

2021 Annual Teaching Plans

TOURISM FET



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INTRODUCTION

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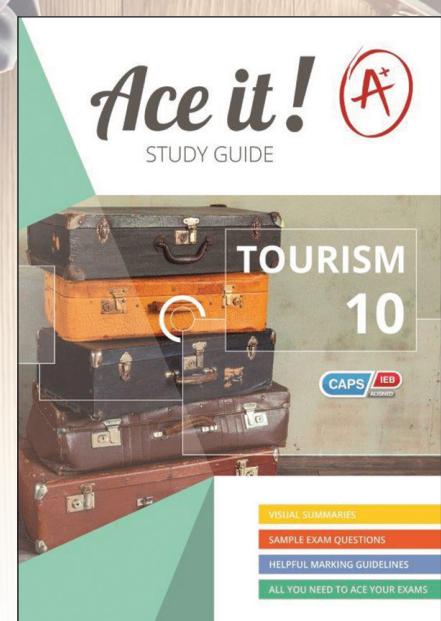
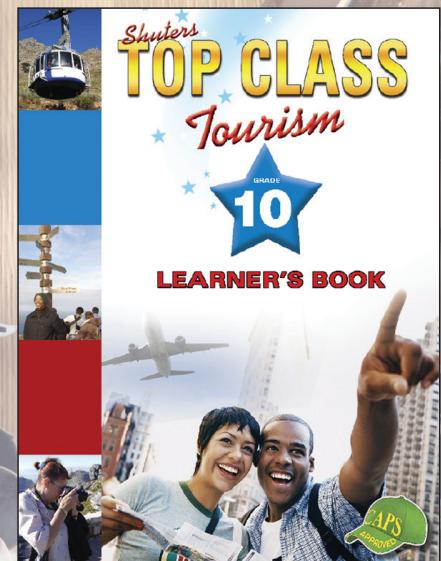
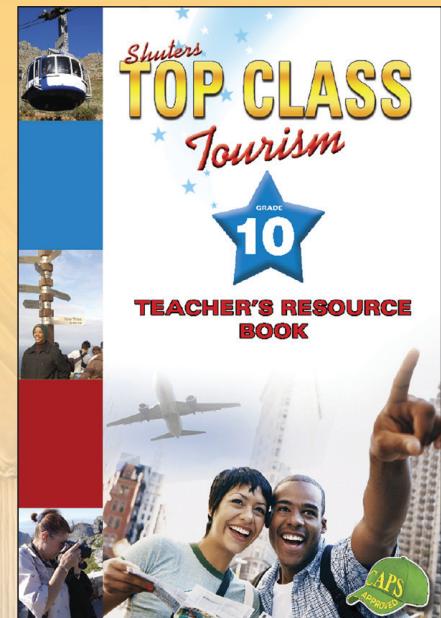
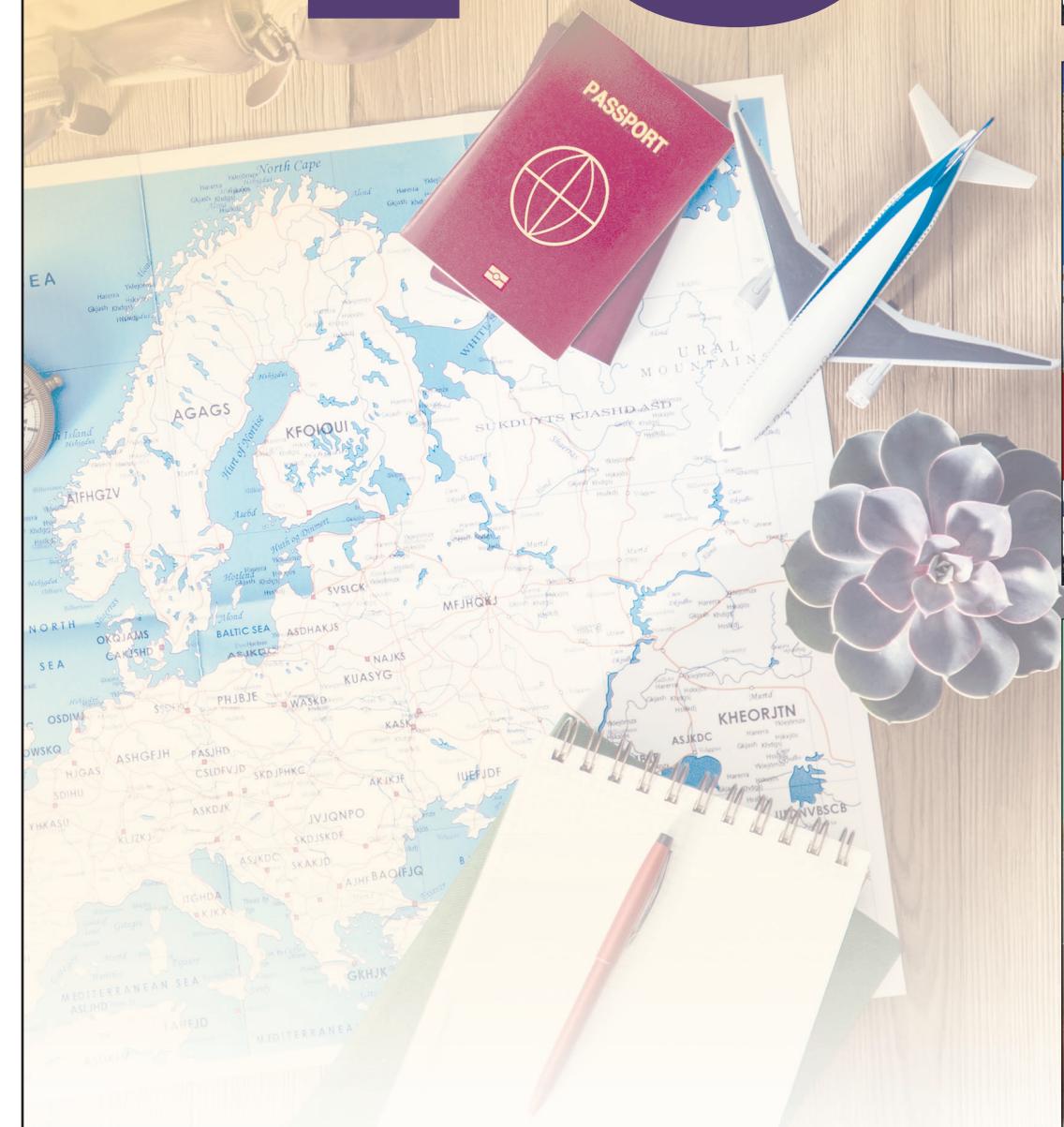
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CONTENTS

Grade 10	1
Term 1	2
Term 2	8
Term 3	10
Term 4	15
Grade 11	17
Term 1	18
Term 2	20
Term 3	23
Term 4	27
Grade 12	28
Term 1	29
Term 2	32
Term 3	36
Programme of Assessment	39

10



TOURISM Term 1

Topic: Tourism sectors		Where to find it in Top Class Tourism Grade 10			
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Introduction to tourism	<ul style="list-style-type: none"> • What is tourism? The difference between inbound and outbound tourism • Concepts: domestic tourism, regional tourism and international tourism • What is a tourist? <ul style="list-style-type: none"> • Why do people travel? (reasons) • Their needs, preferences and expectations 	Week 2	Unit 1 What is tourism?	1	2
Types of tourists and tourist profiles	<ul style="list-style-type: none"> • 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; gap year • Drawing up a tourist profile 	Week 3	<ul style="list-style-type: none"> Unit 2 What is a tourist? Unit 3 Why do people travel and what are their needs Unit 4 Types of tourists 	4	2
The different modes of transport	<ul style="list-style-type: none"> • Road: car, bus, coach, shuttle bus, metered taxi, minibus taxis, 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, reliability • Advantages and disadvantages of the different modes of transport 	Week 4	<ul style="list-style-type: none"> Unit 5 Drawing up a tourist profile Unit 6 Road transportation Unit 7 Air transportation Unit 8 Rail transportation Unit 9 Water transportation Unit 10 Extraordinary modes of transport Unit 11 Choosing the most suitable mode of transport to suit the purpose of the trip 	11	10

<p>Different types of accommodation establishments</p> <ul style="list-style-type: none"> • Facilities and services offered by Formal service accommodation: hotels, lodges and game lodges • Facilities and services offered by guest accommodation: country houses, guest houses, bed-and-breakfasts (B&Bs) • Facilities and services offered by self-catering accommodation: chalets, houses, cottages, apartments • Facilities and services offered by caravan and camping establishments • Facilities and services offered by backpacker accommodation and hostels • The South African grading system for accommodation establishments: <ul style="list-style-type: none"> • Overview of the star grading system in South Africa (exact requirements for each type of establishment is not required) • The role of the Tourism Grading Council of South Africa (TGCSA) • Benefits/advantages of grading for the tourists and the accommodation establishments • Procedure to follow to be graded <ul style="list-style-type: none"> • Logos that may be displayed upon grading 	<p>Week 5</p>	Unit 12 Formal service accommodation	31	17
		Unit 13 Guest accommodation	32	18
		Unit 14 Self-catering accommodation	33	18
		Unit 15 Other accommodation establishments	34	18
		Unit 16 The star grading system in South Africa	37	19
		Unit 17 The role of the Tourism Grading Council of South Africa	38	19
		Unit 18 Benefits and advantages of grading	39	20
		Unit 19 The procedure to be followed for grading	39	21
		Unit 20 Logos that may be displayed upon grading	40	25

