education
MPUMALANGA PROVINCE
REPUBLIC OF SOUTH AFRICA

**NATIONAL SENIOR CERTIFICATE**

**GRADE 10**

# TOURISM

**NOVEMBER 2024**

**MARKS: 150**

**TIME: 2 ½ HOURS**

**This question paper consists of 19 pages.**

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## INSTRUCTIONS AND INFORMATION

Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. Answer ALL questions.
3. Start EACH question on a NEW page.
4. Number the questions according to the numbering system used in this question paper.
5. Use the mark allocation of each question as a guide to the length of your answer.
6. Write neatly and legibly.
7. The table below is a guide to help you to allocate your time according to each section

| SECTION | TOPIC | MARKS | TIME (minutes) |
|---|---|---|---|
| A | Short Questions | **30** | **20** |
| B | Map work and Tour Planning | **25** | **25** |
| C | Tourist Attractions; Culture and Heritage and Marketing | **30** | **30** |
| D | Tourism Sectors, Responsible and Sustainable Tourism | **40** | **40** |
| E | Domestic, Regional and International Tourism, Communication and Customer service. | **25** | **25** |
| | **TOTAL** | **150** | **140** |

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## SECTION A: SHORT QUESTIONS

### QUESTION 1

1.1. Various 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 – 1.1.10) in the ANSWER BOOK, e.g. 1.1.21 C.

1.1.1 An advantage for a tourist that has stayed at a graded accommodation:

A. Can make use of the feedback system to compliment or criticize the establishment.
B. Pay less because they are members of the organization.
C. Does not know what to expect from the establishment.
D. Can tell everyone to also stay at this establishment.

1.1.2 The map that a tourist would use to determine the shortest route between two places …

A. political map.
B. physical map.
C. world map.
D. road map.

1.1.3 Identify the country that is surrounded by South Africa.

A. Zambia
B. Lesotho
C. Zimbabwe
D. Malawi

1.1.4 A line of longitude…

A. runs parallel to the equator.
B. runs from east to west.
C. runs from North to South.
D. divides the earth into two hemispheres.

1.1.5 Mpumalanga means…

A Place of the Rising Sun.

B Place of Gold.

C Diamond Industry.

D Platinum Province.

1.1.6 Which statement is true when a tourist profile is compiled:

A. Tourist's age

B. Tourist's interests

C. Tourist's preferences

D. All of the above

1.1.7 Tourism symbols is a non-verbal method to give information to tourists. Study the following symbols and identify the one that indicate that there is accommodation available.

A.



B.



C.



D.



1.1.8 The aim of the following campaign is to:




A. Promote international tourism in South Africa.
B. Persuade tourists to buy local products.
C. Market South Africa as a brand.
D. Promote domestic tourism in South Africa

1.1.9 Identify the cultural element that is illustrated below:



A. Arts and crafts
B. Architecture
C. Music
D. Dance

1.1.10 South Africa's luxury 5-star tourist train is called:

A. Shosholoza Meyl
B. Premiere Class trains
C. Blue Train
D. Gautrain

(10 x 1) (10)

1.2 Choose a definition in Column B that matches a marketing term in Column A. Write only the letter (A – F) next to the question number (1.2.1 to 1.2.5) in the ANSWER BOOK. E.g. 1.2.6 G

| **COLUMN A - TERM** | **COLUMN B - DEFINITION** |
|---|---|
| 1.2.1 Souvenirs | A Certain groups you are aiming to sell your product or sell to. |
| 1.2.2 Market share | B Finding out if there is a demand for the product or service you wish to sell |
| 1.2.3 Marketing | C Offering a product or service that has an added benefit. |
| 1.2.4 Market research | D A percentage of total sales that one company has made for a product or service. |
| 1.2.5 Competitive edge | E Things that remind you about an event or place. |
| | F Promotion of products or services to potential customers. |

(5 x 1) (5)

1.3 Choose the correct word/term from the list below that best matches the description provided. Write only the word/term next to the question number (1.3.1 -1.3.5) in the ANSWER BOOK, e.g. 1.3.6 Mpumalanga

| Fauna; NHRA; Marketing mix; SAHRA; Speed point; Cheque; Flora |
|---|

1.3.1 The term used to describe plants.
1.3.2 The South African law that protects heritage sites.
1.3.3 A device used for payment by means of debit or credit cards.
1.3.4 The collective word for price, product, place, promotion and people.
1.3.5 The organisation responsible for the declaration and management of National heritage sites in South Africa.

