaviour.  
C retrain and upskill employees.  
D obtain personal particulars of a customer.
- 1.1.18 The World Athletics Championships, to be held in Budapest in September 2026, is an example of a/an ...
- A sporting event.  
B world summit.  
C goodwill concert.  
D international conference.
- 1.1.19 The codes required for international financial transactions between banks:
- A Snapscan  
B SWIFT  
C Bank draft  
D SHYFT
- 1.1.20 The devastating earthquakes that hit Thailand in March 2025 are categorised as ...
- A a protest action.  
B political unrest.  
C a pandemic.  
D a natural disaster.

(20 x 1) (20)

- 1.2 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question numbers (1.2.1 to 1.2.5) in the ANSWER BOOK, e.g. 1.2.6 bank buying rate.

customs officials; travel allowances; franc; health certificate;  
health precautions; customs regulations; euro







- 1.2.1 The official currency of Germany
- 1.2.2 The document that verifies that a traveller has received the vaccinations required for entry into certain countries
- 1.2.3 The use of preventative medication, insect repellents and sunblock to maintain personal well-being while travelling
- 1.2.4 An amount of money a traveller is permitted to exchange annually for foreign currency when travelling overseas
- 1.2.5 Regulations that control the movement of items, like alcohol, tobacco and currency, into a country (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 to 1.3.5) in the ANSWER BOOK, e.g. 1.3.6 passport.

- 1.3.1 The duration of a flight between departure and arrival is known as (flying/layover) time.
- 1.3.2 The Mediterranean coastline, famous for its glamorous cities like Nice and Cannes, is known as the (French Riviera/Amalfi Coast).
- 1.3.3 The windmills is a popular attraction in (Belgium/the Netherlands).
- 1.3.4 (BSR/CSI) refers to a company's initiatives aimed at contributing to social development beyond its core business activities.
- 1.3.5 The statistics that measure the number of inbound travellers who visit a country within a given period is known as (immigration/foreign arrivals). (5 x 1) (5)



- 1.4 Match the factors contributing to the success of a tourist attraction in COLUMN A with the example in COLUMN B. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, e.g. 1.4.6 G.

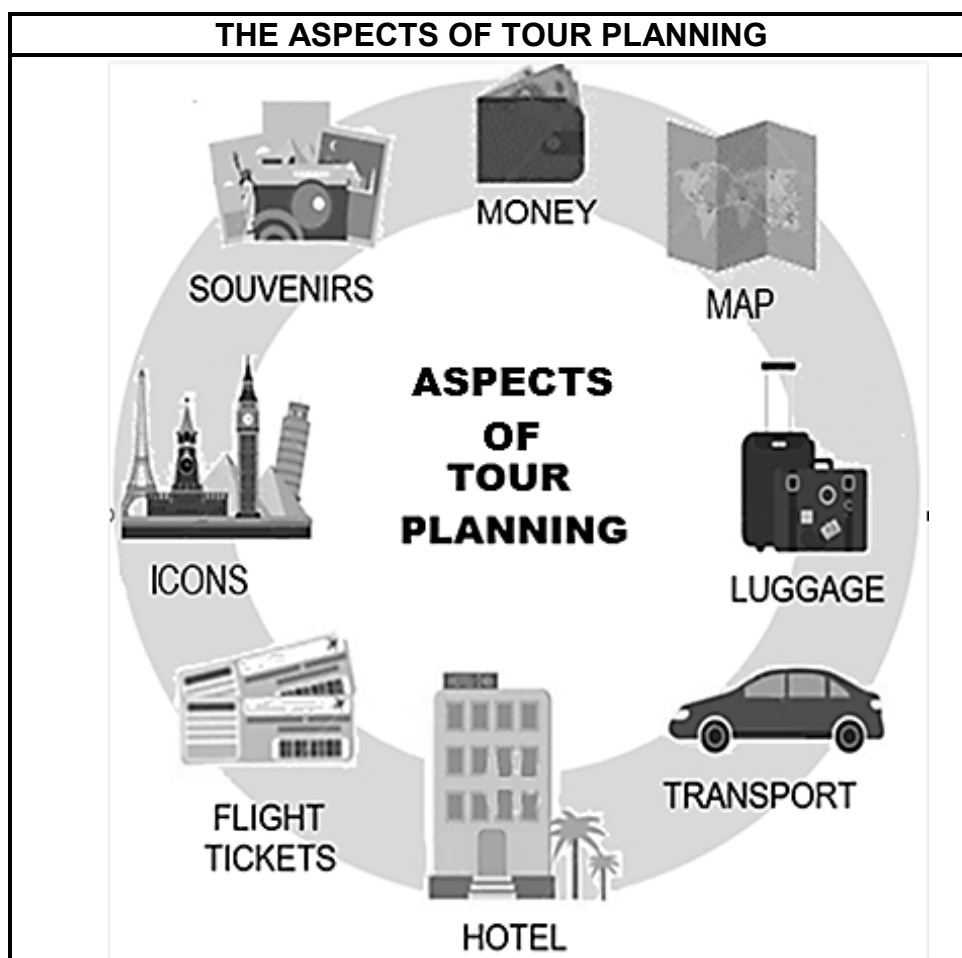
COLUMN	COLUMN B
1.4.1 Crime prevention at the attraction site	A 
1.4.2 Appearance and upkeep of an attraction	B 
1.4.3 Marketing the attraction	C 
1.4.4 Universal access to the attractions	D 
1.4.5 Efficient and ethical behaviour of staff working at the attraction	E 
	F 

