

# 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: GLOBAL TOURISM TRENDS (30 marks)

### QUESTION 1: INTERPRETING TOURISM STATISTICS (30 marks)

Below is a Table showing the percentage of international tourists visiting different regions worldwide in 2023.

Region	% of International Tourist Arrivals
Europe	40%
Asia & Pacific	30%
Americas	15%
Africa	8%
Middle East	7%

**Answer the following:**

1.1 Which region attracts the highest percentage of international tourists? (1)

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1.2 Calculate the combined percentage of tourists visiting Africa and the Middle East. (2)

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1.3 Discuss TWO reasons why Europe remains the most visited region globally. (4)

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1.4 Identify TWO challenges faced by the African tourism industry based on its low percentage share. (4)

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1.5 Suggest THREE strategies African countries can use to increase their share of international tourism. (6)

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1.6 Explain how the COVID-19 pandemic has influenced global tourism trends in recent years. (6)

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1.7 Discuss TWO benefits for South Africa in increasing its international tourist arrivals. (5)

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## **SECTION B: CULTURAL TOURISM (25 marks)**

### **QUESTION 2: CULTURAL HERITAGE SITES (25 marks)**

2.1 Define **cultural tourism**. (3)

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2.2 Explain the importance of cultural heritage sites in attracting tourists. (4)

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2.3 Describe **THREE** famous cultural heritage sites in South Africa. (6)

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2.4 Discuss **TWO** potential negative impacts of tourism on cultural heritage sites and how these can be managed. (6)

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2.5 Suggest **THREE** ways tourists can show respect while visiting cultural sites. (6)

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## **SECTION C: TOURISM TRANSPORT & INFRASTRUCTURE (25 marks)**

### **QUESTION 3: TRANSPORT MODES AND INFRASTRUCTURE (25 marks)**

3.1 Name **FOUR** main modes of transport used by tourists in South Africa. (4)

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3.2 Discuss **TWO** advantages and **TWO** disadvantages of air travel for tourists. (8)

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3.3 Explain the role of transport infrastructure in developing tourism. (5)

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3.4 Identify THREE ways the government can improve transport infrastructure to support tourism growth. (8)

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## **SECTION D: TOURISM AND ENVIRONMENT (20 marks)**

### **QUESTION 4: TOURISM SUSTAINABILITY (20 marks)**

4.1 Define **eco-tourism**. (3)

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4.2 Explain TWO ways tourism can negatively impact the environment. (4)

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4.3 Describe THREE principles of sustainable tourism development. (6)


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4.4 Suggest THREE actions tourists can take to minimize their environmental impact while traveling. (7)

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 **TOTAL: 100 MARKS**

## MEMO

### SECTION A: GLOBAL TOURISM TRENDS (30 marks)

1.1 Region with highest tourists:

- Europe (1)

1.2 Combined percentage Africa + Middle East:

- $8\% + 7\% = 15\%$  (2)

1.3 Reasons why Europe is most visited:

- Rich cultural and historical heritage (2)
- Well-developed tourism infrastructure and accessibility (2)

1.4 Challenges for African tourism:

- Poor infrastructure and transport networks (2)
- Political instability and safety concerns (2)

1.5 Strategies to increase African tourism share:

- Improve transport and accommodation infrastructure (2)
- Market unique wildlife and cultural experiences globally (2)
- Enhance safety and security measures for tourists (2)

1.6 COVID-19 pandemic influence:

- Significant decline in international travel due to restrictions (3)
- Increased focus on domestic and nature-based tourism (3)

1.7 Benefits for South Africa of increasing international tourists:

- Boost to the economy through foreign exchange earnings (3)
- Job creation in tourism and related sectors (2)

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### SECTION B: CULTURAL TOURISM (25 marks)

2.1 Definition of cultural tourism:

- Tourism focused on experiencing cultural heritage, traditions, and lifestyle of a place. (3)

2.2 Importance of cultural heritage sites:

- Attract tourists interested in history and culture (2)
- Help preserve cultural identity and traditions (2)

### 2.3 Famous cultural heritage sites in South Africa:

- Robben Island (2)
- Cradle of Humankind (2)
- Mapungubwe Cultural Landscape (2)

### 2.4 Negative impacts & management:

- Damage and wear to sites – limit visitor numbers and promote responsible tourism (3)
- Commercialization and loss of authenticity – involve local communities in tourism management (3)

### 2.5 Ways tourists show respect:

- Follow site rules and guidelines (2)
- Avoid touching or removing artifacts (2)
- Learn about local customs before visiting (2)

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## **SECTION C: TOURISM TRANSPORT & INFRASTRUCTURE** **(25 marks)**

### 3.1 Four modes of transport:

- Air travel (1)
- Road transport (1)
- Rail transport (1)
- Sea/cruise travel (1)

### 3.2 Advantages of air travel:

- Fast and efficient for long distances (2)
- Connects remote destinations (2)

Disadvantages of air travel:

- Expensive compared to other modes (2)
- Environmental pollution (2)

### 3.3 Role of transport infrastructure:

- Enables easy and safe movement of tourists to destinations (3)
- Supports economic growth and accessibility (2)

### 3.4 Ways to improve transport infrastructure:

- Invest in road and rail networks (3)
  - Upgrade airports and terminals (3)
  - Improve public transport options (2)
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## **SECTION D: TOURISM AND ENVIRONMENT (20 marks)**

### 4.1 Definition of eco-tourism:

- Responsible travel to natural areas that conserves the environment and sustains the well-being of local people. (3)

### 4.2 Negative environmental impacts:

- Habitat destruction and biodiversity loss (2)
- Pollution from waste and emissions (2)

### 4.3 Principles of sustainable tourism:

- Minimize environmental impact (2)
- Support local communities and economies (2)
- Educate tourists on responsible behavior (2)

### 4.4 Actions tourists can take:

- Use reusable water bottles and bags (2)
  - Stay on designated trails to avoid habitat damage (2)
  - Respect wildlife and avoid disturbing animals (3)
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**TOTAL: 100 MARKS**