

2023

Annual Teaching Plans **TOURISM**

FET Phase



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PUBLISHERS (PTY) LTD



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Shuter & Shooter Publishers (Pty) Ltd
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PO Box 61, Mkondeni 3212, South Africa

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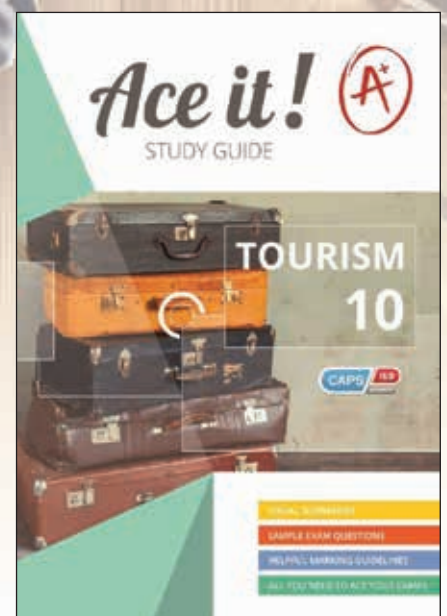
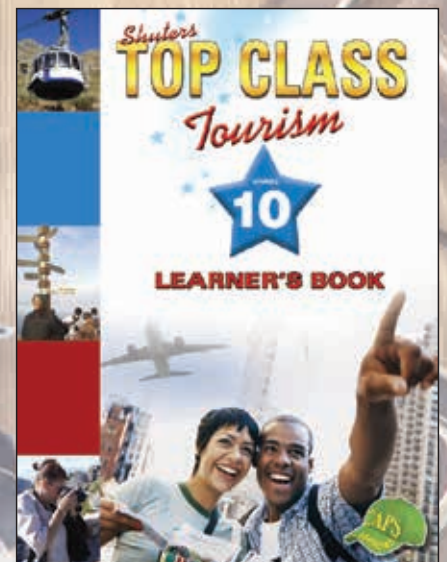
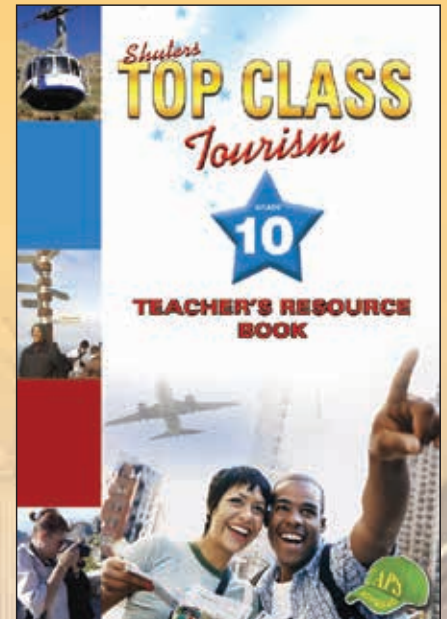
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- Follows the CAPS precisely, making teaching easier
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Topic: Tourism sectors			Where to find it in <i>Top Class Tourism Grade 10</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Introduction to tourism	- Baseline assessment - Grade 10 Tourism content map - Grade 10 Tourism programme of assessment - Grade 10 Tourism PAT	Week 1			
	- What is tourism? The difference between inbound and outbound tourism - Concepts: domestic tourism, regional tourism and international tourism	Week 2	Unit 1 What is tourism?	1	2
	What is a tourist?		Unit 2 What is a tourist?	4	2
	- Why do people travel? (reasons) - Their needs, preferences and expectations		Unit 3 Why do people travel and what are their needs	5	4
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; gap year	Week 3	Unit 4 Types of tourists	8	6
	Drawing up a tourist profile		Unit 5 Drawing up a tourist profile	11	10
The different modes of transport	Road: car, bus, coach, shuttle bus, metered taxi, minibus taxis, motorcycles	Week 4	Unit 6 Road transportation	15	13
	Air: aeroplanes, helicopters, microlights		Unit 7 Air transportation	18	14
	Rail: trains, trams		Unit 8 Rail transportation	21	14
	Water: luxury cruise liners, chartered boats, yachts		Unit 9 Water transportation	24	14
	Extraordinary modes of transport: camels, donkey carts, hot air balloons, bicycles		Unit 10 Extraordinary modes of transport	26	15
	Compare the modes of transport (road, air, rail, water) in terms of comfort, cost, safety, carrying capacity, speed, reliability		Unit 11 Choosing the most suitable mode of transport to suit the purpose of the trip	27	15
	Advantages and disadvantages of the different modes of transport				

Different types of accommodation establishments	Facilities and services offered by Formal service accommodation: hotels, lodges and game lodges	Unit 12 Formal service accommodation	31	17
	Facilities and services offered by guest accommodation: country houses, guest houses, bed-and-breakfasts (B&Bs)	Unit 13 Guest accommodation	32	18
	Facilities and services offered by self-catering accommodation: chalets, houses, cottages, apartments	Unit 14 Self-catering accommodation	33	18
	- Facilities and services offered by caravan and camping establishments - Facilities and services offered by backpacker accommodation and hostels	Unit 15 Other accommodation establishments	34	18
	- The South African grading system for accommodation establishments: - Overview of the star grading system in South Africa (exact requirements for each type of establishment is not required)	Unit 16 The star grading system in South Africa	37	19
	The role of the Tourism Grading Council of South Africa (TGCSA)	Unit 17 The role of the Tourism Grading Council of South Africa	38	19
	Benefits/advantages of grading for the tourists and the accommodation establishments	Unit 18 Benefits and advantages of grading	39	20
	Procedure to follow to be graded	Unit 19 The procedure to be followed for grading	39	21
	Logos that may be displayed upon grading	Unit 20 Logos that may be displayed upon grading	40	25

Week 5

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	- 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, a la carte, room service - Abbreviations – pp, pps, pppn, pppd	Week 6	Unit 21 Accommodation concepts, abbreviations and terminology	43	26
In-room technology	- 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	- 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		Unit 23 Food and beverage concepts and types of establishments	53	31
			Unit 24 Linking the type of establishment to the tourist	55	32

