TOURISM SELF STUDY GUIDE

GRADE 10

PART 1



TABLE OF CONTENTS

ACKNOWLEDGEMENT **3**

OVERVIEW **4**

SECTION 1: SHORT QUESTIONS (ALL TOPICS) **7**

SECTION B: MAP WORK AND TOUR PLANNING **22**

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING **34**

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM **40**

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE **55**

ACKNOWLEDGEMENTS

The Department of Basic Education wishes to thank and acknowledge the following provincial education districts and schools for permission and use of their examinations and tests to compile this self study guide.

Ekurhuleni North District

Gauteng West District

Tshwane North District

Tshwane South District

Vhembe District

Ahmed Timol High School

Chatsworth High School

Clocolan High School

Kingsway High School

Suiderlig High School

Whilst every effort has been made to acknowledge the sources of the information contained herein, we would like to apologise for any exclusions or omissions.

OVERVIEW

1.1. This self study guide is aimed to assist Grade 10 learners and teachers with the following:

- To **master** the grade 10 Tourism content
- Expose learners to **different questioning styles** and techniques
- Demonstrate to learners how to **answer questions** in the examinations and tests.
- Assist learners **to prepare** for the final examination
- Assist learners **to revise** the content that they have studied
- Allow learners **to measure** their understanding of the different topics
- **Familiarise learners** with the format of the final question paper

This guide should not be used to replace classroom teaching, but as an addition to teaching.

1.2. Tourism Grade 10

The subject Tourism consists of the following topics:

- Tourism sectors
- Map work and tour planning
- Tourism attractions
- Sustainable and responsible tourism
- Domestic, regional and international tourism (*in and out of South Africa*)
- Culture and heritage tourism
- Foreign exchange
- Communication and customer care
- Marketing

1.3. Format of the final end of year question paper

- Consists of FIVE sections namely, SECTION A, B, C, D and E.
- All the questions are compulsory
- Number your answers correctly.
- Start each Question on a new page.
- Use the mark allocation as a guide to the length of each expected answer.
- Unless otherwise instructed, all questions should be answered in full sentences
- The three hours provided should be developed

Use the following table to help you divide your time for each section.

SECTION A	Short Questions	40 marks	20 minutes
SECTION B	Map work and Tour Planning	30 marks	30 minutes
SECTION C	Tourism Attractions, Culture and Heritage Tourism, and Marketing	50 marks	50 minutes
SECTION D	Tourism Sectors, Sustainable and Responsible Tourism	50 marks	50 minutes
SECTION E	Domestic, Regional and International Tourism, Communication and Customer Care	30 marks	30 minutes

General tips to prepare for Tourism examinations

- ✓ Preparation for your examination begin on the first day of class and include:
  - paying attention during class,
  - taking good notes,
  - studying regularly,
  - completing homework assignments and
  - summarise chapters / topics from your textbook on a regular basis.
- ✓ Plan your time, start early with your examination preparation to make sure you have sufficient time to study so that you are well prepared for the examination.
- ✓ Form a study group with some of your classmates, where you discuss the work and help each other.
- ✓ Read each topic before you go to class, it will assist you to understand better.
- ✓ Use your workbook / notebook or exercise book or any material from class examinations, home work, sample problems, class notes to revise and practice.
- ✓ Don't try to pull an all nighter. Get at least 6 - 8 hours of sleep before the examination.
- ✓ Put the main ideas/information onto a one pager that can be quickly reviewed many times, this makes it easier to retain the key concepts that will be on the examination.
- ✓ Set your alarm and have a backup alarm set as well for the day of the examination.
- ✓ Eat before a examination. Having food in your stomach will give you energy and help you focus but avoid heavy foods which can make you tired sleepy.
- ✓ Show up at least 30 minutes before the examination will start.
- ✓ Go to the bathroom before walking into the exam room. You don't want to waste any time worrying about your bodily needs during the examination.
- ✓ Bring at least two pens/pencils with good erasers, a calculator with enough batteries and any other resources that your instructor allows you to.
- ✓ Bring a watch to the examination so that you can better pace yourself.
- ✓ Keep a positive attitude throughout the whole examination and try to stay relaxed. If you start to feel nervous take a few deep breaths to relax.

- ✓ Keep your eyes on your own paper, you don't want to appear to be cheating and cause unnecessary trouble for yourself.
- ✓ When you first receive your examination, do a quick survey of the entire question paper so that you know how to use your time.
- ✓ Read the entire question and pay attention to the details, underline keywords before attempting the answer. Always read the whole question carefully. Don't make assumptions about what the question might be.
- ✓ Write legibly. If the marker can't read what you wrote, they'll most likely mark it wrong.
- ✓ If you don't know an answer, skip it. Go on with the rest of the examination and come back to it later. Other parts of the examination may have some information that will help you out with that question.
- ✓ Don't worry if others finish before you. Focus on the examination in front of you.
- ✓ Make sure you have at least 5 minutes left when you are finished to look over your answers again. Make sure that you have answered all the questions. Only change an answer if you misread or misinterpreted the question because the first answer that you put is usually the correct one. Watch out for careless mistakes and proofread your essay and/or short answer questions.
- ✓ Double check to make sure that you put your first and last name on the answer sheet.
- ✓ When you get your answer sheet back, look it over and do corrections for all the answers you have wrong. It will help you when you prepare for the next examination.

Tips to answer Multiple Choice Questions

- ✓ Read the entire question before you look at the answer.
- ✓ Close the options and try to come up with the answer in your head before looking at the possible answers, this way the choices given on the examination won't throw you off or trick you.
- ✓ Read all the choices before choosing your answer.
- ✓ Eliminate answers you know aren't right. It will help you to make an educated guess and select an answer if you are not sure.
- ✓ Don't keep on changing your answer; usually your first choice is the right one, unless you misread the question.
- ✓ Don’t leave any question unanswered, even if you are uncertain. Use the elimination process to make an educated guess.

SECTION 1: SHORT QUESTIONS (ALL TOPICS)

1.1 Choose the correct answer and write only the letter next to the question number, for example 1.1.30 A

1.1.1 This type of tourism deals with people from a specific geograpical area, such as the SADC countries, who travel within that area.

A Domestic tourism
B Regional tourism
C International tourism
D Outbound Tourism

1.1.2 These young people take time off from formal education to travel, do volunteer work in another country or work and earn money.

A Backpacking tourists
B Special interest tourists
C Gap year tourists
D Incentive tourists

1.1.3 This is a tool used by travel agents to help them put together a package suited to the tourist needs, preferences and requirements.

A Tourist profile
B Maslow's Hierachy of Needs
C Itinerary
D Schedule

1.1.4 This type of transport is often used as a means of transport in the rural areas.

A metered taxis
B hot air ballooning
C donkey carts
D camels

1.1.5 In the accommodation sector, identify the facility that can be referred to as in-room technology.

A complimentary tea and coffee
B extra blanket
C baby cot
D electronic key card

1.1.6 The government department that is responsible for issuing passports to South Africans.

A Department of Trade and Industry
B Department of International Affairs
C Department of Home Affairs
D Department of Economic Development

1.1.7 The 0° line of longitude is also called …

A the Greenwich Meridian.
B the equator.
C the International Date Line.
D time zone.

1.1.8 GPS stands for …

A General Positioning System
B Global Post System
C General Position Systems
D Global Positioning System.

1.1.9 These maps include mountains, vegetation regions, rivers and dams.

A Physical Map
B Political Map
C Tourist Information Map
D Road Map

1.1.10 The following countries are found on the continent of South America.

A New York ; Canada
B New Zealand ; Australia
C South Africa ; Namibia
D Brazil ; Argentina

1.1.11 A meal that offers, fruit, cereals, cooked hot light dishes, tea, coffee and juices with a set price where guests help themselves.

A. Buffet
B. Buffet breakfast
C. Continental breakfast
D. English breakfast

1.1.12 A set menu where guests choose a meal that has a set price per item on the menu.

A. Fast food
B. Buffet
C. A la carte
D. Takeaway

1.1.13 An example of a mobile device.

A. Fax machine
B. Photocopier
C. PDA
D. Desktop

1.1.14 Family restaurants appeal to this market segment.

A. Young couples
B. Family groups
C. Teenagers
D. All of the above

1.1.15 When a species is threatened, it means that . . .
A. the species is neglected
B. the species is extinct
C. there is only a small number of the species left and therefore it needs to be protected.
D. it is a dangerous species, normally a carnivore cat species.

1.1.16 An example of a line of longitude.

A. Equator
B. IDL
C. Tropic of Capricorn
D. Tropic of Cancer

1.1.17 A radio receiver with a small computer that has a set of maps in its memory.

A. Google earth
B. Google maps
C. Wi Fi
D. GPS

1.1.18 A physical map will contain the following information……

A. Borders of a country and rivers.
B. Rivers and names of towns.
C. Main roads and national roads
D. airports and borders of countries.

1.1.19 Countries where most of our tourists come from is referred to as…..

A. destination markets.
B. source markets.
C. market segmentation.
D. marketing areas.

1.1.20 This is an example of a social benefit of tourism.

A. Local people looking after the environment.
B. Local people being employed in tourism businesses.
C. Local people become entrepreneurs.
D. Local people preserve and protect their culture.

1.1.21 The Vaya Mzanzi campaign is aimed at this market.

A. International tourists
B. Domestic tourists
C. Regional tourists
D. Inbound foreign tourists

1.1.22 SATSA is an example of a …..

A. NGO
B. CBO
C. Tour operator
D. Tour organizer

1.1.23 This is an example of a provincial tourism body.

A. NDT
B. TKZN
C. Sapphire Coast tourism
D. KZN EZEMVELO

1.1.24 This logo is an example of a/an …..



A. Industry association
B. NGO
C. Public sector
D. Private sector

1.1.25 This activity is part of the of gaming industry.

A. Bungee jumping
B. Elephant back riding
C Horse racing
D. Quad biking

1.1.26 A map is ....

A a numbered square grid
B ratio of distance on a map to actual distance on the ground
C a picture or representation of the earth's surface
D drawing showing four cardinal points

1.1.27 Scale represents ....

A. Ratio of distance on a map to actual distance on the ground
B. a numbered square grid
C. Time differences
D. General positioning system

1.1.28 The scale 1:50 000 means that ....

A. One unit on the map represents fifty thousand units on the ground/reality
B. One centimetre on the map represents fifty thousands centimetres on the ground/reality
C. One millimetre on the map represents fifty thousands millimetres on the ground/reality
D. one kilometre represents fifty thousands kilometres on the ground/reality

1.1.29 The number of timezones is

A. 24
B. 18
C. 12
D. 06

1.1.30 The time in countries east of Greenwich Meridian (0°) have times that are ..... than/as UTC.

A. later
B. same
C. earlier
D. all of the above

1.1.31 If a traveller moves 15° left of GMT he or she would be travelling

A. eastward
B. northward
C. southward.
D. westward

1.1.32 The 180° line of longitude is also known as the …

A. equator
B. Greenwich Meridian.
C. International Date Line.
D. prime meridian .

1.1.33 … is the largest country in the world.

A. Canada
B. Brazil
C. Russia
D. Australia

1.1.34 Credit cards allow users to …….

A. Spend their own money directly from their bank accounts
B. Spend borrowed money directly from their bank accounts
C. Pay with loose money when buying
D. None of the above

1.1.35 The equator divides the world in a / an

A. Eastern and Southern hemisphere
B. Western and Eastern hemisphere
C. Northern and Southern hemisphere
D. Northern and Western hemisphere

1.1.36 A line of latitude can be described as:

i. A line running from east to west around the world
ii. A line running from north to south around the world
iii. ˚N or ˚S of the equator
iv. ˚W or ˚E of Greenwich

A. i and iii
B. i and iv
C. ii and iii
D. ii and iv

1.1.37 Vaya Mzanzi is a campaign promoting

A. intra provincial travel only
B. interprovincial travel only
C. international travel
D. all domestic travel

1.1.38 A Cartographer .....

A. Draws maps
B. Interprets weather
C. Excavates sites for evidence from past human cultures
D. Studies the markets of the world and their economy

1.1.39 Gauteng is surrounded by the following four provinces:

A. Limpopo, Northern Cape, Mpumalanga, Free State
B. North West, Mpumalanga, Limpopo, Free State
C. Free State, North West, Mpumalanga, Eastern Cape
D. North West, Eastern Cape, Northern Cape, Limpopo

1.1.40 The river between the Free State province and Lesotho is...

A. Orange
B. Caledon
C. Olifants
D. Tugela

1.1.41 The capital city of the Eastern Cape is.....

A. Port Elizabeth
B. East London
C. Isimangaliso
D. Bisho

1.1.42 The Sunshine coast is found in....

A. KwaZulu Natal
B. Western Cape
C. Eastern Cape
D. Mozambique

1.1.43 At this National Park a tourist can see the Big Seven

A. Golden Gate National Park
B. Kruger National Park
C. Big Seven Park
D. Addo Elephant Park

1.1.44 The Big Seven

A. Lion, leopard, elephant, rhinoceros, sea lion, big white shark, buffalo
B. Lion, tiger, elephant, rhinoceros, southern right whale, big white shark, buffalo
C. Lion, leopard, elephant, rhinoceros, southern right whale, cheetah, buffalo
D. Lion, leopard, elephant, rhinoceros, southern right whale, big white shark, buffalo

1.1.45 What type of map would a tourist use to determine the shortest route between two places?

A. Political map
B. Physical map
C. World map
D. Road map

1.1.46 Which is the largest mountain range in South Africa

A. Drakensberg Mountains.
B. Richtersveld Mountains.
C. Cape Fold Mountains.
D. Table Mountain

1.1.47 Which of the following is an example of an urban adventure?

A Hunting in the veld.
B Visit a shebeen in Soweto
C Swimming in the Drakensberg mountains
D Visiting a sangoma in a village.

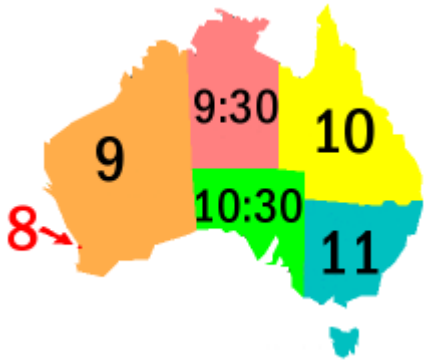
1.1.48 This country consists of a group of islands.

A. Australia
B. The Caribbean
C. Madagascar
D. New York

1.1.49 An Airport in Gauteng which was named after a political activist

A. Port Elisabeth Airport
B . King Shaka International Airport
C. Cape Town International
D. OR Tambo International Airport

1.50 Below is a map of Australia. The map indicates:



A. Time lines
B. Time Zones
C. Lines of longitude
D. The International Date Line

[1 x 50]

1.2 Study the following table of restaurants, the type of food they serve and the facilities they offer and write only the name of the restaurant next to the question number. 10

Restaurant	Cuisine	Facilities
Harry's Grill House	Grills, global or international food, seafood	
African Delight	Fine dining, contemporary, South African, traditional	
Thai 4 U	Thai food, light meals, seafood, vegetarian	
Le Petit Pain	Bistro, breakfast, light meals, Mediterranean food	
Pachee's Sushi Bar	Sushi, Japanese	

Services and facilities							
	Specials		TV/sports		Dance floor		Weddings
	Take-away		Outside seating		Disabled		Accommodation
	Secure parking		Fireplace		Smoking section		Outside catering
	Child friendly		Conferences		Licensed		Virtual tour / video
	Live entertainment		Wi-Fi				

(Source: http://www.dining-out.co.za/member_details-MemberID-138.html)

From the table above, find a suitable restaurant for each of the following tourists.

1.2.1 A group of foreign tourists who want to experience local cuisine and enjoy live entertainment.

1.2.2 A family with a disabled child in a wheelchair who want to enjoy a light meal.

1.2.3 A group touring in a chartered coach, stop to have a quick takeaway meal.

1.2.4 A tennis enthusiast who wants meal and be able to watch the men's final at Wimbledon.

1.2.5 A group of health tourists who want a light vegetarian meal served at outside tables.

1.3. Choose the word from the given list below that best fits each description. Give only the word/s next to the question number on your answer sheet. 4

Tourist guide; scale; resource; self catering unit; heritage; porter; destination; tour agency; manager.

