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PROFILE OF BAFANA MORODI

Bafana Morodi holds a Master of Management (MM-PDM) degree from Wits University at the Graduate School of Public and Development Management (P&DM) (1999). He has completed 28 hours for the Master of Science (M. Sc.) in Agricultural Education Extension from Iowa State University (ISU) of Science & Technology in Ames, Iowa, USA. He obtained a Bachelor of Science (B. Sc.) from Iowa State University (ISU) in 1990. In addition to the above Bafana Teaching License from the Iowa Board of Education, Des Moines, Iowa, USA certified to teach Agricultural Mechanics, Vocational Agriculture and Agricultural Education. He holds a number of certificates including: Certificate in Multi-Disciplinary Space Studies and Research where he majored in Satellite Applications (1993) from the International Space University, Illrich France; Certificate in Project Management & Project Time Systems (2001) from Aerial Training, Sandton, RSA; Certificate in the Personnel Practice (1986) from Eden Management College, Certificate in Front-Page (2000) from New Horizon Computer College, Randburg, RSA.

Bafana has co-authored a design project from the International Space University titled Global Emergency Observation Systems (GEOWAR) in 1993. His MM-P&DM thesis is entitled Provincial Discretionary Spending Powers: A Case Study of the Gauteng Province. Bafana also designed the PROVERTO Tourism Study Guide (FET) study guide.

He has worked for the Department of Education where he wrote speeches for the former Minister and Member of Parliament Professor Kader Asmal, the Deputy-Ministers Father Smangaliso Mkhatshwa and Mosibudi Mangena (the current Minister of Science & Technology). Bafana has extensive experience in training and development, facilitation and research and development. He has trained in the areas of Tourism Skills Development & Career Advancement at Africa Transformation Network College (ATNC) for the Southern District Municipality in the Northwest Province (2007); Civil Society Capacity Building Programme for Idasa and USAID-Pact in Gauteng, Limpopo and Kwa-Zulu Natal provinces; Head of Information & Communication Technologies (ICTS) at Funda Community College in SOWETO (1998-2001); the Peoples Housing Process Programme, Public Finance Management Act (PFMA)-finance for non-finance government officials at the Fort Hare Institute of Government (FHIG) at Bisho in the Eastern Cape Province (2000-2003); Legal Compliance Programme (By-Laws and Staff Placement) for SALGA-North West, Gauteng provinces, and an Audit of the South African border posts in Gauteng and Lesotho (2003-4) for 7i (Pty) Ltd. He was involved in the Sources of Income Research Programme commissioned by TEBA-Bank in the RSA and Lesotho in 2004 as well as the municipalities exchange programmes between RSA and Australia in 2004.

Bafana and Victoria are blessed with four boys: Nkululeko, Mbalenhle, Mahlatsi and Khwezi.

STUDY HINTS GUIDE: TOURISM

HINTS:

1) Make sure of the format of the question paper in the Province where you will write your examination;
2) Make sure of the colour requirements according to the syllabi. Your teacher will assist you;
3) Some of the themes in the syllabi may be combined in one question;
4) All the information in the different text books is not necessarily prescribed in the syllabi;
5) You must revise everyday;
6) If you make use of a summary/brain chart to study, you must do it daily;
7) Listen and pay attention when the educator facilitates the work;
8) Make sure that you understand the work;
9) This is ONLY a study guide. You must also use your text book or other official and prescribed study material(s) when you are preparing for tests/ examinations, and
10) Be a STUDENT of this subject by reading the travel and tourism (Lifestyle Section of the Sunday Times Newspaper), listening to TV programmes of tourism, radio programmes, etc.

CONTENTS OF THE SYLLABI

1. THE TOURISM INDUSTRY

1.1. HISTORICAL BACKGROUND OF TOURISM

Tourism is an old as humanity itself. It involves people travel to and from different village, cities, towns and provinces (formerly regions) of the country for different purposes. People all over the world have toured for different reasons including trade, religious purposes, sexual gratification (sex tourism) and visiting friends and relatives (VFR tourism). South Africans are no exception to this phenomenon of tourism. This is evidenced by the ancient people of Mapungubwe National Park (formerly-Vhembe Dongola Park) who traded in artefacts, crafts, ivory and gold items with the Egyptians, Chinese and the Arab nations. South Africans continue to tour the country for different purposes including business, education, sports, cultural events, entertainment and leisure among others.

The Broad-Based Black Economic Empowerment (B-BBEE) and the B-BBEE Charter have opened opportunities for the previously disadvantaged persons to participate in tourism as business owners, partners and employees. Some have taken up career opportunities as Tour Operators, Tourist Guides, Transport Operators and Travel Agents. These opportunities are further enhanced by European, the Americas and the Scandinavian countries tourists who insist on investment in sustainable development, conservation of the environment and respect for indigenous cultures of destination areas.

The Department of Environmental Affairs and Tourism lauds tourism as one of the biggest generator of domestic income estimated at 14% percent with 49.3 million trips being made annually by South Africans within the country.

2.2. TOURISM CONCEPTS

1.1.1 Definitions of Tourism

- Tourism is an activity that people engage in when they travel for various reasons including leisure, business, education, sport, Visiting Friends and Relatives (VFR), incentives, sport and religion, among others.
- Tourisms is the term given to the activity that occurs when tourists travel. This encompasses everything

from the planning of the trip, the travel to the place (*destination)*, the stay itself (*interactions between hosts and guests and purchases made)* , the return, and the reminiscence about the trip afterwards (Mill & Morrison, 1992:9)

1.1.1. Why People Tour or Travel?

Business Tourisms

S/he travels from her/his place of work or home to other destinations to source new business or to check on operations, for example, a Business Executive of Famous Brands visits Durban from Cape Town to check on operational efficiency of the business.

Educational Tourism

A high school students who travel from Polokwane to Cape Town for school holidays to study how the Republic of South Africa's Parliament is run or to study the lives of captive sharks at USHAKA MARINE in Durban. Universities, Museums and Wildlife Organizations also send students on study tours.

Religious Tourism

Congregations travel to various locations to celebrate religious holidays such as the Pilgrimage to Mecca, Hajj in the Middle East. In South Africa the famous religious trips are the Zionist Moria Trip and the Shembe Pilgrimage.

Sports Tourism

The Bafana-Bafana National Soccer team recently visited Congo Brazzaville to compete for the qualification of the Africa Cup of Nations and Barcelona Football Club from Spain competed against the South African League Champions Mamelodi Sundowns in Pretoria.

Leisure Tourisms

S/he travels because she/he has time and disposable income (*money that remains after all the debts have been paid)*. This category of tourists does not have any obligations but merely travel for pleasure while on holiday.

Visiting Friends and Relatives (VFR)

These tourists visit their friends and relatives when they have time and money to spend or while in transit for shopping in major cities or small towns, for example, Sibongile from SOWETO (South Western Townships) visits her Aunt at Umlazi in Durban during school holidays.

[Learners must list at least four other types of tourists that they are familiar with]

1.2.3. Other Tourism Consumer Markets in Tourism

Backpacker/Youth Tourism

This sector comprises the youth mostly from Australia, Germany, the United Kingdom and USA. The local and regional markets have not been studies as yet. Backpacker Tourism contributes 20%-25% of visitors to South Africa.

These tourists prefer to visit their friends from other countries. They normally stay at hostels designated for this market. Exchange and tertiary students comprise the majority of tourists in this market.

Party Tourism (Clubbing)

This is a fast growing industry in South Africa akin to the Spring Break craze in the United States of America when students leave the Midwest to visit warmer coastal areas like Florida and California. The youth from Western Europe, the USA and Australia visit the cities of Johannesburg, Durban and Cape Town for Partying of Clubbing.

The trips are mostly filled with fund (parties), the consumption of drugs, alcohol and sporting activities. The youth in this market enjoys adventure and the adrenalin rush as they would participate in extreme sporting activities like Bungee Jumping.

The Cruise Market Tourism

Visitors from Western Europe and the USA visit the coastal cities of Durban and Cape Town. On average ± 24,000 cruise tourists touch our shores between Cape Town and Durban. This figure stood at ± 20,000 in 2002 according to WTO. Cruise tourism is now targeting unconventional mainstream clientele/customers instead of the elite. These tourists visit various attractions and purchase souvenirs during their brief disembarkment in both Cape Town and Durban.

Film and Modelling Tourists

A number of Hollywood Films Stars visited SA for business and leisure.
Films have been shot in South African the latest being Blood Diamonds featuring the famous Leonardo Decaprio.
Most Hollywood Stars inducing Samuel L. Jackson, Wesley Snipes, and Brad Pitt frequent the City of Cape Town.
They dine and stay at famous and upmarket restaurants and hotels in addition to visiting Robben Island.

Sex Tourism

South African is a growing sex tourism market for many tourists.
The city of Bangkok in Thailand is reputable for this industry.
This industry also thrived during the Football International Football Association (FIFA) World Cup hosted by Germany in 2006.
[What do you think will happen in South Africa during the 2010 Football International Football Association (FIFA) World Cup?]

Characteristics of this sector include:

- Voluntary and consensual sexual encounters
- Forced sexual encounters
- Rape and violent sex with underage youngsters.
- Sodomy has also increased in recent years in these encounters.
- The risks are a tarnished image of the city or country and the spread of diseases (STDs and HIV and AIDS.

Gay or Pink Market Tourism

This is a growing and an important market in South Africa particularly in the cities of Johannesburg and Cape Town.

Gay people are known for travelling to various regions of the world for sexual gratification.
Tourists in this market have sufficient disposable income and time.

Shopping/Trade Tourism Market

Tourists in this category are mainly from the SADAC countries.
Lesotho and Swaziland contribute large numbers to this market.
Tourists in this market are attracted by Visiting Friends and Relatives (VFRs), shopping malls, wholesale outlets, flee markets, festivals and other events. This sector contributes significantly to economic growth of the cities and provinces that are visited.

Same-Day Tripper Tourism Market

This is the largest domestic tourism market.
International tourists in this sector are from neighbouring countries like Mozambique, Botswana and Zambia.
Trips are taken by buses, private cars and hired vehicles.

Sports Tourism Market

Tourists in this market include participating athletes and spectators to South Africa.
They participate in sports like the Comrades Marathon, the Cape Argus Pick 'n Pay Cycle race, and the Two Ocean Marathon, Cricket and Rugby World Cup, Gold, water sports, Tennis and Soccer (Africa Cup of Nations) and Surfing.
These tourists stay in hotels, B&Bs, resorts and eat at FFR/QSR locally.
They also buy artefacts, crafts and gifts thus contributing to economic growth.

Religious Tourism

This is one of the oldest markets in tourism dating back to Biblical Times with the pilgrimages visiting temples, shrines, synagogues and mountains.
Religious tourism is largely a domestic market in South Africa.
The famous pilgrimages are the ZCC-Moria in Limpopo and Shembe Mountain in KZN.
Approximately ± 5000 Muslim go on a pilgrimage to Mecca in Saudi Arabia.

