Western Cape Government
Education
FOR YOU

TOURISM

Metro South

2026

GRADE 10 | TERM 1

A comprehensive guide for teachers and learners, fully aligned with the 2026 ATPs and CAPS curriculum

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Introduction

This presentation is an essential guide that enhances teaching, helping educators maintain a well-structured approach in delivering the Grade 10 tourism curriculum. It provides a framework for smooth lesson planning, supports effective teaching strategies, helps educators navigate the subject, and optimizes the learning experience. Developed using the official 2026 Tourism Annual Teaching Plans, CAPS, the latest advanced AI tools, and trusted tourism textbooks, it is fully aligned with current trends in the tourism industry. It features active live links to YouTube videos and additional readings, ensuring that learners engage with real-world developments that make the subject more relevant and exciting. Educators are encouraged to design additional activities based on the content of this presentation that cater to all levels of cognitive development (higher, middle, and lower), addressing the diverse abilities of learners and ensuring effective preparation for their assessments. By using this innovative resource, educators can inspire learner engagement, foster critical thinking, and equip learners with the knowledge needed to excel in the tourism subject.



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WEEK 1

14-16 JANUARY 2026

INTRODUCTION TO TOURISM:

- Baseline Assessment
- Grade 10 Tourism content map
- Grade 10 Tourism programme of assessment
- Grade 10 Tourism PAT

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WEEK 2

19-23 January 2026

(Tourism Sectors)

Introduction to Tourism

- What is tourism?
- The difference between inbound and outbound tourism

Concepts: Domestic tourism, regional tourism, and international tourism

- What is a tourist?
- Why do people travel? (reasons)
- Their needs, preferences, and expectations

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TOURISM

Tourism is the study of the activities, services, and businesses that provide a travel experience.

Tourism Sectors:

- The transport sector
- The hospitality sector
- Travel organizing and support services
- The attraction sector



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INBOUND AND OUTBOUND TOURISM

Inbound Tourism

- When tourists travel into the country from another country.
- Example: A family from Germany visiting South Africa for a safari.

Outbound Tourism

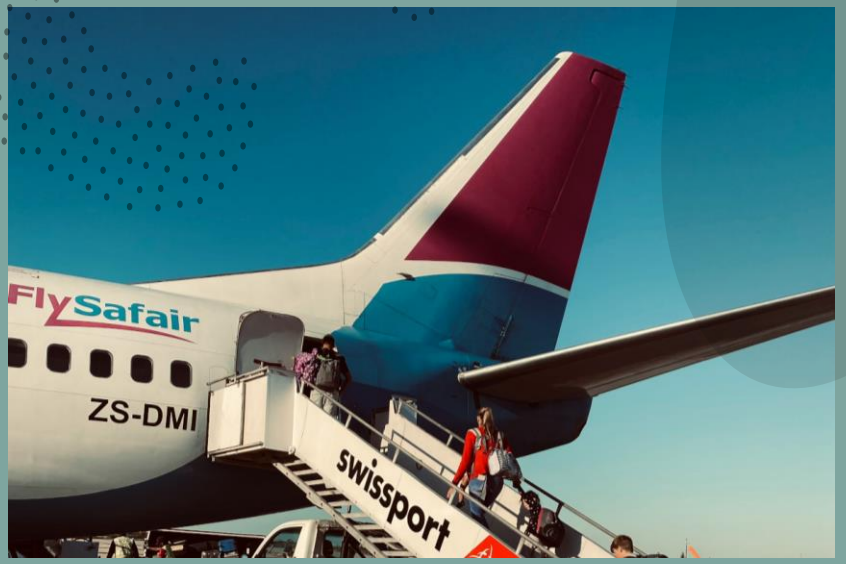
- Is the act of travelling ‘out’ of your home country for tourism.
- Example: A student from Cape Town is taking a holiday to Thailand.





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Domestic Tourism



- People who take holidays within their own country.
- Example: A family from Limpopo traveling to Durban for a beach holiday.



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REGIONAL TOURISM

- Tourism that involves travel within a defined multi-country region, where both the origin and destination are part of the same geographical zone.
- Example: Bafana Bafana fans traveling from South Africa to Morocco for the 2025 AFCON soccer tournament.





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INTERNATIONAL TOURISM

- International tourists are individuals who cross a national border and travel to a country other than their country of residence.
- For example, the South African Minister of Tourism, Ms. Patricia de Lille, is traveling to London for the World Travel Market conference.

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TOURIST & EXCURSIONIST

Tourist

- A person who travels away from their usual environment for leisure, business, or other purposes for at least one night but less than one year.

Excursionist (or Same-Day Visitor)

- A person who visits a destination and leaves on the same day, without staying overnight.





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WHY DO PEOPLE TRAVEL?

- What are their needs, preferences, and expectations?
- Because they have different needs, preferences, and expectations, and they travel for different reasons:

a) Business and professional reasons

b) Leisure

c) To visit friends and relatives (VFR)

d) To take a gap year

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CLASSWORK

- Choose the correct term that best matches the description below: *(Inbound tourism; Outbound tourism; Domestic tourism; Regional tourism; International tourism).*

a) Tourists from Germany visit Cape Town to explore Table Mountain and Robben Island. (1)

b) A family from Johannesburg travels to Durban to spend their December holidays. (1)

c) The South African national rugby team, the Springboks, will travel to New Zealand to play a friendly match against the All Blacks. (1)

d) Tourists from the United Kingdom fly to South Africa to experience a safari in Kruger National Park. (1)

e) A group of South African tourism students travels to Botswana to visit the Okavango Delta. (1)

[5]

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WEEK 3

26-30 January 2026

Types of tourists and tourist profile

Types of tourists and tourist profiles

❖ **Focus on the following types of tourists:**

- Visiting friends and relatives (VFR), leisure, adventure, business, shopping, health, eco, cultural, religion, sport and recreation, education, special interest tourists (SIT), incentive, backpacking, youth travel, and gap year
- Drawing up a tourist profile

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TYPES OF TOURISTS AND TOURIST PROFILE

- Tourists are classified based on their needs and reasons for travelling.
- Hence, they have different needs and expectations, and they travel for different reasons:

1) Business and professional reasons.
2) Leisure and holiday tourists.
3) Tourists travelling to visit friends and relatives (VFR).
4) Youth tourists, including backpackers and year-round travelers.







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BUSINESS TOURISTS

- Travel is related to business and the world of work.

EDUCATION TOURISTS

- Travel to attend a place of learning in another town, city, or country.

INCENTIVE TOURISTS

- Are awarded a company-paid holiday as a reward for their hard work.

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HEALTH OR MEDICAL TOURISTS

- They travel because they want to visit a health spa or need special medical treatment that is only available away from home.

