Province of the
EASTERN CAPE
EDUCATION

Iphondo leMpuma Kapa: Isebe leMfundo
Provinsie van die Oos Kaap: Department van Onderwys
Porofensie Ya Kapa Botjahabela: Lefapha la Thuto

NATIONAL SENIOR CERTIFICATE

GRADE 12

SEPTEMBER 2025

TOURISM

MARKS: **200**

TIME: **3 hours**

This question paper consists of 25 pages.

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 3.1.1 and 3.1.2 round off your answer to TWO decimal places.
6 Show ALL calculations where required.
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
A	1	Short Questions	40 marks	20 minutes
B	2	Map Work and Tour Planning	50 marks	50 minutes
	3	Foreign Exchange		
C	4	Tourism Attractions	50 marks	50 minutes
	5	Culture and Heritage Tourism		
	6	Marketing		
D	7	Tourism Sectors	30 marks	30 minutes
	8	Sustainable and Responsible Tourism		
E	9	Domestic, Regional and International Tourism	30 marks	30 minutes
	10	Communication and Customer Care		

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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 to 1.1.20) in the ANSWER BOOK, for example 1.1.21 A.

1.1.1 A vaccination that health authorities suggest individuals receive before traveling to certain countries to prevent becoming infected with certain diseases.

A Compulsory
B Seasonal
C Temporary
D Recommended

1.1.2 A disease caused by larvae entering a person's body that can be avoided by staying out of potentially contaminated rivers.

A Bilharzia
B Yellow fever
C Malaria
D H1N2

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

A Shona
B Himba
C Nama
D Damara

1.1.4 This icon is located in …



A Istanbul.
B Rio de Janeiro.
C Paris.
D Tokyo.

1.1.5 This global sporting event features more than 30 sporting codes and takes place over approximately 17 days.

A Tour de France
B Wimbledon
C Commonwealth Games
D Olympic Games

1.1.6 This architectural masterpiece, renowned for its cascading domes and six minarets, attracts visitors with its stunning design.

A Wailing Wall
B Blue Mosque
C Parthenon
D Mecca

1.1.7 This iconic structure is closely associated with Dutch culture, traditional architecture, and the rich heritage of the Netherlands.

A Wooden bridges
B Tulip gardens
C Windmills
D Bicycles

1.1.8 A general safety precaution to remember when traveling in a dangerous area.

A Carry large amounts of cash with you
B Avoid traveling alone
C Share your travel plans with everyone you meet
D Always wear bright, flashy clothing

1.1.9 The role of the organisation represented by the logo below.



A Protects and promotes cultural heritage
B Manage global trade agreements
C Regulates international sports competitions
D Manages global travel insurance policies

1.1.10 ONE factor to exclude when creating a budget for a tour plan:

A The size of the group
B The time of the year
C Advertising costs
D Climate conditions

1.1.11 This mountain is described as the highest mountain in the world. Its summit is described as the highest point above sea level in the world.

A Mount Kilimanjaro
B Mount Everest
C Swiss Alps
D Andes Mountains

1.1.12 The city that hosted the 2024 Summer Olympic Games.

A Paris, France
B Tokyo, Japan
C Rio De Janeiro, Brazil
D London, United Kingdom

1.1.13 The violent protests against the finance bill in Kenya in June 2024 resulted in numerous casualties and arrests. This can be considered as (an) …

A general unrest.
B civil war.
C terrorism.
D unforeseen occurrence.

1.1.14 The term that describes an individual who launches their own tourism venture, bringing innovative travel experiences to the market.

A Partnership
B Entrepreneur
C Investor
D Travel consultant

1.1.15 The maximum amount of Rand a South African citizen can exchange for foreign currency per year when traveling abroad.

A R150 000
B R100 000
C R25 000
D R1 000 000

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1.1.16 The Wailing Wall, also known as the Western Wall, is mainly recognised for …

A Christian worship.
B Islamic prayer.
C Jewish prayer.
D Hindu rituals.

1.1.17 The time in Perth, Australia (+9) if it is 11:00 in Moscow, Russia (+3):

A 17h00
B 05:00
C 17:00
D 05h00

1.1.18 Vredefort Dome, the largest known impact site on earth, was formed by a/an …

A earthquake.
B volcanic eruption.
C meteorite.
D tectonic plate shift.