1.3.1 Carries luggage to guests' hotel room.

1.3.2 Fully equipped accommodation where tourists can prepare their own meals.

1.3.3 This person escorts tourists to a specific attraction to tell them more about it.

1.3.4 The final point of a journey.

1.4 Match the public entities in Column A with their functions in Column B. Write only the number and next to it the correct letter, for example 1.4.6 f 5

COLUMN A	COLUMN B
1.4.1 SANParks	a) The agency responsible for regulating the training and education of people in tourism related occupations
1.4.2 SAHRA	b) Is responsible for promoting and marketing South Africa as a tourist destination.
1.4.3 SA Tourism	c) The agency that manages the Kruger National Park
1.4.4 ACSA	d) Regulates the gambling industry in South Africa
1.4.5 CATHESSETA	e) Responsible for the services available in airports and airport safety.
	f) Protects and maintains the historical sites in South Africa.

1.5 State whether the following statements are true or false. If false give ONE reason for your answer.

1.5.1 The NDT is responsible for policy making in tourism. 2

1.5.2 Bird watching is a mixed attraction. 2

1.5.3 A secondary attraction is the main reason why tourists visit a destination. 2

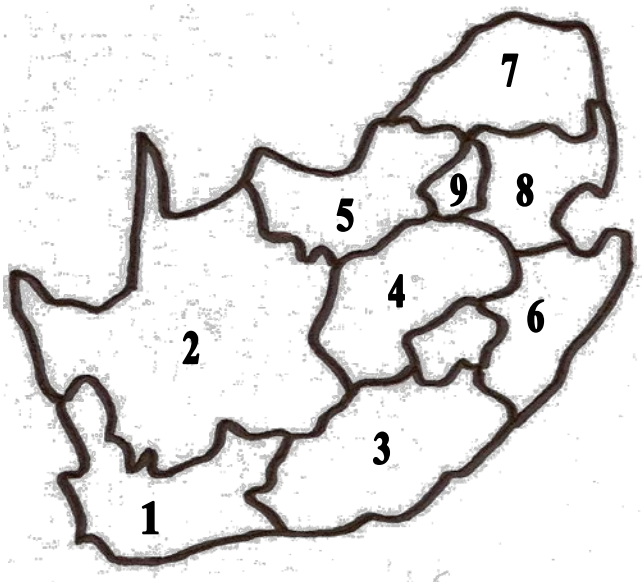
1.5.4 The Beit bridge is a border post between South Africa and Zimbabwe. 2

1.6 Match the descriptions in Column B with the tourism organizations in Column A. Write only the question number and the correct letter in your answer book.

COLUMN A		COLUMN B
1.6.1	FEDHASA	A. Grades accommodation establishments in South Africa.
1.6.2	SAYTC SOUTH AFRICAN YOUTH TRAVEL CONFEDERATION	B. A trade association which represents the hired vehicle industry.
1.6.3	UNWTO	C. Ensures member participation of the hospitality sector and represents their interests.
1.6.4	SAVRALA	D. A specialized tourism agency that represents the international community's positioning in terms of tourism.
1.6.5	TOURISM GRADING COUNCIL OF SOUTH AFRICA Quality in tourism	E. An off spring of backpacking in South Africa with the main aim of marketing South Africa to gap year tourists.

(5)

1.7. Study the following South African map and label the provinces marked 1 – 9 9


7
9
8
5
4
6
2
3
1

1.8. Study the distance table below and answer the questions that follow:

	Bloemfontein	Cape town	Colesberg	Durban	Johannesburg	Kimberley	Lichtenburg	Nelspruit	Polokwane	Port Elizabeth	Upington
Beaufort West	535	463	316	1225	951	497	864	1293	1282	405	519
Beitbridge	955	1957	1174	1081	552	1026	712	513	221	1620	1296
Bethlehem	247	1240	467	407	264	377	364	522	590	875	778
Bloemfontein		998	219	667	417	175	363	771	748	635	576
Cape Town	998		779	1660	1405	960	1309	1779	1736	756	821
Colesburg	219	779		881	623	284	580	964	954	454	560
Durban	667	1660	881		598	842	795	689	929	927	1243
Johannesburg	417	1405	623	598		514	455	434	869	1062	875
Kimberly	175	998	284	842	514		349	832	805	752	401
Ladysmith	436	1429	650	231	367	566	569	521	657	1008	967
Lichtenburg	363	1309	580	795	209	349		560	491	1058	584
Nelspruit	771	1779	964	689	358	832	560		320	1373	1144
Polokwane	748	1736	954	929	331	805	491	320		1393	1075
Port Elizabeth	635	756	454	927	1062	752	1058	1373	1393		902
Pretoria	475	1463	681	656	58	832	218	342	273	1119	1081
Queenstown	364	956	307	661	780	539	727	1047	1111	341	795
Rustenburg	441	1385	666	711	121	480	494	445	376	1104	1313
Saldanha	1087	146	867	1710	1459	1048	1402	1849	1833	909	797
Springbok	975	554	857	1642	1274	800	983	1543	1474	1289	387
Upington	576	821	560	1243	875	401	584	1144	1075	902	
Vereeniging	393	1385	606	490	161	512	310	477	360	990	758
Welkom	153	1164	367	582	287	329	249	665	604	788	662

1.8.1 Use the distance table the distances between the following places: 5

A. Kimberley and Vereeniging
B. Nelspruit and Beitbridge.
C. Springbok and Polokwane
D. Queenstown and Durban
E. Ladysmith and Upington

1.8.2 A school from Durban plan to take a trip to Pretoria and Polokwane. Calculate the total distance of the trip that will end in Durban again. Write down each leg of the trip's distances. 4

1.8.3 Identify from your distance table, which city is closest to the Beitbridge border post into Zimbabwe? 1

1.8.4 The average driving speed depends on four factors. Name them. 4

1.9 Study the travel information below for a tourist travelling through South Africa. Calculate the estimated travel time for each leg of the tour. Do not redraw the table. Write only the numbers 1.9.1 – 1.9.4 and the correct answers. Use the following rule of thumb 100km = 1hour. Present your final answer in hours 8

Day	**Destination**	**Distance to travel**	**Estimated travel time**
1	Pretoria	56 km	**1.9.1**
2	Nelspruit	315 km	**1.9.2**
4	Richards Bay	585 km	**1.9.3**
5	Durban	182 km	**1.9.4**

1.10 Draw a table and then sort the tourist attractions in the box below under the following headings: natural attractions, man-made attractions and cultural attractions. 5

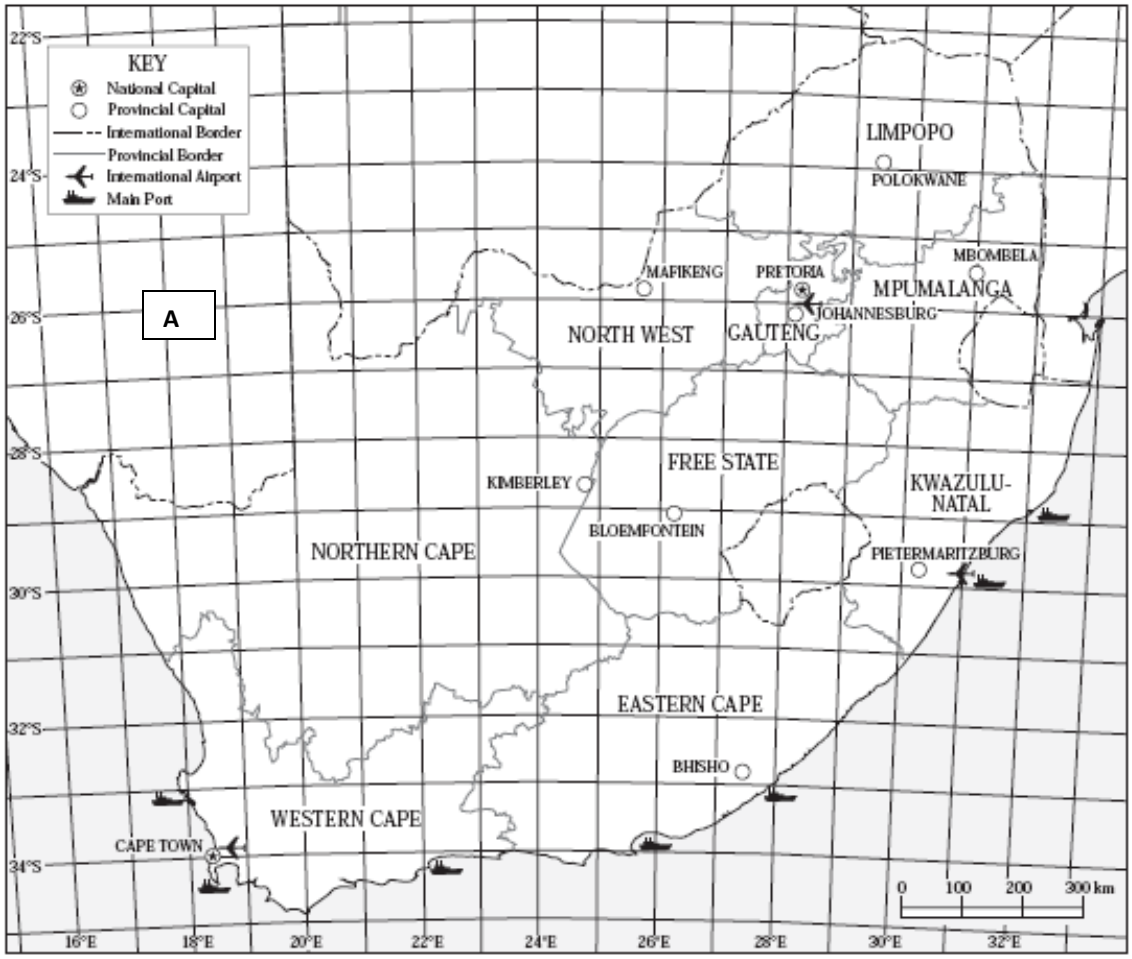
Gold Reef City; Whale-watching; Zulu Kraal; Drakensberg Mountain Range; Blyde River Canyon; Addo Elephant Park; Shakaland ; Berg River ; Phezulu Village ; Bo-Kaap

SECTION B: MAP WORK AND TOUR PLANNING

In this section of the paper, you will be tested on the following content:

1. **Map terminology and symbols**
    - Types of maps
    - Location of South Africa's borders, provinces, etc. on a colour map.
    - Location of South Africa and the SADC countries, continents, oceans, island groups and tourism regions on a map of the world
    - Distance indicators and distance tables

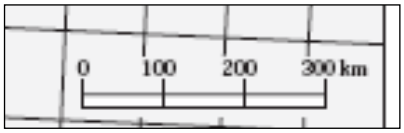
2.1. Study the map of South Africa and answer the questions that follow:



2.1.1 Complete the blanks. 3

There are many different types of maps. The above map is an example of a _____(a)_____ map. It shows the ___(b)_____ of the nine provinces. The Key on the map which shows the map symbols is often referred to as the ___(c)_____.

2.1.2. a) Identify this diagram found on the map. 2



b) Explain the importance of the above symbol when planning a tour. 2

2.1.3 The above map has a grid reference system to locate a place or feature on the map.
Identify the city whose position on the map is approximately 18°E, 34°S. 2

2.1.4 Name TWO gateways to South Africa, found in the province of KwaZulu-Natal. 2

2.1.5 Name the following :
a) The ocean to the south of South Africa. 2
b) The neighbouring country labeled A. 2
c) The SADC country to the west of uKhahlamba World Heritage Site. 2

2.1.6 Name the FOUR cardinal points on a map. 4

2.2 Read the following scenarios and suggest the type of map that will be suitable for each tourist.

2.2.1 A tourist is visiting a destination for the first time and would like to find out what the area around the accommodation looks like before he visits. 2

2.2.2 A tourist is planning a self drive tour to the National Parks in South Africa and would like to know the areas where there is a risk of contracting malaria. 2

2.2.3 A group of tourists want to find out what attractions there are within a walking distance from their hotel. 2

2.3. 2.3.1 Explain the following terms:
(a) Longitude 2
(b) Latitude 2

2.3.2 Which line divides the earth into eastern and western hemispheres? 1

2.3.3 Which line divides the earth into northern and southern hemispheres? 1

2.4. Study the distance table and answer the questions that follow.

Distance table	Durban	Johannesburg	Pretoria	Bloemfontein	Port Elizabeth	Cape Town	Ladysmith	Estcourt	Underberg	Bergville
Durban	*	598	656	667	927	1660	251	157	250	202
Johannesburg	598	*	58	417	1062	1405	367	423	688	490
Pretoria	656	58	*	475	1120	1463	425	481	746	540
Bloemfontein	667	417	475	*	635	998	436	421	640	476
Port Elizabeth	927	1062	1120	635	*	756	999	943	1177	995
Cape Town	1660	1405	1463	998	756	*	1429	1413	1750	1458
Ladysmith	251	367	425	436	999	1429	*	65	340	45
Estcourt	157	423	481	421	943	1413	56	*	290	60
Underberg	250	688	746	640	1177	1750	340	290	*	335
Bergville	202	490	540	476	995	1458	45	60	335	*

The Jacob family is based in Durban. Last year December 2011, they visited different tourists attractions found in South Africa. From Durban they drove to Johannesburg. In Johannesburg they spent 2 days visiting the tourist attractions and then drove to Bloemfontein. They spent four days in Bloemfontein before returning to Durban.

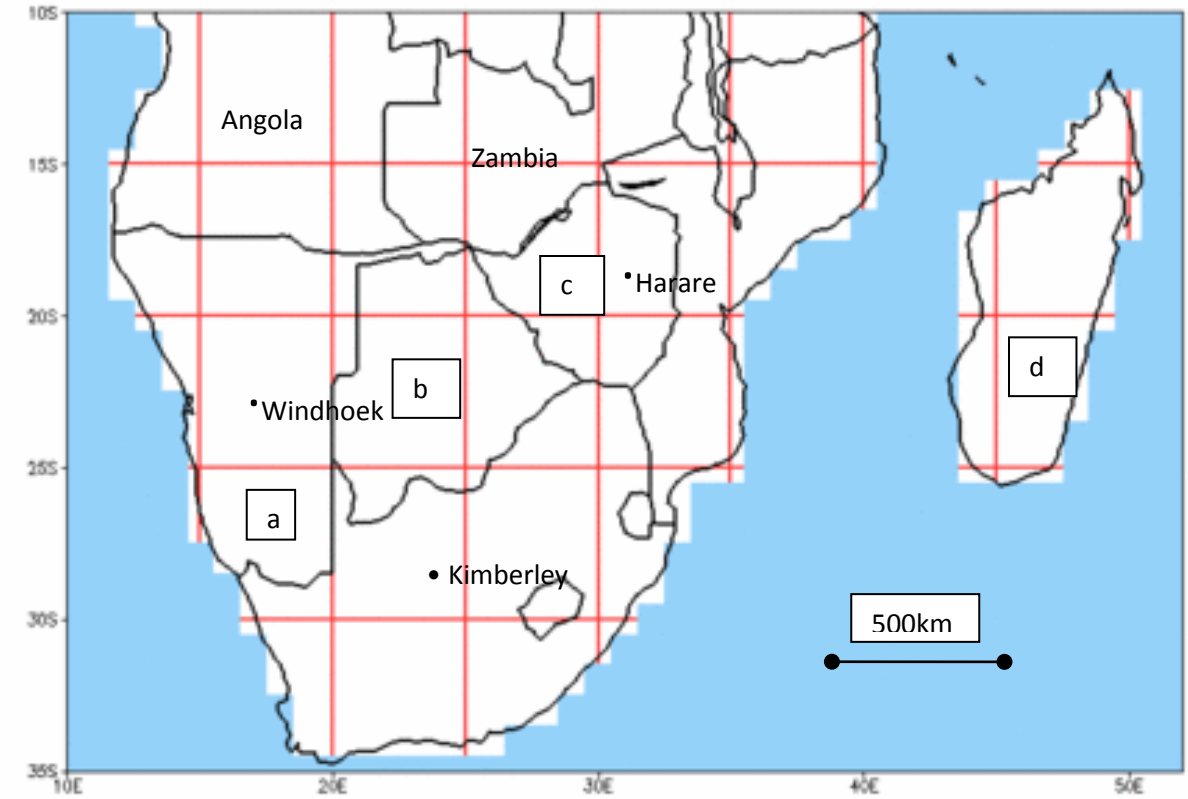
2.4.1 Calculate the total distance that was travelled by the Jacob family. (Show all calculations) 4

2.4.2 Mr. Jacob decided to drive at an average speed of 100km per hour. Calculate from Bloemfontein how long it would take them to get back to Durban. 2

2.4.3 Although Mr. Jacob decided to drive at an average speed of 100km per hour, the time arrived at in 4.4.2 can differ.
Give TWO reasons as to why this may happen. 2

2.5 Study the map below and answer the questions that follow.

2.5.1 Draw a diagram indicating the EIGHT cardinal points on a map in your answer book. 8



2.5.2. Name the country you would find yourself in at the following co-ordinates: 4

a) 15°S; 20°E
b) 15°S; 25 °E

2.5.3 Write the approximate co-ordinates (grid reference) for the following cities: 4

a) Windhoek
b) Harare

2.5.4. Name the ocean through which the 10°E line of longitude runs. 1

2.5.5 Name the countries labelled a – d on the map 4

2.6 Examine the map of South Africa before answering the questions that follow



2.6.1 State what you would use on the map if you need the following information: 2

a) What the symbols mean on the map.
b) To determine distances between places.

