

Grade 8 EMS Worksheet

Tourism industry

Starting a tourism business

1. Read the case study below and answer the questions that follow.

Making use of opportunities

Close to Hoedspruit, adjacent to the Kruger National Park, lives a small community of mostly unemployed people. They all belonged to the Lemekwana clan. They saw many foreign tourists entering the Kruger Park, bringing their foreign currency with them. The Lemekwana people wondered how they could get involved and benefit from tourism. The unemployment in the area drove some to crime and the village and surrounding towns suffered.

Near this village lived the Ooshuizen family. They owned a farm on the banks of the Olifants River. Many tourists visit their farm, because they offered hunting trips to overseas hunters. They saw that the overseas visitors had a need to learn more about local African culture, and they wanted to expand their services. Mr Oosthuizen approached the elders of the Lemekwana clan to see how they could help each other.

At first the two parties were unsure of how to approach their discussions, but once they started talking, they discovered that they had more in common than they thought. They all wanted to start a sustainable venture that could benefit the community and improve the security situation in the region, whilst being eco-friendly. They came upon the idea of starting a cultural village with overnight facilities for tourists. The people from the village ran the establishment under the mentorship of and with funding from the Oosthuizens. They also started selling their arts and crafts to the visitors. Most of the adults in the village became involved in the project. Some of the men, who were excellent trackers, accompanied the hunters on their hunting trips and offered short courses in tracking buck in the veld. The ladies made the food and managed the tourist facilities and even the youth worked there for pocket money over weekends. Crime levels dropped, because people could work and earn an income.

- a) How did the tourism venture benefit the Lemekwana clan? [1 mark]
- b) How did the tourism venture benefit the Oosthuizens? [1 mark]
- c) What business opportunities arose for the people from the village? [5 marks]
- d) What do you think made the Lemekwanas open to the idea of getting involved in a tourism venture with the Oosthuizens? [1 mark]

[Total: 8 marks]

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2. Hold a brainstorming session to come up with an idea to start up an eco-tourism business in your own community. Your venture should be sustainable and should benefit the people in your community. Think of things that tourists would find interesting. Try to come up with four ideas. Complete the table below.

[12 marks]

Eco-tourism idea	How will it interest tourists?	How will it benefit the community?	What resources would be needed for such a venture?
1.			
2.			
3.			
4.			

Teacher assessment rubric: table

Criteria					Marks
Information in table: ideas listed [Marks out of 4]	The group listed four or more eco-tourism ideas. [4 marks]	The group listed three eco-tourism ideas. [3 marks]	The group listed two eco-tourism ideas. [2 marks]	The group listed one eco-tourism idea. [1 mark]	
Sustainability of idea [Marks out of 4]	All four the group's ideas are sustainable and would benefit the community. [4 marks]	Three of the group's ideas are sustainable and would benefit the community. [3 marks]	Two of the group's ideas are sustainable and would benefit the community. [2 marks]	One of the group's ideas is sustainable and would benefit the community. [1 mark]	
Resources needed for each idea [Marks out of 4]	The group listed the resources needed for four ideas. [4 marks]	The group listed the resources needed for three ideas. [3 marks]	The group listed the resources needed for two ideas. [2 marks]	The group listed the resources needed for one idea. [1 mark]	
Total marks out of 12:					

Level 4: 8-12 marks (70–100%) – Outstanding

Level 3: 6-7 marks (50–69%) – Achieved

Level 2: 4-5 marks (35–49%) – Partially achieved

Level 1: 1–3 marks (1–34%) – Not achieved

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Suggested Solutions

Question number	Possible marks	Solution
1	8	a) It brought employment opportunities to the village and this reduced crime levels. [1 mark] b) They could satisfy the need of their visitors to learn more about the local African culture. [1 mark] c) The women cooked food for the visitors and ran the establishment✓, the men accompanied hunters on hunting trips✓ to track animals and presented short courses✓ to teach them to track, and the youth worked for pocket money✓. The people also sold their arts and crafts✓. [5 marks] d) They saw the foreigners visit the Kruger Park and wanted to cash in on the foreign currency that they brought with them. [1 mark]
2	12	Learners complete the table according to their four ideas.

Criteria					Marks
Information in table: ideas listed [Marks out of 4]	The group listed four or more eco-tourism ideas. [4 marks]	The group listed three eco-tourism ideas. [3 marks]	The group listed two eco-tourism ideas. [2 marks]	The group listed one eco-tourism idea. [1 mark]	
Sustainability of idea [Marks out of 4]	All four the group's ideas are sustainable and would benefit the community. [4 marks]	Three of the group's ideas are sustainable and would benefit the community. [3 marks]	Two of the group's ideas are sustainable and would benefit the community. [2 marks]	One of the group's ideas is sustainable and would benefit the community. [1 mark]	
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Total marks out of 12:					