The attraction sector	Concepts: attractions, attraction subsectors such as gaming and lotteries, leisure, conservation, sport and recreation, events and conferences	Week 7 (contd)	Unit 25 Basic attraction concepts	58	33
	Types of tourist attractions (concepts: man-made and natural)		Unit 26 Types of tourist attractions	60	34
	Primary and secondary tourist attractions. (Example: The primary attraction was the FIFA World Cup, but secondary attractions were visits to game parks, museums, etc.)		Unit 27 Primary and secondary tourist attractions	62	34
	Activities offered at tourist attractions. (Example: The Drakensberg is a natural attraction, but the activities for the tourist are hiking, bird-watching, etc.)		Unit 28 Facilities and activities offered at tourist attractions	63	35
	Linking the type of attraction to the appeal it would have for particular types of tourists		Unit 29 What types of tourists would visit what types of attractions?	64	35
The structure of the South African tourism industry (basic knowledge)	- 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): - Department of Tourism - Other government departments - State-owned enterprises (parastatals) - Partly state-owned agencies - Public entities	Week 8	Unit 30 How is the public sector of the South African tourism industry structured?	70	36
			Unit 31 Product owners and other role-players	77	38
Private sector (basic knowledge)	The private sector:		Unit 32 Local communities	78	38
	- Product owners - Local communities - Organisations and professional associations		Unit 33 Tourism business and professional associations	80	39
	International communities		Unit 34 The international community	81	39
Revision March Controlled Test	- 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.	Weeks 9–11			

Topic: Map work and tour planning			Where to find it in <i>Top Class Tourism Grade 10</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Map terminology and map symbols	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	- 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	- Location of the following on a colour map of South Africa: - South Africa's borders, provinces, capital cities, international airports, harbours, national highways, gateways, major mountains, rivers and dams		Unit 38 Maps and technology	102	46
The world	- Location of the following on a colour map of the world: - South Africa and the SADC countries - Location of the following on a colour map of the world: - Seven continents: Asia, Africa, Europe, North America, South America, Australia, Antarctica - Location of the following on a colour map of the world: - Three oceans: Indian; Atlantic; Pacific - Island groups: Mediterranean, Caribbean, Indian Ocean	Week 3	Unit 39 Finding your way around our country Unit 40 South Africa and the SADC countries Unit 41 The seven continents of the world Unit 42 Oceans and island groups	106 112 113 113	47 49 49 50
Distance indicators and distance tables	- Distance indicators on maps to determine travel distances - Distance tables to determine distances between the towns/cities in your province; and - South Africa's major cities. - Link between the distance and the time spent travelling.	Week 4	Unit 44 Using distance indicators Unit 45 Using a distance table: major cities of South Africa Unit 46 Travelling time	120 121 124	55 56 56

Technology used for payment in South Africa	• Payment methods • Advantages and disadvantages. Identify/select the most appropriate form of payment based on the situation – Internet payments – ATM payments – Cell phone payments – Speed point machines (fixed and portable) – Credit cards (Visa, MasterCard, American Express, Diners Club) – Debit cards (SA Travel Card)	Week 5	Unit 35 How can visitors pay for services and products?	85	41
Topic: Domestic, regional and international tourism					
Domestic tourism	• Benefits of domestic tourism for South Africa (focus on the economy, people, and environment)	Week 6	Unit 47 The concept: domestic tourism	129	58
			Unit 48 The benefits of domestic tourism for South Africa	130	59
	• The Sho't Left campaign to promote domestic tourism in South Africa		Unit 49 The Sho't Left campaign	132	60
Domestic tourism statistics	• Concepts: statistics, intra-provincial travel versus inter-provincial travel	Week 7	Unit 50 Basic concepts	134	61
	• 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 51 Interpretation of tourism statistics	135	61
Revision	• Review and consolidate with reinforcement activities in class to assess the learners' grasp of the learning material.	Weeks 8–11			
Mid-year examination	• Examples of activities may include a class quiz, games, short tests, drawing concept maps, class competitions, working through previous examination question papers, etc.				

Topic: Tourist attractions			Where to find it in <i>Top Class Tourism Grade 10</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Tourist attractions in South Africa (World Heritage Sites) <i>(Only three provinces to be studied – your own province plus any other two.)</i>	- 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) - Eastern Cape attractions: Addo Elephant National Park, National Arts Festival Grahamstown, Great Fish River (canoeing), the world's highest bungee jumping at Bloukrans	Weeks 1–3	Unit 52 Eastern Cape	141	64
	- 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: Vredefort Dome*, Golden Gate Highland National Park		Unit 53 Free State	143	64
	- 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) - Gauteng attractions: Cradle of Humankind*, Apartheid Museum, Gold Reef City, Soweto (heritage)		Unit 54 Gauteng	144	64

Tourist attractions in South Africa (World Heritage Sites) (contd)	- 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) - KZN attractions: iSimangaliso (Greater St Lucia) Wetland Park*, Ukahlamba-Drakensberg Park*, Durban Beachfront (The Golden Mile/Marine Parade), uShaka Marine World, Comrades Marathon, sardine run	Unit 55 KwaZulu-Natal	147	65
	- 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) - Limpopo attractions: Mapungubwe Cultural Landscape*, Kruger National Park, African Ivory Route	Unit 56 Limpopo	151	66
	- 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) - Mpumalanga attractions: the Panorama Route (Pilgrim's Rest, Blyde River Canyon, God's Window, Bourke's Luck Potholes)	Unit 57 Mpumalanga	151	66
	- 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) - 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	Unit 58 Northern Cape	153	67

Weeks 1–3
(contd)

Topic: Tourist attractions			Where to find it in <i>Top Class Tourism Grade 10</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Tourist attractions in South Africa (World Heritage Sites) (contd)	- 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	Weeks 1–3 (contd)	Unit 59 North West	154	67
Tourist attractions in South Africa (World Heritage Sites) (contd)	- 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 60 Western Cape	156	67
South African fauna and flora as a tourist attraction	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	Week 4	Unit 61 Basic environmental concepts	161	68
Topic: Sustainable and responsible tourism					
Sustainable tourism	Concept: sustainability, sustainable practices in tourism businesses	Week 5	Unit 67 Basic concepts	191	78
	The need for sustainable practices in tourism businesses		Unit 68 Why do we need sustainable practices in tourism businesses?	193	78

