STUDY Mate

GRADE 12

Mathematics · Mathematical Literacy · English FAL · Afrikaans FAL · Physical Science · Life Sciences · Accounting · Business Studies · History · Geography

139 DAYS before final exams!

ISSUE 14 2008

learning channel

Dear Principal,

The recent violent attacks against foreign nationals have disrupted some of our schools and several communities in seven of our provinces.

I am writing to you to thank all those principals, teachers and school communities that have provided refuge and support to children affected by this outbreak. I am also writing to encourage you to do all in your power to include immigrant and foreign children in all your school activities.

The values of our Constitution reflect the intentions of the Freedom Charter that "South Africa belongs to all who live in it". This is also the legal position as my colleague Minister Skweyiya has pointed out this past week, which was child-protection week. Each year at this time we are reminded that "Any child is my child". I want to encourage you to give practical effect to that saying.

In the current climate our schools offer the very important opportunity to provide displaced children with a secure place in their lives. It is an opportunity to focus clearly on the values that we aspire to in a democratic country which espouses the rights and dignity of every person.

I encourage you to use every opportunity at school to teach learners to treat every person and, especially in the current context every foreigner, no differently to South Africans.

Over the past few days schools and school communities have provided humanitarian support to those whose lives have been disrupted or destroyed by the violence.

Many displaced children have lost uniforms, books, and stationery and have been driven far from the schools they have been attending. Please make every effort to encourage them to come to school. Where necessary provide temporary access to them on request, until such time that they can be reintegrated into their communities and their schools..

I commend all of you for these initiatives and hope that these efforts will continue and be intensified.

It is important during this time that we continue to strengthen civic education in our curriculum. It is important that learners understand the global world we live in today, the phenomenon of global migration, its causes and consequences, and how our world today is increasingly plural and diverse.

I encourage you to do all in your power to ensure that immigrant and foreign learners do not go to school in fear. It is important to extend the hand of friendship to all our foreigners and immigrants during this difficult time.

With my best wishes.

MRS GNM PANDOR, MP
MINISTER OF EDUCATION
09 JUNE 2008

Economics and Tourism Exemplar Papers – extracts from OUP Exam Success

ECONOMICS

SECTION A

QUESTION 1

Choose the most appropriate alternative. Place a cross on the correct letter in the answer sheet provided.

1.1 The firms form the supply side of the economy and the households constitute the demand side of the economy.
- a) cannot be
- b) is likely
- c) correct
- d) possible (2)

1.2 Saving has the effect of reducing expenditure on domestic output.
- a) possible
- b) impossible
- c) likely
- d) correct (2)

1.3 GDP = C + I + G + X – Z
- a) impossible.
- b) likely
- c) correct
- d) incorrect (2)

1.4 _____ is the combination of taxing and spending by the national, provincial and local governments.
- a) ASGISA policy
- b) Fiscal policy
- c) Monetary policy
- d) RDP policy (2)

1.5 A theory that beyond some tax rate level, cutting tax rates will lead to higher tax revenues.
- a) laffer curve
- b) indifference curve
- c) supply curve
- d) marginal cost curve (2)

1.6 The multiplier is equal to:
- a) Change in Y divided by a change in T.
- b) Change X divided by a change in Y.
- c) Change in Y divided by a change in I.
- d) Change in Z divided by a change in Y. (2)

1.7 The demand curve for a firm under perfect competition is …
- a) horizontal or perfectly elastic.
- b) slopes downward from the left to the right.
- c) slopes upwards from the left to the right.
- d) vertical or perfectly inelastic. (2)

1.8 One of the following is not a consequence of market failure.
- a) overproduction
- b) externalities
- c) underconsumption
- d) inefficient allocation of resources (2)

1.9 An example of a tourism negative externality is _____
- a) infrastructure.
- b) pollution.
- c) jobs.
- d) foreign income. (2)

1.10 A positive effect of inflation on the economy:
- a) Demand-pull inflation can cause further inflation.
- b) High rates of inflation can distort prices.
- c) Demand-pull inflation can stimulate employment.
- d) Domestic products cannot compete abroad. (2)

1.11 The state can play an important role in maintaining environmental sustainability through _____
- a) taxation
- b) market allocation
- c) externalities
- d) quotas

