SMARTWIZ

GRADE10 TOURISM EXAM

MARKS: 100

MARKS	

TIME: 2 hours

SCHOOL _____

CLASS (e.g. 4A) _____

SURNAME _____

NAME _____

Instructions for Learners:

- Read all the instructions carefully before you begin the exam.
- Write your name and learner number clearly on the answer sheet/booklet.
- Answer all the questions unless otherwise instructed.
- Show all your work/calculations where applicable.
- Write neatly and legibly.
- Use only blue or black ink. *Do not use correction fluid or tape*.
- No electronic devices (calculators, phones, etc.) are allowed unless explicitly permitted.
- Raise your hand if you have any questions.
- Do not talk to other learners during the exam.
- Any form of cheating will lead to disqualification.

This test consists of 6 pages including the cover page.

🌱 SECTION A: KNOWLEDGE & UNDERSTANDING

(30 Marks)

QUESTION 1: SUSTAINABLE TOURISM (10 MARKS)

1.1 Define the term **sustainable tourism**. (2)

_____

_____

1.2 List **three goals** of sustainable tourism. (3)

1. _____
2. _____
3. _____

1.3 Identify two ways that tourists can behave responsibly when visiting natural areas. (2)

1. _____
2. _____

1.4 Explain why sustainability is important for **future generations of tourists**. (3)

_____

_____

_____

QUESTION 2: TRAVEL DOCUMENTS (10 MARKS)

2.1 Match the documents to their correct descriptions. Write only the **letter (A–D)** next to the number. (4)

Number	Document	Description
2.1.1	Passport	A. Approval to enter another country
2.1.2	Visa	B. Used to board a flight
2.1.3	Boarding pass	C. Identity document for travel
2.1.4	Travel insurance	D. Protection against losses while traveling

2.1.1 _____

2.1.2 _____

2.1.3 _____

2.1.4 _____

2.2 State whether each of the following statements is **TRUE** or **FALSE**. (3)

a) You can use your national ID instead of a passport to travel overseas.

b) A visa is issued by the destination country's government.

c) Travel insurance can cover medical emergencies abroad.

2.3 List three items a tourist should check before departure. (3)

QUESTION 3: TRANSPORT IN TOURISM (10 MARKS)

3.1 Name **two types** of transport used in the tourism industry. (2)

1. _____
2. _____

3.2 What are the **advantages** of using air travel? Mention two. (2)

1. _____
2. _____

3.3 Complete the table: Indicate which mode of transport matches the description. (3)

Description	Mode of Transport
Used for scenic routes and overnight journeys	_____
Cheapest form of long-distance land travel	_____
Offers the fastest international travel	_____

3.4 Explain why road infrastructure is important for tourism. (3)

📢 SECTION B: APPLICATION & ANALYSIS

(40 Marks)

QUESTION 4: TOURISM MARKETING (20 MARKS)

You are part of a youth tourism project to attract young international tourists to visit your region.

4.1 What is a **tourism brand**? (2)

_____

4.2 Suggest a creative **slogan** to promote tourism in your province or town. (2)

_____

4.3 List three **marketing tools or platforms** you would use to promote your area. (3)

    1. _____
    2. _____
    3. _____

4.4 Describe **two features** that make your region attractive to tourists. (4)

_____
_____

4.5 Create a short **social media post** (approx. 50 words) promoting a local tourist attraction. Be persuasive and descriptive. (5)

_____
_____
_____
_____

4.6 Name two **key stakeholders** involved in tourism marketing. (2)

    1. _____
    2. _____

4.7 Why is **targeting the correct audience** important in tourism advertising? (2)

_____
_____

QUESTION 5: CASE STUDY – COMMUNITY TOURISM (20 MARKS)

Read the scenario and answer the questions that follow:

The village of Kwela has started a community tourism project where local people host tourists in their homes, cook traditional meals, and perform cultural dances. Tourists can also learn to make crafts and visit natural landmarks.

5.1 Define **community-based tourism**. (2)

5.2 List three **benefits** this project brings to the local community. (3)

    1. ———————————————————————
    2. ———————————————————————
    3. ———————————————————————

5.3 Explain how the project supports **cultural preservation**. (3)

5.4 Identify two **challenges** that may arise with community tourism. (2)

    1. ———————————————————————
    2. ———————————————————————

5.5 Suggest two ways the village can ensure tourists behave respectfully. (2)

    1. ———————————————————————
    2. ———————————————————————

5.6 Design a **simple itinerary** for a 2-day visit to Kwela. Include activities and meals. (8)

Day	Morning	Afternoon	Evening
1			
2			

✍️ SECTION C: EXTENDED WRITING

(30 Marks)

QUESTION 6: ESSAY – TOURIST RESPONSIBILITY (30 MARKS)

Write an essay of **about 180–200 words** on the topic:
"My Role as a Responsible Tourist in South Africa."

