



# education

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Department:  
Education  
**REPUBLIC OF SOUTH AFRICA**

**NATIONAL  
SENIOR CERTIFICATE**

**GRADE 10**

**TOURISM  
EXEMPLAR PAPER**

**MARKS: 200**

**TIME: 3 hours**

**This question paper consists of 18 pages.**

**158 0 E**

**INSTRUCTIONS AND INFORMATION**

Read the instructions carefully before answering the following questions:

1. This question paper consists of FIVE sections.
2. ALL questions in SECTIONS A, B, C, D and E are COMPULSORY.
3. Non-programmable calculators may be used.
4. The following is a guide to help you to allocate your time according to each section:

SECTION A	Short questions	40 marks	20 minutes
SECTION B	Tourism as an interrelated system	30 marks	30 minutes
SECTION C	Responsible and sustainable tourism	40 marks	40 minutes
SECTION D	Tourism geography, attractions and travel trends	50 marks	50 minutes
SECTION E	Customer care and communication	40 marks	40 minutes

**SECTION A: SHORT QUESTIONS****QUESTION 1****1.1 MULTIPLE-CHOICE QUESTIONS**

Various possible options are provided as answers to the following questions. Choose the correct answer and write only the letter (A - D) next to the question number (1.1.1 - 1.1.10) in the answer book, for example 1.1.11 A.

1.1.1 An example of non-serviced accommodation:

- A Motels
- B Caravans
- C Lodges
- D Guest houses

1.1.2 The main feature of a motel is to ...

- A provide accommodation only and no meals.
- B provide accommodation and meals at cheaper price.
- C charge per person and not per room.
- D provide safe parking facilities.

1.1.3 John Smith, a student from London, has a limited travel budget. Which of the following types of accommodation would fit his budget?

- A Five-star hotel
- B Up-market guest house
- C Youth hostel
- D Villa

1.1.4 The 'Big 5' refers to ...

- A lions, tigers, elephants, hippos and buffalos.
- B leopards, elephants, hippos, cheetahs and lions.
- C lions, leopards, elephants, giraffes and rhinos.
- D elephants, leopards, rhinos, lions and buffalos.

1.1.5 What type of map would a tourist use to determine the shortest route between two places?

- A Political map
- B Physical map
- C Road map
- D World map

- 1.1.6 On which continent will you find the Sahara Desert?
- A Asia
  - B South America
  - C North America
  - D Africa
- 1.1.7 The following group of countries is NOT part of the Southern Africa Development Community (SADC):
- A South Africa, Lesotho and Swaziland
  - B Zimbabwe, Mozambique and Botswana
  - C Mauritius, Malawi and Namibia
  - D Nigeria, Ghana and Egypt
- 1.1.8 A travel agent in South Africa will use this type of technology to send a map to clients in the USA:
- A Photocopier
  - B E-mail
  - C Printer
  - D Scanner
- 1.1.9 The practice of re-using certain products, for example glass, is known as ...
- A recycling.
  - B conservation.
  - C ecology.
  - D biodiversity.
- 1.1.10 The chef at the Hilton Hotel will be part of the ... staff.
- A reception
  - B housekeeping
  - C security
  - D banqueting
- (10)
- 1.2 An employee in the tourism industry will often deal with customers who have special needs.  
List any FIVE of these needs and give an example for each. (10)

1.3 Choose a term from the list below that best matches the description provided.

outbound domestic tourist; regional tourist; excursionist; inbound international tourist; international tourist; outbound international tourist

- 1.3.1 A person who travels for less than 24 hours
- 1.3.2 From a South African point of view, a person who leaves England to visit South Africa
- 1.3.3 A person who travels out of his/her province into another province
- 1.3.4 A person who crosses the border of his/her country
- 1.3.5 A person who travels from South Africa to Mozambique (5)

1.4 Identify the following types of tourists:

- 1.4.1 An actor visiting a health spa in Warmbaths in the Limpopo Province
- 1.4.2 Mr Mkhize was given a fully paid holiday to Mauritius by his company as reward for his excellent performance at work
- 1.4.3 A group of Grade 10 learners on an excursion to the Apartheid Museum in Johannesburg
- 1.4.4 Muslims who gather in Mecca for the Hajj pilgrimage
- 1.4.5 These people engage in activities that are dangerous, for example bungee jumping (5)

1.5 Match the abbreviations in COLUMN A with the function of the organisation in COLUMN B. Write only the letter (A – F) next to the question number (1.5.1 - 1.5.5), for example 1.5.1 G.

