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**

MARKING GUIDELINES

SECTION A: SHORT QUESTIONS
QUESTION 1

1.1.1	A✓		
1.1.2.	B✓		
1.1.3.	B✓		
1.1.4.	A✓		
1.1.5.	B✓		
1.1.6	D✓		
1.1.7.	B✓		
1.1.8.	C✓		
1.1.9.	B✓		
1.1.10.	A✓		
1.1.11	A✓		
1.1.12	A✓		
1.1.13	C✓		
1.1.14	D✓		
1.1.15	B✓		
1.1.16	B✓		
1.1.17	D✓		
1.1.18	C✓		
1.1.19	A✓		
1.1.20	C✓	(20 x 1)	(20)
1.2.1.	C✓		
1.2.2.	D✓		
1.2.3.	B✓		
1.2.4.	E✓		
1.2.5.	A✓	(5 x 1)	(5)
1.3.1.	Websites/WWW✓		
1.3.2.	Mobile phones✓		
1.3.3.	Social networks✓		
1.3.4.	Memo✓		
1.3.5.	Radio waves✓	(5 x 1)	(5)
1.4.1.	sports tourist✓		
1.4.2.	Carbon footprint✓		
1.4.3.	Weaknesses✓		
1.4.4.	Seasonality✓		
1.4.5.	Department of Home Affairs✓	(5 x 1)	(5)
1.5.1.	Self-actualisation✓		
1.5.2.	Esteem✓		
1.5.3.	Love/Belonging✓		
1.5.4.	Safety✓		
1.5.5.	Physiological✓	(5 x 1)	(5)
		TOTAL SECTION A:	**40**

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

QUESTION 2

	PROVINCE	NUMBER	CAPITAL
2.1.1.	**Northern Cape**	2✓	Kimberley✓
2.1.2.	**Limpopo**	9✓	Polokwane ✓
2.1.3.	**North West**	3✓	Mafikeng✓

(6)

2.2. (i) Atlantic Ocean✓
(ii) Indian Ocean✓ (2)

2.3 Vredefort Dome✓ ✓ (2)

2.4.	Airport	City
1	2.3.1. Cape Town International Airport✓	2.3.2.Cape Town ✓
6	2.3.3. King Shaka International Airport✓	2.3.4. Durban ✓
8	2.3.5. OR Tambo International Airport✓	2.3.6. Johannesburg ✓

(6)

2.5

2.5.1
- Road map ✓
  Indicates the roads that connect cities and towns. ✓
- Street map ✓
  Provides details on towns and cities' street layout ✓
- Physical maps
  Can see which dams, rivers, mountains to view
- Maps with attractions
  Shows the different attractions in an area that the tourist can visit.
- Maps with tourist information
  Shows important aspects that a tourist needs such as attractions, accommodation establishments, restaurants, shopping malls etc.
- GPS
  Provides directions to destinations
- Google street view
  The tourist can see exactly what a destination he wants to visit looks like
- Interactive map
  Provide more information about the destination (4)

2.6 2.6.1 Graskop - Pilgrim's Rest = 5km + 11km = 16km
Pilgrim's Rest - Ohrigstad = 27km + 19km = 46km
= 62km ✓✓

or

62km ✓✓ (2)

2.6.2 62km ÷ 100 ✓ = 0.62min/1 hour ✓ (2)

[24]

QUESTION 3

3.1 Intraprovincial: travelling within a province. ✓✓
Interprovincial: travelling from one province to another. ✓✓ (4)

3.2 Unemployment✓ A large percentage of South Africa's population are unemployed, which mean they cannot afford to travel. ✓

High interest and inflation rates✓ It reduced the amount of money available for travel. ✓

- Available spending money: regular increases in the cost of living leaves less money available for travel
- The lack of tourism culture: a large percentage of South Africans do not see the need to undertake tourism related travel or are not used to the concept of tourism.

