GAUTENG PROVINCE
EDUCATION
REPUBLIC OF SOUTH AFRICA

REMOTE LEARNING ACTIVITY BOOK (RELAB)
SUBJECT: TOURISM

GRADE 10
TEACHER GUIDE



GGT2030
GROWING GAUTENG TOGETHER

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A. INTRODUCTION AND PURPOSE OF THE RELAB

The COVID-19 pandemic has created the largest disruption of education systems in human history, affecting over a billion learners in more than 200 countries. Closures of schools, institutions and other learning spaces have impacted on the majority of the world's student population. This has brought far-reaching changes in all aspects of our lives. Social distancing and restrictive movement policies have significantly disturbed traditional educational practices.

To control the coronavirus spread, most countries have been working to encourage parents and schools to help students continue to learn at home through distance learning. In South Africa, the implementation of a rotational timetable for non-matric learners has left a void in curriculum completion. The Gauteng Department of Education (GDE) has therefore embarked on an innovative initiative to develop learning activities to assist learners to continue their studies while at home through the Remote Learning Activity Booklet, also known as RELAB. This is in keeping with its Strategic Goal 2 which aims to promote quality education across all classrooms and schools.

The RELAB is underpinned by the following policies:

a) **The Department of Basic Education (DBE) Circular S13 of 2020** which requires the GDE to support the implementation of the Recovery Annual Teaching Plan (RATP); and
b) **GDE Circular 11 of 2020** which requires districts to issue learning activity packs to support schools for lockdown learning.

This is based on the premise that there are learning constraints at home whereby the majority of learners do not have access to devices or data to use for online learning. Many households are dependent on schools to provide them with learning resources packs.

RELAB is designed in a study guide format, where the content is explained briefly with related concepts as revision in the form of e.g. notes, mind-maps and content progression from the previous grade/s followed by exemplar exercises and practice exercises. The exercises are pitched at different cognitive levels to expose Grade 10 and 11 learners to the different cognitive levels of questioning as outlined in the Curriculum and Assessment Policy Statement (CAPS).

The RELAB is intended to ensure that learners work on exercises based on topics or skills taught while at school. These exercises must then be completed at home and feedback will be provided by educators. Educators will then diagnose learner responses, remediate where necessary and plan further intervention.

Educators are encouraged to create WhatsApp groups to remind learners of what is expected of them in a particular week. The prudent use of the RELAB will help alleviate the backlog in curriculum coverage and prepare learners for formal assessment.

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Possible Answers
Grade 10 Tourism – Remote Learning Material 2022

Dear Grade 10 candidate

You are receiving more support in 2022 than any other group of Grade 10s before you. Please do your part, work hard and you will pass.

No, let us rethink. With so much support and your own hard work, you should be doing well in Tourism.

We wish you to get the rewards of all your hard work in 2022 in all the assessments and at the Final Year Test.

Seize the opportunities throughout 2022!

Find the possible answers to the content material, activities and assessments for the following topics in Tourism:

- Introduction to tourism
- Types of tourists
- Different types of accommodation establishments
- The South African grading system for accommodation establishments
- Concepts in accommodation and in-room technology
- Food and beverage establishments
- Map terminology and map symbols
- Different types of maps in a tourism context
- Technology used for payment in South Africa
- Tourist attractions in South Africa
- Sustainable tourism
- Responsible tourism
- Marketing of tourism products, services and sites

Use the Remote Learning Material to improve your academic year by working through this content material, activities and assessments, to be well prepared for the topics taught by your Tourism teacher.

This will make you extremely knowledgeable and you will be able to cope with any new questions on these topics in tasks, tests and question papers.

Good luck in achieving well in Tourism in your Grade 10 year!

Acknowledgement to the Gauteng Subject Advisors for creating the material in 2021 and 2022: Z Schulze, A Thiebaut, A Hermann, B Molepo, K Mongwai, P Bennie, N Ncha, M Pooe, N Tshabuse, S Kgoale, L Mahasha, E Maponya, J Toumane, M Ngoato, I Tlhabanelo, A van de Venter.

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Content Topic 2022: Introduction to tourism

Lesson 2 Self-Assessment activity- Mrs Ramabele's suitcase – Possible answers

Question 1

International tourist √

Question 2

Her suitcase is covered with stickers representing countries all over the world (from Europe, the Americas, Africa, Australia, Japan. Russia, etc. √

Question 3

England,√ France, √ Hawaii, √ Russia,√ Germany, USA, Egypt, Japan, Australia, Brazil, etc.

Question 4

An excursionist is someone who visits a place and returns to their own home at the end of the day i.e. doesn't sleep out**.** √ √ The stickers representing the various countries she has visited indicates/suggests that she didn't just spend a day visiting an attraction and thereafter fly home to sleep in her own bed. She was a fully-fledged tourist**.** √√

Activity for Lesson 3

1. Refilwe left home to visit his Grandparents for the school holidays. √
2. He went to his Grandparents' game farm near Bela-Bela √ in North- West.
3. Two weeks √
4. He flew by aeroplane √ /small aircraft
5. Yes, he watched wild animals while he was helping his Granddad with chores on the farm and learned a lot about animals and their footprints and the tasks of a Game farmer.

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Content Topic 2022: Types of tourists

WORKSHEET 1

1.1(a) **Cultural tourist**-people who want to experience different cultures e.g visiting a cultural village
(b)**Ecotourists**-people who travel to experience the natural environment and different cultures
(c) **Incentive tourists**-are people who have been awarded a company paid holiday as a reward for their hard work or for achieving goals set by the company
(d) **Gap year traveller**-people who decide not to study further or enter the job market directly after school, instead they travel work and earn money, new skill or do volunteer work in another country
(e) **Business tourists**-their travel is related to business and the world of work
(10)

1.2(a) Special Interest Tourist
(b) Meetings, exhibitions and special events
(c) Visiting friends and family
(3)

1.3.1 D
1.3.2 A
1.3.3 B
1.3.4 C

(4)

