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Western Cape Government
Education

Directorate: Curriculum FET

Tourism

TUTOR GUIDE
2020 TERM 2

Grade 12

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PREAMBLE:

This document aims to serve as a guide to support tutors in their presentation of the various topics that form part of the Grade 12 support programme.

Tutors must draw on their teaching experiences in order to adapt, select from, emphasise and expand on sections of the material so that they can facilitate the learning process.

INSTRUCTIONAL DESIGN:

The suggested tutoring design should focus on:

1. Clear, detailed "teaching moments" which cover the content and skills.
2. The use of different teaching methodologies to mediate the material effectively
3. Explaining concepts, processes and terminology.
4. Providing opportunities for learners to practise questions.
5. Explaining the meaning of instructional verbs of questions
6. Explaining the types of questions (multiple choice questions, short questions and essays) asked in question papers and the way in which learners should present their answers.
7. Giving feedback to learners.
8. Consolidation of what has been covered
9. Administration of revision test

RESOURCES:

- Textbooks
- Power Point slides
- Answer Series
- Tourism Revision booklet 2020 Term 2 – learner resource

In This section Forex Calculations is the one topic most learners struggle with:

Use the following as a pretest to determine learners level of understanding

A quick pre-test

Convert R100 into USD if the BSR is R18.10

= R100 ÷ R18.10

= 5.52 USD

Convert 157 USD into ZAR if the BBR is R18.10

= 157 USD x R18.10

= R2841.70

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INSTRUCTIONAL WORDS AND MEANS

These are the most common action verbs used in the NSC tourism exam papers.

It is crucial that learners understand the meaning of these action verbs.
Make sure all learners understand the concept of practice and are able to identify examples of its use in previous papers. It is also a good idea to ask learners to set their own questions and guidelines for marking these action verbs.

Give your opinion - express your opinion on the matter. Example: Give your opinion on the decrease in tourist arrivals during 2017.

Explain - Use your own words to make concepts or processes clear. Example: Explain ONE reason why the Wimbledon Championships are considered a global event

Discuss - Use your own words to compare opinions on a topic. Be sure to include a conclusion at the end. Example: In a paragraph, discuss THREE ways in which a drop in the exchange rate affects tourist arrivals.

Distinguish - Highlight the differences between two or more problems: Example: Distinguish between the bank rate and the bank rate.

Name - list the basic facts without discussion. Example: Name the TWO foreign currencies referred to in the extract.

Analyze - Divide into parts or elements and explain the relationship. Example: Analyze the tourism arrival statistics, then suggest reasons why SATour should concentrate their marketing efforts.

Predict - anticipate the outcome Example: Predict what would happen if management relaxed the existing security measures at the tower.

Calculate - Show how you use mathematical rules to get an answer. Example: Calculate the amount in USD that Mrs. Biggs received when she exchanged the R600.

Describe - To write down the characteristics of something in a logical and well-structured way. Example: In a paragraph, describe how tourism charges are collected in South Africa

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Tourist attractions and Icons:

- ***WHAT IS A TOURIST ATTRACTION:***
  These are places that tourists like to visit such as national parks, heritage sites, arts festivals, waterfalls, mountains, etc.

- ***WHAT IS AN ICON:***
  An icon is a tourist attraction that is world famous and comes to represent or be symbolic of the country or city in which it is located.

REASONS WHY SPECIFIC TOURISM ATTRACTIONS AND / OR PHYSICAL FEATURES ARE CONSIDERED AS ICONS:

- Unique architectural or construction features, striking natural features.
- Religious meaning.
- Sense of magic and mystery.
- Distracting and impressive size or shape
- Symbol of extraordinary human achievements

ICONS FORM AN IMPORTANT PART OF A COUNTRY'S ECONOMY. HAVE LEARNERS BRAINSTORM THE ECONOMIC BENEFITS OF ICONS FOR THE HOST COUNTRY:

Some Key points to guide the brainstorming exercise:

- Attract tourists to the host country
- Multiplier effect - tourists spend money on accommodation, transport etc.
- Increasing demand for products and services leads to an increase in GDP
- Create jobs and entrepreneurial opportunities
- Lead to improvement of infrastructure

Remember these are the key aspects that the examiners focus on:

Learners are required to distinguish between a tourist attraction and an icon and to interpret and evaluate the latest statistics presented in the form of graphs, texts and tables. . They can expect to be tested on the location of icons and attractions on a world map. Learners must also know reasons why it is an icon or tourist attraction and also a unique feature that makes it an icon or tourist attraction.

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Please alert learners to the common mistakes they make in the exam:

Many learners do not have a good understanding of the icons and are unable to identify the country or city in which the icons are located, They also do not know the reasons why it is an icon and the unique features that make it an icon. Remember to always write the full name of the icon. Write Ayers Rock, not just Ayers. Write Sydney Opera House, not just Opera house,

Factors contributing to the success of a tourist attraction:

[1]Excellent marketing of tourism products locally and/or internationally, [2]Sustainable and responsible management plans, [3]Efficiency and ethical behaviour of staff and management, [4]Positive experience of visitors, [5]Safety and crime prevention, [6]General appearance and upkeep of the attraction, [7]Considering the needs of people with disabilities, [8]Universal access

Characteristics of a successful tourist attraction:

[1]Actual number of visitors exceeds the target number of visitors, [2]Repeat visits; [3]Income generated exceeds target figures; [4]Positive impact on local community and environment

Possible Answers to Assessment Task - Page 5 in learner source

4.2.1 Both are located in an ancient urban setting Both are ...
• located in Europe / on the same continent.
• located in cities that were the center of ancient civilization / community.
• located in the northern hemisphere.
• located on the same time zone / longitude.
• Located on the Mediterranean coast.
• located in capitals.
• Located along the Adriatic Sea

4.2.2 Pollution of vehicles damages the ancient structures and sculpture.
Acid rain caused by human activities damages ancient structures and sculptures. • Mass tourism

NOTE: Accept any form of destructive human activity in and around the site.

