Western Cape Government

Western Cape Education Department

TOURISM

RESOURCE PACK
TERM 1

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Grade 10

This resource pack is designed to support you in engaging with the essential content and skills that will be covered during the upcoming term. Its purpose is to help you grasp key concepts, establish the required standards, and apply the knowledge necessary to succeed in your work and assessments.

USE THIS REVISION BOOK / STUDY GUIDE TOGETHER WITH YOUR TEXTBOOK

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What is Tourism?

Tourism is the study of activities, services and industries that provide a travel experience. It is made up of different sectors, such as transport, hospitality, support services and attractions. ✓✓

Explain difference between Inbound and Outbound Tourism

Inbound tourists travel into a country from another country✓. For example, a tourist from England travelling to South Africa to visit friends and family. ✓

Outbound tourists travel out of their home country to visit another country. ✓ For example, a South African businessman travelling to England to attend an international business conference in London. ✓

Domestic Tourism, Regional Tourism and International Tourism

Domestic Tourism: People travelling within their own country. ✓ For example, the Johnson family travelling from Cape Town to Free State, Gauteng and then ending their road trip in the Limpopo Province. ✓

Regional Tourism: People travelling in a specific geographical area or region. ✓

For example, a South African tourist travelling to the Southern African region, visiting countries such as Botswana and Zimbabwe. ✓

International Tourism: People who travel outside their country of residence, crossing an international border with passport control. ✓ For example, tourists travelling from France to attend the Olympic Games in Tokyo, Japan. ✓

What is a Tourist?

A tourist travels away from home for longer than a day, but less than a year. ✓✓

Why do people travel? (reasons)

Tourists have different needs, preferences and expectations. Once people have satisfied their basic needs (such as food, drink, shelter, work) they seek to satisfy a higher level of needs and wants. ✓✓

These include travelling to learn. Whether it's learning a new language or learning about an area's history or culture, travel allows us to learn so many different things. ✓✓

We travel to escape. Travel provides a momentary break from our normal daily lives. We travel to discover new things, to make new friends, to draw from new

experiences. ✓✓

Tourists' needs, preferences and expectations.

Tourists travel for a range of different reasons, who have different needs, preferences and expectations that will impact on the travel experience they wish to have.

Which factors must be considered when planning and arranging a holiday?

These factors are:

Personality ✓

Age ✓

Cultural, religious or other special needs ✓

How much money they are willing to spend ✓

The amount of time they have available ✓

What their interests are. ✓

Describe the types of Tourists and their profiles

Tip: Tourists are classified according to their needs and their reasons for travelling.

Visiting Friends & Relatives (VFR)

Tourists visiting friends and relatives want to stay in contact with friends and relatives and travel away from home to visit them. ✓ These tourists may travel to attend a wedding, a funeral or birthday celebration of friends and relatives, or simply to spend time with them. ✓

Leisure tourists

The primary motivation for leisure travel is to take a vacation from everyday life. ✓ Leisure travel is often characterized by relaxing on beaches or going on guided tours and experiencing local tourist attractions. ✓

Adventure tourists

Tourists participate in adventure activities that involves a certain degree of risk. ✓This may include activities such as mountaineering, bungee jumping, mountain biking, canoeing, scuba diving, rafting, kayaking, zip-lining, etc. ✓

Business tourists

Travel that is related to business and the world of work. ✓

MICE tourists (Meetings, Incentives, Conferences & Exhibitions) are all part of the reasons why people travel for business purposes. ✓

Shopping tourists

Travel to shopping malls, craft markets etc. with the main purpose of buying items which tourists may not necessarily find in their own country or area. ✓✓

Health tourists

Travelling to a holiday spa of facility that offers specialized medical treatments. ✓ Tourists undergo medical procedures that are cheaper in another country or they are travelling in order to recover from an illness in a healthier climate. ✓

Eco tourists

Eco tourists visit scenic scenery or remote places in nature. ✓ It is important to ecotourists to reduce the negative impact on the environment they visit and on the local people. ✓

Cultural tourists

Cultural tourists want to learn about, discover and experience different cultures. ✓ They will for example attend cultural festivals such as the National Arts Festival in Grahamstown or visit a cultural village to learn more about the culture of the area✓.

