BERGVLIET HIGH SCHOOL

Grade 10

TOURISM
EXAM
TASK 6

Term 4
12 November 2024

MARKS: **200**
TIME: **3 HOURS**
EXAMINER: **A. DE WAAL**
MODERATOR: **M. BARRY**

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. Show ALL calculations where necessary.
5. You may use a non-programmable calculator.
6. Use the mark allocation for each question as a guideline for the length of your answer.
7. Write neatly and legibly.
8. Detach page 3 and staple to the front of your answer booklet.
9. The table below is a guideline to help you divide your time according to each section.

SECTION	SUBJECT	MARKS	TIME minutes
A	Short questions	40	20
B	Mapwork and Tour Planning; Domestic, Regional and International Tourism	40	40
C	Tourist Attractions; Cultural & Heritage Tourism; Marketing	50	50
D	Tourism Sectors; Sustainable and Responsible Tourism	40	40
E	Communication; Communication Technology and Customer Care	30	30
	TOTAL	**200**	**180**

DETACH AND STAPLE TO THE FRONT OF YOUR ANSWER BOOKLET

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TOURISM
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TASK 6

Term 4
12 November 2024

Learner name: _____ Register: 10 ____

QUESTION NUMBER	QUESTION TOTAL	LEARNER MARK	MODERATED MARK
1	40		
2	24		
3	16		
4	22		
5	14		
6	14		
7	20		
8	20		
9	15		
10	15		
TOTAL	200		

SECTION A: SHORT QUESTIONS

QUESTION 1

1.1 Several possible options are provided as answers to the following questions. Write only the letter (A - D) next to the question number, for example 1.1.21. D

1.1.1 The 0 °line of longitude is known as the _____ meridian and divides the earth into the Eastern and Western hemispheres.

A. Greenwich
B. IDL
C. International line
D. Equator

1.1.2. The 0 ° line of latitude is known as the _____ and divides the earth into the Northern and Southern hemispheres.

A. IDL
B. Equator
C. UTK
D. Greenwich

1.1.3. Every 15 ° of the longitude system is equal to .....

A. two hours
B. an hour
C. three hours
D. half an hour

1.1.4. Heritage Day in South Africa is celebrated on:

A. 24 September
B. 9 August
C. 16 July
D. 23 September

1.1.5. ..... is responsible for identifying cultural and heritage sites around the world:

A. SAEHA
B. UNESCO
C. UNWTO
D. United Nations

1.1.6 Cape Town uses this time zone:

A. +3
B. +1
C. - 2
D. +2

1.1.7. The IDL is an imaginary line on the earth's surface that ...

A. splits a day in two
B. separates one day from another.
C. divides the earth into the Eastern and Western hemispheres.
D. divides the earth into the Northern and Southern hemispheres.

1.1.8. ..... is the organization responsible for the conservation of heritage sites in South Africa.

A. SAT
B. UNESCO
C. SAHRA
D. TBCSA

1.1.9. Global warming is caused by:

A. a decrease in pollution
B. an increase in pollution and deforestation
C. climate change
D. droughts

1.1.10. The illegal hunting of game:

A. Poaching
B. Hunting
C. Deforestation
D. Culling

1.1.11 The agency that protects South Africa's heritage:

A. SAHRA
B. NDT
C. SSA
D. NHRA

1.1.12 A government department that conducts surveys in South Africa and publishes important reports for the tourism industry:

A. Stats SA
B. NDT
C. SAT
D. DHN

1.1.13 These two countries are located within the borders of South Africa:

A. Lesotho and Zimbabwe
B. Swaziland and East London
C. Lesotho and Swaziland
D. Swaziland and Botswana

1.1.14 Living culture is ..... culture passed on by people.

A. tangible
B. group
C. arts
D. intangible

1.1.15. Culture consists of … attitudes, beliefs and practices of a particular group of people.

A. morals
B. values
C. rituals
D. ceremonies

1.1.16 Identify the following tourism road sign:



A. Umbrellas for sale
B. Beach
C. Picnic spot
D. Tourist Information Office

1.1.17. Tourism road signs in South Africa have ....

A. white words on a blue background.
B. brown words on a white background.
C. white words on a green background.
D. white words on a brown background.