Your essay must include:

- What it means to be a responsible tourist
- Environmental care
- Respect for people and culture
- Economic contribution
- A short personal reflection or example

End of Exam

TOTAL : 100

MEMO

🌱 SECTION A: KNOWLEDGE & UNDERSTANDING (30 MARKS)

QUESTION 1: SUSTAINABLE TOURISM (10 MARKS)

1.1
Sustainable tourism: Tourism that respects the environment, supports local communities, and preserves cultural heritage. ✔✔

1.2
Goals of sustainable tourism (Any 3):

- Reduce environmental impact ✔
- Benefit local communities ✔
- Protect cultural and natural heritage ✔
- Promote long-term tourism ✔
  $(3 \times 1 = 3)$

1.3
Responsible behavior examples:

- Stick to marked trails ✔
- Do not litter or harm wildlife ✔
  $(2 \times 1 = 2)$

1.4
Importance for future generations:

- Ensures natural and cultural attractions are preserved ✔
- Provides ongoing income/jobs ✔
- Maintains resources for continued tourism ✔
  (Any 3 relevant points = 3)

QUESTION 2: TRAVEL DOCUMENTS (10 MARKS)

2.1
2.1.1 – C ✔
2.1.2 – A ✔
2.1.3 – B ✔
2.1.4 – D ✔
$(4 \times 1 = 4)$

2.2
a) FALSE ✓
b) TRUE ✓
c) TRUE ✓
($3 \times 1 = 3$)

2.3
Pre-departure checklist (Any 3):

- Valid passport ✓
- Flight ticket/boarding pass ✓
- Visa (if required) ✓
- Accommodation booking ✓
- Travel insurance ✓
  ($3 \times 1 = 3$)

QUESTION 3: TRANSPORT IN TOURISM (10 MARKS)

3.1
Examples (Any 2):

- Air travel ✓
- Rail ✓
- Road/bus ✓
- Sea travel/cruise ✓
  ($2 \times 1 = 2$)

3.2
Advantages of air travel:

- Fast over long distances ✓
- Convenient and widely available ✓
  ($2 \times 1 = 2$)

3.3

Description	Mode of Transport
Scenic, overnight journeys	Train ✓
Cheapest land travel	Bus ✓
Fastest international travel	Plane ✓
($3 \times 1 = 3$)	

3.4
Road infrastructure importance:

- Easy access to tourist sites ✔
- Encourages domestic tourism ✔
- Reduces travel time/safety issues ✔
  (Any 3 valid points = 3)

📢 SECTION B: APPLICATION & ANALYSIS (40 MARKS)

QUESTION 4: TOURISM MARKETING (20 MARKS)

4.1
Tourism brand: The image or identity that represents a destination's unique appeal. ✔✔

4.2
Creative slogan example:
E.g., "Discover the Heartbeat of Limpopo!" ✔✔
(Mark creativity and relevance)

4.3
Marketing tools:

- Social media ✔
- Brochures/flyers ✔
- Websites/travel blogs ✔
  $(3 \times 1 = 3)$

4.4
Features (Any 2):

- Beautiful landscapes ✔
- Unique culture ✔
- Wildlife ✔
- Historical landmarks ✔
  $(2 \times 2 = 4)$

4.5
Social media post – Mark for content (3) and persuasive language (2).
Sample:
"Experience the vibrant rhythm of Zulu culture at the heart of KZN! Dance, dine, and explore the beauty of our heritage. #TravelSA #CulturalTourism"

4.6
Stakeholders:

- Local municipality ✔

- SA Tourism ✓
- Private businesses ✓
  (Any 2 = 2)

4.7
Targeting audience importance:

- Ensures the message reaches the right group ✓
- Increases effectiveness and visitor numbers ✓
  (2 × 1 = 2)

QUESTION 5: CASE STUDY – COMMUNITY TOURISM (20 MARKS)

5.1
Community-based tourism: Tourism that is owned and managed by the local community for their benefit.
✓✓

5.2
Benefits (Any 3):

- Job creation ✓
- Skill development ✓
- Promotes cultural pride ✓
  (3 × 1 = 3)

5.3
Supports cultural preservation by:

- Encouraging traditional dance, food, and crafts ✓✓✓
  (Must link tourism with culture maintenance)

5.4
Challenges (Any 2):

- Overcrowding ✓
- Cultural exploitation ✓
- Poor infrastructure ✓
  (2 × 1 = 2)

5.5
Ways to ensure respectful behavior:

- Cultural orientation on arrival ✓

- Clear signage and guidelines ✔
  $(2 \times 1 = 2)$

5.6
Simple 2-day itinerary (Allocate marks as follows):

- Day structure filled in (2)
- Logical activities (e.g. craft, nature walk) (3)
- Cultural activities/meal inclusion (3)

✍️ SECTION C: EXTENDED WRITING (30 MARKS)

QUESTION 6: ESSAY – RESPONSIBLE TOURIST (30 MARKS)

Mark allocation:

- Content relevance: 10 marks
- Structure (intro, body, conclusion): 5 marks
- Language and grammar: 5 marks
- Reflection/example: 5 marks
- Creativity and insight: 5 marks

Key points to include:

- Respect for environment (e.g., no littering) ✔
- Respect for local people and customs ✔
- Economic contribution (supporting local business) ✔
- Personal example/reflection ✔
- Clear, structured writing ✔

✅ **TOTAL: 100 MARKS**