



# **TOURISM**

**GRADE 11**

**REVISION QUESTION ANSWERS**

**TERM 2**

**TOPIC: DOMESTIC, REGIONAL AND  
INTERNATIONAL TOURISM**

**CONTENT: THE DOMESTIC TOURISM GROWTH  
STRATEGY (2012-2020)**

All the answers in this document were sourced from previous EC provincial question papers.

This document consists of 6 pages.

**TOPIC: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM**  
**CONTENT: THE DOMESTIC TOURISM GROWTH STRATEGY (2012-2020)**

**NOV 2014 EC  
QUESTION 7**

- 7.1 7.1.1 Limited income and therefore cannot afford to travel✓  
No reason to travel✓  
• Time constraints  
• Unemployment  
• Dislike travelling (Any 2 x 1) (2)
- 7.1.2 (a) “Whatever you are looking for, ✓ it’s right here in South Africa” (1)
- (b) Spontaneous budget explorers✓  
New-horizon families✓  
High-life enthusiasts✓  
• Seasoned leisure travellers  
• Well-to-do Mzansi families (Any 3 x 1) (3)
- 7.1.3 To increase domestic tourism revenue (expenditure)✓✓  
To increase domestic tourism volume✓✓  
To improve measures and efforts aimed at addressing seasonality  
and equitable geographical spread✓✓  
To enhance the level of the culture of travel and tourism among  
South Africans✓✓ (4 x 2) (8)

**NOV 2015 EC  
QUESTION 8**

- 8.1 8.1.1 B✓✓ (2)
- 8.1.2 D✓✓ (2)
- 8.1.3 C✓✓ (2)
- 8.1.4 A✓✓ (2)
- 8.2 8.2.1 VayaMzansi ✓ (1)
- 8.2.2 **Spontaneous Budget Explorers** ✓  
Weekend holidays filled with activities ✓  
**New Horizon Families** ✓  
Special offers on flights and hotels ✓
- High-Life Enthusiasts  
Weekend holidays filled with activities
  - Seasoned Leisure Seekers  
Travel to escape, relax and spend quality time with loved ones
  - Well-to-Do Mzansi Families  
Special offers on flights and hotels (Any 2 x 2) (4)

NOV 2017 EC  
QUESTION 8

8.1 8.1.1

Travel deal	Domestic market segment	ONE reason why the travel deal will interest the domestic market segment
Travel deal A	New Horizon Families ✓✓ <b>OR</b> Well-to-Do Mzansi Families	<p><b>New Horizon Families:</b> This package deal will enable them:</p> <ul style="list-style-type: none"> <li>• To spend quality time together as a family ✓✓</li> <li>• To educate their children</li> <li>• To provide their children with the opportunity to broaden their perspectives</li> <li>• To enjoy a special offer on flights and accommodation</li> </ul> <p><b>OR</b></p> <p><b>Well-to-Do Mzansi Families:</b> This package deal will enable them:</p> <ul style="list-style-type: none"> <li>• To escape city life ✓✓</li> <li>• Break away from the daily pressures of life</li> <li>• To spend time with family in a new and different location</li> <li>• To expose their children to alternative ways of life and activities</li> <li>• To enjoy a special offer on flights and accommodation</li> </ul>
Travel deal B	High-Life Enthusiasts ✓✓	<p>This package deal will enable them:</p> <ul style="list-style-type: none"> <li>• To boost their social status ✓✓</li> <li>• Experience the finer things in life in new and different settings</li> <li>• Enjoy a weekend holiday filled with activities</li> <li>• Enjoy world-class experiences</li> </ul>

(4)

8.1.2

(4)

- 8.1.3 Increase domestic tourism expenditure. ✓✓  
 Increase domestic tourism volumes. ✓✓  
 Enhance measures and efforts aimed at addressing seasonality and equitable geographic spread. ✓✓  
 Enhance the level of the culture of tourism/travel among South Africans. ✓✓

(4 x 2) (8)

**NOV 2017 EC  
QUESTION 8**

- 8.1 A – Spontaneous Budget Explorers ✓✓  
 B – Seasoned Leisure Seekers ✓✓  
 C – Well-to-Do Mzansi Families ✓✓ (3 x 2) (6)
- 8.2 8.2.1 December falls in the summer school holidays. ✓✓  
 • The weather is conducive for leisure travel. (2)
- 8.2.2 To improve measures and efforts aimed at addressing seasonality. ✓✓ (2)
- 8.2.3 Maximise the all year round use of existing tourism assets and facilities. ✓✓  
 Implement differentiated marketing by setting up provincial marketing offices in other provinces to create inter-provincial partnerships and cross selling across provinces. ✓✓  
 • Conduct an audit of all existing government owned resorts/parks/ nature reserves in less visited provinces and regions that may not be optimally used or are under-utilised.  
 • Develop and implement a Public Private Partnership Framework for tourism focusing on management of facilities.  
 • Create special activities for less visited areas and low seasons.  
 • Provide support for one mega event hosting per province during low season and in less visited provinces (music festivals, sports events, cultural events, religious gatherings, etc.).  
 • Development of pre- and post-event specific offerings or options to increase the length of stay within the less visited areas. (2 x 2) (4)

**NOV 2018 EC  
QUESTION 8**

- 8.1 8.1.1 Spontaneous Budget Explorers ✓✓ (2)
- 8.1.2 (a) Aged between 18 and 24 years ✓✓ (2)
- (b) They prefer a weekend holiday filled with activities ✓✓ (2)
- (c) To get away from the monotony of life ✓✓  
 To add to their life experiences  
 To discover new people, places and adventures (2)
- 8.1.3 Increase domestic tourism expenditure. ✓✓  
 Increase domestic tourism volumes. ✓✓  
 • Enhance measures and efforts aimed at addressing seasonality and equitable geographic spread.  
 • Enhance the level of the culture of tourism/travel among South Africans. (Any 2 x 2) (4)

**NOV 2019 EC  
QUESTION 8**

- 8.1 8.1.1 Cannot afford to travel ✓  
No reason to take a trip ✓
- No time to travel
  - Disliking travel
  - Unemployment
  - Lack of a travel culture especially amongst previously disadvantaged communities
  - Limited tourism product development
  - Concerns over safety and security (2 x 1) (2)
- 8.1.2 A – Well-to-do-Mzansi Families ✓✓  
B – High Life Enthusiasts ✓✓  
C – New Horizon Families ✓✓  
D – Spontaneous Budget Explorers ✓✓ (4 x 2) (8)
- 8.1.3 Increase domestic tourism expenditure. ✓✓  
Increase domestic tourism volume. ✓✓  
Enhance measures and efforts aimed at addressing seasonality and equitable geographic spread. ✓✓
- Enhance the level of the culture of tourism/travel among South Africans. (Any 3 x 2) (6)