

Province of the  
**EASTERN CAPE**  
EDUCATION

## TOURISM

GRADE 11

REVISION QUESTIONS

**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.

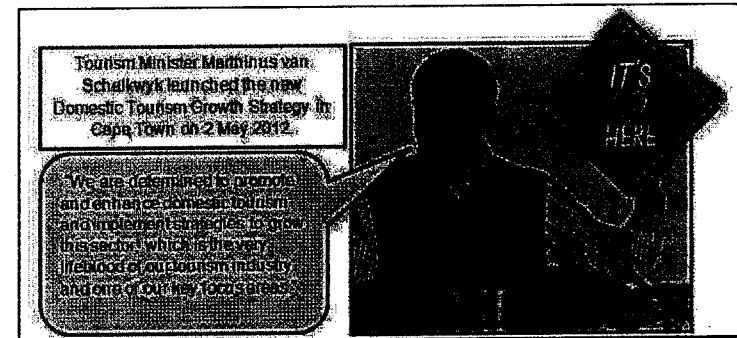
This document consists of 7 pages.

**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.

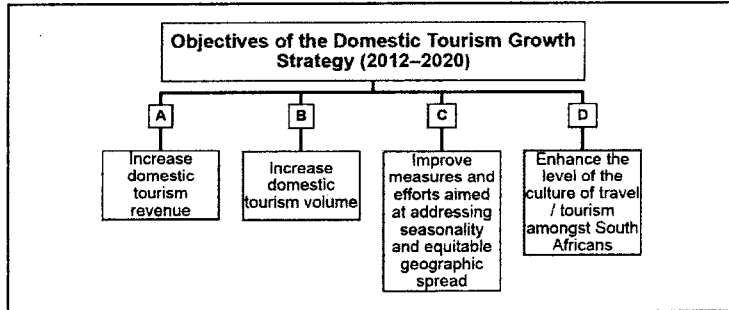


- 7.1.1 Research undertaken by South African Tourism (SAT) in 2011 indicated that most South Africans have not had an opportunity to travel in their own country. Give TWO inhibiting factors that contribute to this situation. (2)
- 7.1.2 As part of the Domestic Tourism Growth Strategy, SA Tourism launched 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)