(4)

3.3 Encouraging tourism to all parts of South Africa✓✓
Marketing tourism to the population✓✓

- promoting short breaks and group travel
- improved and more appealing advertising
- encouraging tourists to stay longer at a destination
- developing a holiday travel culture
- providing more tourist-attracting activities at destinations
- encouraging people to travel throughout the year by offering discounts and out of season specials
- publicising little known attractions
- development of new products and packages
- improved marketing
- the introduction of preferential (special) pricing systems for the domestic segment
- development of digital platforms to allow for less contact transacting. (4)

3.4 Domestic tourism creates an awareness of the natural and cultural environment. ✓✓
People who travel locally realise how much our country has to offer. This helps make people aware of how important it is to conserve the country's environment for both the present and future generations. ✓✓

- Income from domestic tourism can help to pay for the conservation of important natural areas, the development of parks and reserves, and for preserving our cultural heritage.

(4)
[16]

TOTAL SECTION B: 40

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

QUESTION 4

4.1 4.1.1. Cango Caves✓
4.1.2. Bloukrans Bridge✓
4.1.3. The Cradle of Humankind/Sterkfontein Caves/✓ (3)

4.2. It is the province in which the gold mining industry developed after gold was discovered in 1886 in Johannesburg. ✓✓ (2)

4.3. Enjoy traditional music and dances✓
Eat at restaurants✓
Shopping✓
- Ride on the rides in the amusement park
- Visit the mine
- Visit the science museum
- Relax in the casino / gambling
- Visit the 4D theatre

Any 3 x1 (3)

4.4 4.4.1. Cradle of Humankind:
- World Heritage Site, fossil hominid sites at Sterkfontein, Swartkrans, Kromdraai. ✓✓
- Important findings: 'Mrs. Ples', the first hominid skull to be discovered - about 2.8 million years old;
- 'Little Foot' - 4-million-year-old monkey skeleton
- Activities in the area: visit scientific exhibition centre, tours to Sterkfontein Caves (2)

4.4.2. Soweto Heritage:
- Was previously a sign of struggle and poverty ✓ ✓
- Vilikazi Street where both Former President Nelson Mandela and Archbishop Desmond Tutu lived '
- Hector Peterson monument
- Has a variety of cultural and heritage attractions
- Meals and entertainment can be enjoyed at shebeens. (2)

4.5 4.5.1 Robben Island✓✓
Cape Floral Region✓✓ (4)

4.5.2 Robben Island: Cultural Site✓✓
Cape Floral Region: Natural Site✓✓ (4)

4.5.3 Draws tourists to the province✓✓

- Increase the tourist revenue for the province
- Creates employment opportunities
- Improves infrastructure in the area

(2)

[22]

QUESTION 5

5.1. Culture: Refers to how people live and act in a specific community. Culture is part of heritage.✓ ✓

Heritage: Refers to the practices inherited from one generation to the next generation ✓ ✓ (4)

5.2. It describes the many different cultures we have in South Africa. ✓✓ (2)

5.3 It is the law that identifies, protects and manages South Africa's heritage. ✓✓ (2)

5.4 5.4.1. Social value

- People can visit the sites for educational reasons, entertainment. ✓ ✓
- It creates pride among people when they see their heritage is important
- Encourage heritage ownership among a community (2)

5.4.2. Environmental value

- Laws protect the environment of the heritage areas.✓✓ (2)

5.4.3. Economic value

- Heritage sites provide jobs and generate income✓✓ (2)

[14]

QUESTION 6

6.1 To identify needs of target market✓✓
To develop products and services to meet the needs and wants of the target market✓✓

- set an affordable and competitive price (for products and services
- to consider which channels will be used to buy the product: internet, magazines, travel agencies
- to inform the target markets of products and services
- to ensure providers support products and services
- to determine the competitive edge that the tourism business has over its competitors

- business budgets determine target markets. (4)

6.2 Niche market: a market segment consisting of groups of people who have similar occupational/lifestyle characteristics✓✓

