

HOËRSKOOI JOHAN JURGENS

Tourism

Grade 11

November Exam

November 2025

Time: 3 Hours

Total: 200 Marks

Examiner: N. Roets

Moderator: D. De Beer



Instructions and information:

1. Write your name, surname and key on your folio paper.
2. Answer all the questions.
3. **START EACH SECTION ON A NEW PAGE.**
4. Number all questions correctly, according to the numbering system used in the test.
5. Write neatly and legibly.

SECTIONS	QUESTIONS	MARKS	TIME
SECTION A	Short Questions	40 MARKS	20 MINUTES
SECTION B	Map Work and Tour Planning Foreign exchange	20 MARKS	30 MINUTES
SECTION C	Cultural and Heritage Tourism Marketing	50 MARKS	50 MINUTES
SECTION D	Tourism Sectors	50 MARKS	50 MINUTES
SECTION E	Domestic, Regional and International Tourism Communication and customer Care	40 MARKS	30 MINUTES
TOTAL		200 MARKS	180 MINUTES

This question paper consists of 16 pages

SECTION A: SHORT QUESTIONS

QUESTION 1

- 1.1 Various possible options are provided as answers to the following questions. Write ONLY the letter (A-D) next to the question number (1.1.1 – 1.1.10) on the FOLIO PAPER.
- 1.1.1 This is NOT recommended when dealing with client complaints.
A. Apologise and do not blame the client for complaining.
B. Solve the problem immediately.
C. Being rude and argumentative towards the client.
D. Listen attentively to what the client says.
- 1.1.2 A religious journey to a holy place.
A. Migration
B. Pilgrimage
C. Conference
D. Congregation
- 1.1.3 This type of insurance is used when a hired vehicle is stolen.
A. TLW
B. PAI
C. CDW
D. Tourism levy
- 1.1.4 A trip taken for pleasure on a boat or ship that usually stops at several places.
A. Excursion
B. Journey
C. Cruise
D. Holiday
- 1.1.5 Kilimanjaro is found in this country:
A. DRC.
B. Tanzania.
C. Zimbabwe.
D. Zambia.
- 1.1.6 The commuter rail service that operates in the urban areas of Gauteng, Cape Town, Durban, East London and Gqeberha.
A. Metrorail
B. Jozi Express
C. Cape Meyl
D. Rovos Rail

- 1.1.7 This attraction is found in Botswana in the Kalahari Desert.
 A. Etosha National Park
 B. Grand Baie
 C. Hlane Royal National Park
 D. Okavango-Delta
- 1.1.8 The basic marketing composition used to market tourism products/services.
 A. Public relations, product, place and pride.
 B. Promotion, public relations, place and pride.
 C. Promotion, product, place, price, people.
 D. Promotion, product, price, public relations.
- 1.1.9 This is NOT an example of a luxury train.
 A. Shosholoza Meyl
 B. Blue Train
 C. Rovos Rail
 D. Shongololo Express
- 1.1.10 This flight operates within the borders of a country.
 A. Domestic flights
 B. Regional flights
 C. Intercontinental flights
 D. Transcontinental flights

[10]

- 1.2 Complete the open spaces with the relevant information. **DO NOT** draw the table. Write **ONLY** the correct answer next to the question number (1.2.1 – 1.2.5) on the FOLIO PAPER.

Country	Capital	Currency
South Africa	1.2.1	Rand
1.2.2	Antananarivo	1.2.3
1.2.4	Port Louis	1.2.5

[5]

1.3 Match the description in COLUMN B with the term in COLUMN A. Write ONLY the letter (A-K) next to the question number (1.3.1 - 1.3.10) on the FOLIO PAPER.

COLUMN A TERM		COLUMN B DESCRIPTION	
1.3.1	Exchange rate	A	Found at entry points into the country to limit illegal importation of certain types of goods.
1.3.2	Border control	B	The price at which the currency of one country can be exchanged for the currency of another country.
1.3.3	Currency rate sheet	C	The exchange rate used by the foreign exchange bank to buy foreign currency from the customer.
1.3.4	Visa	D	Shows the rates of exchange between different currencies.
1.3.5	Bank buying rate	E	The exchange rate used by the bank to sell foreign exchange to customers.
1.3.6	Fauna	F	You can get this document at the Department of Home Affairs.
1.3.7	Diversity	G	Animal and Wildlife.
1.3.8	Customs	H	Being different or varied.
1.3.9	Budget	I	Procedure of inspecting goods and baggage entering or leaving a country.
1.3.10	Legislative capital	J	A plan on how to spend money that is available.
		K	Where parliament is located.

