LIMPOPO
PROVINCIAL GOVERNMENT
REPUBLIC OF SOUTH AFRICA

DEPARTMENT OF
EDUCATION

TOURISM
SEPTEMBER TEST
2025

MARKS: 50

TIME: 1HR

This Marking Guideline consists of 08 pages.

Section A
QUESTION 1

Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A–D) next to the question number (1.1.1–1.1.5) in the ANSWER BOOK, for example 1.1.1 A.

1.1.

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1.1.1 Rules for tourist behaviour in the environment:
.

A Leave litter lying around.
B ‘Leave nothing but footprints.’
C Pick flowers.
D Harm plants and animals.

1.1.2 Kimberly is the capital city of:
.

A Eastern Cape
B North West
C Free State
D Northern Cape.

1.1.3 Which statement best describes the climate of the North West?
.

A mild winters with lots of rain
B hot summers with afternoon showers
C temperate summers with drizzle
D cold winters with little rain

1.1.4 The name ‘Augrabies’ means:
.

A place of lots of water
B place of running water
C place of peace
D place of great noises.

1.1.5 The Basotho Cultural Village is found in the …
.

A Northern Cape
B Western Cape
C Free State
D North Wesst

1x5

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1.2. Match the correct term in Column A with the correct definition in Column B. Write the letter of each term and the number of the matching definition on your answer sheet.

COLUMN A	COLUMN B
1.2.1. A group of organisms(animals and plants) with common characteristics 1.2.2. Illegal hunting and killing animals. 1.2.3. When an animal or plant species dies out and does not exist anymore. 1.2.4. Large numbers of tourist traveling together at the same time. 1.2.5. Legal hunting in a humane way to reduce numbers of certain species.	A. Mass Tourism B. Culling C. Extinct D. Poaching E. Species

1x5

1.3. Choose the correct word/description in brackets. Write only the correct answer next to the question number.

1.3.1. The Golden Gate National park is found in the (North West/ Free State)

1.3.2. The Environmental Pillar is also known as (Planet/ Life)

1.3.3. The purpose of marketing tourism products is to (Gain competitive edge/ identify gaps.)

1.3.4. The term used to describe plants (Fauna/Flora)

1.3.5. The main languages used in the Free State are (Sesotho, Afrikaans, isiXhosa/ English, isiXhosa, Afrikaans)

1x5

[15]

TOTAL SECTION A:15

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Section B
QUESTION 2

Tourism Attractions

Classify the following heritage sites into the correct category**-(Cultural, Natural or Mixed)**

2.1.

Caves	Graveyards	Archaeological sites
Waterfalls	Wetlands	Paleontological objects
Monuments	Forests	Historical Sites

(9)
[9]

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QUESTION 3
Sustainable and Responsible Tourism

3.1. Read the case study below and answer the questions that follow





Town Lodge Sandton, Grayston Drive has reduced its energy consumption by more than 17%. The first step was to encourage the staff to adopt energy saving practices. Each department was asked to come up with practical ideas to save energy.

Some of the tactics included:

- switching off appliances when not in use, for instance , the kitchen was totally shut down at 10:00 after the breakfast session.
- switching off lights in unoccupied spaces
- allocating rooms strategically so that heating and cooling systems and lights could be turned off on unoccupied floors
- shifting certain operations, such as running dishwashers and tumble dryers, to off-peak periods
- using appliances appropriately and efficiently, such as using dishwashers and washing machines when there are full loads
- using timer switches for heating and cooling systems.

