

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: CULTURAL TOURISM & IMPACTS (30 marks)

Question 1 (10 marks)

1.1 Define **cultural tourism**. (2)

1.2 Name **three examples** of cultural tourism activities. (3)

1.

2.

3.

1.3 Explain **two positive impacts** of cultural tourism on local communities. (4)

MYST PATHWORKS

1.4 Identify **one negative impact** of cultural tourism and explain how it can be managed. (1)

Question 2 (10 marks)

Study the picture below showing tourists visiting a village market. Answer the questions that follow.



2.1 Suggest **two benefits** the local community gains from tourism in this context. (2)

1.

2. _____

2.2 Identify **two possible challenges** the community may face due to tourism. (2)

1. _____

2. _____

2.3 Propose **two ways** to minimize the challenges identified above. (2)

1. _____

2. _____

2.4 How can tourists show respect when visiting cultural sites like this market? (4)

Question 3 (10 marks)

3.1 Explain what is meant by the term **“tourism footprint.”** (2)

3.2 List **three ways** tourists can reduce their tourism footprint. (3)

1. _____

2. _____

3. _____

3.3 What role do tourism businesses have in reducing the environmental impact of tourism? (5)

SECTION B: TOURISM MARKETING & CUSTOMER SERVICE (40 marks)

Question 4 (15 marks)

4.1 Define the term **target market** in tourism. (2)

4.2 Describe **three marketing strategies** a small tourist lodge could use to attract more visitors. (6)

1.

2.

3.

4.

5.

6.

4.3 Explain why **branding** is important for a tourism business. (3)

4.4 Design a **simple slogan** for a South African nature reserve. Write the slogan and explain why it is effective. (4)

Slogan:

Explanation:

Question 5 (15 marks)

5.1 List **four important qualities** of good customer service in tourism. (4)

1.

2.

3.

4.

5.2 Describe **how a receptionist** at a hotel can make a great first impression. (4)

5.3 What should a tourism employee do if a customer complains about poor service? (3)

5.4 Explain why customer service is important for repeat business in tourism. (4)

Question 6 (10 marks)

6.1 Imagine you work at a travel agency. A family wants to visit South Africa for two weeks and experience nature, culture, and adventure. Create a **brief 5-day itinerary** including:

- One nature activity
- One cultural activity
- One adventure activity
- Two other interesting activities

Day	Activity Type	Activity Description
1	Nature	
2	Cultural	
3	Adventure	
4	Other	
5	Other	

SECTION C: TRAVEL PLANNING & SAFETY (30 marks)

Question 7 (30 marks)

Write a report of about 180–200 words advising first-time international tourists on how to plan a safe and enjoyable trip to South Africa. Include the following points:

- Important travel documents required
- Health precautions
- Safety tips for tourists
- How to respect local culture
- Packing advice

Write your report below:

End of Exam Paper ✓

TOTAL : 100

MYST PATHWORKS

MEMO

SECTION A: CULTURAL TOURISM & IMPACTS (30 marks)

Question 1 (10 marks)

1.1 Cultural tourism is travel that focuses on experiencing the culture, heritage, traditions, and lifestyle of a destination. (2)

1.2 Examples of cultural tourism activities:

- Visiting museums or historical sites
- Attending cultural festivals or events
- Exploring traditional villages or markets (any 3) (3)

1.3 Positive impacts of cultural tourism on local communities:

- Generates income and employment opportunities
- Helps preserve cultural heritage and traditions (any 2 explained) (4)

1.4 Negative impact example:

- Over-commercialization of culture leading to loss of authenticity.
Management: Involve local communities in tourism planning and protect cultural sites. (1)

Question 2 (10 marks)

2.1 Benefits to local community:

- Income from selling goods/services
- Job creation for locals (2)

2.2 Challenges faced:

- Cultural disruption or loss of privacy
- Environmental degradation or waste (2)

2.3 Ways to minimize challenges:

- Educate tourists about respecting local culture
- Implement waste management and environmental care programs (2)

2.4 Tourists can show respect by:

- Asking permission before taking photos
 - Dressing appropriately
 - Supporting local businesses
 - Learning about customs and behaving politely (4)
-

Question 3 (10 marks)

3.1 Tourism footprint refers to the total impact (environmental, social, economic) tourists leave on a destination. (2)

3.2 Ways to reduce tourism footprint:

- Use public transport or walk
- Reduce waste and recycle
- Conserve water and energy (3)

3.3 Tourism businesses can:

- Use sustainable energy sources
 - Promote eco-friendly activities
 - Train staff on environmental practices
 - Minimize waste and water use
 - Support local suppliers (any 5) (5)
-

SECTION B: TOURISM MARKETING & CUSTOMER SERVICE (40 marks)

Question 4 (15 marks)

4.1 Target market = a specific group of tourists a business aims to attract. (2)

4.2 Marketing strategies:

- Use social media advertising
- Offer special packages or discounts
- Partner with travel agents or tour operators (any 3 with explanation) (6)

4.3 Branding is important because it creates a unique identity that distinguishes the business from competitors and builds customer loyalty. (3)

4.4 Sample slogan:

- “Explore Nature’s Heartbeat”

Explanation: It is short, memorable, and highlights the natural beauty of the reserve, attracting nature lovers. (4)

Question 5 (15 marks)

5.1 Qualities of good customer service:

- Friendly attitude
- Patience
- Knowledgeable
- Effective communication (4)

5.2 Receptionist first impression:

- Greet guests warmly with a smile
- Be attentive and helpful
- Provide quick and accurate information
- Maintain a neat appearance (4)

5.3 When a customer complains:

- Listen carefully without interrupting
- Apologize sincerely
- Offer a solution or escalate to a manager if needed (3)

5.4 Customer service importance:

- Satisfied customers are more likely to return
 - Good service leads to positive reviews and referrals
 - Builds trust and long-term relationships
 - Helps maintain business reputation (4)
-

Question 6 (10 marks)

Sample 5-day itinerary:

Day	Activity Type	Activity Description
1	Nature	Visit Kruger National Park safari
2	Cultural	Explore Soweto township tour
3	Adventure	Ziplining or bungee jumping
4	Other	Visit Cape Winelands
5	Other	Beach day at Durban

Answers may vary; credit relevant activities for each day. (10)

SECTION C: TRAVEL PLANNING & SAFETY (30 marks)

Key points expected in the report:

- Travel documents: passport, visa (if required), travel insurance
- Health: vaccinations (e.g., yellow fever), carry medications, drink safe water
- Safety tips: avoid risky areas, keep belongings safe, use registered transport
- Respect local culture: dress modestly, learn basic greetings, respect customs
- Packing advice: pack weather-appropriate clothing, comfortable shoes, sunscreen, adapters

Marking based on content, clarity, and organization. Well-structured response with all points covered = full marks (30)

End of Memorandum 

TOTAL : 100

MYST PATHWORKS