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 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 examination 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:
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Content Topic 2022: Introduction to Tourism

What the learners need to know about Tourism as a concept:

Tourism sectors	**Introduction to tourism:** • What is tourism? The difference between inbound and outbound tourism. • Concepts: domestic tourism, regional tourism and international tourism • What is a tourist? • Why do people travel? (reasons) • Their needs, preferences and expectations

Assessed in the Final Exam: Section A and D

Introduction to tourism

LESSON 1: What is tourism? The difference between inbound and outbound tourism.

Keywords:

- *'Autour'*
- tourism
- White Paper on Tourism
- outbound
- tangible
- 'Grand tour'
- UNWTO
- inbound
- tourism products and services
- perishable

Background:

Did you know that the word "tourism" originates from the French word ***autour,*** meaning 'around'? The practise of travelling around in Europe in the 16th to19th centuries for a period of 2 to three years to gain experience and learning about different European cultures was known as the **"grand tour**"- the first real tours or educational trips people undertook.

The tourism industry today does not only consist however of people moving around, but a whole range of infrastructure, developments, services and destinations put together to create the tourist's different experiences.

Tourism:

According to the **U**nited **N**ations **W**orld **T**ourism **O**rganisation and the **W**hite Paper on **P**romotion and **D**evelopment of **T**ourism, Tourism is seen to include any activity concerned with the temporary, short term movement of people to destinations outside the places where they live or work, and their activities during their stay at these destinations.

Inbound Tourism:
When a tourist leaves his country of origin and travels to another country, irrespective if it is his first visit or a re-visit, he is an inbound tourist to that country. When your Uncle who lives in the USA, travels from New York to visit your family in SA, he is an inbound tourist.



Outbound Tourism:
When a tourist leaves his own country to visit another country outside the borders of his own country, he is an outbound tourist. If you travel to visit your Uncle on another occasion, you will be an outbound tourist when you leave SA.



Characteristics of the Tourism Industry:
The tourism industry is a people-orientated industry because tourists have unique needs to be catered for.

Products: Most tourism products are not **tangible** (you cannot test them out before buying them). For example, you buy an aeroplane ticket and pay for it but only experience the product once you are on the flight. Tourism products are **perishable** (cannot be re-used or stored) once you missed your flight, you cannot go back in time and use the product again. For this reason, service excellence is very important and the satisfied tourist ensures repeat visits through positive Word -of-mouth marketing.

A person is not considered a tourist when s/he:
- Enters a country to work there
- Is emigrating (becoming residents of another country)
- When he / she is moving through a country while waiting for a stopover flight
- Works on borders and border posts
- Visits a country to fulfil military duties
- Represents a foreign country (ambassadors / diplomats)
- Is a refugee or nomad (people that roam without a permanent home)

LESSON 2: Domestic tourism, regional tourism and international tourism

Keywords:
- domestic/local
- regional
- international
- excursionist (day visitor)
- Intra/inter provincial tourism

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International tourism

International tourism takes place between different countries irrespective of the distance between the countries. An international tourist is therefore a person that visits a country of which he / she is not a citizen, e.g.:

- A South African citizen is travelling to visit a country on another continent e.g. Germany in Europe**.**

Regional Tourism

Regional tourism is tourism in an area of land with definable boundaries, e.g.

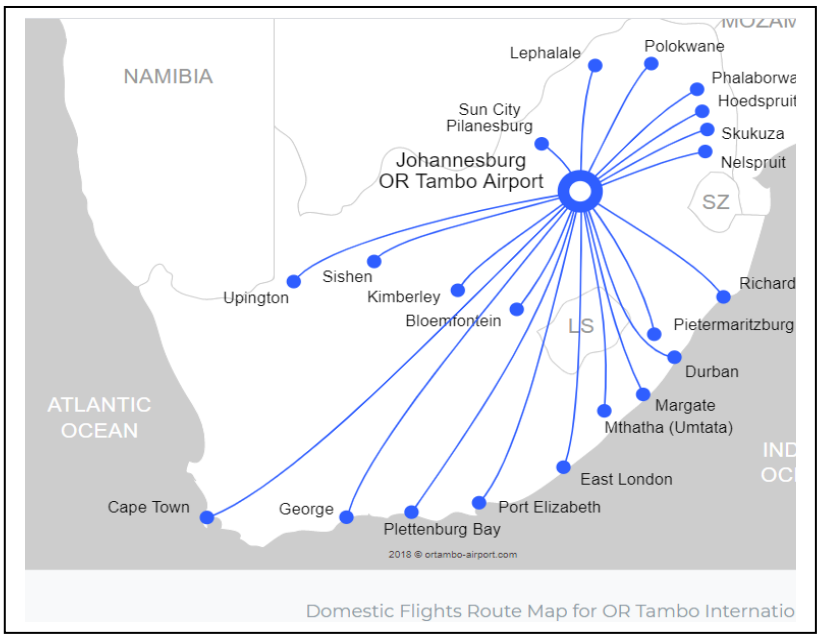
- A South African Citizen is travelling within the SADC countries.
- S/he is travelling in a specific region – in this case on one continent.
- A tourist is on a cruise in the Mediterranean Sea, visiting the coastal cities in Greece and Italy.

Domestic Tourism

Domestic tourism is when a citizen of a specific country is travelling in his country of origin, e.g. a South African Citizen is traveling with in the borders of South Africa, irrespective if s/he only travels in one province or more than one.

We differentiate between a **domestic tourist** (for longer than 24 hours) and an **excursionist** (for a period shorter than 24 hours, e.g. you and your friends going on an outing to Gold Reef City for the day but going back home at the end of the day). We also differentiate between an **intra- provincial tourist** (within your own province) and an **inter- provincial tourist** (from one province to another)

Domestic travel from O.R. Tambo International airport across nine provinces



Self-Assessment Activity

This suitcase belongs to Mrs. Ramabele, a well-travelled South African tourist.

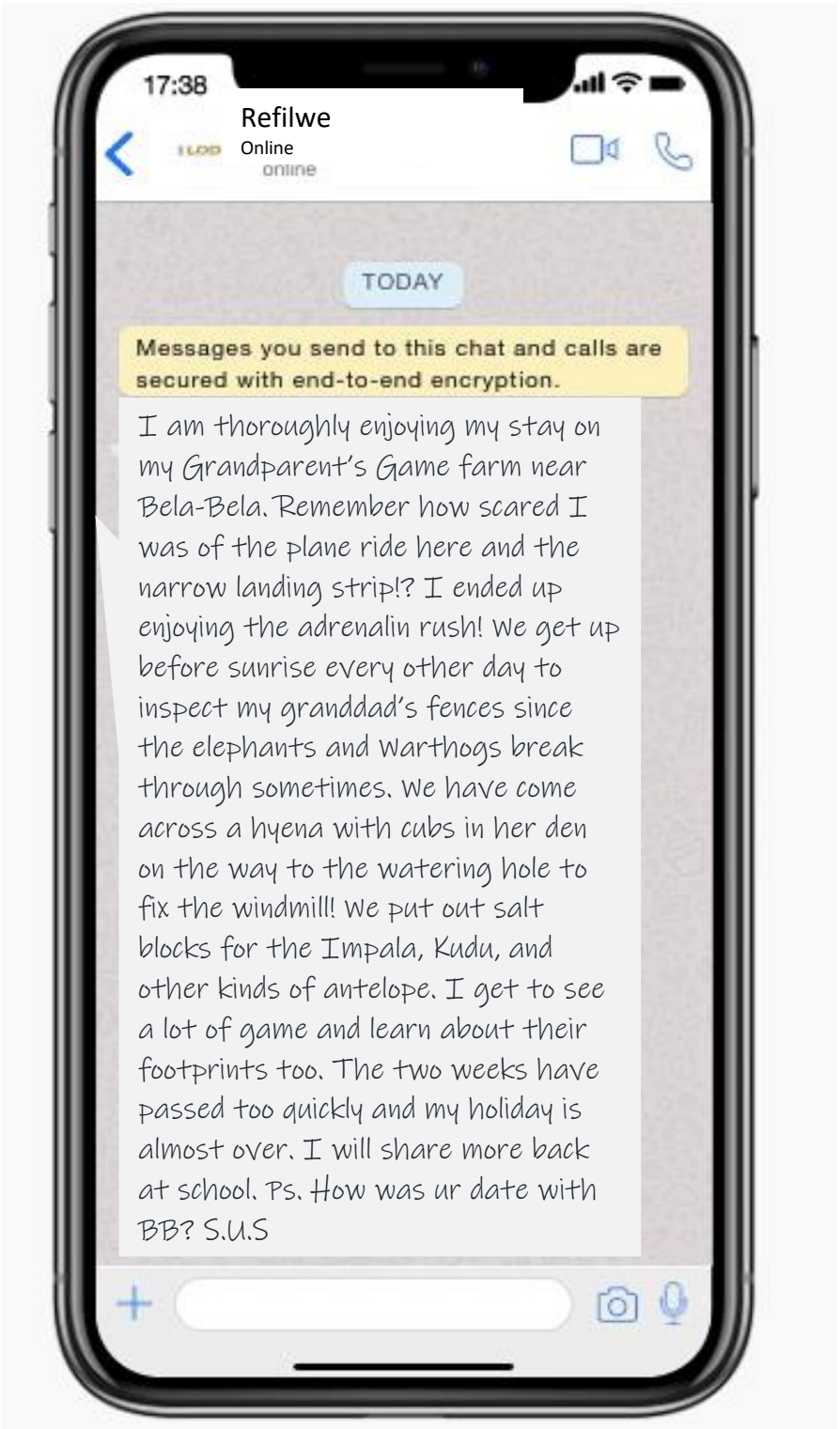


1. Have a look at her suitcase. Is she a domestic or an international tourist? (1)
2. Give one reason for your answer in question one. (1)
3. Name any four countries or destinations that she visited. (4)
4. Discuss the possibility of her being an excursionist in a short paragraph. (4)

LESSON 3 What is a tourist?

Activity for lesson 3:

Read the WatsApp message from John to Refilwe below and try to deduct what a tourist (per definition) is by answering the five questions that follow.



1. Why did Refilwe leave home? _____
2. Where did he go? _____
3. How long was he away? _____
4. How did he get there? _____
5. Did he engage in any activities while he was away? _____

_____

You will notice that the answers to your questions suggest that Refilwe fits the description of someone who has been involved in tourism which makes him a tourist.



The White Paper on Tourism (1996) defines a **tourist** as: **A person who travels away from home, staying away for at least one night**.

It is however necessary to analyse the definition a little further…

A **tourist** is somebody who:

- ✓ Travels to an area where he/she does not stay (away from his normal living area)
- ✓ Stays there for longer than 24 hours (but less than a year)
- ✓ Travels to a specific destination
- ✓ Makes use of transportation
- ✓ Uses overnight facilities
- ✓ Spends money at the destination

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LESSON 4 Why do people travel?

Key words:

- **Push factors**- internal motivation
- **Pull factors-** external motivation
- **Maslow's hierarchy of needs**

Tourists do not only travel to relax or have fun, to experience another culture, or to educate themselves and their family. Tourists travel hoping and believing that their travel will satisfy some of their needs and wants. These reasons can be divided into groups based on internal and external motivation.

Push factors:
These are factors inside of a person that drives him or lets him feel that he wants to visit a facility or attraction. E.g. curiosity; enjoyment/relaxation; health reasons; personal growth; origin seeking; religion; love of family; sports; business; status, etc.

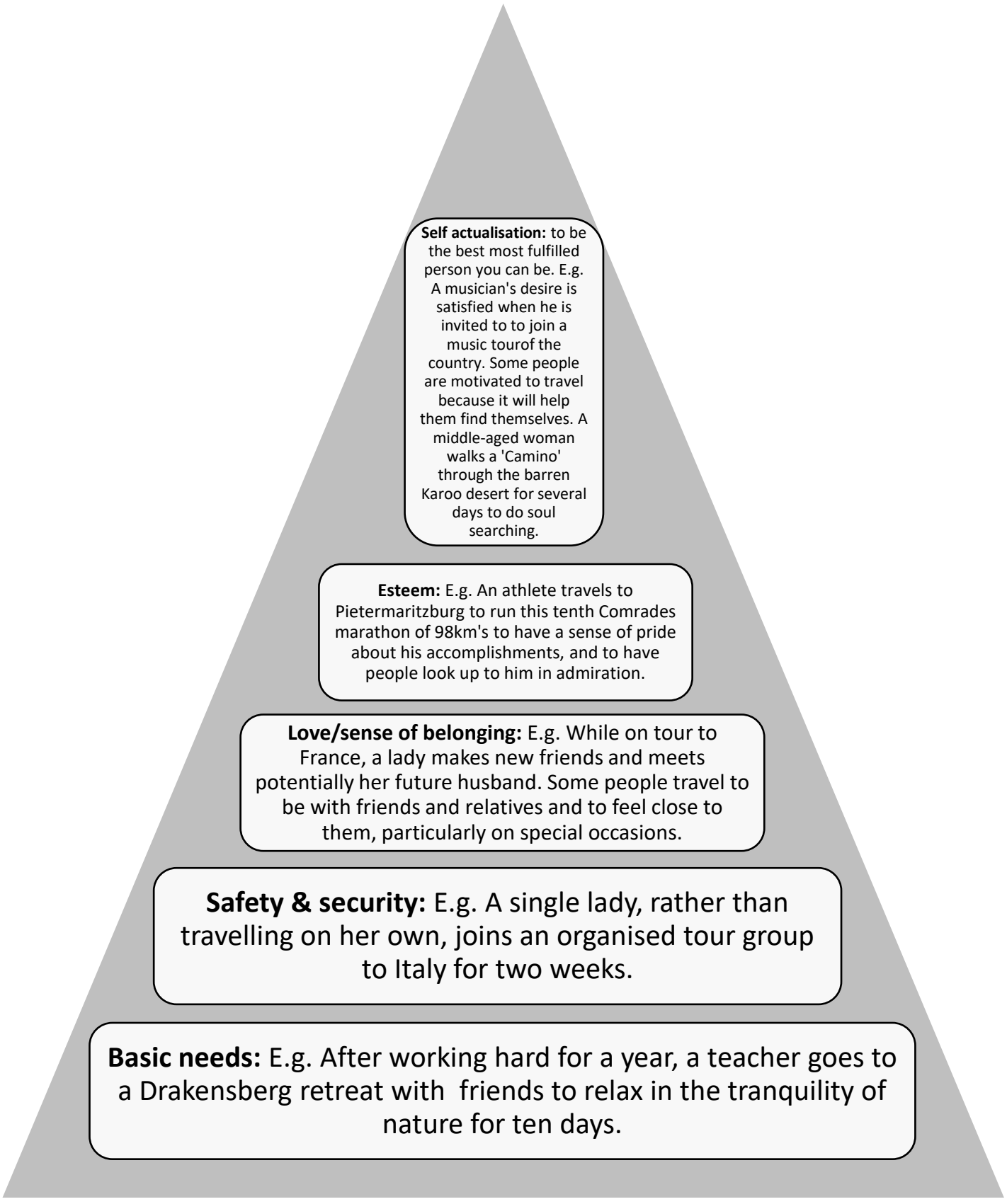
Pull factors:
These are things outside of a person that lures him to visit the activity, facility or attraction. E.g. education/ learning experience; historical; art; Festivals; Climate; Beautiful scenery; Gambling (the lure of luck); Theme parks (adrenalin); Music/dance, etc.

Business travellers prefer destinations where they can do business (conferences and conventions) and are not particularly interested in scenery or attractions.
People travelling for **relaxation** prefer destinations that are quiet, where they can enjoy themselves with their families or doing activities they can't do at home.
People travelling for **health reasons** usually prefer destinations that offer healthy food, activities and facilities such as health spas.
People travelling to **visit their loved ones** are usually not too concerned about the attraction of a destination. Their focus is on spending time with their families, etc.
Those who travel for **status** prefer destinations that are upmarket and expensive or very unusual and feel special because they are privileged.
People traveling for **personal growth** and knowledge prefer destinations that are very different from their homes, where they can interact with people from other countries and cultures.
Those who travel for **beauty** prefer destinations that have particularly beautiful natural and man-made attractions.

Maslow's hierarchy of needs

A person does not just begin to travel without a reason**.** Something motivates them to leave their homes and travel to another place. A tourist's needs and wants will motivate (push or pull) them to take part in a journey. There are many theories that contribute to the understanding of tourists' behaviour. Maslow has developed a hierarchy of people's needs in a pyramid which can be applied to tourists and their travelling habits.

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Content Topic 2022: Types of Tourist

KEY CONCEPTS:

✓ **TOURIST:**

- **A person who travels away from home for leisure, business or any other purpose for longer than a day but less than a year.**

✓ **EXCURSIONIST:**

- **A person who arrives at a destination and depart on the same day**

TYPES OF TOURISTS (CLASSIFICATIONS)

- **Tourists are classified according to their needs and their reasons for travelling into four categories:**

✓ **Business and professional tourists**
✓ **Leisure and holiday tourists**
✓ **Tourists travelling to visit friends and relatives**
✓ **Youth tourists, including backpackers and gap year travellers**

1.1 TOURISTS TRAVELLING FOR BUSINESS AND PROFESSIONAL REASONS

✓ **BUSINESS TOURISTS:**

- **This type of travel is related to business and the world of work**
- **MESE-stands for meetings, exhibitions and special events- these are all part of the business world**

➢ **Example of a business tourist would be a salesman who travels to another city to attend a trade show and promote the products he sells**



✓ **EDUCATION TOURISTS:**

- **They travel to attend a place of learning in another town, city or country, to study or improve their qualifications**
- **They may also be people who attend workshops to learn new skills or improve existing ones**

➢ **Example -a clinic nurse who travels to another province to attend a workshop about infectious diseases**



✓ **INCENTIVE TOURISTS**

- **People who are awarded company paid holiday as a reward for their hard work or for reaching targets set by their company**

➢ **Example – a salesman who receives a holiday package for achieving the most sale In the company.**



✓ **HEALTH OR MEDICAL TOURISTS;**

- **Travel because the need special medical treatment that is only available away from home, undergo a procedure(operations)that are cheaper in another country or are recovering from an illness in a healthier climate, or they are visiting a health spa.**

➢ **Example -tourists from overseas coming to South Africa to have plastic surgery**



1.2 TOURISTS TRAVELLING FOR LEISURE AND HOLIDAY REASONS

✓ **ADVENTURE TOURISTS:**

- **They are looking for unusual and exciting experience.**
- **they want to participate in activities that may be dangerous**

➢ **Example -Rock climbing, river rafting, sky diving, shark cage diving, and bungee jumping**

Skydiving **Bungee jumping** **Rock climbing**







✓ **CULTURAL TOURISTS**

- **They want to experience different culture**
- **Example-San rock art, cultural related festivals e.g National Arts Festival in Grahamstown, and World Heritage Sites in the country**



✓ **ECOTOURISTS**

- **They travel to experience the natural environment and different culture**
- **To experience the sustainable use of resources**
- **Example – visiting isimangaliso wetland park in KZN**



✓ **LEISURE TOURISTS**

- **They want to rest and relax while having a break from the usual routine.**
- **Example -a trip on the Blue Train , attending a special music performance ,relaxing on the beach or a cruise on a cruise liner**



✓ **RELIGIOUS TOURISTS**

- **They want to see and experience places of religious importance**
- **Example -Haji in Mecca, Vetican in Rome, pilgrimage to Zion city ,Moria (Limpopo)**



✓ **SHOPPING TOURISTS**

- **They travel specifically for shopping purposes or to buy an item**
- ➢ **Example – travelling to shopping malls, shopping centres, factory shop and crafts markets**



✓ **SPECIAL INTEREST TOURISTS (SIT)**

- **They have a specific interest**
- ➢ **Example -bird watching, food, flowers, fishing during the sardine run**