[10]

- 1.4 Give ONE word/term for each of the following descriptions by choosing a word/term from the list below. Write only the word/term next to the question number (1.4.1 – 1.4.5) on the FOLIO PAPER, e.g. 1.4.6. Internet

Johannesburg; Connecting flight; King Shaka; Chartered flight;
OR Tambo; Durban; Landlocked; Pretoria

- 1.4.1 Rickshaw rides are a cultural attraction in this city.
- 1.4.2 The Union Buildings are found here.
- 1.4.3 A flight that passengers must sometimes take to get to their final destination when they are unable to take a direct flight.
- 1.4.4 The Gautrain operates closely with this International Airport.
- 1.4.5 A country that does not have access to the sea. **[5]**
- 1.5 Choose the correct word(s) from those given in brackets. Write only the word(s) next to the question number (1.5.1 to 1.5.5) on the FOLIO PAPER. Example; 1.5.6. Passport.
- 1.5.1 National heritage sites in South Africa are structures or defined areas of land declared by SAHRA to be of (historic/natural) significance.
- 1.5.2 (Archaeology/Palaeontology) is related to the study of life and culture by the recovery and examination of material evidence.
- 1.5.3 Collecting and analysing information about a target market is known as (market research/target marketing).
- 1.5.4 A (career/occupation) is a job undertaken for a significant period of a person's life with opportunities for progression in a chosen profession.
- 1.5.5 (Characteristics/Competencies) are features or qualities belonging to a person, place, or thing and is used to identify it. **[5]**

1.6 Travelling within South African borders has increased the spread of Covid-19 infection and transmission. The Smith family will be travelling from Durban to Johannesburg for their annual holiday. They will consider the safest transportation option in order to prevent the risk of infection for their family. The cost of the transport and the time taken to travel is not an issue. It is all about the **safety** of the family.

1.6.1 Select FIVE transport options below that will be the safest for the Smith family. Write only the letters (A-I) next to the question number (1.6.1) on the FOLIO PAPER.

A. Hired Car	B. The Gautrain	C. Luxury cruise liner
D. Air travel	E. Tram (Train)	F. Sleeper coaches
G. Own care (self-drive)	H. Shosholoza Meyl	I. Microlight aircraft

[5]

TOTAL SECTION A: 40

SECTION B: MAP WORK, TOUR PLANNING AND FOREIGN EXCHANGE

QUESTION 2

2.1 Read through the itinerary below and answer the following questions.

DAY	TRAVEL TIME	PLACE	NO. OF NIGHTS	THINGS TO DO
0	6hrs Flight + 2hrs connecting flight to CT	Capetown	5	Arrive in Capetown (Early Afternoon Arrival). Settle into hotel or visit Table Mountain right away!
1				Walking Tour, City Hop on/off bus blue route
2				City Hop on/off bus red route, Harbour Cruise, Two Oceans Aquarium, Cape Point, Cape of Good Hope, Boulder's Beach
3				Robben Island or Free Day: Go on an adventure --> Paragliding/Skydiving/Shark Cage Diving
4				Free Day or Start Capetown Travel by train or bus
5	2hrs flight or 26hrs train/bus ride :)		1	TRAVEL
6		Johannesburg	1	City Tour
7	5hrs bus/car ride or 45mins flight	Kruger national Park	2	Evening Safari
8				Half day Safari
9	Return to Jo'burg	Johannesburg	1	Free Day
10	(Flight)			Travel back to Lagos

2.1.1 Provide the name of the type of itinerary used above. (1)

2.1.2 Arranging a tour at a specific time is known as a . . . tour. (1)

2.1.3 By looking at the itinerary above, give the total travel time for days 0-4. Show all calculations. (3)

2.1.4 Name the activity that the tourist will partake in on day 6. (1)

2.1.5 Name any TWO places that will be visited by the tourist. (2)
[8]

QUESTION 3

3.1 Explain the multiplier effect. (3)

3.2 Study the table on currencies below and answer the questions that follow. Round all answers off to TWO decimal places.

