

## 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]**

# Tourism Scope 2014 Final Exam

**Jafar Jafari, Honggen Xiao**



## **Tourism Scope 2014 Final Exam:**

**Encyclopedia of Tourism** Jafar Jafari, Honggen Xiao, 2025-01-08 This encyclopedia is the most comprehensive and updated source of reference in tourism research and practice It covers both traditional and emerging concepts and terms and is fully international in its scope Some 769 entries by 871 internationally renowned experts from 124 countries provide a definitive access to the knowledge of tourism and its related fields Users will find reliable and up to date definitions and explanations of the key terms of tourism in this reference book Tourism is the largest industry in the world and is the main source of income for many countries With the practical impact of worldwide tourism and the growing number of academic programs and institutions devoted to its education and research this encyclopedia is the epicenter of this emerging and developing discipline Editorial Board Managing Editor Amy Osmond Associate Editors David Airey Nevenka Cavlek Peter U C Dieke Juergen Gnoth Maria Gravari Barbas Tazim Jamal Kumi Kato Francisco Madrid Flores Yoel Mansfeld Scott M Meis Regina Schl ter Noel Scott Honggang Xu Resource Editor Beka Jakeli Assistant Editors S Vida Muse Peter Reim Shun Ye Cartographers Kisandul Kumarasinghe Ashan Manamperi Himanshi Withanage

**Commercial Uses of Space and Space Tourism** Jan Wouters, Philip De Man, Rik Hansen, 2017-12-29 Commercial Uses of Space and Space Tourism combines the perspectives of academics policy makers and major industry players around three central themes connected to commercial spacefaring the international legal challenges posed by the dramatic changes to the spacefaring landscape through privatisation and commercialisation the corresponding legal and regulatory responses to these challenges at the national level and related topical questions of global space governance Strategic Winery Tourism and Management

Kyuho Lee, 2016-01-05 Strategic Winery Tourism and Management Building Competitive Winery Tourism and Winery Management Strategy presents cutting edge knowledge and research related to strategic winery tourism and winery management It highlights the major theories on strategic winery tourism and winery management and encompasses a variety of topics ranging from strate

**ANATOLIAN LANDSCAPE AND FAITH TOURISM: ANCIENT TIMES TO PRESENT** Dr. Muharrem Tuna, Dr. Özlem Köroğlu, Ms. Gamze Kaya, Dr. Eda Hazarhun, Dr. Hasret Ulusoy Mutlu, Ms. Nuray Yıldız, 2023-12-04 ANATOLIAN LANDSCAPE AND FAITH TOURISM ANCIENT TIMES TO PRESENT NAN TUR ZM

*Political Ecology of Tourism* Mary Mostafanezhad, Roger Norum, Eric J. Shelton, Anna Thompson-Carr, 2016-01-08 Why has political ecology been assigned so little attention in tourism studies despite its broad and critical interrogation of environment and politics As the first full length treatment of a political ecology of tourism the collection addresses this lacuna and calls for the further establishment of this emerging interdisciplinary subfield Drawing on recent trends in geography anthropology and environmental and tourism studies Political Ecology of Tourism Communities Power and the Environment employs a political ecology approach to the analysis of tourism through three interrelated themes Communities and Power Conservation and Control and Development and Conflict While geographically broad in scope with chapters that

span Central and South America to Africa and South Southeast and East Asia to Europe and Greenland the collection illustrates how tourism related environmental challenges are shared across prodigious geographical distances while also attending to the nuanced ways they materialize in local contexts and therefore demand the historically situated place based and multi scalar approach of political ecology This collection advances our understanding of the role of political economic and environmental concerns in tourism practice It offers readers a political ecology framework from which to address tourism related issues and themes such as development identity politics environmental subjectivities environmental degradation land and resources conflict and indigenous ecologies Finally the collection is bookended by a pair of essays from two of the most distinguished scholars working in the subfield Rosaleen Duffy foreword and James Igoe afterword This collection will be valuable reading for scholars and practitioners alike who share a critical interest in the intersection of tourism politics and the environment

**Consumer Brand Relationships in Tourism** Raouf Ahmad Rather,2024-11-11 This book provides a comprehensive overview of consumer brand relationships CBR in tourism and hospitality marketing management including pre during and post COVID 19 pandemic It critically investigates the current debates and questions within the field and includes both theory and practical cases from around the globe It brings together leading specialists from various disciplinary backgrounds and geographical regions to offer state of the art theoretical reflections and empirical research on contemporary issues This book is a reference point for scholars researchers academics and students in the field of CBR across disciplines including tourism marketing hospitality leisure festivals and events