1.2.4. Special Interest Tourism Markets

[Learners must familiarise themselves with the following special interest markets]

Market Type	Activities
Wine Tourist	Tourists who visit wineries for tasting and experiencing wine technology .
Adventure Tourism	Tourists who enjoy Bungee jumping, abseiling and other adrenalin-rush sports.
Agricultural Tourism	Visits to farm factories such as jam factory, fish farms, and fruit picking.
Tourism (Wildlife)	Bird-watching, whale watching and pristine forests visits such as Modjadji Cycad Forest.
Health Tourism	Tourist seeking medial services including plastic surgery and dental surgery, and other health-related facilities.
Lighthouse Tourism	Tourists staying visiting and staying in lighthouses around South Africa.
Military Tourism	Tourists visiting war memorials, battlefield museums, and forts.
Wedding Tourism	Tourists who enjoy honeymooners in SA or Weddings in Robben Island
Wilderness Tourism	Tourists who enjoy massage reflexology and relaxation.

1.2.5 New Markets/Sectors in Tourism

Virtual Tourism

These tourists meet over the World-Wide-Web and other new technologies.
Meeting over the WWE is good for networking and sharing bargains.
This market is threatened by crime syndicates who defraud unsuspecting potential tourists.

Adventure Tourism

Tourists in this market includes abseiling, extreme water sport and hot-air ballooning enthusiast.
It also caters for the adrenalin-rush and daring enthusiasts such as Bungee Jumping
.

Themes Tourism

The MABALENG Franchise Bars and Grill outlest are ideal for sport enthusiasts and fanatics in this market.

Cultural Tourist

Tourists in this sector enjoy the indigenous cultural knowledge experiences as well as the authentic and different ways of life such as those of the Ndebele, Pedi, Xhosa, Xi-Tsonga, Zulu and BaTswana, among others.

1.3 THE DIFFERENT TYPES OF TOURISTS

Regional Tourist

S/he travels within their own regions, for example, the Southern African countries like South Africans visiting Zimbabwe, Zambia, Mozambique or Namibia (*all members of the Southern African Development Community-SADC).*

Incoming/Inbound Regional Tourist

S/he arrives in South Africa from the neighbouring countries such as Zimbabwe or Botswana.

Outgoing Regional Tourists

S/he travels from South Africa to Mozambique, for example.

National Tourist

S/he travels within her/his own country, for example, Durban to Cape Town or from Johannesburg to Bloemfontein.

International Tourist

S/he travels from her/his own country to another country, for example, from Mauritius to South Africa or from the United Kingdom to the United States of America.

Incoming/inbound International Tourist

S/he travels from his/her own countries (origin) into the Republic of South Africa (destination).

Outgoing/Outbound International Tourist

S/he travels from the Republic of South Africa (origin) to foreign countries such as Japan or Brazil (destination).

1.4. DIFFERENT SECTORS IN THE TOURISM INDUSTRY

Tourism is an interrelated, interdependent and interconnected system that relies on complex networks of intermediaries aimed at meeting and satisfying the customers' needs. {Learners should be able to discuss the different sectors in tourism]

1.4.1. The Accommodation Sector

Accommodation offers overnight stay for tourists on a commercial basis.
Accommodation assumes tourists stay for more than twenty four hours at a facility.
These facilities offer excellent services for tourists as they are a home-away-from home.
They are also considered based on location, convenience and efficiency.
They must offer excellent or state-of-the-art services.
They include:

- Hotels
- Lodges
- Chalets
- Motels
- Apartments
- Dormitories and hostels for extreme sport like Bungee Jumping
- B & Bs and
- Caravan Park, among others.

1.4.2. The Hospitality Sector

Hospitality in South African includes food/hotel and accommodation.
In other countries such as the USA the team is used for being courteous and offering generous services to a customer.

This sector offers shelter and food, conferences, meetings, travel eating/dining out and entertainment services.
The hospitality sector in the South African context includes places that offer food and shelter on a commercial or non-profit basis.
The following places qualify as hospitality service rendering:

- Fast Food Restaurants (FFR)
- B&Bs
- Lodges
- University Cafeterias
- Hospitals
- Prisons, and
- Boot camps

1.4.3. The Transport Sector

Transport in tourism, as in other industries, facilitates the movement of tourism offerings and products.
Tourists also use transport to move with ease, maximum comfort and convenience to and from their destinations.
The transport network system is an integral part of every successful tourism business.
The sector includes the following:

- **Road Transport**
  - Minibus and Metered Taxis,
  - Hired Cars,
  - Luxury Coaches and Buses.

- **Air Transport**
  - Chartered planes,
  - Private jets and Commercial Airlines
  - Hot Air Balloons,
  - Helicopters Leisure and Game Rides.

- **Rail Transport**
  - Luxury Trains (Blue Train, Shosholoza Myle, and the Drakensburger).
  - Monorail and Trams in other countries (South Africa use to have tram systems in Johannesburg).

- **Inland Transport**
  - Canoes and Rafts.
  - Yachts.
  - Jet-Skies, and
  - Motor-Propelled Boats.

- **Water Transport**
  - Luxury Ocean Liners
  - Cruise ships,
  - Charter Sail boats, and
  - Private boats.

1.4.4. The Attraction Sector

Attractions may be events, sites, man-made structures such as the Nelson Mandela Bridge in Johannesburg, the Eiffel Tower in Paris, and the Big-Ben Tower in London.
There are also recreational and nature or the environmentally-based attractions.
Some destinations offer both in one.
Some of the attractions in South Africa include the following:

- **Robben Island** in Cape Town which is used as a venue for Wedding Ceremonies, and educational tourism.
- **The Kruger National Park** in the Mpumalanga and Limpopo Provinces which offers Eco-Tourism and accommodation facilities.

Other attractions in this category include:

- **MAROPENG-the Cradle of Mankind-Northwest Province**
- The St. Lucia Wetlands World Heritage Park.
- Robben Island/Panorama Cable Car-Western Cape.
- The Breathing Stone at Mphephu Resort-Limpopo
- The Hector Peterson Memorial-SOWETO, Gauteng Province
- The Voortrekker Monument in Pretoria-Gauteng Province.
- USHAKA Marine in Durban-Kwa-Zulu Natal.

1.4.5. Classification of Attraction Sites

[Learners must be aware that these Sites are classified according to the following aspects]
Natural phenomenon-Gods Window and the Three Rondavels in Mpumalanga.
Man-Made-the Nelson Mandela Bridge and the Voortrekker Monument in Gauteng.
Recreational-the Boskop Nature Reserve and the Hartebeespoort Dame Water Sports in the Northwest Province.
Events-the Two Oceans Marathon in the Western Cape Province.
Local, national and internationally declared Heritage Sites: the Dome (a meteorite site) in the Northwest Province.

1.4.6 Characteristics Of Attractions Include:

Unspoiled/Pristine
Unpolluted/Uncontaminated
Accessible
Well Known
Reputable

1.5. THE TRAVEL SECTOR

The travel sector comprises a number of sub sectors that offer services such as information, travel arrangement packages, conferencing facilities and venues among others.
It also has many intermediaries [these will be discussed in a different section].

- **Tour Operators are responsible for the following:**
  - Organising holiday packages for tourists including transport, meals, accommodation and entertainment.
  - Act as intermediary between an actual or potential tourist and the principals such as major airline (SAA, Lufthansa, and Air Malaysia) and hotel groups.
  - They provide actual and potential tourists with Value-For-Money (VFM) packages and discounts.
  - They sell their services to Travel Agents and SMME Tour operators.
  - There are SMME tour operators who sell directly to the public and potential tourists than through the principals.
  - Thompson Travel and Seekers Travel are major operators in South Africa.

- **Travel Agencies**
  - Travel agents are the' THE MIDDLE MAN' in tourism because they offer services among principals, tour operators and consumers (tourists).
  - They are normally loyal to particular operators and principals who offer huge commissions.
  - They sell various services including visa acquisitions, travellers' cheques, and collection of payments.
  - The also offer foreign currency exchange and insurance services.
  - They also market principals by distributing brochures, paraphernalia, and merchandise.
  - Travel agents are adept at offering information on bargains and expert advice to consumers.

- **Tour Brokers**
  - Tour brokers offer direct transport services to various locations at the destinations.
  - They offer bargains to different types of tourists who enjoy excursions to farms factories, township and city markets and sporting events.
  - They offer services to attractions centres such as heritage sites, libraries, aquariums, resorts and museums.

- **Conference Organisers**
  - South Africa is a growing and an ideal conference capital of the world with the International Conference Centres in Johannesburg, Durban, Port Elizabeth and Cape Town.
  - They target these world-class facilities to attract corporate tourists and government entities.
  - They arrange lucrative packages including massage parlours, health spas, gym facilities,

local tourists' attractions and other leisure activities.

- They organise everything from transport, facilities, meals and administrative aspects of conferences or meetings.

1.6. INFORMATION SECTOR

Information sector is the life-blood of the tourism industry.
Tourism in any country cannot survive, let alone thrive, without this sector.
It provides important services to actual and potential tourists.
Its services include the following:

- Directions on places of stay
- Maps for Directions
- Costs of Touring
- Legal Information regarding intended destinations.
- Meteorological Information (Weather patterns).
- Health requirements and regulations of destination countries.

Important Role-Players in this sector include:

Tourism Boards and Authorities.
Information Kiosks.
Destination Information Centres.
Regional Services Councils.
Municipality Tourism Offices.

1.7. THE COMMERCIAL AND INDUSTRIAL SECTOR

This sector is important for the tourism industry since it provides goods and services.
It is one of the major intermediaries in the tourism and hospitality sectors.
Some of the important role-players in this sector include the following

Food Restaurants (Quick Service Restaurants)
Retailers
Arts and Crafts Shops
Curio Shops
Movie Theatres
Flee Markets and
Street Vendors.

1.7 THE WHOLESALE SECTOR

The wholesale sector is also an intermediary or 'MIDDLE MAN' in the tourism industry.
This sector provides goods and services that are normally required in large quantities.
The prices are normally discounted and bargains can be negotiated with the operators.
Some of the role-players include:

Cash and Carry Chain Stores
MASS Stores including-Deon, Game-Stores and Macro Stores
Checkers Hyper Chain Stores, and
Pick 'n Pay Chain Stores.

[Now that you have an idea of the different sectors in the tourism industry, it is your opportunity to explore other sectors that you may think of. Quickly jot down three other sectors which you think are important to the tourism industry and list the services and products they offer].

1.9 THE GRADING OF FACILITIES

The grading of facilities is important in terms of services rendered and the pricing of these services and products. Grading applies to both the facilities and the transport services especially the luxury coaches/buses and trains.

Grading ranges from a one to a five-star rating

STARS	RATING	COST
*	Tolerable	Affordable / Cheaper
* *	Mediocre Service	Slightly Cheaper
* * *	Good Service	Moderately Expensive
* * * *	Excellent	Slightly Expensive
* * * * *	Superior Quality Services	Extremely Expensive

[What kind of a hotel/bus or train would you opt for give the above ratings? Learners must be aware that the size of one's wallet largely determines the kind of service rendered].

1.10 JOB AND CAREER OPPORTUNITIES IN THE TOURISM INDUSTRY

Tourism is a thriving sector that contributes huge economic returns to the country's Gross Domestic Product as well as the Geographic Gross Product. Employment and career opportunities abound in the various sectors of this industry. Some of the careers and job opportunities include the following.

Tour Operators

Attributes : Individuals must be well-spoken, well qualified and professional
Qualification : Qualifications include certificate and diploma courses. Major role-players in this sector include Thompson Tours and Seekers Travel in South Africa. Holidays for Africa operate in the Southern African market.