Currency	Rate in Rand
USD	18,33
EUR	17,93
GBP	20,51
JPY	0,12

3.2.1 Convert R530 650 into Japanese Yen. (3)

3.2.2 Convert € 360 into South African currency. (3)

3.2.3 Determine the cost of a \$45 dinner at a local restaurant in South African currency. (3)
[12]

TOTAL SECTION B: 20

SECTION C: CULTURE AND HERITAGE TOURISM AND MARKETING

QUESTION 4

4.1 There are two different advertising methods that businesses can use to promote their products and services; above-the-line and below-the-line.

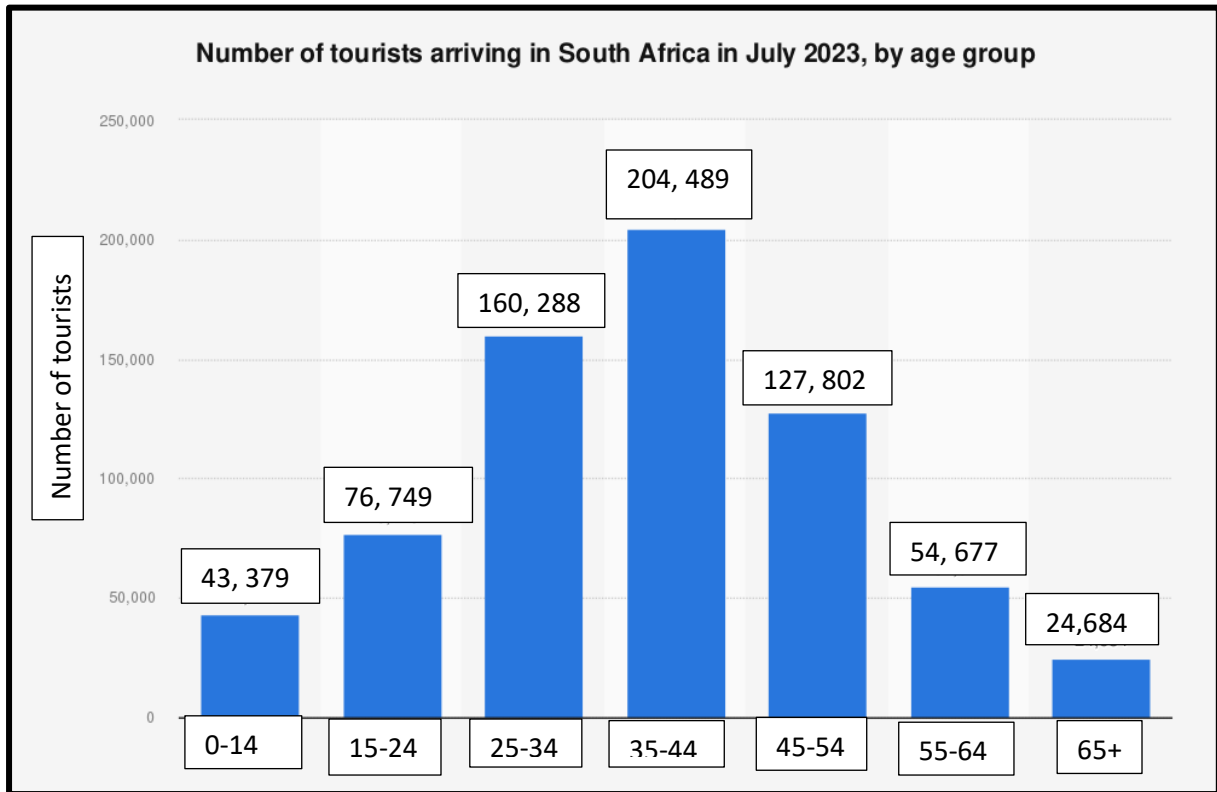
4.1.1 List the FOUR factors which businesses have to decide on before using the appropriate technique. (4)

4.1.2 Distinguish between above-the-line promotional techniques and below-the-line promotional techniques. Provide an example for each. (6)

