



TOURISM

GRADE 11

REVISION QUESTIONS

TERM 2

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

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

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

This document consists of 7 pages.

TOPIC: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM

CONTENT: THE DOMESTIC TOURISM GROWTH STRATEGY

**NOV 2014
QUESTION 7**

7.1 Study the extract and the pictures below and answer the questions.

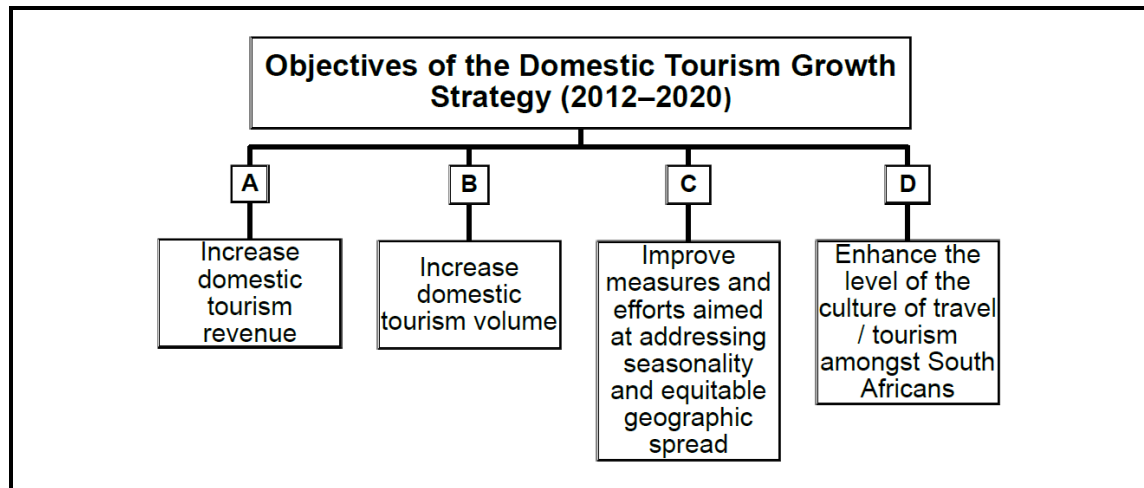


- 7.1.1 Research undertaken by South African Tourism (SAT) in 2011 indicated that most South Africans have not had an opportunity to travel in their own country. Give TWO inhibiting factors that contribute to this situation. (2)
- 7.1.2 As part of the Domestic Tourism Growth Strategy, SA Tourism launched a new domestic marketing campaign to inspire South Africans to travel. This campaign would be a vehicle of the growth strategy and specifically aimed at increasing domestic tourism among five consumer segments.
- (a) Complete the slogan of the new domestic marketing campaign: "..., it's right here in South Africa". (1)
- (b) Name any THREE of the consumer segments that will be targeted through the new marketing campaign. (3 x 1) (3)
- 7.1.3 The National Department of Tourism aims to grow domestic trips to 54 million by 2020 and ensure that domestic tourism makes up 60% of tourism's overall GDP contribution. In order to achieve these aims, the new Domestic Tourism Growth Strategy will focus on four strategic objectives.
- List the FOUR strategic objectives of the new Domestic Tourism Growth Strategy. (4 x 2) (8)

**NOV 2015
QUESTION 8**

8.1 The diagram below shows the main objectives labelled A to D of the Domestic Tourism Growth Strategy (2012–2020).

Listed below the diagram are actions that have been identified by the National Department of Tourism to meet these objectives. Match the objective with the most appropriate action listed below. Write only the letter (A–D) next to the question number (8.1.1–8.1.4), for example 8.1.5 E.



8.1.1 Introduce affordable tourism products to increase the number of domestic tourism trips. (2)

8.1.2 Develop and introduce tourism awareness-education programmes in order to increase understanding of tourism and appreciation of the value of tourism. (2)

8.1.3 Improve levels of domestic tourism marketing by establishing provincial marketing offices in other provinces to create inter-provincial partnerships and cross selling across provinces. (2)

8.1.4 Encourage the improvement of attractions, operations and offerings to increase the use of tourism facilities and ensure that there is a sufficient supply of products and services for each market segment. (2)

8.2 On 2 May 2012 SA Tourism launched a new domestic marketing campaign with the slogan “Whatever you are looking for, it’s right here”. The aim of this marketing campaign is to encourage South Africans to travel in their own country. It will specifically target five domestic tourism consumer segments.

8.2.1 Name the new domestic marketing campaign launched by SA Tourism. (1)

8.2.2 Name any TWO domestic tourism market segments and briefly state the preferred type of holiday or special offers that would encourage them to travel in South Africa. (2 x 2) (4)

**NOV 2016
QUESTION 8**

- 8.1 Refer to the domestic travel deals and extract below and answer the questions.