(5 x 1)

(5)

- 1.5 Study the infographic below and answer the questions that follow.

Match the aspects of tour planning, as illustrated in the infographic below, with the descriptions that follow. Write only the question numbers (1.5.1 to 1.5.5) and the correct aspect in the ANSWER BOOK, e.g. 1.5.6 attractions.



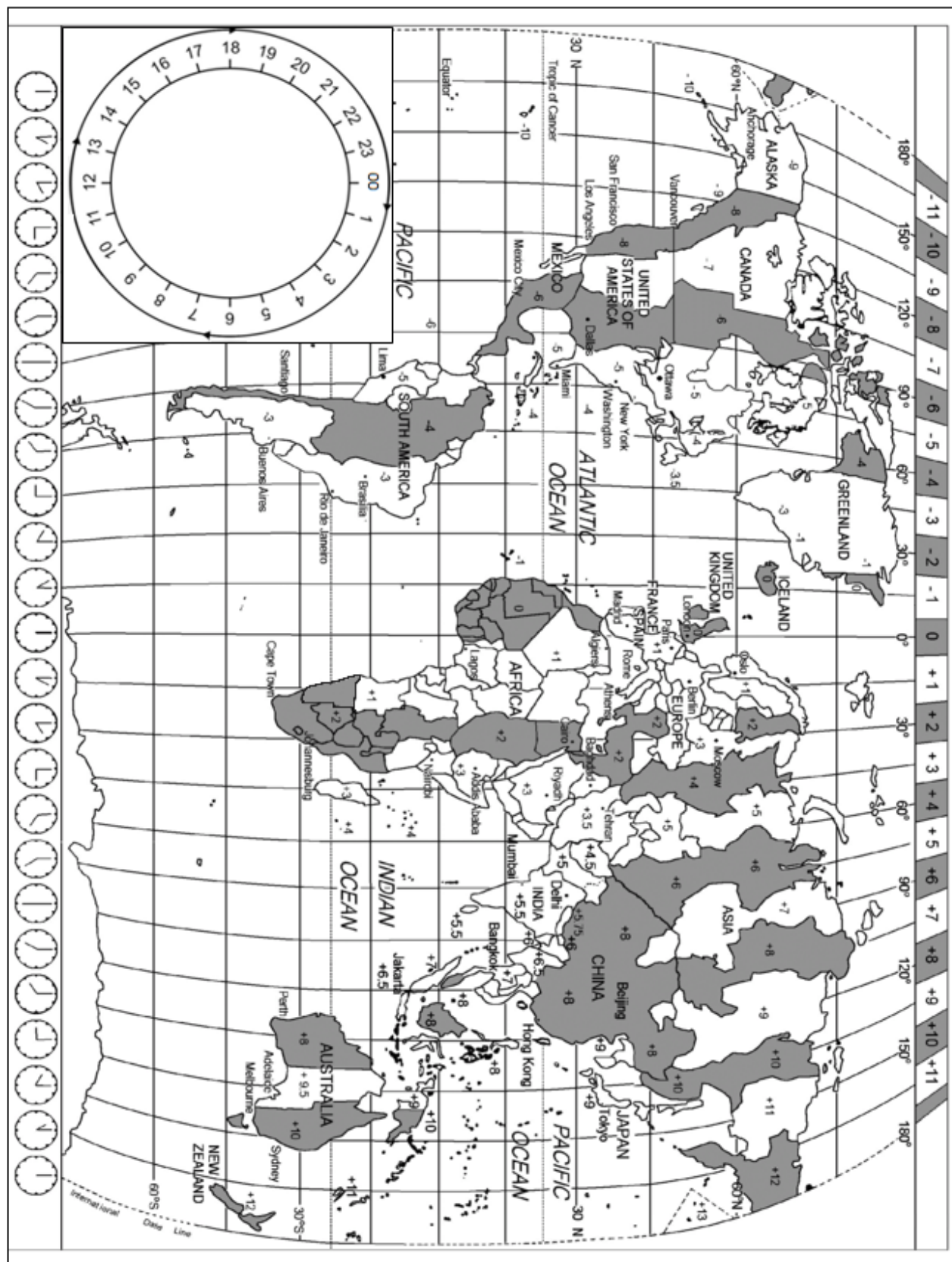
[Source: Examiners' own creation]