1.1.18. The Sho't left campaign was launched to promote .....

A. foreign tourism
B. international tourism
C. domestic tourism
D. regional tourism

1.1.19. Which of the following is an example of an extraordinary mode of transport:

A. Hot air ballooning
B. Car
C. Luxury cruise liner
D. Yacht

1.1.20. Which of the following is NOT an example of serviced accommodation:

A. Guest house
B. Country house
C. Chalets
D. Bed and breakfast

(20 x 1) (20)

1.2. Match the description in Column B with the term in Column A. Write only the letter next to the question number (1.2.1-1.2.5) in your answer book, for example 1.2.6. G

	COLUMN A		COLUMN B
1.2.1.	Tourist	A	A group of tourists visiting neighbouring countries within a continent.
1.2.2.	Excursionist	B	People who take short breaks, holidays and long trips within their own country.
1.2.3.	Domestic tourism	C	Travels away from home for more than a day but less than a year.
1.2.4.	International tourism	D	Arrives at and departs from a destination on the same day.
1.2.5.	Regional tourism	E	People who travel outside their country of residence, crossing an international border.
		F	People who love doing and seeing new and different things.

(5 x 1) (5)

1.3. Complete the sentences below, based on Communication and Customer Care, by filling in the correct word. Write only the correct answer next to the question number (1.3.1 – 1.3.6).

1.3.1. … is used to access and share information.

1.3.2. … offer different ways of communication such as talking, storing information and recording sounds and images.

1.3.3. … is used by tour companies to communicate, make announcements, advertise or convey messages via status updates.

1.3.4. … is a short business message between employees.

1.3.5. A mobile uses … to send information.

(5 x 1) (5)

1.4. Choose the correct word(s) from those in brackets. Write only the correct answer next to the question number (1.4.1 – 1.4.4).

1.4.1. Jordan participates in the Comrades Marathon. Jordan is an example of a (leisure / sports) tourist.

1.4.2. (Carbon footprint / Global warming) is a way of indicating how much CO^2 is released by a person's daily activities.

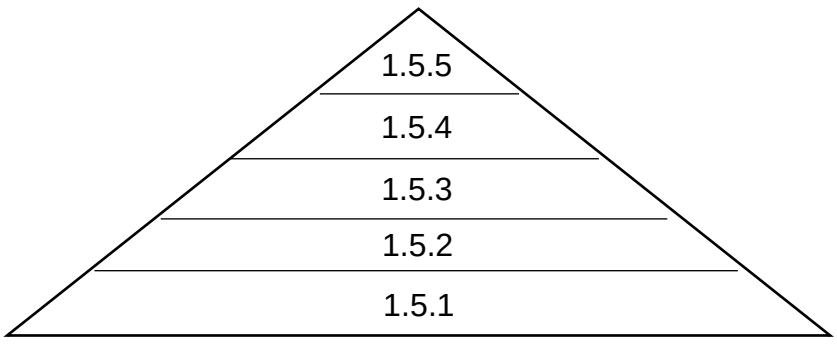
1.4.3. Surveys and questionnaires help to identify (strengths / weaknesses) of a business..

1.4.4. (Seasonality / Geographical distribution) is the term that indicates that tourists only travel during certain seasons of the year.

1.4.5. The (Department of International Relations and Cooperation / Department of Home Affairs) issues passports to South Africans.

(5 x 1) (5)

1.5 Complete Maslow's Hierarchy of Needs by filling in the various stages. Write only the number and the correct word(s) next to the question number (1.5.1 – 1.5.5).