Religious tourists

Tourists travel to places of religious significance (importance) for spiritual enrichment such as going on a pilgrimage or visiting religious monuments and artefacts. ✓ Examples of religious attractions include St Peter's Basilica in the Vatican in Italy or Mecca in Saudi-Arabia. ✓

Sport and recreation tourists

Refers to travel with the purpose of watching or participating in a sporting event✓. Popular events include the Soccer World Cup, Rugby World Cup, Wimbledon Tennis Championship. ✓

Education tourists

Travel that involves attending an institution of learning, in another town, city or country, in order to study or improve a qualification. ✓

It may also include people who travel to attend workshops/conferences to learn new skills or improve existing skills✓

Special Interest Tourists (SIT)

Special-interest tourists only want to experience and take part in activities that interest them. ✓ These tourists make up a small, but important part of the tourist market. They are referred to as ‘niche” tourists and include tourists with a particular interest in bird watching, food and wine, night photography or exotic flowers. ✓

Incentive Tourists

Tourists who are rewarded by their employers for hard work by achieving the company's goals. ✓Examples of incentive bonuses may include holidays paid for by the company. For example: A sales consultant with the highest sales in the company receives a holiday package paid for in full by the company. ✓

Backpacking/Youth Travel

Most backpackers are young people and backpacking is often undertaken during their gap year. ✓Backpackers have a limited budget and travel "light and cheap". Older people also sometimes undertake backpacking trips during a break in their careers or after retirement. ✓

Gap Year Tourists

A gap year refers to the period between high school and further studies or career choices. ✓Gap year tourists travel to see the world and / or gain work experience before enrolling for further studies at a college / university or starting a new job / chapter in their lives. ✓

Name and describe the Four Different Modes of Transport

The FOUR main modes of transport are: road, rail, air and water transport.

Tourists also use extraordinary modes of transport which is all about enjoying a unique tourism experience.

ROAD✓

Private cars; rented vehicles

Luxury coaches; sight-seeing tour buses; minibus taxis;

Metered taxis, shuttle services; Uber✓✓

RAIL✓

South Africa has an extensive railway network that links cities and other main centres.

Train transport has become less popular in recent years and fewer services are offered.

Popular trains:

Gautrain – high speed rail passenger train in Gauteng which links Johannesburg, Pretoria and OR Tambo International Airport

Blue Train – five-star luxury tourist train, described as a hotel on wheels

Rovos Rail – Luxury train also known as the Pride of Africa✓✓

AIR TRANSPORTATION✓

Air transportation is divided into scheduled or unscheduled flights.

Scheduled flights have a set departure and arrival time. Major airlines such as Mango, Kalula, FlySafair, British Airways and South African Airways use scheduled flights.

Unscheduled or chartered flights do not operate according to a fixed schedule.

Chartered flights usually use smaller aircraft that cater for smaller groups of people with specific needs. ✓✓

WATER TRANSPORTATION✓

There are three main modes of water transport in the tourism industry:

cruise ships, ✓ chartered boats✓ and yachts. ✓

Cruise ships also referred to as ocean liners; are huge ships often described as hotels on water. Apart from accommodation, they offer a wide variety of on-board activities and entertainment, such as movies, theatrical productions, casinos, shops and boutiques. Cruise ships stop at ports along the way so that passengers can get off the ship and visit different destinations. They provide what is known as an all –inclusive holiday. ✓✓

EXTRAORDINARY (UNUSUAL) MODES OF TRANSPORT

Tourism is about having a variety of experiences; therefore, destinations offer unique modes of transport which appeal to tourists, such as