✓ **SPORTS AND RECREATION TOURISTS**

- **Travel specifically to participate in or watch sporting events**
- **Example -Soccer World Cup, Wimbledon Tennis Championship, Comrade Marathon**



1.3 TOURISTS TRAVELLING TO VISIT FRIENDS AND RELATIVES (VFR)

- **They want to stay contact with friends and relatives and travel away to visit them**
- **Example – attending weddings, funerals, birthdays celebration of a friend or a relative**



1.4 YOUTH TRAVEL

✓ BACKPACKING/YOUTH TOURISTS

- Generally, have small luggage,
- Are on budget,
- Want to experience adventure and excitement
- Travel independently
- Enjoy meeting other travellers
- Have a flexible travel budget

➢ **Example – a group of young tourists on a walking tour in the mountains, or a student touring around the country by bus**



✓ GAP YEAR TRAVELLERS

- They do not study further or enter the job market directly after school, they take a break called a **GAP YEAR**
- They travel ,work and earn money while learning new skills or do volunteer work in another country
- They gain skills and life experience before starting tertiary education
- They are also called "**GAPPERS**"

VOLUNTOURISM-Volunteering is a voluntary act of an individual or group freely giving time and labour for community service. Many volunteers are specifically trained in the areas they work, such as medicine, education, or emergency rescue. Others serve on an as-needed basis, such as in response to a natural disaster. Wikipedia



DRAWING UP TOURIST PROFILE

- ✓ **TOURIST PROFILE-it is a summary of facts about what tourists want and expect from the travel experience.**
- ✓ **it is drawn to make sure that the needs of all types of tourists are met**

❖ **A BASIC TOURIST PROFILE CONTAINS THE FOLLOWING INFORMATION**

- **Name**
- **Nationality**
- **Age**
- **Contact details, e.g address and telephone numbers**
- **Occupation**
- **Needs and preferences e.g adventure, sport, or education**
- **Specific requirements, e.g accommodation, transport, or food**
- **The length of the trip, arrival and departure dates**

WORKSHEET 1

1.1 Describe the following by giving an example

(a) Cultural tourists
(b) Ecotourist
(c) Incentive tourist
(d) Gap year traveller
(e) Business tourist (10)

1.2 Explain the following acronyms used when describing a certain type of Tourist:

(a) SIT
(b) MESE
(c) VFR (3)

1.3 Match the description of a type of tourist with the tourism experience Expected

TOURIST INTEREST	TOURISM EXPERIENCE
1.3.1 Loves wild life	A. Wetland sanctuary
1.3.2 Enjoy nature	B. Run the comrade marathon
1.3.3 Sport fanatic.	C.Shark cage diving
1.3.4 Eager for adventure	D. The white lions of the Kruger National Park

(4)

WORKSHEET 2

1. **Name each of the following types of tourists:**

1.1 Jamie goes to Thailand to have weight loss surgery.

1.2 Edwin wins an all-expenses paid holiday after he hits targets at work.

1.3 A high school takes the Grade 10s on a tour of Robben Island.

1.4 Joshua travels to America to go white water rafting with his friends.

1.5 A Jewish family visits the Wailing Wall in Israel.

1.6 Jessica visits her aunt in England over the December holidays.

1.7 People who travel to take time out and relax.

1.8 Tourists who travel to visit national parks, hike and bird watch.

1.9 Andrew and his family visit Brazil to watch the Soccer World Cup.

1.10 Bettina travels to Vietnam to live in a small village and experience the lifestyle. (10)

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WORKSHEET 3

3.1 Use the illustration and the information below to draw up a tourist profile for John, you may need to make up some details to complete the profile

John Brown, from Zimbabwe is visiting South Africa for 10 days to celebrate his 24th birthday. He wants to experience as many adventure attractions as he can before he returns home on Christmas day. He is a sports science consultant, does not eat meat, and wants to taste some South African food. He wants to take photographs of wildlife and the new friends he makes in the hostel in which he will stay. His backpack contains all his clothing and a sleeping bag. He does not have enough money for fancy restaurants or expensive gifts. He forgot his international driver's licence at home



Content Topic 2022: Different types of accommodation establishments: Facilities and services offered by each type

What the leaner needs to know in this topic

Tourism Sectors	**Different types of accommodation establishment: Facilities and services offered by each type:** • Five types of accommodation in the tourism industry: Formal service accommodation, Guest accommodation, Self-catering accommodation, Caravan and Camping establishments and Backpacker accommodation • The facilities and services offered by each type. *Facilities: what the tourist can make use of, such as a swimming pool, gymnasium, gift shop* *Services: that the establishment can offer the tourist, such as laundry service, guided walks, shuttle service, 24-hour security*

Assessed in **Section D**
Lesson 1
Content:

Different types of accommodation establishment

Key word

- En-suite – accessible from or adjoining a bedroom

1. **Formal service accommodation**
   - refers to accommodation that, at minimum, offers a private room with en-suite bathroom, where the guest does not need to lean up anything and the bed is made for them every day.
   - There are no kitchens in these rooms. A hotel has a reception area and offers a dining facility
   - This type of accommodation is more expensive because tourists usually pay per person and not per room.

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Examples:

1.1 Hotels - A hotel provides formal accommodation with full or limited service to the traveling public. A hotel has a reception area and offers a dining facility. A hotel must have a minimum of 4 rooms.



1.2 Lodges - A lodge is a type of hotel, typically in the countryside or in a game park. Lodge is an accommodation facility which is located and designed to optimize the feeling of being closely in touch with nature. The building style should feature natural materials and colouring such as wood, stone and thatch.



1.3 Game lodges - Game Lodges are located within private game reserves, provincial reserves, or private game farms. Game lodges vary from rustic to luxury accommodation with excellent cuisine catering for those who wish to enjoy the wilds in style. Such lodges pride themselves on the personal attention devoted to each guest and the skill of the guides and trackers. The rates charged are usually inclusive of an experience offered at the lodge, game drives, etc. In general, food and beverage services are provided for all meals.

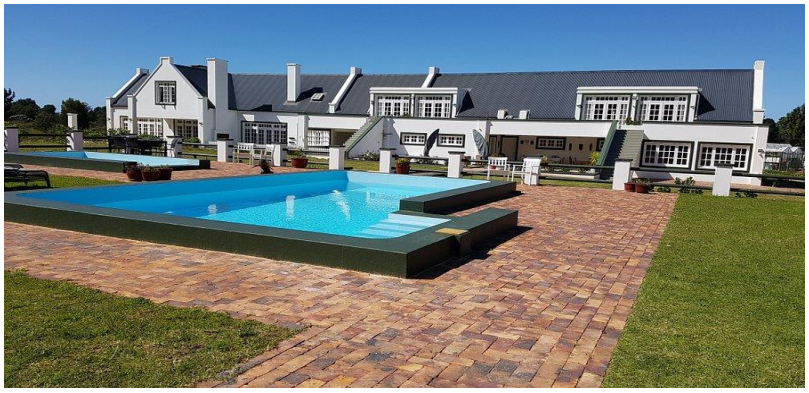


2. Guest accommodation

- These tend to be smaller, independent establishments, sometimes family-run. They may be in converted houses rather than purpose-built hotels. They offer guests a private room in a house or in buildings on a private property.

Examples:

2.1. Country houses **-** It can be an existing home, a renovated home or a building that has been specifically designed as a residential dwelling to provide overnight accommodation, which has public areas for the exclusive use of its guests. It is situated in natural peaceful surroundings such as near a nature reserve, a forest, a lake etc.



2.2. Guest houses - A guesthouse is generally a private home which has been converted for the dedicated and exclusive use of guest accommodation. The public areas of the establishment are for the exclusive use of the guests. The owner or manager either lives off-site, or in an entirely separate area within the property.



2.3. Bed and breakfast (B&Bs) – this accommodation is usually a private family home and the owner or manager lives in the house or on property. Breakfast is included in the fee to stay the night. Bathroom facilities may or may not be en-suite or private.



3. **Self-catering accommodation -** no food is provided, but cooking facilities are available in a built-in kitchen.

Examples:

3.1. Chalets - A type of house that has a steep roof that extends past the walls. A small house often in a group of similar houses where people go for vacations.



3.2. Houses – Usually situated in or close to a town or city, so they are useful to tourists who don't have transport.

3.3. Cottages - A small, single-storied house, especially in the country. It can be a small vacation house.



3.4. Apartments – they differ, but typically an apartment has one or more bedrooms, one or more bathrooms, a kitchen, a lounge and a dining room.

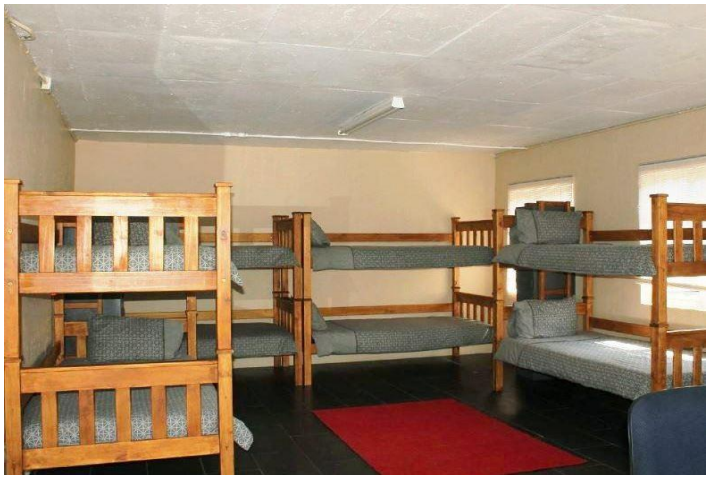


4. **Caravan and camping establishments –** This type of accommodation is much cheaper that other types. Tourists can rent a spot where they can park their caravan or camper or set up their tents. Some parks have permanent caravans that tourists rent.



5. **Backpacker accommodation -** A Backpacker and/or Hostelling establishment is an accommodation facility that provides communal facilities, including dormitories yet may offer a range of alternative sleeping arrangements.





Youth hostel - A hostel is a budget-oriented, shared-room ("dormitory") accommodation that accepts individual travellers (typically backpackers) or groups for short-term stays



Activity 1

1. Give a reason for different types of accommodation. (2)
2. Name three types of accommodation establishments that can be afforded by tourists with a lot of money to spend. (3)
3. Name three types of accommodation establishments that a family with a limited amount of money to spend, will use for holiday accommodation. (3)
4. Indicate the type of accommodation will be used when tourists prepare their own meals (1)
5. Some people take tents along when they go hiking in the mountains, Explain a reason for this. (1)
6. Name the type of accommodation that a student with very limited funds will use during a trip / holiday (1)

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7. State which type of tourists will use lodges and game lodges for accommodation during a holiday (1)
8. Distinguish between a holiday house and a holiday cottage (2)

TOTAL: [14]

Lesson 2
Content:

Facilities and services offered by each type of accommodation establishment

Key words

- Facilities – buildings or equipment that tourists can use in an establishment
- Services – actions or duties offered by an establishment to meet tourists' needs, such as laundry service

Types of accommodation	Facilities	Services
1. Formal service accommodation	Private-en-suite room; telephone; internet/Wi-Fi; flat screen tv/DSTV; beverage making facilities; gym; swimming pool; hairdresser; conference room; golf courses; gift shop; tourists' information; tennis courts;	Receptionist; food and beverage; 24-hour room service; valet service; laundry service; wake-up-calls; shuttle service; 24-hour security; Concierge, porterage, and luggage handling;
2. Guest accommodation	Private room; telephone; tv; beverage making facilities; linen; parking	Host or receptionist; meals by arrangements; wake-up calls; laundry service; 24-hour security

3. Self-catering accommodation	Linen and towels; cooking equipment; cooking utensils; tv; braai areas; nature trails	Cleaning service; refuse removal
4. Caravan and camping establishment	Reception area or office; communal bathroom; communal dishwashing facilities; access to a telephone; taps and rubbish bins; wash-lines; play areas for children; swimming pool; game room; tennis courts	Visits from caretaker; electricity at camp sites; braai areas; nature trails
5. Backpacker accommodation	Reception area; public telephones; communal bathroom; communal relaxation area	Cleaning of rooms; meals by arrangement; tourists information brochures and pamphlet

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Facility and service symbols key

	24hr laundry service		Central heating		Garden or patio for guests' use		On-site parking
	Accept coach parties		Children welcome		Ground floor bedrooms available		Pets accepted
	Access to golf course		Colour television		Hairdryer		Public telephone
	Air conditioning		Continental breakfast		Indoor pool		Real log or coal fire
	Arrangements for riding or pony trekking		Data point in all bedrooms		Ironing facilities		Restaurant
	Bar		DVD player in all rooms		Lift		Room service
	Business facilities		Facilities for children		Night porter		Sauna
	Cater for vegetarians		Four-poster beds available		Non-smoking establishment		Separate guests' lounge
	Serve lunch		Telephone in all bedrooms		Wi-Fi Access		Tea and coffee making facilities in all bedrooms
	Serve evening meal						
Additional symbols for Self-Catering							
	Barbecue		Dishwasher		Drying facilities		Freezer
	CD player		Microwave		Washing machine		
Additional symbols for Camping and Caravan sites							
	Chemical disposal point		Drinking water supply		Electric hook up points		Food shop
	Public toilets		Overnight holding area		Showers		

Activity 2

Read the following scenario and answer the questions that follows:

Scenario: A business tourist from Germany, Mr. Heine Mahne visits South Africa and he stays over in the Sheraton Hotel in Pretoria. Mr. Mahne is a health fanatic and goes to gym every day. He ends his workout at the Gym swimming in the pool to cool off.
While he is in South Africa, he will conduct several business meetings. Some of these meetings will be tele-conferencing with business partners globally. The meetings will have to be minuted as well. Some of these meetings will start at 9:00 and will only finish at 16:00.
On his arrival at O.R. Tambo International Airport, he arranged with the hotel to send a vehicle to pick him up.

1. List at least 10 facilities and / or services that this business tourist will need to facilitate his business meetings in and from the hotel. (10)

2. Name the two other facilities that will be used by this tourist. (2)

3. Indicate the type of service you expect from a five-star hotel like the Sheraton. (1)

4. State the type of service that Mr. Mahne used when the vehicle from the hotel fetched him from the airport. (1)

5. Explain how services and facilities at an accommodation facility will influence a tourist's choice regarding a specific type of accommodation establishment. (2)

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

What the learners need to know about this topic:

Map Work and Tour Planning	**The South African grading system for accommodation establishments:** • Overview of the star grading system in South Africa (exact requirements for each type of establishment is not required • The role of the Tourism Grading Council of South Africa (TGCSA) • Benefits/advantages of grading for the tourists and the accommodation establishments • Procedure to follow to be graded • Logos that may be displayed upon grading

Assessed in the Exam: Section D and Question 1

LESSON 1:

- **Overview of the star grading system in South Africa**

  The Tourism Grading Council of South Africa (TGCSA) is the only Organization mandated by the government to assess and grade Accommodation establishments in South Africa. The Tourist Grading Council of South Africa (TGCSA) is responsible for the grading and quality assurance of accommodation establishments.

An establishment has to apply to be graded. The TGCSA will grade establishments in different categories and give each establishment a grading of one to five stars. Five star is the highest rating obtained by establishments in South Africa as opposed to other countries with six to seven stars

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- **The role of the Tourism Grading Council of South Africa (TGCSA)**

  The council trains assessors, approves or rejects assessors' findings, grades establishments, supplies grading plaques, manages a customer feedback system to maintain standards, does regular checks on establishments. TGCSA maintains standards and uniformity amongst the accommodation sector. TGCSA uses a star to grade the establishment

- **Benefits/advantages of grading for the tourists and the accommodation establishments**

Being associated with a well-known recognition scheme, such as the Tourism NI's Quality Grading Scheme, can make a big difference to how customers view your business.

As well as letting your customers know that what you offer is of **nationally recognised standard**, the benefits of being quality graded also include:

- improve your reputation and be seen as a credible business
- assure you customers about the quality of services and facilities you provide
- increase customer satisfaction and the chance of repeat business
- give you a competitive advantage over non-accredited businesses

Being quality graded also gives you the chance to promote your business in a number of ways:

- use approved and recognised plaques, logos and signage to highlight and promote your star-rating
- get access to Tourism NI's marketing and social media opportunities, and presence in a range of marketing and promotional campaigns
- join Tourism NI's specialised Welcome Schemes which are free to all scheme members

Finally taking part in quality grading schemes will provide you with access to expert advice, training and ongoing support from the Tourism NI Quality Assessors. The Quality Assessors will assess your business once a year and advise you on how to make the most of your business.

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THE CATEGORIES OF STARS



Fair to good (acceptable/modest) quality in the overall standard of furnishings, service facilities and guest care.
Clean, comfortable and functional accommodation.



Good quality in the overall standard of facilities, furnishings, service and guest care.



Very good quality in the overall standard of facilities, furnishings, service and guest care.



Superior (excellent) comfort and quality in the overall standard of facilities.
High standard of furnishings, service and guest care.



Exceptional (Outstanding) quality,
Luxury accommodation (matching best international standards).
Highest standard of furnishings, flawless service, meticulous guest care.
Outstanding services and facilities

- **Procedure to follow to be graded**

The owner must:

- Read and understand requirements
- Choose an assessor from a list
- Apply for grading
- Make an appointment with assessor.

The assessor must:

- Visit the establishment
- Discuss assessment with owner
- Give recommendations with photos to the TGCSA.

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The TGCSA approves or rejects assessment.

Owners can appeal if necessary. Grading is valid for one year. The owner may buy a plaque to display star grading.

Owners of establishments must also:

- Register with their province as a business
- Obtain tax clearance
- Have ID or work permit if not South African
- Have public liability insurance
- Have a liquor license if necessary
- Have BEE compliance or an exemption certificate.

• Logos that may be displayed upon grading

The grading plaque indicates the type of accommodation and its stars. It has a number on it and a statement that gives the council the right to remove it if the establishment does not maintain the grading requirements.







ACTIVITY 1

1. Identify the organisation responsible for grading establishments.
2. Describe TWO benefits of grading the accommodation establishments.
3. Give ONE benefit for tourists staying at a graded accommodation establishment
4. What will the TGCSA take into account when grading for an accommodation establishment is done?
5. Why are there still some accommodation establishments without any star grading?
6. Identify two benefits for tourists when they book accommodation with an Establishment which has been evaluated by the grading system
7. Briefly discuss the role of TGCSA

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

What the learners need to know:

- **Concepts and terminology used in accommodation sector**
- **In-room technology used in the accommodation sector**

Assessed in the Exam: Question 1 and Question 7

LESSON 1:

Concepts and terminology used in accommodation sector

- **Learners need to know all the concepts used in the accommodation sector.**
- **Learners must be able to identify the concepts in accommodation establishments that they will come across.**

The concepts in accommodation are classified into three categories, namely: types of rooms, types of meals and pricing structure. Those in types of rooms are used to clarify the type of room in which one will be booking on their stay in the accommodation. Whether it is a family one, a private one for individual or couple, or the one that have two separate rooms. The types of meals is used to indicate what type of meal one will prefer to eat while staying in the accommodation sector. It gives options from eating in your room, or serving yourself from a variety of dishes and choosing what kind of food one prefers. The pricing structure indicates the prices charged on specific room. The person can prefer to stay alone, share with the other person, or paying for a day or night. The person can even choose to pay for everything including their room, meals and activities they will be engaging in while at the establishment.

