

# Hillcrest High School

Grade 10

## TOURISM

**NOVEMBER EXAM 2025**

**MARKS:** 150

**TIME:** 2 Hours

**EXAMINERS:** Ms T. Mvumbu

**MODERATOR:** Mrs E. Naidoo

## **INSTRUCTIONS AND INFORMATION:**

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL the questions.
3. Start EACH question on a NEW page.
4. Show ALL calculations where necessary.
5. You may use a non-programmable calculator.
6. Use the mark allocation for each question as a guideline for the length of your answer.
7. Write neatly and legibly.
8. The table below is a guideline to help you divide your time according to each section.

<b>SECTION</b>	<b>SUBJECT</b>	<b>MARKS</b>	<b>TIME minutes</b>
<b>A</b>	Short questions	40	20
<b>B</b>	Map work and Tour Planning	30	30
<b>C</b>	Tourist Attractions, Cultural & Heritage Tourism, Marketing	30	30
<b>D</b>	Tourism Sectors, Sustainable and Responsible Tourism	20	20
<b>E</b>	Domestic Tourism, Communication and Customer Service	30	20
	<b>TOTAL</b>	<b>150</b>	<b>120</b>

## SECTION A: SHORT QUESTIONS

### QUESTION 1

Various possible options are provided as answers to the following questions. Write only the letter (A - D) next to the question number, for example 1.1.21. D

- 1.1.1 A tourist who travels to experience different cultures, foods, and traditions is called a/an:
- A. Business tourist
  - B. Cultural tourist
  - C. Sports tourist
  - D. Eco-tourist
- 1.1.2. The international organisation that encourages countries to identify and protect cultural and heritage sites.
- A. SAT
  - B. UNWTO
  - C. SAHRA
  - D. UNESCO
- 1.1.3. The 0° line of longitude that divides the Earth into Eastern and Western Hemispheres, is called the:
- A. Equator
  - B. International Date Line
  - C. Greenwich Meridian
  - D. IDP
- 1.1.4. The process where a number of a species are reduced by killing, because the ecosystem is unbalanced.
- A. Culling
  - B. Poaching
  - C. Over-consumption
  - D. Habitat destruction

- 1.1.5. Travelling within your own country, is referred to as:
- A. Adventure tourism
  - B. International tourism
  - C. Domestic tourism
  - D. Eco-tourism
- 1.1.6 South Africa celebrates Heritage Day on:
- A. 24 September
  - B. 16 July
  - C. 21 March
  - D. 27 April
- 1.1.7. Which of the following best describes the Red Data List?
- A. The list of species that may not be hunted or caught
  - B. The list of all living and non-living things in an area
  - C. Illegal game hunting
  - D. The area where a certain species live
- 1.1.8. Using a resource excessively, which leads to negative impacts on the environment, is known as:
- A. Red Data List
  - B. Culling
  - C. Over-consumption
  - D. Illegal hunting
- 1.1.9. Poaching can be described as:
- A. Hunting animals illegally, without permission
  - B. Reducing animal numbers to protect the environment
  - C. Using more resources than nature can replace
  - D. A list of species that may not be hunted or caught

- 1.1.10. The  $0^\circ$  line of latitude, which divides the Earth into Northern and Southern Hemispheres, is called the:
- A. Greenwich Meridian
  - B. Equator
  - C. Tropic of Capricorn
  - D. UTC line
- 1.1.11 An area that includes all living and non-living things interacting in a particular location is referred to as a/an:
- A. Conservation area
  - B. Habitat
  - C. Species list
  - D. Ecosystem
- 1.1.12 Cape Town operates in this time zone:
- A. UTC +1
  - B. UTC +2
  - C. UTC -2
  - D. GMT
- 1.1.13 The imaginary line on the Earth's surface that separates one calendar day from the next is the:
- A. Greenwich Meridian
  - B. International Date Line
  - C. Equator
  - D. Prime Meridian
- 1.1.14 Each  $15^\circ$  of longitude corresponds to a time difference of:
- A. One hour
  - B. Two hours
  - C. Thirty minutes
  - D. Fifteen minutes

