



NAME & SURNAME _____

DATE _____



135 Memo



DTGS

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

D = Domestic ✓

- Only in SA / In your own country ✓

T = Tourism ✓

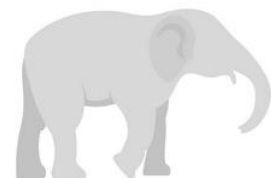
- All tourism products and services (places tourists can visit in SA / experiences they can have / what they can buy.) ✓

G = Growth ✓

- To increase it / attract more tourists / to enlarge ✓

S = Strategy ✓

- Plan of action how to achieve the above ✓





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.

To grow a sustainable tourism economy for the domestic tourism industry ✓



(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. ✓✓✓✓

- Can't afford to go on holiday or to travel.
- Have no reason to travel.
- Don't have the time to travel.
- No income / unemployed.
- Dislikes it to travel

(4)

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

Competition / Economy / Politics / Tourism Markets
Technology / Natural Environment / Social / Cultural



(4)

2.4 Explain how "competition" can positively affect tourism.

Diversity of products / Improves marketing / Improves the affordability / Better accessibility
/ Ensures service excellence ✓✓

(2)

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

People see travel as a luxury - so if the economy weakens, disposable income decreases and people will not travel. / when living costs get too expensive there will be no more money left to spend on travelling ✓

(1)

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

It's your country - Enjoy it.
Nothing's more fun than a Sho't Left
#TravelWiseMzansi / #ItsMySouthAfrica! ✓



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.
✓✓✓

- Increase effective use of tourism facilities (3)
- Full use of tourism facilities and the creation of new products
- Increase business tourism
- Improve a travel culture

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

Improve the understanding of tourism and the appreciation of the value that tourism offers

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

- Improve efforts to correct seasonality and equitable geographical distribution
- Increase the domestic tourism numbers ✓ (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.
Nothing is more fun than a sho't left ✓ / It's your country enjoy it (1)
- 4.2 The purpose of this campaign is to:
..to market/promote lesser-known ✓ and affordable ✓ vacation packages (2)
- 4.3 Who introduced this campaign?
SA Tourism ✓ (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.



*Just around the corner ✓ You don't have to travel far to see something special ✓
trips in South Africa only ✓*

(3)



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