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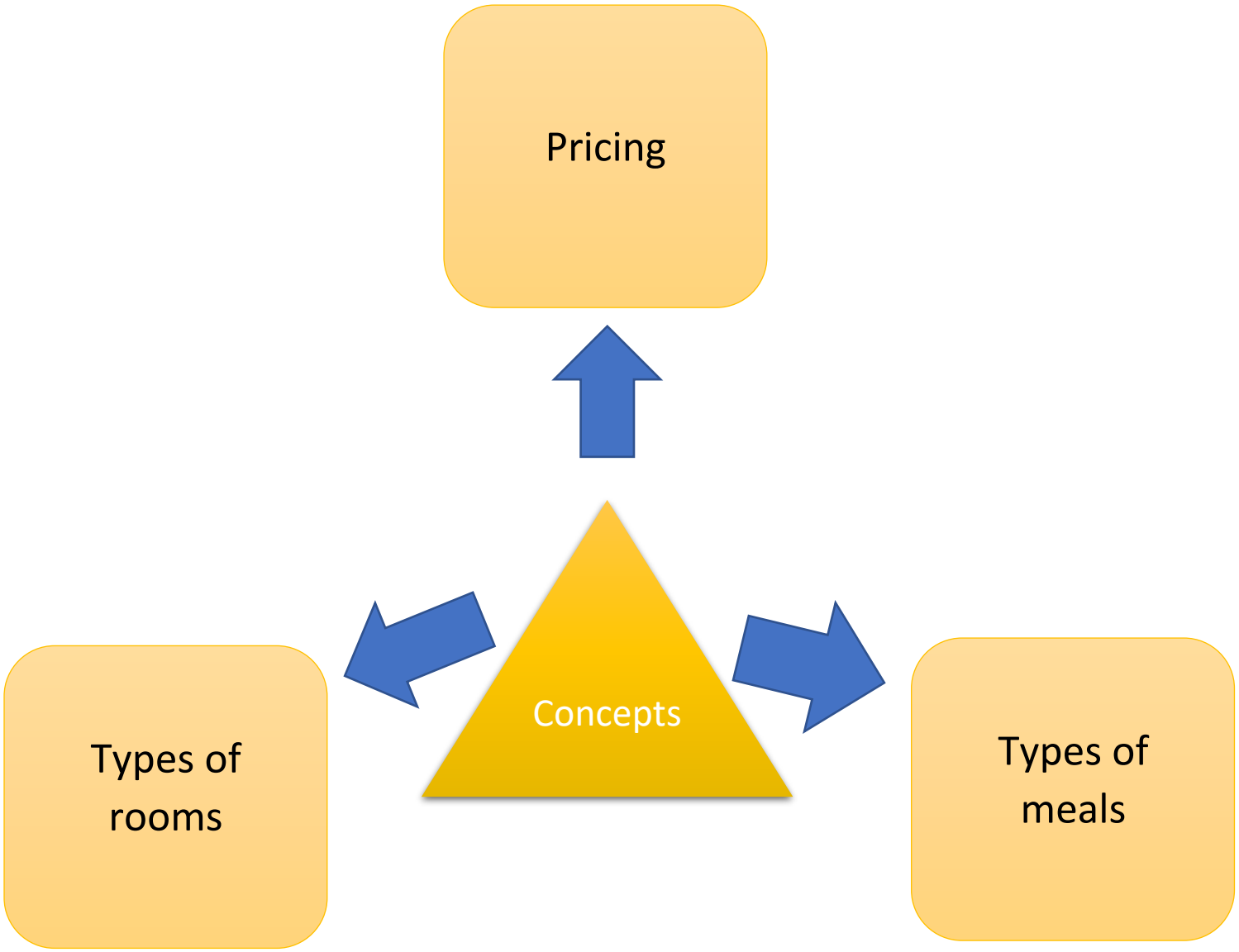
Concepts:

- Double room: A room suitable for two people. It contains one large double bed or two twin beds or two double beds.
- Twin room: A room with two beds that accommodates two people, either in two single or double beds.
- Family room: A room with one double bed or two single beds for parents, and one or more for kids.
- Suite: A room that consist of two separate rooms, or one room that has been divided into a separate living and sleeping area.
- Penthouse: a luxurious apartment found on the top floor of a hotel or block of flats.
- Per person sharing: Rates charges per person sharing
- En-suite: A bedroom with a private bathroom attached to it.
- Fully inclusive: The price covers accommodation, meals and any activities on offer.
- Single supplement: An additional charge for single occupancy of a double room.
- Continental breakfast: A very light breakfast which consists of bread rolls or slices of bread/toast, with coffee or tea and often also a fruit.
- English breakfast: This is a full breakfast which usually includes cereal, fruit, beverages, bacon and eggs, and often sausage, tomato and mushrooms as well.
- Buffet: An informal way of serving a meal. Food courses attractively displayed on long tables and guests serve themselves. Waiters clears the tables.
- A la carte: A meal where items are listed and priced on menu, and ordered separately.
- Room service: A service where a guest may order food and beverages to be delivered to their room.
- p.p: per person
- pps: per person sharing

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Activity 1

Refer to the concepts you have learned above and complete the diagram below based on the categories of concepts used in accommodation sector by classifying them according to each category :



(15)

LESSON 2

In-room technology used in the accommodation sector

- Learners will learn the different types of technology available in accommodation sector, especially the one that can be used in their rooms.

In-room technology is divided into five categories:

- Technology for entertainment
- Technology for information
- Technology for safety
- Technology for comfort
- Technology for work

1. Technology for entertainment

The type of technology that gives pleasure and delight to the user. The user get enjoyment and amusement from using it.

2. Technology for information

Provides information and facts about something that has been studied or researched.

3. Technology for safety

Provides security from danger or harm that might be experienced whilst in the room.

4. Technology for comfort

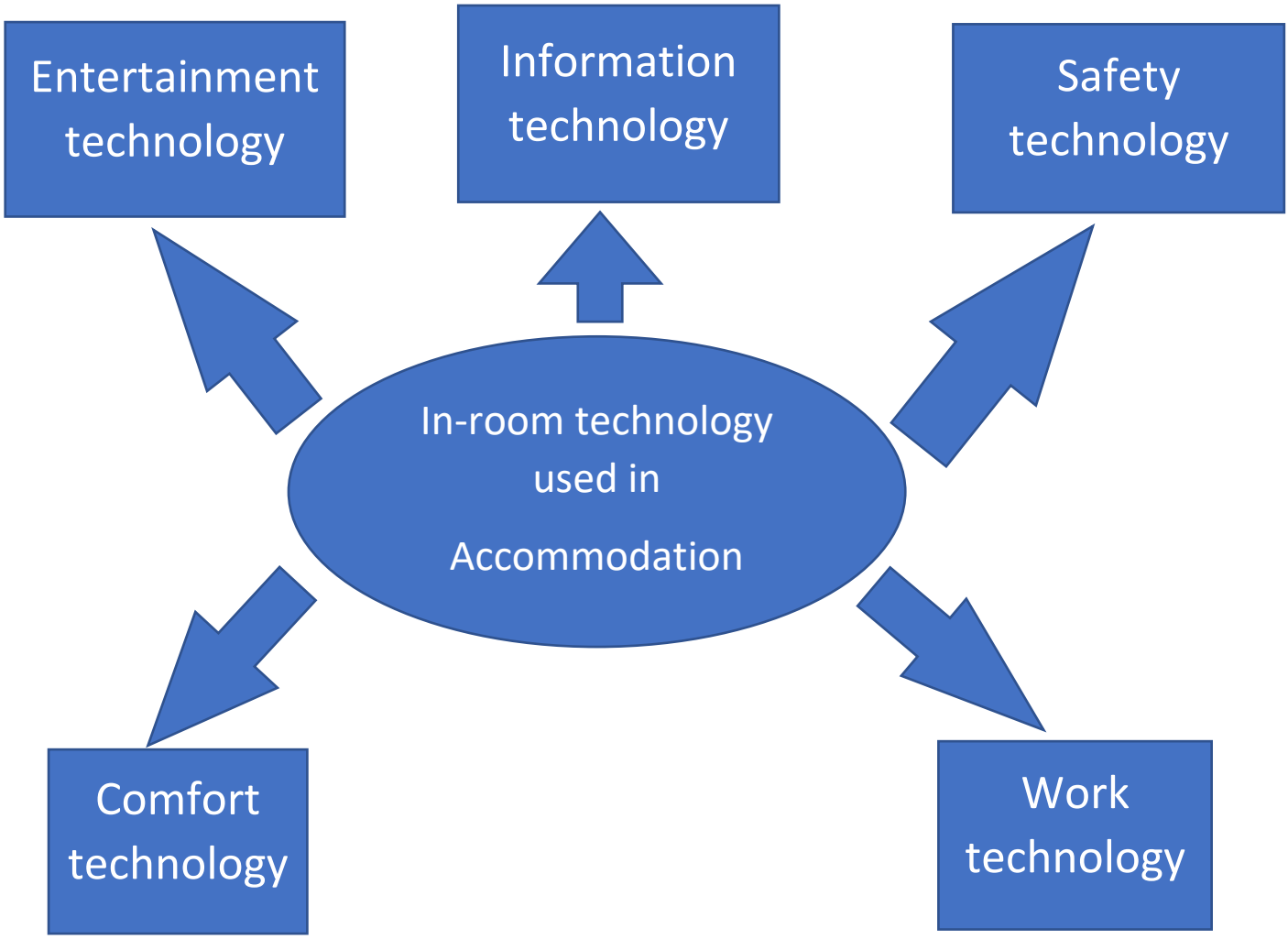
Provides the user with physical ease. The user uses this type of technology to relax and not use physical power.

5. Technology for work

Type of technology that provides the user with resources to complete their tasks easily without using their strength.

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Types of in-room technology used in accommodation sector



Activity 2

Use your textbook and research to make a list of examples of the different types of technology that you will find in each of the below examples. Tabulate your answers below:

Types of technology	examples
Technology for entertainment	
Technology for information	
Technology for safety	
Technology for comfort	
Technology for work	

(10)

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Content Topic 2022: Food and Beverage Establishments

What learners need to know about Food and Beverage Establishments

Concepts: full – service restaurants (Fine -dining restaurants and family restaurants serving food and alcohol) coffee shops, fast-food/quick-service establishments, pubs/bars dessert/ice-cream stores, taverns /shebeens, street stalls and street markets

Assessed in the Exam: Section A and C: Tourism Sectors

Food and Beverage Establishments

LESSON 1:

Concepts	
• **Full -service restaurants Fine dining restaurants**  **Family restaurant e.g Spur,Panarrotti's**  	➢ They serve a selection of food and beverages ➢ They offer a formal menu and a wide variety of food and mostly expensive ➢ They are informal, less expensive and appeal to the tourist with limited budget ➢ They are establishments that provides breakfasts, lunches, and other beverages, coffee and cakes ➢ They are establishments offering informal meal service with limited menu

• **Coffee shops e.g. House of coffee, Mugg&Bean, and Café Dulce**   • **Pubs/bars e.g Whispers Jazz pub**  • **Fast food and quick service establishments e.g Nandos,KFC,Wimpy,Steers**  	➢ Alcoholic and non - alcoholic drinks are served ➢ 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 ➢ Outlets that sell frozen dairy products including soft serve, frozen yoghurts, sorbets and ice cream

• **Dessert /ice cream stores e.g Milky Lane**  • **Street stalls and street markets** 	➢ They are colourful street stalls and street markets specialising in specific types of fast food ➢ Usually they reflect cultural or ethnic traditions ➢ They do not have permanent structures

Activity 1

WORKSHEET 1

FOOD AND BEVERAGE ESTABLISHMENTS

1. Explain the difference between
   (a) fine dining family restaurants
   (b) Family restaurant
   (c) Fast food outlet (6)

2. Link the example below with the type of establishment listed
   Steers, Spur,Mugg & Bean,Nandos,Ocean Basket,Café Dolce
   (a) Family restaurant
   (b) Coffee shop
   (c) Fast food outlet (6)

3. Many entrepreneurs can sell food and beverage, souvenir products at street markets. Suggest suitable items that would appeal to a tourist on a city or village tour. Atleast list Four (4)

(16)

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Activity 1

WORKSHEET 2

FOOD AND BEVERAGE ESTABLISHMENTS

Compare the following menus for lunch and select the most suitable food and beverage establishment for the Ruwela family with kids



SPUR family restaurants



PACHAS Fine dining family restaurant





Study the Family restaurants in the above pictures and answer the questions below

1. Select which restaurant will be suitable for the Ruwela family (2)
2. Explain and motivate your choice (6)
3. Choose what type of tourist will use Pachas fine dining family restaurant. Motivate your choice (2)

(10)

Content Topic 2022: Map terminology and Map symbols

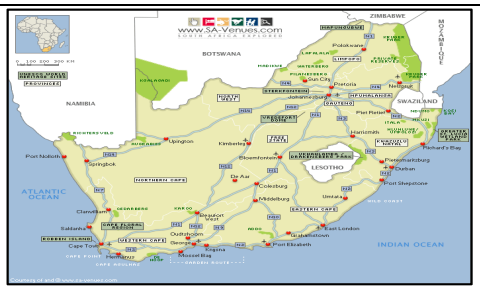
GRADE	10	**SUBJECT**	Tourism				
Topic	**Map work and Tour planning – Map terminology and map symbols**						
ATP	○ Concepts such as scale, direction, distance indicators, legends, map grid references, equator, hemispheres, North pole, South pole, latitude, longitude, time zones, Universal Time Coordinate (UTC), International Date Line (IDL)						

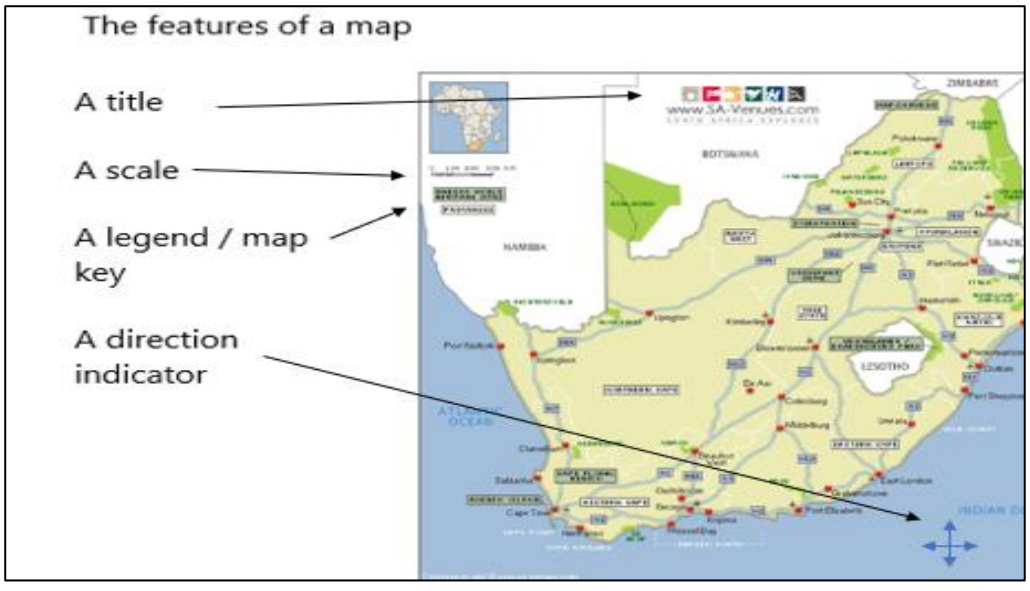
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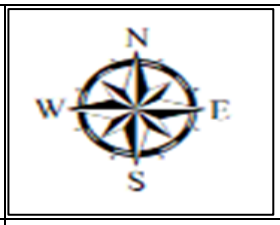
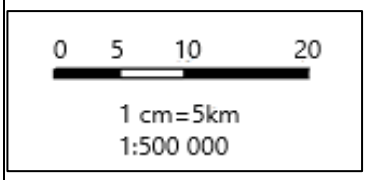
MAP TERMINOLOGY AND MAP SYMBOLS

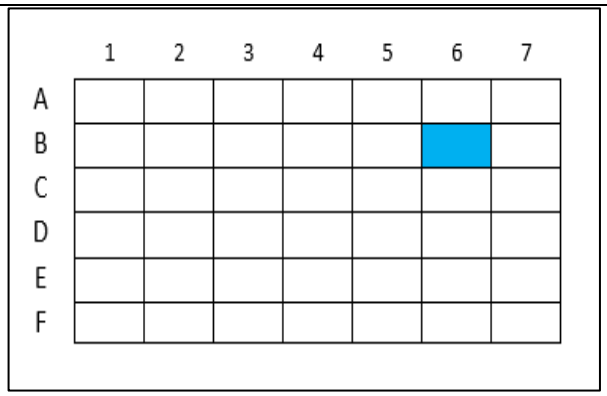
LESSON 1: CONCEPTS

Concepts: maps, scale, direction, distance indicators, legends, map grid references

Concept	Definition / explanation
Maps	Maps are pictures or graphical representation of the earth's surface or real places on earth. Maps use words, scales, and symbols to indicate places and different things on the map 



Direction		It is the way to describe the position of one place in relation to another. On a map, North is up, east is right, west is left, and south is down.
Scale		It represents the ratio of a distance on the map to the actual distance on the ground. Example on the left: 1:500 000 means 1cm represents 500 000cm or 5km in reality. Ratio is usually indicated on a line scale
Distance indicators		Distance indicators are markings on maps to show the distances between two places or intersections along a route connecting towns. Usually used on tourist maps. There are two consecutive distance indicators to show how far you need to travel between the two indicators. Example left: the distance between Middelburg and Noupoort is 11+29 =40km
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. See the examples below	
Examples of map symbols	 	

Map grids 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. • If you want to locate a place you first, you look it up in the index of the map book. It will give a grid reference e.g. **6B**. This tell you where to find the place.
Another example of a map grid reference		

Activity 1

1. Give the meaning of the following word:

   1.1 Distance indicators
   1.2 Map legends
   1.3 Map grid references
   1.4 Scale

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.

   3.2 Identify TWO National roads on the map.

   3.3 Identify TWO Regional roads on the map.

   3.4 In which town is the airport?

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3.5 Near which town is a shark warning?