- 1.5.1 Using a ... can assist with planning a logical route.
- 1.5.2 A deposit may be required to secure a reservation at this facility.
- 1.5.3 Airlines stipulate the weight and size of personal belongings to be carried onboard.
- 1.5.4 'Must see' places to be visited at a destination.
- 1.5.5 Travellers must have ... to acquire (get) services and products before or during a trip. (5 x 1) (5)


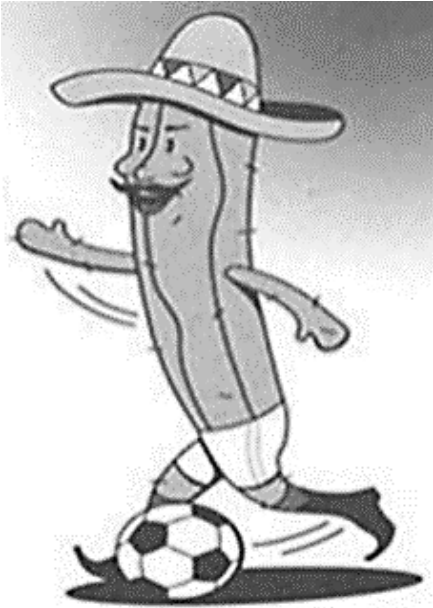
**TOTAL SECTION A: 40**

**SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE****QUESTION 2**

Study the World Time Zone map below and answer the questions that follow.



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

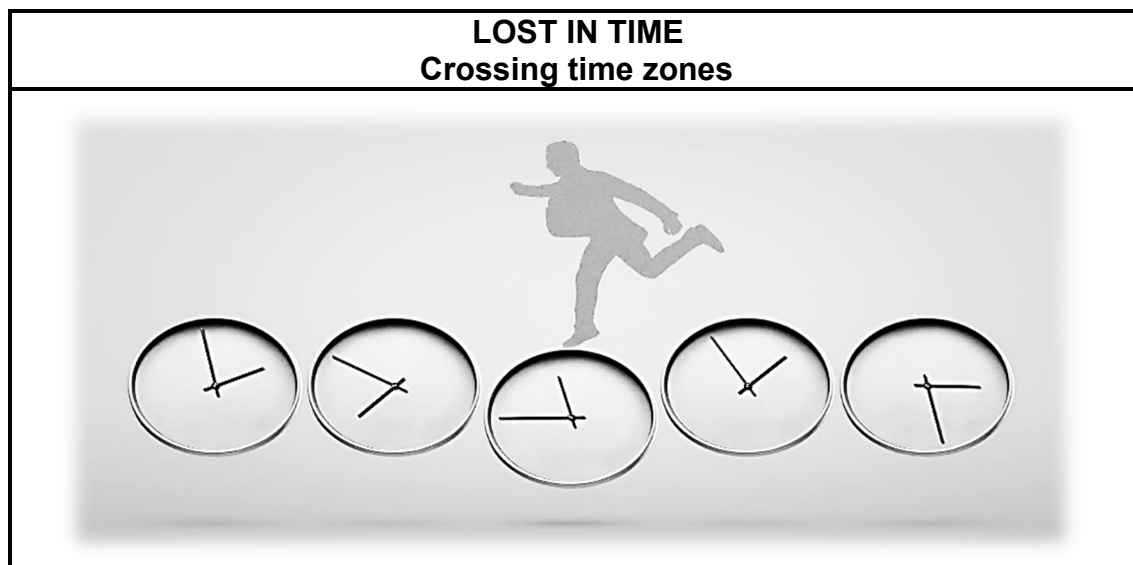
<b>A DREAM COMES TRUE</b>	
<p>Thabo, a passionate soccer fan from Johannesburg, South Africa, will be travelling to Mexico City, Mexico, to watch his favourite team play in the 2026 FIFA World Cup. This will be his first long-haul international flight. He therefore needs to plan carefully and adjust to the new time zone on arrival in Mexico. He will then be able to enjoy the soccer games without being exhausted.</p> <p>His flight details are given below.</p> <div style="text-align: center;">  <p><b>2026 FIFA WORLD CUP</b> USA CANADA MEXICO</p> </div>	<div style="text-align: center;">  <p><b>MEXICO</b></p> </div>

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

DEPARTURE CITY	LAYOVER CITY	ARRIVAL CITY
Johannesburg	London	Mexico City
Departure time: 22:00	Layover time: 7 hours	
The total duration of the flight is 18 hours, including the layover time in London.		