WORK SHEET 2

1.1 Health tourist
1.2 Incentive tourist(MICE)
1.3 Educational tourist
1.4 Adventure tourist
1.5 Religious tourists
1.6 Visiting friends and relatives
1.7 Leisure tourists
1.8 Ecotourists
1.9 Sport and recreation tourists
1.10 Cultural tourist
(10)

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WORKSHEET 3

TOURIST PROFILE

NAME	JOHN BROWN
NATIONALITY	ZIMBABWE
AGE	24 YEARS
CONTACT DETAILS	10 MURHANGA STREET,HARARE ,ZIMBABWE
OCCUPATION	SPORT SCIENCE CONSULTANT
NEEDS AND PREFERENCES	ADVENTURE, AND WILDLIFE
SPECIFIC NEEDS	ACCOMMODATION(HOSTEL), TRANSPORT, FOOD
LENGTH OF THE TRIP	10 DAYS

(10)

Content Topic 2022: Different types of accommodation establishments

Lesson 1
Different types of accommodation establishment

Activity 1

1. There are different types of tourists with different needs and different budgets. √√
2. Formal accommodation – hotels; √ lodges √ and game lodges √
3. Guest accommodation (country houses; guest houses; B & B) √
   Self-catering accommodation (chalets; houses; cottages; apartments) √
   Caravan and camping establishments √
4. Self-catering √
5. You will use it as accommodation √
6. Backpackers accommodation or Youth hostels √
7. (Eco) tourists with a lot of money. √
8. Cottages are small free-standing units often located in a nature reserve. It is fully furnished and has a small fully equipped kitchenette. √
   Holiday House - It is a normal size house that is often rented out during the holiday season. More rooms – bigger √

[14]

Lesson 2
Facilities and services offered by each type of accommodation establishment

Activity 2

1. FACILITIES

Conference facilities √
Telephone √
Internet √
Data projector √
Fax machine √
Air conditioner √
Restaurant √
Parking √

SERVICES

Secretarial service √
Food and Beverage service √
24-hour security √

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2. The gym √ and the swimming pool √

3. Receptionist √
   Food and beverage
   24-hour room service
   Flat screen TV
   DSTV
   Valet service
   Laundry service
   Wake-up calls
   Shuttle service
   24-hour security

4. Shuttle service √
5. The specific type of accommodation that a tourist wants – B&B or self-catering or 5-star treatment √√
   If the accommodation is available for the dates needed by the tourist
   Where the accommodation is situated
   The quality of the accommodation
   The money that the tourist has available to spend on the accommodation.

[16]

Content Topic 2022: The South African grading system for accommodation establishments

Lesson 1
Activity 1

1.Tourism Grading Council of South Africa√	1
2. Two Benefits of Grading • The establishment can use their grading and stars on all promotional material, stationery and on their website. √√ • A graded accommodation establishment is motivated to maintain and potentially improve its quality control as tourists can contact the grading council and complain if needs be. √√ • Graded establishments are listed on the TGCSA website for free of charge. • Grading is good for business as most tourists prefer to stay in a graded establishment. • They are entitled to advertise in TGCSA's The Star Guide, booklet distributed by South Africa Tourism to their offices worldwide.	2x2
3. Tourists will know what to expect from graded establishments. Tourists can use the feedback system to compliment or criticize the establishment. Tourists can find information on the TGCSA website about graded establishments and know that quality is ensured	

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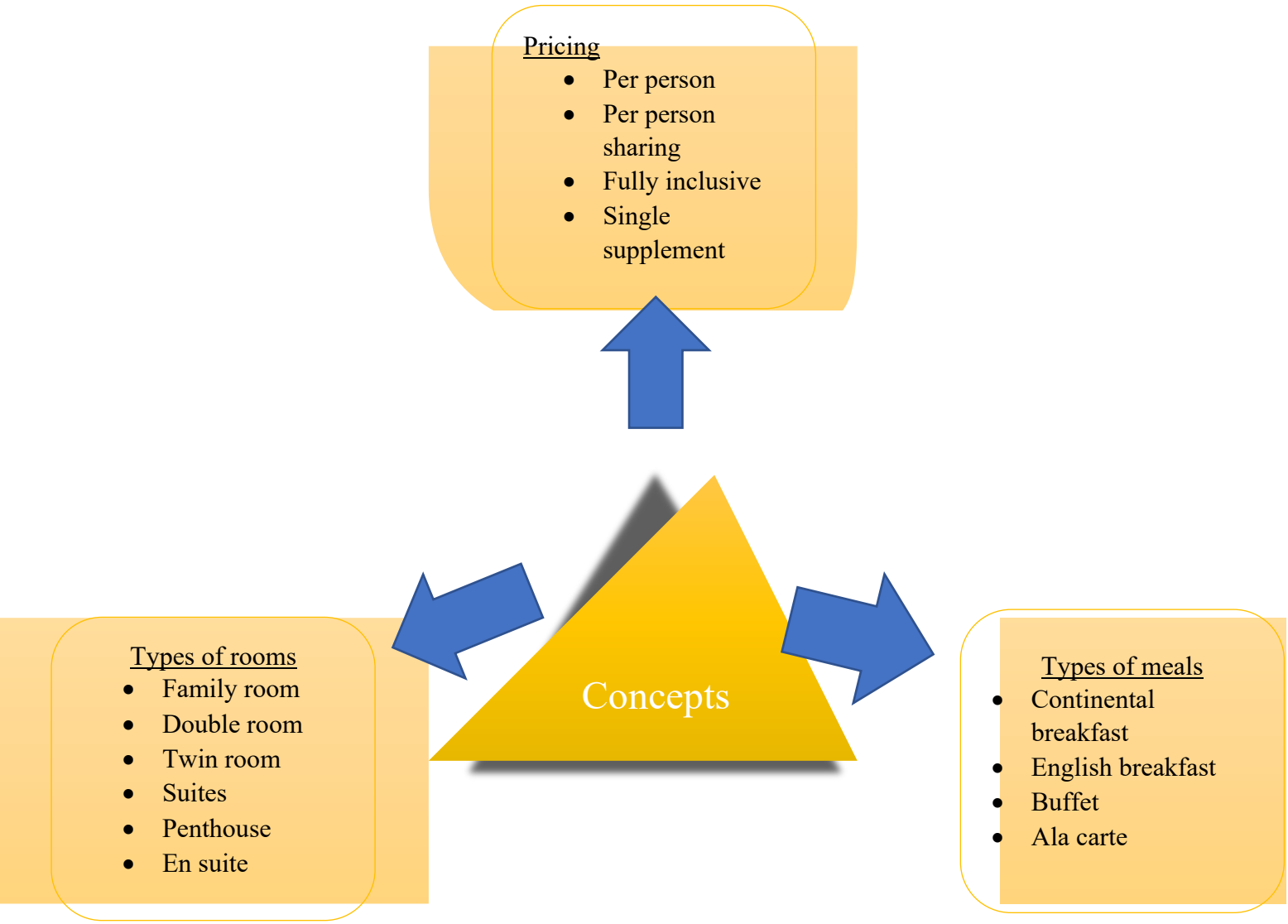
4. The standard of luxury of the accommodation establishments The standard of services and facilities Customer care The furnishing of the establishment Matching international standards	
5. It is not compulsory to be graded Once you were graded, you have to maintain the standard or improve to keep the star grading	
6. • They will know what to expect from graded establishment and can make an informed selection. ✓✓ • They can use the customer feedback system to compliment the establishment or complain about it.✓✓ • Determine the price range approximately	
7. • Helps ensure good quality accommodation and conference venue • Grades hotels and implements the grading system • Evaluates establishments based on the product and quality of service they offer	