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

3.5.1 De Rust and Oudtshoorn

3.5.2 Glentana and Hartenbos

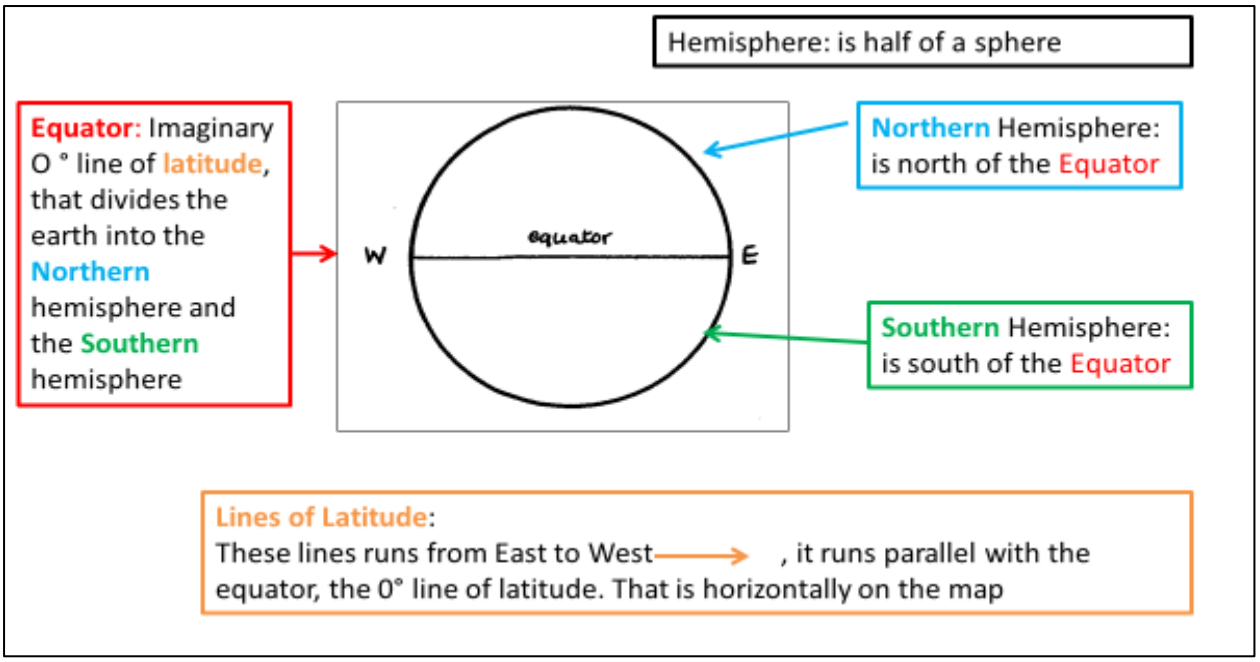
3.5.3 Knysna and Sedgefield

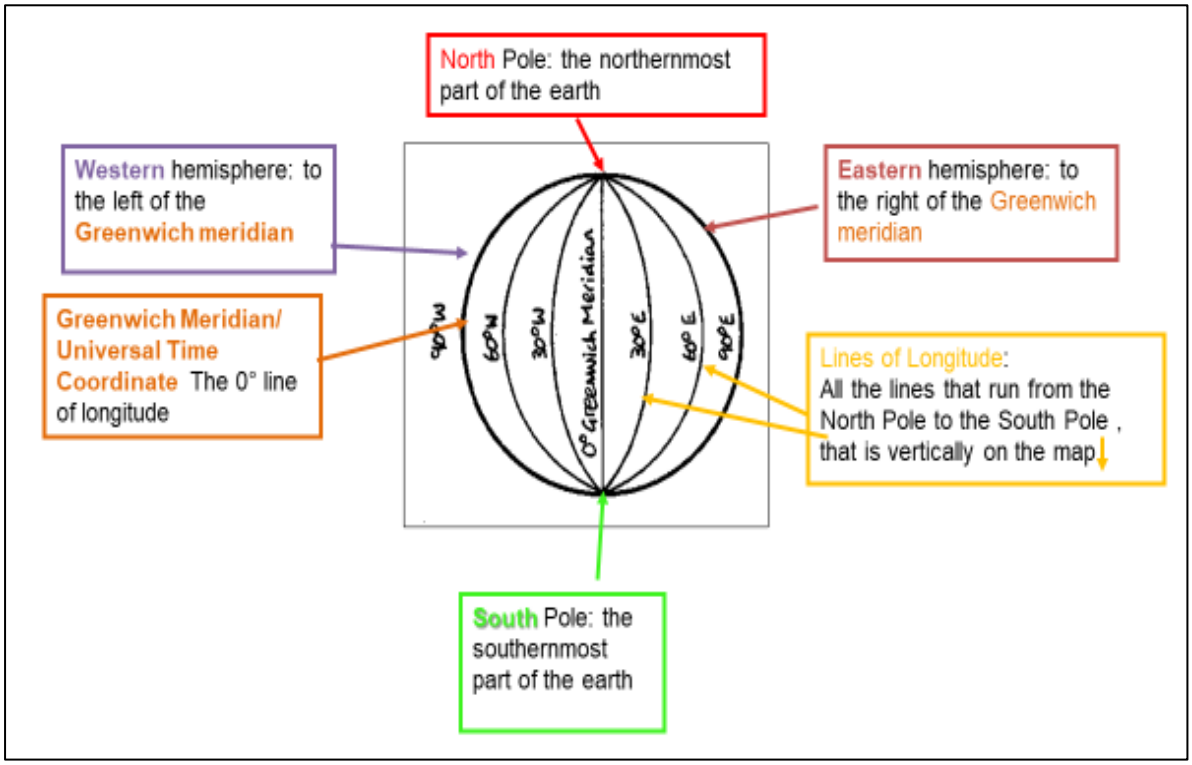


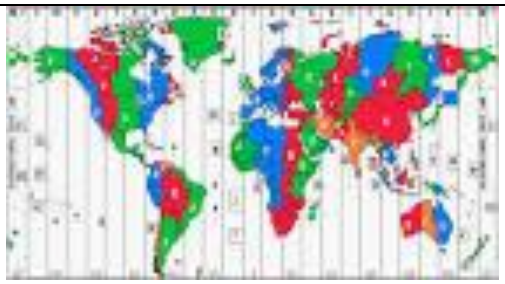
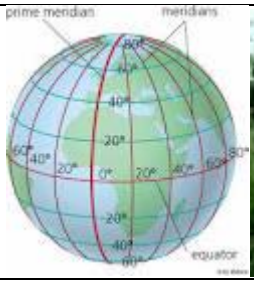
MAP TERMINOLOGY AND MAP SYMBOLS

LESSON 2: CONCEPTS

Concepts: equator, hemispheres, North pole, South pole, latitude, longitude, time zones, Universal Time Coordinate (UTC), International Date Line (IDL)





Time zones	It is a 15° difference between longitude lines that results in a one-hour difference in time between two adjoining longitude lines There are 24 lines on earth so 24 hours	
Universal Time coordinate (UTC)	A standard international time measurement that is used all over the world. It is the time experienced at 0° longitude (Greenwich meridian)	
International Date line (IDL)	Imaginary line that determines where in the world one day (date) ends and the next starts. Passes through the middle of the Pacific ocean at about 180° longitude.	
Greenwich meridian Prime meridian	0° Longitude. Runs through a town in England called Greenwich	 

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 questionnumbers 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
2. Identify the Time Zone for South Africa

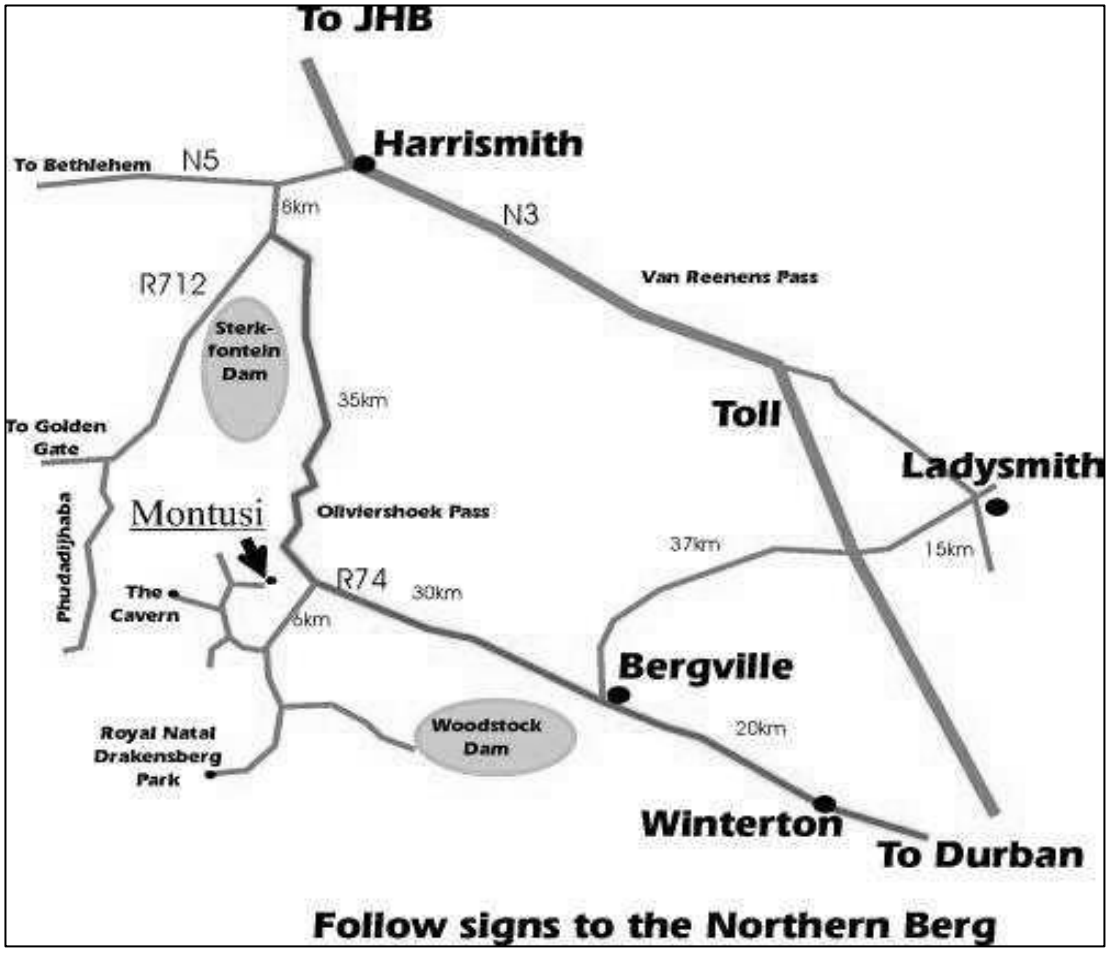
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3. How many Time Zones are on earth?

4. Explain the use of the IDL.

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

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)

1.2 Which TWO cities are linked by the national road mentioned in 1.1? (1)

1.3 Name ONE natural feature indicated on the map. (1)

1.4 Determine the distance between Bergville and Ladysmith. (1)

QUESTION 2

Study the extract from a map of Namaqualand below and answer the questions that follow.
Map of Namaqua area in the Northern Cape.



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

2.1.1 N7 and R355 (2)

2.1.2 

(1)

2.1.3 
(1)

3.1 Give the Grid Reference for letter X.

	1	2	3	4	5
A				**V**	
B		**X**			
C				**Z**	
D					
E	**Y**				

A 2B
B B2
C 1A
D A1 (1)

3.2 The line of latitude that divides the Earth in a Northern and Southern Hemisphere:
A Greenwich Meridian
B Universal Time Co-ordinate.
C International Date Line
D Equator (1)

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

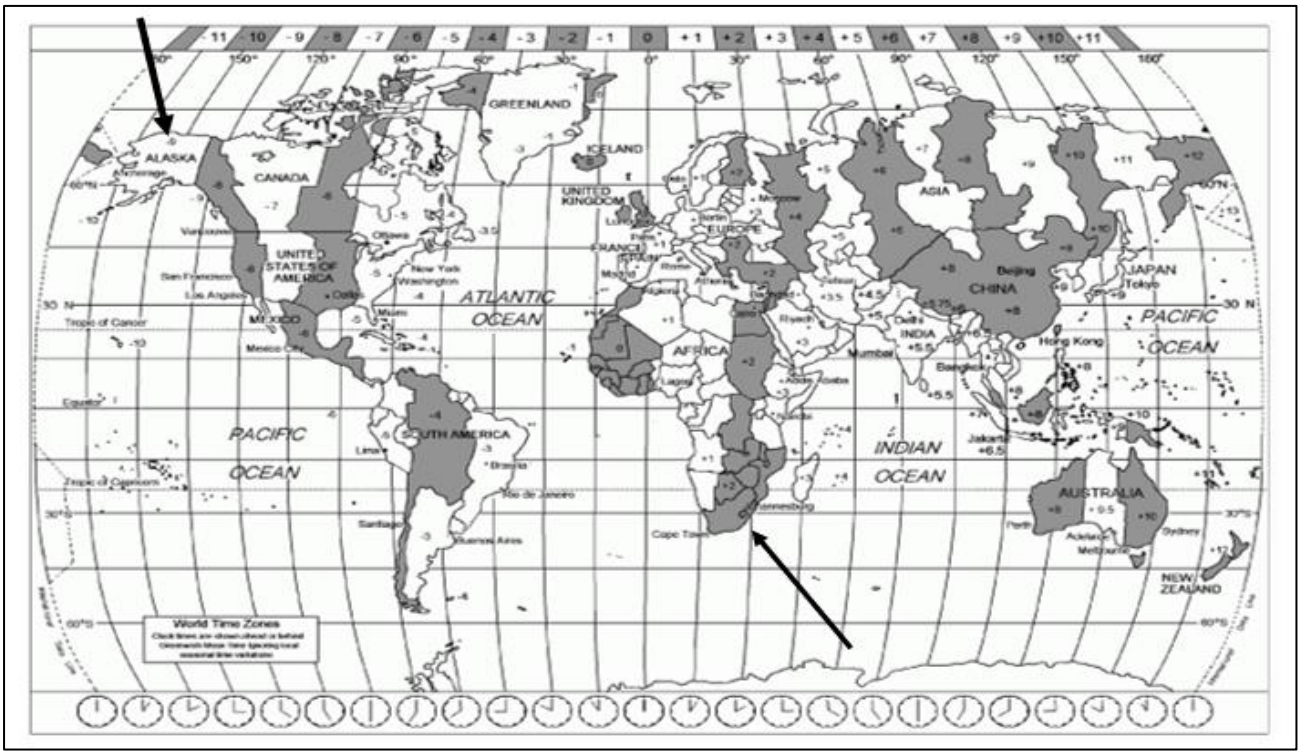
		
4.1	4.2	4.3
		
4.4	4.5	

5.1 Explain the importance of the following when reading a map:

5.1.1 map symbols (1)
5.1.2 scale (1)

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5.2 Refer to the time zone map and answer the following questions:



5.2.1 Australia is situated in the … Hemisphere. (1)
5.2.2 Name the time zone that South Africa uses. (1)
5.2.3 State the difference (in hours) between Johannesburg and Alaska. (2)

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

GRADE	10	**SUBJECT**	Tourism				
Topic	**Map work and Tour planning – Different types of maps in a tourism context**						
ATP	**Different types of maps in a tourism context** Give an example and explanation of the type of map and its uses and value in tourism. • A variety of maps used in tourism context: road and street maps, political maps, physical maps, specialist maps (reflecting climate, airports, railways, etc.), tourist information maps (National Parks, World Heritage Sites, tourist attractions in specific areas, hiking trails, meanders) • Electronic maps: global positioning systems (GPS), Google street maps, Google earth and other ICT resources: Computers or smart phones can be used to access examples of electronic maps.						

Assessed in the Exam: Section B

DIFFERENT TYPES OF MAPS

LESSON 1: CONCEPTS

Concepts: Give an example and explanation of the type of map and its uses and value in tourism.

- A variety of maps used in tourism context: road and street maps, political maps, physical maps, specialist maps (reflecting climate, airports, railways, etc.), tourist information maps (National Parks, World Heritage Sites, tourist attractions in specific areas, hiking trails, meanders)

Maps are among the most important tools we use when travelling. There are many different maps and we need to know which one is the specific map we need to use. Let's look again how to use maps:

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- A map usually has a **title** which describes what the map show.
- The places on the map, such as names of towns and cities are usually **labelled**.
- **Lines of latitude and longitude** give the position of the area relative to the globe

- The **scale** tells you how many centimetres on the ground are represented by one centimetre on the map. The scale also gives you an idea of the size of the area that is shown
- Where do we find these maps?
  Visitors Information centres, Tourists information centres, Accommodation establishments like hotels, The AA, travel agents, Travel guidebooks, Travel magazines, Atlases, Tourists destination at reception offices or information counters

Different types of maps in a tourism context

Type of map	**Example**	**Explanation**	**Uses and value in Tourism**
General Reference maps	South Africa See example A	Map showing a specific theme of an area	Tourist can get a general idea of where the county or area is located on the map / general information
Road maps	Roads leading to Kimberley See example B	Give details regarding roads leading to a specific city/ area	Tourists can work out the travelling time and the route they want to follow / distance between cities
Street maps	Streets in Kimberley city centre See example C	Give details regarding street plans for a specific city and the attractions in the city	It is easier to find their way around the areas and to allocate specific attractions in the area. / show where is he hotel
Political maps	Southern African map See example D	Show locations and borders of countries, states, provinces	Tourist can plan their routes if they want to cross borders and find the gateways

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Physical maps	Map of SA showing all the rivers, see example E	Show natural and man-made physical features, e.g. climate regions, vegetation and rivers, different colours are used.	Tourists can see whether they are crossing a mountain or river, darker colours on the map can show the height above sea level. They can see the climate for the region and will know what to pack for the trip
Specialists maps	Map of the train routes in SA, see example F	Show specific information e.g. communication, airlines, climate	Tourists can use these maps to find specific information regarding their trip e.g. where to find the airports
Tourist information maps	Map of Mpumalanga showing national parks and heritage sites, see example G	Maps containing specific information about an area like restaurants, attractions	It is helpful to tourists to see where what in the specific area is
Tourist attraction maps	Map of a specific attraction e.g. Kgalagadi Transfrontier Park map, see example H	These maps focus specifically on the attraction	Gives you specific information about the attraction and where to find what at the attraction, the layout, and the facilities.

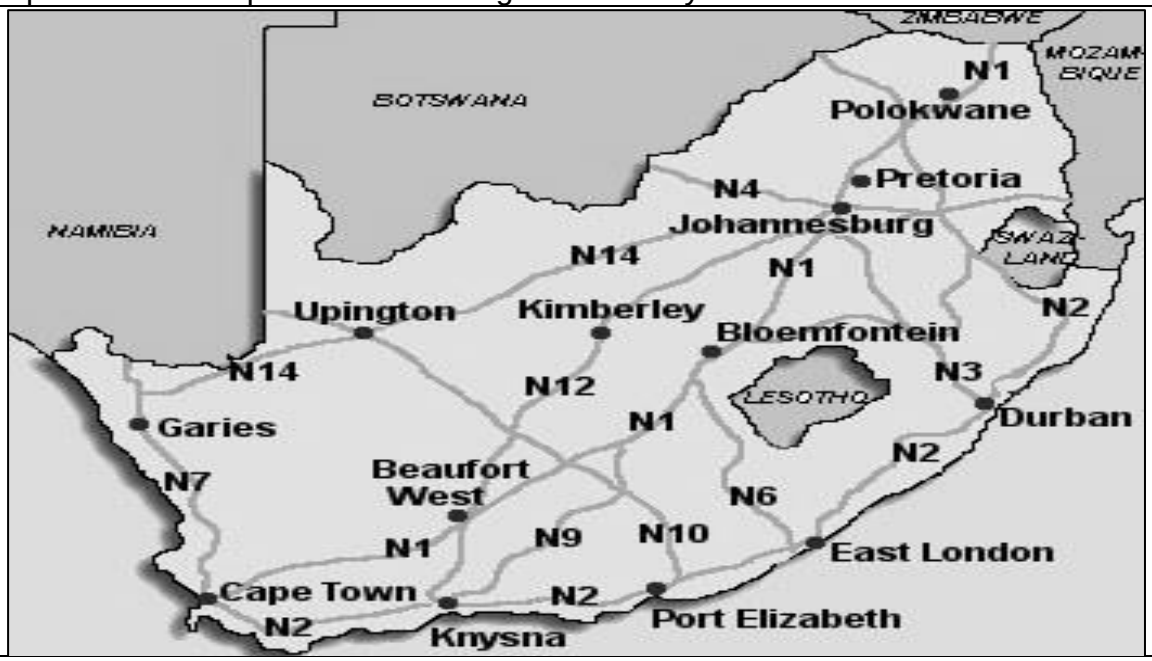
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Examples