Hot air balloons✓

Bicycles✓

Rickshaws✓

Donkey carts✓

DIFFERENT TYPES OF ACCOMMODATION

Different types of accommodation establishments

- **Formal service accommodation**: ✓ hotels, lodges and game lodges
- **Guest accommodation**: ✓ country houses, guesthouses and bed-and-breakfast
- **Self-catering accommodation**: ✓ chalets, houses, cottages and apartments
- **Caravan and camping establishments**: ✓ Caravans, campers, Camp sites and tents.
- **Hostels and backpacker establishments**✓

Facilities and services

Different types of accommodation offer different facilities and services.

FACILITIES

Physical things available for tourists to use✓ examples:

Swimming pools, gym equipment, restaurants, gift shops, Wi-Fi✓

SERVICES

What the establishment can offer the tourists examples: ✓

Room service, laundry, 24 hour security, guided walks, game drives, transport✓

Hotels can vary from luxury five-star establishments to budget hotels. Some hotels belong to international hotel chains; others belong to South African hotel groups e.g. The Protea hotels or smaller privately owned groups.

Lodges and game lodges

These are usually situated in natural surroundings. ✓ Luxury lodges are of a very high standard and rates include all meals and some activities, such as game drives or local tours. ✓

Guesthouse accommodation

A guesthouse can be a home or building that provides overnight accommodation. ✓

Bed-and-breakfasts (B&Bs), are bedrooms in a private home. The rate includes breakfast and accommodation only. ✓

Self-catering accommodation

Establishments that only provide sleeping accommodation✓

Chalets , cottages, rondavels or cabins are often located on a farm or at a resort, national park or nature reserve. Farm cottages can also be converted to a tourist accommodation. Apartments are holiday flats that are rented out to tourists. ✓

Caravanning and camping

This type of accommodation found throughout South Africa, is cheaper than serviced or self-catering accommodation✓

Glamping

Luxury camping accommodation and facilities more luxurious than those associated with traditional camping. ✓

Hostels and backpacker establishments

These types of accommodation usually offer communal (shared) facilities that may include dormitories. ✓ (A dormitory is a building, providing sleeping quarters for large numbers of people such as boarding schools, high school, college or university students) ✓

The South African Grading System for accommodation establishments

The Tourist Grading Council of South Africa (TGCSA) is responsible for the grading and quality assurance of accommodation establishments. ✓

The TGCSA assesses the establishment according to certain set criteria and then awards the establishment a number of stars depending on their facilities and services.✓

Many establishments use their star rating to promote themselves and is usually displayed at the entrance to the premises.

Benefits of the grading system…

For the tourist

Tourists know what to expect and can make an informed selection of their chosen accommodation establishment. ✓

Tourists will ensure the accommodation meets their needs✓

Tourists can use the customer feedback system on the TGCSA Website to report poor service, to ensure that they get good value for their money✓

For accommodation establishments

If the establishment has a star grading, the business will appear on the TGCSA website✓

They can use the grading stars in their own advertising of their business. ✓

They can get feedback from the TGCSA on how well the establishment is performing and be alerted to customer complaints and recommendations. ✓

The accommodation sector uses specific words and terms to describe facilities, services and rates. When making a booking or choosing an accommodation, it is important to know what the different terms mean, in order to make an informed decision about the facilities, prices and services. ✓

double room

This is a room suitable for two people. It usually contains one double (or larger) bed, or two twin beds, or two double (or larger) beds. ✓

twin room

A room with two beds that accommodates two people, either with two single beds or with two double beds. ✓

family room

A room with one double bed or two single beds for parents, and one or more beds for children. ✓

suites

This may consist of two separate rooms, or one room that has been divided into a separate living and sleeping area. ✓