4.1.3 Define a marketing budget. (2)

4.1.4 There are a number of costs that have to be in a marketing budget. Give the FOUR general costs related to a marketing budget. (4)

4.2 Study the following information and answer the questions.



- 4.2.1 Provide the age group which presents the most arrivals in 2023 into South Africa. (2)
- 4.2.2 Give the age group which has the least number of arrivals and state ONE reason why this might be. (3)
- 4.2.3 Calculate the total number of tourist arriving in South Africa in 2023. Show all calculations. (5)
- 4.2.4 List TWO ways in which South Africa can be marketed as a tourist attraction. (4)

[30]

QUESTION 5

5.1 Read the case study below and answer the questions that follow:

The objective of SAHRA is to coordinate the identification and management of the national estate. The aims are to introduce an integrated system for the identification, assessment and management of heritage resources and to enable provincial and local authorities to adopt powers to protect and manage them. The national estate encompasses heritage resources of cultural significance for the present community and for future generations. It may include places to which oral traditions are attracted or which are associated with living heritage, historical settlements, landscapes and natural features of cultural significance, archaeological and palaeontological sites, graves and burial grounds including ancestral and royal graves and graves of traditional leaders, graves of victims of conflict and sites relating to the history of slavery in South Africa.

- 5.1.1 Explain the importance of conserving heritage. (2)
- 5.1.2 From the extract identify THREE aims of SAHRA. (3)
- 5.1.3 State THREE ways how cultural tourism can be used to generate business within local communities. (6)

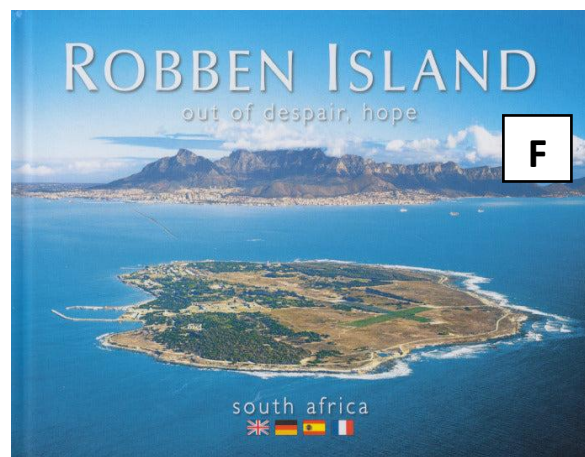
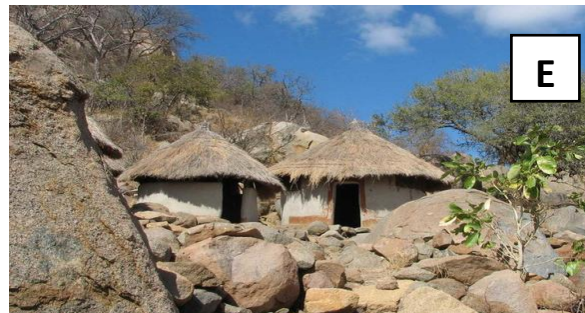
5.2 Cultural heritage covers many types of material collected and displayed by museums. It also includes a number of sites and resources that have meaning for a section of people or a cultural group that form part of the heritage of that society. It includes both tangible and intangible heritage.

5.2.1 Study the pictures below and place the different heritage sites in the correct category: **Natural heritage site OR Cultural heritage site**. Redraw the table below and write only the letter under the correct heading on your ANSWER SHEET.

Example:

Natural heritage site	Cultural heritage site
G	H

(6)



5.3 Define a world heritage site.

(3)
[20]

TOTAL SECTION C: 50




SECTION D: TOURISM SECTOR

QUESTION 6

Read the case study and answer the questions below.

There is a great variety of tourist attractions and accommodation options in Southern Africa, and as a result the tourism industry offers many different job opportunities across a wide range of subsectors.

6.1 Study the pictures below and answer the questions.

	<p>A. HOSPITALITY</p>
	<p>B. TRANSPORT</p>
	<p>C. GAMING AND LOTTERIES</p>

6.1.1 Give TWO potential job opportunities which may be found in the tourism subsectors mentioned above.

- A Hospitality
- B Transport
- C gaming and lotteries

(2)
(2)
(2)
[6]

QUESTION 7

Read the following extract and answer the questions that follow.

