

## TOURISM GRADE 11

### TERM TWO WORK TO COMPLETE

PLEASE READ OVER THE FOLLOWING TOPICS:

#### **PAGE 121 – The Domestic Tourism Growth Strategy (DTGS) 2012 – 2020**

- The state of domestic tourism in South Africa
- Why a DTGS? (problem statement and vision) (no statistics)
- List current trends influencing tourism, with very short explanation
- The domestic marketing campaign (refer current Sho't Left marketing campaign)

#### **PAGE 147 -150 - Culture and heritage**

- Concepts: culture, heritage, cultural diversity
- Elements of culture such as arts and crafts, cuisine, music and dance 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

#### **PAGE 160**

- How cultural uniqueness and diversity in South Africa can promote inbound and domestic Tourism

#### **PAGE 170**

- The importance and value of conserving heritage for future generations Heritage sites in South Africa
- Examples of heritage sites in your own province. South African heritage bodies:
- 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)

#### **PAGE 253 - Concepts: marketing, market research, target markets, market share, competitive edge, core and niche markets**

- The purpose of marketing tourism products and services 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