Eco-Tourism

This is the fasted growing industry in South Africa and needs people in the following areas:

Eco-Tourism Management

Attributes : Well-spoken, well qualified and professional. The individual must be knowledgeable about indigenous knowledge systems, the conservation of the environment and the cultural values of the society.
Qualification : Travel & Tourism, Receptionist Skills, Public Relations, Stock Control and Eco-Tourism Venture Management.

Game-Ranging Management

Attributes : Well spoken, professional, love of nature and the environment.
Qualification : Game-ranging, Human Resources, Conservation, Communication, Bush-knowledge, marketing, administration and photography.

Game-Lodge Management

Attributes : Well spoken, professional, love of nature and the environment.
Qualification : Game-ranging, Human Resources, Marketing, Administration, Finance, Staff Training, Selection, Travel and Communication.

Travel Agents

Attributes : Presentable, good communication skills, good writing skills, computer literate, good telephone etiquette and a peoples person.

Qualifications : There are certificate and diploma course offered at different FET colleges. A Matriculation or Grade 12 Certificate is also acceptable.

Tour Brokers

Attributes : Presentable, strong business acumen, a peoples person, computer literacy, good spoken and written communication and financial management skills.

Qualifications : A Matriculation or National Senior Certificate and Certificate as well as Diploma courses are offered at Further Education and Training (FET) colleges.

The following organisations also offer opportunities either as managers, secretaries, sales agents, sales executive agents or administrators.

Professional Conference Organisers.
Destination Management Companies.
Hotel/ Motels/ Chalets.
Convention/Meeting Planners-
Incentive Travel Companies.
Call Centres

1.10.1. Government Organizations

Government departments at the local, provincial and national levels offer opportunities as Secretaries, Junior and Senior-Administrators, Assistant Directors, Deputy-Directors, Directors and Chief-Directors.

Attributes : Presentable, good spoken and written communication, attention to details, computer literacy, a driver's license and a peoples person.

Qualifications : Grade 12 Certificate, a Bachelors Degree and other higher degrees and diplomas depending on the position.

National Tourist Organizations
Destination Marketing Organisations
Tourist Information Centres
Parks Managers
Sanctuary Managers

1.10.2. Tourism Emerging Companies

Internet Cafes

- Internet Café offers career opportunities as owners or employees.
- SMMEs and franchises are available for computer enthusiasts.
- The knowledge of computers is important in this industry.
- Any aspiring Internet Café owner needs to be a people's person because interaction with people from different cultures and all walks of life is a daily occurrence.
- Being presentable is also a prerequisite in addition to having a driver's license. It may not be necessary to drive because international tourists normally visit townships, attraction sites and villages.

B&BS

- Bread and Breakfast are an important and integral part of the tourism industry.
- There are opportunities for employment and to own and operate a B&B.
- The requirement is the spirit and entrepreneurship drive. In essence, this industry requires a self-starter who is willing to succeed.
- The anticipation of the FIFA Soccer World Cup in 2010 has led to many people venturing into this industry.
- The South African government is encouraging the youth and the previously disadvantaged persons to participate in this industry.
- The ability to manage people, provide leadership, knowledge for figures are some of the requirements to succeed in this business.

Sports Bars

- This is a fast-growing business sector in the tourism industry.
- There are many franchises on offer for would-be owners.
- The ability to manage people, provide leadership, knowledge for figures are some of the requirements to succeed in this business.
- The 2010 FIFA Soccer World Cup will provide countless business opportunities for many people in this industry.

Taverns and Shebeens

- A tourist has not seen the better of South Africa without visiting a SHEBEEN in the townships.
- Shebeens are operated and managed much like any other business.
- Some Shebeens offer different African cuisines in addition to alcohol beverages.
- Shebeens are also known for relaxation and entertainment.
- The 2010 FIFA Soccer World Cup will provide countless business opportunities for many people in this industry.
- Businesses are licensed and have associations and representatives at the different city Chambers of Commerce and Municipalities.

2.1. SUSTAINABLE TOURISM-ENVIRONMENT, ECO-TOURISM AND SUSTAINABLE AND RESPONSIBLE TOURISM

2.1.1 Eco-tourism is also known as environmental or nature-based tourism. The main attractions in eco-tourism are fauna (different species of animals) and flora (various plant species or breeds).

2.1.2. Eco-tourism is primarily tourism that encourages visits to pristine or untouched/undisturbed natural environment. It is an environmentally sustainable, conservation and responsible tourism with benefits to tourism and the environment.

2.1.3. Eco-tourism and conservation are two of South Africa's most valuable, sustainable tourists' attraction.

2.1.4. Eco-tourism is a partnership among local communities, government and the private sector organisations.

Visitors or tourist in eco-tourism visit heritage sites, cultural villages where they can savour both the natural environment and the culture and traditional offerings of the various communities in the vicinity. Eco-tourism includes the following:

Eco-Tourism	Wildlife tourism, bird watching and Whale Watching
Natural Environment	Vesting indigenous forests like the Modjadji Cycad Forest and Amazon

Sustainability	Use of resources use of resources such that future generations can also enjoy them.
Conservation	Usage of natural resources sparingly or with control.
Wildlife	Visiting game parks to watch the Big Five
Extinct Species	Visiting sites that have fossils of species that were killed off or disappeared. These include the Dodo, a flightless bird from the island of Mauritius and the Quagga that belongs to the same family as the Zebra.
Endangered Species	**A**nimals that are rare like the White Lions that are only found in captivity.
Ecosystem	Grasslands, water resources, crops, medicinal plans, soil fertility (top soil), cultural aspects of the areas. The natural order of species and their interaction with the natural environment (Charles Darwin's natural selection)
Culture and Traditions	the way of life of local communities and their practices
Heritage Sites	important symbols of history and nature like monuments, museum and natural phenomenon like the Gods Window and Boukes Luck Potholes in Mpumalanga
Empowerment	Economic proceeds of tourism benefit the local community
Local Communities	Indigenous population at the and around the eco-sites.

2.1.5. Characteristics of Eco-Tourism

Unspoiled or unpolluted areas/sites
Economically viable for local communities and the environment
Fauna and flora are the main attractions such as bird aviaries, snake parks and sanctuaries
Eco-tours include game rides, nature-trails and hiking sports that provide pleasure, relaxation and learning.
Responsible, conservation and sustainable tourism is the primary focus of eco-tourism.

2.1.6. Advantages of Eco-Tourism

The following are the advantages of Eco-tourism or nature-based tourism:
Pristine and unpolluted sites and species are protected.
Organisations like ABSA Bank fund the development of parks and heritage sites.
Other private sector role-players include the South African giant diamond conglomerate De Beers which is involved in a number of conservation programmes.
Protection of natural fauna and flora through conservation programmes.
Research and development funds development and conservation programmes.
Local communities benefit from employment opportunities.
Local communities benefit from selling their arts and crafts to tourists
The development of local communities through Expanded Public Works and the Department of Agriculture and Environmental Affairs Programmes.

2.1.7. Disadvantages of Eco-Tourism

The following are the disadvantages of Eco-tourism:
Environmental degradation of unspoiled areas as natural resources is over-exploited to accommodate increasing numbers of Eco-Tourists.
Pollution of the natural environment such as water, rivers, streams and soil.
Littering and poor waste management of items such as plastics and tins.
Sewage spillage into the rivers, dams and lakes leading to water-borne diseases.
Depletion of energy resources such as forests and other non-renewable resources.

The youth attempt to imitate and mimic the foreigners' ways of life that goes against the cultural values of the tourist destinations.
Local species of birds, reptiles and small animals desert their natural habitats due to overcrowding.
Alien plant and animal species overwhelm or out-compete local or indigenous species resulting in environmental degradation and the disruption of the ecosystems.

2.1.8. Threats or Challenges to Eco-Tourism or Nature-Based Tourism

Eco-Tourists are affected by crime including hijacking, muggings, theft, kidnapping, murder and rape.
The exclusion of local communities from Eco-Tourism development that lead to conflict and collapse of the sector.
The spread of infectious diseases.
The spread of HIV and AIDS as tourists interact with sex workers (see Sex Tourism).
The destruction or spoiling of the eco-sites in the name of development and progress (economic interests).

2.1.9. Partnership in Eco-Tourism

[Learners must discuss role-players in conservation and sustainable development of the environment in partnership with local communities].

Private Sector (Business)

ABSA Bank a member of *BARCLAYS BANK* invests millions in Game-Parks development and management.
ENGEG South Africa support ecotourism and labour-intensive job creation opportunities in South Africa and the SADC region.
De Beer Diamond Company is involved in a number of environmental conservation and the National Parks Management programmes.

2.1.10. Community Projects (Initiatives)

Government Initiatives-Boskop Nature Reserve-a partnership among ABSA Bank, the Northwest Parks and Tourism Board and SMMEs from local communities.
Mkhuze Game Reserve-run by the Kwa-Zulu Natal Parks Board and the local community. A Zulu cultural village in the game reserve benefits social development in the area.
Pilanesberg National Park-run by the Northwest Parks and Tourism Board gives 10% of the gate takings to the local community.
[Learners must discuss and identify any community initiatives that they are ware of]

2.2. THE ROLE OF THE LOCAL COMMUNITY IN TOURISM

2.2.1. IN THE SOUTH AFRICAN CONTEXT AS WITH MANY OTHER COUNTRIES COMMUNITY TOURISM OCCURS AT DIFFERENT LEVELS INCLUDING:

[Learners need to discuss these contexts in groups]
Villages
Heritage Sites
Museums
Monuments
Schools
Townships & Cites

2.2.2. THE BENEFITS OF COMMUNITY TOURISM

Communities share their culture, values, heritage sites, and ways of life, ecosystems as well as the man-made resources.

The involvement of the local community promotes the sustainable tourism.

Sustainable tourisms imply the following:

The use of tourism resources in an economically viable manner;

The use of tourism in an environmentally friendly way, and

The use of tourism in a humanly sound way-(*In short, it is the use and conservation of resources so that future generations can also enjoy them).*

Community members act as ambassadors for their culture, heritage sites and other resources.

2.2.3. THE ADVANTAGES OF COMMUNITY TOURISM

[Learners must identify the positive spin-offs of Community Tourism]-

Economic empowerment-generates revenues from visiting tourists.

Psychological empowerment-community takes pride from tourists who savour, appreciates and value their culture and indigenous knowledge systems,

Social empowerment-revenues are reinvested in building:

- The road-infrastructure,
- Schools,
- Clinics and hospitals,
- Community halls,
- Tourism ventures, and
- Arts and crafts markets.

Political empowerment-the inclusion of different social formations in decision-making process such as women's' groups, the youth and the local chiefs.

Improvement of life standards-mixing and learning from other cultures and accessing amenities.

Exposure to local attractions-community members learn more about their surroundings including attractions they never knew about before.

Social cohesion-improved social relations including issues of diversity, tolerance and multiculturalism.

2.2.4. THE DISADVANTAGES OF COMMUNITY TOURISM

[Learners must identify the drawback of Community Tourism]-

Uneven economic developments as isolated communities are excluded.

Environmental degradation from the overuse of natural resources to satisfy the tourists needs and wants.

The spread of diseases and related risks such as the spread of Sever Respiratory Diseases (SARS).

Cultural and moral decay as the youth emulates foreign cultures and adopt sub-cultures such as the consumption of drugs and alcohol.

Existing economic and social structures are distorted and even destroyed.

Depletion of scarce resources upon which communities rely leading to deforestation, for example.