- 1.1.15. The organization responsible for protecting heritage sites within South Africa is:
- A. SAT
  - B. UNESCO
  - C. SAHRA
  - D. IDL
- 1.1.16 Which of the following are NOT examples of living culture?
- A. Traditional music and dance
  - B. Festivals and rituals
  - C. Old buildings and monuments
  - D. Storytelling and traditional medicine
- 1.1.17. An important heritage site located in Gauteng is:
- A. Pilgrim's Rest
  - B. The Union Buildings
  - C. Table Mountain
  - D. Maloti Drakensberg Park
- 1.1.18. The main advantage of using an airplane for tourist travel:
- A. It is the cheapest mode of transport for short trips
  - B. It allows sightseeing at street level
  - C. It is mainly used for local city commutes
  - D. It is the fastest way to cover long distances
- 1.1.19. Tourism that aims to minimise negative environmental impact and support local communities:
- A. Sustainable tourism
  - B. Cultural tourism
  - C. Heritage tourism
  - D. Domestic tourism
- 1.1.20. Protecting historic buildings, monuments, and cultural sites is known as:
- A. Heritage conservation
  - B. Eco-tourism
  - C. Adventure tourism
  - D. Seasonality

**(20)**

- 1.2. Match the description in Column B with the term in Column A. Write only the letter next to the question number (1.2.1-1.2.5) in your answer book, for example 1.2.6. K

	COLUMN A		COLUMN B
1.2.1.	Australasia	A	Travels to participate in or watch a sports event.
1.2.2.	Grid reference	B	The southernmost tip of Africa.
1.2.3.	Sports tourist	C	The point where two lines cross on a map.
1.2.4.	Video conference	D	A tourist who travels for business purposes.
1.2.5.	Cape Agulhas	E	A tourism region including eastern European countries.
		F	Online meeting using Zoom or Skype.
		G	A tourism region including Australia, New Zealand and nearby islands.

(5)

- 1.3. Choose the correct word from the word box to fit the description. Write only the word (s) next to the question number (1.3.1-1.3.5).

Business Tourist	Adventure Tourist	Health Tourist	Map scale
Special Interest Tourist	Map Key	Niche Market	Mass market

- 1.3.1. A/An \_\_\_\_\_ might visit a bustling city like Johannesburg to attend industry conferences and meetings.
- 1.3.2. \_\_\_\_\_ is a small group within a target market that has specific interest.
- 1.3.3. For an adrenaline-seeking \_\_\_\_\_, the Drakensberg Mountains offer an ideal destination, where they can engage in activities like hiking, rock climbing, and abseiling.
- 1.3.4. A \_\_\_\_\_ explains what the symbols and colours on the map represent.
- 1.3.5. For a \_\_\_\_\_ fascinated by marine life, the coastal town of Hermanus provides an ideal destination, offering opportunities for whale watching.

(5)