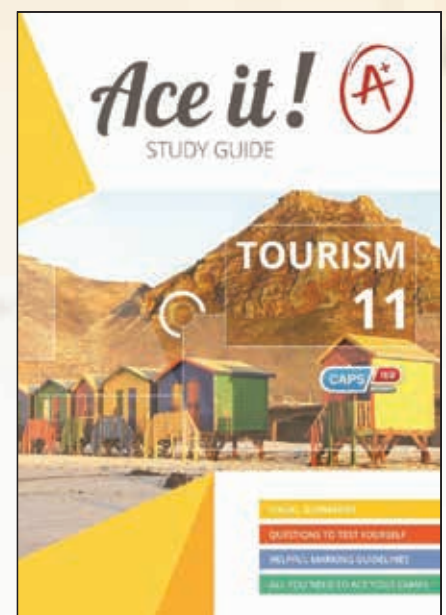
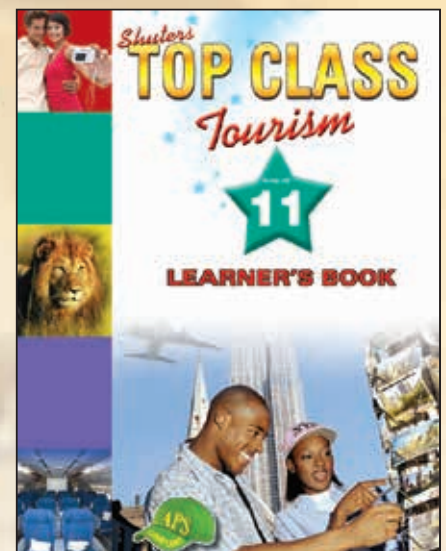
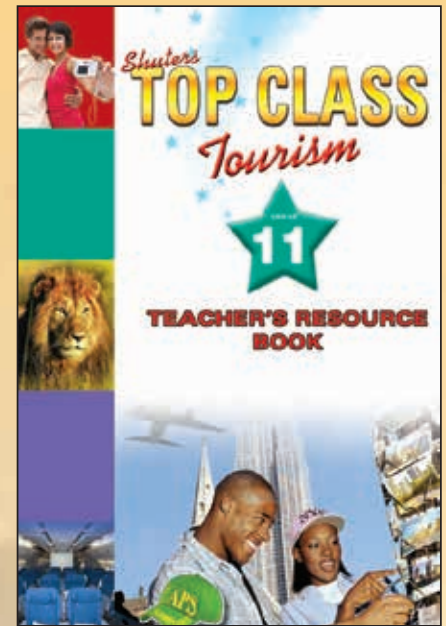
Sustainable tourism (contd)	• The three pillars of sustainable tourism (planet, people, profit) • Environmental: impact of tourism businesses on the natural environment • Social: impact of tourism businesses on local communities • Economic: impact of tourism businesses on local communities	Week 5 (contd)	Unit 69 The three pillars of sustainable and responsible tourism	194	79
Responsible tourism	• 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	202	81
			Unit 71 Rules for tourist behaviour in the natural environment	205	82
Responsible tourism (contd)	• Good environmental practices such as litter control, conservation of energy, water and other scarce resources		Unit 72 Good environmental practices	206	83
	• The benefits of good environmental practices for the tourism industry		Unit 73 How will tourism benefit from good environmental practices?	208	83
Global warming and the tourism industry	• The concept: global warming, carbon footprint • Causes of global warming (rise in the temperature of the earth) • Consequences of climate change on the tourism industry • How accommodation establishments can minimise their carbon footprint through sustainable and responsible tourism practices • How tourists can minimise their carbon footprint	Week 7	Unit 74 Basic concepts	211	84
			Unit 75 Causes of global warming	212	84
			Unit 76 Consequences of climate change for the tourism industry	215	84
			Unit 77 How accommodation establishments can minimise their carbon footprint	217	85
			Unit 78 How tourists can minimise their carbon footprint	219	85

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	- 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
			Unit 80 Why do we need to market tourism products and services?	225	87
	Market research: - The process of market research: consider factors such as the potential customer, broader target market, competition, distribution of products, financing, marketing mix (the five "Ps" of marketing mix: product, promotion, price, place, people) - Resources required for market research (budget for outsourcing to dedicated research specialists, cooperative research groups, individual research) - Managing market research (set time frames, target dates, implementation dates)		Unit 81 The market research process	228	87
Revision	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.	Weeks 9–11			
September Controlled Test					

Topic: Culture and heritage			Where to find it in <i>Top Class Tourism Grade 10</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Culture and heritage	• Concepts: culture, heritage, cultural diversity	Week 1	Unit 82 Basic concepts	234	90
	• Elements of culture, such as architecture, interiors, arts and crafts, cuisine, music and dance		Unit 83 Elements of culture	235	91
	• The importance and value of conserving heritage for future generations		Unit 84 The importance and value of conserving heritage for future generations	236	91
Heritage sites in South Africa	• Examples of heritage sites in own province		Unit 85 Cultural heritage sites	240	92
			Unit 86 Natural heritage sites	241	93
			Unit 87 Distinguishing between different sites	242	93
			Unit 88 Heritage sites in your own province	242	93
			Unit 89 The heritage plaque (badqe)	243	95

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
Communication technology	- 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
	- Written communication used in the tourism industry, including e-mail and email netiquette, websites, SMS messaging, social networks such as Facebook and Twitter for marketing purposes, faxes, memos, surveys, questionnaires - Verbal communication		Unit 91 Written communication	258	96
Communication verbal and written	Verbal communication	Week 3	Unit 92 Verbal communication	266	97
	Tourism road and information signs as a way of communication in the tourism industry		Unit 93 Tourism road and information signs as a way of communication	269	97
Service excellence	Concepts: service, service excellence	Week 4	Unit 94 Basic concepts	273	99
	The importance and value for a tourism business to provide quality service		Unit 95 The importance of quality service	274	100
	- The advantages of excellent service delivery - for a business - for a tourist		Unit 96 The advantages of excellent service delivery	275	100
			Unit 97 The consequences of poor service delivery	276	100
			Unit 98 How can we improve poor service?	277	100