Unsustainable practices from the environment from the primary industry such as the construction of hotels lead to:

- Pollution of the rivers and streams from sewage spillage and illegal dumping.
- Air pollution from increase machinery and motor vehicles.
- The natural habitats of small creatures gets destroyed leading to their migration or extinction.
- Man-made resources replace the natural beauty and aesthetics, and
- Overcrowding leads to littering, vandalism and outright destruction of the environment.

2.2.5. CONSERVATION

Conservation is the responsibility of the South African National Parks.

Conservation deals with protecting natural, cultural and man-made resources.
Sustainable use of national parks, game reserves, marine life and coral reefs
Sustainable use and protection of World and National Heritage Sites
Preservation and protection of threatened plant and animal species
Protection of the beaches, bird aviaries, snake parks and zoos.
Regulating the introduction of alien plants and animals that threaten local species

Ethical environmental management is based on using renewable natural resources in making tourism products. These include:

Grasses
Reeds
Sedges
Palm leaves
Unthreatened wood species

2.2.6. BIODIVERSITY

Biodiversity includes (animal) fauna and plant (flora) species found in nature.
South Africa is one of the richest biodiversity locations in the world.
The management of biodiversity includes the conservation of ecosystem
Ecosystems include water resources, medicinal plants, grasslands and natural forests.
The Ecological Footprint-MARUPENG identifies the ecological footprint as the

2.2.7. THREATS TO EFFECTIVE MANAGEMENT OF BIODIVERSITY

Poverty due to low incomes, malnutrition and high illiteracy rates
Rural communities dependency of fuel wood resources
Deforestation due to development initiatives
Desertification due to demand for crop production
Dependency on consumer-oriented urban economy by the rural inhabitants
Diseases such as cholera outbreaks, rabies and HIV and AIDS in rural areas
Trade agreement policies that favour developed nations
Global warming to which South Africa is also a major contributor
The mining, steel mills and electricity power generators that emit sulphur dioxide

2.2.8. THREATS TO THE CONSERVATION

A number of threats include the following:

- ✓ Illegal Dumping and Dumpsites
- ✓ Environmental Degradation
- ✓ Pollution-Air, Water and Soil
- ✓ Crime-petty, serious and violent against tourists
- ✓ Sewage Spillages into the rivers and streams
- ✓ Poor Waste Management Practices
- ✓ Agricultural Chemicals and Fertilizers (highly mechanised and mono-cropping)
- ✓ Diseases including Rabies, Cholera, SARS, HIV and AIDS
- ✓ Deforestation
- ✓ Forest Fires

[Learners can identify other threats to the industry from their own areas]

2.2.9. THREATS TO SUSTAINABLE ENVIRONMENTAL MANAGEMENT (INCLUDING BIODIVERSITY AND CONSERVATION).

Human activities' including the burning of fossil fuels at a faster rate threatens sustainable management of environmental resources.
Some species of plants and animals might be extinct before the forthcoming FIFA 2010 World Cup.
South Africa consumes most of the continents electricity.
The country also generates most of the per capita waste on the continent.
The rate at which non-renewable resources are consumed in South Africa threatens not only, our environment but also that of our neighbouring states.
South Africans have a larger ecological footprint than is allowed by the earth.

2.2.9.1. Ecological Footprint

[How large is your ecological footprint? Are you able to manage it?]

An ecological footprint is the amount of biologically productive land and water resources that you need to live your life. It includes food, fibre, biomass, land and non-renewable energy resources that you need to live. The World Wildlife Fund's Living Planet report estimates that the earth can only support 1.8 hectors per person. An average South African's ecological footprint is 2.8 hectors.

Ways to Reduce Your Ecological Footprint may include the following:
Using energy saving bulbs in your house.
Joining lift-clubs instead of driving alone in your car.
Walking to nearby places instead of driving.•
Using biomass instead of fossil fuels.
Generating wind electricity instead of coal-burning power plants.
Using bio-diesel fuels instead of petroleum-based fuels.
[Learners can debate these issues in groups to generate their own lists]

Renewable and non-renewable resources are tabulated below. [Learners must thinks of more examples and discuss them in groups]

Renewable Resources	Non-Renewable Resources
✓ Grasslands	✓ Petrol/gasoline
✓ Forests (Wood)	✓ Coal
✓ Solar Power (Power from the sun)	✓ Iron

2.2.9.2. Biomass (Renewable energy sources)

Biomass which is energy that is stored in living things even after they die (trees).
Humans have used biomass (firewood) since they knew how to make fire.
Biomass is burned to release energy (think of fires you and friends make in winter when it's cold outside).
The amount of carbon dioxide released is the same as that taken by the plant from the atmosphere when it was growing.
Bioenergy released by burning wood is environmentally user-friendly.

2.2.9.3. Fossils (Non-renewable energy sources)

Fossils are the remains of ancient (energy stored in) dead plants and animals.
It takes millions of years for fossils to form.
Fossil fuels (energy) such as oil and coal are non-renewable.
Most of them are harmful to the environment.
Coal emits sulphur dioxide which causes acid rain.

Petroleum-based products emit smog (carbon monoxide and excessive carbon dioxide)
The ozone layer is depleted (destroyed) by these emissions. The ozone layer protects human from the cancer-causing ultra-violet sun rays.
[The next time you use electricity unsparingly, think of the OZONE LAYER AND YOUR SKIN!]

2.3. GLOBAL WARMING

Global warming is apparent due to:
The melting of the polar icecaps [Polar Regions are at the Arctic and the Antarctic Oceans].
Warmer temperatures
Violent storms including hurricanes, tornadoes and tropical cyclones.
Frequent draughts.
Expansion of deserts, and
Rising oceans levels.

NB: The "Little Ice Age" lasted between the 14th and 18th century and from then on the human activities have accelerated global warming. Naturally the earth should be only 30° to 40° degrees Centigrade due to the greenhouse gases such as carbon dioxide, methane, ozone and water vapour.
.
Environmental degradation due to the burning of fossil fuels leads to further global warming by sending excessive amounts of:
Carbon dioxide
Lead and
Sulphur dioxide into the atmosphere.

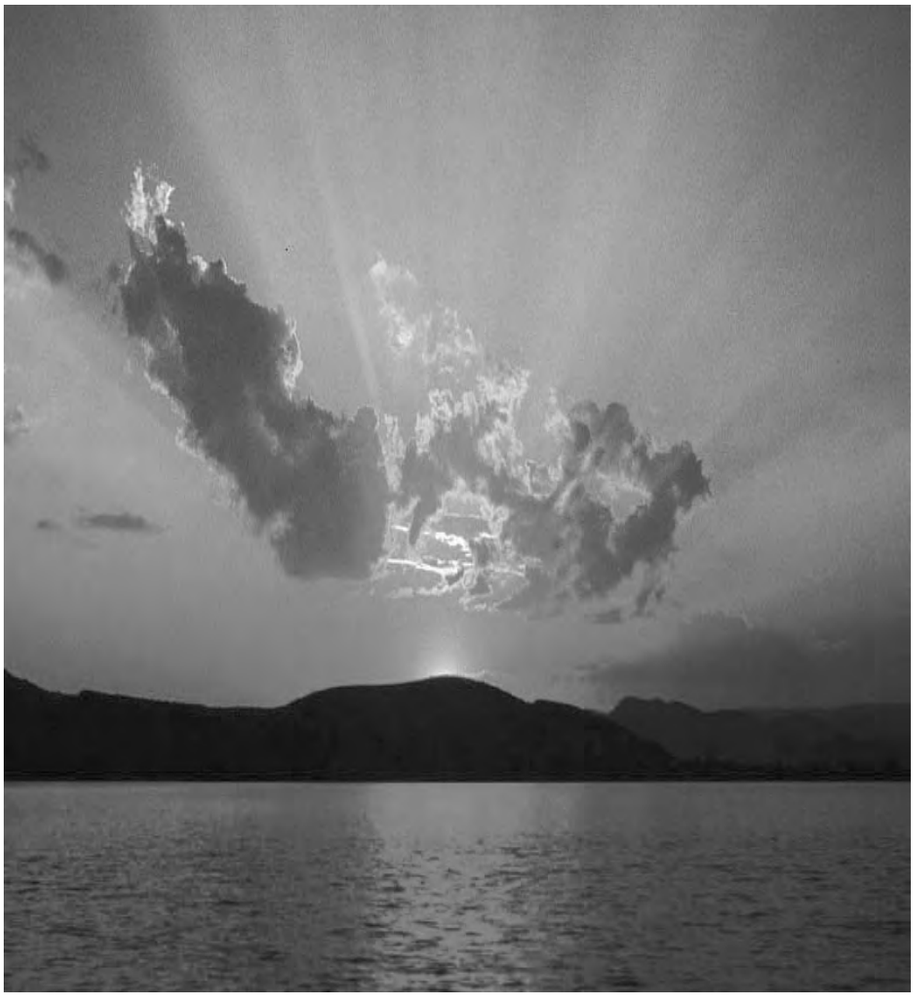
Human Activities Result in an Imbalance in the Ecosystem

Human activities including Space Flights and commercial airlines; agricultural production and industrial manufacturing result in the following:
- Acid Rain
- Carbon Dioxide Emissions
- Sulphur Dioxide
- Lead and
- Methane gases

Excessive emissions result in:
- Animals abandoning their natural habitats
- Animals dying from poisonous chemicals,
- Drinking water becomes polluted, and
- Animals becoming extinct

[Temperatures below indicate that the globe is warming up at a faster rate. What do you think is the current level of global warming?]

Global warming temperatures according to the NASA, Goddard Institute of Space Studies, "Global Temperature Anomalies in .01, base period from 1951-1980" (January-December) Worldwatch Publication: Vital Signs list temperatures as follows



Year	Annual Mean Degrees Celsius
1875	13.83
1880	13.89
1885	13.77
1890	13.78
1895	13.68
1900	13.95
1910	13.75
1915	13.79
1920	14.06
1925	13.85
1930	13.97
1935	13.92
1940	14.14
1945	13.99
1950	13.83
1955	13.91
1960	13.98
1965	13.85
1970	14.04
1975	13.98
1980	14.27
1985	14.13
1990	14.49
1995	14.47
2000	14.41
2005	????

WITH GLOBAL WARMING BEAUTIFUL SUNRISES LIKE MAY BE A THING OF THE PAST

The consequences are far reaching and may lead to further extinctions and the endangering of species.

2.4. EXTINCT AND ENDANGERED SPECIES

Some of the species are extinct due to natural causes as well as careless human activities. Recent extinctions include:

2.4.1 THE DODO

The DODO a flightless bird from the island of Mauritius.
Dodos (meaning stupid, lazy) were named by explorers because the bird was tame and friendly to humans.
Settlers introduced dogs and pigs to the island which ate (devoured) the bird's eggs and chicks.
In the 1600s the bird was hunted and killed to extinction.
Dodo remnants are only found in museums and there is none alive today.

2.4.2. THE QUAGGA

A Zebra-like horse that used t roam the hinterlands of the present Free State province and the Greater Karoo.
Settlers hunted the Quagga to extinction because of its beautiful hide (skin).
They also wanted to make room for their cattle and sheep.
The last living Quagga died at the Amsterdam museum in 1883.
There are attempts to resurrect the Quagga by selective breeding of the Burchelle's Zebras.
There is no known living Quagga today.