(2)

[Total for Question 1: 22]

MEMORANDUM FOR EXAMPLE PAPER

SECTION A

Question 1

1.1 c) ✓✓
1.2 d) ✓✓
1.3 c) ✓✓
1.4 b) ✓✓
1.5 a) ✓✓
1.6 c) ✓✓
1.7 a) ✓✓
1.8 b) ✓✓
1.9 b) ✓✓
1.10 c) ✓✓
1.11 a) ✓✓

[Total for Question 1: 22]

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ECONOMICS

QUESTION 6

6.1 Indicate whether the following statements are true or false.

a) The double entry accounting system is used for the recording of balance of payments transactions. (2)

b) The demand for foreign exchange is amongst other things determined by tourists or representatives spending money in foreign countries. (2)

c) Import promotion is when previously imported goods are replaced with goods produced within the country. (2)

d) Direct investment excludes transactions related the acquisition of share capital in foreign countries by establishing new businesses. (2)

e) Direct forms of protection are introduced to increase the amount of imported goods. (2)

6.2 Study the table and answer the questions about it.
Ayandaland's balance of payments account for 2007 in million Yollars.

Current account	Million
merchandise exports	150 000
net gold exports	24 000
service receipts	30 000
income receipts	8 000
less merchandise imports	–152 000
less Payments for services	–32 000
less income payments	–26 000
net current transfers	–5 000
Balance on the current account	
Capital transfer account (net receipts)	–260
Financial account	
net direct investment	2 000
net portfolio investment	50 000
net other investment	–20 000
Balance on financial account	

a) What is the figure for the balance on the current account? (3)

b) What is the figure the balance on the financial account? (3)

c) Which item in the balance of payments refers to the purchases of asset or bonds where the investor is interested only in the expected financial return on the investment? (3)

d) Which account is missing form the above balance of payments? (3)

e) What is the abbreviation SDR stand for in a complete Balance of payments? (3)

f) Name three figures that are reflected under direct investments. (3)

g) What is the purpose of the balance of payments? (2)

6.3 Define the following terms

a) export promotion (2)

b) protection (2)

6.4 Briefly discuss business cycles and government policy. (16)

[Total for Question 6: 50]

QUESTION 7

7.1 State whether the following statements are true or false.

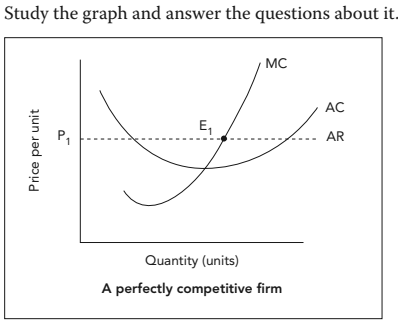
a) Marginal cost is the change in total costs divided by the change in quantity. (2)

b) The cost structure of a monopoly is the same as that of any other firm. (2)

c) Public goods are excludable but non-rivalry. (2)

d) Cost benefit analysis is a tool used only by the private sector to evaluate the relative merits of projects. (2)

7.2 Study the graph and answer the questions about it.



A perfectly competitive firm

a) AR is equal to _____ . (2)

b) At point E, MR = MC, the firm earns (i) _____ profit. This is because AR > (ii) _____ . (4)

c) Where the firm makes such a profit in b(ii) the market is in _____ (equilibrium/disequilibrium). (2)

d) If a competitive industry is not in equilibrium, use a graph to explain how equilibrium is restored. (20)

7.3 In a tabular form compare the equilibrium point quantity and price of a monopoly and perfectly competitive firms. (14)

[Total for Question 7: 50]

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SECTION B

Question 6

6.1 a) true ✓✓
b) true ✓✓
c) false ✓✓
d) false ✓✓
e) false ✓✓ (10)

6.2 a) –Ψ3 000 ✓✓✓
b) Ψ32 000 ✓✓✓
c) portfolio investments ✓✓ of the financial account ✓
d) official reserves account/official account ✓✓✓
e) Special Drawing Rights ✓✓✓
f) Liabilities, ✓ assets ✓ and net direct investment ✓
g) Systematically record international transactions with the rest of the world. ✓✓ (20)