**Routledge Handbook of Social Psychology of Tourism** Dogan Gursoy,Sedat Çelik,2022-05-22 The impacts of tourism an increasingly crucial area of study amongst researchers are primarily investigated through economic socio cultural or environmental perspectives The social psychological effects of tourism have not been adequately researched despite often being much more important for many destinations especially where conflicts among different stakeholders exist This book investigates the social psychological effects of tourism within the scope of social psychology theory This book introduces the concept of social psychology as distinct from psychology and sociology and its relationship to tourism examines tourism within various theoretical frameworks e g career ladder theory and Maslow s 7 hierarchy explores the ways in which tourism changes attitudes and finally investigates social psychological issues in tourism business It is an important resource for advanced undergraduates graduate students and relevant practitioners in the field of tourism and in some cases for a broader public in the field of social psychology

*Emerging Technologies In Sustainable Innovation, Management and Development* R. Udaya Kumar,2025-10-13 ICETSIMD 2025 was conceived as a vital platform for academicians researchers and industry leaders Its primary purpose was to explore the transformative potential of emerging technologies in driving sustainable development To ensure the high quality originality and relevance of the contributions all submissions to the ICETSIMD 2025 confer ence underwent a rigorous double blind peer review process We received 300 manuscript submissions from which 100 were

selected for inclusion in the conference proceedings Each manuscript was evaluated by at least two independent experts based on criteria including scientific rigor methodological soundness clarity and contribution to the conference themes

*The Emerald Handbook of Luxury Management for Hospitality and Tourism* Anupama S. Kotur,Saurabh Kumar Dixit,2022-01-25 The Emerald Handbook of Luxury Management for Hospitality and Tourism brings together global philosophies principles and practices in luxury tourism management exploring the changing paradigms of the upcoming post pandemic global luxury travel market

*Locative Tourism Applications* Erin E. Lynch,2022-09-30 Travel through time Walk the streets as they were See through floors Hunt for ghosts with drink in hand Hear the walls speak These are just a few of the ways that locative tourism applications seek to augment the urban experience This book explores the universe of locative tourism applications It uses multi sited sensory ethnography with diverse apps in 12 cities around the world to interrogate how these applications layer often branded maps of meaning over the urban environment and exposes what their use at the embodied intersection of physical and digital space can tell us about the production of cityscapes for touristic consumption Locative Tourism Applications takes a journey in three parts to evaluate how these extensions of the senses mediate users experience of urban locales The first offers the reader some theoretical and methodological orientation the second takes them on a whirlwind tour of locative apps and the third settles in for an extended exploration of two destinations Montreal and Christchurch With broad cross disciplinary appeal this volume will be of interest to scholars from tourism studies cultural geography urban studies new media studies and sensory studies and will be particularly valuable for sensory ethnographers examining mobile and location aware media

*Social Entrepreneurship in Hospitality* Willy Legrand,Miguel Angel Gardetti,Robert Schønrock Nielsen,Colin Johnson,Mehmet Ergul,2020-11-15 This innovative book is the first to explore social entrepreneurship in the field of hospitality introducing students to the principles of social entrepreneurship motivation finance sustainability issues and challenges and how these can be successfully implemented in a range of hospitality settings The hospitality industry offers a particularly fruitful framework for social entrepreneurs partly due to the low barriers of entry and opportunities to enhance social and environmental wealth A variety of international case studies are integrated throughout to showcase the challenges and successes of social entrepreneurship in the hospitality industry in a wide range of settings Discussion questions further reading suggestions and exercises at the end of each chapter help the student to explore these concepts further Insights into the industry s role during and potentially beyond the COVID 19 crisis are offered in the concluding chapter The is a timely addition to the literature written by a team of highly regarded professionals and academics and will be essential reading for all current and future entrepreneurs in the field of Hospitality Management

*Information and Communication Technologies in Tourism 2017* Roland Schegg,Brigitte Stangl,2017-01-03 This book presents state of the art research into the application of information and communication technologies to travel and tourism The range of topics covered is broad encompassing digital marketing and social media mobile computing and web design