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Content Topic 2022: Concepts in accommodation and in-room technology

Lesson 1

Activity 1 memo



(15)

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Lesson 2

Activity 2 memo

Types of technology	examples
Technology for entertainment	• Video games √ • Internet √ • Video games • Digital music channels • CD library
Technology for information	• Interactive television √ • Self-check-in /out system √ • Voice messaging • Wake-up calls
Technology for safety	• Electronic safes √ • Electronic door locks √ • Electronic key cards
Technology for comfort	• In-room mini bar √ • Heated towels √ • Air conditioners • Remote controlled television, air conditioners and curtains • Occupancy sensors • Extractor fans
Technology for work	• Wi – fi √ • High speed internet √ • Interactive television • Telephones

(10)

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Content Topic 2022: Food and beverage establishments

Lesson 1

Worksheet 1

a. Fine dining restaurant: They serve a selection of food and beverages. They offer menu and wide variety of food and mostly expensive√√

b. Family dining restaurants: They are informal, less expensive and appeal to the tourist with limited budget√√

c. Fast food outlet : They establishments that serves food that can be prepared and served quickly ,The food is ordered take-aways and some they have seating area for customers wanting to eat there √√

2. Link the below with type of establishment

a. Steers : Fast food outlet √
b. Spur : Family restaurant √
c. Mugg & Bean : Coffee shop√
d. Nando's : Fast food outlet √
e. Ocean Basket : family restaurant √
f. Café'Dolce : Coffee shop √

1. Suitables items that can be bought by tourist while on city or village tour on street markets

a. Hot dogs.soft drinks √
b. Clothes with local prints √
c. Chips and burgers √
d. Arts and crafts √
e. Fruits and vegetables

(any four)
Total :16

Content Topic 2022: Map terminology and map symbols

Lesson 1

Activity 1

1. Give the meaning of the following word:

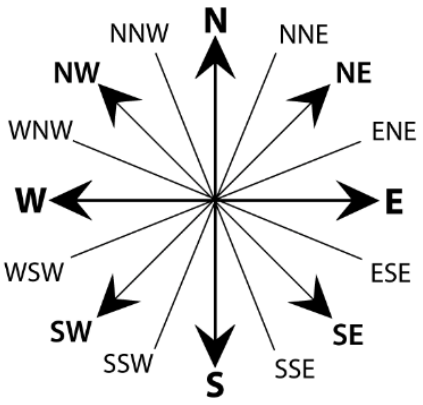
   1.1 Distance indicators: Distance indicators are markings on maps to show the distances between two places or intersections along a route connecting towns

   1.2 Map legends: Map cartographers use small pictures / marks / symbols to represent real places or to identify services – called map symbols. We use map symbols to be able to interpret the information on the map. These symbols are shown in a box and is called the legend on the map

   1.3 Map grid references: We use grid references to find or locate a specific place or feature on a map. The map is usually divided into equal sized squares which consists of vertical (North to South) and horizontal (East to West) lines. The columns are numbered, and rows are given alphabetical letters

   1.4 Scale: It represents the ratio of a distance on the map to the actual distance on the ground

2. Draw a compass and indicate the 16 directions



3. Study the map on the next page and answer the questions that follow:

   3.1 Give the names of THREE main towns on the map.
   Mossel Bay, George, Knysna, Oudhtshoorn
   3.2 Identify TWO National roads on the map.
   N12 and N9
   3.3 Identify TWO Regional roads on the map.
   R341, R407, R328, R339, R340
   3.4 In which town is the airport? George

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3.5 Near which town is a shark warning? Mossel Bay