6.3 a) It implies various incentives and facilities offered to industries ✓ as a way of expanding their sales to foreign countries. ✓
b) It is the application of a trade policy by which the government discourages the imports of certain goods and services ✓ in order to protect local industries against unfair competition from foreign countries. ✓ (4)

6.4 Fiscal Policy:

- Fiscal policy has to do with the government's budget. ✓✓
- When the economy is expanding rapidly the state can increase taxation and decrease expenditure. ✓✓
- The aim is to decrease total expenditure and to decrease demand for output. ✓✓
- If the economy moves into a recession the government can increase expenditure on output. ✓✓
- It can decrease taxes and increase benefit payments in the form of old age pensions and child and disability grants. ✓✓
- All these measures together ensure that the demand for ouput does not fall too drastically and that firms have the incentive to maintain production and employment levels. ✓✓ (any 4 facts × 2 = 8)

Monetary policy:

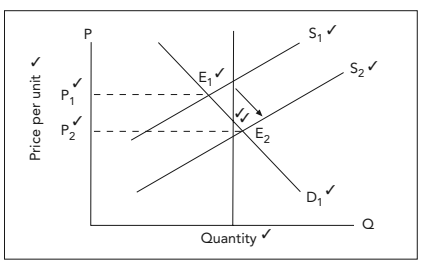
- Monetary policy focuses on the money supply and interest rates. ✓✓
- Monetary policy can also be used to tame the impact of the business cycle. ✓✓
- If the economy moves into recession the central bank can increase the money supply or decrease interest rates. ✓✓
- It ensures that the rate of inflation is kept at a 3% to 6% range per given year. ✓✓
- Monetary policy is not used in South Africa today to manage the business cycle. ✓✓ (any 4 facts × 2 = 8)

[Total for Question 6: 50]

Question 7

7.1 a) true ✓✓
b) true ✓✓
c) false ✓✓
d) false ✓✓ (8)

7.2 a) MR (Marginal Revenue) ✓✓
b) (i) economic ✓✓ (ii) Average Costs (AC) ✓✓
c) disequilibrium ✓✓
d) If the firm is in disequilibrium, it earns economic profit. The economic profit attracts new firms to the industry.



(10)

- At P_1 the firm earns economic profit. More firms enter the industry. ✓✓
- The supply curve shifts from S_1 to S_2 in the long run. ✓✓
- The price falls to P_2. ✓✓ At this price the industry equilibrium is established since the individual firm is only earning a normal profit ✓✓ and there is no incentive for firms to enter or leave the industry. ✓✓ (10)

7.3

Perfect competition	Monopoly
long-run equilibrium ✓ AR = MC ✓✓	equilibrium ✓ at a price determined by the monopolist ✓✓
equilibrium quantity more or greater ✓✓	equilibrium quantity smaller ✓✓
equilibrium price lower/smaller ✓✓	equilibrium price higher/bigger ✓✓

(14)

[Total for Question 7: 50]

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TOURISM

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 MULTIPLE-CHOICE QUESTIONS

Various possible options are provided as answers to the following questions.

Choose the correct answer and write only the letter (A, B, C or D) next to the question number (1.1.1 - 1.1.10).

1.1.1 Establishing business viability includes …
- A consideration of setting-up and operational costs.
- B estimation of revenue streams.
- C identification of the USP.
- D A and B

1.1.2 A yellow fever vaccination is mandatory for tourists who …
- A travel to a country in which yellow fever is endemic.
- B travel from a country in which yellow fever is endemic.
- C both A and B
- D A only

1.1.3 A South African passport is valid for …
- A five years.
- B ten years.
- C one year.
- D the duration of a trip out of the country after which it has to be renewed.

1.1.4 A visa …
- A is a legal document issued by an official of the government of the country for which the visa is required.
- B is an entry in a passport made by a consular official of the government of the country for which the visa is required.
- C guarantees admission to a foreign country.
- D B and C

1.1.5 The computer system through which information is transmitted electronically to staff members by authorised corporate staff is called …
- A an intranet.
- B an extranet.
- C the internet.
- D CRS.

1.1.6 The single component most customers look for when purchasing tourism services is …
- A the lowest price.
- B variety.
- C quality service.
- D brand name.