semantic technologies and recommender systems augmented and virtual reality electronic distribution and online travel reviews MOOC and eLearning eGovernment and the sharing economy There is a particular focus on the development of digital strategies the impact of big data and the digital economy In addition to the description of research advances and innovative ideas readers will find a number of informative industrial case studies The contents of the book are based on the 2017 ENTER eTourism conference held in Rome The volume will be of interest to all academics and practitioners who wish to keep abreast of the latest developments in eTourism      *Knowledge Transfer To and Within Tourism* Noel Scott, Mathilda van Niekerk, Marcella de Martino, 2017-07-20 This volume presents and analyses 17 examples of knowledge transfer from countries around the world to identify future directions for business and government managers and academic researchers Effective Knowledge transfer provides an opportunity to address unprecedented societal environmental and technological change and disruption      International Tourism and Hospitality in the Digital Age Kumar, Suresh, 2015-04-30 Tourism is one of the most rapidly evolving industries of the twenty first century The economy of many countries all over the world depends on their ability to attract visitors and maintain a distinct edge in a highly competitive market International Tourism and Hospitality in the Digital Age brings together the best practices for growth development and strategic management within the tourism and hospitality industries Highlighting comparative research that explores the cross cultural contexts and societal implications of tourism this book is an essential resource for professionals researchers academics and students interested in a contemporary approach to promoting managing and maximizing profitability of leisure and recreation services

*Innovative Perspectives on Tourism Discourse* Bielenia-Grajewska, Magdalena, Cortes de los Rios, Enriqueta, 2017-08-10 The application of linguistic optimization methods in the tourism travel and hospitality industry has improved customer service and business strategies within the field It provides an opportunity for tourists to explore another culture building tolerance and overall exposure to different ways of life Innovative Perspectives on Tourism Discourse is a pivotal reference source for the latest research findings on the role of language and linguistics in the travel industry Featuring extensive coverage on relevant areas such as intercultural communication adventure travel and tourism marketing this publication is an ideal resource for linguists managers researchers economists and professionals interested in emerging developments in tourism and travel      **Tourism in India** Saurabh Kumar Dixit, 2021-06-07 Tourism is one of the fastest growing industries in India contributing enormously to the Indian economy Indian civilization and culture have followed the tradition of Atithi Devo Bhava treating Guest as God from time immemorial Tourism in India is fairly rich and diverse in terms of its attractions and resources nevertheless the body of knowledge of tourism as a discipline is relatively unexplored in terms of scholarly research The tourism industry in India has not been able to perform to its most impeccable potential due to several obstructions Lack of efficient marketing and positioning of its tourism resources in the global market is one of the prominent causes of this The Indian tourism industry cannot achieve the desired growth and impetus unless it is backed by intense

promotional and marketing strategies abreast of the global business arena In this volume an effort has been made to uncover a deeper understanding of marketing perspectives of tourism in India using an interdisciplinary approach The chapters in this book reflect the prevailing scenario in the hospitality and tourism business in India as posited by renowned global experts on this subject The book is an essential resource to students researchers and scholars interested in examining the existing marketing strategies as well as exploring the suggested strategies that can be adopted to promote tourism in India The chapters in this book were originally published as a special issue of *Anatolia Handbook of Tourism and Quality-of-Life Research II* Muzaffer Uysal, M. Joseph Sirgy, 2023-09-23 The second volume of this handbook develops on and extends the discussion in the successful first volume published in 2012 This is a timely addition to the literature drawing on the momentum that quality of life QOL research in tourism has gained in the 21st century and on the boom in the tourism industry itself It focuses on four areas of growth in QOL research in the recent past 1 travelers tourists 2 host communities 3 service providers and 4 the role of technology The handbook helps management of tourism firms and policy makers develop specific policies and programs to ensure the most positive impact of tourism on tourists host communities and service providers The comprehensive coverage of topics in this handbook makes it a state of the art reference Academics interested in QOL research in travel and tourism tourism practitioners interested in applying the science of QOL in the tourism industry as well as policy makers involved in regulating the industry will view the handbook as indispensable source of recent research

**Industrial Heritage Tourism** Philip Feifan Xie, 2015-06-02 This book examines the complex interplay between industrial heritage and tourism It serves to stimulate meaningful dialogue about the socioeconomic values of industrial sites and the use of tourism for the growth of the creative economy and to better understand how the collective social memory and local identity connected to these sites have been shaped by different social groups over time The volume presents a conceptual framework underpinned by case studies drawn from Asia North America Australasia and Europe and advocates the creation of mixed use spaces and stakeholder collaboration to develop tourism at industrial heritage sites These theoretical and practical perspectives will be of use to researchers and students of heritage tourism urban and regional planning and tourism marketing

*ICTR 2020 3rd International Conference on Tourism Research* Dr. José Martí-Parreño, Dr. Roberto Gómez-Calvet, Dr. Javier Muñoz de Prat, 2020-03-27

**Value Proposition to Tourism Coopetition** Adriana Fumi Chim-Miki, Rui Augusto da Costa, 2024-12-04 This book contains an Open Access chapter Discover the transformative power of coopetition in the dynamic world of tourist organisations where inclusive development takes centre stage Drawing on the work of a range of global contributors the editors examine how dyadic behaviour is transforming the tourism sector

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