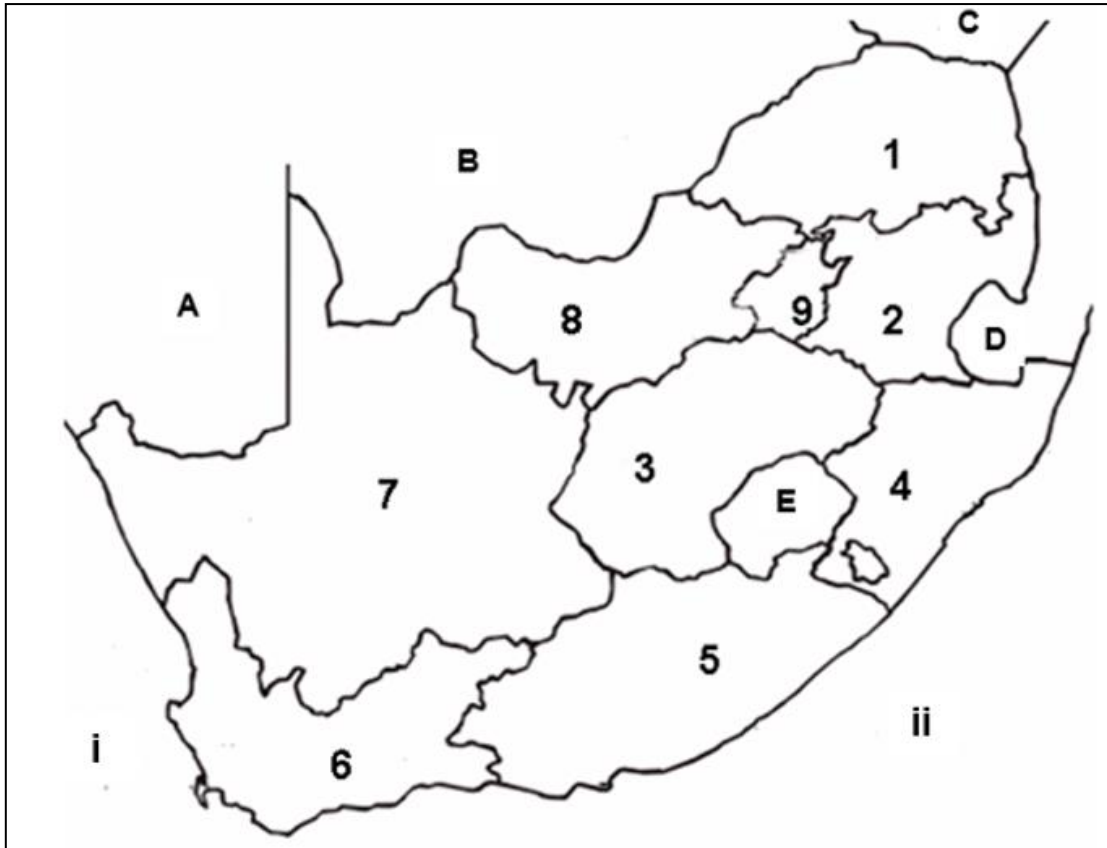
- 1.4. Choose the correct word (s) from those in brackets. Write only the correct answer next to the question number (1.4.1–1.4.6).
- 1.4.1. Table Mountain is part of the (physical / natural) environment.
- 1.4.2. Maloti Drakensberg Park is a (natural / cultural / mixed) World Heritage Site.
- 1.4.3. The capital city of KwaZulu-Natal is (Durban / Pietermaritzburg).
- 1.4.4. An increase in pollution and cutting down forests can lead to (global warming / better climate).
- 1.4.5. The capital city of the Western Cape is (Stellenbosch / Cape Town). **(5)**
- 1.5. Classify each scenario below under the correct type of in-room technology in hotels. Write only your answer next to the question number (1.5.1. – 1.5.5.)
- 1.5.1. A guest adjusts the room temperature and lighting using an app.
- 1.5.2. A business traveller uses the high-speed Wi-Fi, and charging ports to complete work
- 1.5.3. A family watches movies on the smart TV and streams music.
- 1.5.4. The guest activates the electronic door lock and uses the in-room safe to store valuables.
- 1.5.5. A guest uses a tablet to see what hotel services are available. **(5)**

**TOTAL SECTION A: [40]**

## SECTION B: MAP WORK AND TOUR PLANNING

### QUESTION 2

2.1. Study the map of South Africa and the scenario below and answer the questions that follow:



- 2.1.1. Name the two countries that share a border with South Africa, marked C and D on the map. (2)
- 2.1.2. Identify the province marked 8. (1)
- 2.1.3. Name the largest river in South Africa that forms part of the border with Namibia. (1)
- 2.1.4. Identify the four provinces that have a coastline along South Africa. Give both the number and the name of the province. (4x2)
- 2.1.5. Name the river that separates the province marked 1 from the country marked C. (1)
- 2.1.6. Identify the main gateway city in province 9. (1)

2.2. Refer to the distance table and case study below and answer the questions that follow:

	Bloemfontein	Cape Town	Durban	East London	George	Grahams town	Johannesburg	Kimberley	Port Elizabeth	Pretoria	Umtata
Bloemfontein	-	1004	634	584	773	601	398	177	677	456	570
Cape Town	1004	-	1753	1099	438	899	1402	962	769	1460	1314
Durban	634	1753	-	674	1319	854	578	811	984	636	439
East London	584	1099	674	-	645	180	982	780	310	1040	235
George	773	438	1319	645	-	465	1171	762	335	1229	880
Grahamstown	601	899	854	180	465	-	999	667	130	1057	415
Johannesburg	398	1402	578	982	1171	999	-	472	1075	58	869
Kimberley	177	962	811	780	762	667	472	-	743	530	747
Port Elizabeth	677	769	984	310	335	130	1075	743	-	1133	545
Pretoria	456	1460	636	1040	1229	1057	58	530	1133	-	928
Umtata	570	1313	439	235	880	415	869	747	545	928	-

The Selepe family, consisting of two adults (Joe and Susan) and two children (Emma and Karabo), is planning a vacation in South Africa. They live in Johannesburg and have decided to explore the Western Cape.

