

# 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: MAP INTERPRETATION & TOURISM DESTINATIONS (30 MARKS)

### QUESTION 1: SOUTH AFRICAN TOURISM MAP (30 marks)

Below is a simplified map of South Africa showing some key tourism destinations:



Use the map above to answer the following questions:

1.1 Identify the provinces labelled A, B, and C on the map. (3)

A: \_\_\_\_\_

B: \_\_\_\_\_

C: \_\_\_\_\_

1.2 Name the famous national park found near point D. (2)

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1.3 Which province (A, B, or C) is known for the **Garden Route**? (1)

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1.4 Explain why Point E (a coastal city) is a popular tourist destination. Give TWO reasons. (4)

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1.5 Tourists want to travel from Point A to Point B. Recommend TWO modes of transport they could use and explain why. (4)

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1.6 Suggest THREE tourist attractions or activities that tourists might experience in Province B. (6)

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1.7 Explain TWO ways that tourism in these provinces can contribute to local economic development. (4)

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1.8 Discuss TWO environmental challenges caused by tourism in coastal areas such as at Point E. (4)

## SECTION B: TOURISM INDUSTRY AND CAREERS (25 MARKS)

### QUESTION 2: TOURISM INDUSTRY (10 marks)

2.1 List FIVE key role-players in the tourism industry. (5)

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2.2 Explain the role of a **travel agent**. (3)

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2.3 Name TWO qualifications or skills needed for a career in tourism and explain why. (2)

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### QUESTION 3: TOURISM CAREERS (15 marks)

3.1 Describe the job responsibilities of a **tour guide**. (5)

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3.2 Identify THREE tourism careers that involve customer service. (3)

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3.3 Explain TWO benefits of working in the tourism industry. (4)

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3.4 Discuss TWO challenges faced by employees in the tourism industry. (3)

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## SECTION C: TOURISM MARKETING AND TECHNOLOGY (25 MARKS)

### QUESTION 4: TOURISM MARKETING (10 marks)

4.1 Define **niche market** in tourism. (2)

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4.2 Explain the importance of branding in tourism. (3)

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4.3 Suggest TWO marketing strategies a tourism business could use to attract more young travellers. (2)

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4.4 List THREE benefits of using social media for tourism marketing. (3)

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### QUESTION 5: TECHNOLOGY IN TOURISM (15 marks)

5.1 Describe TWO ways technology has improved the booking process for travellers. (4)

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5.2 Explain the concept of **virtual tours** and provide ONE advantage for tourists. (3)

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5.3 Identify THREE technological tools or apps used by tourists during their trips. (3)

5.4 Discuss TWO potential negative effects of technology on the tourism industry. (5)

## SECTION D: RESPONSIBLE TOURISM AND SUSTAINABILITY (20 MARKS)

### QUESTION 6: RESPONSIBLE TOURISM (20 marks)

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


6.2 Suggest THREE ways tourists can show respect for local cultures when travelling. (3)

6.3 Describe TWO ways tourism businesses can reduce their environmental footprint. (4)

6.4 Explain TWO social benefits that sustainable tourism brings to local communities. (4)

6.5 Discuss TWO negative impacts tourism can have on wildlife if not managed properly. (4)

6.6 Suggest THREE measures tourists can take to reduce waste while on holiday. (3)

 **TOTAL: 100 MARKS**

**MEMO****SECTION A: MAP INTERPRETATION & TOURISM DESTINATIONS (30 marks)**

1.1 Provinces labelled:

- A: Gauteng (1)
- B: Western Cape (1)
- C: KwaZulu-Natal (1)

1.2 National park near D:

- Kruger National Park (2)

1.3 Province known for Garden Route:

- B (Western Cape) (1)

1.4 Reasons why Point E (coastal city, e.g., Durban) is popular:

- Beautiful beaches (1)
- Warm climate (1)
- Water sports and marine activities (1)
- Cultural diversity and festivals (1)