1.1.19 Mecca, the most sacred city of the Islamic faith, is located in …

A Saudi Arabia.
B Jordan.
C Iraq.
D Iran.

1.1.20 Travel clinics specialise in …

A medication for chronic conditions.
B administering vaccinations.
C performing surgical procedures.
D conducting medical research studies. (20 x 1) (20)

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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. You may use each of the words/terms given only ONCE.

multiplier effect; BBR; TGCSA; logo; TBCSA; jet lag; BSR; product packaging; hypertension; jet fatigue; inflation

1.2.1 The business unit of SA Tourism that grades accommodation establishments to determine the standard of facilities and services.

1.2.2 When money filters down through the economy of a country benefitting different tourism businesses within the country it is known as the…

1.2.3 When a South African traveller returned from Australia and exchanged AUD $50 for South African Rand, the bank used the …

1.2.4 To establish a corporate identity, companies can use a … on all visible features, including uniforms, stationery, marketing materials, and signage.

1.2.5 A physical condition experienced after long-distance air travel in a north/south direction. (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.

1.3.1 The IDL is used to separate different (calendar dates/lines of longitude).

1.3.2 The Parthenon is a symbol of ancient (Greek/Roman) engineering, artistry, and cultural influence.

1.3.3 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.

1.3.4 A(n) (independent packaged/scheduled) tour is a pre-arranged travel itinerary offered by tour operators or travel agencies.

1.3.5 (Grasse/Nice), located along the French Riviera, is closely associated with the perfume industry. (5 x 1) (5)

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1.4 Select a description from COLUMN B that matches the UNESCO World Heritage Site in COLUMN A. Write only the letter (A–F) next to the question numbers (1.4.1 to 1.4.5) in the ANSWER BOOK, for example 1.4.6 G.

COLUMN A		COLUMN B	
1.4.1	Fossil Hominid Sites of South Africa	A	located on South Africa's border with Botswana and Namibia
1.4.2	Robben Island	B	the largest and most concentrated group of San rock paintings south of the Sahara are found at this site
1.4.3	iSimangaliso Wetland Park	C	this site provides evidence on the origins of humankind over 3,5 million years
1.4.4	Maloti-Drakensberg Park	D	contains five interlinked ecosystems, namely; marine, coastal, wetland, estuarine and terrestrial
1.4.5	Mapungubwe Cultural Landscape	E	used as a prison and a hospital for socially unacceptable groups at various times
		F	located on South Africa's border with Zimbabwe and Botswana

(5 x 1) (5)

1.5 Match each international payment method (A–F) with the correct scenario (1.5.1–1.5.5). Write only the letter of the correct payment method next to the corresponding question numbers (1.5.1 to 1.5.5) in your ANSWER BOOK, for example 1.5.6 G.

A	B
	
C	**D**
	
E	**F**
	

1.5.1 Zubair books a guided tour in Paris, France and pays the tour company directly from his bank account using an online method.

1.5.2 Siya transfers a large sum of money for travel expenses from his bank in South Africa to his friend's bank in Berlin, Germany.

1.5.3 Jordan quickly books a last-minute flight to New York using a payment method that offers convenience and earns him travel rewards points.

1.5.4 Emma exchanges her home currency for Thai baht before visiting rural areas in Thailand, where electronic payments are rare. She will use this payment method during her trip.

1.5.5 Mihle obtains a prepaid option before traveling to Europe, allowing her to withdraw euros from ATMs and make purchases during her trip.