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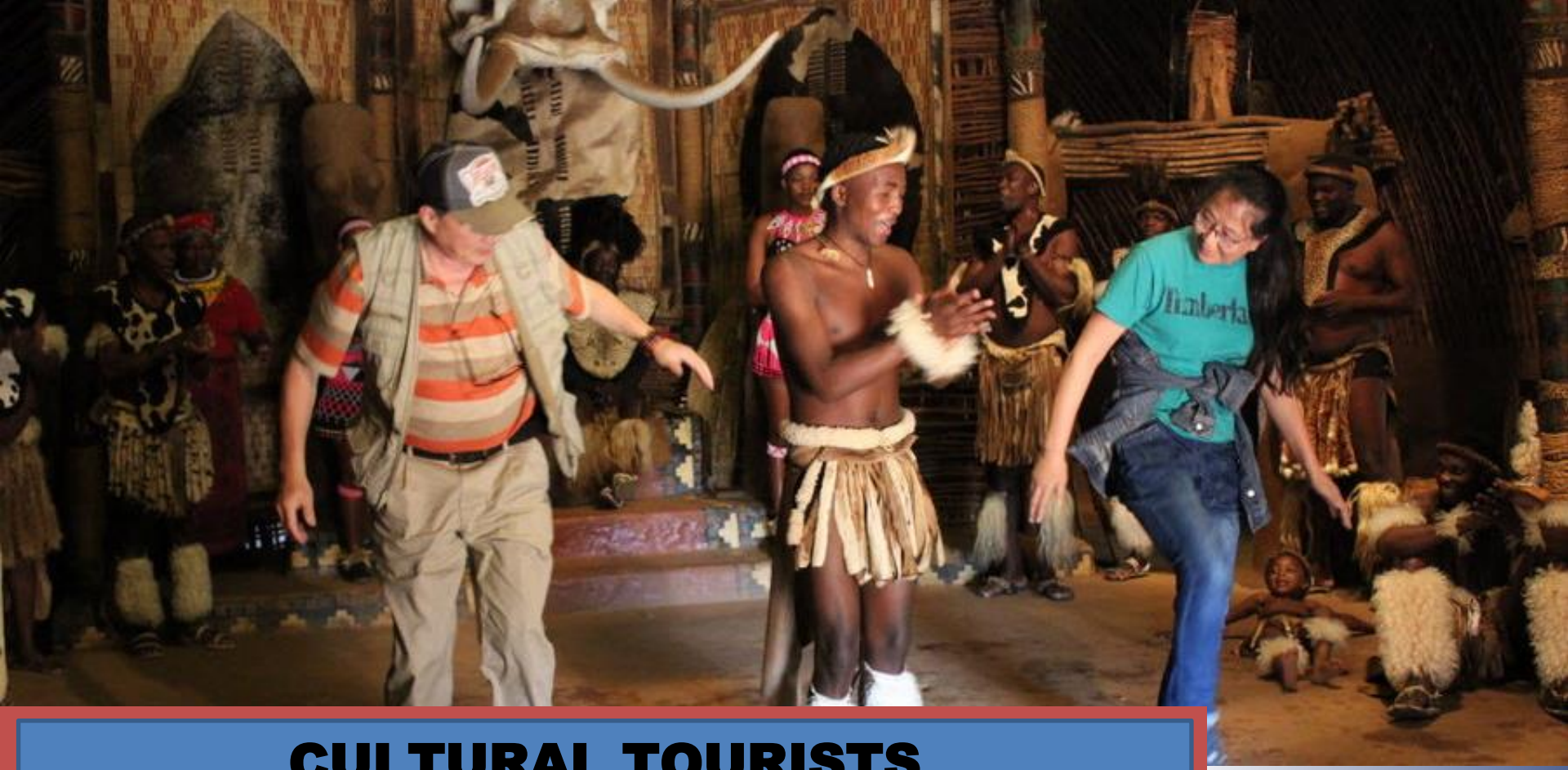




ADVENTURE TOURISTS

- These tourists like to experience dangerous activities such as shark cage diving, skydiving, hiking, and river rafting.

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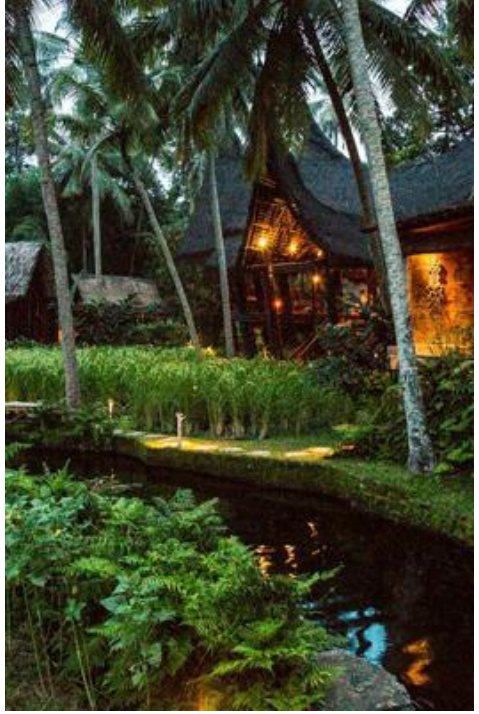
CULTURAL TOURISTS

- They want to experience different cultures, such as San rock art, or culturally related festivals.

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LEISURE TOURISTS

- They want to rest and relax and have a break from the usual routine.

ECOTOURISTS

- They want to experience the natural environment and different cultures.

RELIGIOUS TOURISTS

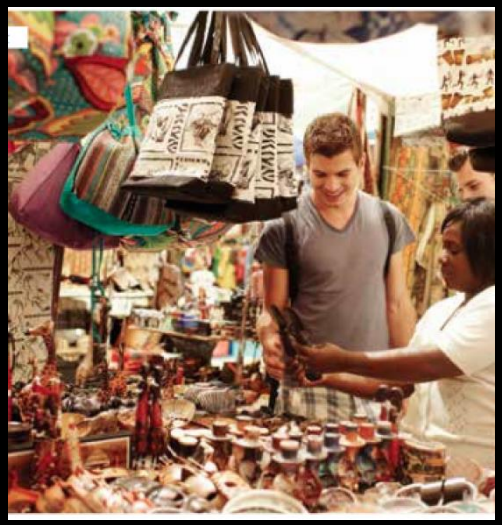
- They want to see or experience a place of religious importance.

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SHOPPING TOURISTS

- They travel to shopping malls, shopping centers, craft markets; their main purpose is to buy items.

SPECIAL INTEREST TOURISTS (SIT)

- SIT has interests such as bird watching, food and wine, flowers, and fishing.

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SPORT AND RECREATION TOURISTS

- Sport and recreation tourists participate in or watch sporting events, where weather is a player or spectator.





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TOURIST PROFILE

- Tourist profiles are used by travel agencies and other businesses to create itineraries.

1) Name
2) Nationality
3) Age
4) Contact Details, such as address and telephone number
5) Occupation
6) Need and preferences
7) Length of the trip
8) Specific requirements

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CLASSWORK

- Define the term *tourist* in your own words. (2)
- List three reasons why people travel. (2)

Read the descriptions below and write the correct type of tourist for each.

- A group travels from Johannesburg to hike and go abseiling in the Drakensberg mountains. (1)
- A woman flies from Cape Town to attend an Easter pilgrimage and revival event in Morija, Lesotho. (1)
- A student from Germany enrolls in a three-month tourism management internship in Cape Town. (1)
- Differentiate between leisure and business tourists. (4)

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WEEK 4

02-06 February 2026

Different modes of transport

The modes with relevant examples are below:

- **Road:** Car, bus, coach, shuttle bus, metered taxi, minibus taxis, and motorcycles
- **Air:** Aeroplanes, helicopters, microlights
- **Rail:** Trains, trams
- **Water:** Luxury cruise liners, chartered boats, yachts
- **Extraordinary modes of transport:** Camels, donkey carts, hot air balloons, bicycles
- **Compare the modes of transport** (road, air, rail, water) in terms of comfort, cost, safety, carrying capacity, speed, and reliability
- **Advantages and disadvantages** of the different modes of transport

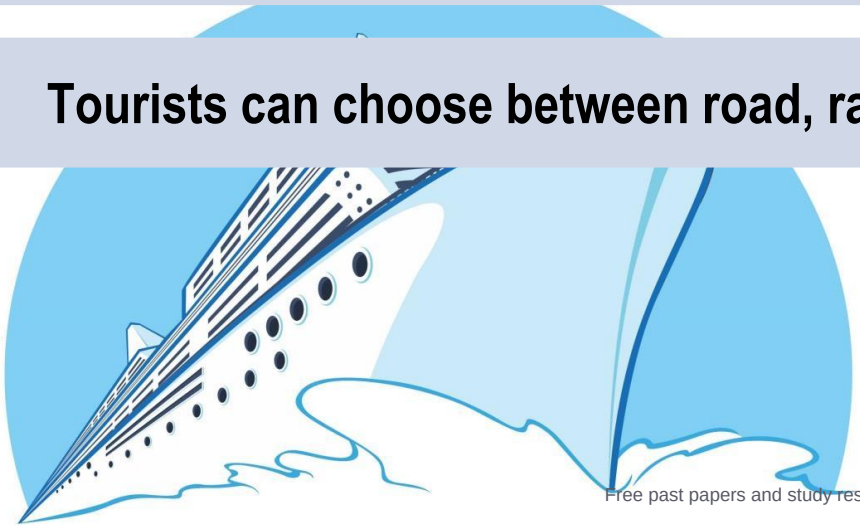
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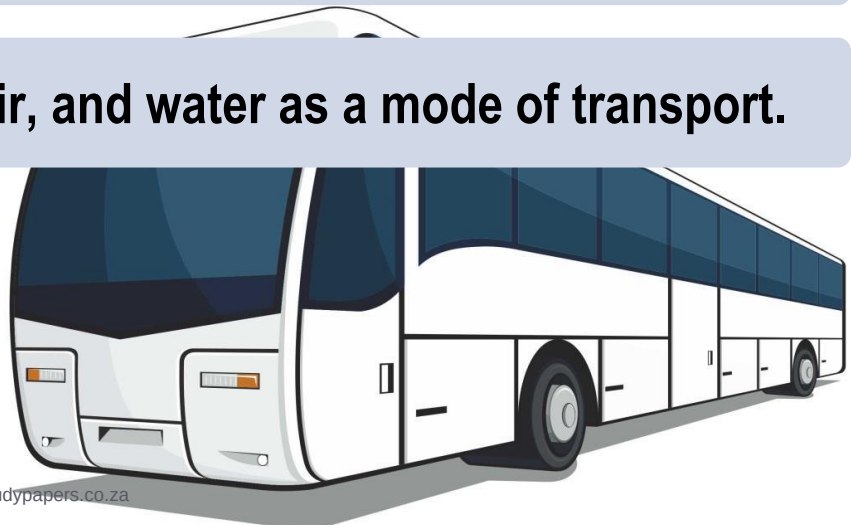
MODES OF TRANSPORT





- Transport connects the place of departure with the destination.
- Tourists can choose between road, rail, air, and water as a mode of transport.





