

SMARTWIZ

GRADE 12 TOURISM EXAM

MARKS: 100

TIME: 2 HOURS

SCHOOL _____

CLASS (eg. 4A) _____

SURNAME _____

NAME _____

MARKS	
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Instructions for Learners:

- Read all instructions carefully before you begin the exam.
- Write your full name and student number clearly on the answer sheet/book.
- Answer all questions unless otherwise instructed.
- Show all your work/calculations where necessary.
- Write neatly and clearly.
- Use only a blue or black pen. Do not use correction fluid or tape.
- Electronic devices (calculators, cell phones, etc.) are not allowed unless explicitly permitted.
- Raise your hand if you have any questions.
- Do not talk to other learners during the exam.
- Any form of dishonesty will result in immediate disqualification from the exam.

This exam consists of Eight pages, including the cover page.

SECTION A: TOURISM HISTORY & POLICIES (25 marks)

QUESTION 1: HISTORY OF TOURISM (15 marks)

1.1 Briefly explain the impact of the **Industrial Revolution** on tourism. (4)

1.2 Describe TWO ways in which ancient civilizations contributed to the development of tourism. (4)

1.3 Identify THREE major world events in the 20th century that influenced global tourism. (3)

1.4 Explain the role of **UNWTO** (United Nations World Tourism Organization) in modern tourism. (4)

QUESTION 2: TOURISM POLICIES (10 marks)

2.1 Define **tourism policy** and explain why countries need them. (4)

2.2 Describe TWO key goals of South Africa's National Tourism Sector Strategy (NTSS). (4)

2.3 Explain how tourism policies can help protect natural heritage sites. (2)

SECTION B: TOURISM ECONOMICS AND IMPACTS (25 marks)

QUESTION 3: ECONOMIC IMPACTS (15 marks)

3.1 Define **direct economic impact** of tourism and give ONE example. (3)

3.2 Explain TWO indirect economic benefits tourism brings to a local community. (4)

3.3 Discuss TWO negative economic impacts of tourism. (4)

3.4 Explain the concept of **seasonality** in tourism and its effects on businesses. (4)

QUESTION 4: SOCIOCULTURAL IMPACTS (10 marks)

4.1 Describe TWO positive sociocultural impacts of tourism on host communities. (4)

4.2 Identify TWO negative sociocultural impacts and suggest how these can be minimized. (6)

SECTION C: TOURISM PRODUCTS & CUSTOMER SERVICE (25 marks)

QUESTION 5: TOURISM PRODUCTS (12 marks)

5.1 Define **tourism product** and explain why variety is important in tourism offerings. (4)

5.2 Name and describe THREE types of tourism products available in South Africa. (6)

5.3 Explain the importance of quality in tourism products and services. (2)

QUESTION 6: CUSTOMER SERVICE (13 marks)

6.1 Define **customer service** in the tourism context. (3)

6.2 Describe FOUR qualities of good customer service personnel in tourism. (8)

6.3 Explain TWO benefits to tourism businesses of providing excellent customer service. (2)

SECTION D: TOURISM SAFETY & SECURITY (25 marks)


QUESTION 7: SAFETY AND SECURITY (25 marks)

7.1 Explain why safety and security are critical in tourism. (4)

7.2 Identify FIVE common safety risks tourists might face and suggest one way to reduce each risk. (10)

7.3 Describe TWO roles of the South African Tourism Safety Task Team (SATT). (4)

7.4 Discuss THREE ways tourism businesses can prepare for emergencies. (7)

 **TOTAL: 100 MARKS**

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SECTION A: TOURISM HISTORY & POLICIES (25 marks)

QUESTION 1: HISTORY OF TOURISM (15 marks)

1.1 Impact of Industrial Revolution on tourism:

- Mass production and improved transport (railways, steamships) made travel faster and affordable. (2)
- Growth of middle class with disposable income and leisure time for travel. (2)

1.2 Ancient civilizations' contributions:

- Development of religious pilgrimages (e.g., Egyptians, Greeks). (2)
- Construction of monuments and sites attracting visitors (e.g., Pyramids, Colosseum). (2)