COLUMN A		COLUMN B
1.5.1	WTO	A responsible for the coordination and marketing of tourism in Southern Africa
1.5.2	DEAT/DOET	B recognised by the United Nations, it collates statistical information on tourism figures globally
1.5.3	FEDHASA	C tries to prevent spreading of diseases throughout the world
1.5.4	RETOSA	D represents the interests of members of the hospitality industry
1.5.5	WHO	E the body that can grade accommodation in the country
		F responsible for legislation, funding and governing tourism in South Africa

(5)

1.6 Complete the following sentences by filling in the missing word(s). Write only the missing word(s) next to the question number (1.6.1 - 1.6.5) in the answer book.

1.6.1 Kirstenbosch Botanical Gardens is a conservation area that protects ... .

1.6.2 An example of the negative impact of tourism on the environment is ... .

1.6.3 ... refers to the variety of life in a particular area.

1.6.4 Illegal hunting of animals is called ... .

1.6.5 The type of tourism that focuses on the natural and cultural environment is called ... .

(5)

**TOTAL SECTION A: 40**

**SECTION B: TOURISM AS AN INTERRELATED SYSTEM****QUESTION 2**

- 2.1 The following advertisement appeared on a South African tourism website. Study the advertisement and answer the questions that follow.

When next in Pretoria, it has to be at ... Arcadia Hotel  
of course ...  
\* \* \*

<p>139 bedrooms, air conditioned with en suite bath, television, telephone and coffee/tea service trays. Tarrifs includes full English breakfast A la Carte restaurant and a bar Coffee shop and open terrace. Courtesy transport within city</p>	<p>Conference facilities for up to 120 delegates. Gym facilities. Close to shopping centres, street markets and entertainment areas Friendly, caring customer service Unbearable value for money Close to many attractions</p>
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***“The caring touch of Hospitality in the Capital City”***

PO Box 26104, Arcadia, 0007  
Tel +27 (0) 12 326 9311  
Fax + 27 (0) 12 326 1067  
E-mail: [anchor@arcadiahotel.co.za](mailto:anchor@arcadiahotel.co.za)



- 2.1.1 Choose ONE type of tourist this hotel will appeal to and from the text, give THREE reasons to support your answer:
- (a) Leisure tourist  
(b) VFR  
(c) Eco-tourist (4)
- 2.1.2 Find (a) word(s) from the advertisement that best matches the following descriptions:
- (a) A person who attends a conference  
(b) The cost of a hotel room  
(c) A menu which has a variety of dishes which you can choose from (3)
- 2.1.3 Name the organisation that uses a star grading system in South Africa. (1)

2.2 Study the following snippets taken from advertisements:

**A**  
Highview Lodge  
Overlooking the bay,  
harbour and Outeniqua  
mountains

**B**  
ENGEN  
QUICK STORE  
Your one-stop shop

**C**  
Last Minute June Specials  
DURBAN  
**ALL INCLUSIVE SPECIAL OFFER**  
Call your nearest ASATA travel agent for  
bookings.

**D**  
AIRLINK GIVES  
YOU THE FREEDOM  
TO FLY FROM  
JOHANNESBURG TO  
KIMBERLEY

**E**  
*FEEL THE RHYTHM OF AFRICA*  
PHEZULU  
*Safari Park*

2.2.1 Indicate which sector of the tourism industry each of the advertisements represents. (5)

2.2.2 The list below indicates the activities that an international tourist will engage in when he/she disembarks from the aircraft. Rearrange the activities in a logical order (underneath each other) to indicate the steps he/she would undertake before his/her first tour. You are required to write out each step in full. (5)

- |   |  |
|---|--|
| w | Collect his/her luggage from the carousel          |
| w | Going through immigration and stamping of passport |
| w | Transfer to place of accommodation                 |
| w | Board shuttle bus to terminal                      |
| w | Entry into the country by going through customs    |
| w | Departing on an organised tour                     |



2.3 CASE STUDIES

**Open-top buses - a great way to see the sights of a city**

Open-top buses are provided for sightseeing in Cape Town, Port Elizabeth, Durban and Johannesburg. When you are in one of these buses, it is very easy to see many of the sights of the city because passengers are seated high up. One of the best ways to see Cape Town's inner city is on an open-top bus called the Cape Town Explorer. Passengers can hop on and off so that they can access all major tourist attractions in the Mother City. The tour includes an experienced, qualified tourist guide who points out all the major attractions, places of interest and also gives a history of the city.