2.6. You are working as a tour operator. A client needs the following information.

2.6.2

a) Identify the location of THREE harbours or ports travelling in a South Westerly direction from Durban. Name the cities or towns where they are located. 3

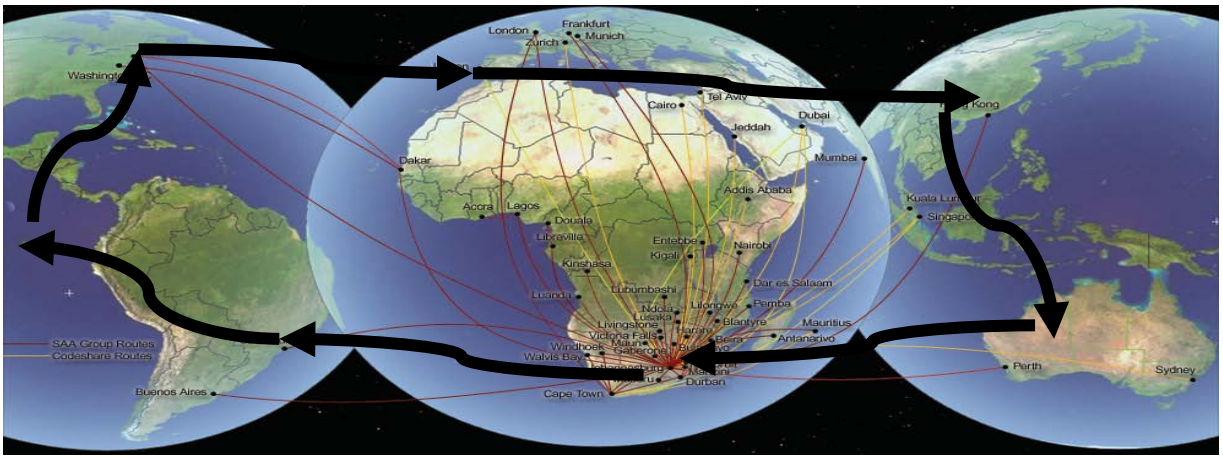
b) Name South Africa's THREE largest international airports. 3

c) State the provinces where you would be able to find the Orange, Great Fish and the Tugela rivers. 3

d) Name the provinces labelled A and B and the capital city of the province labelled C 3

e) Name the TWO landlocked SADC countries within South Africa. 2

2.7 A group of golfers are going on a world golf tour. They travel from South Africa to Brazil. From Brazil they travel to Hawaii before going to New York. The next leg of the tour takes them to London and thereafter to China. They will then travel to Australia before returning to South Africa.



a) Name the ocean they crossed from South Africa to Brazil. 1

b) State the country where Hawaii is found and state the continent on which the country is located . 1

c) Name the SIX continents that they had travelled to. 6

2.8 Study the distance table below and answer the questions that follow.

in kilometres

	Cape Town	Durban	Johannesburg
Addo Elephant Park	978	962	962
Aliwal North	963	722	597
Bethlehem	1243	388	259
Bloemfontein	1008	628	394
Cape Town	0	1606	1393
Cape Winelands	n/a	1828	1416
Caprivi Strip	2409	1760	1255
Chobe National Park	2392	1241	1183
Damaraland	1976	2490	1959
De Aar	765	993	763
Durban	1606	0	566
East London	1052	676	943

2.8.1 State the distance between:

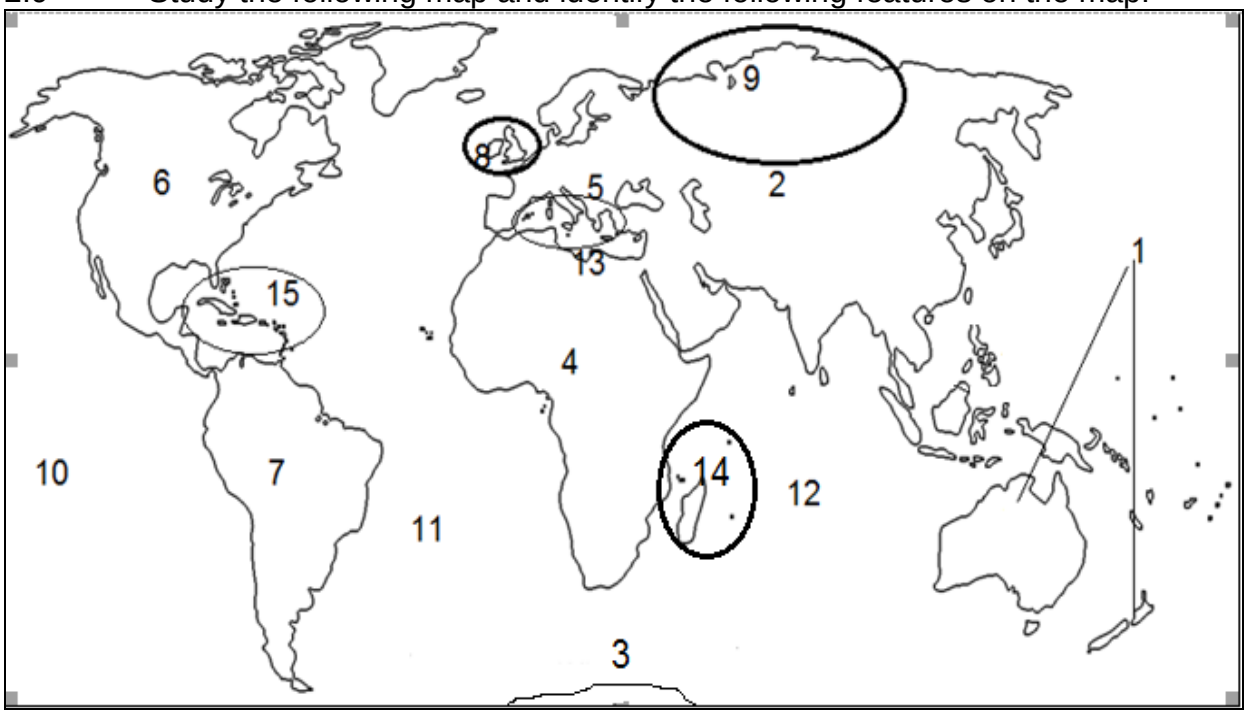
a) Addo - Elephant park and Durban
b) East London and Johannesburg

2

2.8.2 Calculate the approximate time it would take a tourist who is driving at 100km per hour from De Aar to Cape Town.

2

2.9 Study the following map and identify the following features on the map:



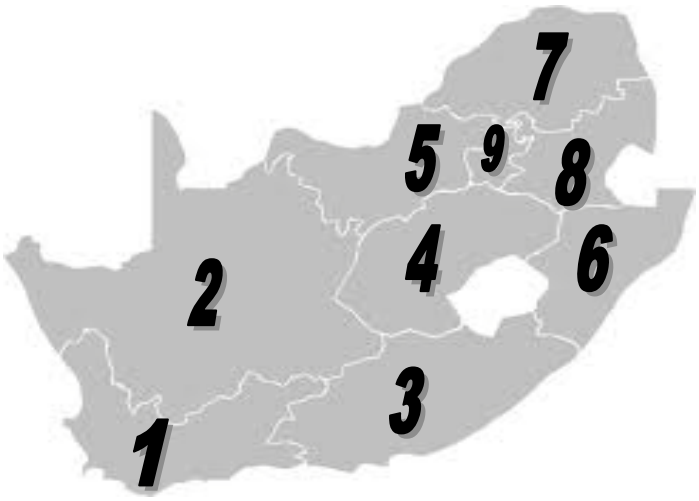
2.9.1	continents 1-7	7
2.9.2	tourist regions 8 – 9	2
2.9.3	oceans 10 – 12	3
2.9.4	island groups 13 – 15	3

2.10 Choose the best type of map / device to use for the scenarios below:

Climate map, GPS, TOURIST INFORMATION MAP, Specialist map, PHYSICAL MAP

(a) A tourist on his way to his hotel in Cape Town without a road map. 10
(b) A tourist going on the Giant's Cup hiking trail.
(c) A tourist from overseas wanting to know when will be the best time of the year to visit South Africa's Sunshine Coast.
(d) A tourist wanting to see the main mountain ranges and rivers in South Africa.
(e) A map that will give a tourist information on the different airline routes.

2.11 Study the following map and answer the questions. Write ONLY the correct answer next to the question number (2.11.1 – 2.11.5) in your answer book. E.g. 6. Western Cape.



2.11.1 Name the town in province 2 where tourists can see the largest telescope in the Southern Hemisphere. 2

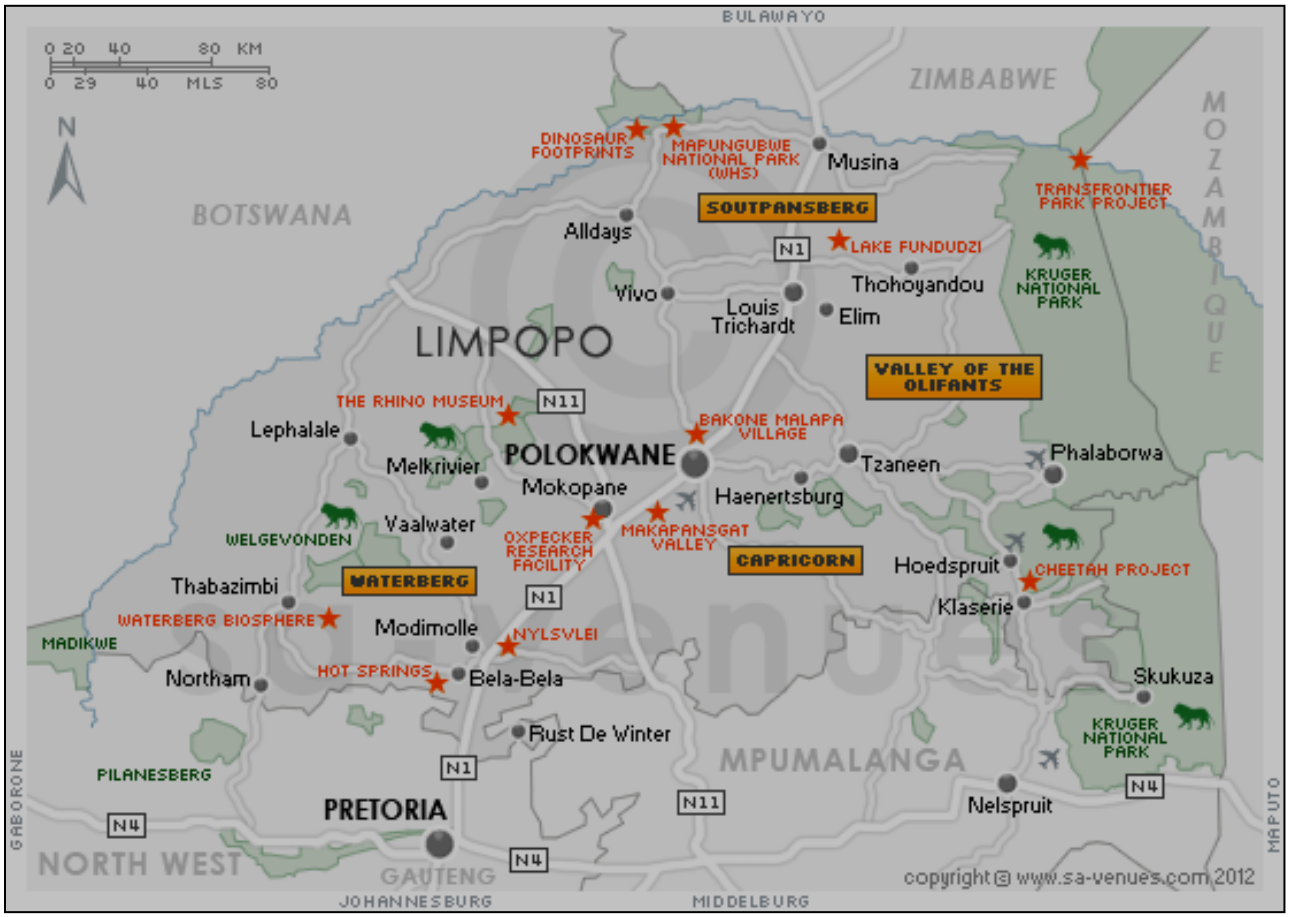
2.11.2 Name the attraction in province 5 where the Nedbank Golf Challenge is held every year. 2

2.11.3 Give the name of the Transfrontier Conservation Area that borders Botswana and Zimbabwe in province 7. 2

2.11.4 Identify the capital city of province 3. 2

2.11.5 Mention the name of the theme park in province 9. 2

2.12 Study the map of Limpopo and answer these questions.



a) A well-known National park indicated on this map, is also shared with another province. Give the name of the <u>other province</u> this park is also located in. 2

b) Tourist use many different of types maps. Identify the type of map that the above is an example of. 2

c) Give a reason for your answer in b 2

d) Identify TWO <u>capital cities</u> located on the map. 2

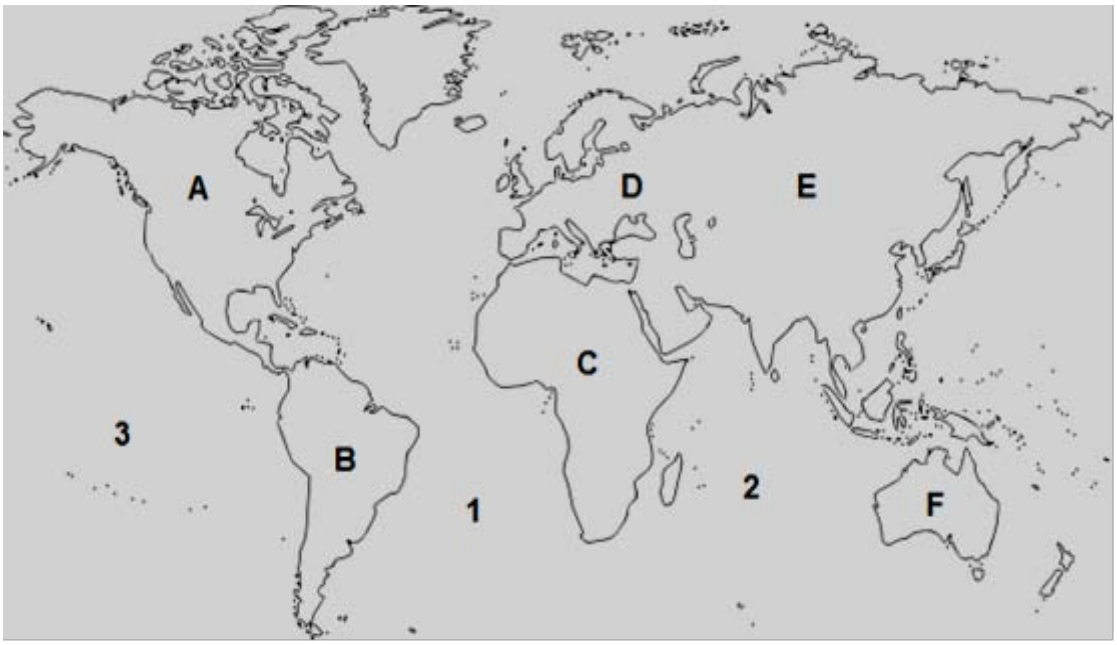
You have been asked to advise your cousins on a mountainous tourism area they can visit in Limpopo.