2.4.3. THE BLACK RHINOS (THE JUNGLE FIRE-FIGHETER)

Rhinos are lauded a fire-extinguishers of the jungle [you are safe from fires with the RHINOS!]
About 70,000 Black Rhinos roamed the vast African hinterlands in the 1970s.
By the 1990s there were only 2,000 living Rhinos in Africa.
Rhinos were hunted for their horns which are believed to be a potent AFRODISIAC.
The Chinese are famed for believing in and buying the horns to make this love portion.
The horns are also believed to posses mystic muti powers.
Poachers hunted the Rhinos almost to extinction. Their carcasses were left for scavengers like hyenas and vultures.
Their numbers have increased to more than 4,000 thanks to the vigorous conservation campaigns.

2.4.4. OTHER RECENT EXTINCTIONS

The Woolly Mammoth (Cousins of present elephants)
The Bluebuck in South Africa
The Antelope
[Can you think of any recent extinction?]

2.4.5. ENDANGERED SPECIES

Endangered species are those that can disappear from the earth any time soon. [Just imagine your family going to the Pretoria or Free State Zoos only to be told there are no more lions!]. Endangered species include:
The African Wield Dog
The White Lion
The Cheetah ***(THE FASTED ANIMAL IN THE WORLD!!!)***
Wattle Cranes in South Africa
Pandas in China

2.4.5. EARLY MASS EXTINCTIONS MOSTLY BY NATURAL DISASTERS

Time Frame	Scientific Era	Probable Causes	Creature Affected
65-million years ago	End Cretaceous	Asteroid Impact	Dinosaurs Ammonites
210-million years ago	Late Triassic	Asteroid Impact	Mammal-like reptiles Gymnosperms
250-million years ago	End Permian	Climatic Change	Foraminifera (simple jelly-like sea creatures) Glossopteris (Ancient Ferns)
360-million years ago	Late Devonian	Asteroid Impact	Marine invertebrates
440-million years ago	End Ordovician	Climatic Change	Marine invertebrates

2.5. HERITAGE AND WORLD HERITAGE SITES IN SOUTH AFRICA

Heritage and World Heritage Sites in South Africa and around the World have the following characteristics:

[Learners need to examine the characteristics of heritage sites]
Significant cultural value
Scientific value
Environmental value
Geographical importance, and
Economic or commercial value

2.5.1. The Cradle of Humankind at Maropeng (Returning to the Place of Origin) is located in the Gauteng Province.

[Learner will gain significant knowledge on from the following historical note]

The Cradle of Humankind was declared a World Heritage Site in 1999 because of the area's exceptional contribution to our understanding of humankind's history and development, over more than 3-million years. All together, there are 15 major fossils sites in the Cradle of Humankind, of which the Sterkfontein Caves is the most famous. The fossilised remains of "Mrs Ples" and "Little Foot" were both discovered here, as well as hundreds more fossils of hominid, which are human ancestors, as well as those of plants and animals. Maropeng where the Cradle of Humankind is located is a popular tourist site though most South Africans do not even know where they are located!

2.5.2. NATURAL HERITAGE SITES

South African properties inscribed on the World Heritage List. It is important to note that the World Heritage Sites recognise and protect areas of outstanding natural, historical and cultural value. South African surpasses many countries in this regard.

2.5.2.1. Cultural

Fossil Hominid Sites of Sterkfontein, Swartkrans, Kromdraai, and Envirous (1999)
Mapungubwe Culural Landscape (2003)
Richtersveld Cultural and Botanical Landscape (2007)

Robin Island (1999)

2.5.2.2 Natural

Cape Floral Region Protected areas (2004)
Great SSt Lucia Wetland Park (1999)
Vredefort Dome (2005)

2.5.2.3 Mixed

uKhahlamba / Drakensberg Park (2000)

2.5.2.4 Properties submitted on the Tentative List

Modderpoort Sacred Sites (1998)
Pleistocene occuptations sites of Klasies River, Border Cave, Wonderwerk Cave and comparable sites relating to the emerge of modern humans (1998)
Pilgrim's Rest Reduction Works Industrial Heritage Site (2004)
Kimberley Mines and Associated Early Industries (2004)
The Xam Khomani Heartland (2004)
Tswaing Meteorite Crater (2004)
Alexandra Coastal Dunefield (2004)
The Cape Winelands Culural Landscape (2004)
The Prince Edward Islands (2004)

3. TOURISM INFRASTRUCTURE

The tourism industry, like many others, is dependent not only on the natural environment but also on other infrastructure.
Many private companies, hotel group companies and international airlines are investing in their infrastructure in order to benefit for the FIFA 2010 World Cup in SA.
The number of tourist is expected to increase from ± 6 million to ± 10 million in 2010.
Categories of important infrastructure for the tourism industry include the following:

3.1. ACCESS TO DESTINATIONS

Gravel and tarred roads networks
Railway links and networks
Bridges and passes
Waterways
Parking areas Distance and Location Maps
Public Transport networks
Airports and air transport

3.2. ACCOMMODATION FACILITIES

Camp Grounds
Chalets
Caravan Park
Motels
Hotel
B&Bs
Guest Houses

3.3. SPORTING AND LEISURE FACILITIES

Fast Food Restaurants/Quick Service Restaurants
Shopping Malls
Flee and Informal Trading Market Places
Game Parks
Theme Parks
Amusement
Dams and rivers
Lakes

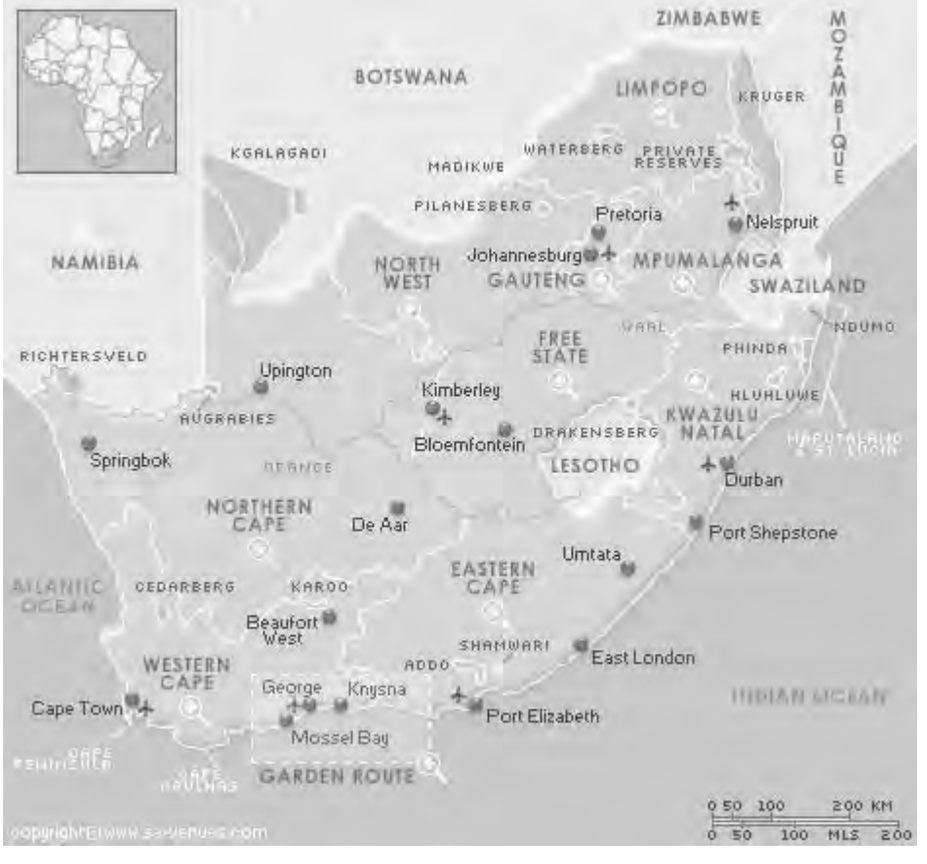
3.4. OTHER AMENITIES

Public phones-fixed & mobile
Public Toilets (Ablution Facilities)
Information Destination Kiosks and Centres
Service Stations
First Aid Kiosks & Mobile Clinics

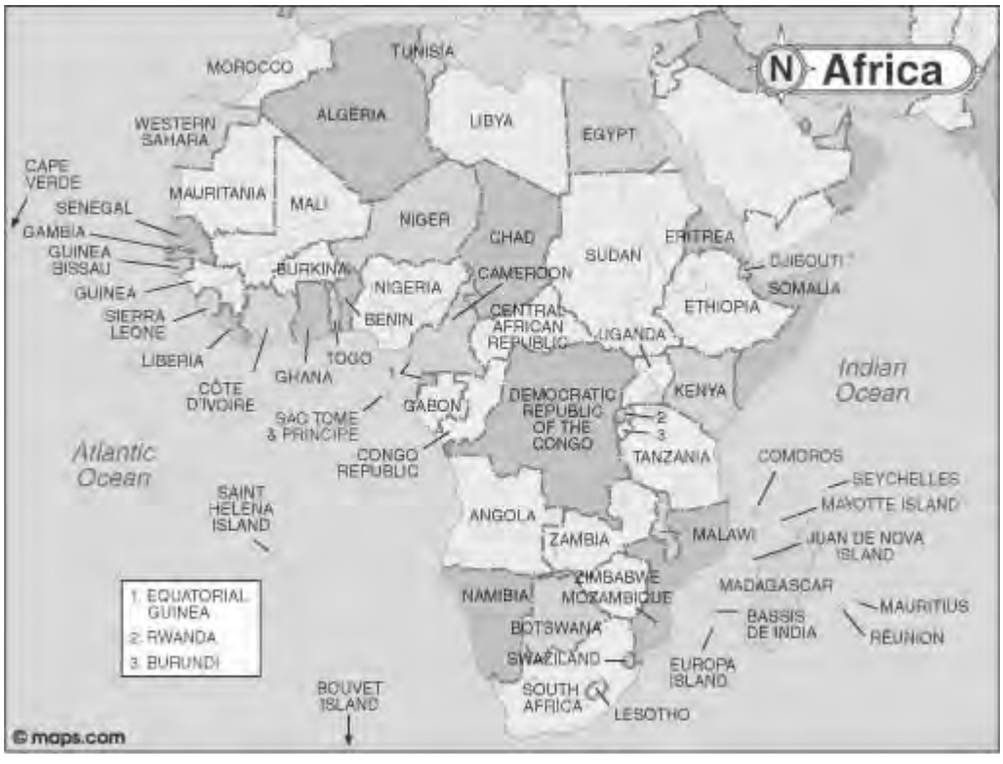
4. MAP SKILLS

[Learners must be able to identify and differentiate between the Africa and South Africa maps].

