

Overview of topics in Tourism

Main topic	Grade 10	Grade 11	Grade 12
Tourism sectors	Introduction to tourism <ul style="list-style-type: none"> Types of tourists and tourist profiles Different modes of transport Accommodation establishments: The facilities and services offered by each type; the South African grading system; concepts and terminology Food and beverage establishments The attraction sector The structure of the South African tourism industry	Transport services in South Africa <ul style="list-style-type: none"> Airports, airlines and airport operations; technology at airports to facilitate travel The tourism bus industry The tourism train industry The luxury cruise liner industry Car rental Job and career opportunities in the tourism sectors, sub-sectors and related services The requirements and inherent qualities to work in the tourism industry Entrepreneurial opportunities	<ul style="list-style-type: none"> Professional image of the staff in the tourism industry Conditions of employment The Contract of Employment The purpose and value of a code of conduct
Map work and tour planning	<ul style="list-style-type: none"> Map terminology and symbols Different types of maps Location of South Africa's borders, provinces, capital cities, international airports, harbours, national high-ways, gateways, major mountains, rivers and dams on a colour map of South Africa Location of South Africa and the SADC countries, 7 continents, 3 oceans, island groups and tourism regions on a colour map of the world Distance indicators and distance tables	The tour itinerary <ul style="list-style-type: none"> Concepts: itinerary, logical tour planning, scheduled tours Factors to consider when planning an itinerary Different types of itineraries The writing of an itinerary 	<ul style="list-style-type: none"> Location of world famous icons on a colour map of the world Tour plans and route planning Compiling a day-by-day itinerary Compiling a tour budget Health and safety Travel documentation World Times Zones
Tourism attractions	<ul style="list-style-type: none"> Tourist attractions in the provinces of South Africa South African fauna and flora as a tourist attractions South African National Parks (SANParks)	Main tourist attractions in the SADC countries	<ul style="list-style-type: none"> Famous world icons and attractions Factors contributing to the success of a tourist attraction

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Sustainable and responsible tourism	<ul style="list-style-type: none"> Sustainable tourism concepts; sustainable practices in tourism businesses The three pillars of sustainable tourism (Planet, People, Profit) Responsible tourism concepts and behaviour to-wards the environment Good environmental practices Global warming and the tourism industry 	<i>Not covered in Grade 11</i>	<ul style="list-style-type: none"> The three pillars of sustain-able tourism Responsible tourists Codes of conduct for tourist behaviour (social, economic and environmental) Demand for responsible tourism; sources of information Role-players in responsible and sustainable tourism such as Public/ private/ NGO's/ community and tourist
Domestic, regional and international tourism	Domestic tourism <ul style="list-style-type: none"> Concepts Benefits for South Africa Domestic tourism statistics Payment methods and technology in South Africa 	<ul style="list-style-type: none"> Introduction to the Domestic Tourism Growth Strategy The seven domestic travel market segments according to the Domestic Tourism Growth Strategy Regional tourism. The SADC member countries 	Global events of international significance <ul style="list-style-type: none"> Unforeseen occurrences of international significance Payment methods for inter-national tourists Foreign market share - statistics regarding inbound international tourism
Culture and heritage tourism	Culture and heritage <ul style="list-style-type: none"> Concepts, elements and importance of heritage Heritage sites 	<ul style="list-style-type: none"> South African cultural uniqueness South African heritage bodies 	World heritage sites <ul style="list-style-type: none"> Concepts The role of UNESCO: logo and main function Types of World Heritage Sites: natural and cultural A description of all the world heritage sites in South Africa
Foreign exchange	<i>Not covered in Grade 10</i>	<ul style="list-style-type: none"> Foreign exchange and its value to the South African economy Conversion of currencies 	<ul style="list-style-type: none"> Foreign exchange The concept "strong and weak rand" Conversion of currencies Differentiate between Bank Selling Rate (BSR) and Bank Buying Rate (BBR) The effect of exchange rates on international tourism, affecting both inbound and outbound tourists, and how it influences travel patterns of South Africans Fluctuations in exchange rates

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Communication and customer care	<ul style="list-style-type: none"> • Communication (verbal and written) • Communication technology (equipment) • Service excellence: concepts, importance, advantages, consequences and recommendations 	<ul style="list-style-type: none"> • Global distribution systems • Customer care for foreign tourists • Customer complaints • Managing quality service 	<ul style="list-style-type: none"> • Methods to obtain customer feedback and measure customer satisfaction • Reasons why service differs from one organisation to another • Measuring customer satisfaction: the analysis and the intervention process • The impact of the service delivered by an organisation on its business profitability
Marketing	<ul style="list-style-type: none"> • Marketing of tourism products, services and sites • Factors to consider during the marketing process 	<ul style="list-style-type: none"> • Promotional /advertising techniques • The marketing budget 	Marketing South Africa as a tourism destination