

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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Intercultural Communication Ingrid Piller, 2017-06-27 Combining perspectives from discourse analysis and sociolinguistics the second edition of this popular textbook provides students with an up to date overview of the field of intercultural communication Ingrid Piller explains communication in context using two main approaches The first treats cultural identity difference and similarity as discursive constructions The second informed by bilingualism studies highlights the use and prestige of different languages and language varieties as well as the varying access that speakers have to them

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