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TRAVELLING BY ROAD

The Accessible Network

- Road transport uses flexible vehicles to connect cities, rural areas, and attractions directly.

Travel Means:

- Car, Bus, Coach, Shuttle Bus, Metered Taxi, Minibus Taxi, and Motorcycle.

Typical Tourists:

- **Independent Explorers:** (Cars, Motorcycles) Road-trippers, families, and adventure seekers.
- **Budget Travelers:** (Buses, Minibus Taxis) Backpackers and local commuters.
- **Convenience Seekers:** (Shuttles, Metered Taxis) Business travelers and resort visitors.









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TRAVELLING BY AIR

Speed and Perspective

- Air transport provides the fastest connections between distant locations and unique aerial views.

Travel Means:

- Aeroplane, Helicopter, and Microlight

Typical Tourists:

- **Long-Haul Travelers:** (Aeroplanes) International tourists and business professionals.
- **Scenic & VIP Travelers:** (Helicopters) Luxury tourists and sightseers.
- **Adventure Seekers:** (Microlights) Thrill-seeking enthusiasts.







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TRAVELLING BY WATER

Leisure and Coastal Exploration

- Water-based transport is central to cruise holidays and accessing islands or coastal attractions.

Travel Means:

- Luxury Cruise Liner, Chartered Boat, and Yacht.

Typical Tourists:

- **Leisure Cruisers**: (Cruise Liners) Holiday-makers and retired travelers.
- **Private Groups & Enthusiasts:** (Chartered Boats, Yachts) Families, friends, and sailing hobbyists.

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TRAVELLING BY RAIL

Scenic and Efficient Journeys

- Rail travel offers efficient city-to-city connections and immersive scenic routes with minimal stress.
- **Travel Means:**
  Train, Tram

Typical Tourists:

- **City-to-City Travelers:** (Trains) Inter-city commuters and cross-country explorers.
- **Urban Explorers:** (Trams) City tourists and daily commuters.







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Extraordinary Modes

Unique and Experiential Travel

- These unconventional transports are often the main attraction, offering cultural or adventurous experiences.

Travel Means:
Camel, Donkey Cart, Hot Air Balloon, and Bicycle.

Typical Tourists:

- **Cultural & Adventure Tourists:** (Camels, Donkey Carts) Travelers seeking authentic local heritage.
- **Experience Seekers:** (Hot Air Balloons) Romantic and special-occasion tourists.
- **Active Travelers:** (Bicycles) Eco-tourists and fitness-oriented explorers.

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MODES OF TRANSPORT TO SUIT THE PURPOSE OF A TRIP





- The selection of modes of transport depends on the reason for the trip and the specific needs, preferences, and expectations of the tourist.

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THE COST OF THE TRANSPORTATION

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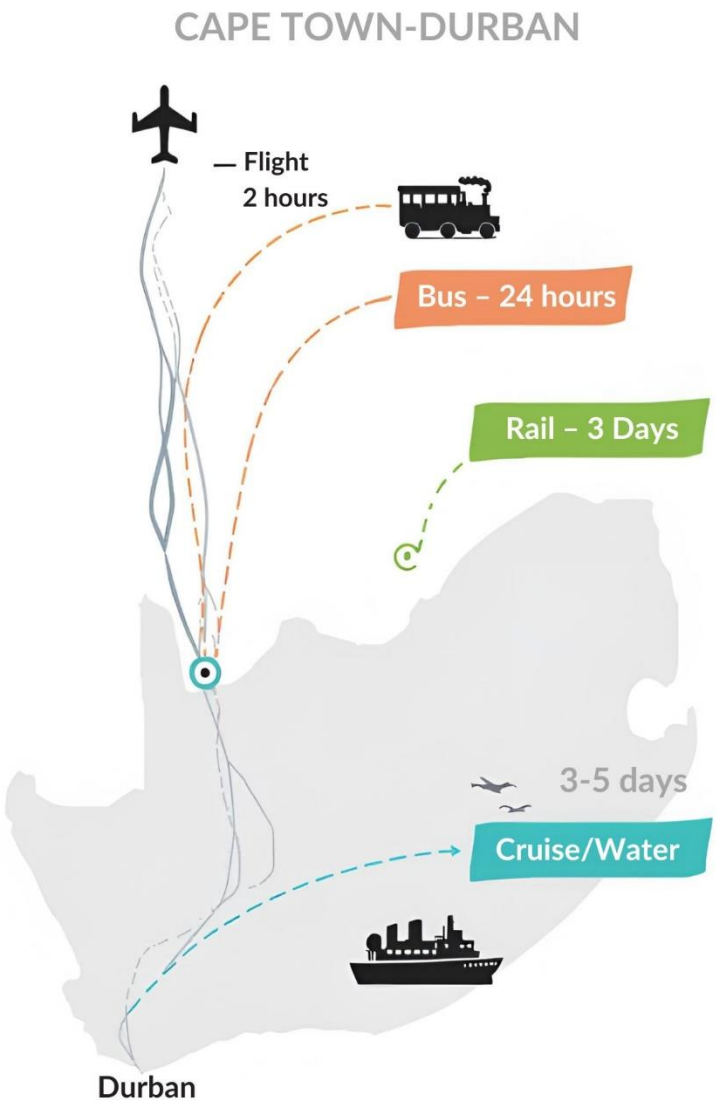
HOW SAFE THE MODE IS

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NUMBER OF PEOPLE TRAVELLING TOGETHER

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DISTANCE TO BE COVERED AND TRAVELLING TIME

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ACCESSIBILITY

How easy it is to reach your destination.











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LEVEL OF COMFORT

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CLASSWORK

- Name TWO examples of extraordinary modes of transport. (2)
- Tabulate the advantages and disadvantages of each mode of transport. (12)
- Evaluate the importance of capacity and safety as factors to consider when selecting a mode of transport. (4)

MODE OF TRANSPORT	ADVANTAGES	DISADVANTAGES
ROAD		
AIR		
WATER		
RAIL		

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WEEK 5

09-13 February 2026

Different types of accommodation establishments:

Formal service accommodation:

- Hotels, lodges, and game lodges

Guest accommodation:

- Country houses, guest houses, bed-and-breakfasts (B&Bs)

Self-catering accommodation:

- Chalets, houses, cottages, apartments

Caravan and camping establishments.

Backpacker accommodation and hostels.

The facilities and services offered by each type

- **Facilities:** What the tourist can make use of, such as a swimming pool, gymnasium, and gift shop.
- **Services:** The establishment can offer the tourist, such as laundry service, guided walks, shuttle service, and 24-hour security.

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1. FORMAL SERVICE ACCOMMODATION

- Formal service accommodation includes **hotels, lodges, and game lodges.**

  - **Services** must include a receptionist, food and beverages service, room service, laundry service, wake-up calls, shuttle service, and 24-hour security.
  - **Facilities** include private en suite rooms, telephone, internet access, TV, tea- and coffee-making machine, gymnasium, swimming pool, conference room, parking, and gift shop.

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HOTEL

- These are the largest types of accommodation and can be privately owned or belong to a hotel chain such as Protea Hotels or Marriott International.
- A hotel must have at least six rooms.

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LODGES

- Lodges are located in natural surroundings.
- Natural materials such as wood, stone, and thatch are used so that the buildings blend in with nature.

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Game Lodges

- Game lodges are privately owned.
- They are located on or close to game reserves.
- The establishments are popular with international tourists.

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2. GUEST ACCOMMODATION

Guest accommodations include **country houses, guest houses, and bed-and-breakfasts (B&Bs).**

Guest focuses on providing a family atmosphere.

Services include a host or receptionist, meals by arrangement, wake-up calls, laundry service, and 24-hour service.

Facilities include a private room, telephone, TV, tea or coffee making facilities, etc.