(5 x1) (5)

1.4 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.4.1 – 1.4.5) in your ANSWER BOOK.

1.4.1 The Panorama route includes places such as (Mac Mac falls/The Kimberly Big Hole).
1.4.2 Pilgrim's Rest is located in (Mpumalanga/Limpopo).
1.4.3 (Extinct/Culling) is when an animal or plant species dies out does, not exist anymore.
1.4.4 Face-to-face telephone conversation is called (Verbal/Non-Verbal) communications.
1.4.5 (Reduce/Re-use) is to use grey water to wash a car, water the garden and flush a toilet.

(5x1) (5)

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1.5 Refer to the scenario of camping equipment below to answer the questions that follow: Rank the items that must be packed in order of importance for survival in the wild. Write only the letter next to the question number (1.5.1 – 1.5.5) in your ANSWER BOOK. e.g. 1.5.6 F

**JOHN'S BACKPACKING TRIP**

John is planning his first 6-day backpacking trip in the mountains.

He needs some help to decide what he must pack in his backpack for survival in the wild.

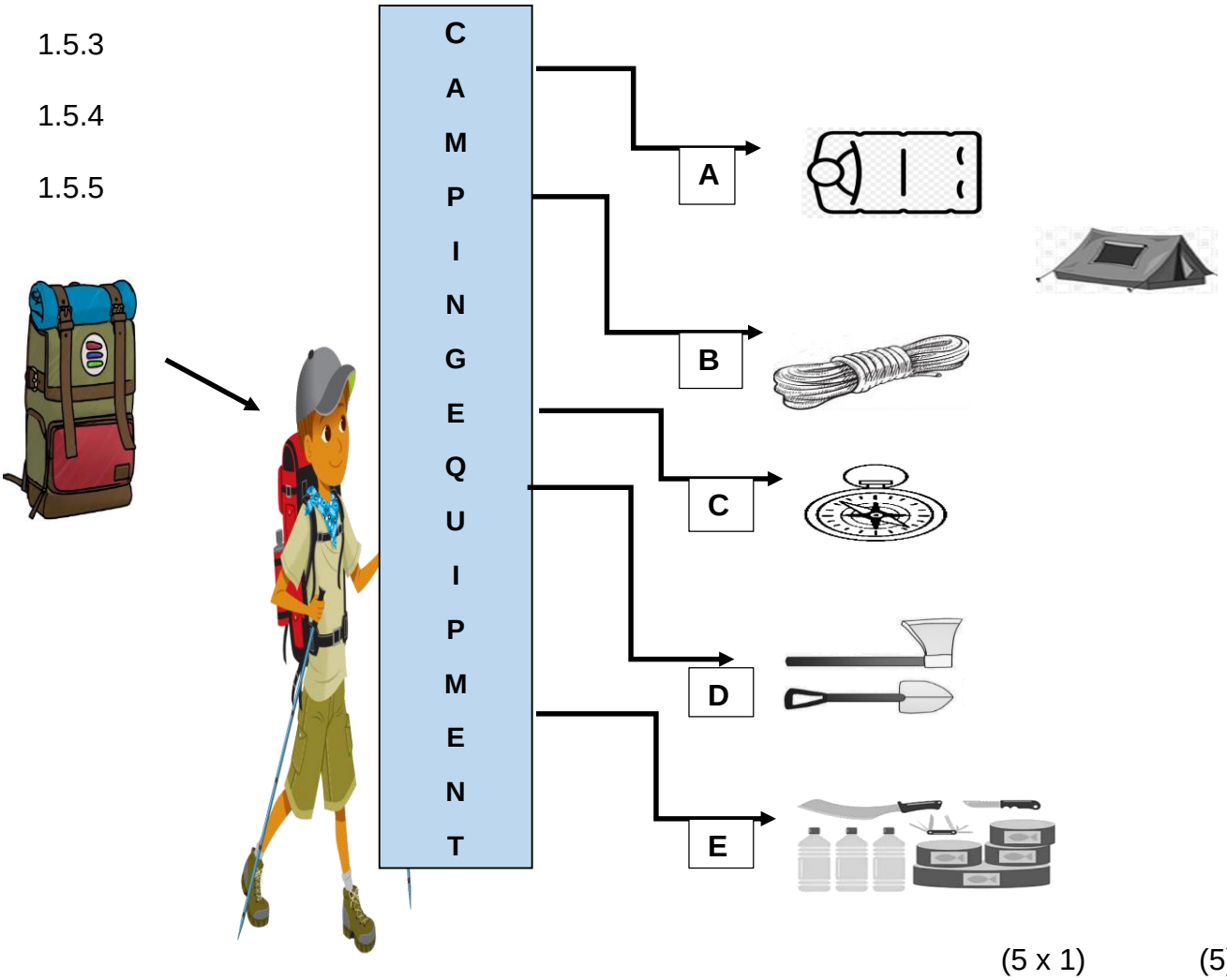
1.5.1

1.5.2

1.5.3

1.5.4

1.5.5



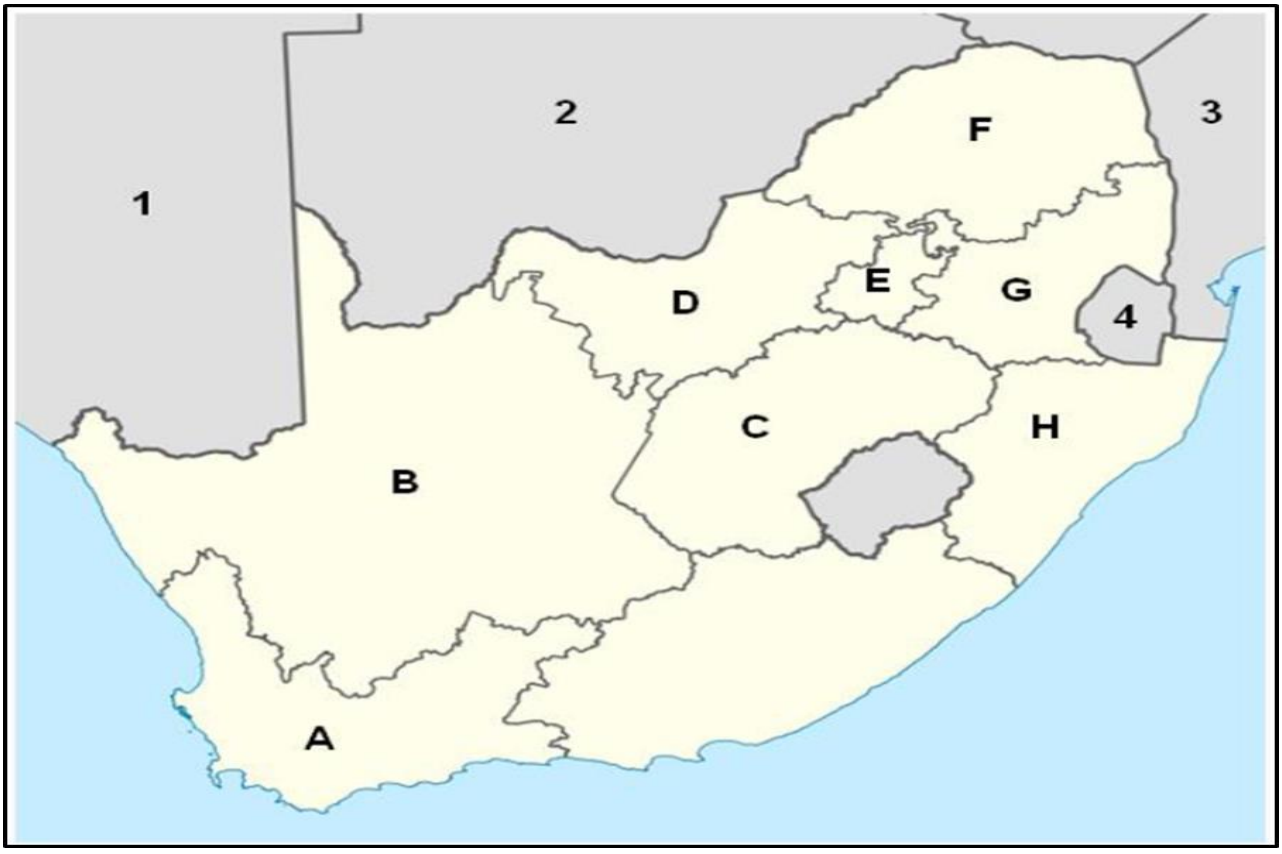

(5 x 1) (5)

**TOTAL SECTION A: 30**

## SECTION B: MAP WORK AND TOUR PLANNING

## QUESTION 2

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




2.1.1 Identify provinces labeled A, C and G. (3)

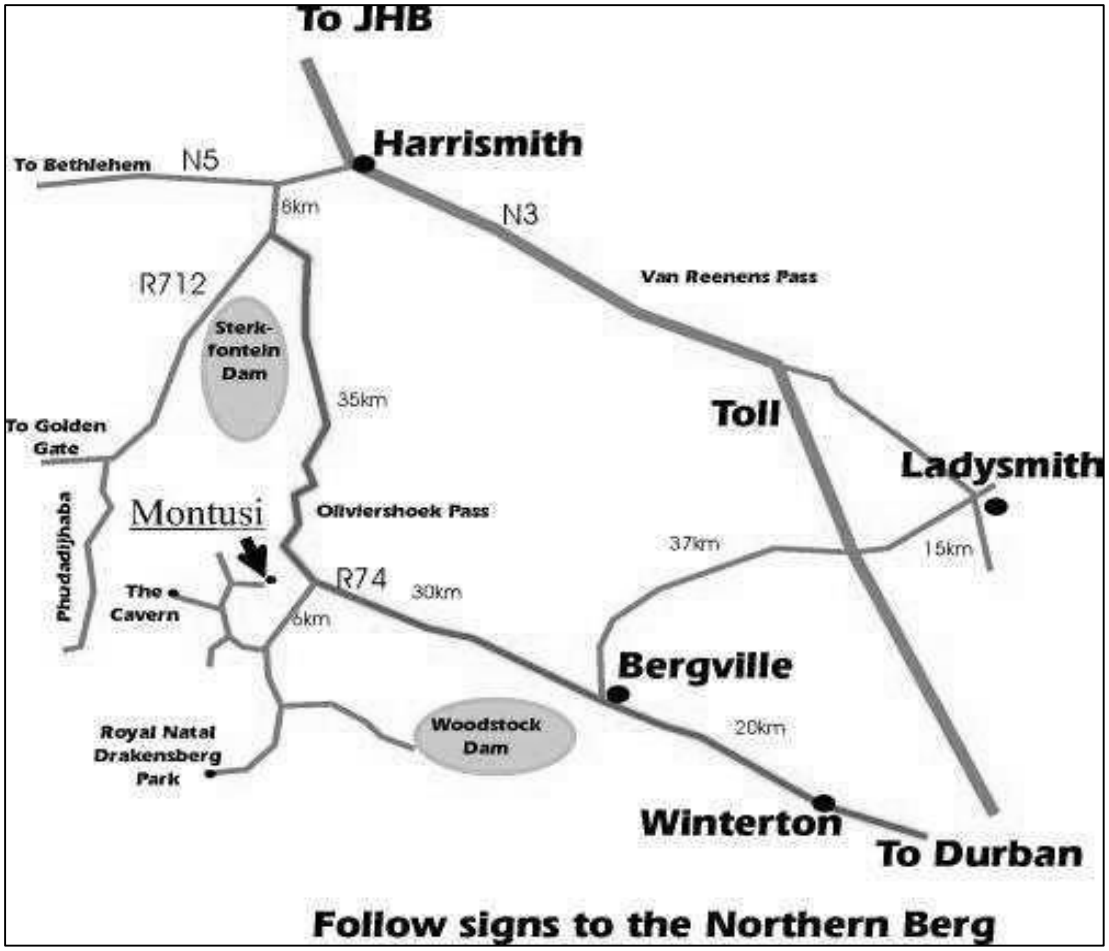
2.1.2 Mention the capital city of the province labeled F. (1)