The family plans to visit various attractions and enjoy outdoor activities during their trip.

Day 1: Departure from Johannesburg and travel to George.

Day 2-3: Explore George and visit various attractions.

Day 4-5: Travel to Cape Town and spend the day at the beach.

Day 6: Return journey to Johannesburg.

- 2.2.1. Calculate the total distance travelled during this tour by indicating the distances for each leg of the trip. (5)
- 2.2.2. Calculate the total travelling time when travelling from: (2)
- Johannesburg to George. (2)
  - Cape Town to Johannesburg (2)
- 2.2.3. Discuss FOUR factors that can influence travelling time when driving. (4)
- 2.3 Identify the type of maps in the following scenarios: (1)
- 2.3.1 Emma visits Kimberley for the first time for a conference. Identify which type of map would help her locate the hotel and conference venue. (1)
- 2.3.2 Karabo visits the Addo Elephant Parl. Identify which map type will give her detailed information about the park's trails and facilities. (1)
- 2.3.3 Susan wants to see the Sun City resort before booking. Identify which type of map or visual tool would best help her. (1)

**TOTAL SECTION B: [30]**

**SECTION C TOURISM ATTRACTION, CULTURE AND HERITAGE TORUISM, MARKETING QUESTION 3**

- 3.1 Explain how visiting Soweto can give international tourists a deeper understanding of South Africa’s history and culture. (2)
- 3.2 Give two reasons why Maloti-Drakensburg Park is classified as a World Heritage Site? (2x2)
- 3.3 List TWO tourist activities available at iSimangaliso Wetland Park. (2)
- 3.4 Explain why the Sadine Run attracts international tourists and indicate the best time of the year to experience it. (2x2)
- 3.5 Redraw the table below to classify the Western Cape attractions according to categories. Give reasons for your classification. (8)

Category	Attractions	Reasons
Natural		
Man-made		
Recreational		
Events		

[20]

**QUESTION 4**

- 4.1 Explain What is meant by the term ‘Heritage’. (1)
- 4.2 Identify the paleoethological site found in Gauteng (Northwest of Johannesburg) (1)
- 4.3 Write down the full acronym for SAHRA. (1)
- 4.4 Discuss the role played by SAHRA. (2)

[5]

**QUESTION 5**

- 5.1 Read the following case study and answer the question below:

Lindi runs a small business offering kayak tours along the Wild Coast. She offers morning, afternoon, and sunset tours. Some tours include guided birdwatching. Lindi advertises her tours on social media and her website. Tourists can book online or contact her directly via WhatsApp.

- 5.1.1 Identify Lindi’s target market. (1)
- 5.1.2 Describe TWO ways Lindi promotes her tours. (2)
- 5.1.3 Identify TWO ways tourists can book a tour with Lindi. (2)

[5]

**TOTAL SECTION C:[30]**

## SECTION D : TOURISM SECTORS, SUSTAINABLE AND RESPONSIBLE TOURISM

### QUESTION 6

Read the case study and answer the questions that follow.

Thabo and Lerato are two friends from Bloemfontein who plan to explore South Africa during their December holiday. They will fly from Bloemfontein to Durban. From there, they will join a guided adventure tour that visits several nature reserves along the KwaZulu-Natal coast. They plan to stay at the "Driftwood Eco Lodge" which uses solar power and recycles grey water. During the tour they will also stop at the Royal Natal National Park and visit uShaka Marine World. They plan on doing their shopping at Gateway Theatre of Shopping. The friends enjoy learning about marine life and plans to watch the dolphin shows. They will book their tour package through a travel agency and pay for it using EFT.

- 6.1 Identify the type of tourism represented in the case study. Motivated your answer. (2)
- 6.2 Identify the type of tourists Thabo and Lerato would be when they are:
- 6.2.1 Visiting the Gateway Theatre of Shopping.
- 6.2.2 Explore Nature Reserves along Kwa Zulu- Natal. (2)
- 6.3 List FOUR factors that could influence the choice of transport they used for their trip. (4)
- 6.4 The friends booked a stay at Driftwood Eco Lodge, which is a 5-Star lodge.
- 6.4.1 Name the organisation responsible for grading accommodation. (1)
- 6.4.2 Give ONE benefit of a graded establishment for tourists. (1)
- 6.5 The friends paid for their package via EFT. List TWO advantages and TWO disadvantages of this method. (4)

[14]

### QUESTION 7

Read the case study and answer the questions that follow:

[6]

#### **Helping Hands**

While visiting a coastal town in the Eastern Cape, a group of tourists noticed that plastic waste was harming sea birds and marine life. They decided to join a local non-profit organisation in cleaning the beach and planting dune vegetation. They supported local crafters by buying handmade beadwork and used reusable water bottles during their stay.