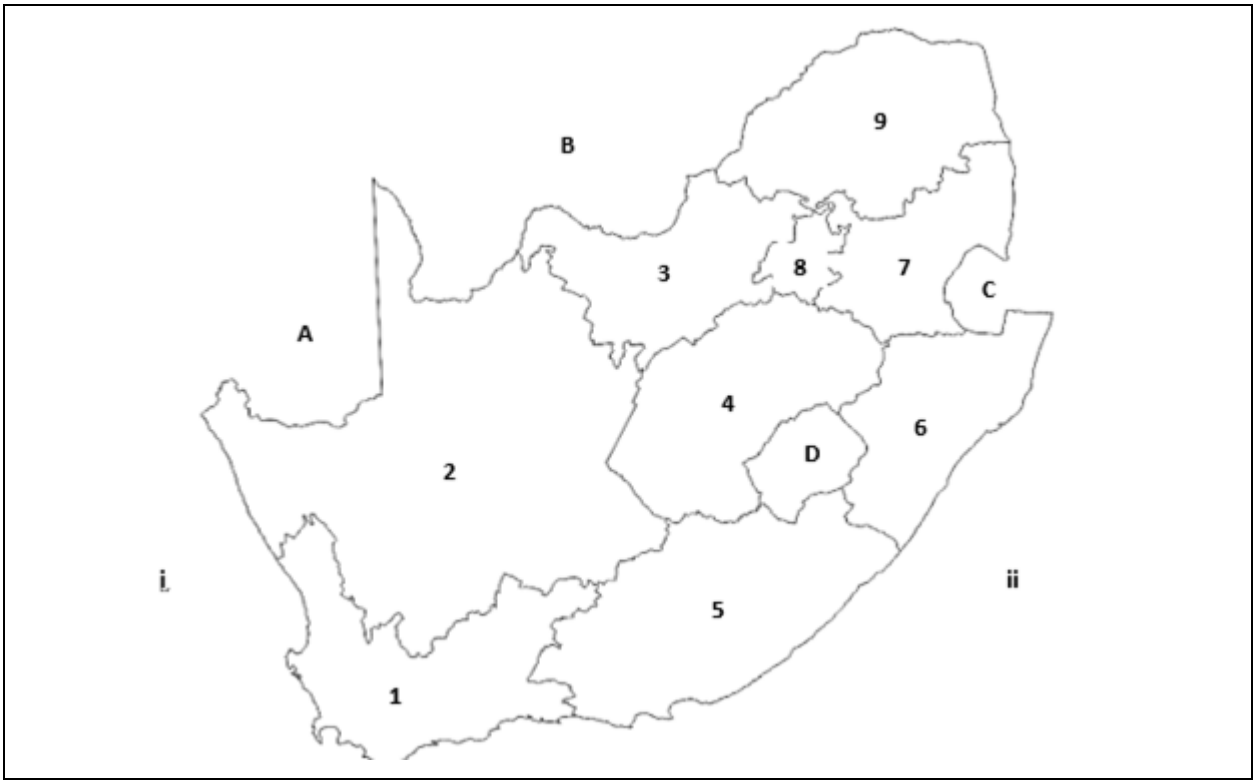
(5 x 1) (5)

TOTAL SECTION A: 40

SECTION B: MAPWORK AND TOUR PLANNING; DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM

QUESTION 2

Study the map of South Africa below and answer the questions that follow:



2.1. Complete the table by indicating which number represents the following provinces. Also indicate the capital city of each province.

Copy the table in your answer book.

	PROVINCE	NUMBER	CAPITAL CITY
2.1.1.	Northern Cape		
2.1.2.	Limpopo		
2.1.3.	North West		

(6 x 1) (6)

2.2. Identify the oceans numbered (i) and (ii). Provide both the number and name of the ocean. (2 x 1) (2)

2.3. Provide the name of the South African World Heritage Site situated in the province labelled 4. (2)

2.4. Three of South Africa's most important international airports are found in provinces 1, 6 and 8.

Complete the table by indicating the name of the airport as well as the city where the airport is located.

Do not redraw the table, only write the answer next to the correct number.

Province number	Airport	City
1	2.4.1.	2.4.2.
6	2.4.3.	2.4.4.
8	2.4.5.	2.4.6.