3.6 Determine the distance between the following towns using the distance indicators on the map.

3.5.1 De Rust and Oudtshoorn 35km

3.5.2 Glentana and Hartenbos 50km

3.5.3 Knysna and Sedgefield 55 km

Lesson 2

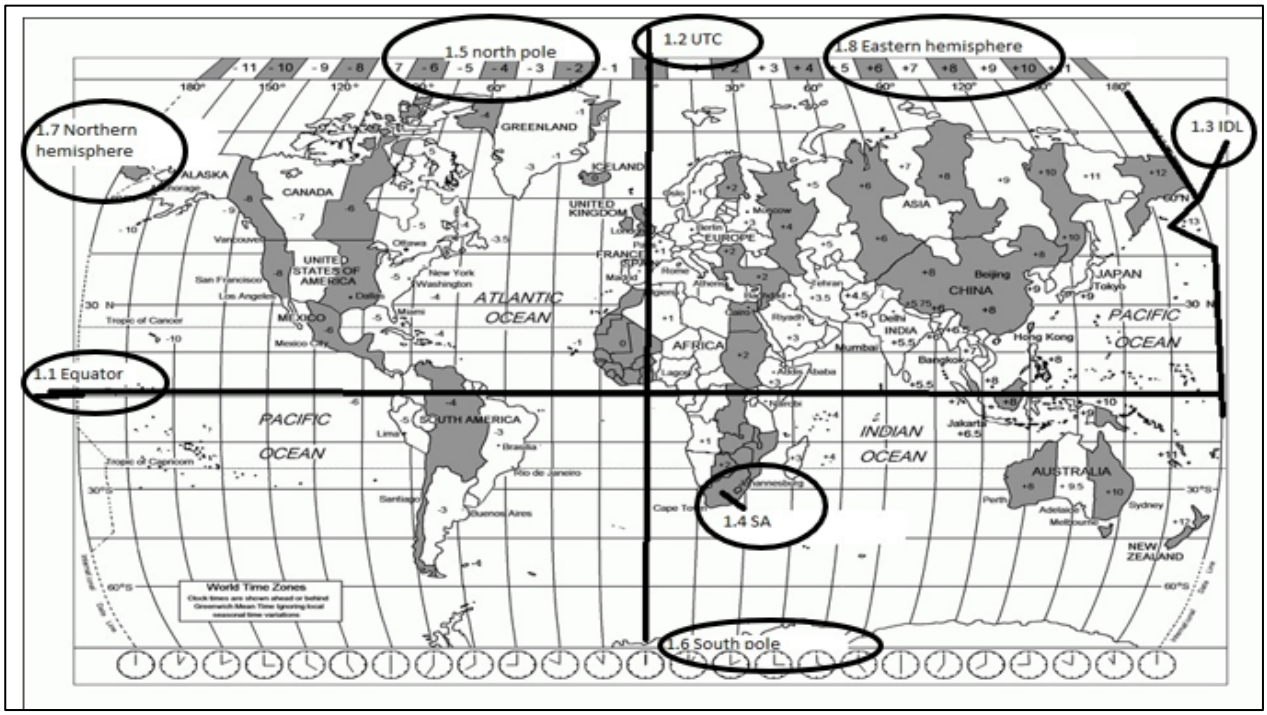
Activity 2:

The teacher will hand out a World Time Zone Map. Paste it in your book and answer the following questions

1. Show the following on the World Time Zone map using number or colors. Create a legend to indicate the meaning of the colors or numbers.

1.1 Equator
1.2 UTC
1.3 IDL
1.4 South Africa
1.5 North pole
1.6 South pole
1.7 Northern hemisphere
1.8 Southern hemisphere

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2. Identify the Time Zone for South Africa +2

3. How many Time Zones are on earth? 24

4. Explain the use of the IDL. International Date Line, Imaginary lines on earth (approximately on the 180° line) determine the date

Self-Assessment activity 1: (from past examination papers)

Answer the following questions.

1. Study the extract from a map of South Africa below to answer the questions that follow.

   1.1 Name the National Road is indicated on the map (1)
   N3✓ / N5

   1.2 Which TWO cities are linked by the national road mentioned in 1.1? (2)
   N3 Johannesburg en Durban✓✓
   N5 Betlehem en Harrismith

   1.3 Name ONE natural feature indicated on the map. (1)
   Sterkfontein Dam✓, Van Reenens Pass, Woodstock Dam any 1

   1.4 Determine the distance between Bergville and Ladysmith. (3)
   37km✓+15km✓=52km✓

QUESTION 2

2.1 Explain the meaning of the following map symbols found on the map

2.1.1 N7 – national Road ✓and R355 – Regional road✓ (2)

2.1.2 National Park SANParks✓ (1)

2.1.3 Airport✓ (1)

3.1 Give the Grid Reference for letter X.
A 2B✓ (1)

3.2 The line of latitude that divides the Earth in a Northern and Southern Hemisphere:
D Equator✓ (1)

4. Identify the following map symbols. Write the question number and the answer. e.g. 4.6 - hotel

		
4.1 Hiking trails✓	4.2 Restaurants✓	4.3 Shopping malls/ Shops✓
		
4.4 Toilets✓	4.5 Accommodation ✓	

5.1 Explain the importance of the following when reading a map:
5.1.1 Symbols help with the interpretation of maps. ✓ (1)
5.1.2 Scale helps with calculation of distance ✓ (1)

5.2 Refer to the time zone map and answer the following questions:
5.2.1 Australia is situated in the … Hemisphere. (1)
Southern ✓
5.2.2 Name the time zone that South Africa uses. (1)
+2✓
5.2.3 State the difference (in hours) between Johannesburg and Alaska. (2)
Johannesburg +2 and Alaska -9 = 11 hours difference✓✓

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Content Topic 2022: Different types of maps in a tourism context

Lesson 1

Activity 1:

1. Study the maps below. Draw the table in your book and answer the questions by completing the table.

1.1. Identify the TYPE of maps A-D shown below.
1.2 Indicate the reason WHY tourists will use these types of maps.

Type of maps	The reason why tourists will use these type of maps
A Political map of Africa	*See the borders of the countries, can plan their routes through different countries*
B Roads map of SA	*Gives detail about the roads in SA, easier to find their way around South Africa*
C Street map of Kimberley	*They can find their way around Kimberley and see where the hotel is*
D Physical map of South Africa	*They can see whether they will cross a river or mountain, see the climate of the region*

2 Study map E and answer the questions that follow:

2.1 Name the four provinces where the BazBus are travelling
Gauteng, Kwazulu Natal, Eastern Cape, Western Cape

2.2 Name the four towns where they have compulsory stop overs
Pretoria, Durban, Port Elizabeth, Cape Town

2.3 Identify the type of map
Specialist map

2.4 Which type of tourist will use this type of map?
Young people, backpackers

2.5 Why will tourists use this type of map?
See the route of the BazBus and where they stop and what can they see at destinations or on the way

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3. Refer to all the maps A-E. Identify which map you will give to the tourists in the following examples.