- 7.1 Define the term "Sustainable Tourism". (1)
- 7.2 Identify how the tourists in the case study acted responsibly towards the following:
- 7.2.1 The Local community (1)
- 7.2.2 The Environment (1)
- 7.3 Suggest THREE ways how the Local Tourism business can reduce their Carbon Footprint. (3)

**TOTAL SECTION D: [20]**

**SECTION E: DOMESTIC TOURISM, COMMUNICATION AND CUSTOMER SERVICE** [16]  
**QUESTION 8**

Read the Extract and answer the questions as follows:

According to a 2024 report, South Africans took 23 million domestic overnight trips from January to June 2024, compared to 19 million in 2023.  
The average length of stay was 3 nights, and total expenditure reached R53 billion.  
The top three provinces visited were: Western Cape (25%); KwaZulu-Natal (30%), and Gauteng (15%), while Northern Cape only received 4% of the trips.  
**(Simulated data)**

- 8.1 Calculate the amount increase in overnight domestic trips from 2023 to 2024. Show all calculations. (2)
- 8.2 Explain ONE economic benefit of this increase in domestic tourism for South Africa. (2)
- 8.3 Identify the most popular province for domestic tourists in 2024. (1)
- 8.4 Provide TWO reasons why this province is so popular for tourists. (2)
- 8.5 Identify the least popular province from the data. (1)
- 8.6 Suggest TWO strategies to increase domestic tourism to this province. (2x2)
- 8.7 Give TWO social benefits of domestic tourism for local communities. (2x2)

**QUESTION 9**

- 9.1 Read the Scenario Below and Answer the questions that follow:

A receptionist at a popular lodge is busy on her phone while a tourist is waiting to check in. The tourist looks uncomfortable and checks his watch repeatedly. Another staff member is friendly and smiles as she walks past.

- 9.1.1 Explain the difference between verbal and non- verbal communication. (2)
- 9.1.2 Evaluate how the receptionists body language can negatively affect the tourist's perception of business. (2)
- 9.1.3 Suggest TWO digital communication tools that a tourism business can use to Communicate with clients before arrival. (2)
- 9.2 Read the scenario below and answer the questions that follow:

A guest at Ocean Breeze Hotel wrote the following review:

***"The hotel was beautiful, but my room was not cleaned, and the staff ignored my complaint. I will not stay here again."***

- 9.2.1 Explain TWO possible consequences for the hotel, if poor service is not corrected. (2x2)
- 9.2.2 Name TWO ways tourists can give feedback about their experience at a tourism business. (2)
- 9.2.3 Evaluate why it is important for tourism businesses to respond quickly to complaints. (2)

[14]

**TOTAL SECTION E: [30]**

**GRAND TOTAL:[150]**

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SECTION A: SHORT QUESTIONS

- 1.1.1 B
  - 1.1.2 D
  - 1.1.3 C
  - 1.1.4 A
  - 1.1.5 C
  - 1.1.6 A
  - 1.1.7 A
  - 1.1.8 C
  - 1.1.9 A
  - 1.1.10 B
  - 1.1.11 D
  - 1.1.12 B
  - 1.1.13 B
  - 1.1.14 A
  - 1.1.15 C
  - 1.1.16 C
  - 1.1.17 B
  - 1.1.18 D
  - 1.1.19 A
  - 1.1.20 A (20)
- 
- 1.2
    - 1.2.1 G
    - 1.2.2 C
    - 1.2.3 A
    - 1.2.4 F
    - 1.2.5 B (5)
- 
- 1.3
    - 1.3.1 Business tourist
    - 1.3.2 Niche Market
    - 1.3.3 Adventure Tourist
    - 1.3.4 Map Key
    - 1.3.5 Special Interest Tourist (5)
- 
- 1.4
    - Physical
    - Mixed
    - Pietermaritzburg
    - Global Warming
    - Cape Town (5)
- 
- 1.5
    - 1.5.1 In-room Technology for comfort
    - 1.5.2 In-room Technology for work
    - 1.5.3 In-room Technology for entertainment
    - 1.5.4 In-room Technology for safety
    - 1.5.5 In-room Technology for information (5)