[Adapted from: Oxford Successful Tourism – Grade 10 R. George, K. Rivett-Carnac]

2.3.1 The table below indicates possible direct job and career opportunities available in the given extract.

Complete the following table in your answer book by supplying TWO examples of indirect job opportunities.

<b>Job and career opportunities</b>	
<b>Direct</b>	<b>Indirect</b>
(a) Bus driver	(a) (b)
(b) Tourist guide	(a) (b)

(4)

2.3.2 The following two applications were received in response to an advertisement requiring the services of a tourist guide on the Cape Town Explorer. Analyse the qualities of each applicant to determine the most suitable applicant for the position.

<b>Applicant A</b>	<b>Applicant B</b>
<ul style="list-style-type: none"> <li>- Enjoys working with computers in a quiet environment</li> <li>- Speaks four South African languages</li> <li>- Has a formal qualification in tourism</li> <li>- Prefers to work from 08:00 to 17:00</li> </ul>	<ul style="list-style-type: none"> <li>- Enjoys interacting with people</li> <li>- Speaks two South African languages and able to speak French</li> <li>- Grew up in the area and knows interesting facts about the area</li> <li>- Willing to work flexible hours</li> </ul>

- (a) Write down your choice of the most suitable applicant. (1)
- (b) Give (in your own words) reasons explaining why the qualities of the other applicant were less suitable for the position. (3)
- (c) As a tourist on the *Cape Town Explorer*:
- (i) Name the well-known South African landmark you will definitely see. (1)
- ii) Give THREE other major attractions you will see in the inner city. (3)

**TOTAL SECTION B: 30**

**SECTION C: RESPONSIBLE AND SUSTAINABLE TOURISM****QUESTION 3**

3.1 Read the following case study about Pilanesberg National Park.

**PILANESBERG NATIONAL PARK**

Pilanesberg was proclaimed a national park in 1979. The park is administered by the North-West Parks Board. About 120 000 tourists visit the park every year.

The region used to be farmland so a great deal of work had to be done to return the land to its natural state. Tons of alien vegetation had to be removed and replaced by indigenous vegetation. Almost 6 000 animals, including 19 endangered black rhino, were moved to Pilanesberg from other reserves in Southern Africa in a project called *Operation Genesis*.

North-West Parks Board is very aware of the poverty of the people in the region and realises that whatever happens at Pilanesberg must benefit the local community. Their mission statement says that the park 'must contribute to the upliftment of the quality of life by conserving wild plants, animals and landscapes for the benefit of people'.

The local communities have benefited in the following ways:

- \* Job opportunities in the park
- \* A percentage of the money made from the park entrance fees goes to the local communities
- \* School children go on educational visits to the park sponsored by the Wildlife Society
- \* Local people are allowed to take some medicinal plants from the park

3.1.1 Choose a word or phrase from the passage that matches the following descriptions:

- (a) Flora that belong to a particular area
- (b) Plants that do not belong to the area
- (c) The wise use of the earth's resources
- (d) The organisation that makes decisions on how to improve and sustain the park (4)