- 2.1.1 Determine the number of time zones Thabo will cross when flying from Johannesburg to Mexico City. (2)
- 2.1.2 Explain the term *long-haul flight*. (2)
- 2.1.3 Calculate Thabo's arrival time in Mexico City. (5)
- 2.1.4 The opening ceremony in Mexico City will be at 20:00 local time.  
Determine the time in Johannesburg when South Africans will be able to view the ceremony live on television. (4)
- 2.1.5 Name TWO important travel documents that Thabo will require to enter Mexico. (2)

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



[Source: [www.everydayhealth.com](http://www.everydayhealth.com)]

2.2.1 Thabo arrived in Mexico City and was completely exhausted.

Name the condition that Thabo suffered from after having crossed many time zones.

(2)

2.2.2 State TWO other symptoms of the condition named in QUESTION 2.2.1 that Thabo suffered from.

(4)

2.3

<b>HEALTH AND SAFETY</b>
<p>Before his trip, Thabo visited a travel clinic to get advice on the recommended and compulsory vaccinations required to enter Mexico.</p> <p>Thabo also researched how to stay safe, while enjoying the World Cup. He learnt about threats against tourists in Mexico City and other general safety risks during his visit.</p>
<p>[Source: Examiners' own creation]</p>

2.3.1 Explain ONE difference between *recommended* and *compulsory* vaccinations.

(4)

2.3.2 Give ONE reason why Thabo should avoid drinking tap water in Mexico.

(2)

2.3.3 Recommend ONE way in which Thabo can ensure his safety in the following circumstances:

(a) When using a taxi service

(2)

(b) By learning a few Spanish phrases

(2)

2.4

**RED OR GREEN CHANNEL?**

After an exciting two-week stay in Mexico for the 2026 Soccer World Cup, Thabo returned home to South Africa. Thabo bought Mexican souvenirs, a leather jacket and dried, sealed Mexican spices which were all within the duty-free allowance.



- 2.4.1 Identify the FIRST point of entry back into South Africa, where he had to present his passport. (2)
- 2.4.2 Explain the concept *duty-free*. (2)
- 2.4.3 Identify the customs channel that Thabo had to proceed through at OR Tambo International Airport. (2)
- [37]**



**QUESTION 3**

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

A tourist travelling to London decided to exchange South African rand for Great British pound at Cape Town International Airport, before departing South Africa.


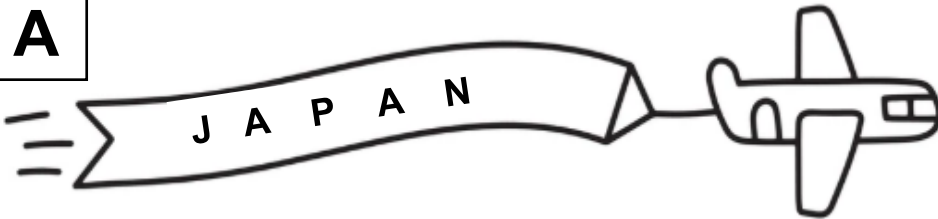
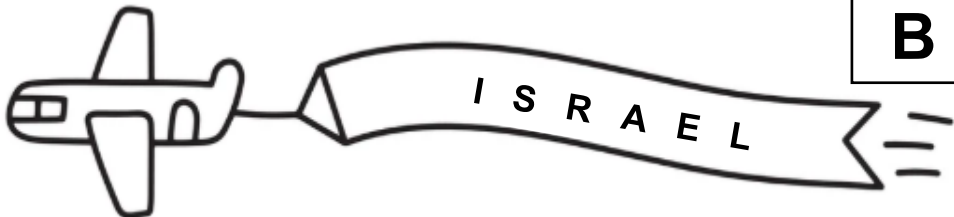
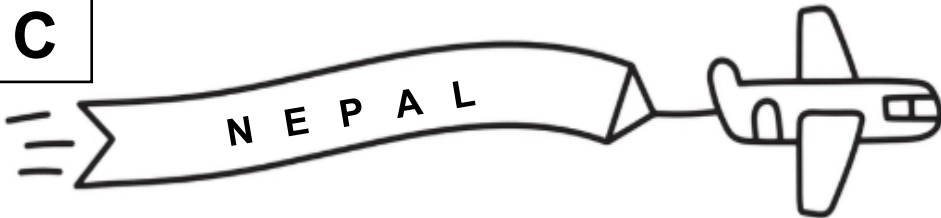
<b>FOREIGN CURRENCY EXCHANGE RATES TABLE</b>		
<b>CURRENCY</b>	<b>BBR</b>	<b>BSR</b>
Euro	18,76	19,79
Great British pound	22,50	23,50
US dollar	17,29	18,15