e) Recommend a mountainous area by stating it's name. 2

f) Motivate from the map why they should visit this particular mountainous area in Limpopo. 2

g) Discuss TWO ways in which your cousins can use their smart phones to navigate their way around this mountainous area 4

2.13 Study the world map and answer the questions that follow



a) Identify the ocean numbered 1. 1

b) Name the continent labeled D 1

c) Indicate the island group situated between continents D and C. 1

d) Identify the tourism region found on the Southern part of continent C. 1

e) Mention ONE island country that forms part of this region in c 1

f) Specify the tourism region circled in the Northern part of continent E which is also a country. 1

g) State why this map is NOT considered a political map. 1

h) Differentiate between longitude and latitude lines. Substantiate your answer with an appropriate example of each. 4

2.14 Use the map below and answer the questions that follow:



a.	Calculate the distances from Mossel Bay to Plettenberg Bay. (Show all calculations)	4
b.	This map indicates the location of two tourist attractions: Monkeyland and Birds of Eden. In the top left hand corner the distance from these two attractions to Cape Town is indicated. Determine the <u>distance</u> from George to Cape Town.	3
c.	Identify the national road that a tourist will travel on from George to Cape Town, also known as the Garden Route..	2
d.	At the bottom of the map the GPS co-ordinates are indicated for these two attractions at The Crags. From a map with gridlines, these co-ordinates will be indicated as _____.	1
e.	Explain how direction are indicated on the map.	2

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

This section test the following content:

Tourist attractions	**Culture and Heritage**	**Marketing**
Attractions in the provinces of South Africa. South African National Parks (SANParks) South African fauna and flora	Concepts, elements and importance of heritage, Heritage sites	Marketing of Tourism services and sites Factors to consider during the marketing process.

3.1. Answer the questions below

3.1.1 Mpumalanga means..... 1

A "Land of the Rising Sun".
B "Place of Gold".
C "Diamond Industry".
D. "Platinum Province".

3.1.2 Identify the logo below 1



3.1.3 iSimangaliso Wetland Park was listed as South Africa's.....World Heritage Site in 1999. It is the largest.....system in Africa. 1

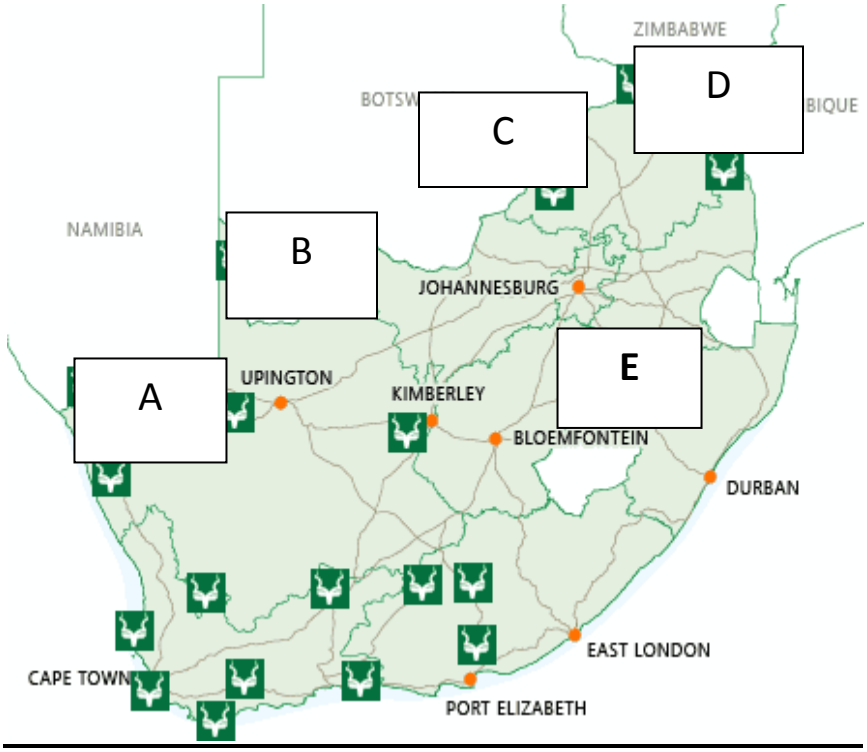
A 4th/ marine reserve
B 1st/ estuarine
C 3th / cultural
D 2nd / man-made

3.1.4 The cultural group is mainly found in the Northern Cape and lives in detachable mat-roofed houses called haru oms:. 1

A Zulu.
B Nama.
C Xhosa.
D Venda

3.1.5 The.....is the largest festival in the country. 1

A National Art Festival
B Aardklop Festival
C KKNK
D Oppikoppi Bushveld Festival



3.2. Indicate the Transfrontier parks/ conservation areas on the map identified by the numbers, A – E. 5

3.3 Study the information below and answer the questions that follow
Table A shows the total and average **bed nights** tourists spent in each province in 2009. Table B shows some **interesting statistics** about the provinces most popular among tourists. Answer the questions below.

TABLE A: Average bed nights		
Province	**Total bed nights in millions (MM)**	**Average nights per trip**
Eastern Cape	25,7	4,5
Free State	6,5	4
Gauteng	17,9	3,6
KwaZulu-Natal	37,8	4,3
Limpopo	9,9	5,2
Mpumalanga	7,2	4,4
Northern Cape	2,8	5
North West	4,7	3,5
Western Cape	15,7	4,6

(Source: SAT Domestic Surveys 2007–2009)

TABLE B: Most Popular Tourists Attractions		
Province	**Most visited cities**	**Most popular tourist attractions**
KwaZulu-Natal	Durban, Pietermaritzburg	Durban's beachfront, South Coast beaches and Resorts, Zululand
Eastern Cape	Port Elizabeth, East London, Mthatha	Beaches, flea markets, township tours
Western Cape	Cape Town, George	Beaches, Cape Town CBD, V&A Waterfront

3.3.1 Which province is the most popular domestic tourist destination? Why? 5

3.3.2 Which province has the highest total bed nights? Write out the total in numerical value . 3

3.3.3 The Northern Cape has the lowest bed nights but a high average nights per trip. Suggest a reason for this? 2

3.3.4 Mention the total bed nights for Limpopo? 2

3.3.5 Compare the average nights per trip in Limpopo to that in Gauteng.
a. State your observations. 2
b. Suggest a possible reason to explain your observation? 2

3.4 State whether the following statements are true or false, if false correct the statement.

3.4.1 Zionists are religious tourists who travel to Moria near Polokwane. 2

3.4.2 Adventure tourism would include game drives in the Kruger National Park. 2

3.4.3 A booking agent is a person who will make all the reservations for a tourist with different attractions and are service providers 2

3.5 Read the extract below and answer the questions that follow:



Renowned for its warm waters, sunny beaches and conventional tourist attractions there are many reasons for the eco-tourist to pay a visit to this province. To the north of Durban lies Lake St. Lucia and a concentration of game reserves and private game ranches, where the Big Five can be seen. To the south lies the sub-tropical paradise of the South Coast and the Oribi Gorge. More inland are the Natal Midlands, where places of interest include the Howick Falls and Midmar Dam. Then, of course, there is the Natal Drakensberg, with its towering peaks and innumerable game reserves and hiking trails.

3.5.1 Give the names of TWO of KwaZulu-Natal's attractions that are World Heritage Sites. 2

The Comrades are held yearly in KwaZulu-Natal.

3.5.2 Name the two cities between which the Comrades are held yearly. 2

3.5.3 Describe the Comrades in ONE sentence. 2

3.5.4 Explain how the following attractions were created:

- Vredefort Dome (Free State) 4
- Kimberley Big Hole (Northern Cape) 4

3.5.5 Name the province in which the KKNK (Klein Karoo National Arts Festival) is held. 2

3.5.6 Mention the main purpose of the festival mentioned in 3.5.5. 1

3.5.7 Mention the Cape Town attraction that is most visited by tourists and where you find the Two Oceans Aquarium. 2

3.6 Redraw the table below in your answer book, and complete it with attractions found in the North West. In each case give just ONE example.

Category	**Attraction**	**Location**
Natural		
Man-made		
Event		

3.7 Read the following article and answer the questions that follow.

Phinda Private Game Reserve is marketed as one of Africa's most diverse wilderness areas. It has seven **ecosystems** (including rare sand forest). It also has **an extraordinary range of wildlife**, including the Big Five. But it wasn't always so. The name Phinda means 'Return'. It refers to the restoration of this land which was used to farm pineapple, cotton, cattle and for hunting. It was their goal from the outset to return animals to the area. Their conservation model is 'Care of the land, **wildlife** and people.'

Adapted from Country Life August 2012

3.7.1 Provide ONE term for "range of wildlife". 2

3.7.2 Explain in your own words what "ecosystem" means. 2

3.7.3 Previously the land was used for hunting. Indicate what it would be called if now local community members entered the Game Reserve to hunt. 2

3.7.4 State ONE difference between a luxury private game reserve and a national park. 4

3.7.5 Identify Phinda's target market by naming ONE type of tourist that would enjoy visiting the reserve. 2

3.7.6 Mention ONE reason for your answer in 3.7.5 2

3.7.7 Specify which ONE of the nine National Botanical Gardens is located closest to Phinda Private Game Reserve. 1

3.8 Study the statements below and replace the numbers with words or phrases to make the statements true. WRITE ONLY the number and answer on your answer sheet. 5

Cultural Heritage Sites are places such as monuments, museums, historical buildings, paleontological objects and **3.8.1**, whereas Natural Heritage Sites are places such as waterfalls, mountains and **3.8.2**. In

Gauteng we have a number of Heritage Sites which will often appeal to different people. Overseas visitors will probably find 3.8**.3** in Johannesburg, and the **3.8.4** in Soweto interesting as it gives a very good insight into the struggle of Black People in SA. South Africans in general find the **3.8.5** to be of great interest, as it gives us an insight into the origins of mankind. No matter what your background or nationality, SA has something for all.

3.9 Describe the difference between culture and heritage. 4

3.10 State why intangible culture is described as living rather than non-living culture. 2

3.11 Study the picture below and answer the questions that follow.



(a) Identify the type of cultural heritage site portrayed in the picture above. 2

(b) Categorise this heritage site as local, provincial or national as declared by SAHRA. 1

3.12 (a) Indicate whether the following statement is true or false:
Marketing only has to do with sales and advertising. 1

(b) Name the main purpose of tourism marketing. 1

(c) Discuss ONE reason why it is necessary for a tourism organisation to have a competitive edge. 1

(d) The first step of marketing is to do market research. Explain the concept market research. 2

(e) Motivate the importance of this step. 2

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

This section test the following content:

1. Introduction to Tourism

- Types of tourists and tourist profiles
- The different modes of transport
- Accommodation establishments: facilities and services offered by each type;
- The South African grading system
- Food and beverage establishments
- The attraction sector
- Structure of the South African tourism industry.

2. Sustainable and Responsible Tourism

- Sustainable tourism concepts
- Three pillars of sustainable tourism (planet, people, profit)
- Responsible tourism concepts
- Good environmental practices
- Global warming and the tourism industry

4.1 Study the advertisement below and answer the questions that follow.



4.1.1 (a) Identify TWO types of tourist that would stay at the Spionkop Lodge. 4
(b) Provide a reason your choices.

4.1.2 The Spionkop Lodge has been graded as a 4 star accommodation.
(a) Name the organisation responsible for grading the lodge. 2
(b) Is the organisation in (a) part of the private or public sector? Give a reason for your answer. 3
(c) Explain to a tourist what the 4 star grading mean. 2
(d) Discuss how Spionkop Lodge would benefit by being graded. 2
.

4.1.3 List TWO natural attractions advertised. 2

4.1.4 A couple from London booked on the internet 3 nights' accommodation at the Spionkop Lodge. In order to secure their booking they are required to pay a 50% deposit.

Suggest TWO ways how they could pay the deposit. 4

4.1.5 Refer to the advertisement. Explain the difference between full board and self – catering accommodation. 4

4.1.6 Name the facilities being represented by each symbol below 4



4.2

A recent survey in Australia found that 50% of business travellers investigate in-room technology before they make a booking. More importantly, about half the guests who experience problems with the technology never use the hotel again so hotels have to provide up-to-date technology in order to keep guests coming back.

4.2.1 Listed below are 4 technological developments a hotel can offer the business client. **8**

a) Telephone
b) International multi power points or plugs
c) Interactive TV
d) Message Service

Explain how each of the technology listed above may be useful for a businessperson. 4

4.3.1 Identify the technology below being used in most businesses to make payments for goods and services. 2



4.3.2 Tabulate ONE advantage and ONE disadvantage of using the above method for payment. 4

4.3.3 Give ONE alternate method that can be used to make payments. 1

4.4 Study the picture and answer the questions that follow.



4.4.1	Refer to the picture and compile a tourist profile for the above couple. List 5 aspects to note when compiling a tourist profile and complete it in terms of the above couple. E.g. Age: 27.	10
4.4.2	Select from the list below the category of tourists the couple can be classified as. International, regional , domestic	2
4.4.3	Besides your answer in 4.4.2 further classify the couple, by fully describing the type of tourists they represent.	3
4.4.4	Recommend ONE type of activity, based in Cape Town, according to their preference.	2
4.4.5	Advise the couple of TWO facilities they can expect from a backpacker's accommodation establishment.	4
4.4.6	Suggest ONE mode of transport that this couple would prefer to use. Give ONE reason for your answer.	2 2

4.5 Study the scenarios and the collage below before answering the questions that follow.

A	B	C
Eduardo from Brazil is a diplomat that is attending the BRICS summit in Durban.	The Gumede family from Johannesburg spends the Easter weekend in the Durban south coast region.	Anne visits the wellness Centre in Mpumalanga. She prefers privacy and enjoys the scenic drive from Gauteng to Mpumalanga.







