
 NAME & SURNAME _____

 DATE _____



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DTGS

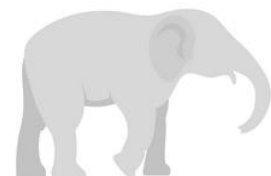
Analyze the abbreviation so that the meaning and purpose of the DTGS is clear. Make use of the schematic representation below (8)

D =

T =

G =

S =





The Vaya Mzansi or better known as the Sho't Left campaign was set up to try to ensure that domestic travel becomes a reality among all South Africans. Domestic tourism has many benefits for the country's economy, people and the environment.

The new DTGS (Domestic Tourism Growth Strategy) has been released and is applied from 2012 to 2020 (or until a new policy is issued).

2.1 Describe the vision of the DTGS.



(1)

2.2 There are certain problems that the DTGS poses, to which they want to pay more attention. It is claimed that some South Africans **do not have the opportunity to travel** in South Africa. Explain this statement by mentioning any 4 reasons.



(4)

2.3 There are certain trends affecting domestic tourism. Name any four of these trends.



(4)

2.4 Explain how "competition" can positively affect tourism.

(2)

6.5 Explain how the weakening of the economy can affect tourism.

(2)

6.6 Mention one slogan / phrase used was used by Sho't Left to inspire South Africans to travel?

(1)



3.1 The DTGS has established certain objectives to try to improve SA's domestic tourism. Explain what activities / actions they will use to try to achieve the goal.

a) Objective 1: To increase SA's domestic tourism revenue. Name 3 activities.

(3)

b) Objective 2: Improve the level of culture to travel. Name 1 activity.

(1)

c) Name the other two objectives that SATourism would like to achieve in terms of domestic tourism.

(2)



Study the pictures below and answer the questions that follow:



SHO'T LEFT

www.shotleft.co.za





4.1 Name the slogan associated with this campaign.

(1)

4.2 The purpose of this campaign is to:

(2)

4.3 Who introduced this campaign?

(1)

4.4 What is the meaning of the term 'Sho't left'? Also explain why this is an appropriate name to assign to this campaign.



(3)



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