TOURISM Term 1

Topic: Tourism sectors		Where to find it in Top Class Tourism Grade 10		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Concepts and terminology used in accommodation establishments	<ul style="list-style-type: none"> 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, room service Abbreviations – pp, pps, pppn, pppd 	Week 6	Unit 21 Accommodation concepts, abbreviations and terminology	43 26
In-room technology	<ul style="list-style-type: none"> Technology for entertainment: movies/videos/DVDs on demand, internet, games, music, paid satellite TV channels Technology for information: interactive TV for information on hotel facilities, menus, nearby attractions, weather forecasts, view messages, view hotel bill, wake-up calls Technology for safety: electronic safe, electronic door locks, electronic key cards Technology for comfort: occupancy sensors to control and pre-set lighting and room temperature, mini-bar with electronic sensors to monitor consumption, heated towel rails, bathroom extractor fans, remote-controlled TV/DSTV/air conditioners/curtains Technology for work: interactive TV for accessing internet and e-mail, international multi-power point/plug, HSIA (high-speed internet access), hotspot internet access and Wi-Fi, telephone Technology for environmental responsibility: electricity activation using electronic key card, digital temperature-controlled showers, energy-efficient night lights in bathroom, occupancy sensors to turn off lights 	Unit 22 In-room technology – the home away from home goes high tech	45	28

Food and beverage establishments	<ul style="list-style-type: none"> 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 Linking the type of attraction to the appeal it would have for particular types of tourists 	Week 7	Unit 23 Food and beverage concepts and types of establishments	53	31
	<ul style="list-style-type: none"> Linking the type of attraction to the appeal it would have for particular types of tourists 		Unit 24 Linking the type of establishment to the tourist	55	32
The attraction sector	<ul style="list-style-type: none"> 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) 	34	Unit 25 Basic attraction concepts	58	33
	<ul style="list-style-type: none"> 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, bird-watching, etc.) Linking the type of attraction to the appeal it would have for particular types of tourists 		Unit 26 Types of tourist attractions	60	34
	<ul style="list-style-type: none"> Unit 27 Primary and secondary tourist attractions Unit 28 Facilities and activities offered at tourist attractions Unit 29 What types of tourists would visit what types of attractions? 	34	Unit 27 Primary and secondary tourist attractions	62	34
	<ul style="list-style-type: none"> Unit 28 Facilities and activities offered at tourist attractions Unit 29 What types of tourists would visit what types of attractions? 		Unit 29 What types of tourists would visit what types of attractions?	64	35

TOURISM Term 1

Topic: Tourism sectors	Section	Content	Where to find it in Top Class Tourism Grade 10		LB	TG
			Time allocation: 4 hours per week	Module/Unit		
The structure of the South African tourism industry (basic knowledge)	<ul style="list-style-type: none"> • 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): The public sector includes the government at national, provincial, district and local levels. <ul style="list-style-type: none"> - National Department of Tourism (NDT) - Provincial tourism departments - Provincial tourism authorities - Regional destination marketing organisations (DMOs) - District municipalities/Metro/Municipal (DMOs) - Local tourism organisations (LTOS) • Other government departments: <ul style="list-style-type: none"> - Department of Home Affairs (for passport applications) - International Relations and Cooperation (visa applications and emergency assistance in foreign countries at consulates and embassies) - Statistics SA (for statistical information) - Department of Trade and Industry, Department of Economic Development (SMME development) - Department of Sports and Recreation (events) - Department of Transport (Passenger Rail Agency of South Africa) • State-owned enterprises (parastatals): SA Airways; SA Express Airways • Partly state-owned agencies: Tourism Enterprise Partnership (TEP) • Public entities ("agencies"), such as SATourism, SANParks, Culture, Arts, Tourism, Hospitality and Sport Sector Education and Training Authority (CATHSSETA), National Gambling Board, Airports Company South Africa (ACSA), SA Heritage Resources Agency (SAHRA) 	Week 8	Unit 30 How is the public sector of the South African tourism industry structured?	70	36	

Private sector (basic knowledge)	<ul style="list-style-type: none"> Tourism product owners such as tour operators, travel agents, conference organisers, travel publications, travel insurance companies, souvenir shops, restaurants or any other business that makes a profit through tourism Local communities: share in job creation, development, better roads and schools South African non-governmental organisations (NGOs), community-based organisations (CBOs), tourism business and professional associations: <ul style="list-style-type: none"> (The logo, main function and most important service offered by each) <ul style="list-style-type: none"> TBCSA: Tourism Business Council of South Africa TGCSA: Tourism Grading Council of South Africa FTTSA: Fair Trade in Tourism SA SATSA: South African Tourism Services Association FEDHASA: Federated Hospitality Association of South Africa ASATA: Association of Southern African Travel Agents SAACI: The Southern African Association for the Conference Industry SAVRALA: The Southern African Vehicle Renting and Leasing Association SAYTC: South Africa Youth Travel Confederation The international community, e.g. WTO, WTTc, SADC, WWF 	Unit 31 Product owners and other role-players	77	38
	Unit 32 Local communities	78	38	
	Unit 33 Tourism business and professional associations	80	39	

TOURISM Term 2

Topic: Map work and tour planning		Where to find it in Top Class Tourism Grade 10			
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Map terminology and map symbols	<ul style="list-style-type: none"> Concepts such as scale, direction, distance indicators, legends, map grid references, equator, hemispheres, north pole, south pole, latitude, longitude, time zones, Universal Time Coordinate (UTC), International Date Line (IDL) 	Week 1	Unit 36 Basic mapwork concepts	91	43
Different types of maps in a tourism context	<ul style="list-style-type: none"> A variety of maps used in tourism context: road and street maps, political maps, physical maps, specialist maps (reflecting climate, airports, railways, etc.), tourist information maps (National Parks, World Heritage Sites, tourist attractions in specific areas, hiking trails, meanders) Electronic maps: global positioning systems (GPS), Google street maps, Google Earth and other ICT resources: Computers or smart phones can be used to access examples of electronic maps. 	Week 2	Unit 37 Different types of maps	98	45
South Africa	<ul style="list-style-type: none"> Location of the following on a colour map of South Africa: <ul style="list-style-type: none"> - South Africa's borders, provinces, capital cities, international airports, harbours, national highways, gateways, major mountains, rivers and dams 	Week 3	Unit 38 Maps and technology	102	46
The world	<ul style="list-style-type: none"> Location of the following on a colour map of the world: <ul style="list-style-type: none"> - South Africa and the SADC countries Location of the following on a colour map of the world: <ul style="list-style-type: none"> - Seven continents: Asia, Africa, Europe, North America, South America, Australia, Antarctica Location of the following on a colour map of the world: <ul style="list-style-type: none"> - Three oceans: Indian, Atlantic, Pacific - Island groups: Mediterranean, Caribbean, Indian Ocean Location of the following on a colour map of the world: <ul style="list-style-type: none"> - Far East, Middle East, South East Asia and Pacific - Russia - United Kingdom - Western Europe, Eastern Europe, Central Europe, Northern Europe (Scandinavian and Nordic countries) - Americas: South America (Brazil, Argentina, Honduras, Chile), North America (Mexico, USA, Canada, Alaska) - Australasia: Australia, New Zealand, the island of New Guinea, neighbouring islands in the Pacific Ocean 	Week 4	Unit 40 South Africa and the SADC countries Unit 41 The seven continents of the world Unit 42 Oceans and island groups Unit 43 The world's main tourism regions	112	49

Distance indicators and distance tables	<ul style="list-style-type: none"> Distance indicators on maps to determine travel distances Distance tables to determine distances between <ul style="list-style-type: none"> the towns/cities in your province; and South Africa's major cities. Link between the distance and the time spent travelling. (Drive approximately 100 km in one hour.) 	Week 5	Unit 44 Using distance indicators	120	55
	Unit 45 Using a distance table: major cities of South Africa		Unit 45 Using a distance table: major cities of South Africa	121	56
	Unit 46 Travelling time		Unit 46 Travelling time	124	56
Technology used for payment in South Africa	<ul style="list-style-type: none"> Payment methods <ul style="list-style-type: none"> Advantages and disadvantages. Identify/select the most appropriate form of payment based on the situation <ul style="list-style-type: none"> Internet payments ATM payments Cell phone payments Speed point machines (fixed and portable) Credit cards (Visa, MasterCard, American Express, Diners Club) Debit cards (SA Travel Card) Cheques 		Unit 35 How can visitors pay for services and products?	85	41
Topic: Domestic, regional and international tourism		Week 6	Unit 47 The concept: domestic tourism	129	58
Domestic tourism	<ul style="list-style-type: none"> The concept domestic tourism Benefits of domestic tourism for South Africa (focus on the economy, people and environment) 	Week 7	Unit 48 The benefits of domestic tourism for South Africa	130	59
	<ul style="list-style-type: none"> The Shot Left campaign to promote domestic tourism in South Africa 		Unit 49 The Shot Left campaign	132	60
	<ul style="list-style-type: none"> Concepts: statistics, intra-provincial travel versus inter-provincial travel Interpretation of statistics such as purpose of trips, most visited provinces, length of stay in each province, average expenditure per tourist, seasonality, activities undertaken 		Unit 50 Basic concepts	134	61
Domestic tourism statistics			Unit 51 Interpretation of tourism statistics	135	61

