

TOURISM

Module 4 Revision Memorandum

Learner's Book page 196

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Suggested answers

1	Gross domestic product (GDP): the value of all the goods and services produced in a country during a specific time \checkmark	(1)
1.2	Multiplier effect: an economic theory that suggests that money spent in a particular area creates jobs, which in turn creates demand for other products and services in the local	(1)
	economy. \checkmark	(1)
1.3	Strong rand: what the rand is called when it is performing better than major currencies,	
	making it more affordable for South Africans to visit other countries. \checkmark	(1)
1.4	Weak rand: what the rand is called when it is performing against major currencies,	
	making it more affordable for overseas tourists to visit South Africa. \checkmark	(1)
2	C, economic leakages $\checkmark \checkmark$	(2)
3	BSR is the rate at which a bank sells foreign currency; the BBR is the rate at which a bank	
	buys foreign currency. \checkmark The BSR is always higher than the BBR. \checkmark	(2)
4.1	True; the foreign-owned airline company does not have a high multiplier effect as most of	
	the money is "leaked" out of the local economy. \checkmark	(1)
4.2	False; when the rand is strong overseas tourists will receive fewer rands when they	
	exchange their currency. ✓	(1)
	Total: 10 ma	rks