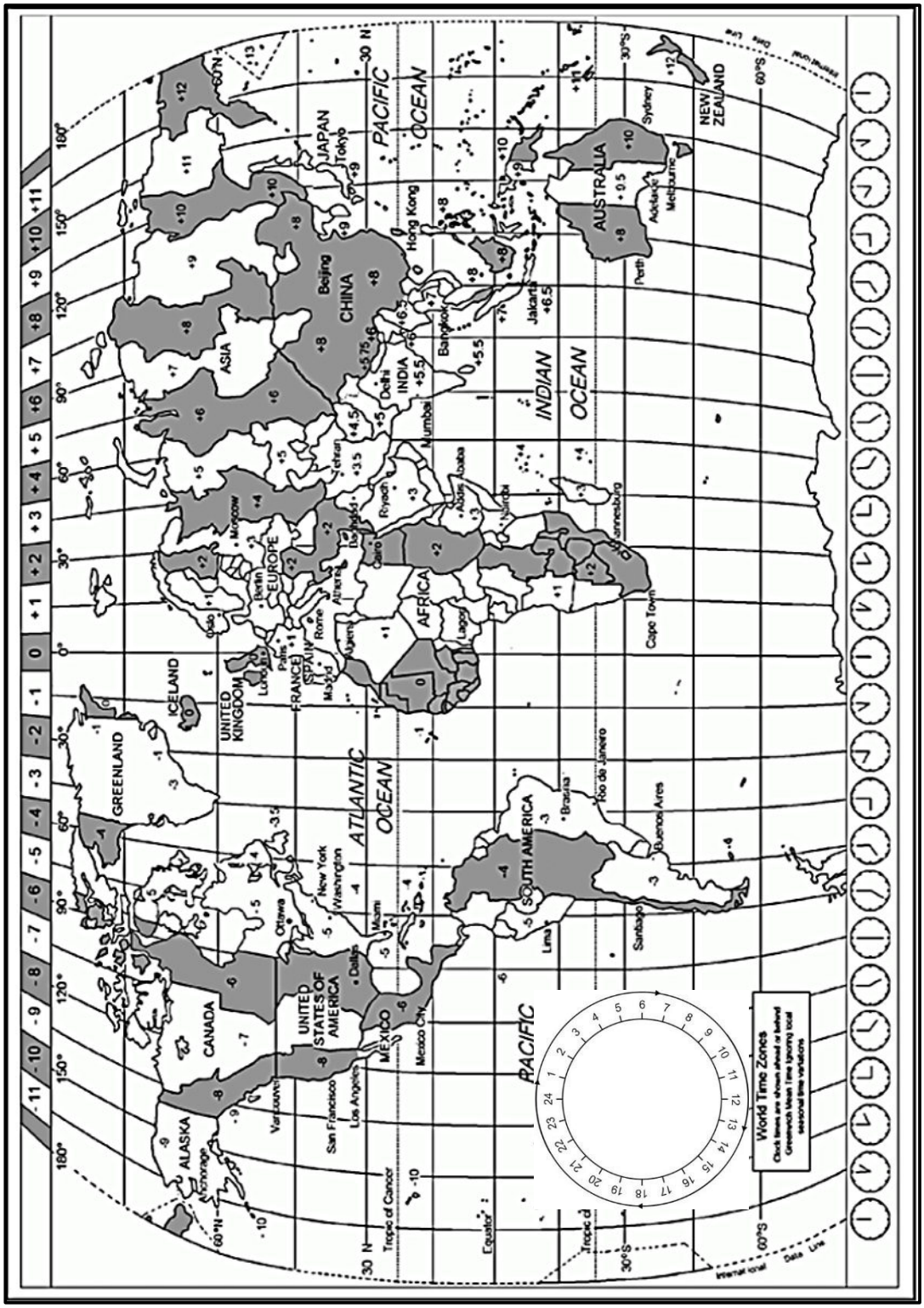
(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAP WORK AND TOUR PLANNING; FOREIGN EXCHANGE

QUESTION 2

Use the world time zone map and the itineraries below to answer the questions that follow.



2.1 On the 8th of June 2025 the renowned Comrades Marathon in KwaZulu-Natal, South Africa, drew sports tourists from all over the world.

Among the contestants two brothers, Joe and Michael Johnson from New York City, USA, geared up to take part in this iconic marathon.

ITINERARY FOR THE AMERICAN BROTHERS THAT TRAVELLED TO DURBAN, SOUTH AFRICA.

- The brothers departed from JFK International Airport, New York, USA, on Condor flight number DE 2107 on 4 June 2025 at 16:30.
- The flight was 7 hours and 30 minutes, landing at Frankfurt am Main International Airport in Germany. After a 15 hour and 30 minutes layover, the brothers took a connecting, flight of 11 hours on Condor flight DE 2288 to King Shaka International Airport in Durban, South Africa.
- Note that both New York, USA, and Frankfurt, Germany, were practicing Daylight Savings Time at the time of the Comrades Marathon.

Study the graphic representation of the itinerary of the visitors from New York and answer the questions that follow.