TOURISM Term 3

Topic: Tourist attractions		Where to find it in Top Class Tourism Grade 10		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Tourist attractions in South Africa (World Heritage Sites)	<ul style="list-style-type: none"> South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest) <p>[Only three provinces to be studied – your own province + any other two]</p> <ul style="list-style-type: none"> Eastern Cape attractions: Addo Elephant National Park, National Arts Festival Grahamstown, Great Fish River (canoeing), the world's highest bungee jumping at Bloukrans South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest) Free State attractions: Vredfort Dome*, Golden Gate Highland National Park 	Weeks 1–3	Unit 52 Eastern Cape	141 64
			Unit 53 Free State	143 64
			Unit 54 Gauteng	144

• South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context	Unit 55 KwaZulu-Natal	147	65
• Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest)			
• KZN attractions: iSimangaliso (Greater St Lucia) Wetland Park*, Ukahamba-Drakensberg Park*, Durban Beachfront (The Golden Mile/Marine Parade), uShaka Marine World, Comrades Marathon, sardine run			
• South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context	Unit 56 Limpopo	151	66
• Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest)			
• Limpopo attractions: Mapungubwe Cultural Landscape*, Kruger National Park, African Ivory Route			
• South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context	Unit 57 Mpumalanga	151	66
• Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest)			
• Mpumalanga attractions: the Panorama Route (Pilgrim's Rest, Blyde River Canyon, God's Window, Bourke's Luck Potholes)			
• South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context	Unit 58 Northern Cape	153	67
• Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest)			
• Northern Cape attractions: Kimberley Big Hole and Mine Museum, Roaring sand of Witsand Nature Reserve, Namaqualand floral beauty, South African Large Telescope (SALT) in Sutherland			

TOURISM Term 3

Topic: Tourist attractions		Where to find it in Top Class Tourism Grade 10		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
	<ul style="list-style-type: none"> South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest) North West attractions: Sun City and Lost City, Lesedi cultural village, Pilanesberg Game Reserve, Aardklop Arts Festival South Africa's tourist information relating to climate, rainfall, capital cities, main languages, airports and harbours in tourism context Tourists attractions in the provinces of South Africa under the following headings: Location (proximity to the nearest city or town), short description (main focus of this attraction and a few points of interest) Western Cape attractions: Table Mountain, Victoria and Alfred (V&A) Waterfront, Robben Island*, Garden Route, wine routes, Cango Caves and ostrich farms, Cape Argus Cycle Tour, Klein Karoo National Arts Festival 		Unit 59 North West	154 67
South African fauna and flora as a tourist attraction	<ul style="list-style-type: none"> Concepts: biodiversity, environment (natural, physical, cultural, manmade), ecosystem, species, fauna and flora, wildlife, habitat, endangered, red data list, extinct, indigenous, alien, threatened, culling, poaching, legal hunting, mass tourism, over-consumption in tourism context 		Unit 60 Western Cape	156 67

Topic: Sustainable and responsible tourism	Sustainable tourism	<ul style="list-style-type: none"> • Concept: sustainability, sustainable practices in tourism businesses • The need for sustainable practices in tourism businesses 	Week 5	Unit 67 Basic concepts	191	78
		<ul style="list-style-type: none"> • The three pillars of sustainable tourism (planet, people, profit) <ul style="list-style-type: none"> - Environmental: impact of tourism businesses on the natural environment - Social: impact of tourism businesses on local communities - Economic: impact of tourism businesses on local communities 		Unit 68 Why do we need sustainable practices in tourism businesses? Unit 69 The three pillars of sustainable and responsible tourism	193	78
Responsible tourism		<ul style="list-style-type: none"> • The concept: responsible tourist behaviour towards the environment • Negative impact of tourism on environment and host community • Rules for tourist behaviour in the natural environment 	Week 6	Unit 70 Responsible tourist behaviour towards the environment Unit 71 Rules for tourist behaviour in the natural environment	202	81
Global warming and the tourism industry		<ul style="list-style-type: none"> • Good environmental practices such as litter control, conservation of energy, water and other scarce resources • The benefits of good environmental practices for the tourism industry 		Unit 72 Good environmental practices Unit 73 How will tourism benefit from good environmental practices?	205	82
		<ul style="list-style-type: none"> • The concept: global warming, carbon footprint • Causes of global warming (rise in the temperature of the earth) 	Week 7	Unit 74 Basic concepts Unit 75 Causes of global warming	206	83
		<ul style="list-style-type: none"> • Consequences of climate change on the tourism industry 		Unit 76 Consequences of climate change for the tourism industry Unit 77 How accommodation establishments can minimise their carbon footprint	208	83
		<ul style="list-style-type: none"> • How accommodation establishments can minimise their carbon footprint through sustainable and responsible tourism practices • How tourists can minimise their carbon footprint 		Unit 78 How tourists can minimise their carbon footprint	219	85

TOURISM Term 3

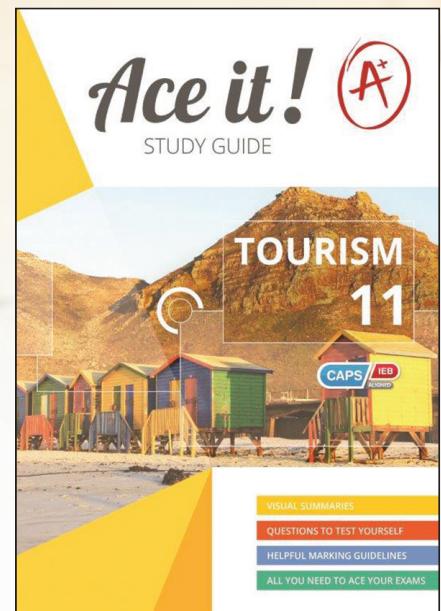
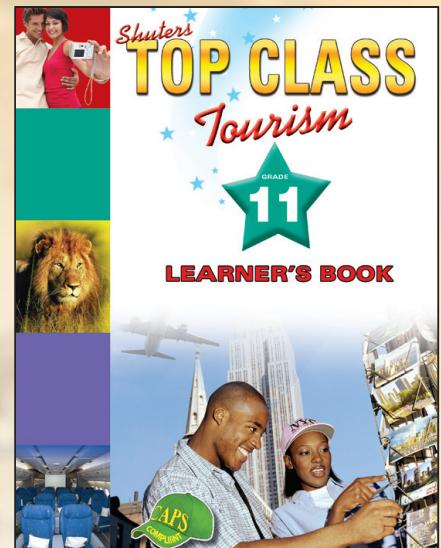
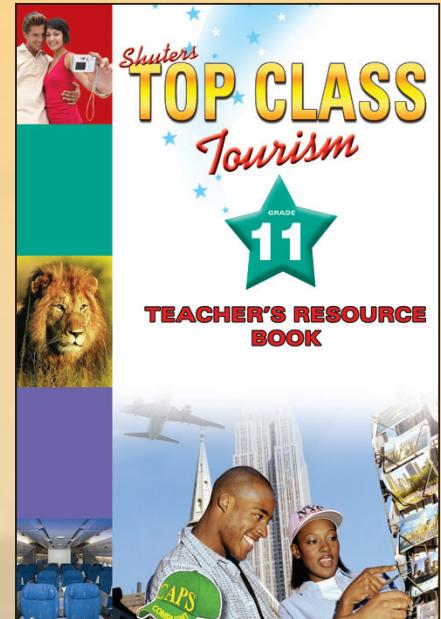
Topic: Marketing		Where to find it in Top Class Tourism Grade 10			
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Marketing of tourism products, services and sites	<ul style="list-style-type: none"> • Concepts: marketing, market research, target markets, market share, competitive edge, core and niche markets • The purpose of marketing tourism products and services 	Week 8	Unit 79 Marketing concepts	222	86
	<ul style="list-style-type: none"> • Market research: <ul style="list-style-type: none"> - The process of market research: consider factors such as the potential customer, broader target market, competition, distribution of products, financing, marketing mix (the five "Ps" of marketing mix: product, promotion, price, place, people) - Resources required for market research (budget for outsourcing to dedicated research specialists, cooperative research groups, individual research) - Managing market research (set time frames, target dates, implementation dates) 	Unit 80 Why do we need to market tourism products and services?	225	87	
		Unit 81 The market research process	228	87	