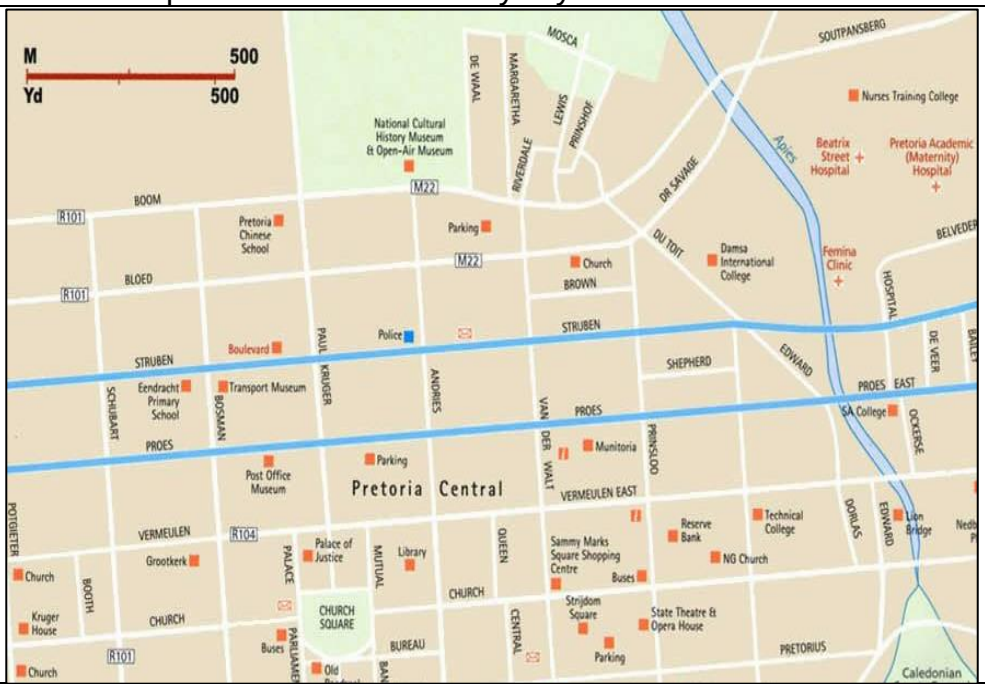
Example A: General Reference maps - South Africa



Example B: Road maps - Roads leading to Kimberley



Example C: Street maps - Streets in Kimberley city centre



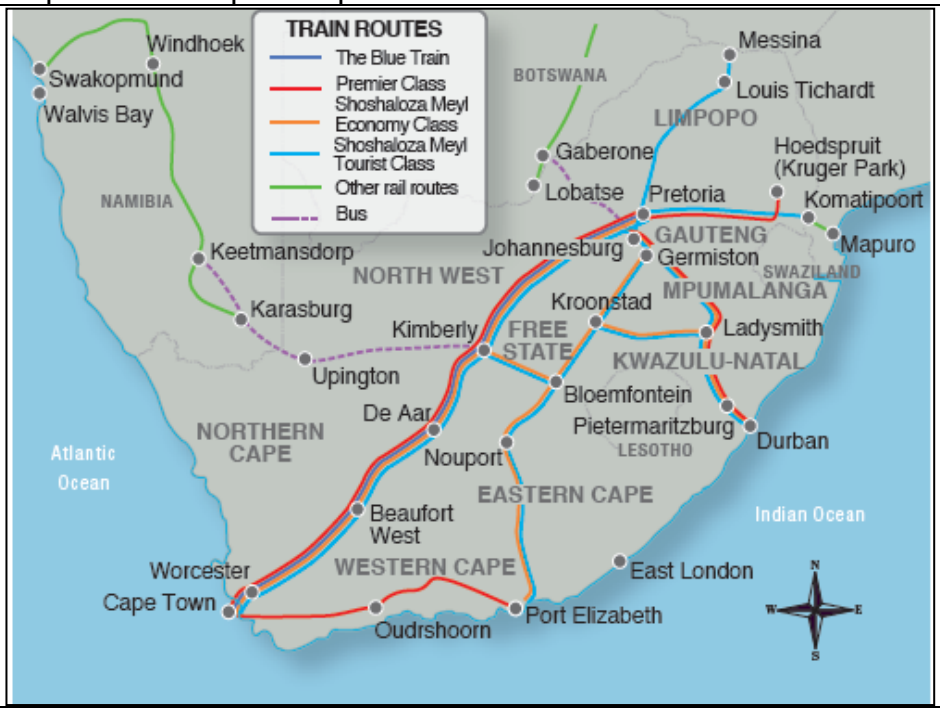
Example D: Political maps - Southern African map



Example E: Physical maps - Map of SA showing all the rivers



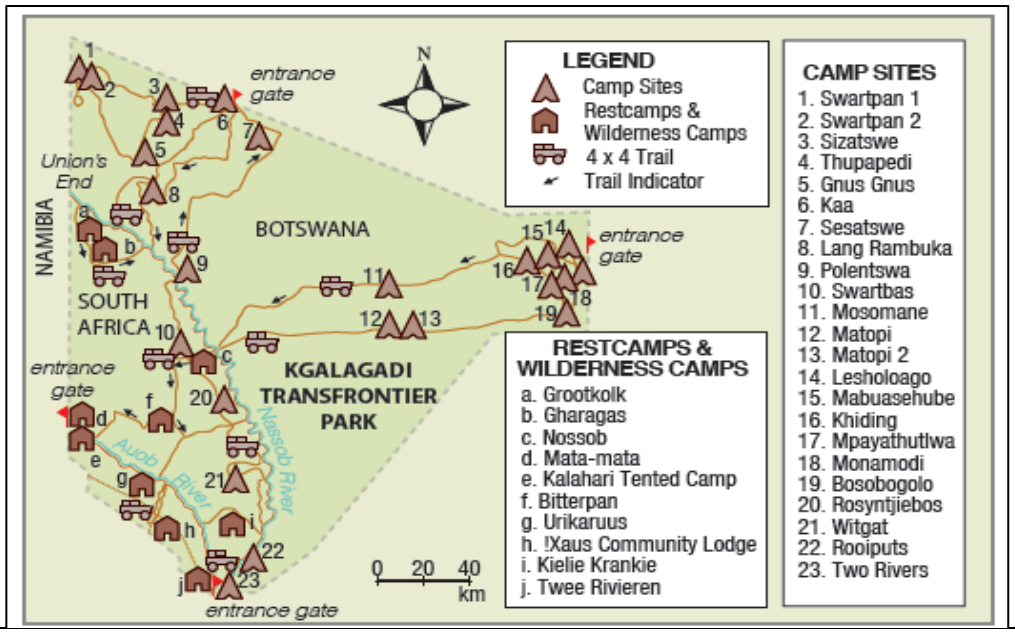
Example F: Specialists maps - Map of the train routes in SA



Example G: Tourist information maps - Map of Mpumalanga showing national parks and heritage sites



Example H: Tourist attraction maps - Map of a specific attraction e.g. Kgalagadi Transfrontier Park



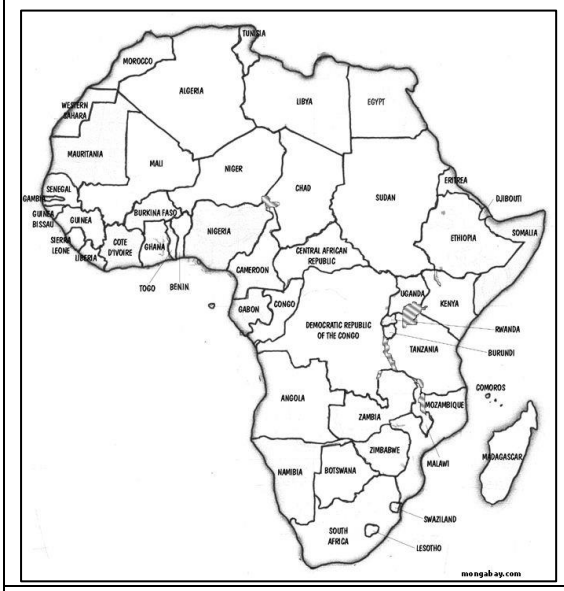
Activity 1:

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

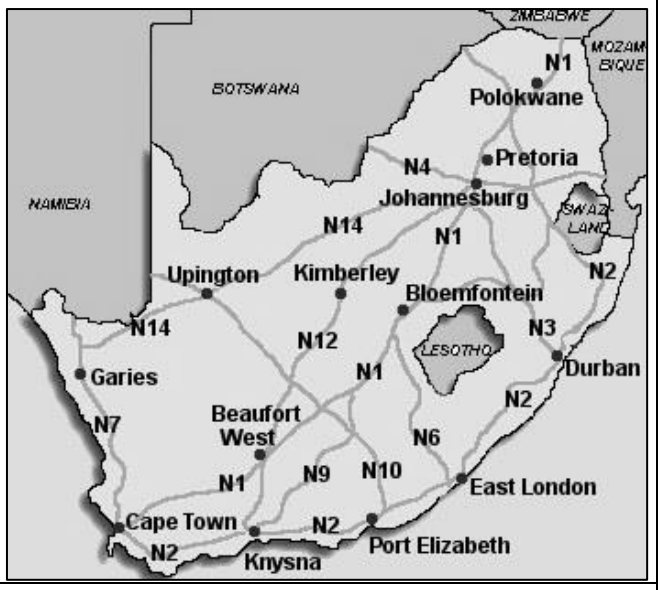
   1.1. Identify the TYPE of maps A-D shown below.
   1.2 Indicate the reason WHY tourists will use these types of maps.

Type of maps	The reason why tourists will use these type of maps
A	

A Africa



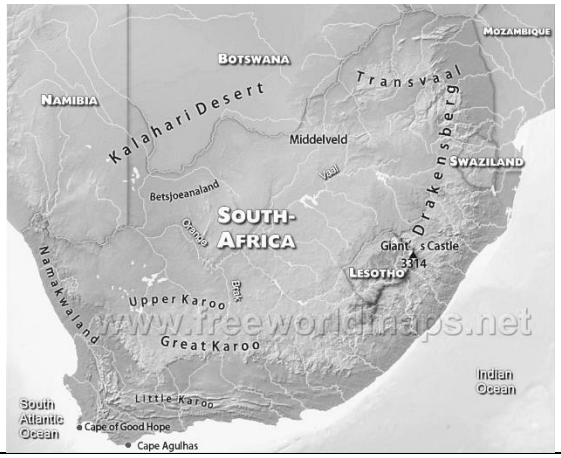
B National roads in South Africa



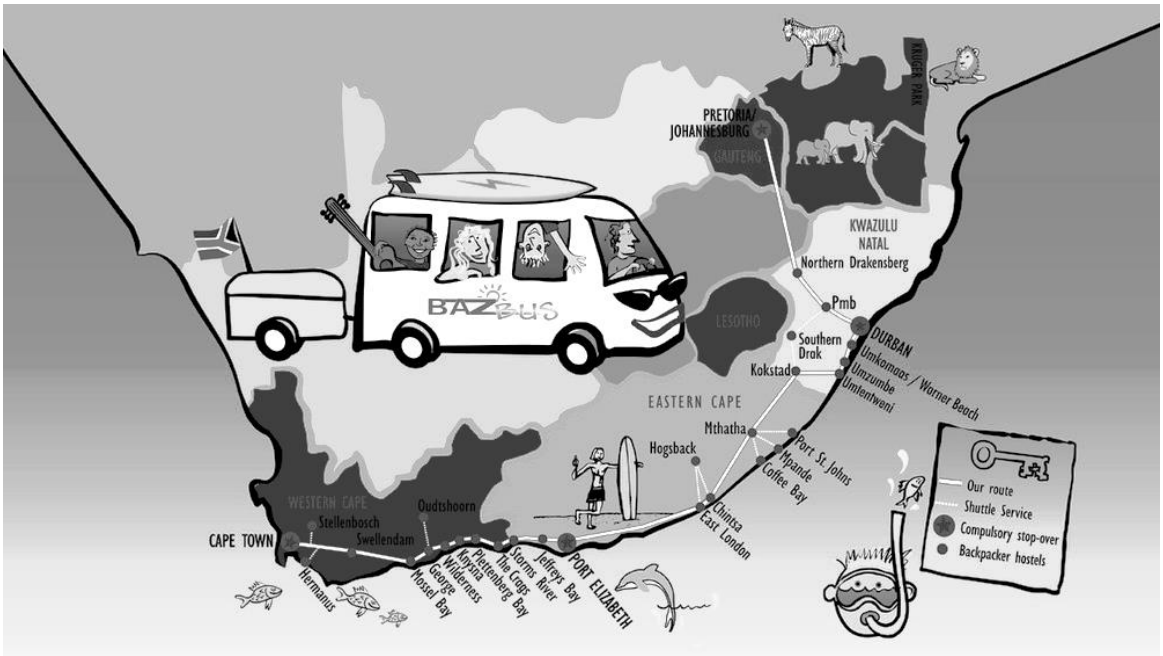
C Kimberley city centre



D South African Rivers and mountains



E BazBus in South Africa



2 Study map E and answer the questions that follow:

2.1 Name the four provinces where the BazBus are travelling
2.2 Name the four towns where they have compulsory stop overs
2.3 Identify the type of map
2.4 Which type of tourist will use this type of map?
2.5 Why will tourists use this type of map?

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
3.2 An elderly couple is visiting KZN and would like to know where the Drakensberg mountain is
3.3 A South African family is planning a road trip from South Africa to Malawi
3.4 Four friends backpacking between Gauteng and Durban.

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

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DIFFERENT TYPES OF MAPS

LESSON 2: CONCEPTS

Content: Electronic maps: global positioning systems (GPS), Google street maps, Google earth and other ICT resources: Computers or smart phones can be used to access examples of electronic maps.

Electronic maps: Maps that are available on electronic devices and such as computers, smart phones, tablets, or laptops. There are different types of electronic maps such as:

- Electronic copies of paper maps
- Interactive maps that you can navigate

Information Communication Technology (ICT): all the communication devise that provide information and help with communication

Type of map	Example	Explanation	Uses and value in Tourism
Electronic maps - GPS	GPS maps e.g. TomTom maps	The GPS receives data sent from satellites and then use the data to generate a map using the latitude and longitude lines.	Useful to tourist who are travelling independently by car or hiring a car. You can see the exact picture of an area or see the street view of a place. You can easily follow the directions shown on a GPS, many places give their GPS coordinates as their location.
Electronic maps – Google Earth updated instantly and can be accessed on computer, smart phone or tablet	Google Earth	It is an internet map that show you the satellite image of anything on the earth/ globe	You can find any place on earth before you travel to the place
	Google Street View	It is part of the google maps and you can see the exact picture of the area or building as if you are walking next to the building	This is a very nice tool to view and compare different places.

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Interactive maps	Map you find on a website or at an airport for example: www.saexplorer.co.za	The tourist can use zoom on a map and get more information on the map. The accommodation or attractions in an area become clickable and then provide more information	Tourists will get more information and can zoom in as much as they like to see the area they are looking for.





Activity 2:

1. Name the places where tourists can find electronic maps.

2 Give the benefits of electronic maps versus paper maps.

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?

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

1.1 Four options are provided as possible answers to the following questions. Choose the answer and write the letters of your answer (A-D) next to the question number (1.1.1-1.1.5)

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

A road map.
B political map.
C general map.
D physical map.

1.1.2 Physical maps show …

A the borders between different countries
B the general location of certain attractions
C the location of rivers and mountains
D the street view of a destination

1.1.3 Google Earth is an internet-based tool that enables us to …

A focus on specific attractions in an area.
B collect information on national parks.
C collect data on climate, airports and railway lines.
D view satellite photos of any place on earth.

1.1.4 A General reference map show …

A the borders between different countries
B the general location of certain attractions
C the location of rivers and mountains
D the street view of a destination

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

A political
B physical
C road
D world

(5)

1.2 Choose the correct word / term from those given in brackets. Write only the word / term next to the question number (1.2.1).

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)

2.2 Google Earth (2)

3. Name TWO types of electronic maps the tourists can use (2)

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)

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)

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)

[15]

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Content Topic 2022: Technology used for payment in South Africa

GRADE	10	**SUBJECT**	Tourism				
Topic	**Domestic, Regional and International Tourism - Technology used for payment in South Africa**						
ATP	Payment methods Advantages and disadvantages. Identify/select the most appropriate form of payment based on the situation • Internet payments • ATM payments • Cell phone payments • Speed point machines (fixed and portable) • Credit cards (Visa, MasterCard, American Express, Diners Club) • Debit cards (SA Travel Card)						

Assessed in Exam in: Section E

TECHNOLOGY USED FOR PAYMENT IN SOUTH AFRICA

LESSON 1:

Explain the advantages and disadvantages of the following payment methods:

- Internet payments
- ATM payments
- Cell phone payments
- Speed point machines (fixed and portable)
- Credit cards (Visa, MasterCard, American Express, Diners Club)
- Debit cards (SA Travel Card)

Activity 1:

Use a dictionary and find the meanings of the concepts below:

Concepts

ATM
Debit card
Credit card
Speed point machines
Convenient
Payments
Internet

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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

Background:

The tourism industry sells tourism related products and service to tourists. Tourists can use different types of technology to pay for products and services in South-Africa. In the past most people used cash or cheques for payments. Cash is easy to steal and cheques are outdated. Therefore, technology is used for payments to enable the tourists pay using different payment methods.

1 Internet Payments

This payment method uses the internet and tourists pay using their internet banking facilities. It is also called online banking. Some businesses have the option where tourists can pay directly on their websites. Some people use their online banking facility or other companies like Paypal to pay online.
People travelling from areas far from the business or overseas use this method to pay for any goods or services



Advantages of internet payments:

- Convenient
- Pay from anywhere in the world any time
- Pay upfront for bookings

Disadvantages of Internet payments:

- You must have access to computer and internet
- It can take up to two days for transfers if the banks differ
- Can be unsafe – hackers can get to your bank accounts

2 ATM payments



It is the **A**utomated **T**eller **M**achine where tourists can withdraw money or transfer funds. It is a machine at a bank or in shopping malls. The tourists must have an ATM card issued by the bank and a PIN number.

Advantages of 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

Disadvantages of ATM payments

- Sometimes criminals tamper with the machines
- Machines will keep the card if the wrong numbers are punched in
- Fees are charged for every transaction

3 Speed Point Machines



Devices used by most retailers to carry out credit and debit card transactions. The client keys in the PIN number and sign the slip. It can be fixed (located on the counter near the tills) or be portable (they bring it to the client).

Advantages of speed point machines

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

Disadvantages of speed point machines

- Card should not be out of sight of the customer.
- Dishonest staff can use the card for fraudulent transactions or make a copy of the card

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4 Credit Cards



The tourist pays with the credit card and pay their credit card bill at the end of the month. People use credit cards anywhere in the world e.g. to hold a reservation at a hotel or for renting a car. Can also use credit card to make internet payments
Visa, MasterCard, American Express, Diners Club are the main credit card payment networks used in South Africa. They facilitate payments between the Banks and the merchants

Advantages of credit cards

- 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

Disadvantages of credit cards

- Smaller businesses don't have credit card facilities.
- The banks charge the business service charges.
- It can be expensive due to the high interest rates
- Risk of cloning without your knowledge.

5 Debit cards (SA Travel Card)

Cards you can use to withdraw money and use at speed points, but the money is drawn directly from the bank account. If there are not sufficient funds, the payment will not be allowed.
Some banks also issue SA Travel Cards or travel wallets to their clients, it allows them to pay for goods while they travel. They load money on the card before they travel. Some cards are multi-currency cards and can be preloaded with up to four currencies



Advantages of debit cards

- 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.

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Disadvantages of debit cards
- It is inconvenient when cards are stolen or lost but their money is protected.
- The customer can forget their pin and then they can't use the card.