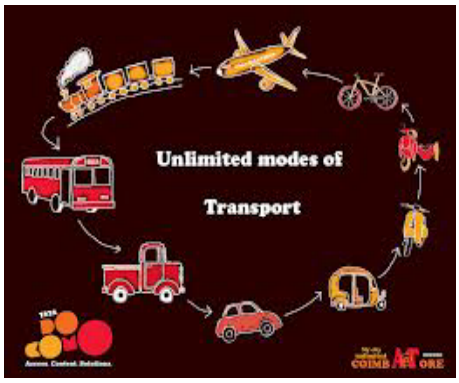






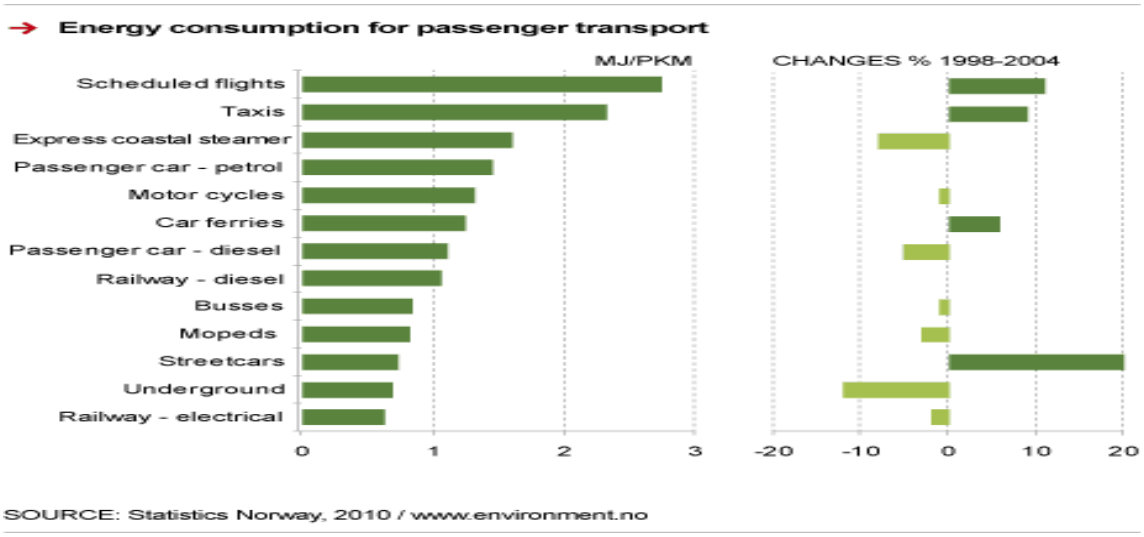






4.5.1	Identify the type of tourist in each scenario. Write only the letters and the type of tourist in your answer booklet.	6
4.5.2	Recommend the most suitable mode of transport for each type of tourist. Give ONE reason for your choice in each scenario.	6
4.5.3	Give ONE disadvantage for each type of transport you have chosen.	3
4.5.4	Identify and name the type of food establishments depicted in the pictures above.	3
4.5.5	Match each type of tourist identified in 4.5.1 with the food establishments you identified in question 4.5.4.	2
4.5.6	Name the primary attraction that Eduardo will visit.	1
4.5.7	Advise Eduardo on a unique South African transport that he can experience in the province that he is visiting.	3
4.5.8	(a) Select one type of accommodation establishment you would recommend to each type of tourist. (b) Provide a reason for each choice.	3 3
4.5.9	Advise the tourist who will be staying at Larry's self-catering cottage on TWO facilities of this type of accommodation establishment.	2
4.5.10	Suggest TWO types of in room technology for safety that a tourist can expect to find at King Shaka suites.	2
4.5.11	Offer the Gumede family TWO ways how they can make payments for their accommodation establishment.	3
4.5.12	Give the Gumede family THREE types of activities they can engage in while on their holiday.	3

4.6 Study the graph below and answer the questions that follow



4.6.1 Which mode of transport is most environmentally friendly? 2

4.6.2 Which mode of transport is not environmentally friendly? 2

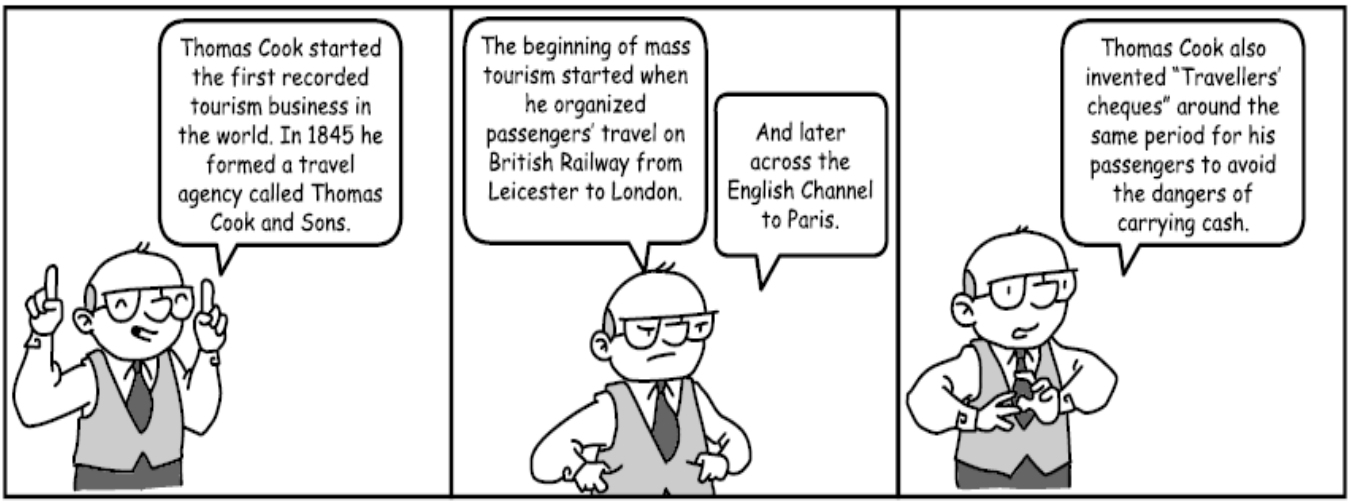
4.6.3 Study the graph and suggest one reason why the tourism industry experiences such high energy consumption during the period of 1998 to 2004 on scheduled flights. 2

4.6.4 Explain why most public transport regarded as a more environmentally friendly way to travel? 2

4.6.5 Tourism businesses can reduce their negative environmental impacts by applying the three Rs. Name them: 3

4.6.6 How can the community work together to combat the Green House Effect? 2

4.7 Read the following cartoon and answer the question has followed



4.7.1 Discuss any TWO types of tourism referred to in the cartoon. 2

4.7.2 Refer to the accompanying picture and choose ONE option from the list that best describes this tourist.

(health, backpacker, business)

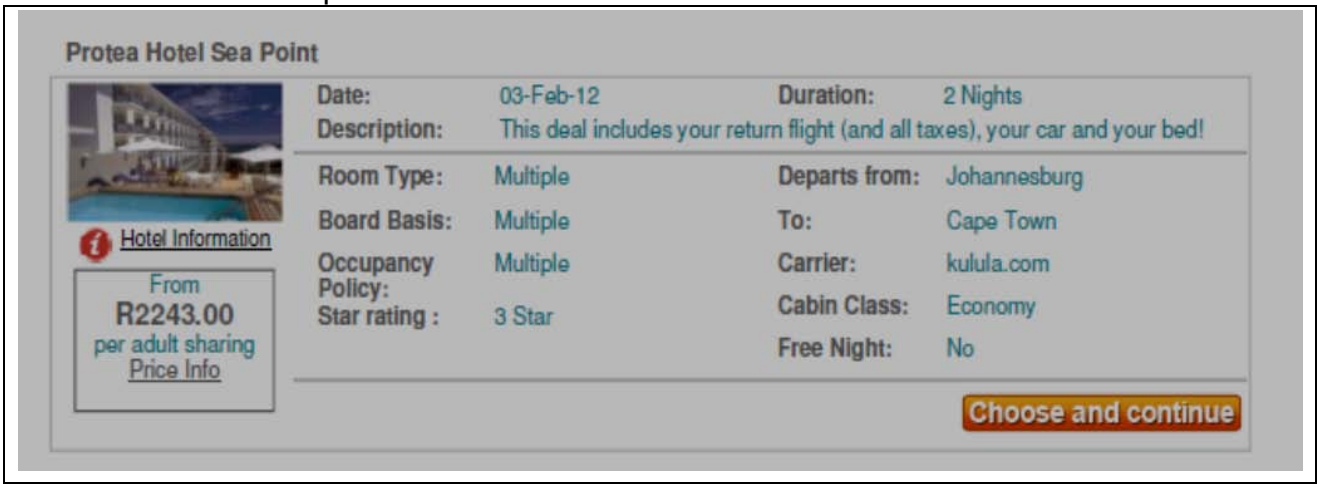


John Brown from America, decides to visit South Africa for 10 days to celebrate his 21st birthday. He will be travelling with a small budget and wants to experience some adventure and adrenaline driven activities.

4.7.3 Read the information regarding John Brown carefully and compile a tourist profile for John that includes information regarding his: 6

- Interest
- Primary reason for travel
- Economic status

4.8 Study the webpage advert below and the accompanying information to answer the questions that follow



A young recently married couple saw the above advert on a webpage. They would like to make a reservation for a weekend breakaway to Cape Town. The package includes return flights, a rented car and accommodation.

4.8.1 State the mode of transport they will use to get from Johannesburg to Cape Town. 1

4.8.2 Give ONE disadvantage for using this mode of transport identified in 4.8.1. 2

The rented car in Cape Town offers roadside assistance should the car experience any difficulty during its use by the couple.

4.8.3 Choose which of the following aspects the service above demonstrates. Motivate your choice:

comfort or cost or carrying capacity or reliability or speed 1

Study the list of accommodation below and answer the questions that follows:

Backpackers
Airport Backpackers 011 394 0485

Caravan & Camping
Pomona Caravan Park 011 979 1011

4.8.4 Give ONE benefit for tourists staying at a graded accommodation establishment . 2

4.8.5 Explain with a suitable example, what the tourists can expect in terms of the following, if they stay at Airport Back packers: 4

- Facilities
- Services

4.8.6 Explain each of the following terms as applied to accommodation establishments:

Twin room 2

Room service 2

Single supplement 2

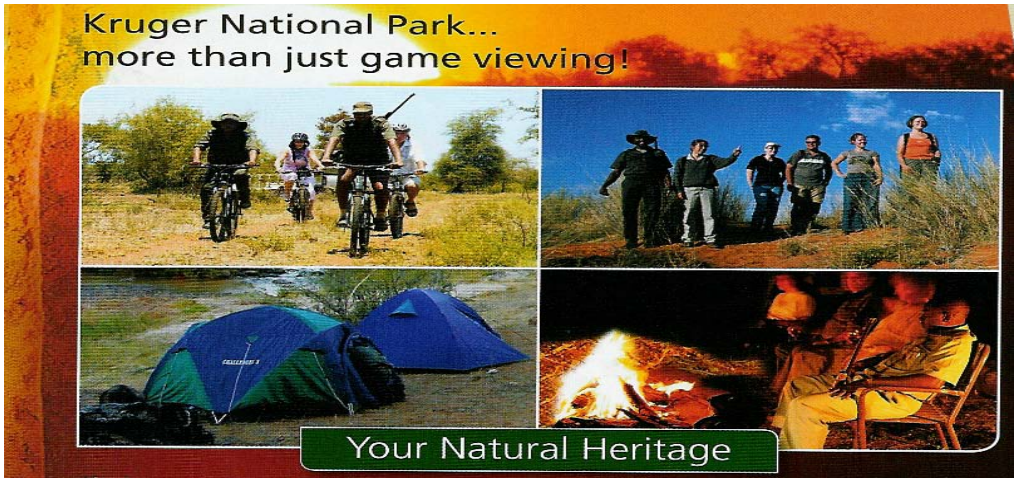
4.9 (a) Identify the type of Food and Beverage establishment in the picture below. 1



(b) Describe the services/ experiences that a tourist can expect at this establishment. 2

4.10 Read the advert below and answer the questions that follow on the next page:

Experience Fun, Freedom and Adventure in the Kruger National Park. Birds, trees, rivers, antelope, mountains and the stars come to life with the activities offered in the Kruger National Park. Discover the beauty and serenity of the African Bush up close and personal while having a bush braai or admiring beautiful sunrises, astonishing views and all the other wonders of splendour that is the Kruger National Park.



Kruger National Park … more than just game viewing!

4.10.1 Categorize, with a reason, the Kruger National Park under ONE of the following attraction subsectors: 3
gaming and lotteries or leisure or conservation or sport and recreation or events and conferences.

4.10.2 State if the following statement is true or false:.
The Kruger National Park is a natural attraction. 1

4.10.3 Motivate your answer in question 4.10.2 2

4.10.4 Except for game drives mention ONE other activity that tourists can take part in at the Kruger National Park. 1

4.11 Read the field guide requirements and answer the questions that follow

Becoming a Field Guide

To become a legally registered Field Guide in South Africa, it is necessary to register with the NDT.
To register with the NDT, the following is required:
a. You must be 21 or older.
b. A relevant CATHSSETA Accredited Qualification or Skills Programme
c. A valid First Aid certificate
d. A Public Drivers Permit
e. Proof of identification
f. The relevant registration forms available from NDT, local provincial authorities or from FGASA.



(Source: http://www.fieldguiding.com/become.asp)

4.11.1 The NDT is the body that is at the very top of managing tourism in South-Africa. Write out the name of this body in full. 2

4.11.2 Other public entities (agencies) like CATHSSETA also form part of the tourism structure of South-Africa. Briefly explain the role of CATHSSETA. 2

4.11.3 State what the GTA is an example of, where you will be able to find registration forms. 2

4.12 Read the article below and answer the following questions:

The Dog Angel

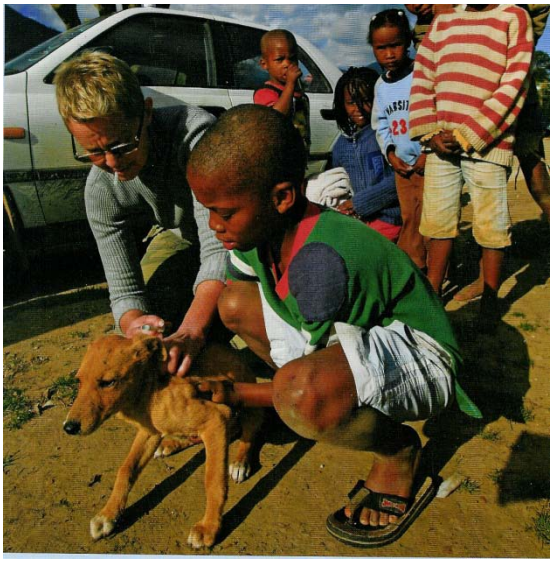
In Storms River Village lives Fiona Lowndes. She is known as Tannie Fi. She is the Dog Angel. The last nine years she has been helping to uplift the children and animals around the Tsitsikamma area.

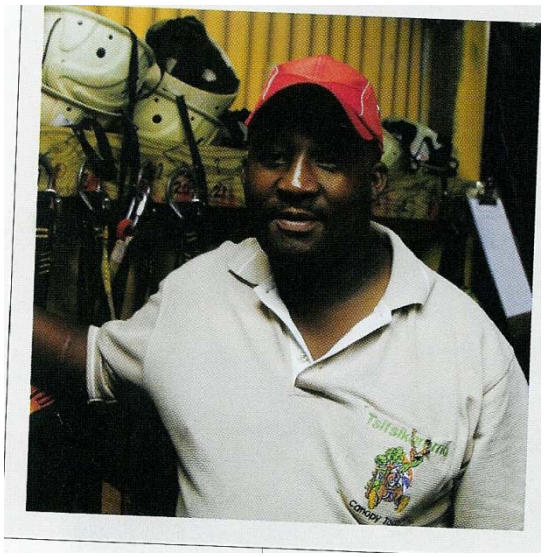
Helping the animals of the Tsitsikamma area costs plenty of money. A large bottle of *mange medicine, for example, sells for well over R1 000. And each animal

with *mange must be injected weekly. For about six to eight weeks.
Most of the money comes from Stormsriver Adventures. R200 000 in total was sponsored last year. They are a Fair Trade in Tourism company. They offer forest canopy tours and other activities in Storms River Village. TBCSA has endorsed Stormsriver Adventures. They are one of a handful of adventure companies to be granted membership. Hereby Stormsriver Adventures complies fully with SATSA's strict code of conduct.

And it is no longer a lone mission. Now she works with Norman Charles. He also works at Stormsriver Adventures.

***mange – a skin disease, rough patches on the skin of hairy animals**
Adjusted from Country Life December 2011





The local children help Fiona and, in doing so, learn helpful values of nurturing, apart from practical skills of animal husbandry. Norman Charles, the other half of the Dog Angel team.

4.12.1	Explain the importance of FTTSA for the local community of Tsitsikamma.	2
4.12.2	Write TBCSA in full.	2
4.12.3	Outline the main purpose of sustainable tourism.	2

According to the three pillars of sustainable tourism it is very important to look after the welfare of the environment, its people and the economy.