Topic: Culture and heritage	Culture and heritage	<ul style="list-style-type: none"> • Concepts: culture, heritage, cultural diversity • Elements of culture, such as architecture, interiors, arts and crafts, cuisine, music and dance • The importance and value of conserving heritage for future generations 	Week 1	Unit 82 Basic concepts	234	90
			Unit 83 Elements of culture	235	91	
Topic: Communication and customer care	Heritage sites in South Africa	<ul style="list-style-type: none"> • Cultural heritage sites, such as monuments, museums, historical buildings, graveyards, paleontological objects • Natural heritage sites, such as mountains, waterfalls, caves • The difference between local, provincial and national heritage sites • Examples of heritage sites in own province • The heritage plaque which identifies sites declared national heritage sites 	Unit 84 The importance and value of conserving heritage for future generations	236	91	
			Unit 85 Cultural heritage sites	240	92	
Topic: Communication and customer care	Communication technology	<ul style="list-style-type: none"> • The various types of equipment and technology used to communicate in a tourism business environment: landline telephones, cell phones, fax machines, photocopying machines, printers and computers (including email, videoconferencing and teleconferencing) • Functions, advantages and disadvantages of each 	Week 2	Unit 90 Equipment and technology used to communicate in a tourism business environment	247	96
			Unit 91 Written communication	258	96	
Topic: Communication and customer care	Communication: verbal and written	<ul style="list-style-type: none"> • Written communication used in the tourism industry, including e-mail and email etiquette, websites, SMS messaging, social networks such as Facebook and Twitter for marketing purposes, faxes, memos, surveys, questionnaires • Verbal communication used in the tourism industry; business communication etiquette in different situations in the tourism industry; face-to-face and telephonic; landlines and cell phones • Tourism road and information signs as a way of communication in the tourism industry 	Unit 92 Verbal communication	266	97	
			Unit 93 Tourism road and information signs as a way of communication	269	97	

TOURISM Term 4

Topic: Communication and customer care		Where to find it in Top Class Tourism Grade 10		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Service excellence	<ul style="list-style-type: none"> • Concepts: service, service excellence • The importance and value for a tourism business to provide quality service • The advantages of excellent service delivery <ul style="list-style-type: none"> - for a business - for a tourist • The consequences of poor service delivery • Recommendations for improvement of poor service delivery 	Week 4	Unit 94 Basic concepts Unit 95 The importance of quality service Unit 96 The advantages of excellent service delivery Unit 97 The consequences of poor service delivery Unit 98 How can we improve poor service?	273 99 274 100 275 100 276 100 277 100

11



TOURISM Term 1

Topic: Tourism sectors		Where to find it in Top Class Tourism Grade 11			
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Transport services in South Africa	Airports, airlines and airport operations: <ul style="list-style-type: none"> Concepts: gateway, inbound, outbound, domestic flights, regional flights, inter-continental flights, transcontinental flights, transatlantic flights, connecting flights, long-haul flights, medium-haul flights, short-haul flights, chartered flights, international airports, national airports, privately owned airports and private landing strips in tourism context 	Week 2	Unit 1 Basic air transport concepts	2	2
South Africa's international and national airports	<ul style="list-style-type: none"> Location on a map. International status of airport (cargo only or passenger and cargo) Airports operated by Airports Company of South Africa (ACSA) Airlines operating in South Africa, such as SAs national carrier, budget airlines, international carriers operating in South Africa Interpretation of airline timetables / schedules 	Weeks 2–3	Unit 2 Location on a map Unit 3 Airports operated by the Airports Company South Africa (ACSA) Unit 4 Airlines operating in South Africa Unit 5 Interpretation of airline timetables/schedules	8	6
Airport terminology	<ul style="list-style-type: none"> Airport (landside, terminal, airside), gate, check-in counter, speed check-in kiosks, boarding pass, gate, security control points, boarding, carousel, baggage claim area Check-in procedures, boarding procedures Baggage allowances (domestic flights) Safety procedures before take-off 	Week 4	Unit 6 Basic airport terminology Unit 7 Check-in and boarding procedures Unit 8 Baggage allowances (domestic flights) Unit 9 Safety procedures before take-off	24	17
Aircraft terminology	<ul style="list-style-type: none"> Aisle, galley, cockpit, overhead storage bins, tray tables, cargo hold, entertainment and oxygen masks. 		Unit 10 Basic aircraft terminology	38	22
Seating configuration in an aircraft	<ul style="list-style-type: none"> Wide- and narrow body aircrafts. Travel class sections (business class, economy class). Locating your seat in an aircraft. Aisle seats and window seats, emergency exit seats (focus on the type of aircraft used by the airlines operating in South Africa). 		Unit 11 Seating configuration in an aircraft	40	22

Technology used at airports	<ul style="list-style-type: none"> Technology at airports to facilitate travel, such as baggage wrap equipment, x-ray security scanners, biometric scanners, thermal body scanners, metal detectors, information display boards, touch screen information systems. Include any new developments. The use of PDIs (Personal Digital Assistants / Smartphones) for air travel ("iTravel") (electronic information, e.g. travel documents, tickets, identification, boarding passes). Include any new developments. 	Week 5	Unit 12 Technology at airports to facilitate travel	45	26
	<ul style="list-style-type: none"> Major tourist transporters, different types of buses: minibuses, coaches, megabuses, sleeper coaches, special purpose buses such as open-top buses for sightseeing Information provided on bus schedules 		Unit 13 The use of Personal Digital Assistants (PDAs) and Smartphones for air travel ("iTravel")	48	26
The tourism bus industry	<ul style="list-style-type: none"> Major tourist transporters, different types of buses: minibuses, coaches, megabuses, sleeper coaches, special purpose buses such as open-top buses for sightseeing Information provided on bus schedules 	Week 6	Unit 14 Major tourist transporters	53	32
	<ul style="list-style-type: none"> Difference between commuter trains (Metrorail) and tourist trains such as Shosholoza Meyl. Terminology: schedule, coaches, coupé, compartment, lounges, tourist class, economy class, bedding tickets, dining car Heritage/novelty/scenic tourist trains Luxury trains such as Blue Train, Rovos Rail, Shongololo Express, Premier Classe (http://premierclasse.co.za) Information provided on train schedules 		Unit 15 Information provided on bus schedules	58	33
The tourism train industry	<ul style="list-style-type: none"> Difference between commuter trains (Metrorail) and tourist trains such as Shosholoza Meyl. Terminology: schedule, coaches, coupé, compartment, lounges, tourist class, economy class, bedding tickets, dining car Heritage/novelty/scenic tourist trains Luxury trains such as Blue Train, Rovos Rail, Shongololo Express, Premier Classe (http://premierclasse.co.za) Information provided on train schedules 	Week 7	Unit 16 The difference between commuter trains and tourist trains	66	37
	<ul style="list-style-type: none"> Information provided on train schedules 		Unit 17 Basic rail terminology	67	38
The Gautrain	<ul style="list-style-type: none"> Interesting features such as exterior and interior appearance, security, speed Gautrain technology such as ticketing procedures, electronic boarding procedures, electronic arrival and departure announcements Routes, parking facilities and bus service linked to the Gautrain Benefits for the tourism industry 	Week 8	Unit 18 Scenic, heritage and novelty tourist trains	68	38
	<ul style="list-style-type: none"> Information provided on train schedules 		Unit 19 Luxury trains – South Africa's hotels on rails	70	39
The luxury cruise liner industry	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 	Week 9	Unit 20 Information provided on train schedules	74	39
	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 		Unit 21 Interesting features	81	44
The luxury cruise liner industry	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 	Week 9	Unit 22 Gautrain technology	85	45
	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 		Unit 23 Routes and facilities	87	45
The luxury cruise liner industry	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 	Week 9	Unit 24 Benefits for the tourism industry	89	46
	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 		Unit 25 Basic cruise concepts	93	50
The luxury cruise liner industry	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 	Week 9	Unit 26 Facilities and entertainment on board	94	51
	<ul style="list-style-type: none"> Concepts: port, cruise terminal, state rooms, cabins, suites, decks Facilities and entertainment on board Information provided on luxury cruise liner packages 		Unit 27 Information provided on luxury cruise packages	96	52

TOURISM Term 2

Topic: Tourism sectors		Where to find it in Top Class Tourism Grade 11			
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Car rental	<ul style="list-style-type: none"> Introduction to the car rental industry in South Africa (use major car rental companies in South Africa) Conditions for renting a vehicle (age, driver's licence, creditworthy, signing of contract) Different rental packages/options Insurances: CDW, TLW v/s SCDW, STLW and PAI Additional costs and charges: tourism levy, fuel deposits and charges, airport surcharges, additional driver charges, contract fee, delivery and collection charges, cross-border fees, optional equipment Incidental costs: administration fee for accidents, traffic fines Payment options and payment methods for car rental Car rental calculations (for quotations) Comparative calculations based on various rental options 	Weeks 1–2	Unit 28 Introduction to the car rental industry Unit 29 Conditions for renting a vehicle Unit 30 Different rental packages and options Unit 31 Insurance Unit 32 Additional and incidental costs and charges Unit 33 Payment options and methods Unit 34 Car rental calculations (for quotations) Unit 35 Comparative calculations	104 105 106 108 109	57 57 57 57 58
Topic: Domestic, regional and international tourism		Weeks 3–4	Unit 36 The concept: growth strategy Unit 37 Objectives for promoting domestic tourism Unit 38 Ways to meet objectives	121 123 124	64 65 66
The Domestic Tourism Growth Strategy – DTGS	<ul style="list-style-type: none"> Concept: growth strategy Objectives for promoting domestic tourism: sustainable tourism sector growth and development, tourism sector transformation, people empowerment and job creation Ways to meet objectives such as increasing expenditure (more trips, length of stay, average trip expenditure), reducing seasonality (year-round travel, more trips outside of school holidays), improving the geographic spread of tourism (more trips to less popular provinces), increasing volumes (get more South Africans to travel), utilising events to encourage year-round travel, improving safety and reducing crime 				