11



Topic: Tourism sectors			Where to find it in <i>Top Class Tourism Grade 11</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Introduction to Tourism	- Baseline assessment - Grade 11 Tourism content map - Grade 11 Tourism programme of assessment - Grade 11 Tourism PAT	Week 1			
Transport services in South Africa	Airports, airlines and airport operations: 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	Location on a map.	Week 3	Unit 2 Location on a map	8	6
	- International status of airport (cargo only or passenger and cargo) - Airports operated by Airports Company of South Africa (ACSA)		Unit 3 Airports operated by the Airports Company South Africa (ACSA)	9	7
	Airlines operating in South Africa, such as SA's national carrier, budget airlines, international carriers operating in South Africa		Unit 4 Airlines operating in South Africa	14	13
	Interpretation of airline timetables / schedules (the majority of flight schedules are electronic)		Unit 5 Interpretation of airline timetables/schedules	20	14
Airport terminology	Airport (landside, terminal, airside), gate, check-in counter, speed check-in kiosks, boarding pass, gate, security control points, boarding, carousel, baggage claim area	Week 4	Unit 6 Basic airport terminology	24	17
	Check-in procedures, boarding procedures		Unit 7 Check-in and boarding procedures	29	18
	Baggage allowances (domestic flights)		Unit 8 Baggage allowances (domestic flights)	33	19
	Safety procedures before take-off		Unit 9 Safety procedures before take-off	34	19
Aircraft terminology	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	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).	Week 4 (contd)	Unit 11 Seating configuration in an aircraft	40	22
Technology used at airports	- 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 smartphones, internet-enabled devices for air travel ("iTravel"), e.g. travel documents, tickets, identification, boarding passes). Include any new developments.	Week 5	Unit 12 Technology at airports to facilitate travel	45	26
The tourism bus industry	- 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 (refer to the internet for current examples) (the majority of bus bookings are done electronically)	Week 6	Unit 13 The use of Personal Digital Assistants (PDAs) and Smartphones for air travel ("iTravel")	48	26
The tourism train industry	- 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 (refer to the internet for current examples) (the majority of train bookings are done electronically)	Week 7	Unit 14 Major tourist transporters	53	32
			Unit 15 Information provided on bus schedules	58	33
			Unit 16 The difference between commuter trains and tourist trains	66	37
			Unit 17 Basic rail terminology	67	38
			Unit 18 Scenic, heritage and novelty tourist trains	68	38
			Unit 19 Luxury trains – South Africa's hotels on rails	70	39
			Unit 20 Information provided on train schedules	74	39

Topic: Tourism sectors			Where to find it in <i>Top Class Tourism Grade 11</i>	
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
The Gautrain	Interesting features such as exterior and interior appearance, security, speed	Week 8	Unit 21 Interesting features	81 44
	Gautrain technology such as ticketing procedures, electronic boarding procedures, electronic arrival, and departure announcements		Unit 22 Gautrain technology	85 45
	Routes, parking facilities and bus service linked to the Gautrain		Unit 23 Routes and facilities	87 45
	- Benefits for the tourism industry - Include any new developments		Unit 24 Benefits for the tourism industry	89 46
The luxury cruise liner industry	Concepts: port, cruise terminal, state rooms, cabins, suites, decks	Week 9	Unit 25 Basic cruise concepts	93 50
	Facilities and entertainment on board		Unit 26 Facilities and entertainment on board	94 51
			Unit 27 Information provided on luxury cruise packages	96 52
Revision	- 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.	Weeks 10–11		
March Controlled Test				

Topic: Tourism sectors		Where to find it in <i>Top Class Tourism Grade 11</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
Car rental	• Introduction to the car rental industry in South Africa (use major car rental companies in South Africa)	Week 1	Unit 28 Introduction to the car rental industry	104 57
	• Conditions for renting a vehicle (age, driver's licence, creditworthy, signing of contract)		Unit 29 Conditions for renting a vehicle	105 57
	• Different rental packages/options		Unit 30 Different rental packages and options	106 57
	• Insurances: CDW, TLW v/s SCDW, STLW and PAI		Unit 31 Insurance	108 57
	• 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	Week 2	Unit 32 Additional and incidental costs and charges	109 58
	• Incidental costs: administration fee for accidents, traffic fines			
	• Payment options and payment methods for car rental		Unit 33 Payment options and methods	111 58
			Unit 34 Car rental calculations (for quotations)	113 58
			Unit 35 Comparative calculations	116 59
Topic: Domestic, regional and international tourism				
The Domestic Tourism Growth Strategy (DTGS) 2012–2020	• The state of domestic tourism in South Africa	Week 3	Unit 36 The concept: growth strategy	121 64
	• Why a DTGS? (Problem statement and vision – no statistics)		Unit 37 Objectives for promoting domestic tourism	123 65
	• List current trends influencing tourism, with very short explanation		Unit 38 Ways to meet objectives	124 66
	• The domestic marketing campaign (refer current Sho't Left marketing campaign)	Week 4		
	• The five domestic market segments – focus on the profile of the segment, why they travel (or not) and the type of travel, holiday they prefer (no % needed)			
	• The four strategic objectives and targets of the DTGS and the implementation plan to meet these objectives			
	• List and shortly explain the activities, options			

Topic: Culture and heritage tourism			Where to find it in <i>Top Class Tourism Grade 11</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
The South African cultural uniqueness	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 chiefdoms with traditional leaders, Ndebele art, Zulu dances in traditional attire, rickshaws, San, art festivals	Week 5	Unit 44 The tourism importance of cultures in your province	147	75
	How cultural uniqueness and diversity in South Africa can promote inbound and domestic tourism		Unit 45 Using cultural uniqueness and diversity to promote inbound and domestic tourism	166	76
South African heritage bodies	South African Heritage Resource Agency (SAHRA): logo and functions	Week 6	Unit 46 South African Heritage Resource Agency (SAHRA)	170	79
	Provincial heritage agencies		Unit 47 Provincial heritage agencies	171	79
	Awareness of special heritage permits and protection regulations (structures older than 60 years, archaeological and paleontological sites and materials, meteorites, shipwrecks, burial grounds, graves)		Unit 48 Special heritage permits and protection regulations	172	80

Topic: Marketing				
The marketing budget	- Costs related to marketing - market research - communication costs (printing, telephone, fax, internet) - travel costs (local and overseas travel, vehicle and flight costs) - personnel costs	Week 7	Unit 82 Costs related to marketing	253
Different types of promotional/advertising techniques used in the tourism industry	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	Week 8	Unit 79 Above-the-line promotional techniques	243
	Below-the-line promotional techniques: personal selling, sales promotions, in-store discounts, promotional sponsorship, exhibitions, shows and expos		Unit 80 Below-the-line promotional techniques	248
	Match the type of promotion/advertising to the potential customer.		Unit 81 Matching the type of promotion with the customer	250
Revision	Review and consolidate with reinforcement activities in class to assess the learners' grasp of the learning material	Weeks 9–11		
Mid-year Examination	Examples of activities may include a class quiz, games, short tests, drawing concept maps, class competitions, working through previous examination question papers, etc.			