The hotel then looked at modifying some of its equipment, such as installing a unit to control the heating of water outside of peak times. The hotel not only saved money because of a much lower electricity account, but also reduce its carbon footprint

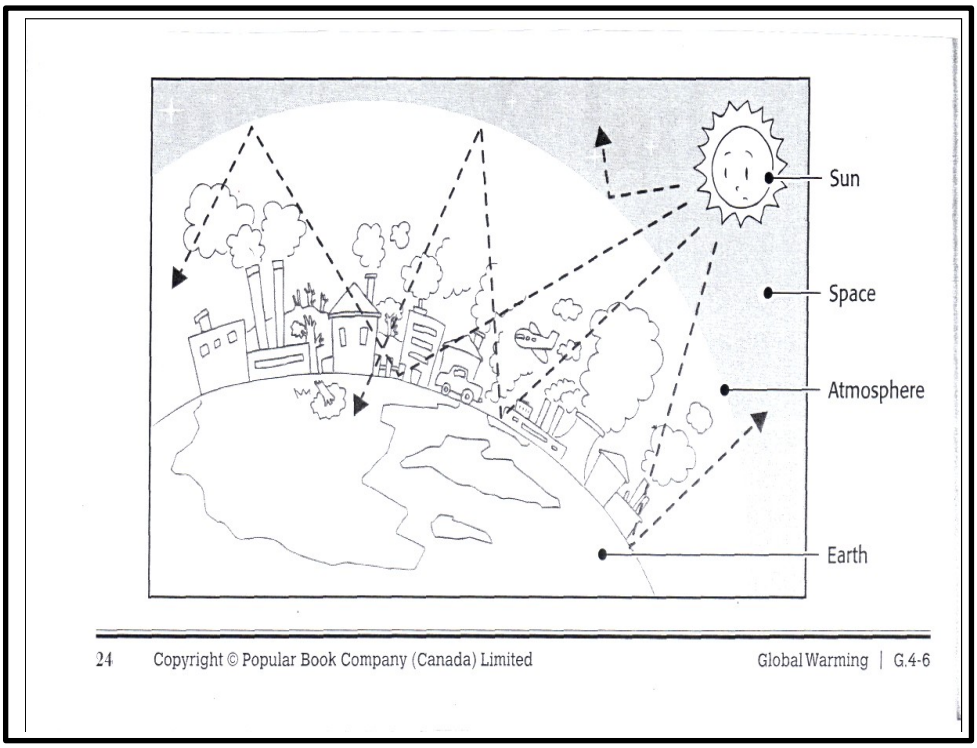
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3.1.1.	Suggest other ways in which the hotel can reduce its carbon footprint	(2)
3.1.2.	If you were a tourist staying at the hotel, what could you do to reduce your carbon footprint?	(2)
3.1.3.	How does reducing the carbon footprint help to reduce global warming?	(2)
3.2.	Any tourism activity that takes place will have an effect on communities in the area. These effects can be both positive and negative.	
3.2.1.	List THREE positive effects of tourism on a community	(3)
3.2.2.	List THREE negative effects of tourism on a community.	(3)
3.2.3.	Name the three pillars of sustainable and responsible tourism.	(3)

[15]

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QUESTION 4
Global warming



4.1. Explain the concept : global warming (2)

4.2. From the illustration list TWO things that contribute to global warming. (2)

4.3. Suggest how accommodation establishments can minimize their carbon footprint through green tourism practices. (2)

[6]

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QUESTION 5
Marketing

5.1.

Marketing is an important part of the tourism industry, especially as it is a very competitive business.
Understanding marketing terms can be complicated because it needs to take into account many different markets, all the possible customers or clients, as well specific segments of the community.

Match the marketing term in column A with the explanation in Column B.
Write only the number and next to it the correct letter.

Column A	Column B
5.1.1. Segmentation	a) Percentage of the total market that is held by a tourism organisation or destination, in relation to its main competitors.
5.1.2. Market share	b) markets that deliver and present the greatest opportunity.
5.1.3.Target market	c) Something that makes the tourism products and services to stand out as being better.
5.1.4.Competitive Edge	d) markets where there are particular opportunities.
5.1.5. Niche market	e) Segment of the tourism market that is much smaller in size with a special type of interest.
	f) Set of consumers sharing common needs or characteristics that a tourism organisation decides to serve.

(5)
[5]
TOTAL:50

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