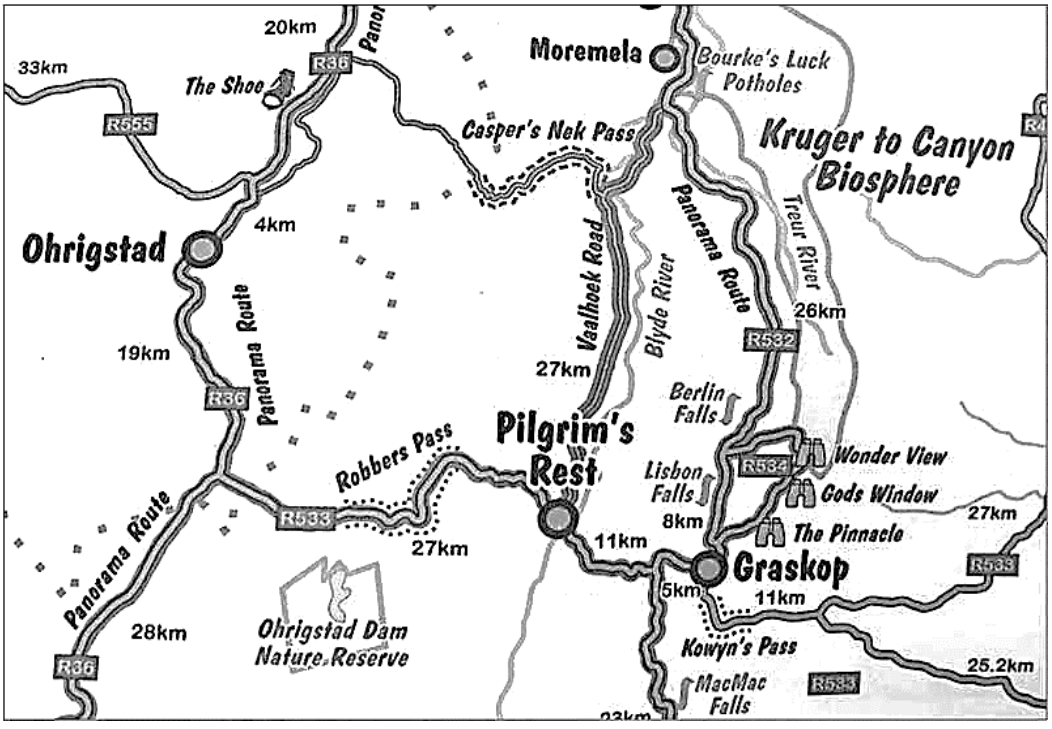
(6)

2.5. Logan, a tourist from Germany, is planning a self-driving tour through South Africa.

2.5.1. Suggest TWO types of maps she can use to plan her tour. Motivate your answer. (4)

2.6. Study the map below and answer the questions that follow:

Ezra travels from Graskop to Ohrigstad via Pilgrim's Rest.



2.6.1. Calculate the total distance he travels. (2)

2.6.2. Calculate Ezra's total estimated travel time if he drives at an average speed of 100kmph. (2)

[24]

QUESTION 3

Study the article below, based on Domestic Tourism, and answer the questions that follow.

Domestic travel is key to saving the tourism sector

Tourism is key to South Africa's economy, contributing R424 billion (or 8%) to South Africa's gross domestic product in 2019. The industry provides 1.5 million direct and indirect jobs, more than the contributions of the agriculture, automotive, chemical and mining industries.

For six months, the tourism industry has been at a standstill, with hotels closed and flights grounded. Reports from June 2020 indicate the industry lost R 6 billion (54%) in revenue since the beginning of lockdown. In June 2020, the Tourism Business Council of South Africa reported that more than 600 000 tourism employees had applied for Unemployment Insurance Fund Relief Scheme between April and June.

As countries gradually lift restrictions, many destinations are beginning to reopen borders to restart their struggling visitor economies. President Cyril Ramaphosa announced that the country's borders would reopen to business travellers and tourists on 1st October 2020. This is a welcome relief to the industry but it will be a long journey before it is restored to its original form.

It is anticipated that only visitors from countries with low infection rates will be allowed to travel into the country. Arrivals will be required to provide a recent negative Covid-19 test result or be quarantined on arrival.