**TOTAL SECTION A:[40]**

## SECTION B: MAP WORK AND TOUR PLANNING

### QUESTION 2

- 2.1.1. C: Zimbabwe✓ (2)  
D: eSwatini✓
- 2.1.2. Northwest✓ (1)
- 2.1.3. Orange River✓ (1)
- 2.1.4. 4✓ = KwaZulu Natal✓ (4x2)  
5✓ – Eastern Cape✓  
6✓ - Western Cape✓  
7✓ - Northern Cape✓
- 2.1.5. Limpopo River✓ (1)
- 2.1.6. OR Tambo International Airport✓ (1)

2.2 2.2.1.

Johannesburg to George:	578 km ✓	(5)
George to Cape Town:	438 km ✓	
Cape Town to Johannesburg:	1402 km ✓	
Total:	2 418 km ✓ ✓	

- 2.2.2. a. Johannesburg to George:  $578 / 100 \checkmark = 5,78 \approx 6$  hours ✓ (2)
- b. Cape Town to Johannesburg:  $1402 / 100 \checkmark = 14,02 \approx 14$  hours ✓ (2)

- 2.2.3. Traffic ✓: Lots of cars on the road can slow you down. ✓ (2(
- ✓ Rain, snow, or fog can make driving slower and more dangerous. ✓
- Road Quality: Bumpy or damaged roads can slow you down. ✓
- Speed: How fast you drive affects travel time. ✓
- Route: Choosing a faster or more direct route can save time.
- Navigation: Good directions help you avoid getting lost.
- Breaks: Stops for gas or food add time to your trip.
- (Any 2x2) (4)**
- 2.3.1. Street map ✓  
**(1) (1)**
- 2.3.2. Tourist attraction map ✓  
**(1) (1)**
- 2.3.3. Google street view ✓  
**(1) (1)**

**[16]**

**TOTAL SECTION B: [30]**

## SECTION C

### QUESTION 3

- 3.1 Soweto reflects the struggle against apartheid (e.g., Hector Pieterse Memorial, Vilakazi Street). ✓ Tourists can experience township lifestyle, traditions, and local food/music. ✓ (2)
- 3.2
- Outstanding natural beauty (mountains, valleys, biodiversity). ✓✓(2x2)
  - San rock art of cultural significance. ✓✓
  - Unique flora and fauna, some endangered species.
  - Combination of cultural and natural heritage. (Any 2x2)
- 3.3
- Boat cruises  (2)
  - game drives
  - birdwatching
  - scuba diving/snorkelling
  - hiking
  - fishing. (Any 2x1)
- 3.4 It is a unique natural event where millions of sardines migrate along the coast. It attracts predators (sharks, dolphins, whales, seabirds), unique marine life viewing. ✓✓ (2x2)  
Best time: Winter months (June–July). ✓✓
- 3.5 (4+4)

Category	Attraction	Reason
Natural	Robben Island	Natural Island known for plant and animal species.
	Garden Route	Scenic route with stretches of mountains including Tsitsikamma forests.
	Cango Caves	Natural feature with thousands of dripstone formation.
Man-made	Robben Island	Prison where Nelson Mandela was held. Lepers graveyard and robbery Sobukwe House.
	Garden route	Has Museums, churches as landmarks.
	Wine routes	SA's fastest growing wine industries and popular for wine tasting.
	Ostrich Farm	Riding on Ostriches and ostrich races
	V & A waterfront	Shopping, cinemas, boat rides, restaurants
Recreational	Table mountain	Fauna & flora and hiking/cable car.
	V & A waterfront	Boat rides or tours, Shopping etc
	Klein Karro National Arts festival	Known for music performances and exhibitions of arts and crafts.
Events	Cape Argus cycle	International cycle tour during March.