There are nine provinces in the Republic of South African.
There are also major cities in each of the nine provinces.
[Learner must also be able to identify and know major cities in all provinces]

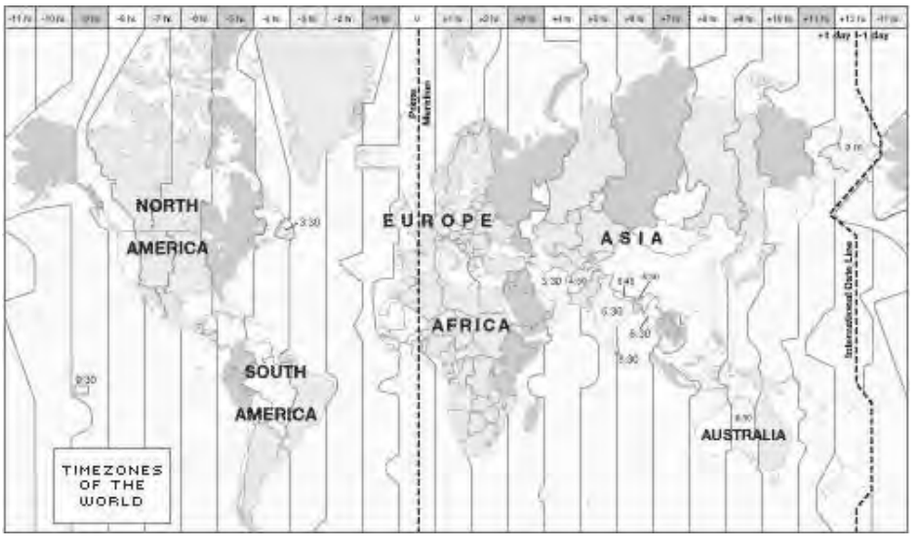


Can you identify the Republic of South Africa from this map?



4.1 **TIME ZONES AND TOURISM**

[Learners must be able to identify the time zones of the world in relation to their country]
South Africa shares times zones with a number of countries both on the African continent and in Europe.
Time zones are also important for overseas tourist (international inbound-coming to South Africa).
Planning becomes easier for any kind of tourist because time differences can mean a lot for business executives and government officials.
Flying across many time zones leads to fatigue sometimes referred to as BEING JET-LEGGED.
Two tourists, one traveling from Japan and another from the United States of America, would need to plan their time carefully if they need to be in SA at the same time.



4.2. THE IMPORTANT OF OCEANS FOR WATER TRANSPORT

The following are the oceans and seas of the world which are important to tourist. [Learners must be able to identify the oceans of the world]

South Africa is flanked by the Indian Ocean to the East and the Atlantic Ocean to the West.
The Indian Ocean boasts the warm current.
The Atlantic Ocean has the cold current.
International tourists use Cruise Liners to tour the world.
This is a lucrative market for some port cities of South Africa such as Cape Town, Port Elizabeth and Durban.
The following are some of the oceans and seas that are important for water transportation of tourists.

	Area		*Average depth*		*Greatest known depth*		*Place of greatest known depth*
Name	*sq. mi.*	*sq. km*	*ft.*	*m*	*ft.*	*m*	
Pacific Ocean	*60,060,700*	*155,557,000*	*13,215*	*4,028*	*36,198*	*11,033*	*Mariana Trench*
Atlantic Ocean	*29,637,900*	*76,762,000*	*12,880*	*3,926*	*30,246*	*9,219*	*Puerto Rico Trench*
Indian Ocean	*26,469,500*	*68,556,000*	*13,002*	*3,963*	*24,460*	*7,455*	*Sunda Trench*
Southern Ocean[1]	*7,848,300*	*20,327,000*	*13,100–16,400*	*4,000–5,000*	*23,736*	*7,235*	*South Sandwich Trench*
Arctic Ocean	*5,427,000*	*14,056,000*	*3,953*	*1,205*	*18,456*	*5,625*	*77°45'N; 175°W*
Mediterranean Sea[2]	*1,144,800*	*2,965,800*	*4,688*	*1,429*	*15,197*	*4,632*	*Off Cape Matapan, Greece*
Caribbean Sea	*1,049,500*	*2,718,200*	*8,685*	*2,647*	*22,788*	*6,946*	*Off Cayman Islands*
South China Sea	*895,400*	*2,319,000*	*5,419*	*1,652*	*16,456*	*5,016*	*West of Luzon*
Okhotsk Sea	*613,800*	*1,589,700*	*2,749*	*838*	*12,001*	*3,658*	*146°10'E; 46°50'N*
East China Sea	*482,300*	*1,249,200*	*617*	*188*	*9,126*	*2,782*	*25°16'N; 125°E*
Japan Sea	*389,100*	*1,007,800*	*4,429*	*1,350*	*12,276*	*3,742*	*Central Basin*
Red Sea	*169,100*	*438,000*	*1,611*	*491*	*7,254*	*2,211*	*Off Port Sudan*
Baltic Sea	*163,000*	*422,200*	*180*	*55*	*1,380*	*421*	*Off Gotland*

5. TOURISM MAREKTING

5.1. Tourism Marketing-is a process of creating/developing tourism offerings and products and exchanging them with other traders and customers on a commercial basis.

5.2. Tourism Marketing includes these processes:
[Learners need to mention any additional aspects of this process]
Offering/Product Planning
Offering/Product Development
Offering/Product Pricing
Offering/Product Promotion
Offering/Product Advertising

Offering/Product Merchandising

5.3. Characteristics of Tourism Offering/Products include:

Intangibility-marketers sell enjoyment, thrill, relaxation that cannot be touched, smelled and felt.

Inseparability-marketers sell a cab ride from the airport to the hotel (the offering is sold whilst being consumed simultaneously).

Variability-the ride from the airport may not be as comfortable an hour later.

Perishability-an empty city from the hotel to the airport cannot be resold so is an empty hotel room.

Ownership-a taxi, a bus and a hotel room does not change ownership. All that a tourist takes home is memories and the nostalgia.

Loyalty-despite Kulula, Virgin and One-Time Airlines being cheaper, SAA still has a larger market share, why?

[Learners may want to discuss characteristics regarding-***seasonality, high costs and the location of a destination***].

5.4 Tourism Marketing also includes the following aspects:

- Promotion
- Tourism Advertising
- Tourism Merchandising
- Tourism Market Analysis

5.6 Marketing a Tourism Offerings/Products

[Marketers in tourism focus their attention on acquiring tourists' money and time through segmentation, targeting and position of offerings/products]

Segmentation-dividing the market according to tourists' needs their tastes, wants and basically the size of a tourist's purse.

Tourism Market Segmentation	Examples of Segmentation
Geographic Aspects	✓ Marketers segment according to location (cities, towns, provinces/states countries or regions). ✓ Climatic or weather conditions like Greenland, the Poles.
Demographic Aspects	✓ Marketers segment by age, gender, social classic, income and education. ▪ For example-upper class tourists have more money (disposable income) to spend on holidays.
Behavioural Aspects	✓ Marketers focus on loyalty, status, benefits and purchasing occasions. ▪ Example-Avis offers 'FREE KILOMETERS' on hired cars!
Geodemographic Aspects	✓ A combination of both geographic and demographic aspects.

Targeting-involves choosing the attractiveness (what tourists seem to like most) and focusing energies on that market or customers.

TOURISM MARKET TARGETING	*EXAMPLES OF TARGETING*
Specialized/Customised Markets	✓ Hyatt Park Hotel in Johannesburg specialises in Corporate Conferencing. ✓ A formula 1 Hotel group caters for Shoe-String-On-The-Move-Guests.
Niche/Customer Focused Markets	✓ Sun-International Hotels in Sun City caters for sports enthusiasts. ✓ Birchwood Executive Hotel hosts Specialised Music Concerts.
Differentiated Markets	✓ The Protea Hotel group targets couples or families who desire holidays.
Undifferentiated Markets	✓ Museums target all typologies of tourists-schools, researchers etc ✓ Heritage Sites attract all kinds of tourists.

Positioning-involves comparing an organisation's offerings with those of competitors [Learners can think of other examples of offering positioning]

Offering/Product Positioning	**Examples of Positioning**
Offering Special Features	✓ Kulula the no frills airline is best on prices. ✓ Debonairness Pizza (QSR) delivers on time or you get FREE PIZZA!
Category of Users	✓ McDonald's QSR position itself on meeting KIDDIES' tastes. ✓ The Holiday Inn hotel group positions itself best in conference hosting.
Anticipated Benefits	✓ MAROPENG in the North West Province prides itself on the Cradle of Humankind education. ✓ Robben Island positions itself best on the political history of SA and the pride of honeymooners.
Existing Competition/Competitors	✓ Limpopo promotes it destinations based on cultural heritage. ✓ Mpumalanga promotes natural World Heritage Sites. ✓ Durban boasts beautiful around the year weather to attract tourists.

4.3. THE SOUTHERN AFRICAN DEVELOPMENT COMMUNITY (SADC)

The Southern African Development Community (SADC) is a regional block of African countries that cooperate on a number of issues including:

Tourism Initiatives
Environmental Management
Conservation Initiatives
Sustainable Development, and
Trade and Commerce.

4.3.1. SADC COUNTRIES AND THEIR CAPITAL CITIES

The SADC countries and their capitals are listed in the table below

COUNTRY	CAPITAL CITY
Angola	Luanda
Botswana	Gaborne
Namibia	Windhoek
Zambia	Lusaka
Zimbabwe	Harare
Mozambique	Maputo
Democratic Repulic of Congo	Kingsasha
Lesotho	Maseru
Mauritius	Antananarivo
Malawi	Lilongwe
Swaziland	Mbabane
Seychelles	
Tanzania	Kampala

A map of the SADC countries indicates countries.
[Learners must be able to identify the capital cities and the major languages spoken in these countries].

4.3.2. THE REPUBLIC OF SOUTH AFRICA'S SUPPORTING ROLE TO THE SADC

ENGEN South Africa a Petroleum company supports the Operation Africa Initiative of combining Eco-Tourism and job creation.

Private companies in South Africa and non-governmental sector have taken the initiatives to support regional tourism and environmental conservation.

Government entities including provinces and municipalities have embarked on improving regional conservation.

South Africa has been involved and working closely with the African countries on the New Partnership for Africa's Development (NEPAD) Tourism Plan which aims to maximise the effective use of Africa's natural resources to alleviate poverty.

4.3.2.1. EXAMPLES OF SA'S SUPPORTING ROLES TO THE SADC

The South African International Union of Conservation of Nature works with the SADC regional office in addressing species conservation, sustainable development and conservation of traditional people's lifestyle.

A tri-national government programme, the Lubombo Spatial Development Initiative (SDI) is intended to increase access to remote areas of Swaziland, Mozambique and South Africa to tourists.

The Open Africa Initiative an organization based in South Africa encourages conservation, sustainable development and responsible Eco-tourism in Southern African.

Open Africa Initiative has the following precepts:

- Tourism based on conservation of the environment.
- Job creation that caters for marginalised communities in every country.
- Acts as a forum for scientists, academics, environmentalist, community structures and the Eco-tourism industry to exchange views, knowledge and share expertise.
- First-world exploitation of developing world's resources must make way for a balanced approach and harmony between man and nature.
- Since Africa is the birth place for humankind, she must lead the way on dispelling the myth of humans' so-called Mastery of the Earth.

4.4. TOURISM ARRIVAL STATISTICS IN REPUBLIC OF SOUTH AFRICA

South Africa is a popular tourist destination for different tourists from the European Union, the North and South America, the Far East (Japan and China), SADC countries and some Arab League countries.

These tourists come to South Africa for different reasons including business, leisure, sporting activities, health and education.

Information for this section will be presented in tables outlining international tourists' arrivals, length of stay in the country, capital injection (expenditure) and agencies that facilitate these visits.

4.4.1. INTERNATIONAL TOURISTS ARRIVALS (IN 1000) IN SADC

The Gauteng Province is mostly frequented by tourists from Lesotho, Swaziland, Botswana, Zimbabwe, and Mozambique.

Most of these tourists visit South African for business, shopping, Visiting Friends and Relatives (VFR), education, religious meetings, and savouring various attractions and Heritage Sites.