3.1 A family of four driving to Cape Town from Pretoria using the national roads
Map B

3.2 An elderly couple is visiting KZN and would like to know where the Drakensberg mountain is
Map D

3.3 A South African family is planning a road trip from South Africa to Malawi
Map A

3.4 Four friends backpacking between Gauteng and Durban.
Map E

3.5 Two friends visiting interesting sites in Northern Cape like the Big Hole in Kimberley.
Map C

Lesson 2

Activity 2:

1. Name the places where tourists can find electronic maps.
Computer, cell phones, laptops, information centres

2 Give the benefits of electronic maps versus paper maps.
They can be updated easier and will not be outdated / cheaper to keep up to date / easier to get hold of if you have electronic devices

3. A tourist must decide between two guesthouses. What would be the quickest and cost-effective way to get other tourists' comments about the guesthouses.
Go to the website or blog and read the comments blocks

Self-Assessment activity 1: (from past examination papers)

1.1 1.1.1 A map that shows the location and borders of countries, states and provinces is called a …
B political map.

1.1.2 Physical maps show …
C the location of rivers and mountains

1.1.3 Google Earth is an internet-based tool that enables us to …
D view satellite photos of any place on earth.

1.1.4 A General reference map show …
B the general location of certain attractions

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1.1.5 A tourist uses a … map to determine the shortest route between two places.
C road

(5)

1.2 1.2.1 A tourist that travels can use his/her cell phone to find the destination by using (Google / GPS). **(1)**

2. Define the following terminology.

2.1 Information Communication Technology **(2)**
all the communication devise that provide information and help with communication

2.2 Google Earth **(2)**
It is an internet map that show you the satellite image of anything on the earth/ globe

3. Name TWO types of electronic maps the tourists can use **(2)**
Electronic copies of paper maps, interactive maps that you can navigate

4. Read through the following scenarios and for each indicate what type of map will fulfil the tourist's needs

4.1 A botany student from Durban is visiting Mpumalanga and would like to find out more about the vegetation of Mpumalanga **(1)**
Specialist maps

4.2 A tourist from Gauteng is visiting Cape Town and wants to find out how to get from the Hotel to different attractions within walking distance from the Hotel. **(1)**
Street map

4.3 An adventure tourist from Limpopo wants to go river rafting in the Orange river in the Northern Cape. The tourist wants to find out whether there are high Waterfalls in the area. **(1)**
Physical map *[15]*

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Content Topic 2022: Technology used for payment in South Africa

Lesson 1

Activity 1:
Use a dictionary and find the meanings of the concepts below:
Concepts

ATM	Convenient
Debit card	Payments
Credit card	Internet payments
Speed point machines	

POSISBLE ANSWERS:

ATM	*It is an Automated Teller Machine where you can withdraw money*
Debit card	*It is a bank card you can use to withdraw money and use at speed points, but the money is drawn directly from the bank account*
Credit card	*It is a bank card people use to pay for goods and services and they pay their Bill at the end of the month to the bank.*
Convenient	*When it is not causing trouble to the customer, it is easy and comfortable to use.*
Payments	*The money tourists give to service providers for goods and services*
Internet payments	*This payment method uses the internet and tourists pay using their internet banking facilities*
Speed point machines	*Devices used by most retailers to carry out credit and debit card transactions.*

Activity 2: The forms of payment are hidden in the word search. Find the payment methods.

Internet ATM Cell phone
Speed point Credit card
Debit card Visa

B	**A**	**I**	K	N	I	Y	T	R	S	**D**	C	E	**C**
A	**S**	S	**N**	E	W	E	R	O	P	**E**	R	L	**E**
M	**I**	I	Y	**T**	C	B	Y	A	S	**B**	W	E	**L**
K	**V**	R	S	A	**E**	E	S	T	E	**I**	V	C	**L**
D	T	H	H	Y	T	**R**	S	C	E	**T**	R	A	**P**
A	S	J	O	G	H	O	**N**	A	B	**C**	T	R	**H**
P	I	U	P	C	F	R	O	**E**	C	**A**	T	T	**O**
S	**P**	**E**	**E**	**D**	**P**	**O**	**I**	**N**	**T**	**R**	S	I	**N**
R	E	C	I	T	P	E	R	V	**C**	**D**	O	N	**E**
C	**R**	**E**	**D**	**I**	**T**	**C**	**A**	**R**	**D**	**S**	P	A	A
W	H	A	G	B	A	N	K	V	I	S	**A**	**T**	**M**

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Activity 3:

1. Study the pictures below and answer the questions that follow:

1.1 Identify the method of payment. Write the method of payment next to the Letters A-F

A Debit card
B Credit card
C Internet payments
D ATM payments
E Cell phone banking
F Speed point machines

1.2 Write ONE advantage for each method of payment next to the letters A-F.

A Debit card:
- *Very convenient – no queuing at ATMs*
- *Very secure form of payment for the businesses - Money is immediately taken from the customer account.*
- *Travel cards are safe because it is protected by a pin code, but also don't give them access to their main account and only allow you to withdraw the money in the card.*
- *The tourists can stay in budget because they can only spend the money loaded on to the card.*

B Credit card
- *Reasonably safe (extra electronic chip) because it can be cancelled when stolen*
- *Very convenient especially when making large payments.*
- *Accepted anywhere - it is a globally accepted payment method*
- *You don't have to exchange money to another currency*

C Internet payments
- *Convenient*
- *Pay from anywhere in the world any time*
- *Pay upfront for bookings*
- *Budget is more defined because some costs already paid*

D ATM payments
- *Convenient – can be done any time*
- *Found in most areas and open 24 hours per day*
- *Usually safe but you should be careful and keep their PIN number safe*

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E Cell phone banking

- *You can use it anywhere within the cell phone reception*
- *It is quick and easy to use*
- *Very convenient because you can use it anywhere at any time*

F Speed point machines

- *It is convenient*
- *The portable devices are safer because it is brought to the client*

Lesson 2

Activity 4:

1. Give the best method of payment in each of the following cases (you can identify more than one method of payment for each)

1.1 **Filling up with petrol at petrol station** - *cash / credit card*
1.2 **Paying for pizza delivered to your hotel room**- *cash or card if the speed point machine is available*
1.3 **Hiring a car at OR Tambo airport**- *they only take credit cards when renting cars*
1.4 **Paying for a flight ticket to Mauritius**- *credit card / internet payment*
1.5 **Paying for tickets at the gate to watch a soccer match**- *cash / debit card*
1.6 **Buying an expensive pair of shoes** – *credit card / internet payment*

Self-Assessment activity 1: (from past examination papers)

Answer the following questions.