3.1.2 Name the province where the park is located. (1)

- 3.1.3 (a) In any successful eco-tourism venture, there are four key role players. From the text, identify any TWO of these role players. (2)
- (b) Name THREE functions of each of the role players mentioned above. (6)
- 3.1.4 List TWO job opportunities that can be created for the local community. (2)
- 3.1.5 Do you think the community has become empowered to sustain this project? Substantiate your answer. (3)
- 3.1.6 Despite the benefits that may be created for the community through eco-tourism, the negative impact cannot be ignored. Name TWO possible disadvantages of eco-tourism for the community. (2)
- 3.1.7 Give an example of a:
- (a) Nature-based tourism activity
- (b) Cultural activity that can possibly be offered by the park (2)
- 3.1.8 A couple from England is planning their first trip to South Africa. They indicated that they would like to visit the Pilanesberg National Park. As their travel agent, provide them with practical advice on how to behave as responsible tourists in the park. (8)
- 3.2 Eco-tourism differs greatly from any other type of tourism. Discuss TWO ways in which eco-tourism differs from other types of tourism. (4)
- 3.3 Name the international organisation responsible for declaring an area a World Heritage Site. (1)
- 3.4 Explain the criteria required if a site is to receive *Mixed World Heritage Status*. (2)
- 3.5 Name THREE cultural World Heritage Sites found in South Africa. (3)

**TOTAL SECTION C: 40**

**SECTION D: TOURISM GEOGRAPHY, ATTRACTIONS AND TRAVEL TRENDS**

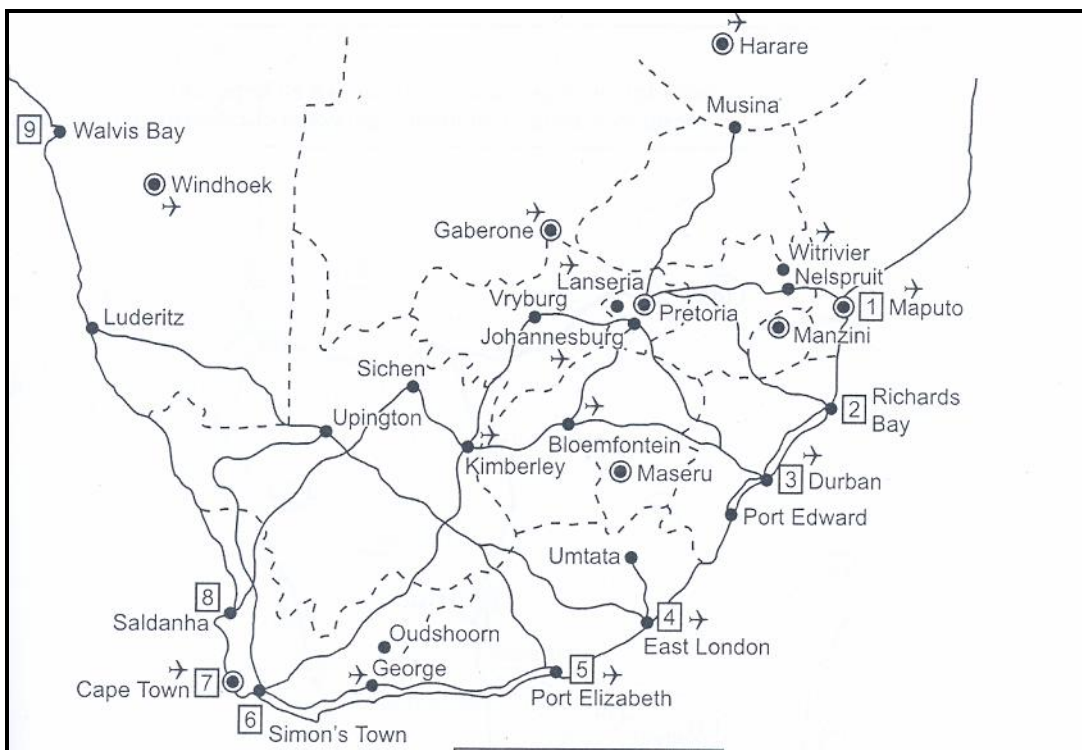
**QUESTION 4**

4.1 Complete the following statements by filling in the missing words. Write only the question number (4.1.1 - 4.1.5) and next to it, the correct answer.

(4.1.1) ... on a map are necessary in calculating the different time zones. The (4.1.2) ... is the longest river in Africa and is also an important tourist attraction in Egypt. (4.1.3) ..., (4.1.4) ... and (4.1.5) ... are three countries that border Botswana.