JFK International Airport, New York, USA (-5)	Flying time: 7h 30m	Connecting flight from Frankfurt am Main International Airport, Germany (+1) after a 15h 30m layover	Flying time: 11 hours	King Shaka International Airport, Durban, South Africa (+2)
Depart: 16:30				Arrival: ?
Date: 4 June 2025				Date: ?
Flight no: DE 2107				Flight no: DE 2288

2.1.1 (a) Calculate the time and date of the brothers' arrival in Frankfurt, Germany.

Remember to consider the practice of Daylight Savings Time in your calculation.

Show ALL calculations. (5)

(b) Determine the departure time of flight DE 2288 from Frankfurt, Germany to Durban, South Africa. (2)

(c) Calculate the time and date of the brothers' arrival in Durban, South Africa.

Remember to consider the practice of Daylight Savings Time in your calculation.

Show ALL calculations. (5)

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2.1.2 The layover at Frankfurt am Main International Airport in Germany allowed the brothers some sightseeing opportunities.

Name the type of visa travellers should produce in order to leave the airport during an extended wait between flights in a foreign country. (2)

2.1.3 Jo and Michael suffered from two different travel-related conditions as a result of their flights.

(a) Name the travel-related condition that the brothers experienced on arrival in Frankfurt, Germany. (2)

(b) State ONE cause for the travel related condition mentioned in QUESTION 2.1.3(a). (2)

(c) List TWO symptoms of the travel related condition identified in QUESTION 2.1.3(a). (2 x 1) (2)

2.1.4 Upon arrival at King Shaka International Airport in South Africa, the brothers were required to present two documents at the immigration checkpoint.

Complete the missing information in the table. Write only the correct answer next to the corresponding question number 2.1.4(a) to (d) in your ANSWER BOOK. DO NOT redraw the table.

	Name of travel document	**Purpose of travel document**	**Authority responsible for issuing travel document**
Travel document A	(a) (1)	(b) (2)	Department of Home Affairs
Travel document B	Visa	(c) (2)	(d) (1)

(6)

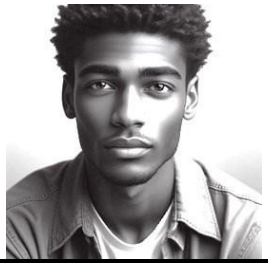
2.1.5 While in Frankfurt, Michael purchased the following gifts for his South African friends.

		
2 litres of brandy	**100 ml of perfume**	**R5 500 designer handbag**

(a) Advise Michael on which channel (red or green) to choose when passing through customs on arrival at King Shaka International Airport. (2)

(b) Motivate your answer in QUESTION 2.1.5(a). (2)

2.2 Study the tourist profiles below and answer the question that follows.

Michael Johnson	**Jo Johnson**
	
Age: 22 **Profession:** Student	**Age:** 29 **Profession:** Journalist
Michael and Jo's shared interests: Unique cultural experiences, adventure, unique culinary (food) experiences and wildlife.	

2.2.1 Durban Dreams Getaway Tours ran a special offer of any two activities from one of the offers below for R950 per person.

OFFER A: ACTIVITIES	OFFER B: ACTIVITIES
• Spend the evening at a Zulu Village: experience traditional dance, music and food • Private game drive (Big Five viewing) • uShaka Marine World (Marine World and Water Park) • Gourmet Food Tour (Durban street markets)	• Durban Harbour Boat Cruise • Spa Day at a luxury resort • Durban Street Art Tour • Durban Botanical Gardens

(a) Determine the activity deal, either offer **A** or **B**, that best matched the interests of the Johnson brothers. (2)

(b) Motivate your answer to QUESTION 2.2.1(a). (2)

2.2.2 After completing the marathon, the Johnson brothers planned to spend four days on a self-drive tour in the malaria-prone region of the Kruger National Park.

(a) Name the document Michael and Jo needed to apply for to legally self-drive in South Africa. (2)

(b) List TWO precautions the brothers took to prevent contracting malaria while visiting the Kruger National Park. (2 x 2) (4)

[40]

QUESTION 3

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

CURRENCY	BANK BUYING RATE	BANK SELLING RATE
EUR €	19,32	19,49
USD $	18,54	18,68
GBP £	23,04	23,11

3.1.1 Anna, a German tourist, visited South Africa in January to attend the Tyla concert at SunBet Arena in Pretoria. She exchanged 500 units of her home currency to South African Rand (ZAR) at Rennies on her arrival in South Africa.