Topic: Domestic, regional and international tourism			Where to find it in <i>Top Class Tourism Grade 11</i>	
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB TG
The tour itinerary	Concepts: itinerary, logical tour planning, scheduled tours	Week 1	Unit 75 Basic itinerary concepts	231 105
	Factors to consider when planning an itinerary		Unit 76 Factors to consider when planning an itinerary	232 106
	Different types of itineraries		Unit 77 Different types of itineraries	233 106
	The writing of an itinerary		Unit 78 Writing an itinerary	234 107
Regional tourism	Concepts: regional tourism, South African Development Community (SADC)	Week 2	Unit 56 Basic regional tourism concepts	189 90
	The SADC member countries and their location and capital cities on a map (use the latest membership information available)		Unit 57 The SADC member countries	190 90
	- 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)		Unit 58 Gateways and access to each country from South Africa	193 92
	Role of the Regional Tourism Organisation of Southern Africa (Retosa)		Unit 59 The role of the Regional Tourism Organisation of Southern Africa (RETOSA)	196 92
	Advantages of regional tourism for South Africa and the SADC member states		Unit 60 The advantages of regional tourism for South Africa and the SADC member states	197 93

Topic: Tourism attractions			
Main tourist attractions in the SADC countries	- Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information - Angola: Kissama National Park	Unit 61 Angola	202 98
	- 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*	Unit 62 Botswana	203 98
	- 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	Unit 63 The Democratic Republic of the Congo (DRC)	204 98
	- 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	Unit 64 Lesotho	206 98
	- Location on a map, reasons why it is considered a top tourist attraction, activities, pictures/photos, relevant tourist information - Madagascar: Tsingy de Bemaraha Strict Nature Reserve*, Royal Hills of Ambohimanga*	Unit 65 Madagascar	208 98
	- 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	Unit 66 Mauritius	210 99
	- 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	Unit 67 Mozambique	212 99

Week 3

Topic: Tourism attractions			Where to find it in <i>Top Class Tourism Grade 11</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Main tourist attractions in the SADC countries (contd)	- 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	Week 4	Unit 68 Namibia	213	100
	- 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		Unit 69 Malawi	216	100
	- 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		Unit 70 The Republic of the Seychelles	217	101
	- 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		Unit 71 Swaziland	219	101
	- 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		Unit 72 Tanzania	221	101
	- 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		Unit 73 Zambia	223	102
	- 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 74 Zimbabwe	225	102

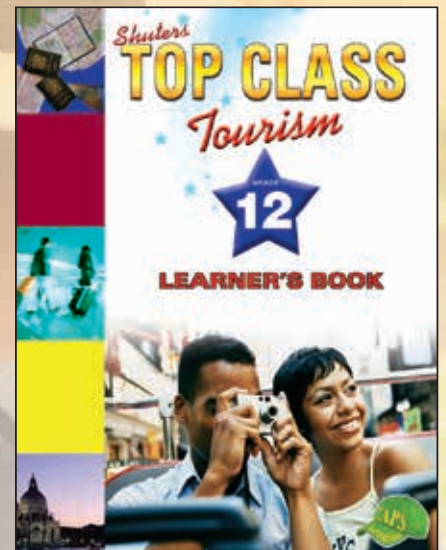
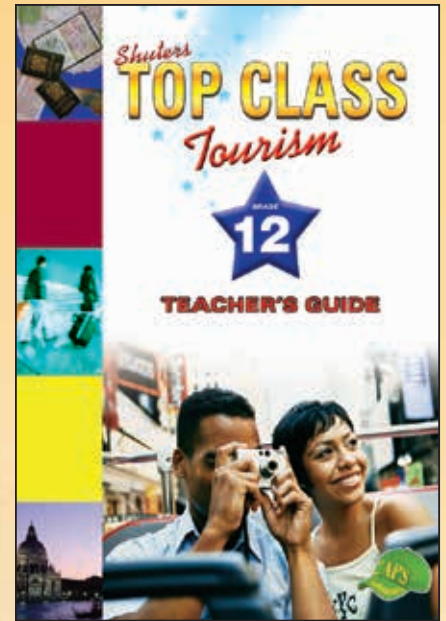
Topic: Foreign exchange					
Foreign exchange and its value to the South African economy	Concepts: local currency, foreign currency, foreign exchange, exchange rate, informal fluctuations	Week 5	Unit 49 Basic foreign exchange concepts	178	83
	Major currencies of the world, their currency codes and symbols: US dollar, Euro, British pound, Japanese yen, Australian dollar, South African rand		Unit 50 Major currencies of the world	180	83
	Facilities where foreign currency can be exchanged, e.g. foreign exchange bureaus, commercial banks, etc.		Unit 51 Facilities for exchanging foreign currency	181	84
	How does money spent by inbound international tourists benefit local people? Directly and indirectly - the multiplier effect		Unit 52 Benefits of foreign exchange for local people	182	84
	Interpret a currency rate sheet from a foreign exchange bureau.		Unit 53 Interpreting currency rate sheets from a foreign exchange bureau	184	84
	Convert the major currencies to South African rand.	Week 6	Unit 54 Converting major currencies to South African Rands	185	85
Convert South African rand into a selected currency to understand currency difference.	Unit 55 Converting South African Rands to a foreign currency		187	86	
Topic: Communication and customer care					
Recovery of Grade 10 learning losses	See Grade 10 content (Communication Technology and Service Excellence)	Week 7	Refer to Top Class Tourism Grade 10		
Customer care for foreign tourists	Ways in which foreigners should be treated and assisted so that they enjoy their stay in South Africa	Week 8	Unit 85 Ways to treat and assist foreign tourists	265	124