- 3.1 Give the currency code for the Great British pound. (1)
- 3.2 Explain the following terms:
- 3.2.1 Fluctuation of exchange rates (2)
- 3.2.2 Bank buying rate (2)
- 3.3 Calculate how many Great British pounds a tourist would receive if he exchanged ZAR20 000. (3)
- 3.4 Calculate how many rands a tourist will receive when exchanging 200 Great British pounds on arrival in South Africa. (3)
- 3.5 Explain ONE reason why a tourist should consider the exchange rates offered by the different forex kiosks at the airport, before exchanging money. (2)
- [13]**

**TOTAL SECTION B: 50**

**SECTION C: TOURIST ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING****QUESTION 4**

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

DISCOUNT ON TRAVEL PACKAGES	
<p>A Travel the World tour operator offers discounts on tour packages. Three packages, <b>A</b>, <b>B</b> and <b>C</b>, are shown on the banners below.</p>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"><b>A</b></div>  </div>	
<div style="display: flex; justify-content: space-between; align-items: center;">  <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"><b>B</b></div> </div>	
<div style="display: flex; justify-content: space-between; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 10px;"><b>C</b></div>  </div>	

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



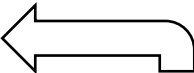
- 4.1.1 Name the mountains tourists can visit when choosing packages **A** and **C**. (2)
- 4.1.2 State ONE similarity of the mountains in **A** and **C**. (2)
- 4.1.3 Name ONE type of tourist who would like to visit the icons in country **B**. (2)



4.1.4 Refer to the mountain in **C**.

- (a) Give TWO reasons why this icon is unique. (4)
- (b) Discuss TWO ways, except for litter control, in which sustainable and responsible management practices can be implemented at this mountain. (4)
- (c) Explain TWO reasons why it is important to have sustainable and responsible practices at the mountain. (4)

4.2 Study the infographic below and answer the questions that follow.

<b>CHICHEN ITZA – 'THE MOUTH OF THE WELL'</b>		
Chichen Itza is one of the New 7 Wonders of the World.	El Castillo (the Temple of Kulkulkan) is the biggest building on the site.	There is no evidence of why the people abandoned this city centuries ago.
The name Chichen Itza means 'the mouth of the well of Itza'. It is believed 'Itza' means 'water magicians'.		
	 <p>The Maya train takes visitors on sightseeing tours to the ruins and archaeological sites.</p>	On 28 January 2024, the historic ruins of Chichen Itza had a single-day attendance record of 7 500 visitors.

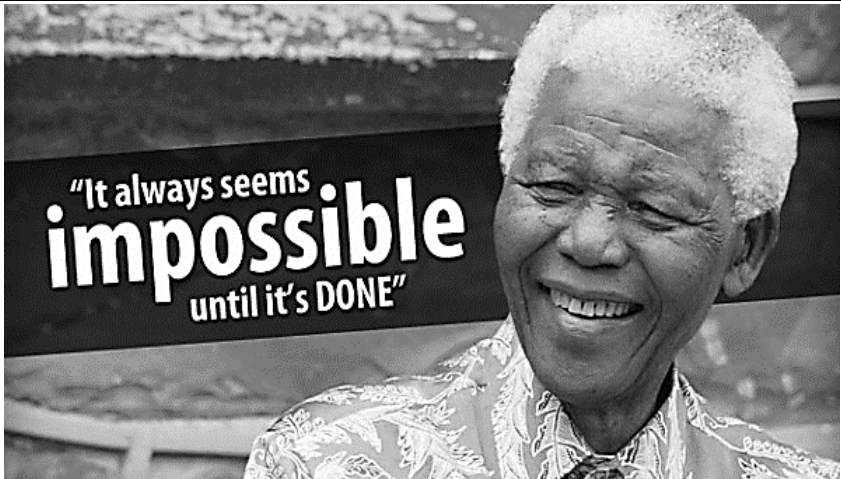
[Sources: [www.odigootravel.com](http://www.odigootravel.com) and [www.theyucatanimes.com](http://www.theyucatanimes.com)]

- 4.2.1 (a) Name the country where Chichen Itza is located. (2)
- (b) Name the continent where Chichen Itza is located. (2)
- 4.2.2 Suggest ONE reason why the name of the train (Maya) is closely associated with Chichen Itza. (2)
- 4.2.3 Chichen Itza is one of the New 7 Wonders of the World.
- Explain ONE way in which this status can be an advantage to the icon. (2)
- 4.2.4 Discuss TWO ways in which the Maya train can add to the success of Chichen Itza as an attraction. (4)

[30]

**QUESTION 5**


Study the information below and answer the questions that follow.