Calculate the amount in Rands she will receive when making the exchange.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.2 Luyanda, a learner from South Africa, is planning a trip to London, United Kingdom, to participate in an exchange program for 6 months. He has 15,000 ZAR and wants to exchange it for the local currency of his destination before his departure.

Calculate the amount he will receive in the destination's currency.

NOTE: Round off your answer to TWO decimal places.
Show ALL steps of your calculation. (3)

3.1.3 Explain the impact of a weak rand on:

(a) International inbound travel (2)

(b) Outbound travel (2)
[10]

TOTAL SECTION B: 50

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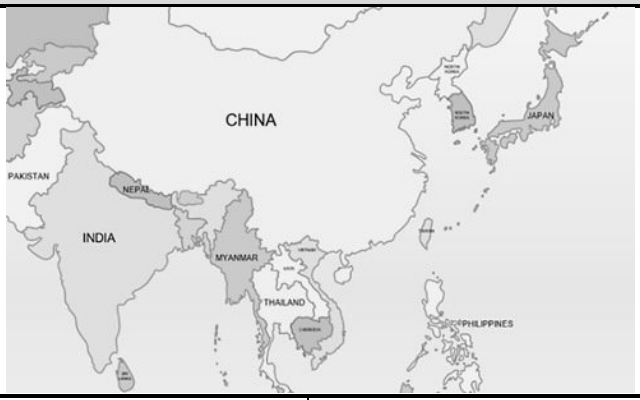
SECTION C: TOURISM ATTRACTIONS; CULTURE AND HERITAGE TOURISM; MARKETING

QUESTION 4

4.1 Study the maps and images below and answer the questions that follow.

As a travel agent, you have planned two exciting tours, namely **World Icon Tour 1** and **World Icon Tour 2**, which are shown below with their maps and images:

WORLD ICON TOUR 1



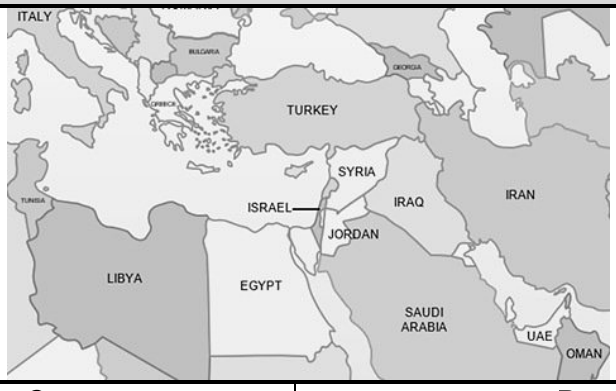
A



B



WORLD ICON TOUR 2



C



D



4.1.1 Identify the icons labelled **A** to **D** that are included in World Icon Tour 1 and World Icon Tour 2. (4 x 1) (4)

4.1.2 (a) Identify TWO cities that will be visited during World Icon Tour 1. (2 x 1) (2)

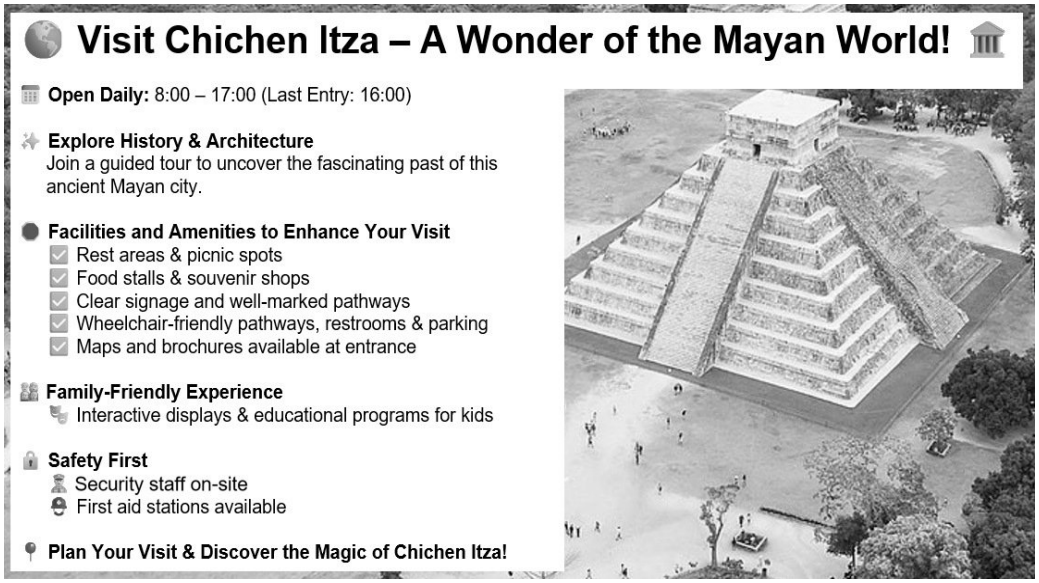
(b) Name the TWO countries that are part of World Icon Tour 2. (2 x 1) (2)

