

# HILLCREST HIGH SCHOOL

GRADE 10

NOVEMBER 2016

TIME: 2 HOURS

MARKS: 150

EXAMINER: MRS T WILD

MODERATOR Mrs M Singh

## TOURISM

### Instructions to candidates:

- (1) You may *ONLY* write with a blue or black pen.
- (2) Section A must be answered on the answer sheet printed on the back of the cover sheet to the answer book.  
All questions in sections B, C, D and E must be answered in the answer book provided.
- (3) Work neatly.
- (4) Start each section on a new page.  
Rule off at the end of each question.
- (5) Remember to rule a margin on the right hand side of every page.  
Do not write in this margin.
- (6) Use this guideline to pace yourself and ensure that you complete all the questions.

Section	Questions	Marks	Time
Section A	1 ; 2	20	15 mins
Section B	3	10	10 mins
Section C	4 5	40	30 mins
Section D	6 7	40	30 mins
Section E	8 9	40	30 mins

SECTION A: Short Questions

Fill in only your answer on the answer sheet provided in your answer book.

Question 1: Multiple Choice

Choose the correct answer to each question and write only the letter next to the question number.

- 1.1 A meal that offers breads, fruit, cereals, cooked hot light dishes, tea, coffee, and juices at a set price where guests help themselves is a :
- A. Buffet
  - B. Buffet breakfast
  - C. Continental Breakfast
  - D. English Breakfast
- 1.2 An example of a mobile device is a
- A. Fax Machine
  - B. Photocopier
  - C. PDA
  - D. Desktop
- 1.3 When a species is threatened, it means that .....
- A. the species is neglected
  - B. the species is extinct
  - C. there is only a small number of the species left and therefore it needs to be protected.
  - D. It is a dangerous species, normally carnivorous cat species
- 1.4 A radio receiver with a small computer that has a set of maps in its memory is
- A. Google earth
  - B. Google maps
  - C. Wi-Fi
  - D. GPS
- 1.5 This is an example of a social benefit of tourism:
- A. Local people looking after the environment
  - B. Local people being employed in tourism businesses
  - C. Local people become entrepreneurs
  - D. Local people preserve and protect their culture
- 1.6 Credit cards allow users to .....
- A. Spend their own money directly from their bank accounts
  - B. Spend borrowed money directly from their bank accounts
  - C. Pay with loose money when buying
  - D. None of the above



SECTION B:      Mapwork / Tour Planning

Question 3

Rovos Rail provide maps in their brochures and on their website which illustrate the itinerary of their journeys. Study the map below of 'the Namibian Safari' and then answer the questions that follow

- 3.1 Who / what is Rovos Rail? (2)
- 3.2 Explain what an itinerary is. (2)
- 3.3 Which TWO countries does this journey cross? (2)
- 3.4 What does the red flag symbol at Nakop indicate? (2)
- 3.5 Name the Transfronteir Park marked as 'T' on the map. (2)

(10)

**SECTION C: Tourism Attractions / Cultural & Heritage Tourism / Marketing**

**Question 4**

*“South Africa is one of the most beautiful, hottest tourist destinations in the world. When you see its exquisite beaches, stunning countryside and rugged mountain backdrop, you can understand why.”*  
**Jasmine Harman**, television travel presenter.

South Africans are known for being amongst the most upbeat, welcoming and humorous folk you can hope to encounter. The country's past may be one of separation and struggle but their future is filled with unity and possibility. South Africans are extremely proud of their beautiful country, offering tourists from around the world stunning holiday experiences and world-class hospitality, and they were delighted to be able to display this to the world in 2010 as the host of the FIFA World Cup (the first African nation to do so).

South Africa is known as the Rainbow Nation, with 11 official languages, contrasting landscapes and abundant wildlife - this certainly takes some beating.

South Africa is a destination where you can experience it all; from the unspoilt beaches along the Wild Coast to the vibrant nightlife of Cape Town; the deserts of the Kgalagadi to the lush, green forests of Tsitsikamma. One moment you can be cage-diving with Great White sharks, the next you're enjoying a traditional braai and a bottle of Pinotage along the Garden Route.

There are nine spectacular provinces to explore in South Africa.

- 4.1 Name TWO major tourist attractions in Soweto (2)
- 4.2 Name the two cities in KwaZulu-Natal between which the Comrades is held every year. (2)
- 4.3 Describe the Comrades in one sentence (2)
- 4.4 Explain how the following attractions were created:
- 4.4.1 Vredefort Dome (Free State)
- 4.4.2 Kimberley Big Hole (Northern Cape) (4)
- 4.5 Name the province in which the KKNK (Klein Karoo Nationale Kunstefees) is held. (2)
- 4.6 What is the main purpose of the KKNK. (2)
- 4.7 Name the Cape Town attraction that is most visited by tourists and where you find the Two Oceans Aquarium. (2)
- 4.8 Name the National Botanical Gardens which are to be found on the slopes of Table Mountain (2)
- 4.9 Name the town in the Eastern Cape where the world's largest man-made pineapple can be climbed. (2) (20)