<b>SOUTH AFRICA'S 12<sup>th</sup> WORLD HERITAGE SITE</b>	
<b>Human Rights, Liberation and Reconciliation: The Nelson Mandela Legacy Sites</b>	
	
<p>The site consists of 14 components located around the country, all related to South Africa's liberation struggle. These component sites include the <b>Union Buildings</b>, the <b>Sharpeville Sites</b> and <b>The Great Place at Mqhekezweni</b>.</p> <p>These sites reflect key events linked to the long struggle against the apartheid state.</p> <p>[Adapted from <a href="http://www.unesco.org">www.unesco.org</a> and <a href="http://www.linkedin.com">www.linkedin.com</a>]</p>	

- 5.1 Name the type of World Heritage Site in the extract above. (2)
- 5.2 List the FOUR provinces where the component sites are located. (4)
- 5.3 Name ONE other World Heritage Site that is associated with Mr Mandela. (2)
- 5.4 Discuss TWO reasons why UNESCO declared the Nelson Mandela Legacy Sites as a World Heritage Site. (4)
- [12]**

**QUESTION 6**

Study the information below and answer the questions that follow.

<b>TOMSA (TOURISM MARKETING SOUTH AFRICA)</b>	
<p><b>A</b></p> <p>Tourism Levy South Africa is a private sector-led and public sector-supported levy contribution initiative.</p>	<p><b>B</b></p> <p>TOMSA was set up in 1999 to provide additional funding for the marketing of South Africa as a destination of choice.</p>
<p><b>C</b></p> <p>The establishment of TOMSA by the country's private tourism sector was the first step in the successful marketing of South Africa.</p>	

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

6.1 Refer to the information in block **B** above.

Explain how TOMSA gets funding for local and international marketing of South Africa.


(2)

6.2 South Africa is marketed as a destination of choice according to the information in block **B**.

Explain the meaning of *destination of choice*.

(2)

- 6.3 Complete QUESTION 6.3.1 and QUESTION 6.3.2 below. Write the answers in the ANSWER BOOK.

	<b>TOMSA</b>
6.3.1	Name the administrator of the fund.
6.3.2	Name the body responsible for the marketing of South Africa locally and internationally.

(2)


(2)

**[8]****TOTAL SECTION C: 50**

## SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 7

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

<p align="center"><b>FIRST IMPRESSIONS MATTER</b></p> <p align="center">Research shows that it takes only five seconds to form a first impression of an employee.</p>	
 <p>Hey, I'm Jack, the new duty manager.</p> <p>THIS IS NOT HOW MANAGERS DRESS TO IMPRESS!</p>	
<p>[Adapted from <a href="http://bing.com.ai/dresscode">http://bing.com.ai/dresscode</a>. Accessed on 28 February 2025.]</p>	
<p>According to this business's dress code, the following items are inappropriate to wear in the workplace:</p> <ul style="list-style-type: none"> <li>• Flip-flops, sports shoes or casual shoes</li> <li>• T-shirts</li> <li>• Backless tops</li> <li>• Facial piercings</li> <li>• Excessive jewellery</li> <li>• Shorts</li> <li>• Short skirts and short dresses</li> </ul>	

- 7.1.1 Identify TWO stipulations of the business's dress code that the employee in the picture above has violated. (2)
- 7.1.2 Explain what the manager means by *dress to impress*. (2)

7.1.3 Discuss TWO ways in which it will be to the advantage of the business if all staff members adhere to the dress code. (4)

7.1.4 Suggest ONE way in which a manager can guide an employee who does not adhere to the dress code of the business. (2)

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

<b>CONDITIONS OF EMPLOYMENT FOR CABIN CREW</b>	
	
<b>Extract from the conditions of employment for cabin crew</b>	
<ul style="list-style-type: none"><li>• Cabin crew must work flexible hours, including nights, weekends and public holidays, as flight schedules often change.</li><li>• They receive a uniform and must always wear it correctly while following grooming standards.</li><li>• They receive a set salary with deductions for taxes, pension funds and other contributions.</li><li>• They are entitled to annual leave, but it must be planned according to airline schedules.</li><li>• They must be able to speak English and communicate clearly with passengers.</li><li>• They must be in good health to handle long flights.</li></ul>	
Their employment may be terminated if they fail to meet performance standards.	
[Adapted from <a href="http://copilot.com.ai/flightattendant">http://copilot.com.ai/flightattendant</a> . Accessed on 2 March 2025.]	