Target market: the group of people a tourism business hopes will buy their products or services✓✓ (4)

6.3 6.3.1. Safari retreat✓✓ (2)

6.3.2. They off dinner, bed and breakfast✓✓
- experience a safari where there wild run free
- pool with drink service at night

(2)

6.3.3. Tourist who enjoy the outdoors✓✓ (2)

[14]

TOTAL SECTION C: 50

SECTION D: TOURISM SECTORS, SUSTAINABLE AND RESPONSIBLE TOURISM

QUESTION 7

7.1

Name:	Neo ✓
Age:	36 years✓
Budget:	Unlimited budget✓
Special preferences:	• top quality accommodation only ✓ • He is a vegetarian • Fine-dining restaurants only
Type of tourist	• Business tourist✓
Purpose of trip	• Attend a conference✓

(6 x 1) (6)

7.2 7.2.1 Advantages of air transport:
- Fastest form of transport✓✓
- Very safe and reliable ✓✓
- Flights between all major cities

(4)

7.2.2 Disadvantage of road transport:
- Long rides can be exhausting and lead to accidents✓✓
- Limited seating available

- Tolls must be paid on national roads
- Roadworks and heavy traffic can extend travel time (2)

7.3 7.3.1. TGCSA / Tourism Grading Council of South Africa ✓✓ (2)

7.3.2. Tourists know what to expect and can make an informed choice of businesses✓✓
- They can use the customer feedback system. (2)

7.3.3. private en suite rooms✓
phone in the room✓
- internet / wifi in the room
- TV in the room
- tea and coffee making facilities in the room
- gymnasium
- swimming pool
- gift and specialty store
- conference facilities (2)

7.4 7.4.1. Hotspot Internet Access✓
Wi-Fi networks✓
- Interactive TV
- International multi-power point / plug, extension cords and chargers for electronic equipment (2)

[20]

QUESTION 8

8.1 **Environment:**

Positive impact	Negative impact
Conservation: supported by revenue generated from tourists✓ • Biodiversity: healthy environments attract animals and vegetation • Man-made environment improvement: facilities and SSG (central business district) projects • Environmental management systems: nature protection (environment) • Three important concepts: reduce, reuse and recycle. **Any other acceptable and appropriate positive impact** **Any 1 x 1**	Air pollution: exhaust fumes from cars, planes and buses✓ • Noise pollution: planes, vehicles, loud music • Visual pollution: ugly buildings • Solid waste and littering: goods packaging • Liquid waste: chemicals in wastewater and sewage • Deterioration of fauna and flora: soil erosion, removal of plants, interaction with animals (feeding of baboons) • Pressure on resources: for example, use of water • Loss of natural habitat: construction on undeveloped land • Congestion: traffic jams: traffic, crowded beaches, shopping malls • Vandalism: damage to attractions - removal of objects or graffiti. **Any other acceptable and appropriate negative impact** **Any 1 x 1**

(2)

Economy:

Positive impact	Negative impact
Tourism is a source of income. Tourists spend money in the community.✓ • Tourism creates jobs. Tourism businesses need staff. • Tourism affects the balance of payments. Tourists bring money into the country or region. • Tourism generates investments. Both the private sector and the public sector are investing money in the development and promotion of tourism. **Any other acceptable and appropriate positive impact** **Any 1 x 1**	Inflation: Prices of goods and services are rising because there is more demand.✓ • Leakage: The owners of tourism businesses can take the profit from the region / area. • If goods and services are imported, it also leads to money flowing out of the area. • External costs: For example, electricity supply and waste disposal are additional costs that increase due to tourism. • Tourism overdependence: Countries, regions or communities rely too heavily on tourism. If tourism declines, the economy has no other industries on which to rely for income.