Topic: Culture and heritage The South African cultural uniqueness	<ul style="list-style-type: none"> The tourism importance of the cultures in your province that attract tourists to South Africa, such as folklore, dress and cuisine of different cultural groups, practices such as gumboot dancing (mine culture), township kwaito art, sangomas, traditional medicine and traditional healing, small chieftains with traditional leaders, Ndebele art, Zulu dances in traditional attire, rickshaws, San, art festivals How cultural uniqueness and diversity in South Africa can promote inbound and domestic tourism 	Week 5	Unit 44 The tourism importance of cultures in your province	147	75
South African heritage bodies	<ul style="list-style-type: none"> South African Heritage Resource Agency (SAHRA): logo and functions Provincial heritage agencies Awareness of special heritage permits and protection regulations (structures older than 60 years, archaeological and paleontological sites and materials, meteorites, shipwrecks, burial grounds, graves) 	Week 6	<ul style="list-style-type: none"> Unit 45 Using cultural uniqueness and diversity to promote inbound and domestic tourism Unit 46 South African Heritage Resource Agency (SAHRA) agencies Unit 47 Provincial heritage agencies Unit 48 Special heritage permits and protection regulations 	166	76
Topic: Marketing	<ul style="list-style-type: none"> Above-the-line promotional techniques: conventional media tools such as renting space on television, in newspapers, and magazines, on posters and on radio. Printed material such as brochures, flyers, pamphlets, posters, billboards, meander maps. Electronic advertising such as video walls, audio-visual presentations, digital displays, cell phone advertising, web-based advertising Below-the-line promotional techniques: personal selling, sales promotions, in-store discounts, promotional sponsorship, exhibitions, shows and expos Match the type of promotion/advertising to the potential customer. 	Weeks 7–8	<ul style="list-style-type: none"> Unit 79 Above-the-line promotional techniques Unit 80 Below-the-line promotional techniques Unit 81 Matching the type of promotion with the customer Unit 82 Costs related to marketing 	243	114
The marketing budget	<ul style="list-style-type: none"> Costs related to marketing market research communication costs (printing, telephone, fax, internet) travel costs (local and overseas travel, vehicle and flight costs) personnel costs 			253	117

TOURISM Term 2

Topic: Tourism sectors		Where to find it in Top Class Tourism Grade 11		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Job and career opportunities in the tourism sectors, subsectors and related services	<p>Transport, hospitality (accommodation and food), tourism attractions (gaming and lotteries, leisure, conservation, sport and recreation), events and conferences, tourism services, travel trade sectors</p> <p>The requirements and inherent qualities (personal characteristics) to work in a particular sector in the tourism industry. A learner should choose any tourism sector, or a career in any tourism sector, to study according to his/her own interests</p> <p>Personality type, characteristics and essential skills</p>	Week 9	Unit 95 Jobs and careers in the tourism sectors, sub-sectors and related services Unit 96 The requirements and qualities that are needed to work in the different sectors Unit 97 Personality type, characteristics and essential skills	298 141
Entrepreneurial opportunities in tourism	<p>The concept entrepreneur</p> <p>Skills needed to be an entrepreneur</p> <p>Identification of products or services suitable for entrepreneurial opportunities</p> <p>Opportunities to start your own tourism business</p>	Week 10	Unit 98 The concept: entrepreneur Unit 99 Skills needed to be an entrepreneur Unit 100 Identifying products and services which offer entrepreneurial opportunities Unit 101 Opportunities to start your own tourism business	307 146 309 146 311 147 313 147

Topic: Domestic, regional and international tourism					
Regional tourism	<ul style="list-style-type: none"> Concepts: regional tourism, South African Development Community (SADC) The SADC member countries and their location and capital cities on a map (use the latest membership information available) Gateways: the accessibility of each country from South Africa (by road, air or water) and the major airport, harbour and border post of the country (tourism context) Role of the Regional Tourism Organisation of Southern Africa (Retosa) Advantages of regional tourism for South Africa and the SADC member states 	Week 1	Unit 56 Basic regional tourism concepts	189	90
Main tourist attractions in the SADC countries	<ul style="list-style-type: none"> Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Angola: Kissama National Park Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Botswana: Okavango Delta, Chobe National Park, The Tsodilo Hills* Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Democratic Republic of the Congo (DRC): Kahuzi-Biega National Park*, Virunga National Park*, Salonga National Park Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Lesotho: Maluti Mountains, Basotho pony trails, Katse Dam and Lesotho Highlands Water Project, Sani Pass Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Madagascar: Tsingy de Bernaraha Strict Nature Reserve*, Royal Hills of Ambohimanga* 	Weeks 2–3	Unit 61 Angola Unit 62 Botswana Unit 63 The Democratic Republic of the Congo (DRC) Unit 64 Lesotho Unit 65 Madagascar	202	98

TOURISM Term 3

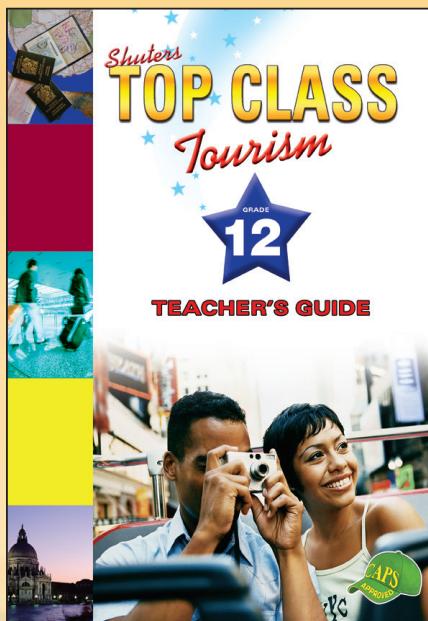
Topic: Tourism attractions	Section	Content	Where to find it in Top Class Tourism Grade 11		
			Time allocation: 4 hours per week	Module/Unit	LB TG
		<ul style="list-style-type: none"> Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Mauritius: Grand Baie, Chamarel Falls and the coloured earths of Chamarel, Tamarin Bay Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Mozambique: Cahora Bassa Dam, Lake Niassa, Bazaruto Archipelago, Island of Mozambique Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Namibia: Fish River Canyon, Etosha National Park, Namib Desert, Skeleton Coast Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Malawi: Lake Malawi, Liwonde National Park Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Seychelles: Beaches and leisure activities on the islands Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Swaziland: Hlane Royal National Park, Royal Swazi Sun Hotel, Mkhaya Game Reserve Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Tanzania: Mount Kilimanjaro*, Serengeti National Park, Stone Town of Zanzibar*, Ngorongoro Conservation Area Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Zambia: Victoria Falls and Zambezi River, Livingstone, Lake Kariba, Kafue National Park Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information Zimbabwe: Victoria Falls and Zambezi River, Hwange National Park, Lake Kariba, The Great Zimbabwe Ruins*, Matopo Hills*, Mana Pools National Park 	Unit 66 Mauritius	210	99
		Unit 67 Mozambique	212	99	
		Unit 68 Namibia	213	100	
		Unit 69 Malawi	216	100	
		Unit 70 The Republic of the Seychelles	217	101	
		Unit 71 Swaziland	219	101	
		Unit 72 Tanzania	221	101	
		Unit 73 Zambia	223	102	
		Unit 74 Zimbabwe	225	102	

Topic: Foreign exchange	<ul style="list-style-type: none"> Concepts: local currency, foreign currency, foreign exchange, exchange rate, informal fluctuations Major currencies of the world, their currency codes and symbols: US dollar, Euro, British pound, Japanese yen, Australian dollar, South African rand Facilities where foreign currency can be exchanged, e.g. foreign exchange bureaus, commercial banks, etc. How does money spent by inbound international tourists benefit local people? Directly and indirectly - the multiplier effect Interpret a currency rate sheet from a foreign exchange bureau. Convert the major currencies to South African rand. Convert South African rand into a selected currency to understand currency difference. 	Weeks 4–5	Unit 49 Basic foreign exchange concepts	178	83
Foreign exchange and its value to the South African economy	<ul style="list-style-type: none"> Unit 50 Major currencies of the world 	Unit 50 Major currencies of the world	180	83	
	<ul style="list-style-type: none"> Unit 51 Facilities for exchanging foreign currency 	Unit 51 Facilities for exchanging foreign currency	181	84	
	<ul style="list-style-type: none"> Unit 52 Benefits of foreign exchange for local people 	Unit 52 Benefits of foreign exchange for local people	182	84	
	<ul style="list-style-type: none"> Unit 53 Interpreting currency rate sheets from a foreign exchange bureau 	Unit 53 Interpreting currency rate sheets from a foreign exchange bureau	184	84	
	<ul style="list-style-type: none"> Unit 54 Converting major currencies to South African Rands 	Unit 54 Converting major currencies to South African Rands	185	85	
	<ul style="list-style-type: none"> Unit 55 Converting South African Rands to a foreign currency 	Unit 55 Converting South African Rands to a foreign currency	187	86	
Topic: Communication and customer care		Weeks 6–7	Unit 83 Explanation and examples of a Global Distribution System	257	120
Global distribution systems	<ul style="list-style-type: none"> What is a Global Distribution System (GDS)? Examples of the major global GDSs, such as Amadeus, Galileo, Worldspan 	Unit 84 Explanation and examples of a CRS	260	121	
Central reservation systems	<ul style="list-style-type: none"> What is a Central Reservation System (CRS)? Examples used in South Africa: Micros-Fidelio Opera 	Week 8	Unit 85 Ways to treat and assist foreign tourists	265	124
Customer care for foreign tourists	<ul style="list-style-type: none"> Ways in which foreigners should be treated and assisted so that they enjoy their stay in South Africa The need to respect traditions, customs and behaviour of visitors to South Africa Ways to communicate effectively with visitors from diverse cultural backgrounds Ways in which the tourism industry in South Africa will benefit from excellent customer care 	Unit 86 Respecting traditions, customs and behaviour	Unit 87 Communicating effectively with visitors from different backgrounds	268	125
		Unit 88 Ways in which the tourism industry will benefit from excellent customer care	273	126	
			275	127	