7.2.1 Identify the core (most important) duty of a cabin crew member. (2)

7.2.2 Give TWO reasons why airlines must have clear conditions of employment for cabin crew members. (4)  
[16]




**QUESTION 8**

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

<b>RESPONSIBLE TOURISM PRACTICES</b>	
	
<p>When tourists go on a hiking tour, it is important for them to act responsibly. One example of responsible tourist behaviour is by disposing of litter in the bins provided, instead of leaving it on the trail. Small actions, like properly disposing of waste, can make a big difference.</p>	
<p>[Adapted from <a href="http://copilot.com.ai/responsible_tourism">http://copilot.com.ai/responsible_tourism</a>. Accessed on 7 March 2025.]</p>	

- |       |  |     |
|-------|--|-----|
| 8.1.1 | Explain the meaning of being a responsible tourist in a natural environment.   | (2) |
| 8.1.2 | State TWO advantages of disposing of litter into the bins provided.  | (4) |
| 8.1.3 | Suggest TWO alternatives (something else) to carry water while hiking instead of using single-use plastic water bottles. | (4) |

- 8.2 Study the information below and answer the questions that follow.

<p align="center"><b>GOOD ENVIRONMENTAL PRACTICES</b> <b>Control of alien invasive plants</b></p> <p>The removal of alien and invasive plants in nature reserves is an important step in promoting environmental sustainability. This practice benefits the local environment and aligns with sustainable tourism efforts.</p>
 <p><b>Friends Of Kloofendal Nature Reserve Community Project</b></p> <p><b>Alien Invasive Plant Control</b> Control of alien vegetation within Kloofendal Nature Reserve is an ongoing project that requires constant effort.</p> <p><a href="http://www.kloofendalfriends.org.za/projects">www.kloofendalfriends.org.za/projects</a></p> <p align="right">[Source: <a href="http://www.kloofendalfriends.org/projects">www.kloofendalfriends.org/projects</a>]</p>

- 8.2.1 State ONE negative impact on nature if alien plants are left to grow wild and uncontrolled. (2)
- 8.2.2 Discuss ONE benefit for the Kloofendal Nature Reserve when members/supporters of the community project remove invasive plants. (2)

[14]

**TOTAL SECTION D: 30**



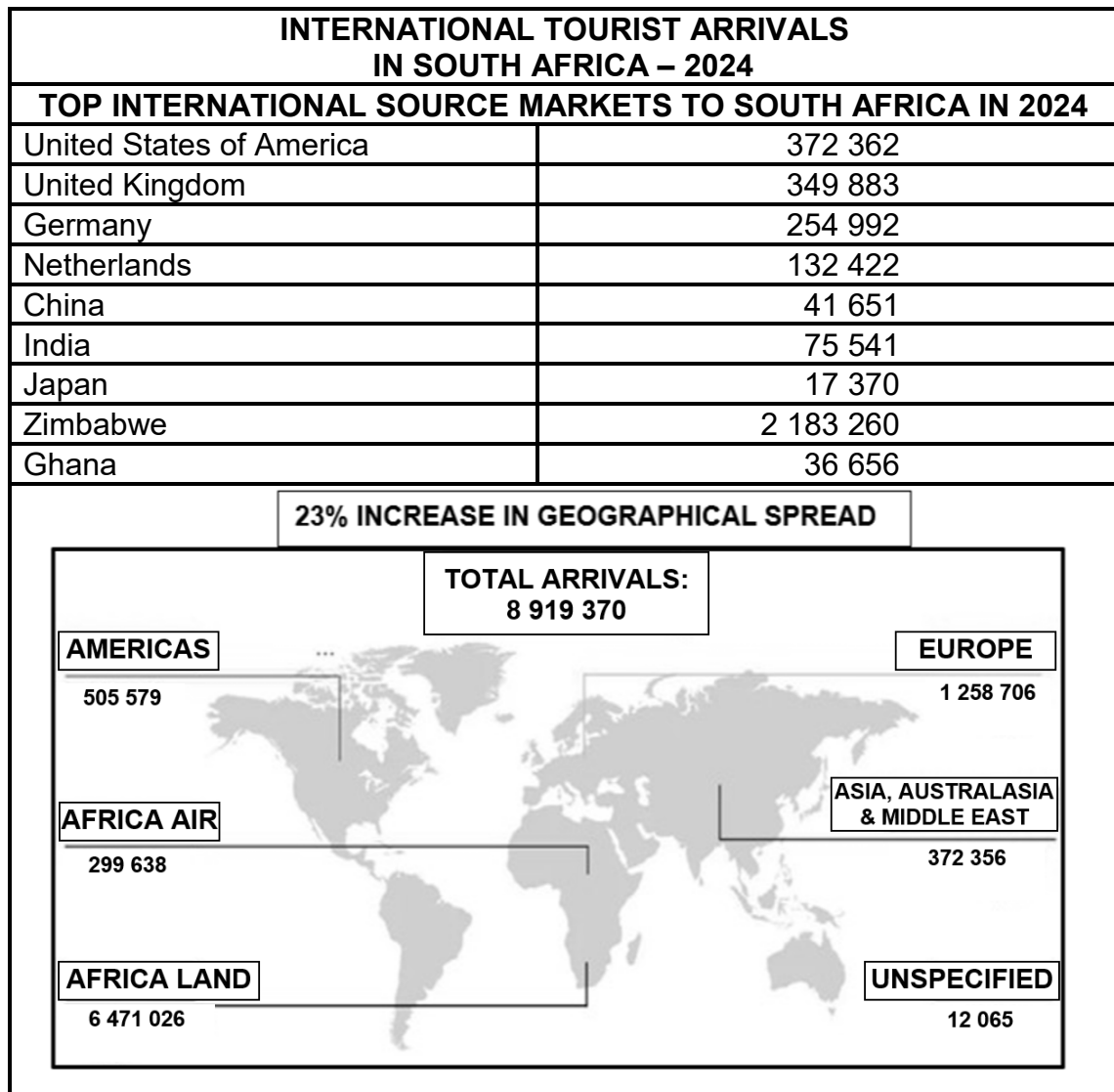
**SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM;  
COMMUNICATION AND CUSTOMER CARE****QUESTION 9**