1.3 Major 20th-century events influencing tourism:

- World Wars (1)
- Great Depression (1)
- Introduction of commercial aviation (1)

1.4 Role of UNWTO:

- Promotes responsible, sustainable, and universally accessible tourism. (2)
- Provides guidance, statistics, and global tourism standards. (2)

QUESTION 2: TOURISM POLICIES (10 marks)

2.1 Tourism policy:

- A plan or framework outlining how a country manages tourism development. (2)
- Countries need them to promote sustainable growth, protect resources, and maximize benefits. (2)

2.2 Goals of South Africa's NTSS:

- Grow tourism's contribution to GDP and jobs. (2)
- Improve tourist experience and global competitiveness. (2)

2.3 Tourism policies protect natural heritage by:

- Regulating visitor numbers and activities. (1)
- Enforcing conservation laws and environmental standards. (1)

SECTION B: TOURISM ECONOMICS AND IMPACTS (25 marks)

QUESTION 3: ECONOMIC IMPACTS (15 marks)

3.1 Direct economic impact:

- Immediate spending by tourists on goods and services. (2)
- Example: Payments for accommodation or entrance fees. (1)

3.2 Indirect economic benefits:

- Increased demand for local suppliers and services. (2)
- Multiplier effect leading to further economic activity and job creation. (2)

3.3 Negative economic impacts:

- Inflation of prices for locals due to tourist demand. (2)
- Leakage of revenue when foreign companies repatriate profits. (2)

3.4 Seasonality:

- Fluctuation of tourist numbers depending on season. (2)
- Causes unstable income and employment for businesses. (2)

QUESTION 4: SOCIOCULTURAL IMPACTS (10 marks)

4.1 Positive impacts:

- Preservation and promotion of cultural heritage. (2)
- Increased community pride and intercultural exchange. (2)

4.2 Negative impacts and minimization:

- Cultural commodification – educate tourists and involve communities. (3)
 - Loss of cultural identity – encourage authentic experiences and local participation. (3)
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SECTION C: TOURISM PRODUCTS & CUSTOMER SERVICE (25 marks)

QUESTION 5: TOURISM PRODUCTS (12 marks)

5.1 Tourism product:

- Combination of services and goods offered to satisfy tourist needs. (2)
- Variety attracts different market segments and encourages longer stays. (2)

5.2 Types of tourism products in SA:

- Natural: Wildlife safaris, beaches. (2)
- Cultural: Heritage sites, festivals. (2)
- Adventure: Hiking, bungee jumping. (2)

5.3 Importance of quality:

- Ensures customer satisfaction and repeat business. (2)

QUESTION 6: CUSTOMER SERVICE (13 marks)

6.1 Customer service:

- Assistance and advice provided to tourists before, during, and after their visit. (3)

6.2 Qualities of good customer service personnel:

- Patience (2)
- Communication skills (2)
- Empathy (2)
- Professionalism (2)

6.3 Benefits of excellent customer service:

- Positive reputation leading to increased customers. (1)
- Higher customer loyalty and referrals. (1)

SECTION D: TOURISM SAFETY & SECURITY (25 marks)

QUESTION 7: SAFETY AND SECURITY (25 marks)

7.1 Importance of safety/security:

- Protects tourists from harm and crime. (2)
- Builds trust and encourages return visits. (2)

7.2 Five common risks and ways to reduce:

- Theft – use safes, avoid flashy items. (2)
- Road accidents – follow traffic rules, use reputable transport. (2)
- Health risks – vaccinations, drink bottled water. (2)
- Natural hazards (e.g., floods) – follow warnings, avoid risky areas. (2)
- Scams/fraud – book with trusted providers. (2)

7.3 Roles of SATT:

- Monitor and improve safety standards in tourist areas. (2)
- Collaborate with police and businesses to prevent crime. (2)

7.4 Preparing for emergencies:

- Develop emergency response plans and train staff. (3)
- Maintain first aid facilities and trained personnel. (2)
- Ensure clear communication channels for emergencies. (2)

TOTAL: 100 MARKS

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