

# 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: CORE KNOWLEDGE AND CONCEPTS

(30 Marks)

### QUESTION 1: THE TOURISM SECTOR (10 MARKS)

1.1 Name the **four main sectors** of the tourism industry. (4)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_

1.2 Identify the tourism sector for each of the following workers. Choose from: **Accommodation, Transport, Attractions, or Travel services**. (4)

- a) A game ranger at Kruger National Park → \_\_\_\_\_
- b) A receptionist at a hotel → \_\_\_\_\_
- c) A travel consultant → \_\_\_\_\_
- d) A bus driver transporting tourists → \_\_\_\_\_

1.3 Give two reasons why these sectors must work **together**. (2)

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### QUESTION 2: SAFETY AND SECURITY IN TOURISM (10 MARKS)

2.1 List **three personal safety tips** for tourists visiting urban areas. (3)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

2.2 What steps should a hotel take to ensure guest safety? Mention any **two**. (2)

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2.3 Fill in the blanks: (3)

- a) In an emergency, tourists should dial \_\_\_\_\_ for police in South Africa.
- b) Tourists should keep a copy of their \_\_\_\_\_ in case the original is lost.
- c) It is unsafe to accept \_\_\_\_\_ from strangers.

2.4 Explain how **negative media coverage** of crime affects tourism. (2)

### QUESTION 3: WEATHER AND CLIMATE (10 MARKS)

3.1 Define the term **climate**. (2)

3.2 What type of weather might discourage tourists from visiting a beach town? (2)

3.3 Complete the table by matching the city to its **expected weather** in July. (3)

City	Hemisphere	July Weather (Choose: Cold / Warm)
Cape Town	Southern	_____
New York	Northern	_____
Sydney	Southern	_____

3.4 Suggest **one type of clothing** a tourist should pack when visiting:

- a) A desert → \_\_\_\_\_ (1)  
 b) A snowy mountain → \_\_\_\_\_ (1)  
 c) A tropical rainforest → \_\_\_\_\_ (1)



## SECTION B: APPLICATION & CONTEXT

(40 Marks)

### QUESTION 4: WORLD ICONS AND ATTRACTIONS (15 MARKS)

4.1 Define a **world icon** in tourism. (2)

4.2 Match the world icon to its country. (4)

World Icon	Country
Eiffel Tower	A. India
Statue of Liberty	B. France
Christ the Redeemer	C. Brazil
Taj Mahal	D. USA

Answers:

- a) Eiffel Tower → \_\_\_\_\_  
 b) Statue of Liberty → \_\_\_\_\_  
 c) Christ the Redeemer → \_\_\_\_\_  
 d) Taj Mahal → \_\_\_\_\_

4.3 Explain why these icons are important to their countries. Give two reasons. (4)

1. \_\_\_\_\_  
 2. \_\_\_\_\_

4.4 Look at the image of a landmark below and answer the questions.



- a) Name this attraction: \_\_\_\_\_ (1)  
 b) What makes this a **cultural** attraction? (2)

4.5 Give one example of a **South African icon** and state its location. (2)

Icon: \_\_\_\_\_

Location: \_\_\_\_\_

## QUESTION 5: TOURIST TYPES AND TRAVEL MOTIVES (10 MARKS)

5.1 Match the type of tourist to the reason for travel. Write only the letter. (4)

Type of Tourist	Reason for Travel
A. Leisure tourist	a. Attending a business conference
B. Business tourist	b. Going to the Kruger National Park
C. Religious tourist	c. Visiting Mecca for pilgrimage
D. Medical tourist	d. Undergoing heart surgery in another country

- a) A → \_\_\_\_\_  
 b) B → \_\_\_\_\_  
 c) C → \_\_\_\_\_  
 d) D → \_\_\_\_\_

5.2 Give two push and two pull factors that influence travel. (4)

**Push Factors** (internal reasons):

1. \_\_\_\_\_
2. \_\_\_\_\_

**Pull Factors** (destination attractions):

1. \_\_\_\_\_
2. \_\_\_\_\_

5.3 What is meant by a “bucket list” destination? (2)

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## QUESTION 6: ETHICAL TOURISM (15 MARKS)

6.1 What is **ethical tourism**? (2)

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6.2 List two **unethical behaviours** tourists should avoid. (2)

1. \_\_\_\_\_
2. \_\_\_\_\_

6.3 Read the scenario and answer the questions:

A group of tourists is seen feeding wild animals during a safari. They also play loud music, scaring away the birds. Local guides try to explain that this disturbs the ecosystem.

a) Identify **two problems** with the tourists' behavior. (2)

1. \_\_\_\_\_
2. \_\_\_\_\_

b) Suggest **two correct alternatives**. (2)

1. \_\_\_\_\_
2. \_\_\_\_\_

6.4 Explain how supporting **local businesses** is part of ethical tourism. (2)

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6.5 Give three examples of how tourists can **protect the environment**. (3)

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_



## SECTION C: EXTENDED WRITING

(30 Marks)