1. **Identify the technology, infrastructure and other resources does a person doing online banking using a personal computer need?**
   Internet access, data, computer or cell phone, tablet.

2. **Explain the meaning of the following terms in your own words:**
   2.1 Internet payment
   Where you pay using the internet and you go to the bank's website
   2.2 Portable speed point machine
   I*t is a machine that can be used for transactions where the machine is brought to the client and they see their card the entire time and enter the code.*
   2.3 Debit card
   It is a bank card that can be used in the place of cheques and cash to pay for goods and they deduct money immediately from your bank account.

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2.4 SA Travel Card

It is a card where you load money onto your card and then use it the same as a debit card. It is also safe because you have a PIN number.

2.5 Pin code

It is a number used with every card to give you access to the card, it is a safety measure to protect the card.

3. Suggest what problems could the following business experience.

3.1 A shop that depends on a speed point machine for payments

If the speed point machine is not working, they can lose all the money that could be paid in cash payments.

3.2 A business that depends on customers making internet payments

If the clients are not paying, they can lose the money and would close down

Content Topic 2022: Tourist attractions in South Africa

Lesson 1

Activity 1:

A Family of 4 wants to visit UShaka Marine World in Durban, during the June/July holiday. They gave you a list of questions and asked your advice before they travel.

1.1 In which province is UShaka Marine World situated? (1)
KwaZulu Natal – Durban is a town in KwaZulu Natal.

1.2 What is the capital city of this province? (1)
Pietermaritzburg

1.3 Is there any harbors near UShaka Marine World? Name them. (2)
Yes, Durban harbor

1.4 What is the main languages they speak in this province? (3)
isiZulu, isiXhosa and English

1.5 Must we pack Summer of winter clothes? Give a reason for your answer. (4)
It is in June, our winter season but because it is a subtropical climate and they have summer rain, it will not be so cold, you can pack summer clothes for the days and warmer clothes for the evenings. Coastal areas are subtropical and inland is colder and less tropical, summer rain.

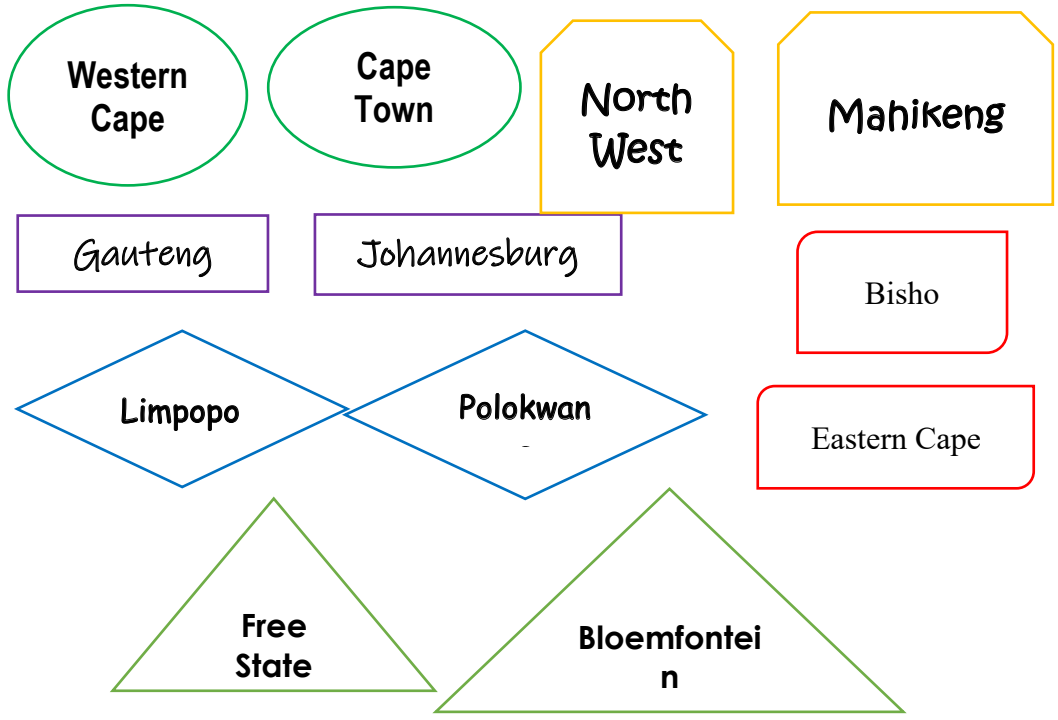
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Activity 2:

2.1 Explain the climate and rainfall of the Western Cape. (3)
Coastal areas have winter rainfall while inland areas near the Karoo have little or no rain, Mediterranean climate

2.2 Name TWO main languages spoken in Northern Cape. (2)
isiXhosa, Setswana, Afrikaans and English

2.3 The capital cities of the provinces
Match the blocks to link the capital cities and the provinces. (6)
(Hint: the shapes belong together)



Gauteng attractions

Lesson 2

Activity 1:

1. What is Gauteng known for? **Gold mining**

2. Name the capital city of Gauteng. **Johannesburg**

3. Explain why the Cradle of Humankind is such a popular attraction.
It host the oldest human skull and other human skeletons Mrs Pless and Little Foot, scientific exhibitions

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4. Copy the table below and complete.

