JOHANNESBURG CENTRAL DISTRICT

SBA TASK 4 – TEST

GRADE 10

SEPTEMBER 2022

TOURISM

MARKS: 50

TIME: 1 ½ HOUR

This question paper consists of 8 pages including the cover

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INSTRUCTIONS AND INFORMATION

1. This question paper consists of FOUR questions.
2. Answer ALL the questions
3. Each question should start on a NEW PAGE
4. SKIP a line after each response.
5. Number your answers according to the numbering that is used in this question paper.
6. Use the table below as a guide to help you allocate your time according to each question.

QUESTION	TOPIC	MARKS	TIME
1	Short Questions	**15**	**20**
2	Tourism Attractions	**15**	**20**
3	Marketing	**10**	**10**
4	Sustainable and Responsible Tourism	**10**	**10**
	TOTAL:	**50**	**60**

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QUESTION 1: SHORT QUESTIONS

1.1. Four 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 numbers (1.1.1. – 1.1.5.) in your answer sheet.

1.1.1 Table Mountain is located in……
.

A. Limpopo
B. Western Cape
C. North West
D. Eastern Cape

1.1.2 This is an example of a social benefit of tourism.
.

A. Local people looking after the environment.
B. Local people being employed in a tourism business.
C. Local people becoming entrepreneurs.
D. Local people preserving and protecting their culture.

1.1.3 Which of the following is NOT the “5 Ps” of marketing?
.

A. Product.
B. Potential
C. Price
D. Promotion

1.1.4 This attraction is a world heritage site in Gauteng.
.

A. Sun City.
B. The Cradle of Humankind.
C. Baragwanath.
D. Krugersdorp.

1.1.5 Good environmental practices are part of this pillar.
.

A. Social.
B. Environmental.
C. Economic.
D. All of the above.

[5]

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1.2. Give ONE word/ term for each of the following descriptions by choosing a word/ term from the list below.

Market research; Wine routes; Hector Peterson memorial; RRR; Economic responsibility

1.2.1. A waste management strategy.

1.2.2. Information about groups of people to see if there is a demand for a product or service.

1.2.3. Has world class Vineyards.

1.2.4. Opening up a resort and creating jobs in the area as well as bringing in tourists from overseas.

1.2.5. Important to the history of education in SOWETO.

[5]

1.3. Match the terms at COLOMN A to the descriptions at COLOMN B.

COLOUMN A		COLOUMN B	
1.3.1.	Table Mountain	A.	Planted by Robben Island prisoners
1.3.2.	Experience	B.	Clock Tower
1.3.3.	Activity	C.	Hiking at Table Mountain
1.3.4.	Dragon Tree	D.	Found at V & A
1.3.5.	Stands at the harbour	E.	Lady Anne, 1970
		F.	Riding a Cable Car
		G.	Given a name because of how it is on top.

[5]

[15]

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QUESTION 2: TOURISM ATTRACTIONS

Read the extracts below and answer the questions that follow.

According to Stats SA, the main reason why tourists visit the Western Cape is for Leisure and holiday and the secondary reason is to visit family and friends.

[Adapted from *Spot on Tourism* Grade 10 LB, p149]

2.1.1. Give ONE primary reason why people visit the Western Cape. (1)

2.1.2. Identify the type of a Tourist would be interested in visiting the Table Mountain? (1)

2.1.3. Name ONE experience that a tourist could participate in whilst on a Visit to the Table Mountain. (1)

Lesego and Bonolo are a couple that recently got married. Both of them want to go to the Western Cape. Bonolo wants to visit a place that has outstanding natural views, and is interested in gastronomy. Lesego is interested in history, and wants to spend his time partaking in activities that have got something to do with nature interaction.

2.1.4.

(a) Recommend ONE attraction that might suit Bonolo's interests. (1)

(b) Name ONE attraction that might suit Lesego's interests. (1)

[5]

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2.2. Read the extract below and answer the set questions based on it.

Read the following extract and answer the questions that follow.

The freedom struggle

June 16, 1976: the streets of Soweto – the famous township in what is now known as Gauteng province – are a hive of activity as thousands of students take to the streets to protest against the government's introduction of Afrikaans as the language of instruction in schools.