	Any other acceptable and appropriate negative impact **Any 1 x 1**

(2)

Social:

Positive impact	Negative impact
Awareness of traditions, cultures, art forms✓ • Create understanding of cultures • Communities exposed to new ideas, interests and values • Cultural heritage is preserved • Revenue generated from tourism is used for the maintenance of sites and museums • Cultural pride is promoted • Businesses promote training and community development. **Any other acceptable and appropriate positive impact** **Any 1 x 1**	More crime and violence✓ • Cultural changes: adopting tourists' clothing and behaviour • Revenue generated from tourism does not go back to the community • Tensions between tourists and local community: compete for resources, behavioural misunderstandings, local community does not have access to important cultural sites, no respect for privacy, sacred sites are entered, exploitation of cultural ceremonies • Negative behaviour: no respect, drunkenness **Any other acceptable and appropriate negative impact** **Any 1 x 1**

(2)

8.2. Waste management✓✓

- Put trash cans at tourist sites and attractions. The cans must be clearly visible.
- Provide separate bins for recycling.
- Recycling company comes to pick up the recycled material

Energy saving✓✓

- Switch off all electrical appliances when not in use.
- Use public transportation, hiking or biking.
- Switch off vehicle engines when stationary for long periods of time.

Water saving✓✓

- Shower rather than bathe.
- Reuse towels - do not clean every day.
- Use refillable water containers.
- Use tap water rather than bottled water if possible.
- Close taps properly.

Conservation of other scarce resources

- Do not buy products of endangered species.
- Do not support restaurants that serve endangered species on the menu.
- Supports businesses that support conservation.

(6)

8.3 8.3.1. "Leave nothing but footprints behind."✓
Do not litter. ✓
Do not remove anything (flowers, shells, plants, animals, etc.). ✓
Do not hurt or kill any living thing. ✓

- Stay on the designated roads
- No loud music
- Do not feed the animals

(4)

8.4 8.4.1 Some coastal destinations will be flooded.✓✓
Seasons are affected. Example: If less rain falls in the winter in Namaqualand, there will be fewer flowers in the spring, and therefore fewer tourists will be attracted to the area.✓✓

- New cars are now subject to an exhaust gas tax.
- Additional airport taxes are now called environmental taxes.
- Animals and plants are affected: They can become endangered species and it will therefore affect national parks

(4)
[20]

TOTAL SECTION D: 50

SECTION E: COMMUNICATION; COMMUNICATION TECHNOLOGY AND CUSTOMER CARE

QUESTION 9

9.1. 9.1.1. A: write down information and take messages if necessary✓
B: Do not cough on the telephone✓
C: Do not cough/burb with the headset on your chest✓
D: Always smile when you speak✓ (4)

9.1.2. Be polite and Concise✓
Do not attach large images/ attachments✓
Use correct language, grammar and punctuation✓
Do not add unnecessary abbreviations/ punctuation, capital letters/emoticons✓
Reply promptly✓

- Write a subject heading
- Do not forward chain letters
- Respecting privacy

(5)

9.2 9.2.1 It is a way of communicating over long distances in real time. (2)

9.2.2 Advantage: You can speak to anyone in the world if they are online and are connected✓✓

- Saves travelling costs and time

Disadvantage: You always need the internet and a webcam to do video conferencing✓✓

- Internet may not always be secure (bad signal).

Any other relevant response. (4)

[15]

QUESTION 10

10.1 10.1.1. C ✓ (1)

10.1.2. Disadvantage✓ It can create a bad image of the business✓
- The business can lose customers (2)

10.2. Loss of potential and regular customers ✓✓
Poor reputation ✓✓
Dissemination of negative "word of mouth" ✓✓

- disloyal customers
- Decrease in the number of customers
- Less profit or revenue
- Increase in marketing costs for advertising
- Unhappy employees might work elsewhere (6)

10.3 Hire outgoing, friendly employees.
Implement customer service training.
Have decisions made by employees = confidence = satisfied management.

- Encourage customer feedback.
- Encourage future purchases with vouchers (6)

[15]

TOTAL SECTION E: 30

GRAND TOTAL: 200