Name of the Attraction in Gauteng	Reason for tourist to visit the attraction	Type of tourists who might visit the attraction
1 Soweto	**Show all the attractions in Soweto e.g. Vilakazi Street**	**Cultural, leisure, educational**
2 Cradle of Humankind	**To see the oldest human skull – world heritage site**	**Educational, culture and history**
3 Gold Reef City	**Amusement park built on an old gold mine, casino, entertainment park for children**	**Leisure**
4 Apartheids museum	**Museum that show the history of SA 1948-1994**	**Educational, leisure**

KZN ATTRACTIONS

Lesson 3

Activity 2:

1. Identify the area where tourists will experience great diversity of animals like the Nile crocodile, black Rhino as well as a variety of fish and coral reef.
   KZN iSimangaliso Wetland Park

2. State why Maloti-Drakensberg Park is a World Heritage Park.
   It is SA highest mountain range, natural beauty, the largest and most concentrated rock paintings in Africa south of the Sahara

3. Describe in a paragraph what people can experience at the / during the …

   3.1 The Golden Mile
   – **it is a beachfront that include many attractions like Ushaka Marine World and hotels, shopping sunbathing, surfing, swimming, walking along the beach.**
   3.2 The Sardine Run
   People can see the annual migration of fish that swim up the KZN coast

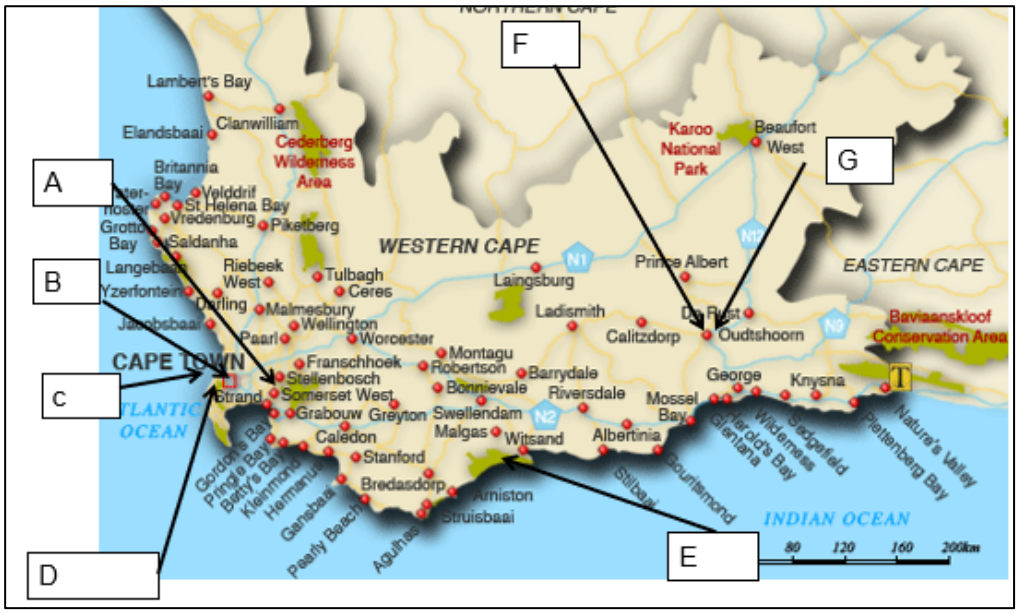
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WESTERN CAPE ATTRACTIONS

Lesson 4

Activity 3:

1. Study the map below and answer the questions that follow:



1.1 Which letter represent the Garden Route?
E

1.2 What can tourists experience when they visit the Garden Route?
It is an area in the south-eastern coast of SA, It stretch from Mossel Bay to Storms River. It lies between the sea and the mountains and is a beautiful area with many historical towns and places, also include the Tsitsikamma Forest.

1.3 Fill in the missing words:
F and G are attractions in a)…., a town in Western Cape. At F, you can experience the b)… farms where you can ride on the c)…. The d)… at G are at the foothill of the Swartberg Mountain. They offer guided tours.
a) Oudtshoorn
b) Ostrich
c) Ostrich
d) Cango Caves

1.4 The World Heritage Site at C is _____, it is famous as the prison where Nelson Mandela spent 18 of his 27 years of imprisonment.
Robben island

1.5 The world-famous attraction at D is known for its flat top and cable car.
Table Mountain

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Content Topic 2022: Sustainable tourism

Activity 1

1.1.1 B ✓
1.1.2 B ✓
1.1.3 B ✓
1.1.4 C ✓
1.1.5 C ✓

(5)

Activity 2

2.1 F ✓

2.2 C ✓

2.3 A ✓

2.4 B ✓

2.5 G ✓

2.6 D ✓

2.7 E ✓

(5)

Activity 3

3.1 To protect and preserve resources for future generations ✓✓

3.2 Three pillars:

- Environmental (planet) ✓
- Social (people) ✓
- Economic (profit) ✓

3.3 Negative impacts: (any five)

- Air pollution ✓
- Noise pollution ✓
- Visual pollution ✓
- Solid waste and litter ✓

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- Liquid waste ✓
- Fauna and flora degradation ✓
- Pressure on resources ✓
- Loss of natural habitat ✓
- Congestion ✓
- Vandalism. ✓

3.4 Positive social impacts: (any four)

- Awareness of traditions, cultures, art forms ✓
- Creates understanding of cultures ✓
- Communities absorb new ideas, interests, and values ✓
- Cultural heritage preserved ✓
- Tourist generated income used for maintenance of sites and museums ✓
- Cultural pride promoted ✓
- Businesses promote education and community development. ✓

3.5 Tourism businesses can reduce negative impacts by: (any four)

- Employing locals ✓
- Buying from local suppliers ✓
- Supporting local entrepreneurs ✓
- Including local content in products ✓
- Promoting local arts and crafts. ✓

3.6 Reduce carbon footprint: (any three)

- Use energy efficient bulbs. ✓
- Use electrical appliances only when necessary. ✓
- Ensure all appliances are in good working order. ✓
- Buy efficient appliances. ✓
- Use alternative sources of electricity like solar panels and solar geysers. ✓
- Reduce, re-use, recycle. ✓

[21]

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Content Topic 2022: Responsible tourism

ACTIVITY 1

1.1	C
1.2	A
1.3	B

ACTIVITY 2

2.1.1 Responsible tourist behaviour means to travel and do tourism business in such a way that you are taking care of the environment and the tourism industry. √√

2.1.2 Litter control√, energy conservation√, water conservation√ and the protection of scarce resources√ **Any 3**

2.2.1 Leaving nothing but footprint √
Take away rubbish √
Do not remove anything (shell, flowers, etc.) √
Do not harm or kill any living thing √ **Any 3**

ACTIVITY 3

3.1

1: You need to respect the privacy of other tourists. You need to get permission of other tourists to take photos of them.

