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| SUBJECT AND GRADE | TOURISM GRADE 12 | |
| TERM 1 | WEEK 5 (NATIONAL RECOVERY ANNUAL TEACHING PLAN) | |
| TOPIC | MAP WORK AND TOUR PLANNING: CHOICE OF TRANSPORT, ACCOMMODATION, ATTRACTIONS AND ACTIVITIES TO SUIT TOURISTS | |
| AIMS OF THE LESSON On completion of this section you must be able to: |  | <ol style="list-style-type: none"> 1. Understand the impact of tourists' needs and preferences on their choice of transport for/during a tour. 2. Understand the impact of tourists' needs and preferences on their choice of accommodation for/during a tour. 3. Understand the impact of a tourist's profile on their choice of attractions and activities for/during a tour. 4. Make recommendations for suitable transport and accommodation to suit a tourist's needs and preferences. 5. Make recommendations for suitable attractions and activities to suit a tourist's profile. |
| RESOURCES REQUIRED What do I need in preparation for this lesson?  | PAPER BASED RESOURCES | |
| | To familiarize yourself with the content of this topic/section you have to refer to the following sections in your textbooks | DIGITAL RESOURCES |
| | <ol style="list-style-type: none"> 1. Via Afrika: p.32 – 37 2. Oxford Successful Tourism: p.45 – 48 3. Focus Tourism: p.27 – 31 4. Top Class Tourism: p.40 – 43/44 | Click on the links below to view or download the online resources relevant to on this topic/section: |
| INTRODUCTION What should I already know? Think about and answer the following questions:  | FROM GRADE 10 | |
| | <p>Introduction to tourism:</p> <ul style="list-style-type: none"> • Why do people travel? (reasons) • Their needs, preferences and expectations <p>Types of tourists and tourist profiles:</p> <ul style="list-style-type: none"> • Drawing up a tourist profile <p>Different types of accommodation establishments:</p> <ul style="list-style-type: none"> • The facilities and services offered by each type <p>The different modes of transport:</p> <ul style="list-style-type: none"> • Compare the modes of transport (road, air, rail, water) in terms of comfort, cost, safety, carrying capacity, speed, reliability | FROM GRADE 11 |
| | <p>The tour itinerary:</p> <ul style="list-style-type: none"> • Concepts: <ul style="list-style-type: none"> – Itinerary – Logical tour planning – Scheduled tours • Factors to consider when planning an itinerary • Different types of itineraries • The writing of an itinerary | |
| CONCEPTS AND SKILLS What can I expect to learn from this topic/section of the work?  | <p>TOUR PLANS AND ROUTE PLANNING:</p> <ul style="list-style-type: none"> • Choice of transport to suit customers' needs and preferences • Choice of accommodation to suit customers' needs and preferences • Choice of tourist attractions and activities to suit tourist profiles | |

TYPES OF TOURISTS

Different types of tourists will want to visit different types of destinations!



- Transport in a tourism context refers to the way in which tourists travel, e.g. by car, train, aeroplane or boat/cruise liner.
- The choice of transport when planning a tour (or excursion) must comply with the tourist's needs (must have) and preferences (choice of one thing over another).
- It is therefore very important to consider the profile of the tourist when arranging transport.
- A tourist's choice of transport when travelling depends on various factors, including the following:
 - ✓ The tourist's **budget**
 - ✓ The tourist's **preferences**
 - ✓ **Availability** of specific types/modes of transport
 - ✓ **Number of people** who need to be transported
 - ✓ The **time** available for the trip
 - ✓ **Safety** of the available/chosen mode of transport

CHOICE OF TRANSPORT TO SUIT TOURISTS' NEEDS AND PREFERENCES



1. **BUDGET**, e.g. a tourist with a limited budget might not be able to afford an airline ticket and therefore have to travel by car.
2. **PREFERENCES**, e.g. a tourist might be scared to fly and would therefore prefer to travel by road or train.
3. **AVAILABILITY**, e.g. a tourist might want to undertake a sea cruise, but no cruise packages are available during the time that the tourist wants to go on holiday.
4. **GROUP SIZE**, e.g. a family/tour group of eight people will have to hire a 10-seater vehicle instead of a sedan car.
5. **TIME**, e.g. for a weekend getaway (Sho't Left) a family from Cape Town will consider flying to Durban instead of driving for almost 19 hours.
6. **SAFETY**, e.g. a journey by train is safer than the same journey by road, so a tourist might consider taking a train instead of hiring/driving a car.
7. **ACCESSIBILITY**, e.g. when travelling overseas the best option would be to do it via air travel, rather than a boat trip.