(5)

4.2 Study the map below and answer the questions that follow.



4.2.1 What do the dotted lines on the map represent? (1)

4.2.2 Which of the two coastlines in South Africa is the most popular tourist destination? Give a reason for your answer. (2)

4.2.3 Why is Johannesburg considered the major 'gateway' to South Africa, SADC and the rest of Africa? (1)

4.2.4 Identify TWO SADC countries on the map that are found within the borders of South Africa. (2)

4.2.5 What do the numbers 1 - 9 indicate on the map? (1)

- 4.2.6 Locate the northern-most town that links South Africa and Zimbabwe via the Beit Bridge.

(1)  
[13]

### QUESTION 5

**TABEL 1: DISTANCE TABLE**

	Bloemfontein	Cape Town	Durban	East London	George	Grahamstown	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	-

Mr and Mrs Ndlela and their family live in Durban. They have just bought a new state-of-the-art 4x4 vehicle. During their holidays they decided to travel throughout South Africa. They set off from Durban, drove to East London and then on to Grahamstown. After that they proceeded to Cape Town, where they spent a few days and then moved on to Kimberley. From Kimberley they travelled to Bloemfontein, spent a day and then proceeded to Johannesburg. While in Johannesburg they visited the Lembede family in Pretoria. After spending a pleasant morning in Pretoria, they headed for home, where they ended their journey.

Use the distance table given and answer the following questions:

- 5.1 Calculate the total distance travelled by the Ndlela family during their tour. (Show ALL calculations.)

(8)

- 5.2 Identify ALL the provinces they visited on their journey.

(6)  
[14]

**QUESTION 6**

The number of travellers from African countries arriving in South Africa during January 2004 and January 2005 is shown in the following graph:

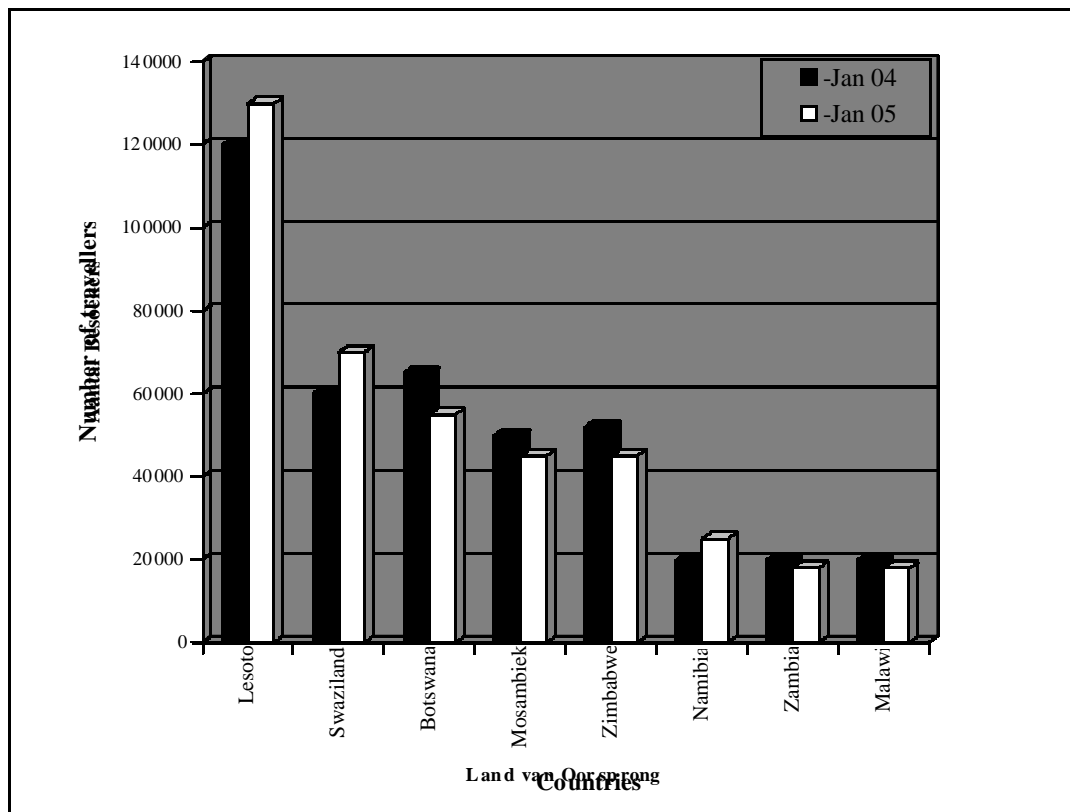


FIGURE 1

- 6.1 Use the bar graph above (FIGURE 1) and answer the following questions:
  - 6.1.1 From which TWO African countries did South Africa receive the most tourists in January 2004? (2)
  - 6.1.3 Suggest TWO possible reasons for the high percentage in tourist arrivals. (2)
  - 6.1.3 Calculate the difference in the number of travellers between the highest arrivals and the lowest arrivals in January 2005. (2)
- 6.2 Write a paragraph and discuss FIVE ways in which you think South Africa can play a supporting role in promoting and developing tourism in the SADC region. (5)

6.3 A survey that was conducted by an arts and craft shop at the Ukhahlamba/ Drakensberg World Heritage site, discovered the following expenditure behaviour of tourists:

10 tourists from Nigeria spent a total of R1 500,00 on souvenirs

15 tourists from China spent a total of R3 000,00 on souvenirs

20 tourists from Mpumalanga spent a total of R1 000,00 on souvenirs

6.3.1 Determine the average expenditure of international tourists on this particular day. (2)

6.3.2 Given are examples of global events, political situations and unforeseen occurrences. Classify the events under the following headings:

- (a) Global events
- (b) Political situations
- (c) Unforeseen occurrences

2010 World Cup Soccer; election of the new Pope; the World Summit on Sustainable Development; Tsunami; Olympic Games; War in the Middle East

(6)  
[19]

## QUESTION 7

Riemvasmaak is a small village in the far Northern Cape. It has very little infrastructure and a high unemployment rate, resulting in a high crime rate. Tourism to the area recently increased with the opening of the 4x4 routes, the hot water springs and abseiling facilities. It is becoming increasingly popular amongst international tourists and it is expected that tourism arrivals will double in the near future.

Based on the above scenario, predict how the influx of foreign tourists will improve the economy of Riemvasmaak.

[4]

**TOTAL SECTION D: 50**



**SECTION E: CUSTOMER CARE AND COMMUNICATION****QUESTION 8**

8.1 The constant development of new communication technology has a positive impact on the tourism industry.

8.1.1 Do you agree with this statement? (1)

8.1.2 Substantiate your answer with specific reference to equipment used to communicate in the tourism industry. (4)

8.2 Read the following case study and answer the questions that follow:

**CASE STUDY**

Mr Dixon, who lives in the USA, would like to visit the Kruger National Park for his annual holiday with his family. He contacts a lodge in Mpumalanga to make reservations for his accommodation. The reservation clerk puts him on hold for 5 minutes while ending her call with her friend. The clerk confirms his booking, but forgets to ask if he prefers a smoking or non-smoking room. He requests information on the area where the lodge is situated, she tells him she is new to the area and the manager is busy with a client and he should call back later to speak to him.

8.2.1 Identify examples of poor customer care in the scenario. (4)

8.2.2 Suggest practical ways for each of the examples mentioned in QUESTION 8.2.1 to improve service delivery. (4)

8.3 You are the owner of a B&B in Cape Town. You are expecting a mobility impaired (physical challenged) tourist. How can you ensure your establishment addresses the most basic needs of this tourist? (2)

- 8.4 Mrs Pillay is a 65-year-old grandmother who loves life. She is fit, healthy and daring. She goes on an adventure holiday with her family to Mpumalanga. She would like to join her grandchildren when they go paragliding. While making the booking for the activity, the booking agent assumes that she would not want to take part in such an activity because of her age and does not include her.
- 8.4.1 Explain what you understand by the term *stereotyping*. (1)
- 8.4.2 In your own words, explain how stereotyping can negatively affect the business profitability. (3)
- 8.5 List the importance and value of excellent customer service in the tourism industry. (10)
- 8.6 List and describe any TWO of the elements that make up service. (4)
- 8.7 8.7.1 Identify FOUR members that constitute an effective team. (4)
- 8.7.2 In any tourism business, teamwork is essential to the success of the business. Suggest THREE ways to ensure that a team achieves their common goal. (3)
- TOTAL SECTION E: 40**
- GRAND TOTAL: 200**