Topic: Communication and customer care			Where to find it in <i>Top Class Tourism Grade 11</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Customer care for foreign tourists (contd)	The need to respect traditions, customs and behaviour of visitors to South Africa	Week 8 (contd)	Unit 86 Respecting traditions, customs and behaviour	268	125
	Ways to communicate effectively with visitors from diverse cultural backgrounds		Unit 87 Communicating effectively with visitors from different backgrounds	273	126
			Unit 88 Ways in which the tourism industry will benefit from excellent customer care	275	127
Customer complaints	In person/verbal (telephone, cell phone) and written (letters, faxes, SMSs, on website)	Week 9	Unit 89 Types of customer complaints	280	130
	The value of customer complaints to a business (complaints as an opportunity for improvement)		Unit 90 The value of customer complaints	282	131
	- The six steps for dealing with verbal customer complaints: - 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.		Unit 91 The six steps for dealing with verbal complaints	284	133
	Constructive criticism, handling of criticism in a mature manner		Unit 92 Constructive criticism	286	133

Managing quality service	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	Unit 93 Strategies for quality service	289	136
	How services delivered in one sector impact on services delivered in another sector	Unit 94 How services impact on one another in the different sectors	292	137
Week 10				
Revision	- 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.	Week 11		
Controlled test				

Topic: Tourism sectors				Where to find it in <i>Top Class Tourism Grade 11</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG	
Job and career opportunities in the tourism sectors, subsectors and related services	Transport, hospitality (accommodation and food), tourism attractions (gaming and lotteries, leisure, conservation, sport and recreation), events and conferences, tourism services, travel trade sectors	Week 1	Unit 95 Jobs and careers in the tourism sectors, sub-sectors and related services	298	141	
	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		Unit 96 The requirements and qualities that are needed to work in the different sectors	300	141	
	Personality type, characteristics and essential skills		Unit 97 Personality type, characteristics and essential skills	302	142	
Entrepreneurial opportunities in tourism	The concept entrepreneur	Week 2	Unit 98 The concept: entrepreneur	307	146	
	Skills needed to be an entrepreneur		Unit 99 Skills needed to be an entrepreneur	309	146	
	Identification of products or services suitable for entrepreneurial opportunities		Unit 100 Identifying products and services which offer entrepreneurial opportunities	311	147	
	Opportunities to start your own tourism business		Unit 101 Opportunities to start your own tourism business	313	147	
Topic: Sustainable and responsible tourism						
Recovery of Grade 10 learning losses	See Grade 10 content (Sustainable tourism and Responsible Tourism)	Weeks 3–4	Refer to <i>Top Class Tourism Grade 10</i>			
Revision	Review and consolidate with reinforcement activities in class to assess the learners' grasp of the learning material	Weeks 5–8				
November Examination	Examples of activities may include a class quiz, games, short tests, drawing concept maps, class competitions, working through previous examination question papers, etc.	Weeks 9–10				

12



Topic: Domestic, regional and international tourism			Where to find it in <i>Top Class Tourism Grade 12</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Introduction to Grade 12 Tourism	- Baseline assessment - Grade 12 Tourism content map - Grade 12 Tourism programme of assessment - Grade 12 Tourism PAT	Week 1			
Global events of international significance	- Concept: Global event - 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).	Week 2	Unit 1 Basic concept: Global event	1	1
	The positive and negative impact of global events on international tourism		Unit 2 The positive and negative impacts of global events on international tourism	7	3
	- The impact of hosting a global event on domestic tourism in the host country - the economy of the host country. - The advantages and disadvantages for the host country (within a tourism context): development in infrastructural services, investment, foreign exchange income, the multiplier effect		Unit 3 The impact of hosting a global event on domestic tourism in the host country and the economy of the host country	13	4
Political situations and unforeseen occurrences of international significance	- Concepts: political situation and unforeseen occurrence - 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	Week 3	Unit 4 The concepts of political situations and unforeseen occurrences on international tourism and the economy of the affected country	21	8
	- The impact of these situations and occurrences on international tourism and the economy of the affected country (Recent information should be accessed from the media.)		Unit 5 The impact of political situations and unforeseen occurrences on internal tourism and the economy of the affected country	28	10

Topic: Map work and tour planning					
Tour plans and route planning	Develop tour plans to suit specific tourists' profiles, available budget and time.	Week 4	Unit 6 Developing tour plans to suit specific profiles, available budget and time	35	14
	Route planning		Unit 7 Route planning	37	14
	- Choice of transport and accommodation to suit customers' needs and preferences - Choice of tourist attractions and activities to suit tourist profiles	Week 5	Unit 8 Choice of transport, accommodation, tourist attractions and activities to suit tourist profiles	40	16
	- 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 6	Unit 9 The main aspects of an itinerary	46
Compiling a day-to-day itinerary		Unit 10 Factors to consider when drawing up an itinerary		51	20
		Unit 11 Drawing up itineraries according to different scenarios	54	20	
Compiling a tour budget	Factors influencing the development of a budget	Week 7	Unit 12 Factors influencing the development of a budget	64	27
	Develop a basic tour budget. Indicate expenses for travel, accommodation, meals, visiting tourist attractions, shopping, and tips.		Unit 13 Developing a basic tour budget	68	28
Health	Concepts: World Health Organisation (WHO), health certificates, travel clinics, compulsory and recommended vaccinations	Week 8	Unit 14 Health and safety concepts	75	31
	- 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		Unit 15 Precautions and vaccinations to take when travelling to high-risk destinations	77	31

Topic: Map work and tour planning			Where to find it in <i>Top Class Tourism Grade 12</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Health (contd)	• TB and HIV/Aids risks for inbound tourists	Week 8 (contd)	Unit 16 TB and HIV/AIDS risks for inbound tourists	81	35
	• Recommended health precautions for tourists visiting health risk areas, such as bottled water, sun block, preventative medicine		Unit 17 Recommended general health precautions for tourists visiting health risk areas	82	36
	• Reasons why the safety of tourists in South Africa is important • General safety precautions for tourists: in car, in public areas / street, in hotel room, at the airport, after dark		Unit 18 Reasons why the safety of tourists in South Africa is important, and recommended general safety precautions	83	37
Travel documentation	• Travel documents required when visiting a given country, valid passport, visa and health certificate (cholera and yellow fever). • Requirements for tourists travelling between countries	Week 9	Unit 19 Travel documentation required when visiting a given country	89	40
	• How to obtain an international driver's license		Unit 20 How to obtain an International Driver's License/ Permit	90	40
	• Passport: requirements for obtaining a passport, completion of an application form • Visa: requirements for obtaining a visa, completion of a application form		Unit 21 Passports and visas	92	41

Travel documentation (contd)	• 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.	Week 9 (contd)	Unit 22 Customs concepts such as 'duty free' and 'prohibited goods' and customs regulations	101	43
Revision	Review and consolidate with reinforcement activities in class to assess the learners' grasp of the learning material	Weeks 10–11			
March Controlled Test	Examples of activities may include a class quiz, games, short tests, drawing concept maps, class competitions, working through previous examination question papers, etc.				