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GUEST HOUSE





- This is a private home that has been converted to provide accommodation for guests.
- A guest house must have more than three rooms and breakfast must be served.

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COUNTRY HOUSE

- This is like a guest house but is usually situated in natural surroundings, such as near a nature reserve, lake, or forest.

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BED AND BREAKFAST (B & B)

- This is accommodation in a private home.
- Most rooms are en suite, but bathrooms may be shared.
- Public areas are not always available for guests to use.





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3. SELF-CATERING ACCOMMODATION



Self-Catering includes Chalets, houses, cottages, apartments

- The accommodation usually consists of one bathroom and is suitable for a family.
- Management must always be available.
- **Services**: include cleaning and refuse removal.
- **Facilities:** include linen and towels on arrival, cooking equipment, TV, and an outside braai area.

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COTTAGES



- These are small freestanding units often located in nature reserves, and at beach or mountain resorts.
- They are furnished and consist of a small, equipped kitchenette, one or more bedrooms, a bathroom, and an open-plan sitting and dining area.

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APARTMENTS

- These are furnished flats, which may be part of a complex or block of flats or stand-alone units.

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HOMES

- Private homes are sometimes rented out, usually during peak tourism seasons.
- This is usually arranged for periods when the owner is not at home.

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CHALETS

- These are small furnished houses or cottages usually found along natural trails, at holiday resorts, or in a natural park.
- They may be clustered together, and guests will share the open space.

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4. CARAVAN AND CAMPING ESTABLISHMENT



- This is an inexpensive and less luxurious type of accommodation, making it suitable for people with a limited budget.
- **SERVICES** include a daily visit from the caretaker, electrical power at most camp sites, cleaning of bathrooms, braai areas, and refuse removal.
- **FACILITIES** include a reception area, communal bathrooms, which must ensure privacy and have lockable doors, a laundry room, a shop, access to a telephone, and a bin.

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CARAVAN AND CAMPING PARK

- Tourists rent space, known as ‘campsite’ for a tent, caravan, or a mobile home.
- They must supply their own food and cooking and eating utensils.
- This is affordable accommodation for tourist especially for families.

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5. BACKPACKERS AND HOSTELS



- Backpackers' accommodation and hostels are both popular with young travelers and tourists on a limited budget.
- They are usually located in city centers close to public transport.

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BACKPACKERS SERVICES AND FACILITIES

- **Services:** Daily cleaning of rooms, meals by arrangement, and tourist information brochures.
- **Facilities:** Reception area, social and relaxation area, communal bathroom, bed linen, and a kitchen where guests can prepare their food.

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SERVICES AND FACILITIES (CLASSWORK)

- **This classwork aims to equip learners with skills to navigate online booking platforms and understand the services and facilities offered by accommodation establishments.**
- **CLICK the links below** and identify TWO services and TWO facilities offered by each accommodation. **[16]**

Garden Court Nelson Mandela Boulevard

Elephant Hide of Knysna Guest Lodge

Ramasibi Guest Services

Long Street Backpackers

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ONLINE BOOKING INSTRUCTIONS

1) Click on your preferred booking website from the three options provided.
2) Enter your destination city.
3) Select your check-in and check-out dates.
4) Click the "Search" button.
5) Choose an accommodation from the list of results.
6) Enter your details and payment information to complete the booking.

Booking.com

CLICK

agoda

CLICK

trivago

CLICK

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CLASSWORK:



- The classwork aims to **equip learners to develop practical online booking skills**, which are crucial in modern tourism for both personal and professional use.

- Use the provided booking sites to **calculate** the prices for a couple with a limited budget from the North West, checking in on the **6th of March 2026** and checking out on the **11th of March** at the following accommodations:

a) Mojo Hotel. (3)

b) Karma Backpackers (3)

c) Drakensberg Inkosana Lodge (3)

d) State and motivate the accommodation that will be suitable for the couple. (3)

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WEEK 6

16-20 February 2026

THE SOUTH AFRICAN GRADING SYSTEM FOR ACCOMMODATION ESTABLISHMENTS:

- **Overview** of the star grading system in South Africa (exact requirements for each type of establishment are not required).
- The **role** of the Tourism Grading Council of South Africa (TGCSA).
- **Benefits and advantages** of grading for the tourists and the accommodation establishments.
- **Procedure** to follow to be graded.
- **Logos** that may be displayed upon grading.

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The South African Grading System (TGCSA)

- **TGCSA** is the organisation responsible for the voluntary grading and quality assurance of accommodation.
- The Star Grading System evaluates grade establishments and than award star depending on the score given.





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How TGCSA Scores Determine a Hotel's Star Rating



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Tourism Grading Council South Africa: Videos

1. Overview Animation

TOURISM GRADING COUNCIL SOUTH AFRICA Animation

CLICK HERE TO WATCH

2. 5-Star Grading Example

Tourism Grading Council of South Africa (TGCSA)
Grading Video - African Rock Small Hotel

CLICK HERE TO WATCH

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The role of the TGCSA



TGCSA provides information to tourists about the quality of accommodation offered by establishments, so that guests will know what to expect.

The responsibility of the TGCSA is to:

- Train assessors
- Approve or reject the findings of the grading assessors
- Grade establishments
- Manage a customer feedback system
- Do regular checks on these establishments during the year.

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BENEFIT OF GRADING SYSTEM

For tourist:

- Tourists will know what to expect from graded establishments
- They can use a customer feedback system to compliment or to complain about the service or product.

For establishments:

- Graded establishments are listed on the TGCSA website free of charge.
- Grading is good for business, as most tourists prefer to stay in a graded establishment.
- All graded establishments may use the Grading Council logo (stars) in their advertising material.

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TGCSA GRADING PLAQUE

- This is an example of the official star-grading plaque issued by the TGCSA to all officially graded accommodations, such as hotels, lodges, and guest houses.
- The number of stars shown on the plaque varies to indicate the establishment's rating (from 1 to 5 stars), the unique serial number verifies its authenticity, and it also displays the accommodation type and ownership statement.



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CLASSWORK

Study the Grading Plaque and answer the questions.

1) Complete the abbreviation for TGCSA. (2)
2) Explain TWO roles of the TGCSA. (4)
3) Identify FOUR pieces of information that appear on the Grading Plaque. (4)
4) Explain TWO advantages of grading for the:
a) Tourist, (4)
b) Accommodation establishments (4)

[18]



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WEEK 7

23-27 February 2026

Concepts and terminology used in accommodation establishments

Concepts:

- Double room, twin room, family room, suite, penthouse, per person, per person sharing, en suite, fully inclusive, single supplement, continental breakfast, English breakfast, buffet, à la carte, and room service.

Abbreviations:

- pp, pps, pppn, pppd

In-room technology:

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

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Concepts and Terminology Used in Accommodation Establishments

- **Double Room:** A room with one double bed, suitable for two people.
- **Twin Room:** A room with two single beds, ideal for two guests.
- **Family Room:** A larger room designed for families, often with extra beds.
- **Suite:** A luxurious room with separate living and sleeping areas.
- **Penthouse:** An upscale unit located on the top floor of a building.
- **Per Person:** The cost charged for one individual.
- **Per Person Sharing:** The cost when two people share a room.
- **En Suite:** A bedroom with its own private bathroom.