2.1.3 State the ocean in province H is attached to. (1)

2.1.4 Name the neighboring countries numbered 1, 2 and 3. (3)

2.1.5 Identify harbors located in provinces A and H. (2)

2.2 Study the extract from a map of South Africa below to answer the questions that follow.




2.2.1 Mention the National Road as indicated on the map. (1)

2.2.2 Give ONE city that is linked by the national road mentioned in 2.2.1. (1)

2.2.3 Name ONE natural feature indicated on the map. (1)

**[13]**

**QUESTION 3**

3.1 Refer to the distance table 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 |
| Grahams Town | 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 | 1313 | - | 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 depart from Durban, drove to East London and to Grahams Town. Thereafter proceeded to Cape Town where they spent few days. Afterwards they moved to Kimberley to see the big hole, they left Kimberley and travelled to Bloemfontein, where one day was spent then proceeded to Johannesburg. When they arrived 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.

3.1.1 Calculate the total distance travelled by the Ndlela family during their tour.

(a) Durban to East London
(b) East London to Grahams town
(c) Grahams town to Cape Town
(d) Cape Town to Kimberly
(e) Kimberly to Bloemfontein
(f) Bloemfontein to Johannesburg
(g) Johannesburg to Pretoria
(h) Pretoria to Durban
(i) Total km's travelled (9)

3.1.2 Calculate the travel time from Cape Town to Kimberly, if the Ndlela family is driving at an average speed of 100km/h. (3) [12]

**TOTAL SECTION B: 25**

## SECTION C: TOURIST ATTRACTIONS; CULTURE AND HERITAGE; MARKETING.

## QUESTION 4

4.1 Read the following extract and then answer the questions that follow.

| |
|---|
| Nicho and his family visited South Africa to watch Springboks rugby match with England. They stayed in Mbombela for two weeks. While in Mbombela they visited Kruger National Park, the Gorge, God's Window and the three Rondavels. On their last Saturday they watched England play the Springboks at Mbombela stadium.<br>They then visited a major marine park in Durban and spent a lot of time at the beach, surfing and snorkeling.<br>The family enjoyed their holiday and plan to visit South African again soon. |

4.1.1 Explain the term Domestic tourism. (1)

4.1.2 Name two natural attractions mentioned in the extract. (2)

4.1.3 Give the name of a major marine park the family can visit in Durban. (2)

4.1.4 State the two provinces that Nicho and his family visited. (2)

4.1.5 Name THREE World Heritage Sites that are found in the provinces mentioned in 4.1.4. (3)

4.1.6 Discuss TWO reasons why the Barberton Makhonjwa Mountains are regarded as a popular attraction. (4)

4.1.7 State when Mpumalanga province receives rainfall. (1)

4.1.8 Name ONE national park that is found in Mpumalanga. (1)

4.1.9 Give THREE languages that are spoken in Mpumalanga. (3)

**[19]**

## QUESTION 5

5.1 Read the advertisement below and answer the questions that follow:



# An immersive ranger experience for Dads and Lads

A NEW special package from field guide training pioneer EcoTraining is allowing parents and their children to become wildlife rangers for up to a week, at one of the company's remote bush camps, all situated in prime wilderness areas.

