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2014 Tourism Grade 11 Exemplar Paper CAPS PDF

The 2014 Tourism Grade 11 Exemplar Paper CAPS PDF provides learners and educators with a valuable resource for preparing for the Grade 11 Tourism examination. The paper contains a range of questions that test learners' understanding of key tourism concepts and principles.

Section A: Multiple Choice Questions

- **Question 1:** What is the process of developing a tourism product or service called?
 - (A) Product development
 - (B) Market positioning
 - (C) Customer relationship management
 - (D) Competitive advantage

Section B: Short Answer Questions

- **Question 2:** Explain the role of technology in the tourism industry.
 - Technology has revolutionized the tourism industry, making it easier for travelers to plan and book their trips. Online travel agencies (OTAs) such as Expedia and Booking.com provide a convenient and comprehensive platform for booking flights, accommodation,

and tours. Mobile apps have also become essential for travelers, allowing them to access destination information, make reservations, and share their experiences on social media.

Section C: Extended Response Question

- **Question 3:** Describe the factors that influence the cost of a tourism product or service.
 - The cost of a tourism product or service is influenced by a number of factors, including:
 - **Transportation costs:** The cost of transportation is often the largest component of a tourism trip. Factors such as the distance to the destination, the mode of transportation, and the time of year can significantly impact the cost.
 - **Accommodation costs:** The cost of accommodation can vary depending on the type of accommodation, the location, and the season.
 - **Food and beverage costs:** The cost of food and beverage can be a significant part of a tourism trip. Factors such as the type of cuisine, the location, and the time of day can all affect the cost.
 - **Activities and experiences:** The cost of activities and experiences can vary depending on the type of activity, the duration, and the location.

Section D: Case Study

- **Question 4:** A travel agency is planning a tour package for a group of tourists visiting South Africa. Using the Tourism Value Chain, analyze the key stages involved in developing and delivering the tour package.
 - The Tourism Value Chain includes the following stages:

- Destination planning and development
- Product development
- Marketing and sales
- Distribution
- Customer service
- Operations

Conclusion

The 2014 Tourism Grade 11 Exemplar Paper CAPS PDF is an invaluable resource for learners preparing for the Tourism examination. The paper provides a range of questions that test learners' understanding of key concepts and principles, while also providing insights into the practical aspects of the tourism industry.

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