6 Cell Phone Payments



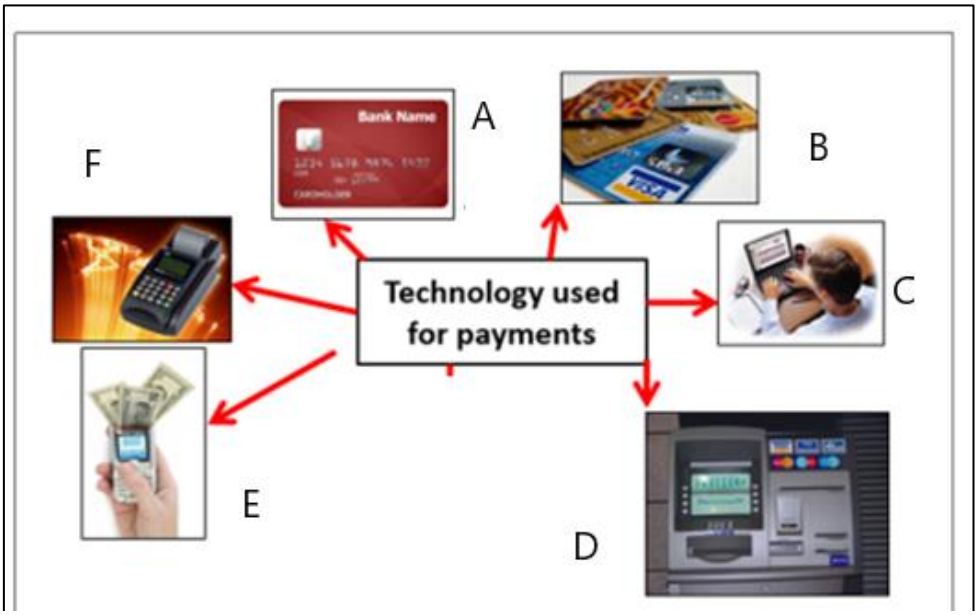
The client must subscribe to cell phone banking and then use the application on their phone to pay bills. This service is mainly for domestic tourists in SA to pay their bills

Advantages of cell phone payments
- 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

Disadvantages of cell phone payments
- You need cell phone reception and internet access
- Your cell phone battery needs to be charged

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

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

TECHNOLOGY USED FOR PAYMENT IN SOUTH AFRICA

LESSON 2:
Identify/select the most appropriate form of payment based on the situation using the following payment methods:

- Internet payments
- ATM payments
- Cell phone payments
- Speed point machines (fixed and portable)
- Credit cards (Visa, MasterCard, American Express, Diners Club)
- Debit cards (SA Travel Card)

The method of payment used can be influenced by certain factors, such as:

- Facilities available to the tourists for payments
  If a tourist want to use internet banking, he needs to have access to internet, if he doesn't have access to internet, he needs to use another method of payment. Another example is when a tourist in a foreign country pay before the trip then they will most likely use internet banking to pay the hotel or flight ticket.

- The amount to be paid
  In most situations the tourists will use cash to pay very small amounts and, in many cases, they use a credit card when making larger payments.

- The payment requirement of the service provider
  In most cases the car rental companies require the renter to use a credit card to pay for the rental car. If they don't have a credit card, they can't rent the car.

- Convenience
  When tourists are on holiday, they don't want to struggle with anything, so they will opt for the easiest and most convenient payment method available.

- Safety of the payment method.
  This is the most important factor when tourists select a payment method, they worked hard to earn their money to pay for the holiday, so they want to make sure the payment method is secure.

For example – it will be best to give a tip at a restaurant using cash instead of your card.

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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
1.2 Paying for pizza delivered to your hotel room
1.3 Hiring a car at OR Tambo International Airport
1.4 Paying for a flight ticket to Mauritius
1.5 Paying for tickets at the gate to watch a soccer match
1.6 Buying an expensive pair of shoes

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

Answer the following questions.

1. Identify the technology, infrastructure, and other resources that a person doing online banking using a personal computer, might need.

2. Explain the meaning of the following terms in your own words:
   2.1 Internet payment
   2.2 Portable speed point machine
   2.3 Debit card
   2.4 SA Travel Card
   2.5 Pin code

3. Suggest what problems could the following business experience.
   3.1 A shop that depends on a speed point machine for payments
   3.2 A business that depends on customers making internet payments

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Content Topic 2022: Tourist attractions in South Africa

GRADE	10	**SUBJECT**	Tourism				
Topic	**Tourist attractions – Tourist attractions in South Africa**						
ATP	• South Africa tourist information relating to climate, rainfall, capital cities, main languages, airports and harbors in tourism context						

TOURIST ATTRACTIONS IN SOUTH AFRICA

LESSON 1:

Content
South Africa tourist information relating to climate, rainfall, capital cities, main languages, airports and harbors in tourism context

Key words

- Climate
- Capital Cities
- Airports
- Tourism context
- Rainfall
- Main Languages
- Harbours
- Tourist's information

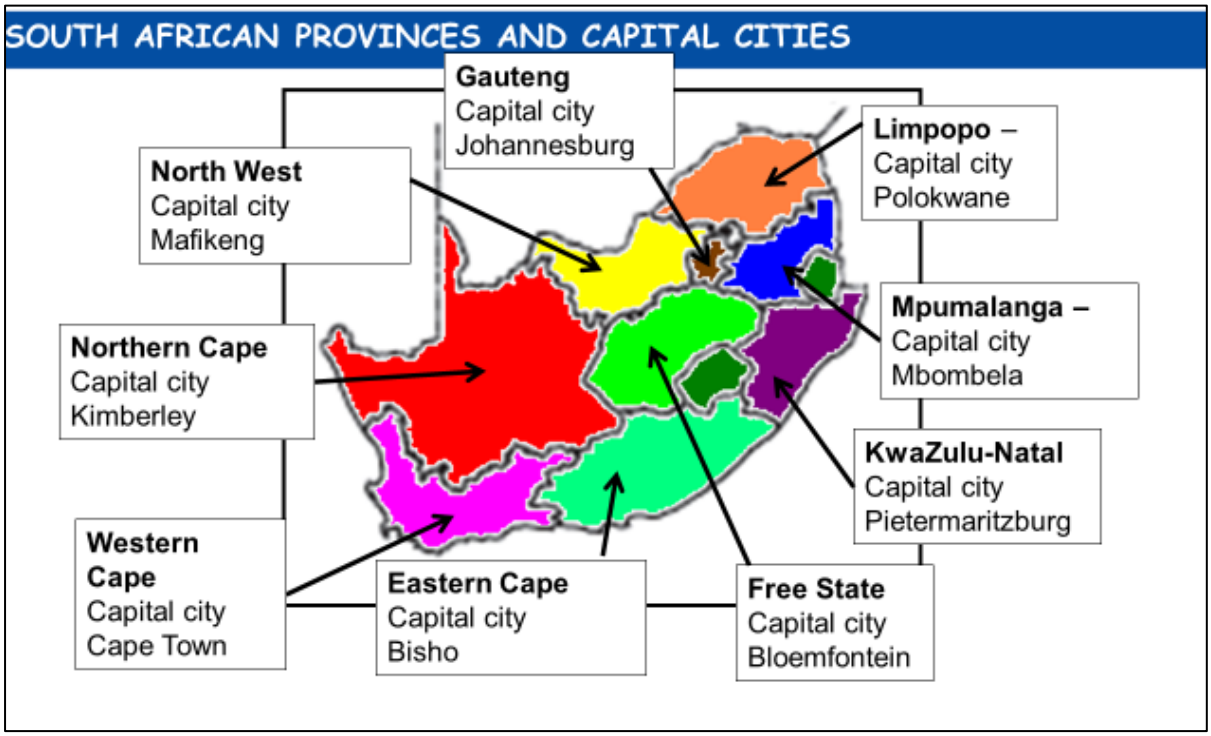
Background
Our tourism industry is built around the nine provinces and what they can offer the tourists. Therefore, tourist's information is a very important part of the trip. The tourist needs to know what the climate and rainfall at their destination is so they can pack accordingly.

They must also have knowledge regarding the airports and harbors to plan their transport and activities for their trip. It is important to know the capital city and the other cities of the province they are visiting as well as the main language of the province. This will help a tourist to prepare for their trip.

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1. South African provinces and capital cities

The map below shows the nine provinces and their capital cities.



2. Climate and rainfall of South Africa

2.1 Climate

South Africa is a unique country where the **climate** varies from region to region. The table below explain the climate in the different provinces.

Western Cape	Mediterranean climate
Eastern Cape	Coastal areas are subtropical and inland is drier and more arid.
KwaZulu Natal	Coastal areas are subtropical and inland is colder and less tropical
Mpumalanga	The Highveld is cooler than the sub-tropical Lowveld.
Limpopo	Warm summers and mild winters
North West	Small desert area, hot summers with afternoon showers, cold winters.
Northern Cape	Arid to semi-arid region
Free State	Hot summers and mild winters, mostly dry weather
Gauteng	Warm to hot summers and mild winters

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2.2 Rainfall in South Africa
Rainfall increases from the West to the East and the most popular time to visit South Africa is in summer thus between December – February.

Western Cape	Coastal areas have winter rainfall while inland areas near the Karoo have little or no rain
Eastern Cape	rain all year but Karoo region have little or no rain
KwaZulu Natal	Summer rain
Mpumalanga	Summer rain
Limpopo	Summer rain
North West	Summer rain
Northern Cape	Low annual rainfall
Free State	Summer rain
Gauteng	Summer rain

3. Main languages of South Africa
South Africa is a unique country with 11 official languages

Western Cape	isiXhosa, Afrikaans and English
Eastern Cape	isiXhosa, Afrikaans and English
KwaZulu Natal	isiZulu, isiXhosa and English
Mpumalanga	SiSwati, isiZulu, Xitsonga and isiNdebele
Limpopo	Sepedi, Afrikaans, English, Tshivenda and Xitsonga
North West	Setswana, Afrikaans, Sesotho, isiXhosa and English
Northern Cape	isiXhosa, Setswana, Afrikaans and English
Free State	Sesotho, Afrikaans and isiXhosa
Gauteng	isiZulu, Afrikaans, Sesotho and English

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4. Gateways - Airports and harbours of South Africa

South Africa have gateways that allow for all modes of transport. Visitors arrive by air, water, rail and road.

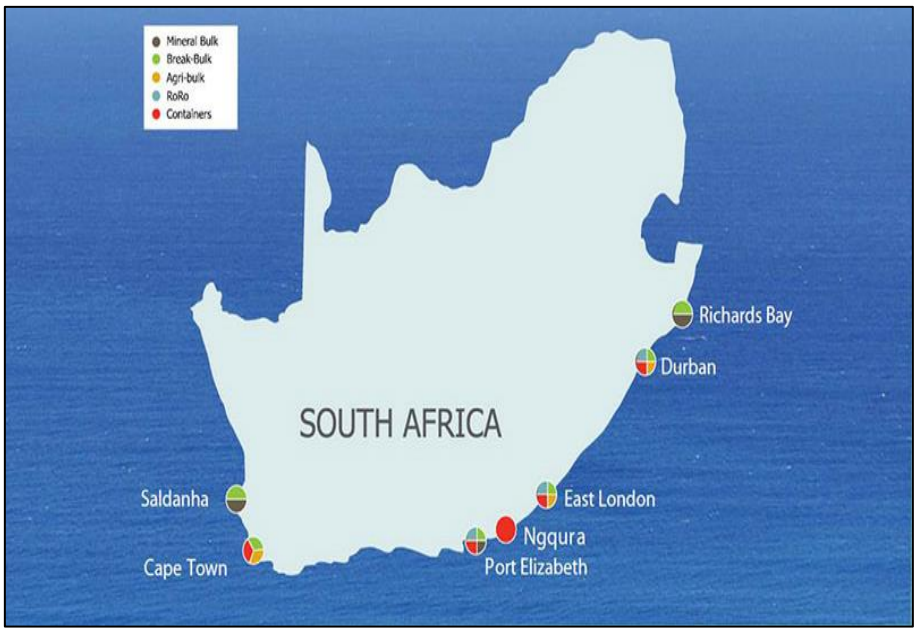
4.1 Air travel – we have three International Airports

- OR Tambo International Airport – Gauteng
- King Shaka International Airport – KZN
- Cape Town International Airport – Western Cape



4.2 Travelling by sea – harbours

- Table Bay in Cape Town
- Durban harbour and Richard's Bay harbour in KZN
- Port Elizabeth harbour and East London harbour in Eastern Cape (Port Elizabeth's new name is Gqeberha)



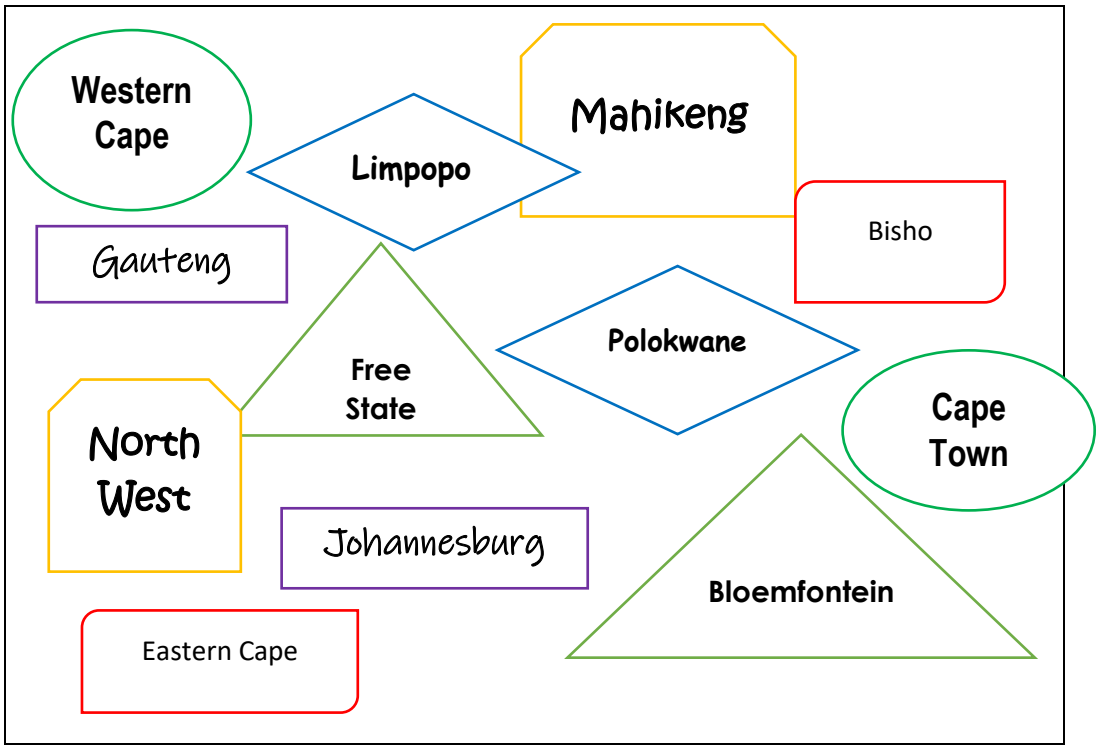
Activity 1:

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

1.1 In which province is UShaka Marine World situated? (1)
1.2 What is the capital city of this province mentioned in 1.1? (1)
1.3 Is there any harbors near UShaka Marine World? Name them. (2)
1.4 What is the main languages they speak in this province? (3)
1.5 Must we pack Summer of winter clothes? Give a reason for your answer. (4)

Activity 2:

2.1 Explain the climate and rainfall of the Western Cape. (3)
2.2 Name TWO main languages spoken in Northern Cape. (2)
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)



Content Topic 2022: Tourist attractions in South Africa

GRADE	10	SUBJECT	Tourism				
Topic	**Tourist attractions – Tourist attractions in South Africa**						
ATP	(World Heritage Sites*) Tourists attractions in the provinces of South Africa under the following headings: ○ Location (proximity to the nearest city or town), ○ short description (main focus of this attraction and a few points of interest) • **Gauteng attractions**: Cradle of Humankind*, Apartheid Museum, Gold Reef City, Soweto (heritage) • **KZN attractions**: iSimangaliso (Greater St Lucia) Wetland Park*, Ukahlamba-Drakensberg Park*(now called Maloti-Drakensberg Park), Durban Beachfront (The Golden Mile/Marine Parade), uShaka Marine World, Comrades Marathon, sardine run • **Western Cape attractions**: Table Mountain, Victoria and Alfred (V&A) Waterfront, Robben Island*, Garden Route, wine routes, Cango Caves and ostrich farms, Cape Argus Cycle Tour, Klein Karoo National Arts Festival						

Assessed in the Exam: Question 4

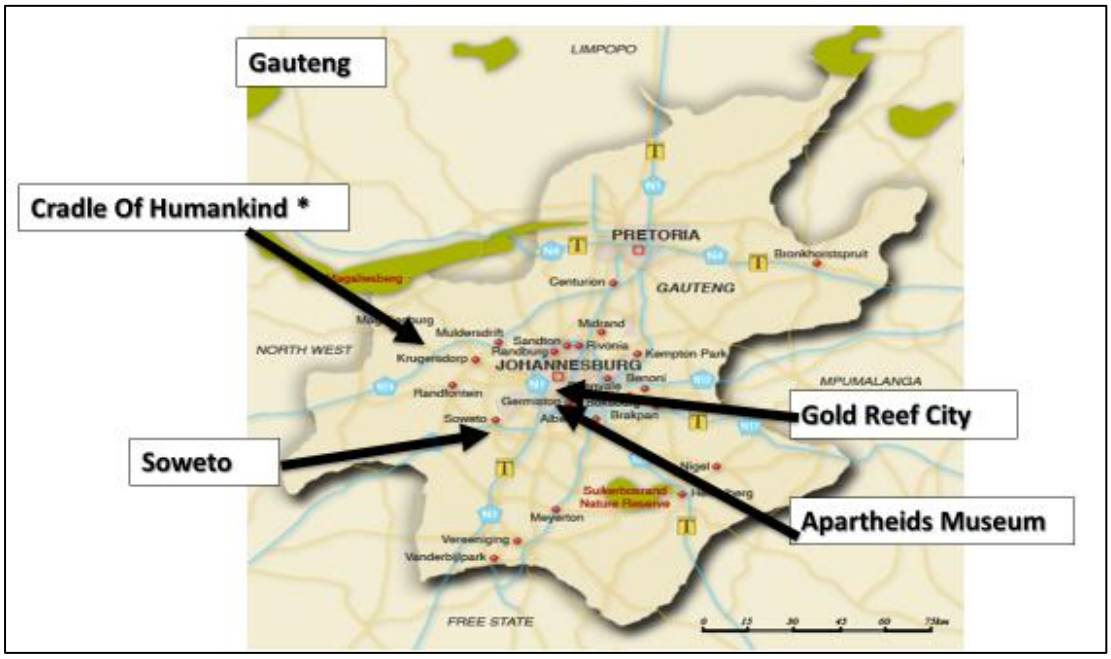
Gauteng attractions

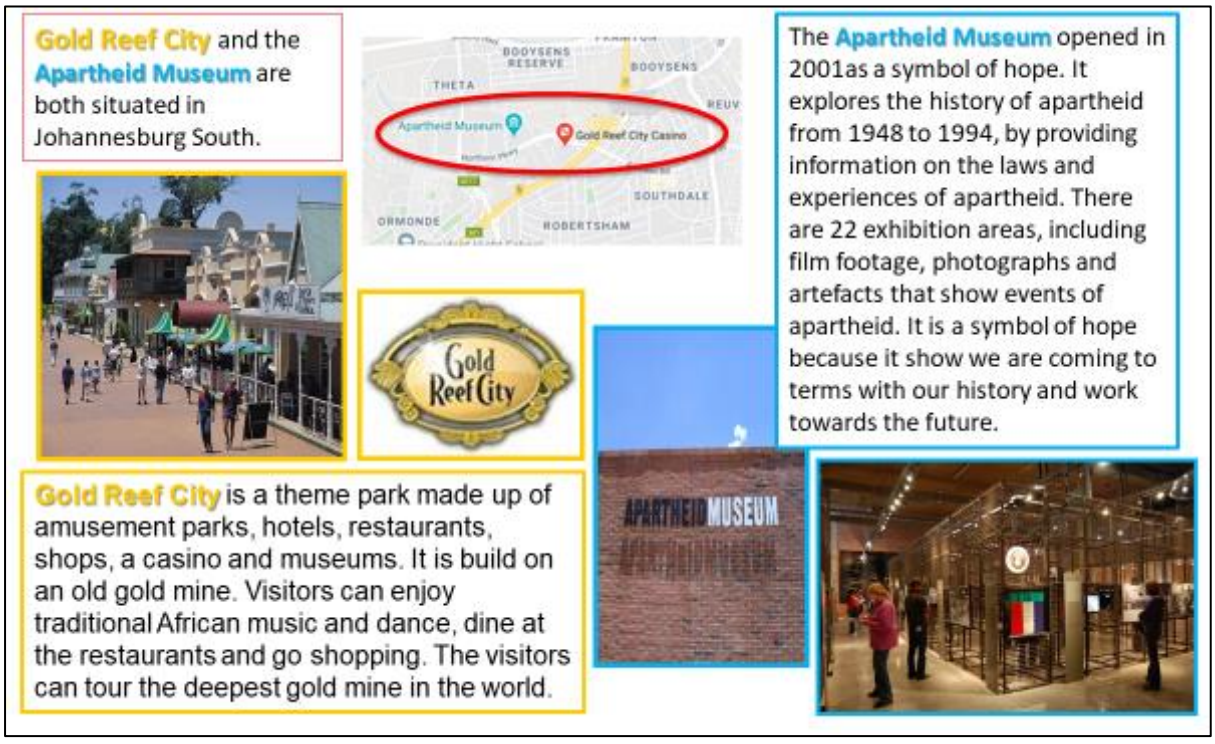
LESSON 2: CONCEPTS

- **Gauteng attractions**: Cradle of Humankind*, Apartheid Museum, Gold Reef City, Soweto (heritage)