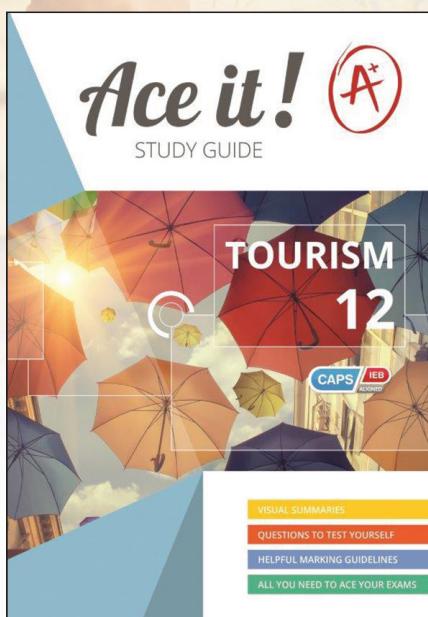
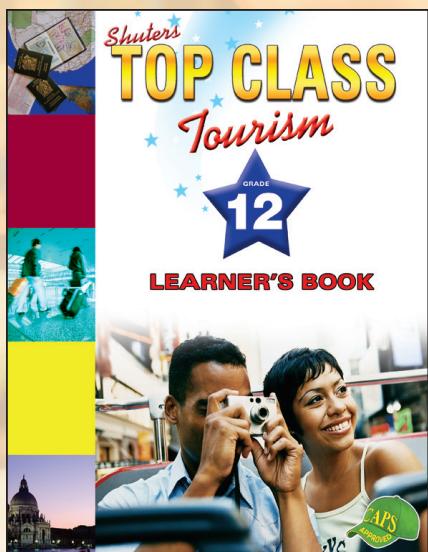
TOURISM Term 3

Topic: Communication and customer care		Where to find it in Top Class Tourism Grade 11		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Customer complaints	<ul style="list-style-type: none"> In person/verbal (telephone, cell phone) and written (letters, faxes, SMSs, on website) The value of customer complaints to a business (complaints as an opportunity for improvement) <p>The six steps for dealing with verbal customer complaints:</p> <ul style="list-style-type: none"> Listen carefully to what the customer has to say, and let them finish. Ask questions in a caring and concerned manner. Apologise without blaming. Solve the problem immediately. Offer the customer something such as an upgrade, a free product, extra discounts, full refunds. Thank the customer for informing you about the problem. <p>Constructive criticism, handling of criticism in a mature manner</p>	Week 9	Unit 89 Types of customer complaints Unit 90 The value of customer complaints Unit 91 The six steps for dealing with verbal complaints	280 130 282 131 284 133
Managing quality service	<ul style="list-style-type: none"> Types of strategies used by companies/organisations to achieve and maintain quality service, such as performance management, quality control checks, customer surveys, team and peer reviews, in-service training How services delivered in one sector impact on services delivered in another sector 	Week 10	Unit 92 Constructive criticism Unit 93 Strategies for quality service Unit 94 How services impact on one another in the different sectors	286 133 289 136 292 137

Topic: Map work and tour planning					
The tour itinerary	<ul style="list-style-type: none"> • Concepts: itinerary, logical tour planning, scheduled tours 	Week 1	Unit 75 Basic itinerary concepts	231	105
	<ul style="list-style-type: none"> • Factors to consider when planning an itinerary 	Unit 76 Factors to consider when planning an itinerary	232	106	
	<ul style="list-style-type: none"> • Different types of itineraries 	Unit 77 Different types of itineraries	233	106	
	<ul style="list-style-type: none"> • The writing of an itinerary 	Unit 78 Writing an itinerary	234	107	
Sustainable tourism	<ul style="list-style-type: none"> • Concept of sustainability • Three pillars of sustainable tourism • Environmental impact of tourism • Social impact of tourism businesses on local communities • Economic impact of tourism businesses on local communities • Concept: responsible tourist behaviour in the natural environment • Good environmental practices • Global warming, carbon footprint • How the tourist industry can minimise their carbon footprint through sustainable and responsible tourism practices 	Weeks 2–4	From Grade 10		



12



Topic: Domestic, regional and international tourism		Where to find it in Top Class Tourism Grade 12		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Global events of international significance	<ul style="list-style-type: none"> • Concept: Global event <ul style="list-style-type: none"> - Sporting events: 2010 FIFA World Cup, Wimbledon, Comrades, Tour de France, Olympic Games. - Other events: G8 Summit, Summits on climate change (to be mentioned as examples, do not study the events as such). • The positive and negative impact of global events on international tourism • The impact of hosting a global event on <ul style="list-style-type: none"> - domestic tourism in the host country - the economy of the host country • The advantages and disadvantages for the host country (within a tourism context): <ul style="list-style-type: none"> - development in infrastructural services, investment, foreign exchange income, the multiplier effect 	Week 2	Unit 1 Basic concept: Global event	1 1
Political situations and unforeseen occurrences of international significance	<ul style="list-style-type: none"> • Concepts: political situation and unforeseen occurrence <ul style="list-style-type: none"> - Examples of recent political situations, such as civil war, terrorism, general unrest - Examples of unforeseen occurrences such as tsunamis, earthquakes and other natural disasters, the global recession, diseases, accidents and economic upsets • The impact of these situations and occurrences on international tourism and the economy of the affected country 	Week 3	Unit 4 The concepts of political situations and unforeseen occurrences on international tourism and the economy of the affected country Unit 5 The impact of political situations and unforeseen occurrences on internal tourism and the economy of the affected country	21 8 28 10

TOURISM Term 1

Topic: Map work and tour planning		Where to find it in Top Class Tourism Grade 12		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Tour plans and route planning	<ul style="list-style-type: none"> Develop tour plans to suit specific tourists' profiles, available budget and time. Route planning <ul style="list-style-type: none"> Choice of transport and accommodation to suit customers' needs and preferences Choice of tourist attractions and activities to suit tourist profiles 	Week 4	Unit 6 Developing tour plans to suit specific profiles, available budget and time	35 14
Compiling a day-to-day itinerary	<ul style="list-style-type: none"> The main aspects of an itinerary (description of transport, accommodation, attractions and activities, including stops for meals) Factors to consider when drawing up an itinerary (focus on logical planning) Drawing up itineraries according to different scenarios 	Week 5	Unit 8 Choice of transport, accommodation, tourist attractions and activities to suit tourist profiles	40 16
Compiling a tour budget	<ul style="list-style-type: none"> Factors influencing the development of a budget Develop a basic tour budget. Indicate expenses for travel, accommodation, meals, visiting tourist attractions, shopping and tips. 	Week 7	Unit 12 Factors influencing the development of a budget Unit 13 Developing a basic tour budget	64 27 68 28

Health	<ul style="list-style-type: none"> Concepts: World Health Organisation (WHO), health certificates, travel clinics, compulsory and recommended vaccinations Precautions to take when travelling to high-risk destinations (malaria, bilharzia, cholera areas). Vaccinations required for entering/leaving areas of high risk, such as yellow fever, hepatitis TB and HIV/Aids risks for inbound tourists Recommended health precautions for tourists visiting health risk areas, such as bottled water, sun block, preventative medicine 	Week 8	Unit 14 Health and safety concepts	75	31
			Unit 15 Precautions and vaccinations to take when travelling to high-risk destinations	77	31
Safety	<ul style="list-style-type: none"> Reasons why the safety of tourists in South Africa is important <ul style="list-style-type: none"> - General safety precautions for tourists: in car, in public areas / street, in hotel room, at the airport, after dark 	Week 9	Unit 16 TB and HIV/AIDS risks for inbound tourists	81	35
			Unit 17 Recommended general health precautions for tourists visiting health risk areas	82	36
Travel documentation	<ul style="list-style-type: none"> Travel documents required when visiting a given country, valid passport, visa and health certificate (cholera and yellow fever). Requirements for tourists travelling between countries How to obtain an international driver's license 	Week 9	Unit 18 Reasons why the safety of tourists in South Africa is important, and recommended general safety precautions	83	37
			Unit 19 Travel documentation required when visiting a given country	89	40
	<ul style="list-style-type: none"> Passport: requirements for obtaining a passport, completion of an application form Visa: requirements for obtaining a visa, completion of a application form Concepts: duty free goods, prohibited goods, green channel, red channel, to declare, travel allowances Customs regulations when departing from or arriving in South Africa. Access to and interpreting of customs information. 		Unit 20 How to obtain an International Driver's License/Permit	90	40
			Unit 21 Passports and visas	92	41
			Unit 22 Customs concepts such as 'duty free' and 'prohibited goods' and customs regulations	101	43