## Question 5

5.1 Explain in your own words what is meant by marketing, (2)

5.2 Match the term in Column A with the correct description in Column B.  
Write only the letter (A - G) of your answer next to the question number

(5.2.1 - 5.2.5) in your answer book. (5)

	Column A		Column B
5.2.1	Need	A	That percentage of a target market that buys your product or uses your service.
5.2.2	Market research	B	Something that is a necessity and that we cannot do without.
5.2.3	Geographic segment	C	The ability of a company to produce services and products that outperform their competition
5.2.4	Market share	D	A small part of the core market that has a specific need for a specific product.
5.2.5	Niche market	E	This means that international tourists have to travel a long way to get to South Africa
		F	Studying your target market according to where they live / work / come from
		G	Collecting information about the needs and wants of your customers

5.3 Describe TWO ways in which services differ from products. (4)

5.4 You are the owner of a Guest house in the centre of the business district on Umhlanga Ridge

(a) What niche market can you target? (1)

(b) Name THREE services (other than accommodation), you could offer which would give you a competitive edge over other accommodation providers in the area. (3).

5.5 Using the images and text in the advert on the next page, draw up a tourist profile that would show the type of tourist this advert is targeting.

Consider the following criteria in your profile:

- Age
- Interests
- Needs
- Wants
- Income

(5) (20)

Experience Fun, Freedom and Adventure in the Kruger National Park.  
Birds, trees, rivers, antelope, mountains and the stars come to  
life with the activities offered in the Kruger National Park.

Discover  
the beauty and serenity of the African Bush  
up close and personal  
while having a bush braai or admiring beautiful sunrises,  
astonishing views and all the other wonders and splendour that is  
THE  
Kruger National Park.

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SECTION D: Tourism Sectors / Sustainable and Responsible Tourism

Question 6

Refer to the extract from [www.stormsriveradventures.com](http://www.stormsriveradventures.com) on the previous page and then answer the following questions:

- 6.1 Name the three pillars of sustainable tourism (3)
- 6.2 Explain what Stormsriver Adventures does to achieve each of these goals. (6)
- 6.3 The Tsitsikamma Forest is a scarce resource.
- 6.3.1 Suggest TWO ways Stormsriver Adventures can ensure that their activities don't damage the environment. (4)
- 6.3.2 Suggest TWO things a responsible tourist taking part in these activities could do to ensure they don't cause any damage to the environment (4) (17)
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### Question 7

- 7.1 What is global warming? (2)
- 7.2 Discuss THREE causes of global warming (3 x 2) (6)
- 7.3 Describe TWO consequences of global warming for the tourism industry. (4)
- 7.4. What is green tourism? (3)
- 7.5 Explain FOUR ways a tourist can minimise their carbon footprint. (8) (23)
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SECTION E: Domestic Tourism / Communication / Customer Care

Question 8

"For any country to sustain tourism and its contribution to the gross domestic product (GDP), the backbone of this has to be domestic travel"  
www.satourism.gov.za

- 8.1 Explain what domestic tourism is. (2)
- 8.2 Explain TWO ways domestic tourism is good for the South African tourism industry. (4)
- 8.3 Explain the difference between intra-provincial and interprovincial travel, giving an example of each. (4) (10)
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Question 9

- 9.1 Study the pictures below and answer the questions that follow
- 9.1.1 Each of the equipment above are technological devices used in tourism businesses. Write the letters (A - C) and the name of each in your answer book. (3)
- 9.1.2 Discuss ONE advantage of the technology labeled B (2)
- 9.1.3 Explain how a tourism business can use social networks such as Facebook and Twitter. (2)
- 9.2 Choose the correct captions from the list below that match the tourism information signs numbered A-C. (6)

Campsite, Scenic Route, Hotel, National Monument,  
National Park, Take Away, Restaurant, View Point

9.3 Read the scenario below and then answer the questions that follow:

Nerina Pillay had decided to go away for a week of relaxation. She made a reservation for one week at the See Hotel in Umhlanga. She made her payment and faxed the proof of payment to the hotel. But she did not receive a confirmation. She phoned and was put on hold immediately by a rude receptionist. When she finally got through, they managed to help her but after a long wait. She printed the map to the hotel which she got from the website. But she got lost because the directions were confusing and the street names had changed. The map was not updated. When she finally arrived she couldn't find anyone at reception. So she dragged her own bags inside and she waited for 20 minutes feeling hot and tired.

- 9.3.1 From the text, identify THREE examples of poor service (3)
- 9.3.2 "Excellent service delivery is the level of service that would make the customer feel like a king"  
Describe TWO key factors a business must deliver to its customers if they want to make their customer feel like a king. (4)
- 9.3.3 Name 2 advantages of excellent service delivery. (4)
- 9.3.4 Explain THREE ways the See hotel could have improved their services to Ms Pillay (6) (17)