Tour guides must have the ability to learn quickly, remember facts and interesting stories about locations. Sometimes they are required to plan a trip from start to finish, including all stops for sightseeing, all narration and description regarding the location visited. So, an effective tour guide in Africa must continuously study to accurately provide the narration that tourists pay to hear.

- 7.1 Provide FOUR ideal personal characteristics needed to be able to work effectively within the tourism industry. (4)
- 7.2 Entrepreneurs are the back bone of the tourism industry.
- 7.2.1 Define an entrepreneur. (2)
- 7.2.2 List TWO skills an entrepreneur needs to be successful. (2)
- 7.2.3 Explain why it is important for an entrepreneur to be flexible. (2)
- 7.3 Read the following case study and answer the questions.

Thembu is an entrepreneur who started his own micro business in 2021. He works with his local community by providing them with renewable solutions to help clean up the community by using renewable and innovative recycling methods.

Thembu is motivated and driven to make his community a better place and to educate them on the impact that waste has on the environment.

Thembu was contacted by a major corporation to help them with their green project which they launched in 2022. Thembu's renewable ideas are now being implemented in more than six provinces around South Africa by multiple businesses which pays Thembu to help them stay "Green".

His dedication, perseverance and hard work helped him to grow and expand his business. Thembu now has two successful branches called "Green Living". He has employed people from his local community to work for him. He is still working hard daily to ensure that his community stays clean and safe. He is planning on expanding to all nine provinces in South Africa.

- 7.3.1 Provide the reason why Thembu became a successful entrepreneur. (2)
- 7.3.2 State how Thembu contributed towards bettering his local community. (4)

7.4 In order for an entrepreneur to be successful within the tourism market, they have to identify products and services suitable for entrepreneurial opportunities.

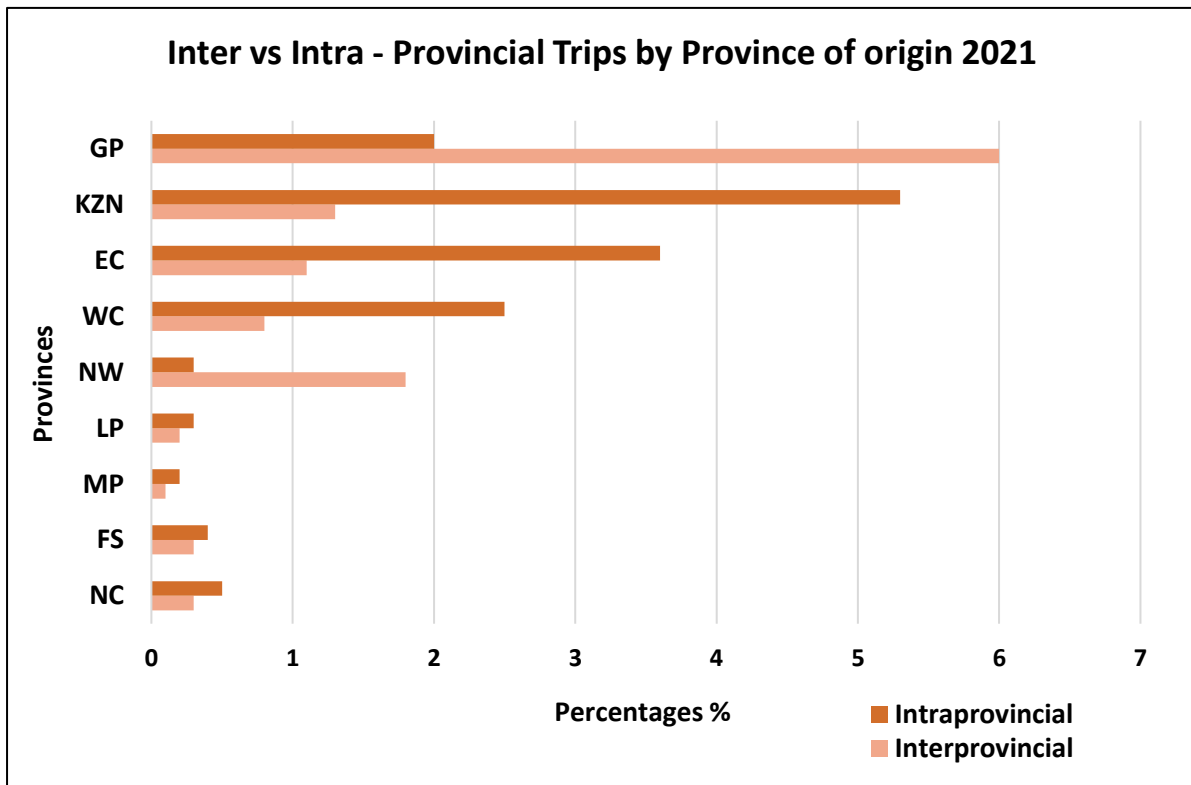
7.4.1 Identify and briefly explain THREE entrepreneurial opportunities which may help entrepreneurs make decisions when starting tourism-based business.

