

The background is a light gray gradient with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered in the middle of the page.

# GRADE 10 TOURISM

TERM 1 WEEK 1 (01 FEB – 05 FEB)

## **By the end of this module, you should be able to:**

- Understand clearly what tourism is
- Discuss and understand the concepts of domestic, regional and international tourism, the reasons why people travel and what their needs are
- Draw up a tourist profile
- Understand the different modes of transport, the advantages and disadvantages of each, and the routes and services they offer
- Understand the star grading system
- Identify various types of attractions, man-made, natural and mixed, as well as the role of secondary attractions
- Appreciate the importance of role players in the industry, such as government and provincial departments.

# Keywords

Jet lag: disorientation from a long flight over different time zones

Versatile: able to change or adapt to many functions or activities

White Paper: a government policy document laying out strategy

Purpose: the reason why something is done

Crews: groups of people working together as teams; often refers to staff on ships and planes

Dynamic: full of energy and new ideas

Peak season: time of year when many tourists travel

**Please read and copy down each keyword & definition in your Tourism Workbooks**

# UNIT 1

## What is tourism?

White Paper on the Development and Promotion of Tourism in South Africa defines tourism as “travel for whatever purpose that results in one or more nights being spent away from home”. The United Nations World Travel Organisation (UNWTO) defines tourism as “all the activities of people travelling to and staying in places they do not usually stay.

Please copy down the heading and description in your Tourism workbooks

## The difference between inbound and outbound tourism

- Inbound tourism
- Outbound tourism
- Domestic tourism
- Regional tourism
- International tourism

The description of these forms of tourism are found in your **Spot On Textbooks** on **Pages 2-3**.  
**Please read and understand each of the above mentioned terms**

## What is a tourist?

According to the White Paper on the Development and Promotion of Tourism in South Africa, a tourist is “a person who travels away from home, staying away for at least one night.”

## Why do people travel?

People travel for many reasons, such as business, holiday, study, adventure, sightseeing and cultural enrichment. A tourist may travel for more than one reason

## Tourist needs

Tourists have different needs, preferences and expectations in terms of destinations, types of accommodation and food and access to amenities. Tourist needs are things that are essential when travelling.

**Please copy down the heading and description in your Tourism workbooks**

## Tourist preferences

Preferences refer to what the tourist likes. Some tourists prefer beach holidays to skiing trips. Some tourists like hotels more than staying in guest houses. When planning a trip, tourists need to consider their preferences.

## Tourist expectations

Expectations are what tourists believe they will experience while they are away. For example, tourists travelling to South Africa may expect friendly service, beautiful scenery and good weather. These are often influenced by marketing. For repeat tourism and positive feedback, it is important that tourists have accurate expectations and that these are met where possible.

**Please copy down the heading and description in your Tourism workbooks**

## Activity 1.1

(Page 4 in your Spot On Textbooks)

1. Define “tourism” in your own words. (3)
  
2. What are the positive effects of:
  - a) inbound tourism (1)
  - b) outbound tourism? (1)
  
3. List three things that tourists can expect during their travels. (3)

**Please complete this activity in your Tourism workbooks**