2: It is irresponsible to feed any wild animal. By feeding them you modify their natural instinct to hunt for themselves. They now attack tourists because they link them to food. They have become dangerous and even enter urban settlements to obtain food.

3: Graffiti is a form of vandalism. Areas are defaced because of irresponsible behaviour of so-called artists who leave their "marks" / paintings on buildings or walls.

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3.2

COLUMN A	COLUMN B
3.2.1 Litter control **C**	A Shower instead of bathing
3.2.2 Conserve energy **F**	B Don't buy products from an endangered species
3.2.3 Conserve water **A**	C Collects waste in different colour bins
3.2.4 Conserve scares resources **B**	D Re-use of plastic products
3.2.5 Recycle **D**	E Wash towels every day
	F Switch off electrical appliances not in use

Match column A with column B. Only write the letter with the corresponding number.

ACTIVITY 4

4.1 Mark allocation for a poster is based on:

5 Tourists' rules in the natural environment (5)

Creativity (1)

[6]

4.2 Do not:

- feed the animals
- touch the animals
- pick flowers / plants
- discharge your firearm in the park
- fish in the rivers

No domestic animals (pets) allowed due to the high risk towards the wildlife.

No fires allowed because it can lead to outbreak of wild-fires/ No smoking in the park because it can lead to outbreak of wild-fires.

Don't exit from your vehicle in the park due to the high risk of being attacked by the wild animals.

No noise disturbing to wildlife, please switch off all cell- phones.

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Content Topic 2022: Marketing of tourism products, services and sites

Activity 1

1. Write down the correct word /term in the blocks below for each of the following clues.

Clues:

1 A small, specialized market for a particular product or service
Niche market

2 A group of customers to whom a business wants to sell its tourism products
Target market

3 A market segments that provide the most business
Core market

4 Gather and analyse information and data about customers and markets
Market research

5 Business offer customers something unique or special
Competitive edge

6 Any service offered to tourists such as laundry service at the hotel
Tourism service

7 A place that people visit for pleasure and interest, usually while they are on holiday as tourists
Tourism sites

8 It is the indicator of how well the business is doing against its competitors
Market share

9 What organisations do to place their products and services in the hands of the target market
Marketing

10 It is all the goods and services available to the customers
Tourism products

1	N	I	C	H	E	M	A	R	K	E	T						
2	T	A	R	G	E	T	M	A	R	K	E	T					
3	C	O	R	E	M	A	R	K	E	T							
4	M	A	R	K	E	T	R	E	S	E	A	R	C	H			
5	C	O	M	P	E	T	I	T	I	V	E	E	D	G	E		
6	T	O	U	R	I	S	M	S	E	R	V	I	C	E			
7	T	O	U	R	I	S	M	S	I	T	E	S					
8	M	A	R	K	E	T	S	H	A	R	E						
9	M	A	R	K	E	T	I	N	G								
10	T	O	U	R	I	S	M	P	R	O	D	U	C	T	S		

2. Explain how competitive advantage can affect your market shares.
It can increase your market share. If you have an advantage above your competition, you can attract more tourists that will cause you to have a bigger cut of the target market.

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3. Read the advertisement below and answer the questions that follow:



An immersive ranger experience for Dads and Lads

A NEW special package from field guide training pioneer EcoTraining is allowing parents and their children to become wildlife rangers for up to a week, at one of the company's remote bush camps, all situated in prime wilderness areas.

Listed by *Forbes* as one of the world's best family vacation deals, the 'Dads and Lads' experience offers an immersive, bonding adventure that includes game drives and walks, specialist guiding, meals, rustic tented accommodation and some of the elements of EcoTraining's field guide training. The experience is on offer at three of EcoTraining's camps — in the Pridelands Conservancy in the Greater Kruger National Park, Selati Game Reserve and Karongwe Game Reserve.

3.1 Name the company that is advertising.
EcoTraining
3.2 Identify the name of the product they are offering.
Dads and Lads experience
3.3 Name the THREE places where this product is offered.
Greater Kruger national park, Selati Game Reserve, Karongwe Game Reserve
3.4 Explain who is the target market of this product.
Dads and their sons who want to experience being a wildlife ranger, who wants to stay in a remote area.

Activity 2

1. Explain what could go wrong if a business does not do market research.
You can loose your customers because they won't know of the product you want them to buy.
You won't know the needs and wants of the customers.
The business can fail and make no profit.
2. Study the extract below and answer the questions that follow.

Tsogo Sun Hotel group reaches 61% more subscribers with SMS

The Business Challenge
The majority of Tsogo Sun's database was contactable via cell phone as opposed to email. This meant that each time they sent an email marketing campaign, they weren't reaching more than half their database.

Tsogo Sun identified a need to communicate to their mobile database more effectively. To do this, they wanted to send SMS contacts the same monthly newsletters as received by the email portion of their database. "We needed a cost-effective solution implemented by a service-provider with the necessary technical expertise to develop the solution for us. Since we already used Everlytic as the platform for sending our email communication, it made sense that the services were integrated with one supplier," says Candice Van Straaten, Tsogo Sun's CRM Communications Project Manager.

[Source www.everlytic.co.za]

2.1 Identify the challenge they experienced with their marketing campaigns.
Each time they sent an email marketing campaign, they weren't reaching more than half their database because most of their customers were on their cell phone data base and not email.

2.2 Write down their need they identified.
To communicate to their mobile database more effectively

2.3 Give a reason why they created the new strategy.
They wanted a cost-effective way to reach their customers

2.4 In your opinion wh0 is the target market of Tsogo Sun.
Any tourists travelling and staying at the hotel groups hotels

Well done on working to the end!

Now you are able to do extra work!

Acknowledgement once again to the 16 Subject Advisors in Gauteng for creating the material in 2021 and 2022.

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