

## Scope for Exam 2024: Tourism Grade 11 FET CAPS

Date	:	June 2024
Time	:	2½ hrs
Marks	:	150

Instructions: Read the instructions carefully before answering the questions.

1. This question paper consists of FIVE sections.
2. All questions in SECTION A, B, C, D and E are COMPULSORY.
3. Answer all the questions on the correct answer sheet.
4. Number your answers correctly.
5. Start each SECTION (there are 5: A, B, C, D and E) on a new page.
6. Use the mark allocation as a guide to the length of each expected answer.
7. Use the following table to help you divide your time for each section.

SECTION A	SHORT QUESTIONS (ALL TOPICS BELOW)	30	30 MINUTES
SECTION B	TOUR PLANNING AND MARKETING	25	25 MINUTES
SECTION C	CULTURAL AND HERITAGE TOURISM	25	25 MINUTES
SECTION D	TOURISM SECTORS	50	50 MINUTES
SECTION E	DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM	20	20 MINUTES
		150	150

8. Submit both question paper and answer script at the end of the exam session.

### SECTION A : SHORT QUESTIONS

Set 30 marks covering the 16 topics as assessed in Section B to E, trying to assess those aspects of the topics not already assessed in Section B-E.

Term 1 content 30% 9 marks, Term 2 content 70% 21 marks.

**TOTAL= [30]**

### SECTION B : TOUR PLANNING AND MARKETING

Term 2 Week 16. The marketing budget

Term 2 Week 17. Different types of promotional / advertising techniques

**TOTAL= [25]**

### SECTION C : CULTURE AND HERITAGE TOURISM

Term 2 Week 14. SA cultural uniqueness

Term 2 Week 15. SA heritage bodies

**TOTAL= [25]**

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**Ying-Ying Zheng**



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