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Content


Gauteng
Cradle Of Humankind *
Soweto
Gold Reef City
Apartheids Museum
LIMPOPO
PRETORIA
GAUTENG
NORTH WEST
JOHANNESBURG
MPUMALANGA
FREE STATE


Gold Reef City and the Apartheid Museum are both situated in Johannesburg South.
Gold Reef City is a theme park made up of amusement parks, hotels, restaurants, shops, a casino and museums. It is build on an old gold mine. Visitors can enjoy traditional African music and dance, dine at the restaurants and go shopping. The visitors can tour the deepest gold mine in the world.
The Apartheid Museum opened in 2001as a symbol of hope. It explores the history of apartheid from 1948 to 1994, by providing information on the laws and experiences of apartheid. There are 22 exhibition areas, including film footage, photographs and artefacts that show events of apartheid. It is a symbol of hope because it show we are coming to terms with our history and work towards the future.
Gold Reef City
APARTHEIDMUSEUM



Activity 1:

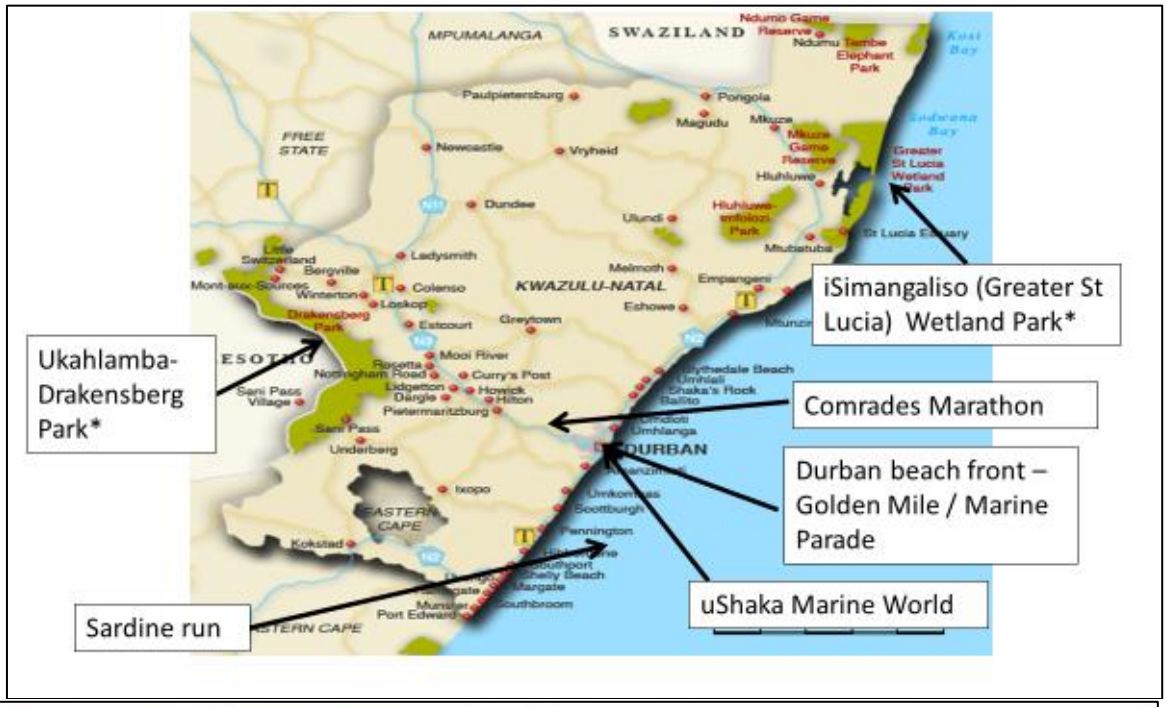
1. What is Gauteng known for?
2. Name the capital city of Gauteng.
3. Explain why the Cradle of Humankind is such a popular attraction.
4. Copy the table below and complete.

Name of the Attraction in Gauteng	Reason for tourist to visit the attraction	Type of tourists who might visit the attraction
1 Soweto		
2 Cradle of Humankind		
3 Gold Reef City		
4 Apartheids museum		

KZN ATTRACTIONS

LESSON 3:

- **KZN attractions**: iSimangaliso (Greater St Lucia) Wetland Park*, *, Ukahlamba-Drakensberg Park*(now called Maloti-Drakensberg Park),, Durban Beachfront (The Golden Mile/Marine Parade), uShaka Marine World, Comrades Marathon, sardine run











Ukahlamba-Drakensberg Park was listed as a World heritage Site in 1999 and is now known as the **Maloti-Drakensberg Park.** This transnational property composed of the uKhahlamba Drakensberg National Park in South Africa and the Sehlathebe National Park in Lesotho. The site has exceptional natural beauty. The site's diversity of habitats protects a high level of endemic and globally important plants. his spectacular natural site contains many caves and rock-shelters with the largest and most concentrated group of paintings in Africa south of the Sahara. Activities: rock climbing, hiking trails, 4x4 trails, horse riding, horse trails, safari's, game viewing, water rafting and viewing rock paintings,

Ukahlamba-Drakensberg Park now known as the **Maloti-Drakensberg Park** comprises Sehlathebe National Park in Lesotho and uKhahlamba Drakensberg Park in South Africa.



uShaka Marine World is located in Durban



uShaka Marine World is an entertainment park on the Golden Mile. There are three main sections: uShaka Sea World (an aquarium complex), uShaka Wet 'n Wild (adventure water park) and uShaka Village Walk (shopping Mall). Activities: watch dolphin shows, visit aquarium, meals, water rides and shark dives



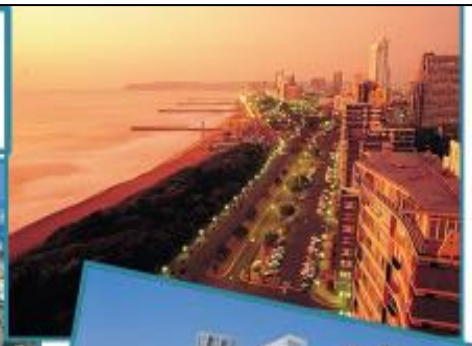






Durban Beachfront runs the length of the beachfront area in the city.









Durban Beachfront is also known as the **Golden Mile or Marine Parade**. This area is dotted with hotels and a wide range of activities including shopping, sunbathing, surfing, swimming and walking along the beach. Tourists can ride on rickshaws or buy African crafts.



The Comrades Marathon is the world's biggest and oldest ultra-marathon. It takes place in June each year between Pietermaritzburg and Durban. The direction alternate each year. The 90km attracts thousands of local and international sport tourists.

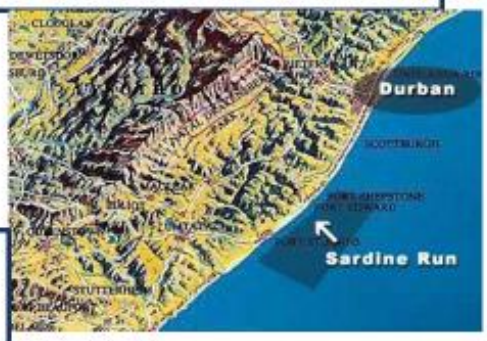


The Comrades Marathon is between Pietermaritzburg and Durban.





The **sardine run** is the annual migration off the Wild Coast during May and July when millions of sardines swim up to KZN coast in search of the warmer water of the Indian Ocean. The Sardine Run attracts other species such as Cape gannets, whales, sharks and dolphins. Annual migration attracts special interest tourists and educational tourists.



The **sardine run** is located on the west coast of KZN.

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.

2. State why Maloti-Drakensberg Park is a World Heritage Park.

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

   3.1 The Golden Mile

   3.2 The Sardine Run

WESTERN CAPE ATTRACTIONS

LESSON 4:

- **Western Cape attractions**: Table Mountain, Victoria and Alfred (V&A) Waterfront, Robben Island*, Garden Route, wine routes, Cango Caves and ostrich farms, Cape Argus Cycle Tour, Klein Karoo National Arts Festival

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Table Mountain is situated at the south-western tip of Africa. It overlooks Cape Town and Table Bay





Table Mountain is a world famous landmark. Its top is flat like a table. It is part of the Table Mountain National Park (TMNP) and has various hiking paths, a cableway and a restaurant at the top. The park is rich in fauna and flora, many species are found only here such as the endangered ghost frog and 200 plant species found only here. Table Mountain was selected as one of the New Seven Wonders of Nature 2011.

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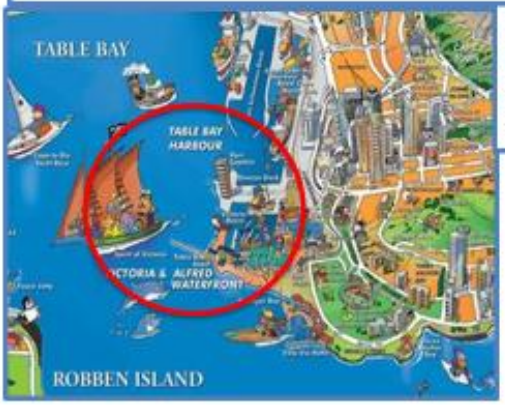


Table Mountain Aerial Cableway – is a very popular attraction in Cape Town. It takes about 5 min to the top, it have huge windows so that all passengers get a 360° aerial view. It receives about 800 000 visitors a year.
Tourists activities: hiking up Table Mountain, bird-watching and abseiling.

Victoria and Alfred (V&A) Waterfront is part of the working harbour in Table Bay Cape Town and is set against the backdrop of Table Mountain. It attracts millions of visitors each year and is popular because of its view, world class hotels, restaurants and large shopping mall. The Two Oceans Aquarium is situated here. Tourist activities: helicopter rides, boat trips, shopping, museums, galleries, entertainment venues, cinemas and a amphitheatre. Also the departure point for tours to Robben Island.







Victoria and Alfred (V&A) Waterfront is a commercial harbour in Table Bay in Cape Town.



ATTRACTIONS IN WESTERN CAPE

Robben Island is situated in Table Bay in Cape Town. It is about 7 km away from Cape Town







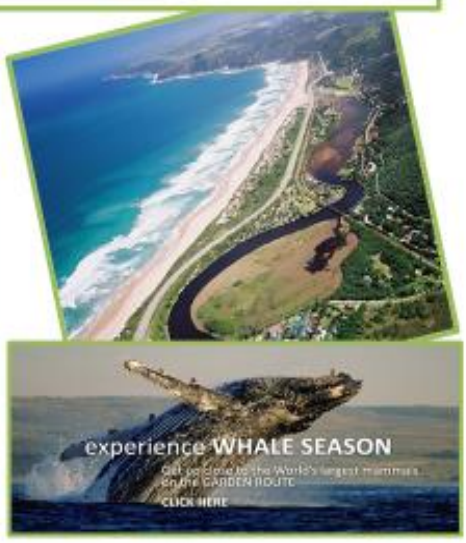




Robben Island is famous as the prison where Nelson Mandela spent 18 of his 27 years of imprisonment. It was declared a World Heritage Site in 1999. Tourists can visit Nelson Mandela's prison cell and other historical sites on the island such as Kramat Shrine for Muslim Pilgrimage, leaper's graveyard, Robert Sobukwe House. Variety of plants and animal life on the island. Daily tours include a ferry trip, an island tour and a prison tour.



The Garden Route is situated on the popular stretch of the south-eastern coast of SA. Is the N2 coastline between Eastern and Western Cape.



The Garden Route lies between the sea and the mountains and includes the Tsitsikamma Forest. The official Garden Route starts in Mossel Bay in the west, and ends at Storms River in the east. It passes through seaside towns like Mossel Bay, Knysna, George, Wilderness, Sedgefield, and Plettenberg Bay. George is the larges town and the gateway to the Garden Route. There are many historical and cultural attractions – museums, churches and historical landmarks. It offers Whale and dolphin watching, hiking and wildlife safaris, golf, scuba diving, paragliding and abseiling.



The Cape wine routes are some of the most scenic in the world. Tourists can visit the vineyards and taste wines. The more well-known routes include the cellars around Paarl, Stellenbosch, Wellington and Franschhoek. Activities – wine tasting, cycle or walks through vineyards, accommodation and restaurants on the farms.

The Cape wine routes is situated between the N1 and N2 covering a vast number of wine-producing areas.

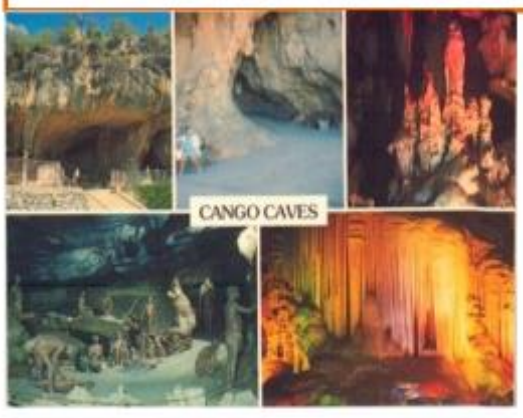








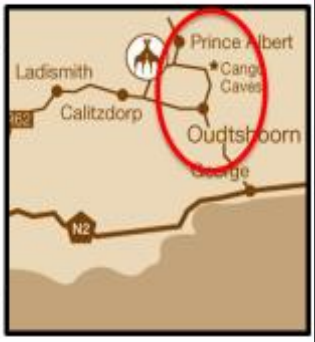
Cango Caves are at the foothill of the Swartberg Mountain. The caves are in a limestone ridge and about 4km long. The guided cave tours is popular with tourists. There is thousands of beautiful dropstone formations in the caves. Cango Caves offers cave tours where parts of the caves can be visited with tour guides.





There are many **Ostrich farms** near Oudtshoorn. Major attractions include buying Ostrich products, riding on the ostriches, ostrich races and guided tours.

The **Cango caves** and **Ostrich farms** are situated near Oudtshoorn. Cango Caves are about 29km outside Oudtshoorn.



Cape Argus Cycle Tour is an annual 109km cycle race that takes place in Cape Town in March. The route includes some of the most scenic spots in the world. It is the world's largest individually timed cycle race – more than 35 000 cyclists from over the world take part every year. Sport and recreational tourists take part in the race.







Cape Argus Cycle Tour is a taking place in Cape Town. It start in the city centre to Chapman's Peak and Hout Bay and ends in Green Point.

ATTRACTIONS IN WESTERN CAPE

Klein Karoo National Arts Festival (KKNK) is an annual Afrikaans cultural festival in Oudtshoorn. The festival celebrates Afrikaans music, culture, theatre and art with a variety of talented performances. Tourists book accommodation in the area and enjoy meals at the local restaurants and stalls.



KLEIN KAROO NATIONAL ARTS FESTIVAL

Klein Karoo National Arts Festival in Oudtshoorn.



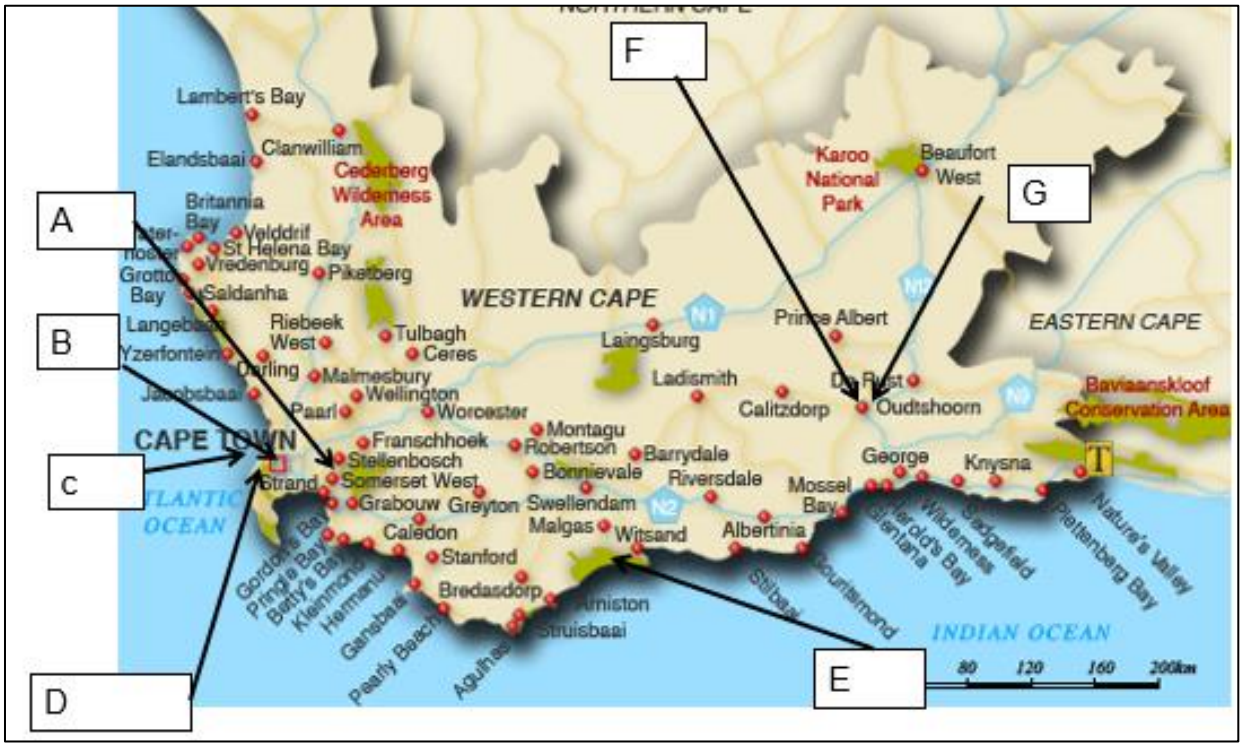






Activity 3:

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



1.1 Which letter represent the Garden Route?

1.2 What can tourists experience when they visit the Garden Route?

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.

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.

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

Content Topic 2022: Sustainable tourism

GRADE	10	**SUBJECT**	Tourism				
Topic	**Sustainable and responsible tourism- Sustainable tourism**						
ATP	• Concept: sustainability, sustainable practices in tourism businesses • The three pillars of sustainable tourism (planet, people, profit) - Environmental: impact of tourism businesses on the natural environment - Social: impact of tourism businesses on local communities - Economic: impact of tourism businesses on local communities.						