en suite

This describes a bedroom with a private bathroom attached to it. ✓

penthouse

This is a luxurious apartment found on the top floor of a hotel or building✓

per person

Rate charged per person. ✓

per person sharing

Rate charged per person sharing✓

fully inclusive

The price covers accommodation, meals and any activities on offer. ✓

single supplement This is an additional charge if one person wishes to have a double room for himself/herself. This is often used for group bookings when tourists are expected to share rooms. ✓

pp

per person✓

pps

per person sharing✓

pppn

per person per night✓

pppd

per person per day✓

Continental breakfast

A breakfast usually consisting (as a minimum) of hot beverages, cereals, yoghurt, fruit, fruit juices bread and/or other pastries and preserves (jams). Sometimes also served with juice, cheese and cold meats. ✓✓

English breakfast

A full, warm breakfast which usually includes bacon, eggs, sausage, steak, tomato, mushrooms, cereal, yoghurt, bread, fruit, fruit juices and hot beverages. ✓✓

a’ la carte

A meal where items are listed and priced on a menu, and ordered separately. ✓

buffet

This is an informal way of serving a meal.The courses (different types of food) are attractively displayed (usually on long tables) and guests serve themselves. Waiters clear the used plates afterwards. ✓✓

room service

A service where a guest may order food and beverages to be delivered to the room. ✓

Concepts and terminology used in Food & Beverage establishments and the Attraction Sector

The Food & Beverage sector and the Attraction sector uses specific words and terms to describe what they offer in terms of food, beverages, facilities and services. When tourists want to eat out or visit attractions, they should know what the different terms mean, in order to make an informed decision about the food and beverage establishment or attraction they want to visit. ✓✓

Food and Beverage establishments: concepts and terminology

Full-Service Restaurants include fine dining and family restaurants serving food and alcohol✓

Fine dining restaurant: a dining experience that is more formal, sophisticated and expensive with more courses than the average **family restaurant** eg SPUR. ✓

Coffee Shops

A coffee shop serves different types of coffee (e.g. espresso, latte, cappuccino) or cold beverages such as iced coffee/ tea. Some also serve light snacks, sandwiches and muffins. ✓✓

Fast food / Quick - service

Restaurants that cater for customers who do not always have the time to sit down at a table to wait for their meal. The speed of service is important to serve customers. ✓✓

Ice-cream stores

Places that sell ice cream, gelato, sorbet, and/or frozen yogurt. ✓✓

Food stalls and Street Markets

Food stall: a temporary outdoor structure for preparing and selling food to the general public. ✓✓

Street market: is a collection of outdoor street stalls selling different types of food. ✓

Bars/pubs and taverns and shebeens

The main function of these businesses is the serving of alcoholic beverages drunk on the premises. Some of these businesses sell light snacks or meals along with alcoholic beverages. ✓✓

The Attraction Sector and its sub-sectors

Gaming & Lotteries

Activities involving casino gambling, limited pay-out machines, sports betting, bingo and the National Lottery.

Leisure

Any activity that involves time spent away from business, work, domestic chores and education and includes eating and sleeping. ✓✓

Conservation

Wildlife conservation activities involve tourists who love the wildlife and are passionate about the environment. ✓✓

Sport & recreation

Recreation:

An activity of leisure and is often done for enjoyment, amusement, pleasure or fun. Participating in sports can be a recreational activity. ✓✓

Events and Conferences

Conference: A gathering of people with a common interest or background, with the purposes of meeting one another and to discuss issues, ideas and work that focus on a topic of mutual concern. ✓✓

Event: A planned public or social occasion for the purpose of celebration, education, marketing or reunion. ✓

Types of Tourist Attractions

Man-made

Attractions that are made by man. ✓

Natural

Attractions that are part of nature - not created by man. ✓

Primary and Secondary Attractions

Table Mountain is the primary attraction (the attraction that the tourist is visiting). While visiting the mountain, they can engage in activities such as mountain biking, cable car, mountain climbing, paragliding etc. (These are called secondary attractions) ✓✓