1.5 Modes of transport from A (Gauteng) to B (Western Cape):

- Domestic flight – fast and convenient for long distances (2)
- Long-distance bus or car – flexible and cost-effective for groups (2)

1.6 Tourist attractions/activities in Province B (Western Cape):

- Table Mountain (2)
- Wine tours in Stellenbosch (2)
- Garden Route activities (hiking, boating) (2)

1.7 Ways tourism contributes to economic development:

- Creates employment opportunities (2)
- Generates income and foreign exchange (2)

1.8 Environmental challenges in coastal areas:

- Coastal erosion and habitat destruction (2)
- Pollution from litter and waste disposal (2)

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## **SECTION B: TOURISM INDUSTRY AND CAREERS (25 marks)**

### 2.1 Key role-players in tourism:

- Tour operators (1)
- Travel agents (1)
- Accommodation providers (1)
- Transport companies (1)
- Tourist guides (1)

### 2.2 Role of travel agent:

- Assists customers in planning and booking trips, flights, accommodation, tours (3)

### 2.3 Qualifications/skills for tourism career:

- Communication skills – to interact effectively with clients (1)
- Knowledge of geography and cultures – to provide accurate information (1)

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### 3.1 Job responsibilities of a tour guide:

- Lead and inform tourists during tours (2)
- Ensure safety of tourists (1)
- Interpret cultural, historical, and natural information (2)

### 3.2 Tourism careers with customer service:

- Front desk receptionist (1)
- Travel agent (1)
- Hotel concierge (1)

### 3.3 Benefits of working in tourism:

- Opportunities to meet diverse people (2)
- Travel opportunities and cultural exposure (2)

### 3.4 Challenges faced by tourism employees:

- Irregular working hours and weekends (2)
  - Seasonal employment and job insecurity (1)
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## **SECTION C: TOURISM MARKETING AND TECHNOLOGY (25 marks)**

### 4.1 Niche market:

- A specialized segment of the market focused on specific interests or needs. (2)

### 4.2 Importance of branding:

- Creates recognition and trust among tourists (2)
- Differentiates products/services from competitors (1)

### 4.3 Marketing strategies to attract young travellers:

- Use of social media campaigns (1)
- Offering adventure or budget-friendly packages (1)

### 4.4 Benefits of social media:

- Wide reach and fast communication (1)
  - Direct engagement with customers (1)
  - Cost-effective marketing (1)
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### 5.1 Technology improving booking:

- Online booking platforms allow instant reservations (2)
- Mobile apps provide easy access and updates (2)

### 5.2 Virtual tours:

- Tours conducted through VR or online platforms, allowing tourists to explore remotely (2)
- Advantage: Enables planning or tourism during travel restrictions (1)

### 5.3 Technological tools/apps for tourists:

- GPS/navigation apps (1)
- Language translation apps (1)
- Currency converters (1)

### 5.4 Negative effects of technology:

- Reduced personal interaction between tourists and locals (2)
  - Over-reliance on technology can cause issues if it fails (3)
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## **SECTION D: RESPONSIBLE TOURISM AND SUSTAINABILITY (20 marks)**

### 6.1 Responsible tourism:

- Tourism that minimizes negative social, economic, and environmental impacts while benefiting local communities. (2)

### 6.2 Ways tourists can respect local cultures:

- Learn and observe local customs (1)
- Dress appropriately for cultural settings (1)
- Support local artisans and businesses (1)

### 6.3 Ways tourism businesses reduce environmental footprint:

- Use energy-efficient appliances (2)
- Implement water-saving measures (2)

### 6.4 Social benefits of sustainable tourism:

- Preservation of local traditions (2)
- Improved community infrastructure (2)

### 6.5 Negative impacts on wildlife:

- Habitat disturbance and stress to animals (2)
- Illegal wildlife trade or feeding animals (2)

### 6.6 Measures tourists can take to reduce waste:

- Carry reusable bags and water bottles (1)
- Avoid single-use plastics (1)
- Dispose of litter properly (1)

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**TOTAL: 100 MARKS**