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Family Room



Double Room



Suite



Twin Room



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Penthouse



En Suite



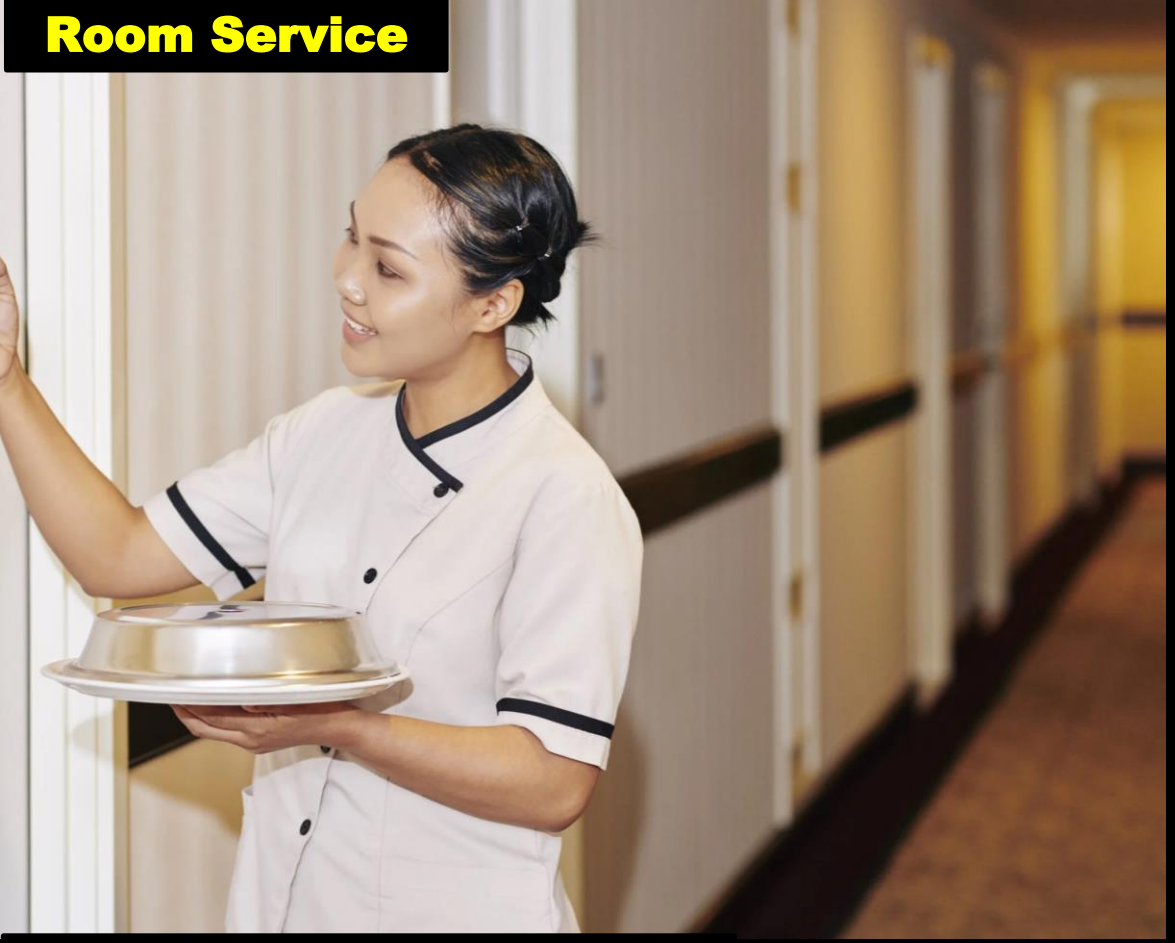
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CONT:

- **Fully Inclusive:** Includes all meals, drinks, and sometimes activities.
- **Single Supplement:** An extra fee for solo travelers using a double room.
- **Continental Breakfast:** A light breakfast with items like pastries, fruit, and coffee.
- **English Breakfast:** A full meal with eggs, bacon, sausage, toast, and more.
- **Buffet:** A self-service meal with a variety of dishes to choose from.
- **À la Carte:** Ordering individual dishes from a menu.
- **Room Service:** Food or drinks delivered to your room.

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Room Service



Buffet



À la Carte



Continental Breakfast



English Breakfast



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IN-ROOM TECHNOLOGY

- Refers to the electronic devices, systems, and features provided within guest rooms to enhance comfort, convenience, and connectivity.

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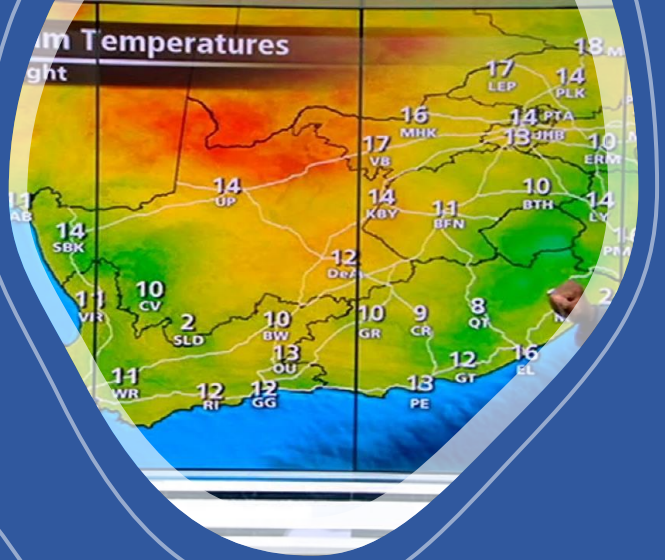


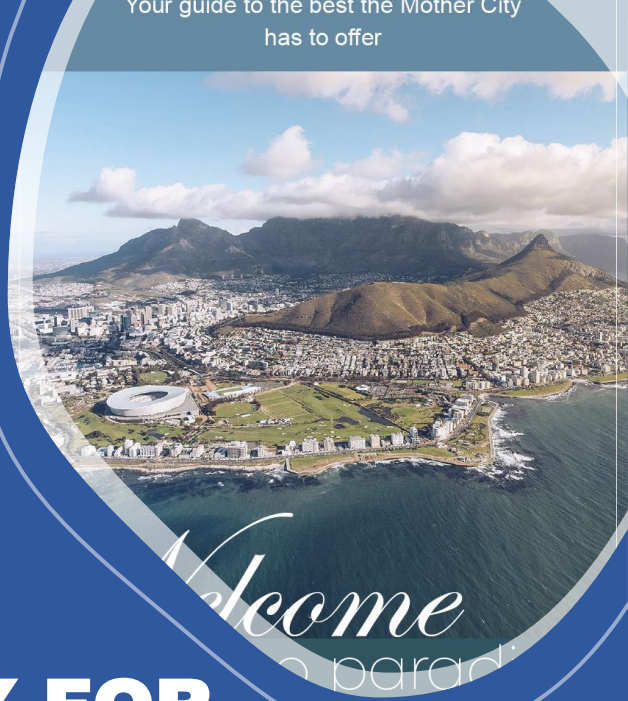
TECHNOLOGY FOR ENTERTAINMENT

- Wi-Fi Access
- Smart TVs: equipped with apps and features for watching movies & shows
- Social Media Platforms
- Gaming Options

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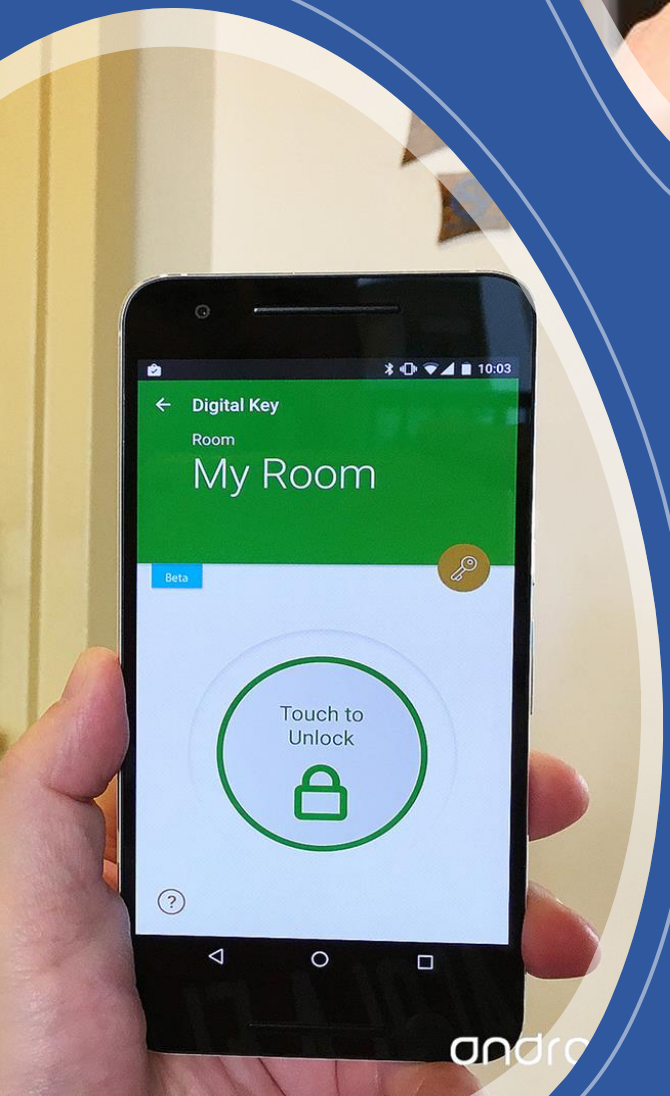




TECHNOLOGY FOR INFORMATION

- QR Codes: Scannable codes for menus, room services, and facility information.
- Smart TVs: Providing information about hotel facilities, weather, activities, and instructions.
- Attractions map

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TECHNOLOGY FOR SAFETY

- Electronic Door Locks
- In-Room Safes
- Emergency Buttons or Alarms
- Fire and Smoke Detectors

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TECHNOLOGY FOR COMFORT



Smart Thermostats: Allowing guests to adjust room temperature easily for personalized comfort.