1.1.7 The money earned from inbound tourists is considered to be an …
- A export because it earns foreign exchange, bringing in revenue to the economy of the host country.
- B export because money is taken out of the host country.
- C import because it earns foreign exchange, bringing in revenue to the economy.
- D import because money is taken out of the host country.

1.1.8 'Enclave tourism' describes tourism development in which …
- A tourists make use mostly of accommodation establishments in the local community.
- B the host community participates in the tourism activities.
- C the tourism company (often foreign-owned) benefits the most.

1.1.9 The bank buying rate (BBR) applies when …
- A ZAR is exchanged for foreign currency to pay for tourism services in a foreign country.
- B a tourist buys travellers cheques in foreign currency prior to departure abroad.
- C a South African tourist returns to South Africa and wants to exchange leftover foreign currency for South African rands.
- D A and B

1.1.10 Examples of sources of informal feedback to evaluate levels of customer service are …
- A staff and management.
- B customers and non-users.
- C mystery customers.
- D A and B (10)

1.2 Provide ONE example of each of the following:
- 1.2.1 An international tourism industry show where various countries are marketed as tourist destinations
- 1.2.2 A region where individual tourism businesses compete for customers, but collaborate to market their region as a tourist attraction
- 1.2.3 A current travel trend that has significantly impacted on the travel retail sub-sector as a result of technological development
- 1.2.4 A tourist market segment that will achieve significant growth according to the UNWTO's Tourism 2020 Vision
- 1.2.5 A natural disaster that virtually destroyed the tourism infrastructure of a whole region
- 1.2.6 An infectious disease that has had a considerable impact on international tourist movements
- 1.2.7 A variable cost when costing group inclusive tours
- 1.2.8 Local linkages created in an attempt to follow a responsible tourism approach
- 1.2.9 Causes of conflict when working together as a team
- 1.2.10 A negative consequence of conflict in teams in the workplace (10)

1.3 Identify the most appropriate and efficient electronic system, equipment or technique to save time and costs when …
- 1.3.1 managers need to track payments and control stock, for example in large hotels.
- 1.3.2 a group of individuals who are based in various cities need to discuss business issues face-to-face.
- 1.3.3 entrepreneurs and SMMEs cannot afford to pay a monthly salary to a secretary or switchboard operator.
- 1.3.4 a number of people need to conduct a round-table meeting where a telephone is used to communicate with participants who are not present.
- 1.3.5 travel consultants need to check availability of travel services, access up-to-date travel entry requirements and quote fares and tariffs. (5)

1.4
- 1.4.1 Explain the term 'customs regulations' in your own words. (3)
- 1.4.2 Provide THREE examples of items that are normally included in a country's duty-free allowance, but restricted in quantity. (3)

1.5 Create your own table and, in the first column, write down THREE different current or recent global events. In the second column, write down THREE immediate and long-term impacts of these events on tourism. (9)

[40]

SECTION B: TOURISM AS AN INTERRELATED SYSTEM

QUESTION 2

Flight confusion

On Tuesday, 6 July, I made my way to Gate C12 at OR Tambo International Airport for my South African Airways 09h00 flight home to Durban – SA539. I was somewhat confused as the flight number above the desk showed a British Airways flight to Cape Town. I spoke to a nearby gentleman, who was obviously a tourist, and he said that he was going to Durban, so I joined the queue. At no time was the flight number changed, in spite of the fact that many lost-looking souls kept having to ask fellow passengers if they were at the correct gate. Many of these people were tourists. To add to the mayhem, a British Airways flight to Durban, departing from another gate, was being announced. This caused passengers to make a mass exit, only to return a few minutes later.

Throughout this period of confusion, the three staff members standing at the desk made absolutely no attempt to communicate with the passengers, or to change the signage to indicate the correct flight.

Boarding was delayed for at least ten minutes and when it was my turn to go through, I indicated to the flight attendant that our much-needed tourists should not be subjected to such inefficiency. She obviously didn't comprehend what I was referring to and I showed her the incorrect flight details, but she merely shrugged her shoulders.