#### **QUESTION 4**

- 4.1 Heritage refers to the traditions, monuments, objects, and culture passed down from previous generations. ✓ (1)
- 4.2 Cradle of Humankind ✓ (1)
- 4.3 South African Heritage Resource Agency ✓ (1)
- 4.4 This agency identifies, conserves, protects and promotes our heritage for present and future generations. ✓✓ (2)

#### **QUESTION 5**

- 5.1.1 Tourists interested in adventure / nature-based activities. ✓ (1)  
Young adults, families, school groups, or eco-tourists.
- 5.1.2 Through social media ✓ On her website. ✓ (2)
- 5.1.3 Online booking via website. ✓ Directly via WhatsApp. ✓ (2)

**TOTAL SECTION C:[30] [5]**

## QUESTION 6

- 6.1 Domestic tourism ✓ (2)
- 6.2 6.2.1 Shopping tourists (2)
- 6.2.2 Nature tourists / eco-tourists
- 6.3 • Cost of transport ✓, Distance to travel ✓, Time available ✓ (4)  
Safety and reliability ✓, Comfort, Convenience  
Availability/schedule/frequency, Environmental impact
- 6.4 6.4.1 Tourism Grading Council of South Africa / TGCSA ✓ (1)
- 6.4.2 Tourists know what to expect ✓ (1)
- Tourists can use the feedback system ✓
- 6.5 **Advantages** :Fast and convenient ✓ Safe and secure ✓ (2x2)
- Can be done from home/anywhere, No need to carry cash  
(Any 2 × 1)
  - **Disadvantages:** Possible cybercrime/fraud risk ✓, May take time to reflect ✓
  - Requires access to internet/technology  
(Any 2 × 1)
- [14]

## QUESTION 7

- 7.1 Tourism that meets the needs of tourists and host communities while protecting and preserving the environment and cultural heritage for future generations ✓ (1)
- 7.2 7.2.1 The local community - Supported local crafters by buying handmade beadwork ✓ (1)
- The environment - Helped clean the beach and planted dune vegetation. ✓ Used reusable water bottles to reduce plastic waste. (1)
- 7.3 • Use renewable energy (solar, wind). ✓ Install energy-efficient appliances and lighting. ✓ Reduce single-use plastics (offer refill stations, eco-packaging). ✓ Encourage recycling and waste separation. ✓ Promote eco-friendly transport options (bike rentals, shuttles). (Any 2 × 1) (3)
- [6]

**TOTAL SECTION D: [20]**

## QUESTION 8

- 8.1 2024: 23 million – 2023: 19 million = 4 million increase. (2)
- 8.2
- More spending (R53 billion) boosts the economy. ✓ ✓ (2)
  - Creates more jobs in tourism and related sectors.
- Increases government tax revenue. (Any 1 × 2)
- 8.3 KwaZulu-Natal (30%) ✓ (1)
- 8.4
- Warm climate and beaches. ✓ (2)
  - Cultural and heritage attractions. ✓
  - Major events and family-friendly holiday destinations.
- Game reserves and nature experiences. (Any 2 × 1)
- 8.5 Northern Cape (4%) ✓ (1)
- 8.6
- Promote unique attractions ✓ ✓ (2x2)
  - Develop better transport access. ✓ ✓
  - Run marketing campaigns highlighting its natural beauty.
- Host events/festivals to attract tourists (Any 2 × 2)
- 8.7
- Community upliftment through jobs. ✓ ✓ (2x2)
  - Preservation of culture and traditions. ✓ ✓
  - Reduced migration (locals earn income locally).
- Improved infrastructure and services. (Any 2 × 2)

[16]

## QUESTION 9

- 9.1 9.1.1 Verbal: spoken or written words. ✓ (2)
- Non-verbal: body language, gestures, facial expressions, tone of voice. ✓
- 9.1.2 Being on her phone and ignoring the guest shows unprofessionalism and lack of interest. ✓ ✓ (2)
- The tourist may feel undervalued and form a negative impression of the business.

9.1.3 Email confirmations. ✓ SMS reminders. ✓WhatsApp/instant messaging/Online booking systems with chatbots. (2)  
(Any 2 × 1)

9.2 9.2.1 Negative online reviews damaging reputation. ✓✓ (2x2)  
• Loss of repeat business. ✓✓  
• Decrease in customer loyalty and revenue.  
• Possible staff demotivation.  
Competitive disadvantage (Any 2 × 2)

9.2.2 Online reviews (Tripadvisor, Google, social media). ✓✓ (2)  
Feedback forms/surveys. ✓✓  
Direct emails or complaint letters. (Any2)

9.2.3 Shows customers they are valued. ✓✓ (2)  
Prevents escalation of problems.  
Helps retain customers and improves business reputation

[14]

**TOTAL SECTION E:[30]**

**GRAND TOTAL: [150]**