4.2.3 Limit the number of tourists allowed per day at the Coliseum
• Ask for higher access fees
• Issue permits to tour operators
• Increase security measures to control tourists' behavior, for example to employ more security guards, CCTV etc.

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• Implement environmentally friendly practices at the site.
• Implement management plans.

Possible Answers to Assessment Task - Page 6 in learner source

4.3.1

YES
NOTE: No points are awarded for Yes / No
The actual number of visitors exceeds all previous visitor numbers and a new record is set.
• The actual number of visitors on the day exceeds the expected number.
• More fees were received from the record number of daily visitors than was previously the case.
• The discovery of the new fossil has increased visitor numbers to the visitor center.

or

NO
• Visitor numbers are not limited and this can result in mass tourism. This would indicate the absence of thorough management plans.
• Overuse can threaten this sensitive source.

4.3.2
Local community members are employed.
• Improve the living standards of locals.
• Poverty, crime and unemployment are reduced.
• FTT will ensure that local residents receive fair wages.
• Skills development / empowerment of the community.
• Local residents are involved in decision-making processes.

4.3.3
Strengths:
Maropeng's visitor center is wheelchair accessible.
• Provide for people with special needs. • Provide safe equipment.

Weaknesses: Limited facilities for people with special needs

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FOREIGN EXCHANGE:

NOTE TO TUTOR: THESE ARE THE CORE CONCEPTS LEARNERS NEED TO KNOW

*The term "***Gross Domestic Product***" (GDP) and its benefits to the South African economy.*

GDP is the total value of all goods and services produced in a country in one year. A growing GDP is a sign of a growing economy. A decreasing GDP is a sign of a weakening economy.

The multiplier effect *is the flow of money from the pockets of the tourists into the local economy.*

When Tourist arrive in South Africa , they have certain needs. They need to travel, eat, be entertained & they need a place to sleep. They pay money to local businesses to meet these needs. Local people work in these businesses and earn a salary. The local people spend their salary in the local economy which then gives rise to a positive multiplier effect.

The concept "strong" and "weak" rand.

When our economy is weak, the value of the rand decrease. We then say the rand is weak when we compare it to another currency.

When our economy is strong , the value of the rand increase. We then say the rand is strong when we compare it to another currency. In next week's lesson, we will look at the effect of a weak and strong rand on Tourism Arrivals

Convert the major currencies to South African Rand and convert South African Rand into selected currencies.

When converting from ZAR to a foreign currency you have to divide by the exchange rate, remember to round of your answer.

E.g. Convert R100 into USD if the BSR is R18.10

= R100 ÷ R18.10

= 5.52 USD

When converting from a foreign currency to ZAR, you have to multiply by the exchange rate, remember to round of your answer.

E.g. Convert 157 USD into ZAR if the BBR is R18.10

= 157 USD x R18.10

= R2841.70

BSR:Bank Selling Rate

BBR : Bank Buying Rate

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ANSWER TO ASSESSMENT TASK ON PAGE 8 OF LEARNERS RESOURCE

3.1.1	(a) 2015: £6,50 (x✓) 22,55 = R (ZAR) 146,58✓ **OR** R (ZAR) 146,58✓✓ ***NOTE:*** *Do not penalise candidates if the currency code is omitted because the code appears in the question.*	FX	(2)
	(b) 2016: £6,50 (x✓) 24,69 = R (ZAR) 160,49✓ **OR** R (ZAR) 160,49✓✓ ***NOTE:*** *Do not penalise candidates if the currency code is omitted because the code appears in the question.*	FX	(2)
3.1.2	2015✓✓	FX	(2)
3.2.1	USD12 600 (x✓) 10,20✓ = R (ZAR) 128 520✓✓ **OR** R (ZAR) 128 520✓✓✓✓ ***NOTE:*** *Do not penalise candidates if the currency code is omitted because the code appears in the question.*	FX	(4)
3.2.2	R2 750 (÷✓) 10,90✓ = USD (US$) 252,29✓✓ **OR** USD (US$) 252,29✓✓✓✓ ***NOTE:*** *Do not penalise candidates if the currency code is omitted because the code appears in the question.*	FX	(4)

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NOTE TO TUTOR: It is very important that learners understand the following

The effect of exchange rates on international tourism, affecting both inbound and outbound tourists,

If the ZAR is weaker than the foreign currency, *the tourist will get more ZAR for its currency*

He can spend more money during his visit
He will stay longer by travel and have more money to spend
He will consider South Africa for future travel as SA is a ***Value For Money destination***
This will lead to an increase in SA's GDP
This will have a positive impact on the economy
This can lead to job creation and more positive multiplier effect

If the ZAR is stronger than the foreign currency, *the tourist will receive less rand for his currency*

The tourist has less money to spend
He will stay for shorter period
South Africa is becoming an expensive destination
Many tourists will consider other cheaper destinations to get ***value for money***
This will lead to a decrease in the contribution to GDP
This will have a negative impact on the economy
May lead to job losses

Exchange rates vary on different factors. From the country's economic health to general investor sentiment*. Also ...*

Discovery of minerals
Political unrest / stability
Natural disasters e.g. earthquakes, floods
Economic stability of a country
Elections etc.

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