These tourists spend a lot of money on shopping, leisure activities, hotels, QSR and other tourist offerings.

The following map outlines visits to the province for the years 2004-2006

Country	2004	2005	2006	Difference	Variability %
Lesotho	1,045,288	1,196,054	440,054	807,943	95.1
Swaziland	623,678	642,262	731,156	107,853	13.4
Botswana	574,443	586,298	546,660	243,593	44.2
Zimbabwe	379,524	557,928	723,060	418,151	117.5
Mozambique	264,808	407,351	666,141	596,462	N/A
TOTAL	**2,887,741**	**3,389,893**	**4,074,136**		

The Gauteng Province is one of the top four provinces with the highest number of tourist arrivals.

	Q1 - Q3 2005				Q1-Q3 2006		
	Q1	**Q2**	**Q3**	**Q4**	**Q1**	**Q2**	**Q3**
SA	1,795,989	1,616,027	1,878,050	2,078,676	2,017,090	1,945,693	2,092,943
Gauteng	**862,075**	**785,389**	**976,586**	**986,634**	**948,032**	**914,476**	**1,004,613**
% Share	48.0	48.6	52.0	47.5	47.0	47.0	48.0

The percentage share of the market for the Gauteng Province is quite high averaging above 40% of the market share.

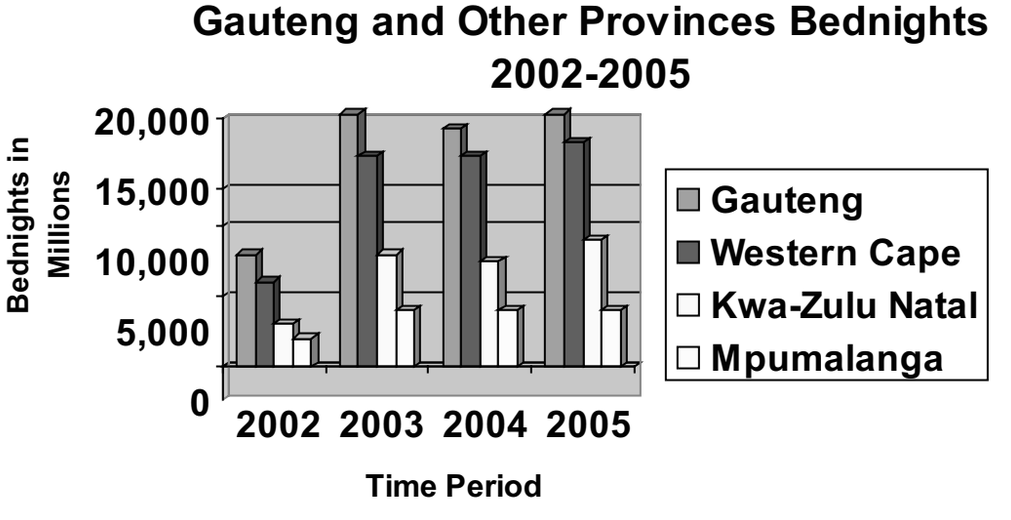
Average stay per night ranges between 8 and 9 nights for international tourists
Domestic tourists spend an average of 4 nights in the Gauteng Province.

Arrivals to South Africa by World Regions

Tourists arrivals to South Africa between 2002-2005

Regions	2002	2003	2004	2005
Africa & Middle East	69.8%	68.9%	70.0%	73.4%
Europe	3.8%	4.0%	3.9%	4.4%
Asia & The Pacific	4.1%	4.1%	4.1%	3.7%
The Americas	19.5%	20.3%	19.3%	17.8%
Unaccounted for Arrivals	2.6%	2.7%	2.7%	2.3%
Total SA Arrivals	**6,429,583**	**6,504,890**	**6,679,548**	**7,368,742**

The highest numbers of tourists to destinations in South Africa come from the Americas
African and the Middle East account for the second largest share of arrivals in the country.
Africa accounted for the highest inter-regional travel by global standards contributing about 71% of tourists to
South Africa. It is by far the largest market for South Africa.
Arrivals from Europe parallel those from Asia and the Pacific regions/ream with an average of 4%
These arrivals inject billions of Rands in TFDS revenues.



[Learners must consider the reasons why the Gauteng Province has a larger share of bednights than other provinces]

Hints:
The O. R. Tambo International Airport is the Gateway to the country since every tourist must virtually touch down at this airport.
Johannesburg is the business hub of the Republic of South Africa.
There are many attractions and Heritage Sites for tourists to enjoy.
[Can you think of any other points?]

International Tourists Arrivals (in 1000) in SADC and Africa

SADC	2002	2001	2002	2003	%Change 2003/2004
Angola	**45**	**67**	**80**	**95**	**18.8**
Botswana	863	1050	1256	1300	3.5
D.R.C	55	110	135	140	3.7
Lesotho	**231**	**258**	**262**	**269**	**2.7**
Malawi	**228**	**206**	**216**	**220**	**4.8**
Mauritius	**656**	**660**	**670**	**678**	**1.2**
Mozambique	55	50	55	60	9.1
Namibia	**520**	**861**	**977**	**1109**	**3.5**
Seychelles	**130**	**129**	**130**	**131**	**0.1**
South Africa	**6001**	**5908**	**6200**	**6500**	**4.8**
Swaziland	**341**	**295**	**298**	**300**	**0.1**
Tanzania	**603**	**501**	**546**	**595**	**9.0**
Zambia	**574**	**516**	**583**	**569**	**13.0**
Zimbabwe	**1868**	**1400**	**1400**	**1500**	**7.1**
Southern Africa	12,17	12,011	12,808	13,556	5.9
Africa	27,200	28,400	29,500	30,800	4.4
World	697,000	693,000	703,000	694,000	1.2

4.5. FOREIGN EXCHANGE IN THE TOURISM INDUSTRY

4.5.1. THE CONCEPT FOREIGN EXCHANGE RATE

[Learners must discuss different currencies, their fluctuations and impact on the Rand]

Foreign exchanges exchange commonly known as FOREX is the conversion of one currency's denominator to another's denominator, for example, SA-Rands to British-Pounds/Sterling.
Banks or Travel Agencies offers these services to both inbound and outgoing tourists.
Travels Agencies facilitate this though other Travel Agencies or independently.
If a South African desires a holiday outside the country they need to have that country's currency. The following are common foreign currencies:

The United States Currency is the Dollar. The Dollar is normally used as a currency against which to compare the value of other currencies.
A tourist needs to have Dollars in order to tour the USA with ease.
Upon returning to the country of origin a tourist will change the remaining Dollars to the local currency.

The United Kingdom countries including Wales, Scotland, England and Northern Ireland use the Sterling or British Pound.
Tourists need Pounds to tour these countries.
The Pound is by far the most expensive to buy with the South African Rand.

The Japanese Yen is the strongest currency in the Far East. Tourists who visit Japan need to have the Japanese Yen to be able to tourism offerings and products.

The European Union use the Euro which is the also quickly gaining strength against the South African Rand.
A tourist can buy the currency in hard-cash or as the travellers' cheques in order to consume the tourism offerings and products in Europe.

Exchange rates South African Rand Vis-à-vis the US Dollar and British Pound (1980-2004) [Learners need to be able to compare these currencies and their fluctuations as of July in 2007-Hint: Cheque the display at Standard Bank and Rennies Thompson's Travel at your local Shopping Mall]

Year	R1=US$	R1=£
1980	$1.3	£1.8
1984	$1.4	£1.9
1988	$2.3	£4.0
1992	$2.75	£5.3
1996	$4.3	£6.8
2000	$6.8	£10.3
2004	$6.1	£11.2

4.5.2 HOW DOES FOREIGN EXCHANGE CONTRIBUTE TO THE SOUTH AFRICAN ECONOMY

Strong currencies like those of North America and Europe increases the demand for holidays in South African as a result our economy grows.
The demand for holidays fuels development of other sectors such as construction, manufacturing, agricultural products and SMMEs.
Couple with interest rates and inflation, the exchange rates may increase tourists' arrivals and bednights (staying over) at various Accommodation Sectors.
Employment opportunities in both the primary (construction) and accommodation and hospitality (secondary) sectors accelerate economic growth.

[Learners need to give their opinions about the Direct Foreign Exchange contribution when South Africa hosts the **2010 FIFA Soccer World Cup]**

The following tables illustrate nationally and per Province.

Total Foreign Direct Spend in South Africa (Q1-Q3) in 2006

Statistics for the Republic of South Africa 2006

Quarter 1	Average Spend R6.692.00 per foreign tourist	R 12.7 billion
Quarter 2	Average Spend R5.530.00 per foreign tourist	R 10.1 billion
Quarter 3	Average Spend R5.345.00 per foreign tourist	R 10.6 billion
Total		**R33.4 billion**

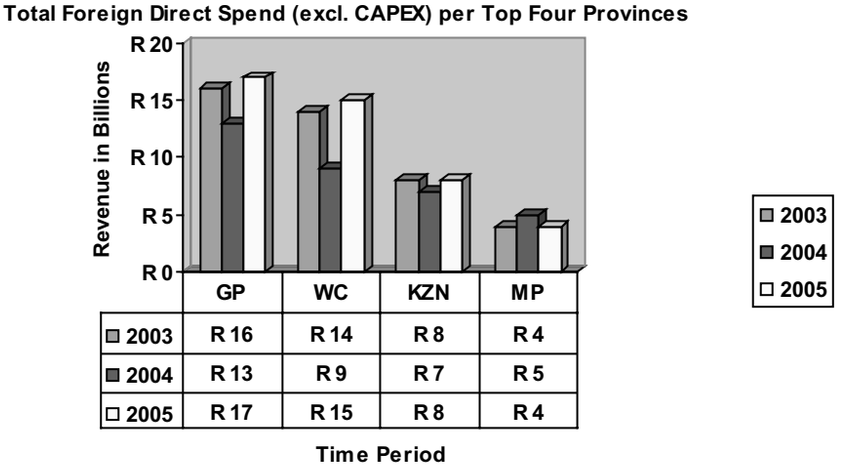
Statistics for Q4 were not available yet from the South African Tourism

Total Foreign Direct Spend in South Africa (Q1-Q3) in 2006

Total Foreign Direct Spend (excl. CAPEX) Per Province 2004-2005 Total Foreign Direct Spend in South Africa (Q1-Q3) in 2006 2004-2005				
Provinces	2004 R 43-20	2005 R53 R 53-40.40	Difference 10.20 R10-20	Variance % 23.60 R23-60
Gauteng	R13.0	R16.6	3.6	27.7
Western Cape	R 8.9	R14.0	6.0	67.4
Kwa-Zulu Natal	R 6.7	R 8.3	1.6	23.9
Mpumalanga	R 5.0	R 3.6	-1.4	-28.0
Eastern Cape	R 4.6	R 3.3	-1.3	-28.3
Free State	R1.1	R 2.2	1.1	100.0
Limpopo	R1.5	R 2.1	0.6	40.0
North West	R1.5	R 1.5	0.0	0.0
Northern Cape	R0.8	R 0.8	0.0	0.0

4.5.3 HOW DOES TOTAL FOREIGN DIRECT SPENDING BENEFIT LOCAL PEOPLE (DIRECTLY AND INDIRECTLY?)

Temporary and permanent jobs are created as tourists spend their money in the country.
Infrastructure development is accelerated as new roads, hotels and other facilities are built.
Local small businesses development opportunities are created.
The sub sector businesses also grow such as tourism operators, tourists' guides, transports, events management, catering and travel agencies.
The consumption of agricultural products increases income and employment opportunities for the primary sector.
[Learners need to explore other opportunities as well as the negative effects of TFDS]



4.5.4 THE MULTIPLIER EFFECT OF FOREIGN DIRECT SPENDING

The demand for the accommodation sector (hotels and B&B) will lead to employment opportunities in other sectors such as manufacturing and the agricultural sectors.