Travel deal A: 5 day Kruger National Park Safari Package

- Return flights from Johannesburg to airport inside the Kruger National Park
- Accommodation in a family safari lodge
- All meals included (special children's menu)
- Early morning and late afternoon off-road game drives
- Special kids programme including art and crafts classes, face painting, learning about local Shangaan culture

Travel deal B: Cape Town International Jazz Festival Weekend Package

- 5 star luxury city hotel, walking distance from V&A Waterfront and Cape Town beaches
- Breakfast daily
- 2 day car hire
- VIP tickets to the Cape Town International Jazz Festival and entrance to the Chill Lounge to experience a vibrant mix of people, fine dining and world class entertainment

The NDT's Domestic Tourism Growth Strategy (2012–2020) has identified FIVE domestic tourism market segments to inspire South Africans to travel.




Link the travel deals **A** and **B** each with one of the five domestic tourism market segments as identified by the NDT's Domestic Tourism Growth Strategy. Give ONE reason why the travel deal will attract the interest of the identified market segment.

Redraw and complete the table below in the ANSWER BOOK.

	Travel deal	Domestic market segment	ONE reason why the travel deal will interest the domestic market segment		
8.1.1	Travel deal A			(2 x 2)	(4)
8.1.2	Travel deal B			(2 x 2)	(4)
8.1.3	List FOUR strategic objectives of the Domestic Tourism Growth Strategy (2012–2020).			(4 x 2)	(8)

**NOV 2017
QUESTION 8**

8.1 Study the travel behaviour and preferences of the domestic tourism market segments below and answer the questions.

A	B	C
 <ul style="list-style-type: none">• Weekend specials with many activities.• Make new friends.• Discover new places.• Fun! Fun! Fun!	 <ul style="list-style-type: none">• Travel is a way of life.• Spend quality time with loved ones.• Travel experiences and memories are important.	 <ul style="list-style-type: none">• Travel to escape the city.• Spend time with family in new and different locations.• Expose the children to different activities.

Name the domestic market segments labelled **A**, **B** and **C** that have been identified to form part of the target market of the Domestic Tourism Growth Strategy (2012–2020) marketing campaign. (3 x 2) (6)

8.2 Study the extract and answer the questions that follow.

A survey of domestic tourism has revealed the least popular month for leisure travel in South Africa is May while the most popular month for leisure travel is December.
[Adapted from: <http://www.fin24.com>]

8.2.1 Give ONE reason why domestic tourists prefer to travel in December. (2)

8.2.2 Identify ONE strategic objective of the Domestic Tourism Growth Strategy (2012–2020) that specifically aims to address the less popular months for leisure travel among domestic tourists. (2)

8.3.3 Explain TWO ways in which the Domestic Tourism Growth Strategy (2012–2020) aims to achieve the objective identified in QUESTION 8.2.2. (2 x 2) (4)

**NOV 2018
QUESTION 8**

8.1 Study the extract below and answer the questions.





**30 MARCH TO 1 APRIL 2018
SOWETO CAMP FESTIVAL ADVENTURE**

Soweto's very own camping and music festival. The township hosts camping visitors annually at the historic Molefe Park. Imagine enjoying a safe and secure festival under the Soweto sky, rich with heritage, history and culture, coupled with great people, experiences and beautiful memories.

Enjoy a great line-up of activities, including quad biking, bungee jumping, indigenous games, a bicycle tour, a horse and carriage tour, live bands and numerous stalls. Come spend the Easter weekend in Soweto!




[Adapted from: www.shotleft.co.za]

- 8.1.1 Identify the domestic tourism market segment targeted in the travel deal on the Sho't Left website. (2)
- 8.1.2 Motivate your answer to QUESTION 8.1.1 by supplying the following information on the profile of the identified domestic tourism market segment:
- (a) Age group (2)
 - (b) Preferred type of holiday (2)
 - (c) Reason for travelling (2)
- 8.1.3 Give TWO strategic objectives of the Domestic Tourism Growth Strategy (2012–2020) that the above travel deal achieves. (2 x 2) (4)


**NOV 2019
QUESTION 8**

8.1 Study the information on domestic tourism and answer the questions.


8.1.1 A survey of domestic tourism has revealed that the majority of South Africans are not travelling in their own country.

List TWO reasons in support of the above finding. (2 x 1) (2)


8.1.2 Analyse the South African domestic tourism market segments below and answer the questions.




A
“Holiday time with my kids is non-negotiable. I block that weekend off and don’t take any business calls. A 5-star B&B will do for me.”



B
“My favourite type of trip is where I can go on a boat cruise in the afternoon, spend the evening at a great restaurant and then hit the clubs.”



C
“Travelling is a necessity when you have children. You have to take them places so that they don’t just see it on TV, but they see for themselves.”



D
“The best trip will be to get on the road, take a map and just go and see what comes your way. Road trips are fantastic because we do crazy things along the way.”

Determine the domestic market segments labelled **A**, **B**, **C** and **D** that have been identified by South African Tourism to form part of the Domestic Tourism Growth Strategy (2012–2020) marketing campaign. (4 x 2) (8)

8.1.3 In a paragraph explain THREE strategic objectives of the Domestic Tourism Growth Strategy (2012–2020) to grow domestic tourism for a sustainable tourism economy. (3 x 2) (6)