TOURISM Term 2

Topic: Map work and tour planning		Where to find it in Top Class Tourism Grade 12		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
World time zones	<ul style="list-style-type: none"> Concepts: Time zone, UTC, Greenwich, hemispheres, equator and seasons, standard time, local time, the international date line, the 24-hour clock (00:00– 23:59), latitude, longitude Introduction to a world time zone map Concept: Daylight saving time (DST). Reasons for this practice The impact of time zones and daylight saving on travel planning and travelling 	Week 1	Unit 23 Time zone concepts Unit 24 Introduction to a world time zone map Unit 25 Daylight Saving Time Unit 26 The impacts of time zones and daylight saving on travel planning and travelling	109 114 118 120
Calculations of world times when travelling between countries	<ul style="list-style-type: none"> Calculations to determine arrival time and departure time with and without DST and flying time (a time zone map must be provided. Learners are not required to know which countries apply DST) Concepts: jet lag and jet fatigue. Symptoms of jet lag. How to minimise and ease the effects of jet lag 	Week 2	Unit 27 Calculating arrival, departure and flying times Unit 28 Jet lag and jet fatigue	61 124 130

Topic: Tourist attractions Famous world icons and attractions	<ul style="list-style-type: none"> The difference between a tourist attraction and an icon 	Weeks 3–5	Unit 29 The difference between a tourist attraction and an icon	135	68
	<ul style="list-style-type: none"> Reasons why specific tourism attractions and/or physical features are regarded as icons. The economic significance of icons for a country/area Profile and statistics of tourists visiting these icons 	Unit 30 Reasons why specific tourism attractions are regarded as icons	136	68	
	<ul style="list-style-type: none"> Australia: Sydney Opera House*, Ayers Rock/Uluru-Kata Tjuta National Park* 	Unit 31 Australian icons	138	69	
	<ul style="list-style-type: none"> Brazil: The Statue of Christ the Redeemer or Corcovado (Rio de Janeiro) Mexico : Chichen Itza (Yucatan)* Peru: Machu Picchu* (Cuzco) 	Unit 32 South American icons	140	70	
	<ul style="list-style-type: none"> Canada: Niagara Falls United States of America: The Statue of Liberty* (New York), the Grand Canyon* (Arizona) 	Unit 33 North American icons	142	71	
	<ul style="list-style-type: none"> Italy: *Colosseum (Rome), Leaning Tower of Pisa (Piazza del uomo)*, Venice*, Vatican City Germany: Berlin Wall, Black Forest Greece: The Parthenon (Athens) Turkey: Blue Mosque (Istanbul) Switzerland: The Swiss Alps (Jungfrau-Aletsch)* Netherlands: Windmills Poland: Auschwitz Portugal: The Algarve Spain: Alcázar of Segovia, bullfights Russia: The Kremlin*, the Red Square* (Moscow) United Kingdom: *Big Ben (Palace of Westminster*), Buckingham Palace, Tower of London*, London Bridge 	Unit 34 European icons	145	72	
	<ul style="list-style-type: none"> Egypt: *The great pyramids of Giza, the Sphinx Israel: The Dome of the Rock, the Wailing Wall Jordan: Petra* Saudi Arabia: Mecca 	Unit 35 African icons	163	74	
	<ul style="list-style-type: none"> China: The Great Wall of China India: The Taj Mahal* (Agra) Japan: Mount Fuji Nepal: Mount Everest Thailand: Floating markets 	Unit 36 Middle-eastern icons	164	75	
		Unit 37 Asian icons	167	76	

TOURISM Term 2

Topic: Tourist attractions		Where to find it in Top Class Tourism Grade 12	
Section	Content	Time allocation: 4 hours per week	Module/Unit
Factors contributing to the success of a tourist attraction	<ul style="list-style-type: none"> Excellent marketing of tourism products locally and/or internationally, sustainable and responsible management plans, efficiency and ethical behaviour of staff and management, positive experience of visitors, safety and crime prevention, general appearance and upkeep of the attraction, considering the needs of people with disabilities, universal access Characteristics of a successful tourist attraction: actual number of visitors exceeds the target number of visitors, repeat visits; income generated exceeds target figures; positive impact on local community and environment 	Weeks 6–7	Unit 38 Excellent marketing of tourism products and other factors Unit 39 Characteristics of a successful tourist attraction
Topic: Marketing	<p>Marketing South Africa as a tourism destination</p> <ul style="list-style-type: none"> The importance of marketing South Africa internationally <ul style="list-style-type: none"> increase in annual volume of foreign arrivals to SA increase in international awareness of South Africa as a travel destination <p>The core business of SATourism:</p> <ul style="list-style-type: none"> Marketing South Africa internationally as a tourism destination of choice Maintaining and enhancing the standard of facilities and services for tourists Coordinating the marketing activities of role players in the industry 	Week 8	Unit 51 The importance of marketing South Africa internationally • Unit 52 The core business of SA Tourism
	Opportunities for marketing SA internationally: ITB (Berlin); World Travel Market (London); Funding for SA Tourism's international marketing initiatives: the role of Tourism Marketing Levy South Africa (TOMSA)		Unit 53 Opportunities and funding for marketing South Africa internationally
	The concept: branding – South Africa's brand logo Introduction to the Tourism Indaba travel trade show, and the Getaway show as opportunities to promote South Africa and the southern African region to the world		Unit 54 Branding – South Africa's brand logo Unit 55 The Indaba and Getaway shows

Topic: Foreign exchange Foreign exchange	• The term "gross domestic product" (GDP) and its benefits to the South African economy	Week 9	Unit 40 Gross Domestic Product and its benefits to the South African economy	185	84
	• The multiplier effect and link to the GDP	Unit 41 The multiplier effect and its link to GDP	186	84	
	• The concept "strong" and "weak" rand	Unit 42 The concept of a strong and a weak rand	188	85	
	• The relative strength and relative weakness of a currency at specific times	Unit 43 The relative strength and weakness of a currency at specific times	190	87	
	• Interpret a currency rate sheet	Unit 44 Interpreting a currency rate sheet	192	87	
	• Convert the major currencies to South African rand and convert South African Rand into selected currencies to understand the buying power of different currencies. (Use only exchange rates expressed as 1 unit of foreign currency = value in rand, i.e. 1USD = R 7,60. Calculators may be used for calculations – rounded off to two decimals, e.g. R34,56.)	Unit 45 Using currency conversions to understand the buying power of currencies	193	88	
	• Differentiate between bank selling rate (BSR) and bank buying rate (BBR)	Unit 46 Differentiating between bank selling rate (BSR) and bank buying rate (BBR)	197	89	
	• The effect of exchange rates on international tourism, affecting both inbound and outbound tourists, and how these influence travel patterns of South Africans travelling to developing countries as well as to developed countries	Unit 47 The effect of exchange rates on international tourism	198	89	
	• Fluctuations in exchange rates	Unit 48 Fluctuations in exchange rates	200	89	

TOURISM Term 3

Topic: Domestic, regional and international tourism		Where to find it in Top Class Tourism Grade 12		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Forms of payment when travelling internationally	<p>Concepts:</p> <ul style="list-style-type: none"> • Electronic fund transfers (EFT) • Telegraphic transfers (SWIFT transfers) • Bank drafts • Internet payments • Foreign bank notes (cash) • Credit cards (Visa, MasterCard, American Express, Diners Club) • Traveller's cheques • Preloaded foreign currency debit cards such as Cash Passport card /Travel Wallet/International Travel Card • Advantages and disadvantages of each form of payment 	Week 1	Unit 49 The different forms of payment when travelling internationally and what are the advantages and disadvantages of each form	203 92
Foreign market share – statistics regarding inbound international tourism	<p>Interpretation of statistics with reference to:</p> <ul style="list-style-type: none"> • foreign arrivals to South Africa (land and air travel markets) and how the arrival statistics can determine foreign market share; • most visited provinces in South Africa; • length of stay in each province; • average expenditure per tourist; and • activities undertaken whilst in South Africa. 		Unit 50 Interpreting international inbound tourism statistics	210 96
The three pillars of sustainable tourism (people, profit, planet)	<p>Topic: Sustainable and responsible tourism</p> <ul style="list-style-type: none"> • Concept and background of the triple bottom line approach • Environment (planet): Good environmental practices, such as resource management (energy and water), waste management (reduce, re-use, recycle), litter control, pollution control, environmentally friendly building, promotion of indigenous flora and control of alien invasive plants in grounds and gardens • Economy (profit): The role of business. The responsible attitude of a tourism business towards the people and environment it affects. Ways to practise it: ownership, employment, procurement of local goods and services, etc • Social (people): Considering the positive and negative effects of tourism on local communities, culture and heritage. Corporate social investment (CSI) in tourism, such as financial or nonfinancial support given by tourism companies to health/sport/education/youth projects 	Week 2	<p>Unit 56 The triple bottom line approach</p> <p>Unit 57 Environment (planet)</p> <p>Unit 58 Economy (profit)</p> <p>Unit 59 Social (people)</p>	<p>240 108</p> <p>242 108</p> <p>246 111</p> <p>248 111</p>