4.12.4	Identify the tourist activity offered by Stormsriver Adventures.	1
4.12.5	List one example that demonstrate that Stormsriver Adventures is contributes to the social upliftment of the local community.	2

The Tsitsikamma forest is a scarce resource. Stormsriver Adventures operates activities in this forest.

4.12.6 Suggest ONE method Stormsriver Adventures can use to ensure that tourists participating in their activities behave responsibly. 2

4.12.7 Recommend ONE responsible tourism behaviour with regards to the water bottles tourists take with them when doing activities in the forest. 2

4.12.8 Explain why a tourist supporting Stormsriver Adventures can be considered as responsible travel. 2

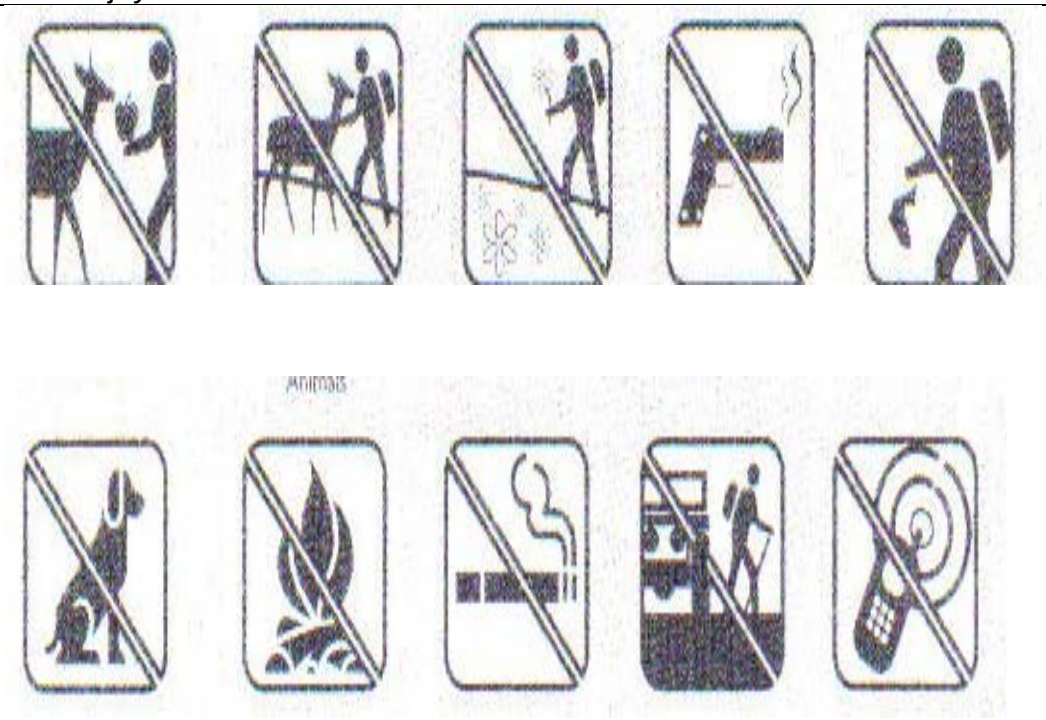
4.13 Use the mind map to answer the questions below



4.13.1 In a paragraph discuss Global Warming and Tourism. Your paragraph should include the following : 10

- A description of Global warming
- The main cause/s of Global Warming
- THREE ways tourists can combat global warming and minimize their carbon footprint, one way from each aspect indicated on the picture.

4.14 To ensure a pleasant and successful trip through a National Park it is essential that you adhere strictly to the regulations which are intended for your protection and enjoyment. 10



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

4.15 People around the world are demonstrating to make the public aware of environmental issues.



Source: www.panda.org

4.15.1 Identify and explain the environmental problem being demonstrated in the above photograph. 4

4.15.2 State TWO negative consequence of this environmental problem on the tourism industry. 4

4.15.3 Name the international organisation that expanded its work from conserving wildlife, to conserving the environment as a whole. 2

4.15.4 Responsible tourism addresses the triple bottom-line approach of sustainable development. Give an explanation for each of the following pillars: 4
(a) Economic responsibility
(b) Social Responsibility

4.15.5 Explain one action that tourists can take to help reduce the effects of global warming: 6
(a) When planning holidays
(b) When selecting transport
(c) At the accommodation establishment

4.15.6 Give TWO examples of green energy. 2

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

5.1 Read the following case study and then answer the questions.

Mr and Mrs Nkosi and their 6 year old child have been on a Vaya Mzanzi trip to Durban. It was a 4 day trip that included a day at uShaka Marine World and a guided tour on a rickshaw ride down the Golden Mile, where they bought beaded necklaces and souvenirs from local vendors. They stayed at a three star hotel near the Durban Beachfront. The holiday was a great success and the Nkosi family found that they received value for their money. They went back to their home in Cape Town and told all their friends and family about the trip and many of them thereafter booked their own Vaya Mzanzi trips.

5.1.1 Name the campaign created to encourage domestic travel in South Africa. 2

5.1.2 Name the public entity that introduced the campaign in 5.1.1 to promote domestic tourism in South Africa. 2

5.1.3 Identify the target group of the campaign in 5.1.1 2

5.1.4 Do you think the Nkosi family would be regarded as intraprovincial or interprovincial travellers? Give a reason for your answer. 3

5.1.5 Domestic Tourism can benefit the economy, people and environment of South Africa.

Below are the activities done by the Nkosi family when they were in Durban.

a) Rickshaw ride down the Golden Mile.
b) Trip to uShaka Marine World.
c) Bought beaded necklaces and souvenirs.

State whether the economy, people or the environment benefited from the activity. Motivate EACH choice. 9

5.1.6 Explain the phrase 'they received value for their money.' 2

5.1.7 Explain why domestic tourism has become the focus of marketing for SAT . 2

5.1.8 Describe the concept *domestic tourists* . 2

5.2 The table below shows the total expenditure of domestic tourists for 2007, 2008, and 2009. It indicates:
- a break up of expenditure by the purpose of the trip
- the amount of money spent on average per trip and
- the amount of money spent on average per day.

Key metrics		2007	2008	2009
Money spent	Total spent annually	R20,0 billion	R25,8 Billion	R22,4 Billion
	Purpose	VFR: 45%, Holiday: 37%, Business: 14%, Religious: 3% Medical: 1%	VFR: 45%, Holiday: 39%, Business: 12%, Religious: 3% Medical: 1%	VFR: 59%, Holiday: 22%, Business: 17%, Religious: 2% Medical: 0%
	Average spent per trip / per day	R550 per trip R120 per day	R780 per trip R170 per day	R730 per trip R170 per day

(Source: SAT Domestic Tourism Surveys for 2009)

5.2.1 Explain the abbreviation VFR 1

5.2.2 Identify the main reason for domestic travel. 2

5.2.3 In 2008, how much did tourists spend per trip? 2

5.2.4 Suggest a reason why the total amount spent annually dropped in 2009. 2

5.3 5.3.1 Explain the concept domestic tourism. 2

5.3.2 Discuss THREE ways domestic tourism is beneficial for the South African tourism industry. 2

5.3.3 Explain the difference between intra -provincial and interprovincial travel. 2

5.3.4 Give ONE example of intra - provincial and ONE example of interprovincial. 2

5.4 Study the advertisement from the Vaya Mzanzi website and answer the following questions:

The Kelway-Port Elizabeth
Valid from 06/01/2013 to 30/04/2013
Cost: R774.00
Experience Type : City Breaks
Package option :Affordable
Travel Mode: Self drive
Travel Partner Contact No.: 0117707677
Travel Partner website:
www.tttsompsons.co.za

From: R774 per person sharing. Price includes two nights accommodation at the Kelway, breakfast daily, glass of wine or local beer voucher per person
TERMS & CONDITIONS APPLY

5.4.1	Explain the tourism product that is being advertised?	4
5.4.2	State the province being advertised.	1
5.4.3	Explain the value/importance of such a promotion for the province?	2
5.4.4	List two ways of contacting the company offering the deal	1
5.4.5	Identify the tourism sector that is being promoted?	3
5.4.6	Discuss two benefits of domestic tourism for: • The Economy • The environment • The people	12

5.5 Read the article “South Africa pushes domestic travel” below

South Africa pushes domestic travel

South African Tourism (SAT) has joined forces with hospitality group Southern Sun to boost domestic tourism by making travelling locally easier, more exciting and most of all, more affordable. Southern sun launched its Sun Breaks campaign, which targets young ,up-and-coming South Africans, encouraging them to take shorter, more affordable holidays, more often.”Research we did, indicates that there are 6,2 million South Africans out there that have the resources and desire to travel, but just aren’t sure how to go about it ,or what packages are on offer,” said SAT Africa and Middle East acting portfolio manager Evelyn Mahlaba at the launch of the partnership on Wednesday.”For any country to sustain tourism and its contribution to the gross domestic product (GDP),the backbone of this has to be domestic travel.” Southern Sun communications general manager Priya Naidoo pointed out that the group was able to offer travellers from two star to five star accommodation, as well as timeshare options.”Value for money when travelling is one of the biggest things that encourages people to travel,”Mahlaba told BuaNews.”So partnering with Southern Sun, who have such an array of hotels across the country ,we now have a partner that can fulfil the needs of emerging ,young ,and up-and-coming South African travellers.” She said that Southern Sun’s portfolio of hotels enables SAT to cater to and offer individuals ,touring groups and families affordable accommodation options.

(Source:BuaNews, www.southafrica.info)

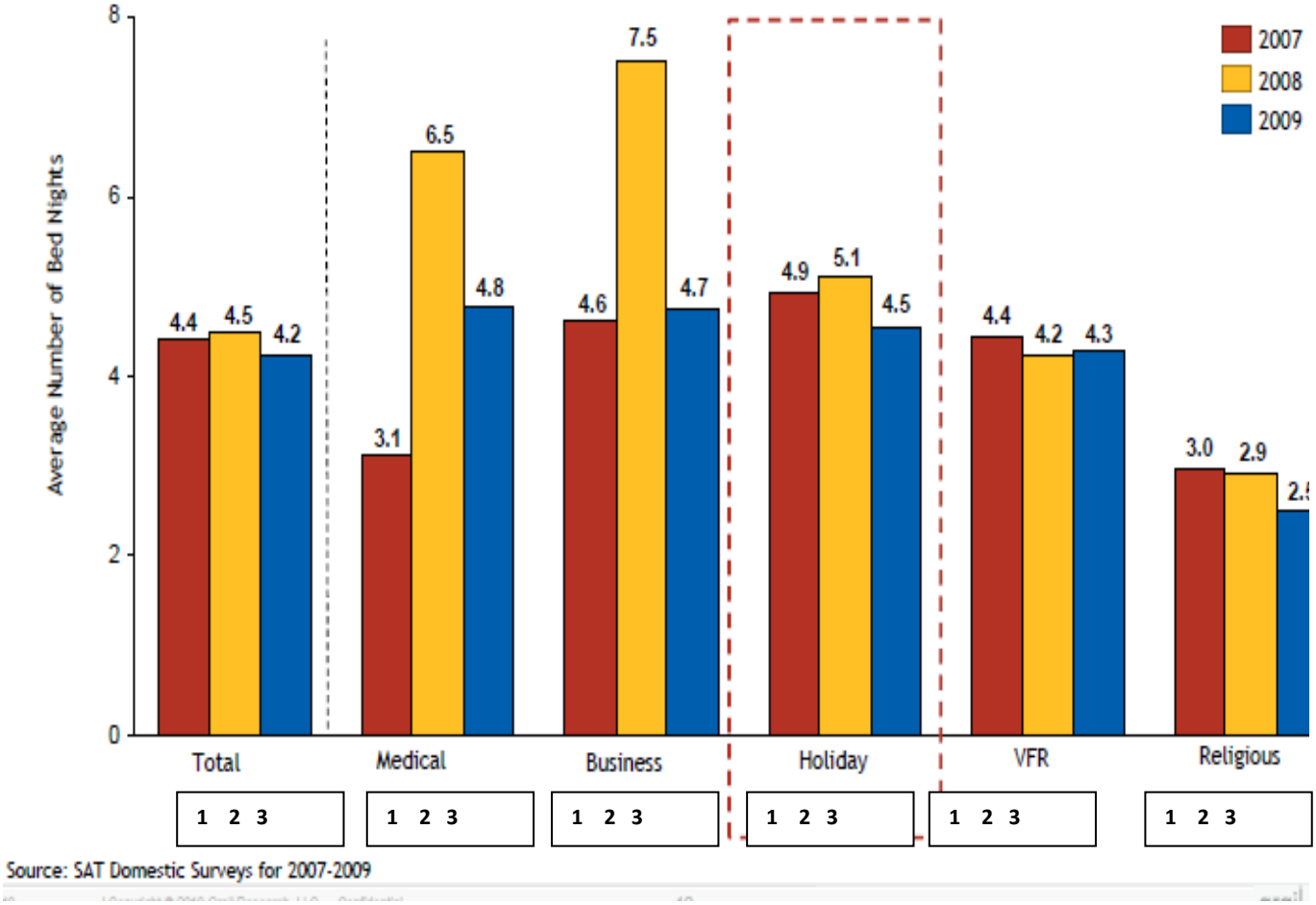
5.5.1 Identify the type of tourist being targeted by the Sun Breaks campaign. 1

5.5.2 ”For any country to sustain tourism and its contribution to the gross domestic product (GDP),the backbone of this has to be domestic travel.”

(a) Do you agree with this statement above? 5

(b) Substantiate your answer with two reasons.

5.6 Study the following graph indicating the average nights spend per purpose of the trip by domestic tourists. Answer the questions that follow:



1 = 2007; 2 = 2008; 3 =2009

5.6.1	In descending order, list the THREE most important reasons for domestic trips in 2008?	(6)
5.6.2	In 2008 what was the average number of bed nights spend for holiday purposes?	(1)
5.6.3	Select the second highest reason identified in 5.6.1, suggest a reason why many domestic tourists are travelling for this reason.	(3)

5.7 Read the information below and answer the questions that follow.



SWAP Mobile – the new way to pay!

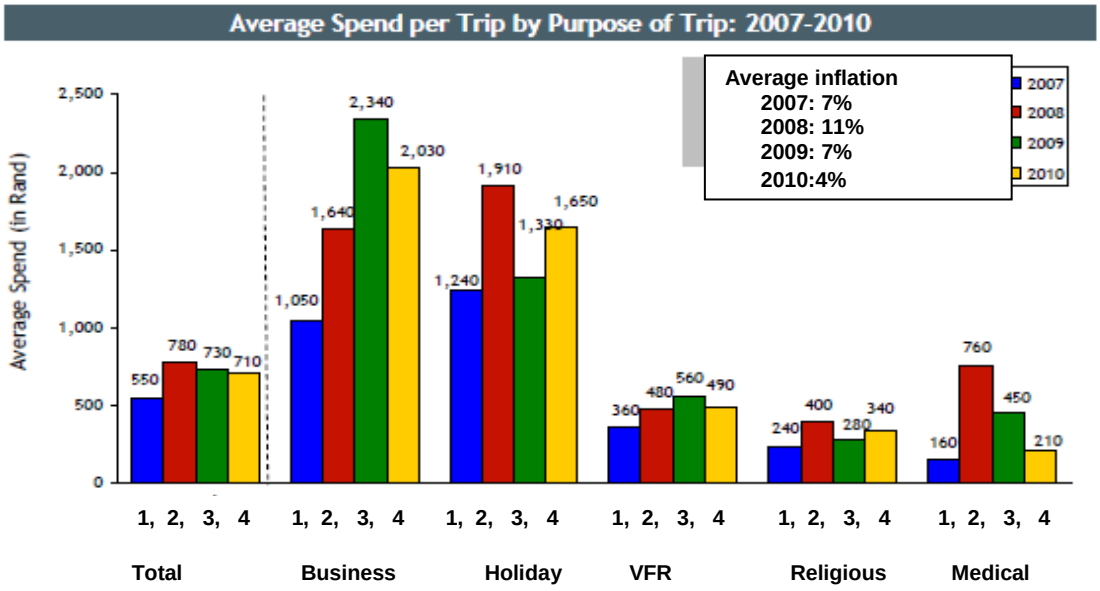
The cell phone has become the primary personal device of our time. SWAP Mobile offers a cell phone wallet. Through this cell phone wallet the user can make payments, buy airtime and electricity. They can do cell phone-commerce, money transfers or fund top-ups... anywhere, anytime. No bank account is needed. The SWAP wallet balance on a user's cell phone can act as a bank account. And it is without banking fees.
The convenience and simplicity of SWAP overcomes many of the problems associated with traditional payment options like cash, cards, cheques, internet payments and cell phone banking.