4.1.3 Give ONE reason why adventure tourists would be interested in (drawn to) the world icon labelled **A** in Tour 1. (2)

4.1.4 Give ONE reason why the world icon labelled **B** was built. (2)

4.1.5 Explain why the icon labelled **C** is considered a symbol of extraordinary human achievement. (2)

4.2 Study the Chichen Itza visitor guide and answer the questions that follow.



4.2.1 Identify/name the continent where Chichen Itza is located. (2)

4.2.2 Describe ONE main architectural feature of Chichen Itza. (2)

4.2.3 From the information above, provide evidence that Chichen Itza:

(a) Supports universal accessibility (2)

(b) Offers an enjoyable experience for visitors (2)

4.2.4 Chichen Itza receives over two million visitors each year. The management of the site has adopted several strategies to protect its historical structures while ensuring a sustainable tourism experience.

(a) Identify ONE challenge that over-tourism may cause at Chichen Itza. (2)

(b) Suggest TWO additional strategies, apart from existing measures mentioned in the visitor guide, that could be implemented to protect Chichen Itza's historical structures from over-tourism. (2 x 2) (4)

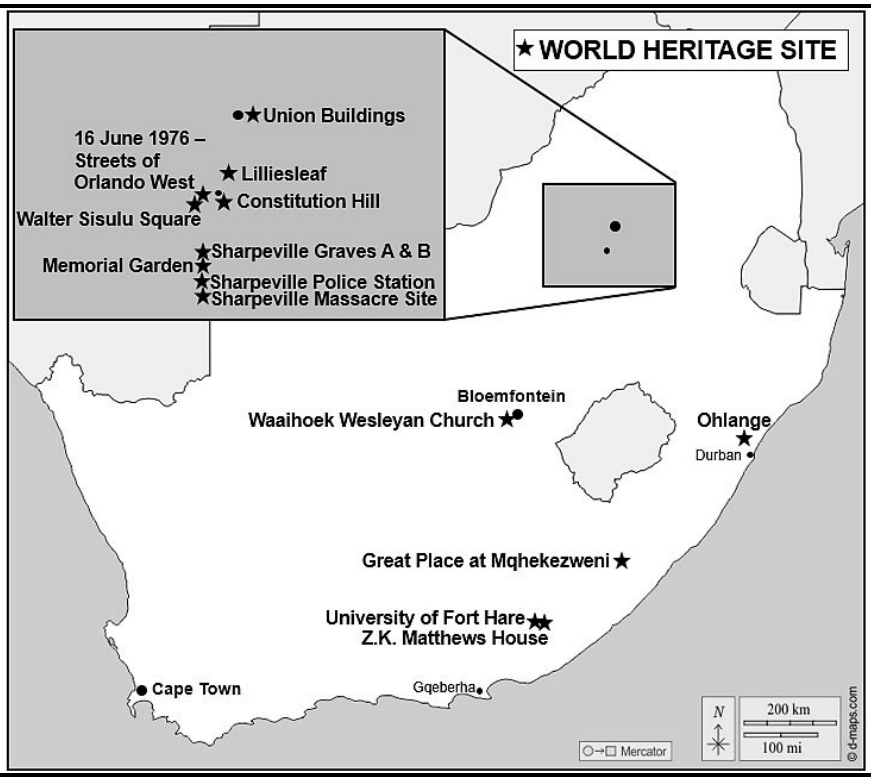
[28]

QUESTION 5

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

The Nelson Mandela Legacy Sites, a collection of 14 locations across South Africa, was recognized as a single World Heritage Site by UNESCO in 2024.