Once on the plane, there were further delays. The seat behind me had been double-booked and a fortunate passenger had to be upgraded to business class. He soon returned saying that there was someone sitting in the seat allocated to him. A passenger went missing, although his luggage was on the plane. Many announcements were made for this gentleman to present himself, but to no avail.

Our flight eventually left at 09h30 – a delay of thirty minutes, arriving in Durban twenty minutes late.

We never found out what happened to the missing passenger. Could it be that he was on the other British Airways flight to Durban?

Adapted from a letter by 'Anonymous' in 'Air your views' – *Sawubona* magazine

2.1 Analyse the scenario at the boarding gate and, applying the main components common to all service industries, discuss the problems that led to the dissatisfaction of the passenger who wrote the letter. (6)

2.2 Assess the check-in agent's reactions to the passenger's comments. Do you think she has the personal qualities and skills required for the job? Substantiate your view with reference to specific personal qualities and skills required for a check-in agent's job. (5)

2.3 Recommend action to prevent a repetition of the employee's conduct in a similar situation. (5)

2.4 The customer also had complaints about the service on board the aircraft. Do you think these complaints are valid? Substantiate your answer. (3)

2.5 Briefly explain how poor service delivery can impact on economic growth. (1)

[20]

QUESTION 3

SA Tourism honours entrepreneurs

Eight outstanding entrepreneurs from the tourism industry have been selected as finalists for the annual Emerging Tourism Entrepreneur of the Year Award (ETEYA), SA Tourism has said in a statement.

SA Tourism's CEO Moeketsi Mosola said at the World Tourism Day celebrations in Mpumalanga that the entrepreneurs would each gain a once-in-a-lifetime opportunity to showcase their successful enterprises at one of the most prestigious international travel trade shows – the World Travel Market (WTM) in London, in November this year.

"As well as displaying an improved level of authenticity and diversity of products and services, this year's ETEYA awards welcomed 21 % more entries in the tour operator category. We were also greatly encouraged by the fact that we received an impressive 35 % increase in entries from younger entrepreneurs – those in the 25–30 year category, who are the future of this industry," he said.

In the final phase of the contest – which takes place at the WTM – the overall winner as well as the first and second runners up will be announced. Winners will receive cash prizes – valued at R50 000, R30 000 and R15 000 – to further their businesses, courtesy of ETEYA sponsor ABSA Corporate and Business Bank. The overall winner will also take part in the Internationale Tourismus Bourse (ITB), Europe's largest travel and tourism exhibition, in Berlin next year.

Commenting on ABSA's partnership with SA Tourism on the ETEYA project, Stewart Lumka, General Manager of Tourism and Hospitality ABSA Corporate and Business Bank, said, "Financial institutions cannot afford to neglect the massive growth potential of South Africa's economy. Tourism is one of seven key industries that continue to display both employment growth and a continued increase in contribution to GDP. ABSA has also recognised the key role that transformation plays in our tourism industry."

ETEYA was launched in 2001 in order to enhance job creation, financial sustainability and product development of the SMME (small-, medium- and micro-enterprise) sector within a transformed tourism industry. Finalists and semi-finalists benefit from a series of workshops as well as training in presentation and marketing skills. Today, ETEYA is widely recognised by the tourism industry as being instrumental in developing the all-important SMME category, in line with the Tourism Growth Strategy.

Adapted from an article posted on the IOL web site

3.1 Do you agree with the following statement? "ETEYA is an attempt to redress past imbalances in tourism participation." (1)

3.2 Quote TWO sentences from the article to substantiate your answer. (2)

3.3 Identify the partners in the ETEYA project. (2)

3.4 The first, second and third prizes include substantial sums of money, but there is a condition attached to these cash prizes. Do you think that the condition is fair? Give a reason to support your view. (2)

3.5 Identify TWO positive trends that have emerged since ETEYA was launched in 2001. (2)

[9]

QUESTION 4

As a young tourism entrepreneur in the hospitality sector you plan to employ three permanent staff members. You are now faced with the task of drawing up a contract of employment.