Sector recovery: SATourism CEO Sisa Ntshona said despite borders reopening, it would take the sector two-and-a-half years to recover to the 2019 economic levels. This contrasts with the industry perception that the reopening of the borders will result in a sudden flurry (burst) of activity and recovery.

Growth and recovery will come, though over a longer period (closer to five years) than the industry anticipates. Industry growth will be driven by the development of new products and packages, improved marketing, the introduction of preferential (special) pricing systems for the domestic segment, and the further development of digital platforms to allow for less contact transacting.

Domestic tourism: The decline in international tourism could contribute to more being invested into developing products and packages that cater to the domestic market. The Tourism Business Council South Africa (TBCSA) introduced a tourism promotion campaign aimed at introducing quality products and service packages at reasonable prices to the domestic market.

Adapted from: https://mg.co.za/opinion/2020-10-07-domestic-travel-is-key-to-saving-the-tourism-sector/

3.1 When lockdown restrictions eased in South Africa, *intraprovincial* and *interprovincial* travel was encouraged to rebuild the tourism industry. Explain the difference between these concepts. (2 x 2) (4)

3.2 Discuss TWO factors that have a negative effect on domestic tourism. (2 x 2) (4)

3.3 Recommend TWO ways domestic tourism can be grown in South Africa. (2 x 2) (4)

3.4 Explain TWO ways how domestic tourism benefits the environment. (2 x 2) (4)
[16]

TOTAL SECTION B: 40

SECTION C: TOURIST ATTRACTIONS; CULTURAL & HERITAGE TOURISM; MARKETING

QUESTION 4

Read the scenario and answer the questions that follow:

Your family is planning a tour of South Africa during the December School Holidays. You would like to visit Gauteng, the Eastern Cape and the Western Cape.

4.1. Identify the attractions below that your siblings would like to see:

		
4.1.1	4.1.2	4.1.3

(3 x 1) (3)

4.2. Gauteng is known as "The place of Gold". Explain why it is called this. (2)

4.3. Gold Reef City is one of the attractions on the list to be visited. Give THREE activities that tourists can participate in at Gold Reef City. (3 x 1) (3)

4.4. Give a brief description of each of the attractions you would like to visit in Gauteng:

4.4.1. Cradle of Humankind (2)

4.4.2. Heritage of Soweto (2)

4.5. There are two South African World Heritage Sites in the Western Cape.

4.5.1 Name the TWO South African Heritage Sites that you can visit in the Western Cape. (2 x 2) (4)

4.5.2 State the category each Western Cape Heritage Site falls under. (2 x 2) (4)

4.5.3 Discuss the benefit of having two World Heritage Sites in the Western Cape. (2)

[22]

QUESTION 5

Study the image below and answer the questions that follow.



5.1. Explain the difference between culture and heritage. (2 x 2) (4)

5.2. Describe what is meant by South Africa being a "Rainbow Nation". (2)

5.3 State the importance of the National Heritage Resources Act (NHRA). (2)

5.4. Explain why heritage conservation is important in terms of each of the following:

5.4.1. Social value (2)

5.4.2. Environmental value (2)

5.4.3. Economic value (2)

[14]

QUESTION 6

Study the advertisement below, based on Gooderson Bushlands Game Lodge and answer the questions that follow.



Create lifelong memories at only R699 per person per night sharing, inclusive of dinner and bed and breakfast.

You can experience a magical safari retreat where the wild run free and enjoy an evening swim in our pools with drinks served to your liking.

6.1 Explain TWO purposes for marketing tourism products and/or services. (2 x 2) (4)

6.2 Differentiate between the terms *niche market* and *target market*. (2 x 2) (4)

6.3 Based on the advertisement above, identify the following:

6.3.1 The product (2)

6.3.2 Gooderson Bushlands Game Lodge's competitive edge. (2)

6.3.3 Their target market. (2)

[14]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

Read the case study and answer the questions that follow:

Neo is a 36-year-old businessman visiting Johannesburg to attend a conference. He is interested in plant life and would like to visit the Walter Sisulu Botanical Gardens after his conference. He has an unlimited budget and prefers only top-quality accommodation. He is a vegetarian and only visits fine-dining restaurants.