Automated Lighting Systems: Smart lighting that can be dimmed or adjusted to suit the mood or time of day.



Motorized Curtains or Blinds



Memory Foam or Adjustable Beds: Beds with smart features like firmness adjustments or sleep tracking.



Heated Bathroom Floors and Towel Racks: Adding comfort to the bathroom experience.

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CONT:





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TECHNOLOGY FOR WORK

- Hotspot Internet access.
- Interactive TV for accessing the internet for emails
- International multi-power point/plug
- High-speed Internet (HSIA) is commercially referred to as broadband.
- A cordless telephone.

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TECHNOLOGY FOR ENVIRONMENTAL RESPONSIBILITY

- An electronic key card to save electricity.
- Low-flow shower heads to save water.

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ACTIVITY: DESIGN & MARKET YOUR DREAM HOTEL ROOM [20 marks]

Format: Group project (3–4 learners per group)

Resources: whiteboard, poster, brochure, digital tool, markers, etc.

Task: Each group will create a hotel room package and present it to the class.

Step-by-Step Instructions for learners:

1. Choose Your Room Type & Guest Profile

Pick one room type and a matching guest profile:

- **Double Room** → Honeymoon couple, **Twin Room** → Two friends on vacation, **Family Room** → Family of four, **Suite** → Business traveller hosting meetings, **Penthouse** → Luxury-seeking celebrity

2. Create Your Room Package Details

Decide on and write down the following for your room:

- **Price:** Use correct abbreviations (e.g., R1,200 pppn, pps, or single supplement if needed).
- **What's Included:** Must mention en suite, type of breakfast (continental, English, buffet, or à la carte), and whether room service or fully inclusive applies.

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ACTIVITY CONT:

3. Tech It Up! : Select **at least 3 types of in-room technology** (from the list: entertainment, information, safety, comfort, work, environmental responsibility). For each, name **one specific tech item** and explain **how it benefits your specific guest**.
Example:

- For a **family room**: *"Entertainment tech — Smart TV with kids' profiles → keeps children entertained."* For a **business suite**: *"Work tech — High-speed Wi-Fi and desk with charging ports → allows remote meetings."*

4. Create Your Sales Pitch

Prepare a **1–5 minute presentation** to "sell" your room to the class, including:

- Room type and guest it's perfect for.
- Price and what's included (using the terms correctly).
- The cool tech features and why they matter.
- **Bonus:** Give your room a catchy name (e.g., "The Tech-Savvy Suite," "Family Fun Hub").

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WEEK 8



2-6 MARCH 2026



FOOD AND BEVERAGE ESTABLISHMENTS

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CONTENT

FOOD AND BEVERAGE ESTABLISHMENTS

CONCEPTS: Full-service restaurants (fine-dining restaurants and family restaurants serving food and alcohol), coffee shops, fast food, quick-service establishments, pubs, bars, dessert, ice-cream stores, taverns, shebeens, street stalls and street markets.

THE ATTRACTION SECTOR

CONCEPTS: Attractions, attraction subsectors such as gaming and lotteries, leisure, conservation, sport and recreation, events and conferences.

- • Types of tourist attractions (concepts: Man-made and natural)
- • Primary and secondary tourist attractions (example: The primary attraction was the Fifa World Cup, but secondary attractions were visits to game parks, museums, etc.)
- • Activities offered at tourist attractions (example: The Drakensberg is a natural attraction, but the activities for the tourist are hiking, birdwatching, etc.)
- • Linking the type of attraction to the appeal it would have for particular types of tourists.

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1. FULL-SERVICE RESTAURANT

- Fine dining restaurants and family restaurants are classed as full-service restaurants.
- Fine dining restaurants offer a formal menu and a wide variety of food.
- They are more expensive and appeal to business tourists and those who can afford to eat out.

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2. COFFEE SHOP

- Besides offering coffee and cakes, these establishments often provide breakfasts, lunches, and other beverages.
- Coffer shops are found in shopping malls, hotels, airports, and at many tourist attraction sites.
- Many coffee shops have inside and outside eating areas and are popular meeting places.

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3. PUBS or BARS

- These establishments offer an informal meal service with a limited menu known as a pub lunch.
- Alcohol and non-alcoholic drinks are served.
- Sometimes entertainment, for example, live music, and TV is provided.





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4. ICE CREAM STORES

- These are special outlets that sell frozen dairy products, including soft serve, frozen yoghurts, sorbets, and ice cream.
- These stores are usually located along the beachfront or in a shopping mall.
- Leisure tourists and family tourists enjoy these products.







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5. FAST FOOD AND QUICK SERVICE ESTABLISHMENTS

- Fast food is the term given to food that can be prepared and served quickly.
- Usually, the food from these establishments is ordered as take-aways but most outlets have a seating area for customers wanting to eat there
- Young tourists, teenagers and anyone on a limited budget will find these establishments appealing.



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6. STREET STALLS AND STREET MARKETS



STREET STALLS



STREET MARKETS

- Colourful street stalls and street markets specialise in specific types of fast food and often reflect cultural or ethnic traditions.
- Many of these outlets have no permanent structure
- Stalls may move from place to place to cater to the needs of people, for example festival or special events.

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7. TAVERN AND SHEBEENS

- Most of the tavern are located in township.
- They serve traditional African cuisine such as pap, chakalaka, dombolo, braaied meat, chicken feet as well as alcoholic and non-alcohol beverages.
- Tourist may visit a sheeben to experience African township atmosphere and learn about township culture.











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CLASSWORK

Research indicates that there's a decline in the number of international tourists visiting Taverns and Shebeens establishments.

- Identify TWO reasons for the low number of international tourists visiting Taverns and Shebeens. (2)
- Propose TWO strategies for the government and owners to use to attract more international tourists to these establishments. (4)
- List THREE meals tourists might enjoy at these establishments. (3)
- Name TWO other types of establishments in the tourism industry and the food offered by each. (4)

[13]

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THE ATTRACTION SECTOR



western cape
tourism

Tourist Attraction *is a place of interest that tourists visit either for amusement, education or entertainment.*

Western Cape- Travel Video

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CONT:

- These attractions may have natural or man-made beauty, cultural significance, or historical value.
- Different types of attractions appeal to different types of tourists.
- Tourist attractions are the main reason for tourism.
- To attract tourists, an attraction should be easily accessible.
- Tourists often choose to visit a destination because of the attraction if offers.

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THE ATTRACTION SECTOR

- The attraction sector is divided into five sub-sectors.
- Each sub-sector appears to attract different types of tourists.

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1. GAMING AND LOTTERIES

People who enjoy games of chance, such as roulette, slot machines, and gambling, find this sub-sector appealing.

- Grand West in the Western Cape.
- Sun City in the North West.
- Suncoast Casino in KwaZulu-Natal.

INSIDE A CAPE TOWN CASINO

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ACTIVITIES

- Casino complexes offer several activities such as theatres for entertainment, a hotel for accommodation, restaurants, play areas for children, swimming, and horse riding.

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2. LEISURE

- People attracted to this sub-sector travel to resorts to relax and enjoy themselves.

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ACTIVITIES

- Sightseeing
- Walking and hiking
- Shopping
- Watching movies
- Spending time on the beach

Watch and learn

RED BUS TOUR

CAMPS BAY BEACH

HIKING TABLE MOUNTAIN

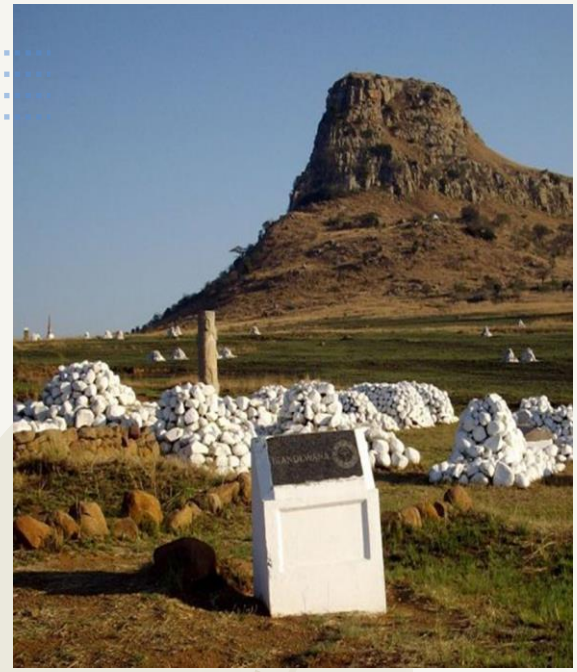
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3. CONSERVATION



- This sub-sector is of interest to tourists who are interested in the environment and who want to conserve our heritage.
- This sub-sector focuses on conserving biodiversity and protecting our natural and cultural heritage.