Listed by *Forbes* as one of the world's best family vacation deals, the 'Dads and Lads' experience offers an immersive, bonding adventure that includes game drives and walks, specialist guiding, meals, rustic tented accommodation and some of the elements of EcoTraining's field guide training. The experience is on offer at three of EcoTraining's camps — in the Pridelands Conservancy in the Greater Kruger National Park, Selati Game Reserve and Karongwe Game Reserve.

5.1.1 State the company that is advertising in the scenario. (1)

5.1.2 Identify the name of the product they are offering. (1)

5.1.3 Give the THREE places where this product is offered. (3)

5.1.4 Explain who is the target market of this product. (1)

5.2

| |
|---|
| South Africa is a culturally diverse country. Culture and heritage form the foundation of our country's identity. |

5.2.1 Explain what cultural diverse means. (1)

5.2.2 Differentiate between culture and heritage. (2)

5.2.3 Name THREE elements of culture. (3)

**[12]**

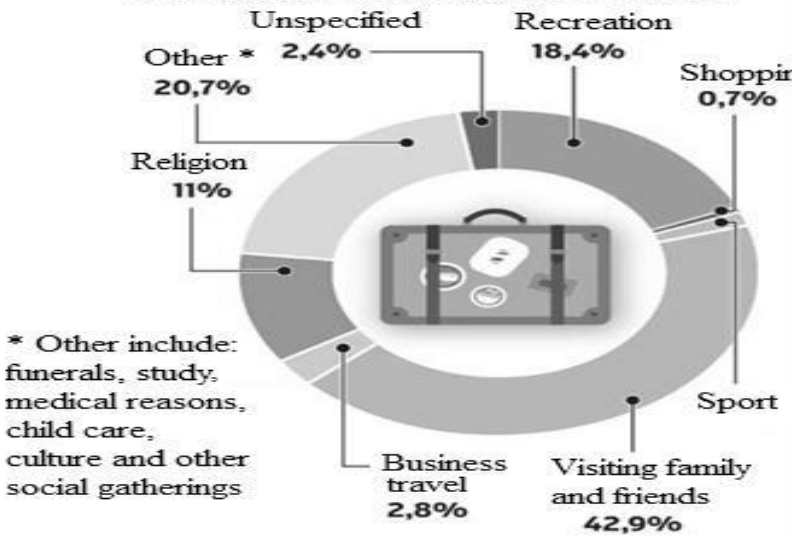
**TOTAL SECTION C: 30**

## SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM.

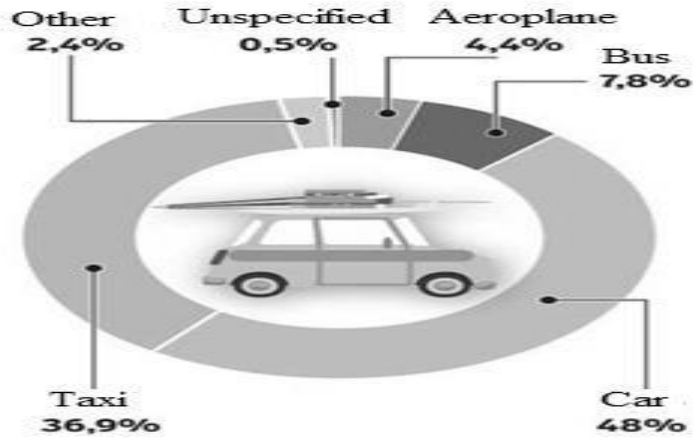
## QUESTION 6

**6.1** Study the survey results and answer the questions:

Two thousand travelers took part in the survey below. It needs to determine why people travel. Their responses are indicated on the graph:




**GRAPH 1: REASONS WHY PEOPLE TRAVEL**




**GRAPH 2: MODES OF TRANSPORT**

6.1.1 Graph 1 shows 2,4% of people who travel for “unspecified reasons”.
Discuss TWO examples of “unspecified travel”. (2)

6.1.2 Calculate the percentage of people who travelled for sport. (3)

6.1.3 A total of 2 000 people took part in this survey.
Calculate the number of people who indicated they travel to visit family and friends. (3)

6.1.4 Graph 2 show modes of transport used for travel.
Identify the mode of transport commonly used. (2)

6.1.5 Calculate the difference between the most used mode of transport and the least used mode of transport. (2)

6.2 Read the following case study and answer the questions below.

| |
|---|
| Mr and Mrs Khoss and their two children are Australian citizens who are on a two weeks’ tour in South Africa. Mr Khoss is 44 years old, he is a minister of tourism in Sydney. He does not eat meat. They have booked outside Tzaneen town, at Tzaneen Country Lodge, which is a five star. The lodge has En-suite bedrooms that are well equipped with air conditioners, direct dialling telephone, interactive TV, bar fridge, mini safe and Wi-Fi. In the morning, breakfast and lunch was served in the form of buffet. Ala carte’ dinner was available on request. In the morning, they travelled to the Kruger National park with a rental-car to explore wildlife. They also went to experience elephant ride in Hazyview. Payment for the services was done by EFT and by credit card, they used cash for tips to some of the hotel staff members. They enjoyed their stay in South Africa. |

6.2.1 Mention any four in-room technology available at the accommodation above. (4)

6.2.2 Identify the three methods of payment used by the family. (3)

6.2.3 List two attraction sites that the Khoss family visited. (2)

6.2.4 Food and beverage establishment, briefly explain the difference between fine dining restaurants and family restaurants. (2)

**[23]**

## QUESTION 7

7.1 Read the extract below and then answer the questions that follow.

**Hotel Verde – "Greenest" hotel on the planet**



Cape Town boasts the world's greenest hotel. The award-winning Hotel Verde became the first on planet Earth to receive a double-platinum certificate from the United States Institute for Environmentally Friendly Practices.
It was built with environmentally friendly material, and opened in 2013. The 145-room hotel has 3 wind turbines that generate power. Much care has been taken to select the materials and paint for the hotel. Even the restaurant serves only organic food.

7.1.1 Explain in your own words what is meant by "green" hotel. (1)

7.1.2 The world is already trying to live 'green'. One of the reasons is global warming. Discuss in paragraph format what global warming entails. Use the following points:

(a) Causes. (2)

(b) Consequences. (2)

(c) Carbon footprint. (2)

7.1.3 Explain in your own words the meaning of sustainable tourism. (1)

7.1.4 Name the THREE pillars of sustainable tourism. (3)

7.1.5 Describe TWO advantages for an institution that applies good environmental practices (2)

7.1.6 Tourism can have a very negative impact on the environment. Discuss TWO possible disadvantages tourism can have on the environment. (2)

7.1.7 Tourist visiting Hotel Verde have to stick to the rules of tourist behavior. Name TWO good environmental practices responsible tourist's must adhere to, at this hotel. (2)