(6)
[22]



QUESTION 8

8.1 Examine the information provided on the graph below and answer the questions that follows.

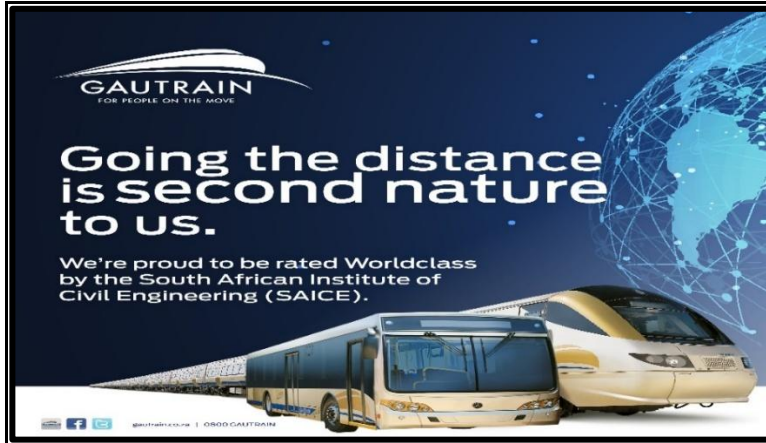


8.1.1 Differentiate between intra-provincial and inter provincial travel. (4)

8.1.2 Identify from the graph TWO provinces that are least engaged in intra-provincial travel. (2)

8.1.3 Suggest TWO reasons which encourage intra-provincial travel in KZN. (4)

8.2 Study the picture and answer the following questions.



8.2.1 Explain THREE benefits the Gautrain holds for the tourism industry of Gauteng. (6)

8.2.2 Name the card that allows access to the Gautrain services. (2)

8.2.3 Provide TWO interior features of the Gautrain. (4)

[22]

TOTAL SECTION D: 50

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM, COMMUNICATION AND CUSTOMER CARE

QUESTION 9

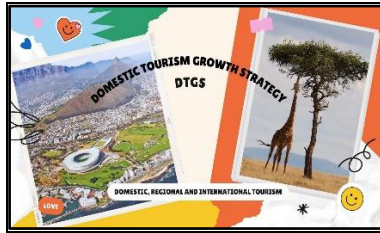
9.1 The vision for Domestic Tourism is “Growing domestic tourism for a sustainable tourism economy.”