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ACTIVIIES

- Wildlife photography
- Plant study
- Bird watching
- Picnicking
- Natural and heritage tourist
- Game reserves, national parks, zoos, botanical gardens, and cultural villages attract tourists who have an interest in this sub-sector.

Watch and learn

KRUGER NATIONAL PARK TRAVEL GUIDE

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4. SPORT AND RECREATION

- This sub-sector caters to tourists interested in sport and recreational activities, either as a spectator or a competitor or both.

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ACTIVITIES

EGYPT vs CÔTE D'IVOIRE

SURFING

- Watching or participating in a sport
- Sport photography
- Exercising
- Motor racing, river rafting, skydiving, bungee jumping
- Popular spectator sports include soccer, rugby, cricket, and golf.

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Surfing

River rafting



Yacht racing



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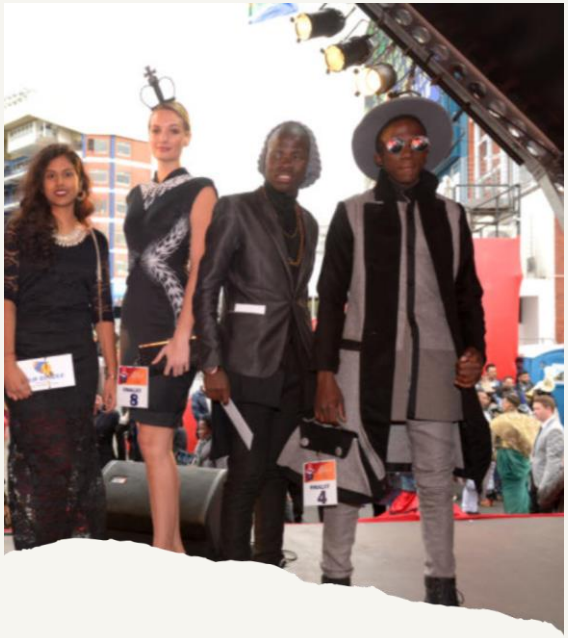


5. EVENTS AND CONFERENCES

- *This sub-sector caters to people involved in meetings, exhibitions, and special events.*

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ACTIVITIES

- Buying different products at the event or conference.
- Participating or attending as a guest.
- Experience different types of entertainment.

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TYPES OF ATTRACTION



There are two types of attraction:

- Natural attraction
- Man-made attraction

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NATURAL ATTRACTION



Natural attractions are part of the natural environment, for example:

- **Geographical features**, such as mountains, caves, canyons, beaches, and waterfalls.
- **Climate conditions**, such as sun and snow.
- **Animals and plants**, for example Company's Gardens in Cape Town.
- **Sites with scenic beauty**, for example, God's Window in Mpumalanga and Table Mountain.

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NATURAL ATTRACTIONS

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MAN-MADE ATTRACTION

Man-made attractions have been constructed or created, such as:

- **Museum and monument**, for example, the Castle of Good Hope in Cape Town and the Iziko South African Museum in Cape Town.
- **Theme Parks**, for example, Gold Reef City in Gauteng.
- **Sport facilities and events**, such as World Cup stadiums and Sun City Gold Challenge.
- **Entertainment venues**, such as concert halls, theatres, and nightclubs, for example Fugart Theatre and Pretoria State Theatre.
- **Leisure shopping venues** include shopping malls, flea-market and open-air venues.
- **Build wildlife areas**, such as Zoos, botanical gardens, such as Pretoria Zoological gardens and uShaka Marine World in Durban.
- **Religious buildings**, such as Churches, mosques, and temples.

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MAN-MADE ATTRACTIONS



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Primary and Secondary Attractions

Primary Attraction

- An attraction that provides the main reason for visiting a destination.

Primary tourist attractions:

- Are the main reason for a journey.
- Give character to the destination.
- Develop the image of the destination.





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SECONDARY ATTRACTIONS

An attraction that tourists visit on the way to and from the primary attraction.



Secondary tourist attractions:

- Improve the overall attractiveness of the primary destination.
- Increate the amount of money that tourist spend in the area.
- Lengthen the time tourists stay in the area.

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CLASSWORK

1) Define the term tourism attraction. (2)
2) Provide two examples of natural and man-made attractions in the Western Cape. (4)
3) Differentiate between primary and secondary attraction. (4)
4) List two activities that tourists can enjoy in the following sub-sectors:

a) Sporting and recreation (2)
b) Leisure (2)
c) Conservation (2)

[16]



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WEEK 9



09-13 MARCH 2026



THE STRUCTURE OF THE SOUTH AFRICAN TOURISM INDUSTRY

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CONTENT

❖ ***The structure of the South African tourism industry:***

• Basic knowledge (an organogram, textbooks are too detailed).

• Tourism is a partnership between the public sector, private sector and the communities living in the areas where tourism takes place.

❖ ***The public sector (government):***

Basic knowledge (One (1) page fact sheet, textbooks are too detailed).

• Department of Tourism

• Other government departments

• State-owned enterprises (parastatals)

• Partly state-owned agencies

• Public entities

❖ ***The private sector:***

Basic knowledge (One (1) page fact sheet, textbooks are too detailed).

• Product owners

• Local communities

• Organisations and professional associations

• International communities

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The structure of the South African tourism industry

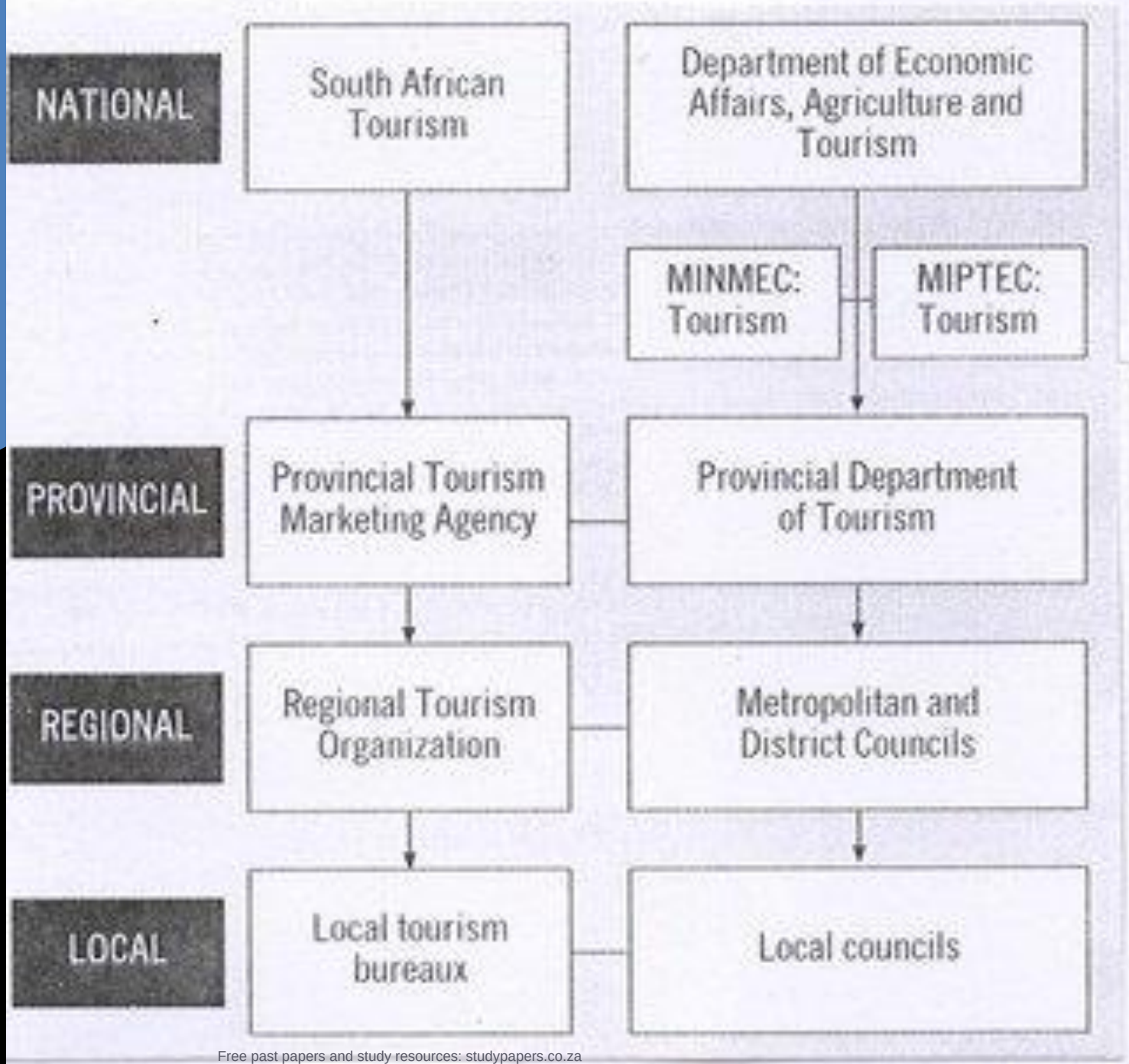
Tourism is a partnership between the public sector, the private sector, and the communities living in the areas where tourism takes place.