Assessed in the Exam in: Section D

SUSTAINABLE TOURISM

Concepts:	
Sustainability	- meeting our own needs without compromising the ability of future generations to meet their own needs. - the capacity to keep going: the process of keeping something the same or in better condition for the future. - Living within the limits the environment can provide - Equal distribution of resources - Understanding the connections between economy, environment and society

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Sustainable tourism practices	- Be well planned, indicating acceptable changes - Encourage local community involvement - Promote local pride - Generate local employment - Support local enterprises - Support existing infrastructure and improve local services - Monitor impacts in order to minimize and reduce environmental impact - Provide income that is kept in the local community - Make optimal use of environmental resources – maintain the essential ecological processes, help to conserve natural heritage and biodiversity - Respect socio-cultural authenticity of local people, help conserve the heritage, traditional values, promote intercultural understanding - Ensure long-term economic operations, provide socio-economic benefits to stakeholders
Tourism can have negative impacts	- Without resources, tourism cannot exist - Tourism can cause inappropriate development that is not sensitive to the environment - Tourism can cause loss/change of natural habitat - Tourism can cause negative effects on wildlife - Tourism can cause pollution - Tourism can cause overcrowding and traffic congestion - Tourism can cause wear and tear of riverbanks - Tourism activities can lead to the deterioration of the environment overall

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THE THREE PILLARS OF SUSTAINABLE TOURISM (PLANET, PEOPLE, PROFIT)

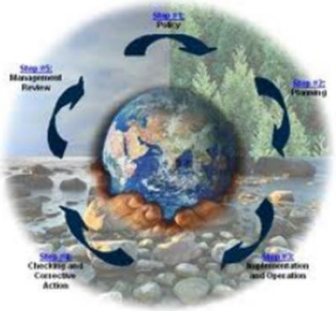


- Tourism businesses have a responsibility to ensure that tourism is managed so that positive impacts are increased, and negative impacts are decreased.
- Sustainable tourism businesses benefit the planet by using the environment's natural resources responsibly and aiming to replace and repair rather than use up the natural resources, by celebrating cultural differences and preserving traditions and building the economy by creating tourism-related jobs for local communities living in tourists' areas.
- The three pillars are used to measure the impact of tourism.
- All stakeholders need to ensure that tourism is sustainable.

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THREE PILLARS OF SUSTAINABLE TOURISM	
PLANET: ENVIRONMENT - Impact of tourism on the natural resources	
NEGATIVE IMPACT	
Air pollution - Exhaust gasses from cars, buses, airplanes 	Visual pollution – Big buildings in beautiful nature 
Noise pollution – caused by airplanes, vehicles, tourist playing loud music 	Increase in solid waste – littering, paper waste 
Increase in liquid waste – chemicals, sewage  	Pressure on resources – tourists use more water when on holiday 

Degradation of fauna and flora – erosion, changes in wildlife behavior because tourists feed animals  	Loss of natural habitat – construction 
Congestion – more tourists causes more traffic 	Vandalism – damage done by tourists removing things, scratching or writing on objects 

POSITIVE IMPACT	
Increase in nature conservation 	Increase in biodiversity 
Improvement in man-made environments: more appealing Central Business Districts 	Improvement in environmental management systems 

PEOPLE: SOCIAL: Impact of tourism businesses on the local community	
NEGATIVE IMPACT	
Increase in crime and violence 	Negative tourist behavior – disrespect, drunkenness 

Money spent in tourism in not fed back to local community 	Tension between tourists and locals 
POSITIVE IMPACT	
Cultural changes 	Tourism creates awareness of different traditions, cultures and art forms 
Tourism helps create understanding between cultures 	Local communities absorb new ideas, interests and values from tourists 

Local community takes pride in own culture  	It leads to promotion of education and development of the local cultures 
PROFIT: ECONOMY: Impact of tourism businesses on the local community	
NEGATIVE IMPACTS	
Inflation – prices of goods and services increase 	Leakage – owners may take profits out of the area 
External costs – electricity, supply and waste removal  	Overdependence on tourism: economy only has tourism as income generator 

POSITIVE IMPACTS	
Tourism is an income generator 	Tourism creates employment 
Tourism brings money into the country 	Tourism generates investment 
Reduce the negative impacts by doing the following:	- Employ local residents - Buy from local suppliers - Include local content in products - Sell locally produced arts and crafts

Activity 1

1.1 Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question number (1.1.1-1.1.5) on your answer sheet, for example 1.1.6 C.

1.1.1 Sustainability can be defined as:
A. Understanding the connections between economy, environment, and safety.
B. Living within the limits the environment can provide.
C. The ability to create new resources for the future.
D. Equal distribution of money and water.

1.1.2 This pillar of sustainability creates positive awareness of cultural heritage and national pride:
A. Economic
B. Social
C. Environmental
D. Political

1.1.3 The promotion of indigenous flora and fauna is an example of this type of responsible and sustainable tourism:
A. Corporate Social Investment
B. Environmental Responsibility
C. Economic Responsibility
D. Social Responsibility

1.1.4 If a tourism business practices the triple bottom-line approach, it will lead to …. Tourism.
A. Irresponsible
B. Practical
C. Sustainable
D. friendly

1.1.5 South Africa should ease the border restrictions for incoming tourists to recover from the negative impact of Covid-19 because tourists bring money into the country, this will support…

A. Tourism industry
B. Social pillar
C. Economic pillar
D. Environmental pillar (5)

Activity 2
Community involvement has many benefits. Match the community involvement in column A with the benefit in Column B.

Column A – Community involvement	**Column B – Benefit achieved**
2.1 Selling handmade crafts	A. Helping to implement decisions
2.2 Performing traditional dances	B. Conserving the environment
2.3 Being involved in decision making	C. Entertaining tourists and preserving cultural heritage
2.4 Helping to protect the environment	D. Becoming more knowledgeable about the area
2.5 Communicating positively with tourists	E. Sharing the culture and lifestyle with other people
2.6 Leading and guiding tours	F. Earning income
2.7 Conducting traditional village tours	G. Breaking down cultural barriers

(7)

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Activity 3

3. Read the case study below and answer the following questions.

Hotel Sustainability in the Hospitality Industry



Hotel sustainability is a very important factor for the future of the hospitality industry. "Sustainability" – it's more than just a buzzword, and it has taken the industry by storm, and why not?

They say we don't inherit the earth from our ancestors, we borrow it from our children, so, it's our responsibility to ensure that we take care of the world they'll need to live in long after we're gone!

And, if it's as simple as minimizing our carbon footprint while still enjoying or providing-luxury travel and excellent service provision, why wouldn't we go for it?

The world practically coming to a standstill because of the Covid-19 pandemic has shown us, beyond a shadow of a doubt, that reducing our carbon footprint has a real-world impact on the health and wellbeing of our planet.
So, now that we have been given a leg up in our efforts to restore the balance, let's capitalize on it and focus on bringing sustainable practices into the revitalized hospitality industry whenever and wherever possible!

Even though the hospitality industry at large has yet to achieve complete carbon neutrality, eco-friendly hotels and other hospitality industry providers are becoming increasingly prevalent, as consumers and travelers demand that their service providers demonstrate an awareness of their environmental impact.

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3.1 Indicate the reason for sustainability (2)

3.2 Indicate the THREE pillars of sustainable tourism. (3)

3.3 List FIVE ways in which the tourism negatively impacts the environment. (5)

3.4 Identify FOUR positive social impacts of tourism. (4)

3.5 Explain a way in which tourism businesses can reduce negative economic impacts of tourism. (4)

3.6 The case study above highlights the need to minimize the carbon footprint on accommodation establishments. List THREE ways in which accommodation establishments can reduce their carbon footprint. (3)

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Content Topic 2022: Responsible tourism

GRADE	10	**SUBJECT**	Tourism				
Topic	**Responsible tourism:**						
ATP	• The concept: responsible tourist behaviour towards the environment • Rules for tourist behaviour in the natural environment • Good environmental practices such as litter control, conservation of energy, water, and other scarce resources						

Assessed in the Exam: Section D

THE CONCEPT: RESPONSIBLE TOURIST BEHAVIOUR TOWARDS THE ENVIRONMENT	• Responsible tourist behaviour means taking responsibility for all your actions, whether you are a tourist, a manager of a hotel or a taxi driver. • 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

RULES FOR TOURIST BEHAVIOUR IN THE NATURAL ENVIRONMENT	
Do not remove plant or animal material from the area you visit 	Do not litter 

Do not feed the animals 	Hunting and poaching is not allowed 
Walk only on existing trails 	Vehicles must remain on existing roads 
Do not vandalise anything in the area 	Do not leave any fire unattended 
Do not waste water and other natural resources 	

<table>
<tr><th colspan="2">GOOD ENVIRONMENTAL PRACTICES</th></tr>
<tr><td>LITTER CONTROL
• Provide rubbish bins
• Separate bins to provide for recyclable materials
</td><td>CONSERVATION OF ENERGY
• Switch off all electric appliances not in use
• Make use of public transport
• Use environmentally friendly energy
</td></tr>
<tr><td>CONSERVATION OF WATER
• Shower instead of bathing
• Re-use towels, don’t wash everyday
• Use refillable water containers with tap water
• Ensure taps are properly turned off
</td><td>CONSERVATION OF SCARCE RESOURCES
• Don’t buy products from endangered species
• Don’t support restaurants that serve endangered species
• Support businesses contributing to conservation
</td></tr>
<tr><td>DESIGN NEW BUILDINGS TO HAVE MINIMUM IMPACT TO THE ENVIRONMENT
• Do an environmental impact study before building new complexes/hotels
</td><td>USE LOCAL RESOURCES RESPONSIBLY
• Be aware of local resources, use responsibly
</td></tr>
</table>

REDUCE FOOD MILES – USE LOCALLY PRODUCED FOOD • Buy fruit and vegetables from farmers in the area • Don't use imported food 	INVEST IN SPECIES AND HABITAT CONSERVATION • Donate to an local conservation organization 

RESPONSIBLE TOURISM

ACTIVITY 1

Four options are provided as possible answers to the following questions. Choose the answer and write only the letter (A-D) next to the question number (1.1-1.3) on your answer sheet, for example 1.4 C.

1.1 Responsible tourism means to travel and do tourism business in such a way that you are taking care of the environment and the tourism industry.
Being a responsible tourist means:
A Feeding the hungry animals at the game reserve
B Being creative and leave your mark writing your name on the wall of the attraction
C Walking only on existing trails
D To always use imported goods

1.2 The best advice a hotel could give its guest to save water, as part of the hotel's responsible and sustainable practice, is to…
A Shower instead of bath
B Wash themselves in the hotel's swimming pool
C Bath instead of shower
D Keep quiet about the water issue

1.3 It's heartless to eat endangered species. South Africa convinces many travelers to indulge their wilder sides responsibly, this is to help in …
A Keeping travelers healthy and safe from getting sick
B Conservation of scarce resource
C Supporting all businesses as a responsible tourist
D Promoting eating healthy

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ACTIVITY 2

2.1 Look at the picture below and answer the questions that follow.



2.1.1 Define the term responsible tourist behaviour (2)

2.1.2 Name THREE good environmental practices tourists can adopt to ensure responsible tourism (3)

2.2 Read the statement below and answer the question that follow.

If we are privileged enough to travel, we have the responsibility of traveling in a way that honours the earth. Our exploring should benefit us, the people, place, and wildlife we are visiting.



2.2.1 Mention THREE rules for tourist behaviour in the natural environment.

(3)

[8]

ACTIVITY 3



1

3.1 Refer to the images (1-3) and explain the importance of each image with regards to responsible tourist behavio



2



3

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

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

ACTIVITY 4

4.1 Tourists need to act RESPONSIBLY when they are on holiday.
Create an A4 sized POSTER with a clear set of RULES for the tourist in a **NATURAL ENVIRONMENT**.

Mark allocation is based on:

5 Rules for the natural environment	(5)
Creativity	(1)
	[6]

4.2 To ensure a pleasant and successful trip through any South African national park it is essential that you adhere strictly to the regulations which are intended for your protection and enjoyment.



Use the symbols above and create a responsible tourism pledge that each tourist must sign at the gate of the National Park.

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

Grade	10	Subject	Tourism				
Topic	**Marketing of tourism products, services, and sites**						
ATP	**Marketing of tourism products, services, and sites:** • Concepts: marketing, market research, target markets, market share, competitive edge, core and niche markets • The purpose of marketing tourism products and services • Market research: - The process of market research: consider factors such as the potential customer, broader target market, competition, distribution of products, financing, marketing mix (the five "Ps" of marketing mix: product, promotion, price, place, people) - Resources required for market research (budget for outsourcing to dedicated research specialists, cooperative research groups, individual research) - Managing market research (set time frames, target dates, implementation dates)						

Concepts

Marketing 	All the activities or processes a company do to create a value for their product, service so that customers will buy or use it to satisfy their needs.
Tourism products	The product is what the tourism business are offering for example the holiday package or the cruise.
Tourism services	This is what the tourism business can do for you for example they are doing the booking for your flight, or they do the reservation.
Tourism Sites	It is a place that people visit for pleasure and interest, usually while they are on holiday as tourists.
Market research 	When you ask several people or do research on a group of people to see if there is a demand (if they want) for the product or service.
Target market	The group of people that you want to buy your product

Market share 	The percentage or part of the total sales of the product that one company have compared to other companies e.g., if 1000 cokes are sold one company sold 10% thus, they sold 100 of the 1000 cokes so their market share is 10%.
Competitive advantage or USP (Unique Selling Point)	When you have an advantage over your competition because you are offering something better or different. What the business does to stand out from their competition. 
Core market	This is the large group of people that will buy or use the product or service for example the group of people that will go to the most popular places.
Niche market	• Niche Market is a small, specialized market for a particular product or service. It is the special interest groups (SIT - special interest tourism) Example of a niche market in Tourism: Birdwatchers – they travel to destinations to watch the specific bird species.

The purpose of marketing tourism products or services. Here you will ask the question why we are marketing these products?

1. You can identify the needs of the potential clients
2. You want to keep the customers happy to have repeat clients
3. You want to develop tourism products to meet the needs of the potential clients.
4. You want to inform the customers of the products and services you offer.
5. You want to work out what is your competitive advantage.
6. You want to set affordable and competitive prices.

Activity 1

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

Clues:

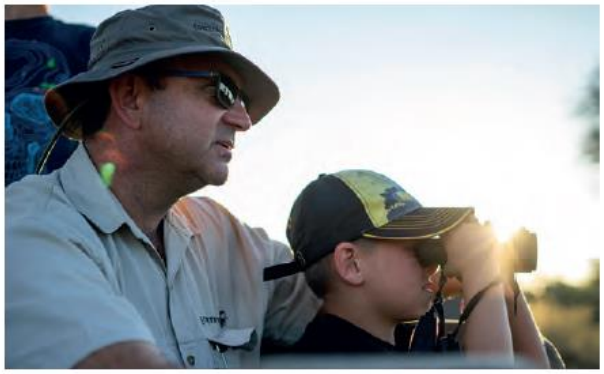
1 A small, specialized market for a particular product or service
2 A group of customers to whom a business wants to sell its tourism products
3 A market segments that provide the most business
4 Gather and analyse information and data about customers and markets
5 Business offer customers something unique or special
6 Any service offered to tourists such as laundry service at the hotel
7 A place that people visit for pleasure and interest, usually while they are on holiday as tourists
8 It is the indicator of how well the business is doing against its competitors
9 What organisations do to place their products and services in the hands of the target market
10 It is all the goods and services available to the customers

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1																		
2																		
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8																		
9																		
10																		

2. Explain how competitive advantage can affect your market shares.

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.

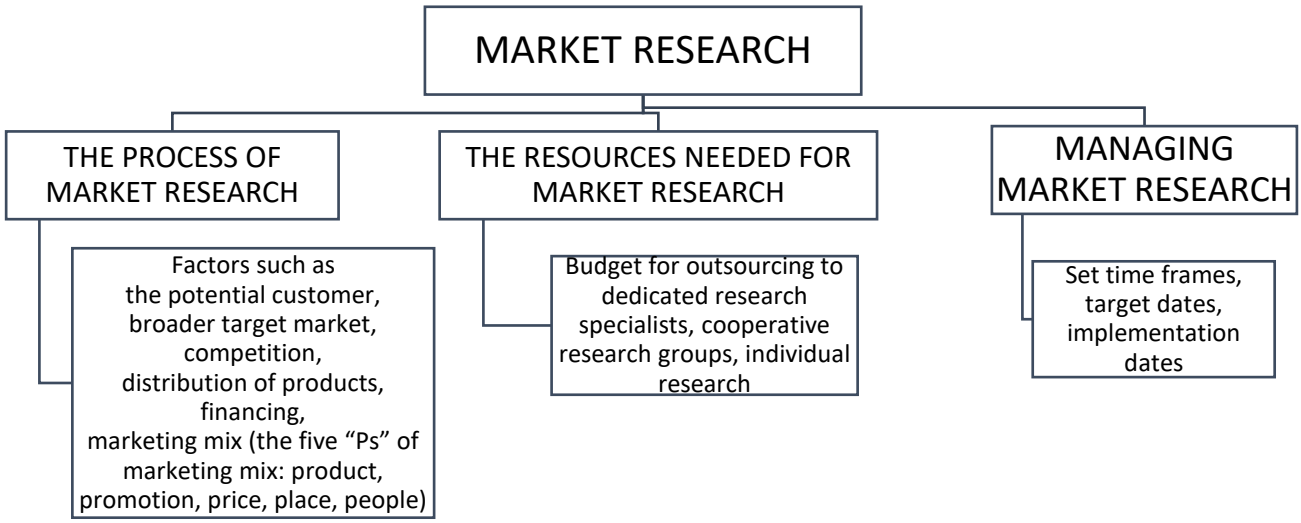
3.1 Name the company that is advertising.

3.2 Identify the name of the product they are offering.

3.3 Name the THREE places where this product is offered.

3.4 Explain who is the target market of this product.

Market research:



The process of market research:
Factors such as the

Potential customer	Consider who is your potential customer – research to find out the age, needs, expectation etc.	
Broader target market	Consider who is the broader target market you want to reach. Research the type of product or service they want to use or buy.	
Competition	Know who is the other businesses that offer the same products and services – look for your competitive advantage.	
Distribution of products	How will you get the product to the target market for example use social media	
Financing	You must develop a budget and calculate if the product or venture will be profitable.	
Marketing mix: the five "Ps" of marketing mix: product, promotion, price, place, people	Product	Describe what the product or service is – include features and packaging.
	Promotion	Describe how will you advertise your product - will you use social media or a magazine/
	Price	What is the price of the product that your target market would pay and for you to still make a profit
	Place	How will you get your product to the people or how will they get the product?
	People	Include the employees and how they should handle customers and also who is the customers?

The resources needed for market research

There are many resources needed. If your business doesn't have people that can assist with some of the processes, you can set a budget to outsource the work. Budget for outsourcing means you will get dedicated research specialists, cooperative research groups or do individual research.

Managing market research

In order to plan and follow through with the research you need to set time frames, target dates and implementation dates. All these dates are target dates you need to reach to be able to market the product successfully.

- To set time frames you need to decide on times that you will follow to complete the products on time.
- To set target dates you need to decide on realistic dates when you follow up on the progress and if the goals are met.
- Implementation dates – it is the final date when you want to implement the marketing of the products or services.

Activity 2

1. Explain what could go wrong if a business does not do market research.

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/case-studies/tsogo-sun-case-study]

2.1 Identify the challenge they experienced with their marketing campaigns.

2.2 Write down their need they identified.

2.3 Give a reason why they created the new strategy.

2.4 In your opinion who is the target market of Tsogo Sun.

Well done on working to the end! Now you are able to do extra work in 2022!

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