4.1 List FIVE conditions that you will include in the contract of employment. (5)

4.2 What mechanism should you as employer implement to ensure that staff members have no doubt about their expected behaviour in the workplace? (1)

4.3 What should staff members do when they are being treated unfairly in the workplace? (1)

4.4 Based on the research you did on employment in the tourism industry, provide two examples of jobs that …
- 4.4.1 require employees to work shifts. (2)
- 4.4.2 take employees away from home. (2)

[11]

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TOURISM

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 1.1.1 D
1.1.2 C
1.1.3 B
1.1.4 B
1.1.5 A
1.1.6 C
1.1.7 A
1.1.8 C
1.1.9 C
1.1.10 D (10)

1.2 1.2.1 ITB in Berlin/World Travel Market in London (Other examples should be verified. Tourism Indaba in Durban exhibits only South Africa and Southern African region.)
1.2.2 Midlands Meander in KwaZulu-Natal/Battlefields Route in KwaZulu-Natal (Consider other examples.)
1.2.3 The travelling public increasingly uses the internet to gather information and book reservations directly.
1.2.4 Cultural tourism/ecotourism/cruise/adventure tourism
1.2.5 The December 2004 Asian tsunami
1.2.6 Asian bird flu (or Avian influenza)/SARS
1.2.7 When the tour includes a cruise, only inland passengers who have to fly to the port of departure will pay the air fare (the air fare is the variable cost in this case).
1.2.8 Employment of locals/procuring local goods and services/investing in social services in the local area
1.2.9 Team members who have different goals/different pay rates or working conditions/too many team members wanting to be leaders
1.2.10 Poor service levels/reduced profits/high staff turnover/increased absenteeism/reduced staff morale and commitment (10)

1.3 1.3.1 EPOS (electronic point of sale)
1.3.2 Video conferencing
1.3.3 Answering machine
1.3.4 Teleconferencing
1.3.5 GDS (global distribution system) (5)

1.4 1.4.1 Customs regulations control cash and goods that are brought into a country and regulate cash and goods that are taken out of a country. ✔ Some goods are fully dutiable which means that duty (tax) has to be paid on them. ✔ Some goods are prohibited, while restrictions apply to others. ✔ (3)
1.4.2 Any three of the following items: tobacco products (for example, cigarettes, cigars and pipe tobacco); wine, spirits or other alcoholic beverages; gifts, souvenirs and all other goods to the value of R3 000. (3)

1.5 1.5.1–1.5.3 Three different types of events are required. Wars and political unrest, terrorist attacks, natural disasters, major outbreaks of disease, and severe weather conditions can be regarded as different types. Examples are listed in the table below. Accept similar types of global events (those that may occur between the date of publication and the examination). Allocate one mark for listing the event and two marks for the impact on tourism per event.

Current or recent events	Immediate and long-term impacts on tourism
The war in Iraq (wars and political unrest) ✔	Ports of entry were closed without prior warning when attacks occurred, and infrastructure and tourism assets were destroyed. ✔ Tourism has come to a standstill (tourists fear for their safety). This will impact negatively on much-needed economic growth. Tourism to countries such as the USA and the UK could also decline as a result of the growing public protest against countries supporting the war. ✔
Terrorist attack on New York – 11 September 2001 (terrorism) ✔	All USA ports of entry were closed immediately and the grounding of all aircraft had an extremely negative effect on the American airline industry. Strict security measures were introduced at all major airports worldwide, which caused long delays at airports. The World Trade Centre, a world-famous New York landmark, was destroyed. ✔ Many tourists are still apprehensive about travelling to the USA and other perceived terrorist targets (for example, London). This will be damaging for the tourism industry, and related industries. ✔
The Asian tsunami – December 2004 (natural disasters) ✔	The worst-ever natural disaster to date, the Asian tsunami, killed thousands of tourists and industry workers, and destroyed tourism infrastructure and assets. ✔ Surprisingly, tourists are already starting to return to the islands, but many will never forget and will regard the region as unstable and not an option when they consider holiday destinations. ✔
Hurricane Katrina – September 2005 (natural disasters) ✔	Tourism came to a standstill as airline flights had to be cancelled and hotels, bars, restaurants and convention centres in New Orleans were flooded. Then followed a shortage of clean water and the fear of an outbreak of disease as the search for bodies continued. ✔ Relief and recovery costs of billions of dollars added another broader economic impact. ✔
SARS (Severe Acute Respiratory Syndrome) (major outbreaks of disease) ✔	This highly infectious disease had a devastating impact on tourism, especially in Asia (a 9 % drop in tourist arrivals in 2003). Strict safety precautions were implemented (for example, spraying of aircraft as well as passengers arriving from the Far East). ✔ But it also alerted the travel industry and medical community to be prepared for bird flu. ✔