The Soweto uprising, as it became known, is one of the most famous events in the struggle against apartheid. It was on that day that 12-year-old Hector Peterson was shot dead by police; you can see the museum and memorial dedicated to him in Orlando West, Soweto. In order to understand the events leading up to the Soweto uprising, and indeed what followed, one needs to appreciate the broader context of apartheid. Not too far from where Peterson was shot, the Apartheid Museum tells the story of apartheid through inspiring exhibits that include film footage, photographs, text panels and artefacts. Soweto also hosts the former house of Nelson Mandela and the Mandela family. It has now been turned into a museum, containing memorabilia relating to the Mandela family.

[Adapted from: https://www.gauteng.net/attractions/the_freedom_struggle]

2.2.1 What type of an attraction is the Hector Peterson memorial? (1)

.

2.2.2 Name ONE service that a Tourist can get by visiting the Apartheid Museum. (1)

.

2.2.3 Give the name of the street where Mandela lived in Soweto? (1)

.

2.2.4 Name ONE unique cultural feature that you get when visiting Orlando. (1)

.

2.2.5 Discuss, in a paragraph, the importance of having attractions. (6)

.

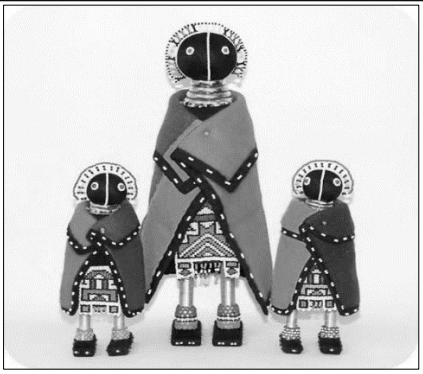
[10]

[15]

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QUESTION 3: MARKETING

Study the advertisement from the Doll Palace website and answer the following questions

LESEGO'S CULTURAL ADVENTURE Lesego sells hand-made dolls, these are Ndebele types. Each doll is sold for R 300. They can be bought from the *Doll Palace* which is situated at Dobsonville Mall. They are targeted at everyone, including B & B owners, to children and adults. The pamphlet can be acquired at the store, there is also a YouTube channel. For more information customers can visit the website www.thedollpalace.co.za .	
	Adapted from Google images.

3.1.1 Redraw the following table in your answer sheet, and fill in the applicable information from the extract.

PRODUCT	**:**	
PROMOTION	**:**	
PRICE	**:**	
PLACE	**:**	
PEOPLE	**:**	

(5)

3.1.2 Explain what competitive advantage is and give an applicable example in a tourism business. (2)

3.1.3 Name THREE resources that are required in a business to conduct market research. (3)

[10]

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QUESTION 4: SUSTAINABLE AND RESPONSIBLE TOURISM

4.1. Read the extract below and answer the set questions.

Cape's water crisis: Tourism sector continues to raise awareness

Cape Town- Tourism continues to rise in the Western Cape, boosting economic opportunities and creating more jobs in the province. However, according to the Western Cape Minister of economic opportunities, Alan Winde, the drought currently affecting the province poses a threat. While the province welcomes an increase in tourists, Winde adds that it is extremely vital for the tourism sector to continue raising awareness around the Western Cape's water shortage.

Winde says many tourist establishments have taken measures to reduce water demand – "such as posting water saving messages in hotel rooms; placing buckets in showers; and requesting guests to choose short showers over baths". He says that in some instances, hotels have removed plugs from baths in an attempt to ensure that visitors save water by showering instead of taking a bath.

Adapted from: www.traveller24.com

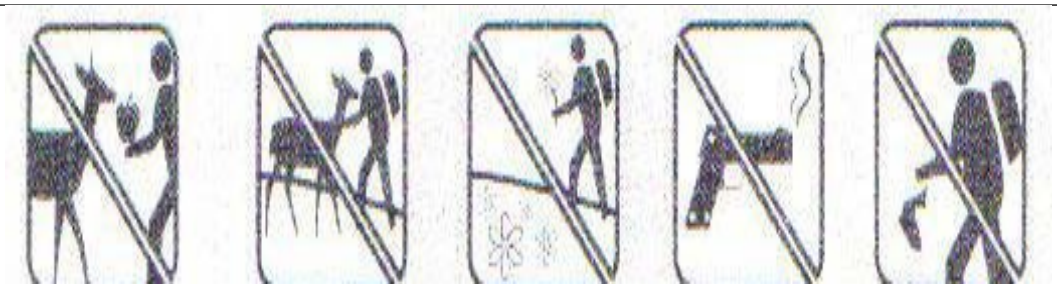
4.1.1 Explain what is meant by the term 'sustainable tourism'. (1)

4.1.2 Name the three pillars of sustainable and responsible tourism. (3)

4.1.3 Identify the pillar of sustainable tourism that is discussed in the article above? (1)

4.2.