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ORGANOGRAM



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Tourism & The Public Sector

- **Government's Role in Tourism**

1. Department of Tourism

The main government driver of tourism policy, marketing, and growth.

a) Destination marketing ("Brand South Africa").
b) Tourism research & statistics.
c) Grading system (hotel star ratings).
d) Developing tourism products & routes.
e) Skills development (training programs).

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2. Other Government Departments



Tourism works with these departments:

- **Home Affairs** – Visas & entry regulations.
- **Transport** – Roads, airports, railways
- **Environmental Affairs** – National parks, conservation.
- **Police** – Tourist safety.
- **Trade & Industry** – SMME support & funding.
- **Arts & Culture** – Heritage sites, museums.



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3. State-Owned Enterprises (Parastatals)

Fully government-owned companies:

a) **ACSA –** Airports Company South Africa (manages airports).

b) **SANParks –** South African National Parks (manages national parks).

c) **SA Tourism –** International & domestic marketing.

d) **Transnet –** Ports and certain tourist trains (Blue Train, Rovos Rail).

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4. Partly State-Owned Agencies

Government shares ownership with private partners:

TBCSA – Tourism Business Council of South Africa.

Some Regional Tourism Authorities
(Wesgro, Cape Winelands District Tourism, Garden Route & Klein Karoo Tourism (GRKK), Cape Town Tourism).

Public-Private Partnerships (e.g., certain resort developments).



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5. Public Entities

Legally separate bodies funded by the government:

- **Regional Tourism Organizations** (e.g., Cape Town Tourism, Joburg Tourism).
- **Heritage bodies** (e.g., South African Heritage Resources Agency).
- **Convention bureaus** (e.g., Durban International Convention Bureau).
- **Local Tourism Associations** (funded by municipalities).

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Private Sector in Tourism

- The private sector is the part of the economy **owned, controlled, and managed by private individuals or companies**, not the government.
- Its main goal is to **make a profit** by providing goods or services to customers.

Easy to Remember:

- **Government Sector =** Public services (funded by taxes).
- **Private Sector =** Businesses (funded by customer payments).

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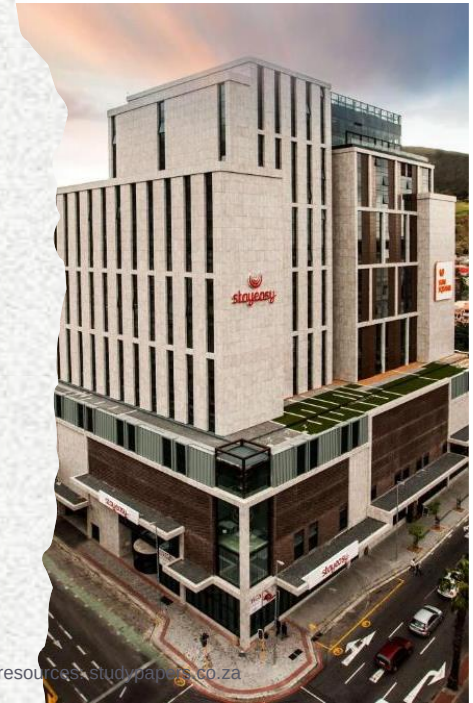
1. Product & Service Owners

Private entities that own, manage, or operate tourism products/services:

- **Accommodation:** Hotels, lodges, B&Bs, vacation rentals.
- **Transport:** Airlines, car rentals, shuttle services, tour buses.
- **Attractions:** Theme parks, museums, adventure companies, and wineries.
- **Services:** Tour operators, travel agencies, guides, and restaurants.









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2. Local Community Involvement

- **Entrepreneurship:** Local residents starting small tourism businesses.
- **Employment:** Direct jobs (guides, hospitality staff) & indirect jobs (suppliers).
- **Participation:** Communities as co-owners/partners in tourism ventures.
- **Benefit Sharing:** Revenue models that channel tourism income to communities.





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3. Key Organizations & Associations

- **Chambers of Commerce & Industry:** Business advocacy and networking.
- **Tourism Business Councils:** Industry-specific representation.
- **Professional Associations:** e.g., Southern Africa Tourism Services Association (SATSA), Federated Hospitality Association (FEDHASA).
- **Sector Associations:** Restaurant associations, guide associations, B&B networks.





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4. International Stakeholders

- **Multinational Corporations:** Global hotel chains, airline alliances, cruise lines.
- **International Investors:** Foreign direct investment in tourism infrastructure.
- **Global Distribution Systems:** Booking platforms, online travel agencies (OTAs).
- **International Associations:** World Travel & Tourism Council (WTTC), UNWTO Private Sector Department.

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5. Skills Development & Administration

Private Sector Role:

- On-the-job training and apprenticeships.
- Industry-led skills programs.
- Funding for tourism education.
- Mentorship and internship provision.

Partnership Models:

- **SETA Partnerships:** Collaboration with Tourism & Hospitality SETA.
- **PPP Initiatives:** Public-Private Partnerships for skills development.
- **Enterprise Development:** Support for SMME skills growth.

SERVICES SETA

Apply Now

Appy Here

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CLASSWORK (Part A)- (23 marks)

Section 1: Public Sector (10 marks)

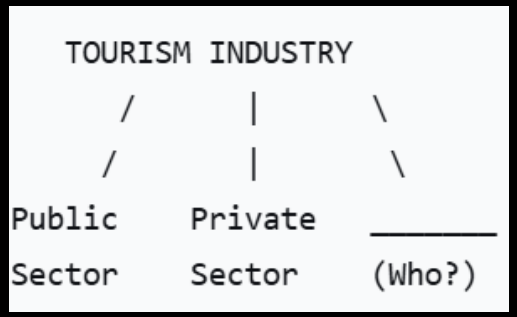
- Explain **TWO** key responsibilities of the Department of Tourism. (4)
- Define what is a **state-owned enterprise (parastatal)** in tourism? Give **ONE** example. (3)
- Explain in one sentence why local municipalities are important for tourism. (3)

Section 2: Private Sector (10 marks)

- List **THREE** types of private sector tourism businesses. (3)
- Explain TWO main goals of the private sector in tourism? (4)
- Explain how a **professional association** (like SATSA) helps tourism businesses? (3)

Section 3: Partnership Model (3 marks)

Complete the diagram below by filling in the missing partnerships: (3)



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CLASSWORK (Part B)

Case Study Analysis (13 marks)

Read the scenario and answer the questions.

- **Scenario:** The town of "River Valley" wants to develop a new hiking trail to attract tourists. The trail will pass through a beautiful natural area and a local village.

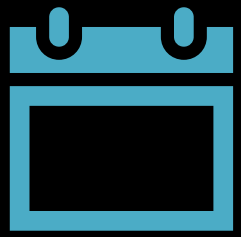
Questions:

1) State TWO **public sector** organizations that might be involved in this project. (2)
2) Mention THREE **private sector** businesses that could benefit from this trail. (3)
3) Explain how the **local community** should be involved in this tourism project? (4)
4) Predict what could go wrong if **only one sector** (e.g., only private businesses) controls this project? (4)

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WEEK 10 & 11

Review and consolidate *with reinforcement activities in class to assess the learners' grasp of the learning material. Examples of activities may include a class quiz, games, short tests, drawing concept maps, class competitions, working through previous examination question papers, etc.*



16-27 MARCH 2026



REVISION AND CONTROLLED TEST

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