Topic: Map work and tour planning			Where to find it in <i>Top Class Tourism Grade 12</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
World time zones	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	Week 1	Unit 23 Time zone concepts	109	46
	Introduction to a world time zone map	Week 2	Unit 24 Introduction to a world time zone map	114	48
	Concept: Daylight saving time (DST). Reasons for this practice		Unit 25 Daylight Saving Time	118	48
	The impact of time zones and daylight saving on travel planning and travelling		Unit 26 The impacts of time zones and daylight saving on travel planning and travelling	120	58
Calculations of world times when travelling between countries	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)	Week 3	Unit 27 Calculating arrival, departure and flying times	124	61
	Concepts: jet lag and jet fatigue. Symptoms of jet lag. How to minimise and ease the effects of jet lag		Unit 28 Jet lag and jet fatigue	130	62
Topic: Tourist attractions					
Famous world icons and attractions (World Heritage Sites*)	The difference between a tourist attraction and an icon	Week 4	Unit 29 The difference between a tourist attraction and an icon	135	68
	Reasons why specific tourism attractions and/or physical features are regarded as icons. The economic significance of icons for a country/area		Unit 30 Reasons why specific tourism attractions are regarded as icons	136	68
	Profile and statistics of tourists visiting these icons				
	Australia: Sydney Opera House*, Ayers Rock/Uluru-Kata Tjuta National Park*		Unit 31 Australian icons	138	69

Famous world icons and attractions (contd)	• Brazil: The Statue of Christ the Redeemer or Corcovado (Rio de Janeiro) • Mexico : Chichen Itza (Yucatan)* • Peru: Machu Picchu* (Cuzcu)	Unit 32 South American icons	140	70
	• Canada: Niagara Falls • United States of America: The Statue of Liberty* (New York), the Grand Canyon* (Arizona)	Unit 33 North American icons	142	71
	• 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
	• Egypt: *The great pyramids of Giza, the Sphinx	Unit 35 African icons	163	74
Factors contributing to the success of a tourist attraction	• Israel: The Dome of the Rock, the Wailing Wall • Jordan: Petra* • Saudi Arabia: Mecca	Unit 36 Middle-eastern icons	164	75
	• China: The Great Wall of China • India: The Taj Mahal* (Agra) • Japan: Mount Fuji • Nepal: Mount Everest • Thailand: Floating markets	Unit 37 Asian icons	167	76
	• 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	Unit 38 Excellent marketing of tourism products and other factors	175	79
	• 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	Unit 39 Characteristics of a successful tourist attraction	179	80

Topic: Domestic, regional, and international tourism			Where to find it in <i>Top Class Tourism Grade 12</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Foreign market share – statistics regarding inbound international tourism	Interpretation of statistics with reference to: - 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.	Week 6	Unit 50 Interpreting international inbound tourism statistics	210	96
Topic: Marketing					
Marketing South Africa as a tourism destination	The importance of marketing South Africa internationally increase in annual volume of foreign arrivals to SA increase in international awareness of South Africa as a travel destination	Week 7	Unit 51 The importance of marketing South Africa internationally	223	101
	- The core business of SATourism: - 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		Unit 52 The core business of SA Tourism	227	102
	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	231	102
	The concept: branding – South Africa's brand logo		Unit 54 Branding – South Africa's brand logo	234	102
	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 55 The Indaba and Getaway shows	236	104

Topic: Foreign exchange					
Foreign exchange	The term "gross domestic product" (GDP) and its benefits to the South African economy	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 - Fluctuations in exchange rates	Unit 47 The effect of exchange rates on international tourism	198	89	
		Unit 48 Fluctuations in exchange rates	200	89	
June Controlled Test or Mid-Year Examination					
		Weeks 10–11			

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	Concepts: - 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
Topic: Sustainable and responsible tourism					
The three pillars of sustainable tourism (people, profit, planet)	Concept and background of the triple bottom line approach	Week 2	Unit 56 The triple bottom line approach	240	108
	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		Unit 57 Environment (planet)	242	108
	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		Unit 58 Economy (profit)	246	111
	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		Unit 59 Social (people)	248	111

Responsible tourism and tourists	Codes of conduct for tourist behaviour (social, economic and environmental)	Week 3	Unit 60 Codes of conduct for tourist behaviour	251	114
	How can a tourism destination attract environmentally (people, planet, profit) conscious tourists?		Unit 61 How can a tourism destination attract environmentally conscious tourists?	255	114
	The contribution of FTTSA towards encouraging responsible and sustainable practices		Unit 62 The contribution of Fair Trade in Tourism South Africa (FTTSA)	256	115
	Make use of case studies of companies that practise the triple bottom-line approach		Unit 63 Triple bottom line case studies	258	116
	Topic: World Heritage Sites				
World Heritage Sites	Concept: World Heritage Site	Week 4	Unit 64 The concept of a World Heritage Site	263	119
	The role of UNESCO: logo and main function		Unit 65 The role of UNESCO	264	120
	- 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		Unit 66 Types of World Heritage Sites and the different World Heritage Sites in South Africa	267	122
	The value of the World Heritage Sites to South Africa’s tourism industry		Unit 67 The value of the World Heritage Sites to South Africa’s tourism industry	278	124

Topic: Communication and customer care			Where to find it in <i>Top Class Tourism Grade 12</i>		
Section	Content	Time allocation: 4 hours per week	Module/Unit	LB	TG
Methods to obtain customer feedback and measure customer satisfaction	• Concept: customer feedback • Purpose of obtaining customer feedback	Week 5	Unit 68 The concept and purpose of customer feedback	283	126
	• 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.		Unit 69 Feedback methods and how to analyse feedback	285	127
	• The impact of the service delivered by an organisation on its business profitability		Unit 70 The impact of the service delivered by an organisation on its business profitability	291	128
			Unit 71 The image of the company	295	130
Professional image in the tourism industry	• How the following factors contribute to a professional image in the tourism industry: • 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 • How the following factors contribute to a professional image in the tourism industry: • 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	- 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	- 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	319	140
Revision	- 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.		Unit 75 The value of a code of conduct	320	140
Preparatory Examination		Week 8			
		Weeks 9–10			

