# 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.

- This question paper consists of FIVE sections.
- All questions in SECTION A, B, C, D and E are COMPULSORY.
- Answer all the questions on the correct answer sheet.
- Number your answers correctly.
- Start each SECTION (there are 5: A, B, C, D and E) on a new page.
- Use the mark allocation as a guide to the length of each expected answer.
- 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

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

# **Scope For Tourism Exam 2014**

**David Kirk** 

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