Responsible tourism and tourists	<ul style="list-style-type: none"> Codes of conduct for tourist behaviour (social, economic and environmental) How can a tourism destination attract environmentally (people, planet, profit) conscious tourists? The contribution of FTTSA towards encouraging responsible and sustainable practices Make use of case studies of companies that practise the triple bottom-line approach 	Week 3	Unit 60 Codes of conduct for tourist behaviour	251	114
		Unit 61 How can a tourism destination attract environmentally conscious tourists?	255	114	
		Unit 62 The contribution of Fair Trade in Tourism South Africa (FTTSA)	256	115	
		Unit 63 Triple bottom line case studies	258	116	
Topic: World Heritage Sites	• Concept: World Heritage Site	Week 4	Unit 64 The concept of a World Heritage Site	263	119
World Heritage Sites	<ul style="list-style-type: none"> The role of UNESCO: logo and main function Types of World Heritage Sites: natural and cultural World Heritage Sites (refer to sites studied under "attractions" in term 2) A description of all the World Heritage Sites in South Africa, their location on a map of South Africa, and how they meet UNESCO criteria use latest information The value of the World Heritage Sites to South Africa's tourism industry 		<ul style="list-style-type: none"> Unit 65 The role of UNESCO Unit 66 Types of World Heritage Sites and the different World Heritage Sites in South Africa Unit 67 The value of the World Heritage Sites to South Africa's tourism industry 	264	120
Topic: Communication and customer care	• Concept: customer feedback	Week 5	Unit 68 The concept and purpose of customer feedback	283	126
Methods to obtain customer feedback and measure customer satisfaction	<ul style="list-style-type: none"> Purpose of obtaining customer feedback Methods to obtain customer feedback, such as surveys, questionnaires, feedback cards, follow up calls, SMS messages on cell phones, web-based responses How to analyse feedback: Study and capture the feedback data to determine the extent of customer satisfaction. Identify the most common complaints. Decide on an action plan. Start the intervention process. The impact of the service delivered by an organisation on its business profitability 		<ul style="list-style-type: none"> Unit 69 Feedback methods and how to analyse feedback Unit 70 The impact of the service delivered by an organisation on its business profitability 	285	127

TOURISM Term 3

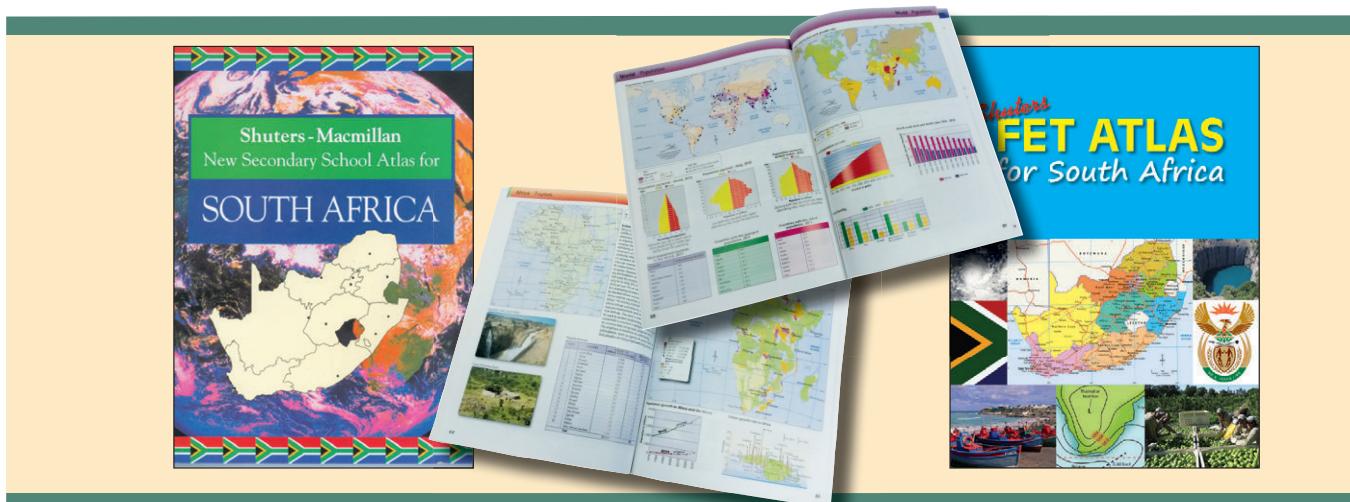
Topic: Communication and customer care		Where to find it in Top Class Tourism Grade 12		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Professional image in the tourism industry	<p>How the following factors contribute to a professional image in the tourism industry:</p> <ul style="list-style-type: none"> The image of the company such as the name, logo, slogan, website, stationery, marketing material, product packaging, physical appearance of the business, environmental policies, customer service policies 	Week 6	Unit 71 The image of the company	295 130
	<p>How the following factors contribute to a professional image in the tourism industry:</p> <ul style="list-style-type: none"> The image of the staff such as professional appearance, uniforms, dress code (if no uniforms are worn), personal hygiene, grooming, interaction with customers, communication skills 	Week 6	Unit 72 The image of the staff	300 131
Conditions of employment	<ul style="list-style-type: none"> Basic conditions of employment in one chosen field of the tourism industry, such as airlines or hotels or national parks. The contract of employment describing basic conditions of employment, such as working hours, uniform allowances, travel benefits, leave, core duties, fringe benefits, remuneration and deductions, termination of service, professional accountability and responsibility, service ethics 	Week 7	Unit 73 The contract of employment	311 135
The purpose and value of a code of conduct	<ul style="list-style-type: none"> Purpose: spells out expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges Value: creates a co-operative, collaborative atmosphere, promotes integrity in the workplace. 		Unit 74 The purpose of a code of conduct Unit 75 The value of a code of conduct	319 140 320 140

PROGRAMME OF ASSESSMENT

Grade 10		
Term	Assessment task	Page references
1	Tourism Skills Assessment Task	
	Test	TG page 42
2	Mid-year examination	TG page 62
3	Data-handling task	
	Test	TG page 89
4	End-of-year examination	TG page 103

Grade 11		
Term	Assessment task	Page references
1	Tourism Skills Assessment Task	
	Test	TG page 155
2	Mid-year examination	TG page 169
3	Data-handling task	
	Test	TG page 187
4	End-of-year examination	TG page 189

Grade 12		
Term	Assessment task	Page references
1	Project	
	Test	TG page 143
2	Mid-year examination	TG page 153
3	Test	
	Trial examination	TG page 171
4	End-of-year examination	



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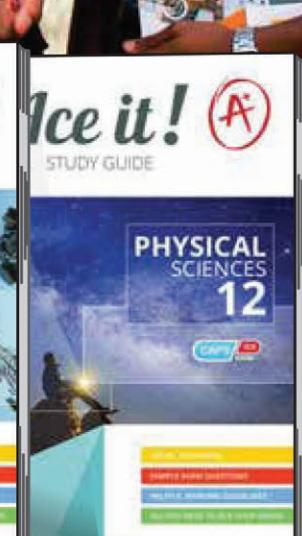
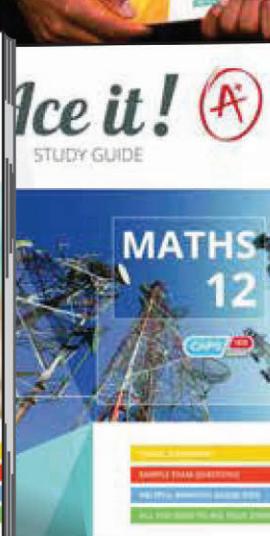
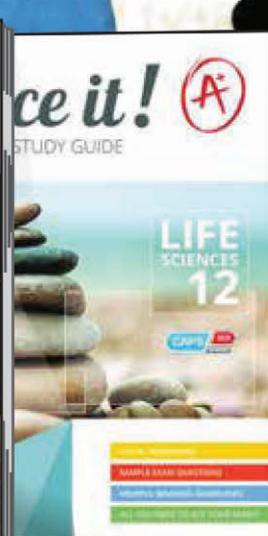
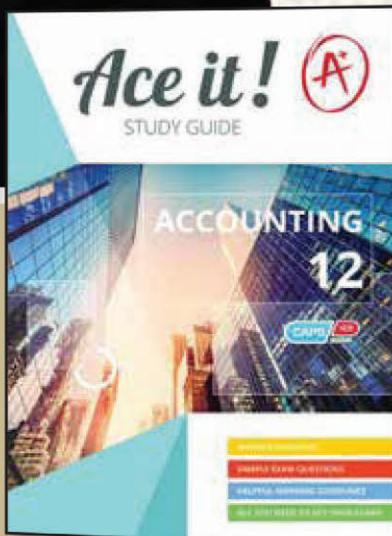
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