5.7.1	Discuss ONE advantage of cell phone payments.	2
5.7.2	Explain ONE disadvantage of cell phone payments	2
5.7.3	From the last paragraph select the traditional payment option that a tourism business accept if they have speed point machines	1

5.8 Examine the graph below and answer the questions that follow:

Average Spend per Trip by Purpose of Trip: 2007-2010

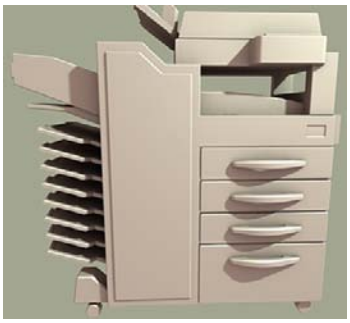
There was a decline in the average spend per trip between 2009 and 2010 with the amount spent on average for business and VFR trips decreasing compared to 2009. In contrast, there was an increase of about R320 per holiday trip in 2010



1 = 2007; 2 = 2008; 3 =2009; 4 = 2010

5.8.1	There are four columns clustered together, each with a different number or colour. Explain what the different numbers or colours represent.	2
5.8.2	Identify the Purpose of Trip which had the most spend in the last two years indicated.	2
5.8.3	Compare 5.8.2 to the most spend in 2007 and 2008. Explain your observation and conclusion.	4
5.8.4	Mention the Purpose of Trip that had the lowest spend per trip in 2010.	2
5.8.5	State why domestic tourism is important when international tourism brings seasonal economic benefits only at certain times of the year.	2
5.8.6	Name the campaign that is aimed at growing domestic tourism in South Africa.	2
5.8.7	List TWO ways that this campaign use to reach South Africans.	

5.9 Study the pictures below and answer the questions that follow.

A	B	C
		

5.9.1 Identify EACH of the equipment numbered A – C, used in a tourism business. 3

5.9.2 Discuss ONE advantage of the technology labeled B 2

5.10 Choose the correct captions from the list below that match the tourism information signs numbered A–C. 6

Campsite, Scenic Route, Hotel, National Monument, National Park, Take Away, Restuarant, View Point

A	B	C
		

5.11 Explain how a tourism business can use social networks such as Facebook and Twitter. 2

5.12 Read the scenario below and answer the questions that follow:

Nerissa Pillay had decided to go away for a week of relaxation. She made a reservation for one week at the See Hotel in Umhlanga. She made her payment and faxed the proof of payment to the hotel. But she did not receive a confirmation. She phoned and was put on hold immediately by a rude receptionist. When she finally got through, they managed to help her after a long wait. She printed the map to the hotel which she got from the website. But she got lost because the directions were confusing and the street names had changed. The map was not updated. When she finally arrived she couldn't find anyone at reception. So she dragged her own bags inside and she waited for 20 minutes feeling hot and tired.

5.12.1	From the text, identify ONE example of bad service.	2
5.12.2	Give ONE suggestion to correct the situation you mentioned in 5. 12.1.	2
5.12.3	State ONE advantage of service excellence for the business.	2

MARKING GUIDELINE

1.1

1.1.1	B	1.1.26	C	
1.1.2	C	1.1.27	A	
1.1.3	A	1.1.28	A	
1.1.4	C	1.1.29	A	
1.1.5	D	1.1.30	A	
1.1.6	C	1.1.31	D	
1.1.7	A	1.1.32	C	
1.1.8	D	1.1.33	C	
1.1.9	A	1.1.34	B	
1.1.10	D	1.1.35	C	
1.1.11	B	1.1.36	A	
1.1.12	C	1.1.37	D	
1.1.13	C	1.1.38	A	
1.1.14	D	1.1.39	B	
1.1.15	C	1.1.40	B	
1.1.16	B	1.1.41	D	
1.1.17	D	1.1.42	C	
1.1.18	A	1.1.43	D	
1.1.19	B	1.1.44	D	
1.1.20	D	1.1.45	D	
1.1.21	B	1.1.46	A	
1.1.22	A	1.1.47	B	
1.1.23	B	1.1.48	B	
1.1.24	A	1.1.49	D	
1.1.25	C	1.1.50	B	50

1.2.	1.2.1	African Delight	
	1.2.2	Le Petit Pan	
	1.2.3	Pachee's Sushi Bar	
	1.2.4	Harry's Grill House	
	1.2.5	Thai 4 U / Le Petit Pan	10

1.3	1.3.1	Porter	
	1.3.2	Self catering unit	
	1.3.3	Tourist guide	
	1.3.4	destination	
			4

1.4	1.4.1	C	
	1.4.2	F	
	1.4.3	B	
	1.4.4	E	
	1.4.5	A	5

1.5	1.5.1	True	2
	1.5.2	False – it is an example of a natural attraction	2
	1.5.3	False – primary attraction is the main reason why tourists visit a destination.	2
	1.5.4	True	2
1.6	1.6.1	C.	
	1.6.2	E.	
	1.6.3	D.	
	1.6.4	B.	
	1.6.5	A.	5
1.7		1 – Western Cape 2 –Northern Cape 3 – Eastern Cape 4 – Free State 5 – North West 6 - KZN 7 – Limpopo 8 - Mpumalanga 9 - Gauteng	9
1.8	1.8.1	a. 512	1
		b. 513	1
		c. 1474	1
		d. 661	1
		e. 967	1
	1.8.2	598 + 417 + 667 = 1682km	4
	1.8.3	Polokwane	1
	1.8.4	The number of stops made along the way The legal speed limit • Construction works on the Road ; weather conditions	4
1.9			
	1.9.1	Time = distance/ speed ; time = 56km / 100kmph; = 0,33 hours	2
	1.9.2	Time = distance/ speed ; time = 315km / 100kmph; 3, 15 hours	2
	1.9.3	Time = distance/ speed ; time = 585km / 100kmph; 5, 85 hours	2
	1.9.4	Time = distance/ speed ; time = 182km / 100kmph; 1,82 hours	2

1.10 5

NATURAL	MAN-MADE	CULTURAL
Whale-watching Drakensberg Mountain Range Blyde River Canyon Addo Elephant Park Berg River	Gold Reef City Bo-Kaap	Zulu Kraal Shakaland Phezulu Village

SECTION B : MAP WORK AND TOUR PLANNING

2.1

2.1.1 a) political b) borders c) legend (3)

2.1.2 a) scale (2)

b) The scale is used to calculate the distance between two places on a map. A tourist would know the distance of the place to be visited and approximately how long it would take to get there, depending on the mode of transport. (2)

2.1.3 Cape Town (2)

2.1.4 Durban Harbour
King Shaka International Airport (2)

2.1.5 a) Indian Ocean
b) Namibia
c) Lesotho (6)

2.1.6 north
south
east
west (4)

2.2

2.2.1 Google street view (2)

2.2.2 Specialist Map – health map (2)

2.2.3 Street map (2)

2.3 2.3.1 Imaginary lines that run from North Pole to South Pole 4
Imaginary lines that run from east to west

2.3.2 Greenwich Meridian 2

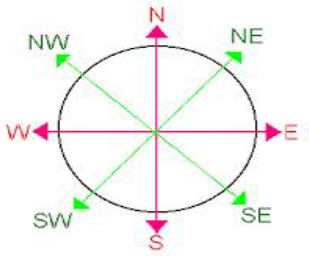
2.3.3 Equator 1

2.4 2.4.1 598 + 417 + 667 = 1682km (4)

2.4.2 667km 1hr = 100km
= 6.67 hours (2)
= 6 hours ± 40min

2.4.3 The number of stops made along the way
The legal speed limit (2)

- Construction works on the Road
- Weather conditions

2.5 2.5.1 

8

2.5.2 a) Angola 4
b) Zambia
2.5.3 a) 17 ^{O} S 23 ^{O} E 2
b) 18 ^{O} S 30 ^{O} E 2
2.5.4 Atlantic 1
2.5.5 a – Namibia 4
b – Botswana
c - Zimbabwe
d - Madagascar

2.6 2.6.1 a) Legend 1
b) Scale 1
2.6.2 a) Richards bay, East London, Port Elizabeth, Cape Town, Simons Town, Mosselbay 3
b) OR Tambo International 3
King Shaka International
Cape Town International
c) Orange – Northern Cape, Free State, Eastern Cape 3
Great Fish – Eastern Cape
Tugela – KZN
d) A – Limpopo 3
B - Northern Cape
C – Bloemfontein
e) Lesotho and Swaziland 2

2.7 a) Atlantic 1
b) USA ; North America 1
c) South America, North America, Europe, Asia, Australia, Africa 6

2.8.1 a) 962km 2
b) 943km
2.8.2 765/ 100kmph = 7 hours 39 minutes 2

	2.9.1	1. Australia 2. Asia 3. Antarctica 4. Africa 5. Europe 6. North America 7. South America	7
	2.9.2	8. United Kingdom 9. Russia	2
	2.9.3	10. Pacific 11. Atlantic 12. Indian	3
	2.9.10	13. Mediterranean 14. Madagascar 15. Bahamas	3
	2.10	(a) GPS (b) A tourist information map (c) A climate map (d) A physical map (e) A specialist map	10
2.11	2.11.1	Sutherland	2
	2.11.2	Sun City	2
	2.11.3	Limpopo Shashe	2
	2.11.4	Bisho	2
	2.11.5	Gold Reef City	2
2.12	a)	Mpumalanga	2
	b)	Tourist information map	2
	c)	This map has many tourist attractions indicated on it.	2
	d)	Pretoria and Polokwane / Nelspruit	2
	e)	Soutpansberg / Waterberg	2
	f)	They can visit tourism attractions in the area like Dinosaur Footprints, Mapungubwe National Park and Lake Fundudzi / …like Waterberg Biosphere, Welgevonden Game Reserve, Hot Springs, Nylsvlei etc.	2
	g)	They can use the gps on their phones to find places around Soutpansberg / Waterberg region. They can use google maps to see an electronic map of the Soutpansberg / Waterberg region	4
2.13	a)	Atlantic	1
	b)	Europe	1
	c)	Mediterranean islands	1
	d)	SADC	1

	e)	Madagascar / Mauritius / Seychelles	1
	f)	Russia	1
	g)	On a political map countries and their borders are indicated.	1
	h)	Longitude lines such as the international date line (IDL) or Universal Time line are imaginary lines that span across the surface of the earth from North to South. Latitude lines such as the equator are imaginary lines that span across the surface of the earth from West to East.	4
2.14	a)	50 + 70 + 35 = 155 km	4
	b)	545 km – 125 km = 420 km	3
	c)	N2	2
	d)	grid references / map grid references / lines of longitude and latitude	1
	e)	an arrow showing to the top of the page with a N above it	2

SECTION C: TOURISM ATTRACTIONS; CULTURAL AND HERITAGE TOURISM; MARKETING

3.1	3.1.1	A	1
	3.1.2	B	1
	3.1.3	B	1
	3.1.4	B	1
	3.1.5	A	1
	3.2	A = Ai-/Ais/ Richtersveld Transfrontier Park	1
		B = Kgalagadi Transfrontier Park	1
		C = Limpopo-Shashe	1
		D = Great Limpopo Transfrontier Park	1
		E = Maluti-Drakensberg	1
	3.3.1	KwaZulu Natal, There are many attractions like Durban's beachfront, South Coast beaches and Resorts, Zululand	5
	3.3.2	KwaZulu Natal, 37 800 000	3
	3.3.3	The Northern Cape is a vast area thus tourists spend more time travelling and more time in the province.	3
	3.3.4	9,9 million / 9 900 000	3
	3.3.5	(a) Gauteng has significantly more bed nights than Limpopo. Limpopo has a higher average nights per trip.	3
		(b) Limpopo: leisure tourist staying longer Gauteng: more business and medical tourists – shorter stays	3

3.4	3.4.1	True	2
	3.4.2	False. Adventure tourism includes more exiting activities that not everyone will do.	2
	3.4.3	True	2
3.5	3.5.1	iSimangaliso (Greater St. Lucia) Wetland Park. • uKhahlamba Drakensberg Park	2
	3.5.2	Durban and Pietermaritzburg (any order)	2
	3.5.3	Ultra-marathon ran up-hill one year and in the opposite direction down-hill the next year / World's largest and oldest ultra-marathon /	2
	3.5.4	Vredefort dome: It's location in the province a meteorite smashed into the earth millions of years ago and caused an impact crater Kimberley Big hole: biggest hand-dug hole - by diamond miners	4 4
	3.5.5	Western Cape	2
	3.5.6	To promote and preserve Afrikaans as art, culture and lifestyle medium.	2
	3.5.7	Victoria and Alfred (V&A) Waterfront	2

3.6.

CATEGORY	ATTRACTION	LOCATION
Natural	Pilanesberg Game Reserve	Bojanala Region / near Rustenburg
Man Made	Lesedi cultural village	Cradle of Humankind / near Krugersdorp
	Sun City / Lost City	Pilanesberg Mountains / near Rustenburg
Events	Aardklop Arts Festival	Potchefstroom

3.7.1	biodiversity	2
3.7.2	**ECOSYSTEM**: All the living and non-living things found in a field and their ways of interaction. The area can be as small as a pond or as large as a forest.	2
3.7.3	poaching	2
3.7.4	a luxury private game reserve is privately owned, a national park is owned by the State a luxury private game reserve is privately run, a national park is run by SANParks / a luxury private game reserve offer exclusive services that are customized to individuals, a national park offer standardized services / a luxury private game reserve is much more expensive than a national park	4

	3.7.5	international tourists / eco - tourists / the rich and famous	2
	3.7.6	It is very expensive to stay at / it is a game reserve with the Big Five that these tourists would want to see / It has exclusive services that are custom-made for the individuals that can pay	2
	3.7.7	KwaZulu-Natal National Botanical Gardens	1
3.8	3.8.1	graveyards / grave sites / cemeteries / memorials	1
	3.8.2	caves	1
	3.8.3	Apartheid Museum / Constitution Hill	1
	3.8.4	Hector Pietersen Museum / Mandela House / Kliptown	1
	3.8.5	Cradle of Humankind √/ Maropeng / Sterkfontein Caves	1
	3.9	**Culture** refers to the values, attitudes, beliefs and habits of a specific group of people. This includes both the living and non- living things in which they inherited from previous generations. One's cultural values can change over a lifetime as a person moves or participates in norms of a society in different places. Culture changes over time as technology and industry change. Culture is our outward display of our values and living attitudes, it often reflects heritage, but the two are not the same **Heritage** Heritage is not capable of change. Heritage includes a set of ethnic traits you are born with or in**herit**. One cannot change oneself from European to African. This is inside of you. It is part of your legacy	4
	3.10	Intangible culture cannot be touched, e.g. cultural elements (traditions, language and oral history) and is living in people	2
	3.11	(a) Historical building (b) Provincial Heritage Site	2 1
	3.12	(a) False (b) Tourism is competitive and to get the tourists' business instead of the organizations' competitors, it must have a competitive edge over it's rivals. / To compete with it's competitors and get market share / To attract tourists amongst stiff competition (c) To satisfy the needs and wants of target markets √ / The tourism business must first meet the needs, desires and expectations of its clients and comply with it. / to interest tourists and make them choose their product (destination) over others (d) To determine the goals and target market. √√ / to	1 1 1 2

determine demand for the product or service / to sell their product effectively to the right people at the right price / to find out what tourists' needs and wants are

e) Market research will ensure that all the marketing yields the expected results 2

SECTION D: TOURISM SECTORS; SUSTAINABLE AND RESPONSIBLE TOURISM

4.1

4.1.1 (a) Adventure tourist; ecotourist

- Cultural
- SIT (birdwatching) 4
- Historical tourist
- Family tourists
- MESE / MICE

(b) The lodge offers activities and attractions that will suit this type of tourists

4.1.2 a) Tourism Grading Council Of South Africa (TGCSA) 2

b) Private Sector - It is a organisation responsible for voluntary grading and quality assurance of accommodation establishments. 3

c) It assures a client of excellent quality of overall standard of facilities, service and guest care 2

d) The lodge will be listed on the TGCSA's website free of charge 2

- Grading is good for business, as most tourists prefer to stay in a graded establishment.