To ensure a pleasant and successful trip through a Hiking spot it is essential that you adhere strictly to the regulations which are intended for your protection and enjoyment.



Use the symbols above and create a responsible tourism guide that each tourist must adhere to whilst visiting at a Hiking spot. (5)

[10]

GRAND TOTAL: 50

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SUGGESTED MARKING GUIDE / MEMORANDUM

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INSTRUCTIONS TO MARKERS

1. This is a 50-mark paper.
2. Use a **RED** pen to mark
3. **Pre-moderate** the memo **before marking**.
4. Allocate ticks at the end of each point
5. Allow room for learner interpretation in some questions.

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SUMMARY OF ABBREVIATIONS USED IN THE MARKING GUIDE

ABBREVIATION		MEANING (CONTENT AREA)
TA	:	Tourist Attractions; Term 3
M	:	Marketing; Term 3
SR	:	Sustainable and Responsible Tourism; Term 3

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QUESTION 1: SHORT QUESTIONS

1.1.

1.1.1	B √	TA
1.1.2	D √	SR
1.1.3	B √	M
1.1.4	B √	TA
1.1.5	B √	SR

[5]

1.2.1	RRR √	SR
1.2.2	Market Research √	M
1.2.3	Wine Routes √	TA
1.2.4	Economic Responsibility √	SR
1.2.5	Hector Pietersen Memorial √	TA

[5]

1.3.1	G √	TA
1.3.2	F √	TA
1.3.3	C √	TA
1.3.4	A √	TA
1.3.5	B √	TA

[5]

[15]

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QUESTION 2: TOURISM ATTRACTIONS

2.1.1.	Leisure / Holiday √	TA	(1)
2.1.2.	Adventure / Leisure tourist √	TA	(1)
2.1.3.	Riding a cable car √	TA	(1)
2.1.4.	A. Wine route / Table Mountain / Garden route √	TA	(1)
	B. Garden route/ Robben Island / Table Mountain √	TA	(1)
			[5]
2.2.1.	Man Made √	TA	(1)
2.2.2.	Tour guiding √	TA	(1)
2.2.3.	Vilakazi Street √	TA	(1)
2.2.4.	A variety of cultures and traditional food √	TA	(1)
2.2.5.	**NOTE: ANSWERS MUST BE IN A PARAGRAPH FORMAT**	TA	
	- Supplies services to tourists √√ - Creates jobs √√ - Boosts the economy and GDP √√ - Promotes culture and heritage - Provides entertainment		(6)
	[ACCEPT ANY THREE ANSWERS FOR 2 MARKS EACH]		

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QUESTION 3: MARKETING

3.1.1. M

PRODUCT	**:**	Hand- made Ndebele dolls √
PROMOTION	**:**	Pamphlet/ YouTube / Website √
PRICE	**:**	R 300 √
PLACE	**:**	Dobsonville Mall / Doll Palace
PEOPLE	**:**	B&B Owners / Children / Adults √

(5)

3.1.2. Offering a product that has an added benefit of something extra than what others offer √. E.g., A spa / hotel pampering human beings and pets √ M (2)

[ACCEPT ANY OTHER RELEVANT EXAMPLE]

3.1.3. M

- Research specialist √
- Individual research √
- Cooperative research groups √ (3)

[10]

QUESTION 4: SUSTAINABLE AND RESPONSIBLE TOURISM

4.1.1. Tourism that looks into using current resources sparingly so that future generations can be able to use them √ SR (1)

4.1.2. People √, Planet √, Profit √ / Social √, Economic √, Environmental √ SR (3)

4.1.3. Planet/ Environment √ SR (1)

4.1.4. **ACCEPT LEARNERS' RESPONSES, BELOW ARE JUST EXAMPLES;** SR

- Do not feed animals √
- Do not touch animals √
- Do not harvest / take animals √
- No firearms are allowed √
- No littering √ (5)

[10]

GRAND TOTAL: 50

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