**[17]**

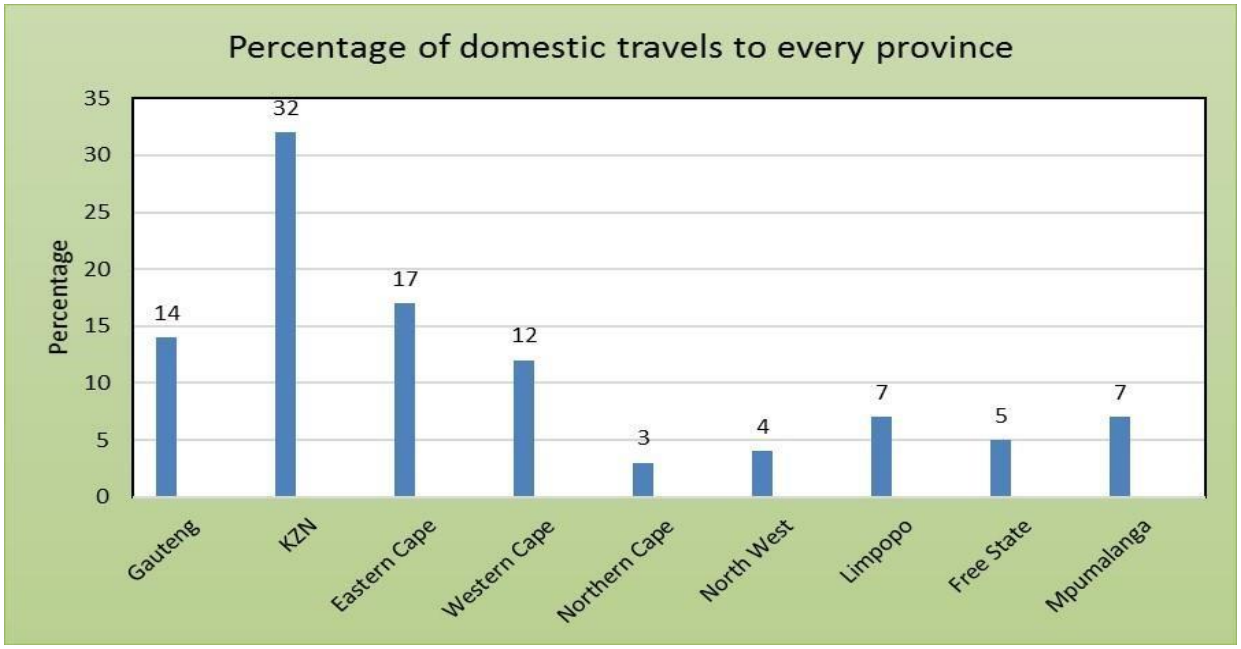
**TOTAL SECTION D: 40**

## SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM.

### COMMUNICATION AND CUSTOMER CARE

## QUESTION 8

8.1 Study the graph and then answer the questions that follow.




8.1.1 Give the name of the institution responsible for compiling statistics in South Africa? (1)

8.1.2 Identify the most popular province for domestic travelers. Give one reason why you think this province is the most popular. (2)

8.1.3 Identify the least popular provinces for domestic travelers. (1)

8.1.4 Suggest by giving TWO ideas on how tourism in the province in question 8.1.3 can be improved, give TWO. (2)

8.1.5 Explain the difference between inter-provincial travel and Intra-provincial travel. (4)

8.1.6 Briefly explain the purpose of the Sho't Left campaign. (2)

**[12]**

## QUESTION 9

9.1 Study the pictures below and answer the questions that follow:





9.1.1 Identify the communication technology in each picture, AND indicate the usage of each. (2)

9.1.2 Explain the difference between verbal and non-verbal communication, make use of examples to help explain the difference. (4)

9.2 Study the article below and answer the questions that follow

**TOURISTS FROM GERMANY ROBBED IN SOUTH AFRICA**

Two tourists from Germany were robbed off their belongings while on tour in RSA. The incident left them traumatised as the duo were threatened with a gun. An undisclosed amount of cash was also stolen from these tourists on their way to the Phalaborwa gate of the Kruger National park. No arrest has been made yet.




9.2.1 Discuss ONE negative influence that the incident above will have in Germany about South African tourism. (2)

9.2.2 Suggest TWO ways in which South Africa can attract international tourists. (4)

**[12]**

**TOTAL SECTION E: 25**

**GRAND TOTAL: 150**