

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 SECTORS AND TYPES (30 marks)

QUESTION 1: TOURISM SECTORS (15 marks)

1.1 Define the **primary tourism sector** and give TWO examples of businesses in this sector. (3)

1.2 Explain the difference between the **secondary** and **tertiary tourism sectors**. (4)

1.3 Identify THREE types of tourism and give an example of each. (6)

1.4 List TWO reasons why tourism is important to South Africa's economy. (2)

SECTION B: TOURISM PLANNING AND MARKETING (30 marks)

QUESTION 2: TOURISM MARKETING (15 marks)

2.1 What is a **target market** in tourism? (2)

2.2 Describe THREE methods tour operators use to promote their products. (6)

2.3 Explain why market research is important in tourism. (3)

2.4 How can social media influence tourists' travel decisions? Provide TWO points. (4)

QUESTION 3: TOURISM ITINERARIES (15 marks)

3.1 What is the purpose of a **tour itinerary**? (2)

3.2 Study the sample itinerary below and answer the questions:

Sample Itinerary:

- Day 1: Arrival in Durban, transfer to hotel
- Day 2: Visit uShaka Marine World, Durban Botanic Gardens
- Day 3: Hluhluwe Game Reserve safari
- Day 4: Cultural village visit and local craft market
- Day 5: Departure

a) Identify TWO leisure attractions from the itinerary. (2)

b) Name ONE cultural attraction in the itinerary. (1)

c) Suggest TWO factors to consider when arranging transport for this tour. (4)

d) Outline THREE safety tips for tourists going on safari. (6)

SECTION C: TOURISM PRODUCTS AND TRAVEL DOCUMENTS (20 marks)

QUESTION 4: TOURISM PRODUCTS (10 marks)

4.1 Define **tourism product**. (2)

4.2 Name and describe TWO types of tourism products. (4)

4.3 Explain TWO benefits of developing new tourism products in South Africa. (4)

QUESTION 5: TRAVEL DOCUMENTS (10 marks)

5.1 List FIVE essential travel documents required for international travel. (5)

5.2 Explain the purpose of travel insurance. (3)

5.3 What is a **visa** and why might it be required? (2)

SECTION D: TOURISM AND SUSTAINABILITY (20 marks)**QUESTION 6: SUSTAINABLE TOURISM (20 marks)**


6.1 Define **sustainable tourism**. (2)

6.2 Explain how tourism can have a positive impact on local communities. (4)

6.3 Identify FOUR ways that tourists can help reduce their environmental impact while travelling. (4)

6.4 Describe TWO challenges that arise from unmanaged tourism growth. (4)

6.5 Suggest FOUR measures that tourism businesses can take to promote sustainability. (6)

 **TOTAL: 100 MARKS**

MYST PATHWORKS

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SECTION A: TOURISM SECTORS AND TYPES (30 marks)

QUESTION 1: TOURISM SECTORS (15 marks)

1.1 Primary tourism sector:

- Definition: The sector involved with natural resources and raw materials used in tourism. (1)
- Examples: National parks, wildlife reserves, beaches, mountains, etc. (1 each \times 2 = 2)

1.2 Difference between secondary and tertiary sectors:

- Secondary sector: Involves manufacturing and processing (e.g., food production for tourists). (2)
- Tertiary sector: Service industry that provides services directly to tourists, e.g., hotels, travel agencies. (2)

1.3 Types of tourism with examples:

- Adventure tourism (e.g., hiking, rafting) (2)
- Cultural tourism (e.g., visiting heritage sites) (2)
- Eco-tourism (e.g., visiting nature reserves) (2)

1.4 Importance of tourism to South Africa's economy:

- Creates jobs and reduces unemployment. (1)
- Generates foreign exchange revenue. (1)

SECTION B: TOURISM PLANNING AND MARKETING (30 marks)

QUESTION 2: TOURISM MARKETING (15 marks)

2.1 Target market:

- A specific group of people a tourism business aims to attract. (2)

2.2 Methods tour operators use to promote products:

- Advertising (TV, radio, print) (2)
- Social media marketing (2)
- Offering special packages and discounts (2)

2.3 Importance of market research:

- Helps understand customer needs and preferences. (1)
- Enables businesses to develop suitable products. (1)
- Improves marketing strategies. (1)

2.4 Social media influence:

- Provides reviews and recommendations from other travellers. (2)
- Offers visual content that inspires travel (photos/videos). (2)

QUESTION 3: TOURISM ITINERARIES (15 marks)

3.1 Purpose of a tour itinerary:

- A plan that outlines destinations, activities, and timings of a tour. (2)

3.2

a) Leisure attractions:

- uShaka Marine World (1)
- Durban Botanic Gardens (1)

b) Cultural attraction:

- Cultural village visit (1)

c) Factors for arranging transport:

- Safety and comfort of vehicles. (2)
- Distance and travel time between destinations. (2)

d) Safety tips for safari:

- Stay inside the vehicle at all times. (2)
- Do not feed or approach animals. (2)
- Follow guide's instructions carefully. (2)

SECTION C: TOURISM PRODUCTS AND TRAVEL DOCUMENTS (20 marks)

QUESTION 4: TOURISM PRODUCTS (10 marks)

4.1 Tourism product:

- A combination of goods and services offered to tourists for their experience. (2)

4.2 Types of tourism products:

- Natural products (e.g., beaches, mountains) (2)
- Cultural products (e.g., museums, festivals) (2)

4.3 Benefits of new tourism products:

- Attract new markets and increase visitor numbers. (2)
- Generate additional income and create jobs. (2)

QUESTION 5: TRAVEL DOCUMENTS (10 marks)

5.1 Essential travel documents:

- Passport (1)
- Visa (1)
- Travel insurance (1)
- Flight tickets (1)
- Health documents (e.g., vaccination certificates) (1)

5.2 Purpose of travel insurance:

- Protects travellers financially against accidents, cancellations, medical emergencies. (3)

5.3 Visa:

- Official permission granted by a country to enter for a specified period. (1)
- Required for security, immigration control, and to regulate visitor numbers. (1)

SECTION D: TOURISM AND SUSTAINABILITY (20 marks)

QUESTION 6: SUSTAINABLE TOURISM (20 marks)

6.1 Sustainable tourism:

- Tourism that meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. (2)

6.2 Positive impact on communities:

- Creates employment and improves livelihoods. (2)
- Preserves cultural heritage and promotes pride in local culture. (2)

6.3 Ways tourists reduce environmental impact:

- Use reusable water bottles and bags. (1)
- Stay on marked trails to avoid habitat damage. (1)
- Reduce energy and water use in accommodation. (1)
- Dispose of waste responsibly and recycle where possible. (1)

6.4 Challenges from unmanaged tourism:

- Environmental degradation such as pollution. (2)
- Cultural disruption or loss of traditions. (2)

6.5 Sustainability measures by businesses:

- Use renewable energy sources like solar power. (2)
- Reduce waste and promote recycling. (2)
- Support local suppliers and communities. (1)
- Educate staff and tourists on sustainable practices. (1)

TOTAL: 100 MARKS

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