CHOICE OF ACCOMMODATION TO SUIT TOURISTS' NEEDS AND PREFERENCES

- Accommodation in a tourism context refers to where tourists will sleep while on a trip/holiday.
- The choice of accommodation when planning a tour must comply with the tourist's needs (must have) and preferences (choice of one thing over another).
- It is therefore very important to consider the profile of the tourist when arranging accommodation.
- A tourist's choice of accommodation while on holiday/a trip depends on various factors, including the following:



- ✓ The tourist's **budget**
- ✓ The tourist's **preferences**
- ✓ Specific **requirements**
- ✓ **Availability** of preferred types of accommodation
- ✓ **Number** of people who need accommodation
- ✓ **Length** of stay

1. **BUDGET**, e.g. the tourist's available budget can determine the type of accommodation he/she/they choose, e.g. 4-star hotel instead of a guesthouse.
2. **PREFERENCES**, e.g. some tourists may prefer to go camping as a family instead of staying at a hotel.
3. **REQUIREMENTS**, e.g. tourists with special needs must have accommodation which is universally accessible (wheelchair friendly, guide dog allowed, etc.)
4. **AVAILABILITY**, e.g. during peak (high) season or a global sporting event hotels might be fully booked and the tourist must consider alternative types of accommodation.
5. **GROUP SIZE**, e.g. a 30-person tour group will probably too big for a guesthouse to accommodate them, therefore a hotel might be a more suitable option.
6. **DURATION**, e.g. tourists considering a lengthy stay (few weeks) may choose to make use of self-catering accommodation instead of a hotel where meals can be expensive.

CHOICE OF ATTRACTIONS AND ACTIVITIES TO SUIT A TOURIST'S PROFILE

- Attractions and activities in a tourism context refers to things that a tourist can see and do/experience while on a trip/holiday.
- The choice of attractions and activities when planning a tour must comply with the tourist's needs (must have) and preferences (choice of one thing over another) and importantly the profile of the tourist.
- A tourist's choice of attractions and activities depends on various factors, including the following:



- ✓ The **type** of tourist
- ✓ The tourist's **profile**
- ✓ The tourist's available **time**
- ✓ The tourist's **budget**
- ✓ **Limitations** on activities

1. **TYPE OF TOURIST**: Adventure or Culture? Backpacking or Business? The type of tourist will mostly determine the type of activities and attractions they would be interested in, e.g. adventure tourists will want to bungee jump while cultural tourists will want to visit a museum, etc.
2. **PROFILE**: Age (young/old), Male or female? , Needs and preferences? Duration of visit? Budget? Younger tourists tend to be more adventurous than older tourists seeking more leisure and relaxation.
3. **TIME**: This will determine how many attractions and activities the tourist will be able to see and take part in. Does the organizer arrange for a 2-day hiking trail or a 3-hour coastal walk?, etc.
4. **BUDGET**: Smaller budget means that less attractions and activities can be planned.
5. **LIMITATIONS**: Some activities have certain limitations on age, height, weight, etc. A canoe safari may only allow children older than 7 years who can fit into a life jacket and is accompanied by an adult.

CONSOLIDATION: HOW ARE QUESTIONS ON THIS TOPIC NORMALLY ASKED IN A QUESTION PAPER?



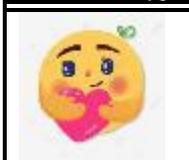
QUESTION 2: MAP WORK AND TOUR PLANNING

- **LEARNERS CAN EXPECT QUESTIONS ON:**
 - **Tour plans and route planning, compiling a day-by-day itinerary, compiling a tour budget,** health, safety, travel documentation, world time zones and calculation of world times when travelling between countries.
- **QUESTIONS MAY BE BASED ON SOURCES SUCH AS:**
 - maps, graphs, tables, pictures, logos, flow diagrams, extracts, case studies, cartoons, infographics
- **QUESTIONS MAY START WITH:**
- 'Give your views on...'; 'Explain why...'; 'Discuss how...'; 'Comment on...'; 'Suggest...'; 'Analyse...'; 'Evaluate...'; 'Do you agree...'; 'Recommend...'; Justify/Motivate/Substantiate...'; 'In your opinion...,' 'Argue for or against...'; etc.

ACTIVITIES FOR ASSESSMENT: Please complete the following activities to show how well you have mastered the content of this topic/section.



| TEXTBOOK | PREVIOUS QUESTION PAPERS | DIGITAL/ONLINE ACTIVITIES |
|--|---|---------------------------|
| 1. VIA AFRIKA – P.37 2. OXFORD – P.48; P.50 3. FOCUS – P.29; P.31 4. TOP CLASS – P.43; P.44; P.39 | 1. NSC 2009, P.22 (Q. 6.2) 2. NSC 2011, P.21 – 22 (Q. 6.2) 3. NSC 2012, P.20 (Q. 6.3) 4. SUPP. 2009: P.17 (Q. 6.2) | |



VALUES:
 Understanding the humanity in organizing a tour for people, taking into account who they are, what they can afford and giving them the best value for money they can get.