HUMAN RIGHTS, LIBERATION AND RECONCILIATION: NELSON MANDELA LEGACY SITES



5.1 Determine the number of provinces in which the 14 Nelson Mandela Legacy Sites are located by studying the map above. (1)

5.2 You are a tour planner designing an itinerary that includes the Nelson Mandela Legacy Sites.

5.2.1 Name ONE cultural World Heritage Site in South Africa, other than the Nelson Mandela Legacy Sites, that could be included in the itinerary to add value to this tour. (1)

5.2.2 Give ONE reason why the World Heritage Site identified in QUESTION 5.2.1 would add value to the itinerary. (2)

5.3 South Africa has 12 World Heritage Sites recognized by UNESCO, with the two newest sites added in 2024.

Explain TWO ways in which the South African tourism industry benefits from having 12 World Heritage Sites. (2 x 2) (4)

[8]

QUESTION 6

Study the images below and answer the questions that follow.

SA TOURISM COLLABORATES WITH THE PRIVATE SECTOR TO POSITION SOUTH AFRICA AS A LEADING TRAVEL DESTINATION



South Africa
SOUTH AFRICAN TOURISM

TBCSA
TOURISM BUSINESS COUNCIL OF SOUTH AFRICA

TOMSA
Tourism Levy South Africa
Adding Value to Tourism

6.1 6.1.1 Name TWO types of tourism businesses that contribute to the levy initiative for marketing South Africa as a leading travel destination. (2 x 1) (2)

6.1.2 Identify the private sector stakeholder that provides SA Tourism with funds collected voluntarily from tourism businesses. (2)

6.1.3 Explain how the participation of tourism businesses in the levy initiative helps attract international visitors, providing direct benefits to these businesses. (2 x 2) (4)

6.2 Discuss THREE ways in which South Africa's tourism industry would be negatively affected if SA Tourism stopped participating in the WTM and ITB Berlin international travel shows. (3 x 2) (6)

[14]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Study the extract below and answer the questions that follow.

WAITRESS ARGUES AGAINST REMOVAL OF FACIAL PIERCINGS AT PRESTIGIOUS HOTEL

Emma, a young waitress, started working at the prestigious Grand Royale Hotel. Before starting, she signed the necessary documents and was informed of the hotel's employment requirements. A few days before her first shift, she got facial piercings. When she arrived at work, the hotel manager, Mr. Collins, asked her to remove the piercings. He said that the hotel requires staff to look neat and professional.



Emma disagreed. She felt that the request was unfair and that it discriminated against her. She believed her piercings were part of her identity and personal expression. She thought being asked to remove them violated her rights.

7.1 7.1.1 Name the document that outlines the terms and conditions of Emma's job at the hotel. (1)

7.1.2 Name the document that stipulates that the hotel staff should look neat and professional while on duty. (1)

7.2 Explain TWO benefits for the hotel when staff understand and adhere to the hotel's professional image standards. (2 x 2) (4)

7.3 Evaluate whether the hotel is justified in requiring Emma to remove her piercings. (2 x 2) (4)

[10]

QUESTION 8

Read the extract below and answer the questions that follow.



KHANYISO ECO LODGE: A BEACON OF SUSTAINABILITY

Khanyiso Eco Lodge in South Africa runs on solar power and implements water conservation and recycling measures. The lodge is off-grid, meaning it generates its own power.

Guests can take part in activities such as planting trees and monitoring wildlife which assist conservation efforts such as anti-poaching and reforestation projects. The lodge also offers cultural exchange programs, where visitors learn about and experience local traditions.

Khanyiso Eco Lodge supports the local community by creating jobs and buying supplies from nearby businesses. Local guides lead tours, giving guests an authentic experience. The lodge also helps the community by supporting schools and healthcare programs.

Guests stay in eco-friendly accommodation that blend with nature. The buildings use local materials and traditional building methods. The lodge is Fair Trade certified.

8.1 Using information from the extract, give TWO examples for each pillar of sustainability indicated below as practiced by Khanyiso Eco Lodge.