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

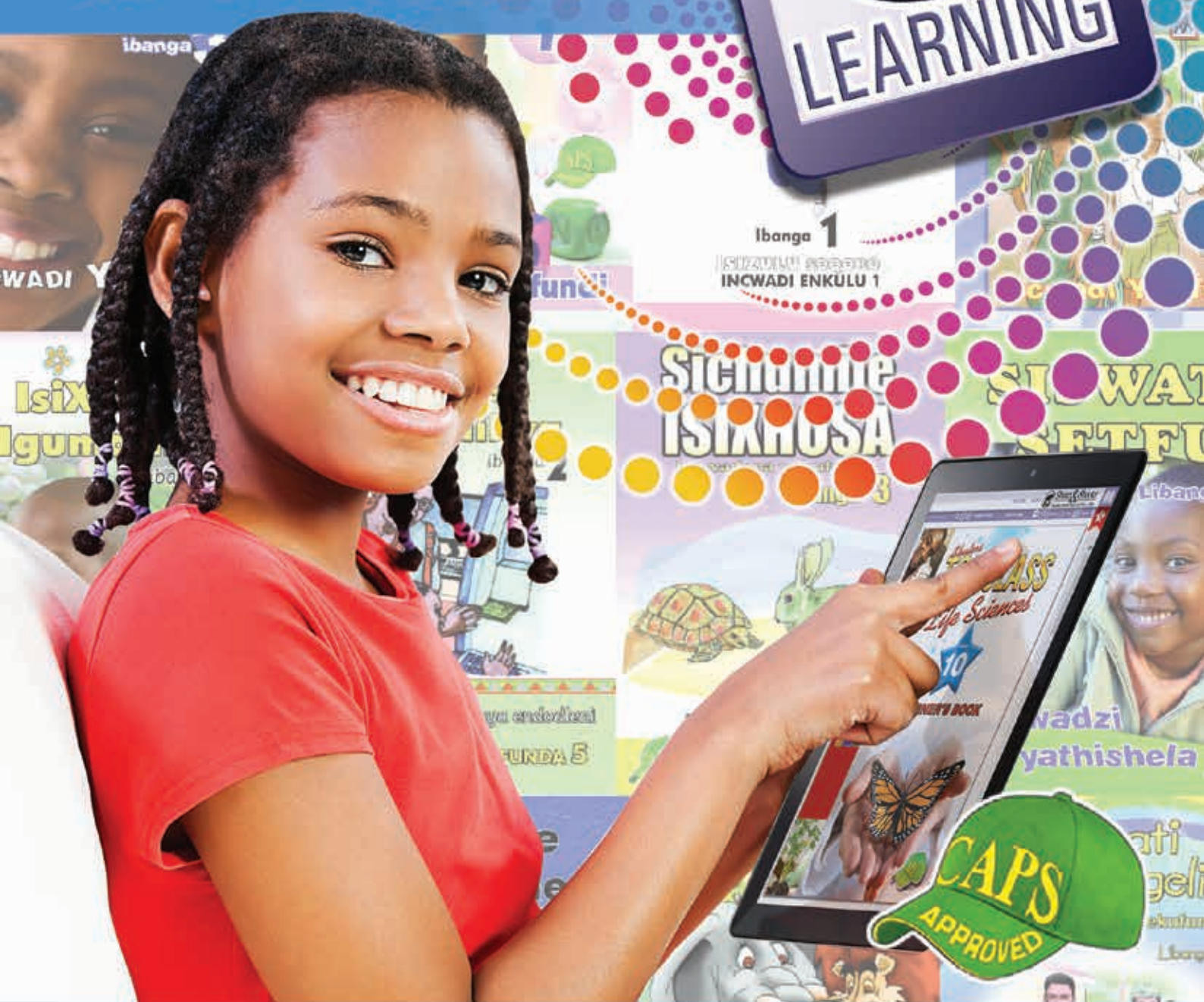
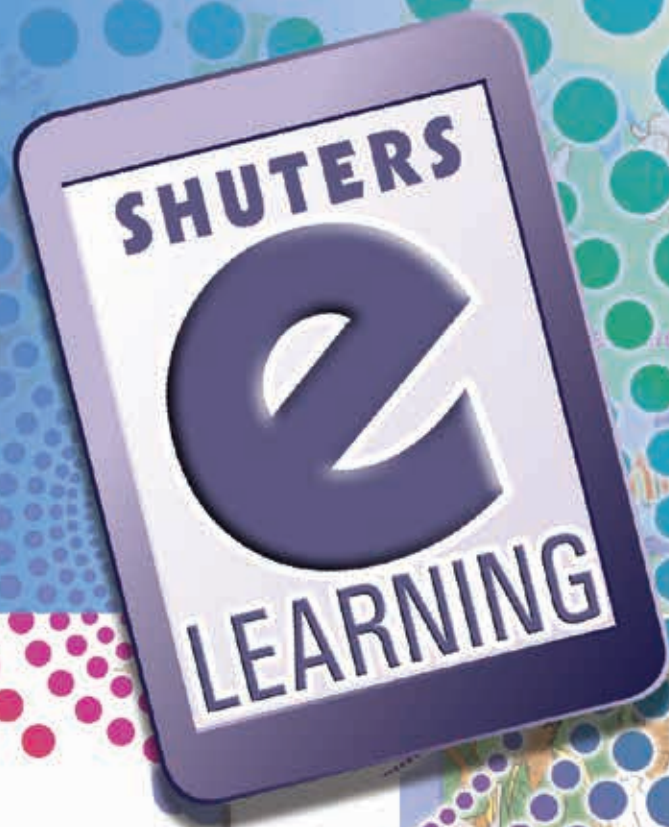
Term	Assessment task	Page references
1	Tourism Skills Assessment Task	
	Test	TG page 155
2	Mid-year examination	TG page 169
3	Data-handling task	
	Test	TG page 187
4	End-of-year examination	TG page 189

Grade 12

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



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