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

<b>FLIGHTS IMPACTED BY CHAOS AT THE LONDON HEATHROW INTERNATIONAL AIRPORT, UNITED KINGDOM</b>
<p>Heathrow Airport is one of the busiest aviation hubs, serving as a crucial gateway for international travel across Europe, North America, Asia and beyond. Travel chaos was sparked after a massive fire at an electrical substation near Heathrow Airport on 21 March 2025. The incident forced Heathrow to shut down operations for between 18 and 28 hours, causing continued airline disruptions for long after the event. Over 1 300 flights were delayed, cancelled or diverted to other United Kingdom and European airports, affecting around 300 000 passengers.</p> <p>Although airlines began to operate again the next day, there were disruptions for long after the event.</p>
 <p>[Adapted from <a href="https://www.npr.org">https://www.npr.org</a>]</p>

- 9.1.1 Name the continent where this global event happened. (2)
- 9.1.2 Identify TWO disruptions to airline operations caused by the fire outbreak. (4)
- 9.1.3 Discuss TWO economic impacts that this event had on the global tourism industry. (4)

- 9.2 Study the infographic on foreign market share below and answer the questions that follow.



[Adapted from [www.gov.za](http://www.gov.za) and [www.tourismupdate.co.za](http://www.tourismupdate.co.za)]

- 9.2.1 In the table, identify the top source market:
- With the highest number of tourist arrivals in South Africa in 2024 (2)
  - With the third highest number of tourist arrivals in South Africa in 2024 (2)
- 9.2.2 Explain ONE advantage the 23% increase in geographical spread will have for the tourism industry in South Africa. (2)
- 9.2.3 Suggest TWO reasons why African land markets contribute the largest percentage of tourist arrivals in South Africa. (4)
- [20]**

**QUESTION 10**

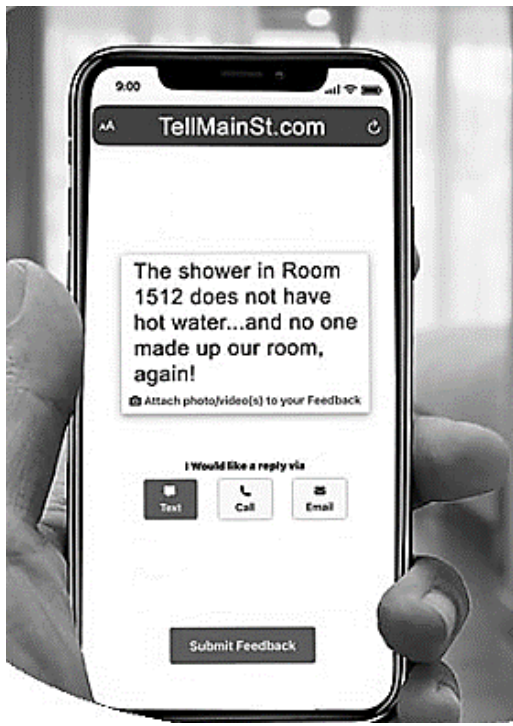

10.1 Study the cartoon below and answer the questions that follow.



[Source: <https://hyken.com>]

- 10.1.1 Explain ONE reason why a customer's feedback can be considered to be a gift to the business. (2)
- 10.1.2 Suggest ONE way in which the business can change an unhappy customer to a happy customer. (2)

10.2 Study the diagram below and answer the questions that follow.

THE MANAGEMENT OF CUSTOMER FEEDBACK	
REAL-TIME FEEDBACK	HANDWRITTEN SURVEY
	

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

10.2.1 State TWO methods, other than real-time feedback and handwritten surveys, a business can use to collect customer feedback. (4)

10.2.2 Real-time feedback is when suggestions or criticism is shared during and after a service is provided.

Explain ONE way in which this will benefit a business more than a handwritten survey.

(2)  
[10]

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