8.1.1 Economic (profit) pillar (2 x 2) (4)

8.1.2 Social (people) pillar (2 x 2) (4)

8.2 Explain TWO ways in which Khanyiso Eco Lodge applies responsible tourism practices. (2 x 2) (4)

8.3 Discuss TWO ways in which the Fair Trade certification (FTT) of Khanyiso Eco Lodge:

8.3.1 Can assist in attracting environmentally conscious tourists. (2 x 2) (4)

8.3.2 Ensures community involvement and support. (2 x 2) (4)
[20]

TOTAL SECTION D: 30

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

QUESTION 9

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

CALIFORNIA WILDFIRES 2025: DEVASTATION AND LOSS AMIDST RECORD-BREAKING BLAZES



In January 2025, California experienced some of the most devastating wildfires in its history. The fires, fueled by severe drought conditions and strong winds, ravaged Los Angeles County, causing widespread devastation. The fires destroyed over 16 240 structures, claimed at least 28 lives, and forced nearly 200 000 residents to evacuate their homes.

9.1.1 Classify the California wildfires as a specific type of event. (2)

9.1.2 In a paragraph, discuss the negative economic impact that this event had on the tourism industry of California. (3 x 2) (6)

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

SOUTH AFRICA IN THE GLOBAL SPOTLIGHT: HOSTING THE G20 SUMMIT IN 2025

In December 2024, South Africa made history as the first African nation to preside over (lead) the G20, an international forum of 19 countries and the European Union (EU).

The G20 Leaders' Summit is set to take place in Johannesburg in November 2025. President Cyril Ramaphosa stated: "The G20 brings together nations from every continent to solve problems that affect us all."

9.2.1 Provide a quote from the extract that demonstrates that the G20 can be classified as a global event. (2)

9.2.2 Discuss TWO economic advantages for South Africa hosting the G20 summit. (2 x 2) (4)

9.2.3 Suggest ONE possible negative impact hosting the G20 summit could have on the daily life of residents in Johannesburg. (2)

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

TOURIST ARRIVALS FROM SADC COUNTRIES BETWEEN JANUARY 2024 AND JANUARY 2025

SADC COUNTRY	JANUARY 2024	JANUARY 2025	% CHANGE BETWEEN JANUARY 2024 AND JANUARY 2025
Angola	2 847	3 428	20.4%
Botswana	26 682	25 978	-2.6%
DRC	1 740	2 751	58.1%
Eswatini	63 679	74 156	16.5%
Lesotho	165 235	176 550	6.8%
Madagascar	320	246	-17.5%
Malawi	16 038	18 145	13.1%
Mauritius	1 246	1 379	10.7%
Mozambique	176 100	182 768	3.8%
Namibia	11 821	13 102	10.8%
Seychelles	428	392	-8.4%
Tanzania	2 647	3 102	17.2%
Zambia	11 950	12 461	4.3%
Zimbabwe	283 969	273 084	-3.8%
Total	**764 702**	**787 560**	

[Source: www.statssa.gov.za/publications/P0350/P0350January2025]

9.3.1 Identify the SADC country that experienced the highest percentage change in tourist arrivals to South Africa between January 2024 and January 2025. (2)

9.3.2 Analyse the percentage change in tourist arrivals from all of South Africa's neighbouring countries between January 2024 and January 2025.

Describe the common trend. (2)

9.3.3 Suggest ONE strategy South Africa could implement to increase the number of tourists from SADC countries where arrivals have decreased. (2)
[22]

QUESTION 10

Study the extract below and answer the questions that follow.

SEAHORSE HOTEL*

Located along the Eastern Cape coastline, the five-star Seahorse Hotel* provides guests with luxurious accommodation and peaceful surroundings.

It features elegantly designed rooms and suites with breathtaking ocean views and outstanding facilities and amenities for maximum comfort.

*imaginary name

Customer reviews posted on the Seahorse Hotel website:

- "The Seahorse Hotel failed to deliver on its 5-star promises. Room service was unresponsive, the food was overpriced, and advertised day care services were unavailable. Very misleading!" – Nomhle
- "Disappointing stay at the Seahorse Hotel. Rooms lacked basic amenities like robes and slippers, the safe was broken, and staff were not helpful at all. Not up to the luxury standards promised." – Matthew
- "Relaxation ruined at the Seahorse Hotel. The spa staff was loud during our massage, and the waiters were noisy in the restaurant, disrupting our lunch. Not the peaceful experience we expected." – Lucrecia

10.1 Name ONE device a customer might use to post a review on the Seahorse Hotel website. (2)

10.2 Provide ONE advantage for the Seahorse Hotel of having a customer feedback platform. (2)

10.3 Recommend TWO strategies that the hotel management should put in place to address the complaints received from the guests. (2 x 2) (4)

[8]

TOTAL SECTION E: 30
GRAND TOTAL: 200

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