# 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<br>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

# **Grd 11 Tourism June Exam 2014**

**Julia Schneider** 

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|-------------------------------|----|
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## Table of Contents Grd 11 Tourism June Exam 2014

- 1. Understanding the eBook Grd 11 Tourism June Exam 2014
  - The Rise of Digital Reading Grd 11 Tourism June Exam 2014
  - Advantages of eBooks Over Traditional Books
- 2. Identifying Grd 11 Tourism June Exam 2014
  - Exploring Different Genres
  - Considering Fiction vs. Non-Fiction
  - Determining Your Reading Goals
- 3. Choosing the Right eBook Platform
  - Popular eBook Platforms
  - $\circ\,$  Features to Look for in an Grd 11 Tourism June Exam 2014
  - User-Friendly Interface
- 4. Exploring eBook Recommendations from Grd 11 Tourism June Exam 2014
  - Personalized Recommendations
  - Grd 11 Tourism June Exam 2014 User Reviews and Ratings
  - $\circ$  Grd 11 Tourism June Exam 2014 and Bestseller Lists
- 5. Accessing Grd 11 Tourism June Exam 2014 Free and Paid eBooks
  - o Grd 11 Tourism June Exam 2014 Public Domain eBooks
  - Grd 11 Tourism June Exam 2014 eBook Subscription Services
  - o Grd 11 Tourism June Exam 2014 Budget-Friendly Options

- 6. Navigating Grd 11 Tourism June Exam 2014 eBook Formats
  - o ePub, PDF, MOBI, and More
  - Grd 11 Tourism June Exam 2014 Compatibility with Devices
  - Grd 11 Tourism June Exam 2014 Enhanced eBook Features
- 7. Enhancing Your Reading Experience
  - Adjustable Fonts and Text Sizes of Grd 11 Tourism June Exam 2014
  - Highlighting and Note-Taking Grd 11 Tourism June Exam 2014
  - Interactive Elements Grd 11 Tourism June Exam 2014
- 8. Staying Engaged with Grd 11 Tourism June Exam 2014
  - Joining Online Reading Communities
  - Participating in Virtual Book Clubs
  - Following Authors and Publishers Grd 11 Tourism June Exam 2014
- 9. Balancing eBooks and Physical Books Grd 11 Tourism June Exam 2014
  - Benefits of a Digital Library
  - Creating a Diverse Reading Collection Grd 11 Tourism June Exam 2014
- 10. Overcoming Reading Challenges
  - Dealing with Digital Eye Strain
  - Minimizing Distractions
  - Managing Screen Time
- 11. Cultivating a Reading Routine Grd 11 Tourism June Exam 2014
  - Setting Reading Goals Grd 11 Tourism June Exam 2014
  - Carving Out Dedicated Reading Time
- 12. Sourcing Reliable Information of Grd 11 Tourism June Exam 2014
  - Fact-Checking eBook Content of Grd 11 Tourism June Exam 2014
  - Distinguishing Credible Sources
- 13. Promoting Lifelong Learning
  - Utilizing eBooks for Skill Development
  - Exploring Educational eBooks
- 14. Embracing eBook Trends
  - Integration of Multimedia Elements

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