### QUESTION 7: LONG RESPONSE (30 MARKS)

**Topic: "Why I Would Recommend South Africa to a First-Time Tourist"**

Write an essay of 180–200 words. In your answer, include:

- Three unique attractions in South Africa
- Safety and cultural tips
- Types of experiences (e.g. wildlife, history, cuisine)
- Your personal opinion or experience

End of Paper 

**TOTAL : 100**

## MEMO

### SECTION A: CORE KNOWLEDGE AND CONCEPTS (30 MARKS)

#### QUESTION 1: THE TOURISM SECTOR (10 MARKS)

1.1

Four main sectors:

- Accommodation ✓
- Transport ✓
- Attractions ✓
- Travel services (tour operators, agencies) ✓

1.2

- a) Game ranger → Attractions ✓
- b) Hotel receptionist → Accommodation ✓
- c) Travel consultant → Travel services ✓
- d) Bus driver → Transport ✓

1.3

Reasons to work together:

- Ensure a smooth tourist experience ✓
- Improve service delivery ✓

#### QUESTION 2: SAFETY AND SECURITY IN TOURISM (10 MARKS)

2.1

Personal safety tips:

- Avoid walking alone at night ✓
- Keep valuables safe and hidden ✓
- Stay in well-lit, populated areas ✓

2.2

Hotel safety steps:

- Install security cameras ✓
- Train staff on emergency procedures ✓

2.3

- a) 10111 ✓
- b) passport copy ✓
- c) gifts/items ✓ (Accept “food”, “drinks”, “rides”)

2.4

Negative media coverage:

- Scares tourists away ✓
- Creates bad image for destination ✓

### QUESTION 3: WEATHER AND CLIMATE (10 MARKS)

3.1

Climate = The average weather conditions over a long period ✓✓

3.2

Bad weather for beach tourism:

- Cold, rainy, or stormy weather ✓✓

3.3

City	Hemisphere	July Weather
Cape Town	Southern	Cold
New York	Northern	Warm
Sydney	Southern	Cold

3.4

- a) Desert → Light, breathable clothing ✓
- b) Snowy mountain → Warm, insulated clothing ✓
- c) Tropical rainforest → Waterproof jacket, light clothes ✓

## SECTION B: APPLICATION & CONTEXT (40 MARKS)

### QUESTION 4: WORLD ICONS AND ATTRACTIONS (15 MARKS)

4.1

World icon = A famous landmark recognized worldwide and symbolizes a country ✓✓



4.2

- a) Eiffel Tower → B (France) ✓
- b) Statue of Liberty → D (USA) ✓
- c) Christ the Redeemer → C (Brazil) ✓
- d) Taj Mahal → A (India) ✓

4.3

Reasons:

- Attract tourists, boosting economy ✓
- Promote national pride and identity ✓

4.4

- a) Machu Picchu ✓
- b) It is a cultural site because it shows Incan history and architecture ✓✓

4.5

Example:

Icon – Table Mountain ✓

Location – Cape Town ✓

## QUESTION 5: TOURIST TYPES AND TRAVEL MOTIVES (10 MARKS)

5.1

- a) A → b (Leisure tourist → Kruger Park) ✓
- b) B → a (Business tourist → Conference) ✓
- c) C → c (Religious tourist → Mecca) ✓
- d) D → d (Medical tourist → Surgery abroad) ✓

5.2

Push factors (internal):

- Desire for adventure ✓
- Need for rest/escape ✓

Pull factors (external):

- Attractive beaches ✓
- Famous landmarks ✓

5.3

Bucket list destination = A place someone wants to visit at least once in their lifetime ✓✓

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## QUESTION 6: ETHICAL TOURISM (15 MARKS)

6.1

Ethical tourism means traveling responsibly with respect for the environment, local culture, and economy ✓✓

6.2

Unethical behaviours:

- Littering ✓
- Feeding wild animals ✓

6.3

a) Problems:

- Disturbing wildlife ✓
- Scaring animals/birds ✓

b) Alternatives:

- Observe animals quietly ✓
- Do not feed wildlife ✓

6.4

Supporting local businesses helps the community earn income and preserves culture ✓✓

6.5

Ways to protect environment:

- Use reusable water bottles ✓
- Avoid plastic bags ✓
- Stay on marked trails ✓



## SECTION C: EXTENDED WRITING (30 MARKS)

### QUESTION 7: LONG RESPONSE (30 MARKS)

**Marking guide:**

- Introduction with clear recommendation (5)
- Mention three unique attractions (e.g., wildlife, beaches, cultural heritage) (8)
- Safety and cultural tips included (5)
- Describe experiences available (wildlife safaris, history tours, cuisine) (5)
- Personal reflection or opinion (5)

- Language, grammar, and structure (2)

*Example points to look for:*

- “I would recommend South Africa because of its amazing wildlife safaris in Kruger, the scenic Garden Route, and rich cultural history in places like Soweto.”
- “Tourists should stay alert in cities and respect local customs.”
- “Visitors can enjoy diverse experiences from beach holidays to exploring historical sites.”
- “I have personally enjoyed visiting Table Mountain and tasting local cuisine.”

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✓ **TOTAL: 100 MARKS**