4.1.3 birdwatching
game viewing 2

4.1.4 Credit card
Internet payment 4

4.1.5 Full board is a type of accomodation that includes all meals 4
Selfcatering include only accomodation, guests are expected to provide their own meals.

4.1.6 Disable facilities
Information centre
Toilets equipped with facilities for mothers to change diapers
Accommodation 4

4.2.1

(a) Most businesspeople need to communicate often with clients or their office, hotels may provide a telephone (often a multi-line or cordless one) next to the bed, on the desk and sometimes even the bathroom 2

(b) Many businesspeople need plugs for equipment such as laptops, cameras and cell phones. 2

(c) Can access the internet for emails and information 2

(d) It will allow the businessman to stay in touch with his office even if he is in a meeting all day, because he can receive messages 2

4.3 4.3.1 Debit card 2

4.3.2

Advantage	Disadvantage
Gives access to funds in the local currency • Pin number makes its safe to use • Cannot spend more than you have	Not accepted at all places • Must have enough money in your account

4

4.3.3 Credit cards
- Cash
- cheques

1

4.4 4.4.1 Age: in their 20's 10
Nationality: British
Budget: Low income: students
Purpose of visit: holiday
Gender: 1 male and 1 female
Dietary needs: Vegetarian

4.4.2 International 2

4.4.3 International, adventure ,backpacking tourist 3

4.4.4 Any adventure activity found in Cape Town, e.g. Mountain climbing abseiling/ hiking/bungee jumping, diving, shark cage diving, scuba diving. 2

4.4.5 a Dormitory style room with bunk beds that is shared with other people. Most have a communal bathroom/ communal kitchen/ communal lounge and dining area. 4

4.4.6 Public transport such as a mini bus taxi, bus or train. They are going to use the cheapest mode of transport because they are operating on a low budget. 2

Road transport: They can see more of the area and it is often cheaper than the other modes. 2

4.5 4.5.1 A – conference tourist 6
B – Leisure/holiday tourist
C – Health tourist

4.5.2 Conference tourist – air – traveling a long distance from an international destination 6
Leisure tourist – road – need a mode of transport to travel

	when at their destination/ cheaper Health – road transport- she wants to enjoy the scenery	
4.5.3	Air – expensive Road – takes long Road – traffic congestions/ high accident rates	3
4.5.4	Fast Food establishment Family food restaurant Fine dining restaurant	3
4.5.5	Eduardo – fine dining restaurant Gumbi family – family restaurant Anne – fast food restaurant	2
4.5.6	BRICS summit	1
4.5.7	Rickshaw	3
4.5.8	(a) Eduardo – King Shaka suites Gumbi family – Larry's self catering cottage Anne – Busman's retreat	3
	(b) Eduardo – King Shaka suites – He is here for a conference and would need full board accommodation that will provide meals as well and he does not need a lot of space as he is staying alone. Gumbi family – Larry's self catering cottage – Family tourists usually prefer accommodation that allows more space because they are with kids. Anne – Bushman's retreat – it offers a more secluded and quite surroundings that will appeal to this type of tourist.	3
4.5.9	One or more bedrooms, fully equipped kitchen, lounge, dining area and / or patio.	2
4.5.10	Safe in the room, electronic key card for entrance to room	2
4.5.11	Electronic banking, credit card, debit card, cash	3
4.5.12	Sunbathing, swimming, water based activities such as snorkelling, surfing, fishing, etc	3
4.6		
4.6.1	Railway electrical Transport	2
4.6.2	Scheduled flights	2
4.6.3	Market is growing fast and airlines offer more flights to more destinations more often because of this growth. Air-transport has become more convenient leading an increase in the demand for air transport..	2
4.6.4	It has the capacity to carry more people and this will the reduce carbon footprint of passengers.	2
4.6.5	Reduce Recycle Reuse	3
4.6.6	They can apply the 3 Rs, and community involvement in local projects that focus on the environment.	2

4.7.1	Domestic tourism – people travelling in their own country. Regional Tourism - Tourists travelling within specific geographical areas. Mass Tourism – Very popular attraction and a large number of tourists visit the attraction Outbound tourism – leave their country (England) to travel to other countries International tourism – travelling outside your country	2
4.7.2	Backpacker	1
4.7.3	Hobbies: bungee jump / mountain climbing / shark cage diving paragliding / skydiving / etc. adrenalin activities Holidays: international holidays (he visit SA from America) / ad holiday / 10 day tour Economic status: small budget	6
4.8.1	Air Transport	**1**
4.8.2	**Disadvantage:** Can be expensive. Not flexible (routes and timetables are scheduled) / baggage restrictions / seating space cause discomfort (cramped) / need transport to and from the airport / high carbon emissions / weather dependent / non-scenic / lack of privacy / terrorist attacks (hi-jack)	2
4.8.3	reliability	1
4.8.4	Tourists will know what to expect from graded establishments. Tourists can use the feedback system to compliment or criticize the establishment. Tourists can find information on the TGCSA website about graded establishments and know that quality is ensured	2
4.8.5	**Facilities:** dormitory (bunk beds) , communal kitchen, communal dining area, communal lounge / social and relaxation areas / entertainment areas, communal bathroom (ablution), washing machine, reception area, private rooms more expensive than dormitory **Services**: shuttle service , internet, BAZ bus connection, tourist information, booking tours, electricity, light meals by arrangement , daily cleaning of rooms / dormitory	4
4.8.6	**Twin room** - a room that sleeps two people in either two single beds or two double beds. **Room service** - food or drinks are delivered to the room by hotel staff, at the guest's request. There is usually an extra charge for this service. **Single supplement** - an additional charge for single occupancy in a double	6
4.9		
(a)	Tavern / Shebeen	1
(b)	Tourists can expect the following:	2

- Choice of local dishes
- Alcoholic and non alcoholic drinks
- Meeting locals
- Entertainment e.g. music are provided

4.10

4.10.1	Conservation - The main focus of the park is the conservation of plants and animals	**3**
4.10.2	True	**1**
4.10.3	Part of the environment (plants and animals)	**2**
4.10.4	Photography, bird - watching, picnic, natural heritage, studies of the plants, guided game walks, guided bicycle trips, camping, campfire story-telling, star-gazing, bush braai, watching the sunrise / sunset, admiring the views	**1**

4.11

4.11.1	National Department of Tourism.	**2**
4.11.2	CATHSSETA provides skills training and manages all learnership opportunities for the employed or those wanting to be employed in the tourism sector. CATHSSETA accredits tourism qualifications or skills programmes offered by various providers	**2**
4.11.3	The local provincial authority in Gauteng / PTO	**2**

4.12

4.12.1	Ensures that the local community gets a fair price for the products and services they provide to the tourism industry	**2**
4.12.2	Tourism Business Council of South Africa	**2**
4.12.3	To preserve and protect resources for future generations	**2**
4.12.4	Forest canopy tours	**1**
4.12.5	They provide funding (R200 000 in total in 2010) for animal medication through which Fiona teaches nurturing values to the local children in Tsitsikamma.	**2**
4.12.6	Develop a code of conduct (rules of what tourists may and may not do) • Provide an educational talk on the impact that the activity can have on the environment to each group of tourists.	2
4.12.7	Do not leave the empty bottle behind in the forest (don't litter) • Use refillable water containers and tap-water rather than bottled water. • Recycle the plastic bin for and glass • Provide bins at the start and end point of the tour	2
4.12.8	By supporting Stormsriver adventure, the tourist is indirectly supporting their initiative to help stray dogs. Therefore they can be regarded as responsible travel because without tourists money Storms river would not be able to support the Dog Angel.	2

4.13

4.13.1 Global warming is a process in which long-wave radiation from the sun enters the earth's atmosphere, but is prevented from escaping by cloud cover and an accumulation of certain gases around the world. Global warming is the average increase of the earth's temperature. 10
It is caused by green house gasses / the increase in pollution / Deforestation / carbon emission. Global Warming can be combated if people minimize their carbon footprint by green living / recycling / re-using things / reducing usage/ using less fuel / using public transport / walking or cycling / travelling slowly / travel in a group/ Not polluting waterways / not wasting water.

4.14 Do not: 10

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

No domestic animals allowed due to the high risk towards the wildlife
No fires allowed because it can lead to outbreak of wild-fires.
No smoking in the park because it can lead to outbreak of wild-fires
Don't exit from your vehicle in the park due to the high risk of being attack by the wild animals.
No noise disturbing to wild life, please switch of all cell-phones

4.15

4.15.1 Global warming is a process in which long-wave radiation from the sun enters the earth's atmosphere, but is prevented from escaping by cloud cover and an accumulation of certain gases around the world. 4
This means that the earth is warming up more quickly than it would do naturally.

4.15.2 Changed patterns of nature. 4
Potentially increasing rainfall in some tropical areas.
Animal habitats are threatening and can become extinct.
Serious storms, such as hurricanes, tsunami.

4.15.3 World Wildlife Fund for nature 2

4.15.4 (a) The local community benefits economically through meaningful employment, profit share etc. The community is up-skilled through training and development . 4
(b) Taking care of the needs of the local community through meaningful social upliftment e.g. building roads, clinics, recreation centres, hospitals etc

4.15.5	(a) Take fewer and longer holidays Take holidays closer to home. Support tourism service providers that are committed to reducing their carbon footprint.		2
	(b) Travel by train and other public transport where possible. Book direct flights to avoid transfers. Where possible, use public transport at their destinations.		2
	(c) Use as little electricity as possible. Use warm water sparingly. Use laundry services sparingly.		2
4.15.6	Wind energy, solar energy, thermal energy		2

SECTION E: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM; COMMUNICATION AND CUSTOMER CARE

5.1

5.1.1	Vaya Mzanzi Campaign		2
5.1.2	South African Tourism SAT		2
5.1.3	Young families		2
5.1.4	Interprovincial The Nkosi family are travelling between two provinces		3
5.1.5	a) environment - the rickshaw is friendly to the environment, no release of carbon monoxide. • people - creating jobs for people		3
	b) people- creates jobs • environment - tourist/people learn about marine life and how to appreciate and protect it. • Economy - contributes to the economic development in the area around the area . Infrastructure, services and facilities can be maintained and upgraded with the money spent by tourists.		3
	c) people – preserve the craft of making beads economic – made money from selling the crafts		3
5.1.6	It means they have received more than they expected, felt their money is well spent.		2
5.1.7	Domestic tourism is more stable than international tourism. Domestic tourism is not easily affected by situations happening around the world e.g. bird flu in Asia will not affect domestic travel.		2
5.1.8	Domestic tourists are tourist that travel within their own country.		2

5.2	5.2.1	Visiting friends and relatives	1
	5.2.2	Most people are traveling to visit friends and family	2

	5.2.3	R 780	2
	5.2.4	Global economic recession - people did not want to spend on travel	2
5.3			
	5.3.1	To encouraging South Africans to travel within their own country.	2
	5.3.2	More domestic tourists who travel there is more demand for labour therefore job creations More tourists who travel within South Africa means that tourism businesses generate more profits and this then contributes to the GDP of South Africa increasing economic growth of our country More demand created by domestic tourists means that government will have more money to spend on developing and upgrading infrastructure.	2
	5.3.3	Intraprovincial – travel within one's own province Interprovincial – travel between provinces	2
	5.3.4	Intraprovincial – tourist from KZN travel within KZN Interprovincial- tourist from Limpopo travel to Gauteng	2
5.4			
	5.4.1	A two night, self drive, affordable, city break for two persons sharing	4
	5.4.2	Eastern Cape	1
	5.4.3	It will bring in money for the province, because tourist will spend money during they stay.	2
	5.4.4	Telephone and via the website	1
	5.4.5	Accommodation	3
	5.4.6	**Economy:** More domestic tourists who travel there is more demand for labour therefore job creations More tourists who travel within South Africa means that tourism businesses generate more profits and this then contributes to the GDP of South Africa increasing economic growth of our country More demand created by domestic tourists means that government will have more money to spend on developing and upgrading infrastructure. **The environment** Part of the money tourist pay can be used to protect and conserve the environment Tourists can be educated on how to protect and conserve the environment Locals will appreciate their environment and look after it if their relies they can make a living out of it **The people** If people have jobs it will improve the standard of living	12

Money earned from tourism can be used to build roads, transport services, hospitals, schools and clinics.

5.5.1	Young up and coming South Africans	**1**
5.5.2	More domestic tourists who travel there is more demand for labour therefore job creations More tourists who travel within South Africa means that tourism businesses generate more profits and this then contributes to the GDP of South Africa increasing economic growth of our country More demand created by domestic tourists means that government will have more money to spend on developing and upgrading infrastructure.	**5**
5.6.1	Business, medical, and holiday	**6**
5.6.3	5.1 nights	**1**
5.6.3	Tourist may move from rural to urban provinces to receive specialised or better medical care. some of the procedures and technologies are only available in more urban provinces.	**3**

5.7

5.7.1	It is easy to use • no bank account is needed, your cell phone balance is your account • you do not need to go to a bank, ATM or the internet, but you can use cell phone banking from any where at any time • no banking fees are charged • portable • cheaper to use • multiple features (connect to the internet)	2
5.7.2	some areas do not have connectivity • some tourism business don't have this as a payment option yet • internet connectivity rates are expensive	2
5.7.3	cards / debit cards / credit cards	1

5.8

5.8.1	Different years/ the years 2007 - 2010	2
5.8.2	Business	2
5.8.3	In 2007 and 2008 Holiday tourism had the most spend, but now it has changed and Business tourism has the most spend in 2009 and 2010	4
5.8.4	Medical	2
5.8.5	Domestic tourism happens all year round when South Africans travel in South Africa for various reasons and give economic benefits at times of the year when international	2

tourism does not.

5.8.6 Vaya Mzanzi 2

5.8.7 TV advertisements / website / competitions 2

5.9

5.9.1 A – computer 3
B – fax machine
C - photo copier machine

5.9.2 being able to send and receive written communication electronically. 2

- serves the double purpose of being a telephone and a fax
- do not have to physically take written communication to an office, can send it
- Send written information speedily from one person to another
- quicker form of communicating hard copy than by post or by courier
- cheap messages with a written record of the message transmitted
- secure, only going to the recipient's number
- can be used to print, make copies or scan images

5.10

5.10. A – Hotel 6
B - National Monument
C – Restaurant

5.11

5.11.1 interactive (two-way) marketing 2

- public participate actively in advertising and bookings
- to view the tourism product / to make comments (positive or negative
- read other customers experience and comments

5.12

5.12.1 She did not receive any letter of confirmation 2

- put on hold by a rude receptionist
- she had a long wait for help
- she got lost because the directions were confusing and the street names had changed (outdated map)
- no one to assist at reception

5.12.2 train staff to send confirmation after receiving payment of any booking 2

- put steps and quality control measures in place to follow with any booking
- train receptionist on telephone etiquette
- train staff to be helpful and attend to clients immediately
- update the map on the website

- train security staff on opening for and receiving guests
- ensure reception staff to be on duty or make alternative arrangement with other staff member or inform client what to do in case of late arrival.

5.12.1 satisfied customers 2

- positive Word-Of-Mouth
- increased profits
- satisfied employees
- return visits by tourists (customer loyalty)