9.1.1 List the FOUR main objectives of this vision. (4)

9.1.2 Briefly explain TWO reasons for the need to develop domestic tourism. (4)

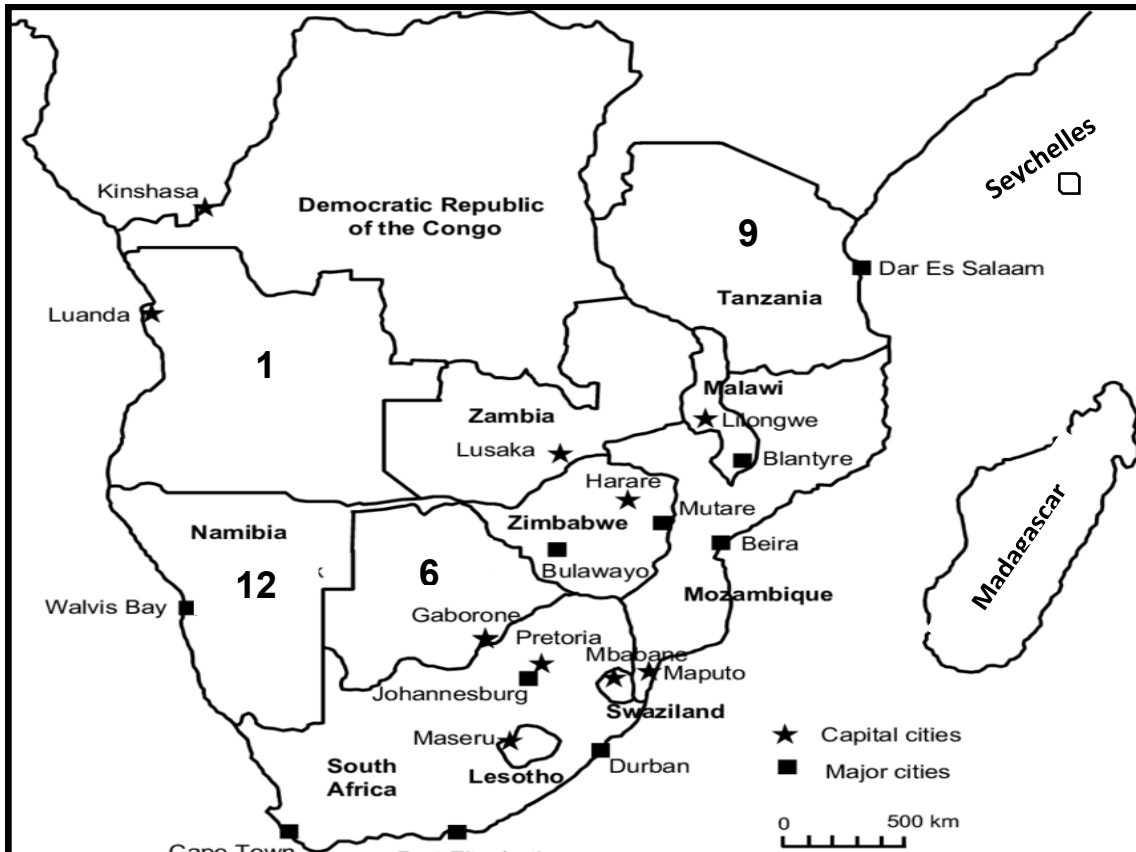
9.1.3 There are a number of factors that influence the growth and sustainability of tourism, both locally and globally. Explain the following trend: *Competition* influencing tourism. (2)

[10]



QUESTION 10

10.1 Refer to the SADC map and answer the questions that follow.



10.1.1 Name the countries numbered 1 and 6. (2)

10.1.2 State the capital city of the countries numbered 9 and 12. (2)

10.2 A group of South African tourists want to visit Zambia during July to August at different times.

10.2.1 Name TWO attractions that tourists can visit in Zambia. (2)

10.2.2 State the type of weather that they can expect during their tour. (1)

10.2.3 Provide any TWO activities which tourists can enjoy when visiting the attractions mentioned in QUESTION 10.2.1. (2)

10.3 State TWO advantages of regional tourism for South Africa and the SADC member states.

(4)
[13]

QUESTION 11

11.1 Study the cartoon below and answer the questions that follows.



- 11.1.1 State whether the customer service in the cartoon is positive or negative. Give TWO reasons for your answer. (3)
- 11.1.2 Discuss the impact the service delivered in the cartoon will have on the tourist and on the business. (4)
- 11.1.3 Give ONE example of poor body language displayed by the hotel staff in the cartoon. (1)
- 11.1.4 Explain how the hotel staff can correct their body language to ensure that they provide excellent service to the tourist. (1)

Getting customer feedback on a regular basis can provide tourism product owners with valuable information.

- 11.2 Name ONE Strategy which can be implemented to ensure that tourism businesses achieve and maintain quality service. (2)
- 11.3 Provide any THREE steps for dealing with verbal customer complaints. (6)
[17]

TOTAL SECTION E: 40

GRAND TOTAL: 200