7.1. Use the above information and create a tourist profile for Neo. (6 x 1) (6)

7.2. Neo flies from Cape Town to Johannesburg. While in Johannesburg, he will use a rented car.

7.2.1. Give TWO advantages of air transport. (2 x 2) (4)

7.2.2. Give ONE disadvantage of road transport. (1 x 2) (2)

7.3. Neo is going to stay at the Winston Hotel.



7.3.1. Indicate which organization is responsible for the rating of accommodation establishments. (1 x 2) (2)

7.3.2. Give ONE benefit of accommodation rating for tourists. (2)

7.3.3. Identify TWO facilities that Roy can expect to find at his hotel. (2)

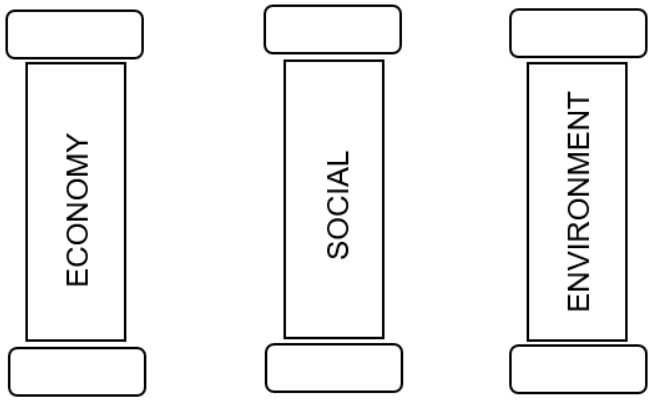
7.4. Neo needs to prepare for the conference and needs certain types of technology in his room to be able to do his job.

7.4.1. Describe TWO examples of in-room technology for work. (2)

[20]

QUESTION 8

8.1. Refer to the three pillars of sustainable tourism below and identify ONE positive and ONE negative impact of tourism on EACH pillar. Distinction between the pillars must be clear.



(6 x 1) (6)

8.2. Tourism businesses can help reduce the negative impact on the environment by practicing good environmental practices.

In a paragraph, describe THREE examples of good environmental practices implemented by the tourism industry. (3 x 2) (6)

8.3.



The Kruger National Park is one of South Africa's reputable National Parks.

8.3.1 Give FOUR rules that tourists must follow to act responsibly if they visit the Kruger National Park. (4 x 1) (4)

8.4. Global warming is the long-term heating of Earth's climate system observed since the pre-industrial period (between 1850 and 1900) due to human activities, primarily fossil fuel burning, which increases heat-trapping greenhouse gas levels in Earth's atmosphere.

8.4.1 Describe TWO effects of global warming on the tourism industry.

(2 x 2) (4)

[20]

TOTAL SECTION D: 40

SECTION E: COMMUNICATION; COMMUNICATION TECHNOLOGY AND CUSTOMER CARE

QUESTION 9

9.1 The illustrations below are examples of good telephone etiquette.



A B C D

9.1.1 Write out a statement to each of the illustrations A - D that will demonstrate telephone etiquette. (4 x 1) (4)

9.1.2 Email etiquette can be described as the principals guiding our behaviour when sending or receiving emails.

Highlight FIVE rules of email etiquette when communicating via email. (5 x 1) (5)

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



9.2.1 Explain the concept 'video conferencing' (2)

9.2.2 Give **one** advantage and **one** disadvantage of video conferencing. (2 x 2) (4)

[15]

QUESTION 10

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



10.1.1. Which one of the characters (A, B or C) does not know how to provide good service? (1)

10.1.2. Is this message (identified by the character in 10.1.1. above) to the advantage or disadvantage of the tourism industry?
Give a reason for your answer. (2)

10.2. Describe THREE impacts of poor service delivery on tourism businesses.
(3 x 2) (6)

10.3 Give THREE suggestions on how tourism businesses can improve poor service delivery. (3 x 2) (6)

[15]

TOTAL SECTION E: 30

GRAND TOTAL: 200