(9)
[40]

TOTAL SECTION A: 40

SECTION B

QUESTION 2

2.1 In the first place the service itself (first component) was inadequate. ✔ The flight information displayed was incorrect ✔ and no attempt was made to rectify the problem even after the passenger drew the check-in agent's attention to it. ✔ The way in which the service was delivered (second component) was extremely poor. ✔ The three ground personnel on duty at the boarding gate failed to assist obviously confused passengers. ✔ They displayed an attitude of indifference towards the passengers queuing up to board. ✔ (6)

2.2 No, she did not demonstrate the personal qualities required for the job ✔ such as being alert ✔ and sensitive to the needs of customers, ✔ and willing to assist customers. ✔ Her communication skills were poor. ✔ (5)

2.3 The check-in agent's supervisor should be notified of the customer complaint and he or she should then have a discussion with the check-in agent to ensure that she understands fully why such conduct is unacceptable when on duty at the boarding gate. ✔ The supervisor should also ascertain that the check-in agent really wants to work directly (face to face) with people ✔ in which case she should be sent on a short (refresher) course to master communication and customer care skills. ✔ She should also be warned to change her attitude ✔ and be monitored at regular intervals during peak check-in periods to assess if she has acquired, and consistently applies, the necessary skills. ✔ (5)

2.4 These complaints were not valid, ✔ because services are 'perishable' which means that an empty seat is a lost sale. Overbooking is an acceptable remedy commonly applied in the service sector to counter losses caused by 'no-shows' ✔ (passengers or guests who book but fail to turn up) to keep fares and rates down. With regard to the delay caused by the passenger who checked in baggage but did not board the aircraft, it is a safety precaution (civil aviation regulation) ✔ to unload and remove the missing person's baggage if he or she cannot be found before the aircraft can take off. (3)

2.5 Poor service delivery will eventually result in a decrease in tourist arrivals who spend money on tourism products and services, which in turn will lead to a decrease in the percentage tourism contributes to South Africa's GDP. ✔ (1)
[20]

QUESTION 3

3.1 Yes (1)

3.2 "ETEYA was launched in 2001 in order to enhance job creation, financial sustainability and product development of the SMME … sector within a transformed tourism industry". ✔
"Today, ETEYA is widely recognised by the tourism industry as being instrumental in developing the all-important SMME category, in line with the Tourism Growth Strategy". ✔ (2)

3.3 ABSA Bank ✔ and SA Tourism ✔ (2)

3.4 The condition is fair (that winners spend the prize money on their business), ✔ because it will contribute to the purpose of development, growth and financial sustainability of SMMEs. ✔ (2)

3.5 An increase of 21 % in the tour operator category ✔ and 35 % more entries from younger entrepreneurs (age group 25–30 years). ✔ (2)
[9]

QUESTION 4

4.1 Any five of the following:
- location
- salary
- hours of work (lunch/tea breaks) and duty patterns (rosters/shifts/'on call')
- holiday entitlement
- uniform/dress code and uniform allowances
- staff facilities (cafeteria/meals provision/rest room)
- staff benefits (such as travel benefits), discounts, fringe benefits and incentives
- code of conduct
- professional accountability, responsibility and service ethic
- conflict resolution
- grievance procedures
- performance management systems. (5)

4.2 Draw up and provide staff with a code of conduct. (1)

4.3 Follow the steps stipulated in the grievance procedure. (1)

4.4 4.4.1 Any two of the following: duty managers/porters/receptionists/room service staff in large hotels/airport ground personnel/car rental agents at airports/drivers of airport and hotel shuttle services. Consider other examples, but do not confuse rosters with shifts – for example, pilots and airline cabin crew work rosters. (2)
4.4.2 Any two of the following: pilots and airline cabin crew/tourist guides. Consider other examples. (2)
[11]

TOTAL SECTION B: 40

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