As tourist numbers soar, hotels, guesthouse, the transport sector (airlines, bus companies and resorts), the QSRs and health spas will hire more labour.

Growth in the transport and accommodation sectors will lead to more road, rail and airport infrastructure development thus increasing demand for the construction labour.

The attraction sector (heritages sites, game rides and tour guides) will experience a boom as a direct result of tourists inflows to the accommodation and other sectors.

[Learners need to discuss the tourism as an interrelated systems]

4.5.5 THE EFFECT OF TOTAL DIRECT FOREIGN SPENDING (TDFS) ON IMPORTS AND EXPORTS OF TOURISM OFFERINGS AND PRODUCTS

[Learners need to debates the merits and demerits of TDFS on SA's imports and exports]

Some of the following aspects must be explored:

4.6. THE EFFECTS OF EVENT MARKETING AND MANAGEMENT (*effects of global events, political situations and unforeseen circumstances on tourism)*

The growth of the event, conventions, conferences, festivals and mega sporting events has made South Africa a popular tourist destination. These events assist in marketing the South African provinces thereby increasing their economic benefits from foreign exchange generated by tourist inflows.

South Africa has successfully hosted a number of events including the World Conference on Sustainable Development (WSSD), the Rugby World Cup, the International Cricket World Cup and the Africa Cup of Nations (CAF-competition), among other events. Events are characterized by their size and scale and are normally one-off or annual occurrences. The following are some of the events covered in this syllabus:

Mega-Events-The largest events in the world are the Olympic Games and the FIFA World Cup. These .Mega events have been hosted everywhere else but on the African continent. Africa has the opportunity to showcase its ability to host a Mega Event with the FIFA World Cup in 2010.

Major Events-These events, like Mega Event, also attract large numbers of people, media coverage, economic benefits and tourists. South Africa has proven its capability to host these events by successfully hosting the WSSD, the ICC Cricket World Cup at various provinces around the country and the 10th Anniversary of the country's democracy in 2004.

Business Events-In tourism, business events include meetings, incentive travels, conferences and exhibitions. South Africa has experienced significant growth in this sector. The various convention centres in Durban, Johannesburg (Sandton) and Cape Town host these events throughout the year. The NASREC-Rand Easter Show is one of the famous exhibitions in South Africa. Conferences, meetings and incentive travels are discussed in detail in another section.

Cultural Events-Most cultural events in South Africa are annuals and seasonal events. They inject a lot of income; create business opportunities in the arts and crafts as well as the catering industry. Most importantly, they increase the volumes of local, national, regional and international tourists. Some of these events include: the National Arts Festival hosted by the city of Grahanstown in Eastern Cape Province; the famous Sardine Run and Shembe Festival in Kwa-Zulu Natal; the Raisin Festival hosted by the Upington in the Northern Cape; the Johannesburg Standard Bank jazz Festival in the Gauteng Province and the Cape Town North sea Jazz Festival in conjunction of the Netherlands North sea Jazz Festival.

Hallmark Events-Hallmark events are held in cities which automatically become synonymous with these places. These events inject a lot of money in these cities, increase the inflow of tourists and create numerous temporary jobs. Some of the hallmark events in South Africa are the July Handicap akin to the Kentucky Darby in the United States of America; the King Shaka Day Festival in Stenga (Kwa-Dukuza in isi-Zulu), the Cape Town Gay Parade and the Johannesburg Gay Pride.

Some of the international hallmark events include the Brazilian-Rio de Janeiro (the river of January) Carnival (Samba), the New Orleans Mardi Gras and Tour de France-Cycling Competition (remember the famous LANCE AMSTRONG!).

Major Sporting Events-These events generate a lot of income for the various provinces and attract large numbers of tourists. The Nedbank Golf Challenges is held in the Northwest Province, the Two Oceans Marathon, on the other hand, is hosted by the city of Cape Town whilst SOWETO hosts the annual Nedbank marathon in the Gauteng Province.

5. THE IMPACT OF POLITICAL SITUATIONS ON MAJOR EVENTS

[Learners should be able outline the South African political landscape the policies affecting tourism]

Provisions of the Tourism White Paper (1996) and Tourism in GEAR (1998)

Marketing and promotion of the destinations and of the country;
Facilitating and stimulating investment in the country;
Population–wide awareness campaigns;
Improving safety and security and perceptions thereof;
Introducing tourism as a school subject;
Establishing financial and technical assistance of SMMEs and community tourism projects;
Developing and promoting tourism for the previously disadvantaged communities; and
Promoting the development of environmentally and culturally sustainable tourism.

[Learners should also be able to identify local, regional and global political events affecting tourism]

In 1994 South Africa was readmitted as a role-player into the global arena. This aspect included:

The lifting of economic and political sanctions;
The admittance of the country into the sporting and entertainment arena;
Global airlines flying into the domestics markets and vice-versa;
South Africa incorporated into the Southern African Development Community (SADC),
The country represents the continent of Africa in the United Nations Security Council, and
The country's role as a host of the Pan African Parliament (in Midrand, South Africa) and a key player of NEPAD.

[Learners must be able to discuss these historical political events]

5.1. POLITICAL INSTABILITY GLOBALLY

Political upheavals such as those in Zimbabwe present a risk to the tourism industry.
The turmoil in Somalia, Ethiopia and the Niger-oil-rich Niger Delta in Nigeria deters tourists from visiting the country.
Terrorists attacks in New York on September 11, 2001, Bali Indonesia in October 2002 and the Kenya Hotel in November 2002 as well as the Madrid bombing have had a major impact on world tourism.

Other countries including Turkey, London and Egypt have experienced terrorist attacks, and

The Middle East tension including the state of Israel's attack on Lebanon, the Invasion Iraqi and Afghanistan as well as the current Iran nuclear saga only help to deter tourist from travelling internationally.

[Learners must be aware that naturally occurring events (unforeseen circumstance) happen without warning with devastating effect on tourism]

5.2. THE IMPACT OF UNFORESEEN CIRCUMSTANCES ON MAJOR EVENTS

These events include the following:

Recent floods in Mozambique have affected tourism in that country and its neighbours including Zimbabwe, Zambia and Malawi.

The Tsunami in Indonesia which affects Kenya, Ethiopia and Somali on the African continent will affect tourism for many years to come.

Hurricane Katrina in New Orleans in the State of Louisiana in the USA has affected tourism in that country and globally;

Recent devastating floods in Cape Town, East London n the Eastern Cape, and Durban in Kwa-Zulu Natal have affected the tourism industry.

[Learners should be able to identify some of the benefits of hosting Mega Events]

5.3. THE BENEFITS OF MEGA EVENTS-THE 2010 FIFA WORLD CUP IN SOUTH AFRICA

Tourism will flourish because of international, regional, and local inbound tourists because of the event.

All the provinces will benefit from economic growth fuelled by the foreign exchange.

The primary tourism sector such as the construction of stadiums, hotels, lodges, chalets, shopping malls will increase both temporary and permanent job opportunities.

The secondary sector, that is, hotels, QSRs, B&Bs, chalets and other facilities will also increase employment opportunities.

The small business sector including Small, Medium and Micro-Enterprises as well as the informal business sector will experience growth.

The sex tourism industry will certainly experience unparalleled growth.

Cultural tourism and other tourism sectors such as the Special Interest Tourism (SIT) will grow because of this event.

The country will experience international exposure depending on how well those in charge manage this event.

5.4. THE NEGATIVE EFFECTS OF THE 2010 FIFA WORLD CUP IN SOUTH AFRICA

The environment will suffer from different aspects including pollution (rivers, streams, dams and air), dumping (high volumes waste) and noise pollution.

The event will put pressure on the environment by accelerating natural resources overuse by various sectors hoping to cash in on tourists revenues.

The spread of diseases including the dangerous SARS, HIV and AIDS, STDs and other contagious as well as communicable ailments.

Sustaining the infrastructure well after the event has passed including the hotels, stadiums, business and transport infrastructure may put a negative strain on the economy.

The increase in petty, serious and violent crimes may deter future visits thus harming the tourism industry and the image of the country.

Marginalised communities may continue to be marginalised and isolated thus increasing the numbers of the poor.

The hopes of the many small and emerging businesses as well as those who may have left their steady jobs in the hope of getting rich may be dealt a terrible blow.

5.5. THE IMPACT OF PERCEPTION ON EFFECTIVE COMMUNICATION AND BUSINESS PROFITABILITY

The tourism industry cannot survive without communication.
Communication is important for: [Why is
communication important in the Tourism Industry?]
Sending and receiving messages,
Facilitating business transactions
Marketing tourism offerings and products
Negotiating legal matters for the business and its clients
Making (forging new) and sustaining relationships, and
Unfortunately for straining and destroying relationships.

[Learners must identify how communication happens or occurs]

Channels of Communication-
Communication can be defined as a two-way process of sending and receiving messages. However, messages must be encoded-decoded and the reverse is true. It involves:

People — People make communication possible with one being the sender and the other being the receiver.

- ✓ The source is the sender, communicator or the originator of the message.
- ✓ The destination of the message is the receiver.
- ✓ People encode and decode message in the process of communication.

The Medium- — The tools or physical means of transporting or carrying

- ✓ information from send to receiver.
- ✓ Technologies such as telephones, fax machines and the internet also mediums of communication in the tourism industry.

Channels- — The path the message travels or follows from sender to

- ✓ receiver.
- ✓ Messages to customers and employees follow a downward channel in the tourism industry.
- ✓ Upward channels are sent to management and most service providers and intermediaries in the tourism industry.

Selective Perception — In tourisms it is common for employees to be selective to about what they want to hear.

- ✓ Employees in engineering will screen out areas of management or finance.
- ✓ It is a process of choosing what one wants to hear which may be either positive or negative in the tourism industry..

Perception — Meaning ascribed to the message by either the sender or the

- ✓ receiver of the message
- ✓ Attitude can either cloud or clarify your perception.
- ✓ Mental ability in a situation can either positively or negatively affect perception of the message.

Stereotyping — making assumptions solely on the basis of what you hear on the

- ✓ basis of race, religion, culture, age and maybe someone's position.
- ✓ The danger of stereotyping is making an assumption that all people in a given category have similar characteristics, for example, *all people from the Middle East are terrorists/*

all Africans can better endure poverty and oppression by nature/all women dress to attract attention.

- ✓ Encoding and decoding of message is greatly affected by stereotyping.

Feedback is a response to the sender's message by the receiver

- ✓ confirming that the message is clearly understood.
- ✓ The receiver of the message will further affect action of the sender and vice-versa. This could go a long in losing clients or making profits from getting additional clients in the tourism industry.

5.5.1. CHARACTERISTICS OF FEEDBACK ARE:

It should be helpful or add value.
Descriptive rather than evaluative or judgemental.
Well timed informal settings vis-à-vis formal settings.
Specific rather than general, it borders on not having heard or understood the instruction.
Should not be overwhelming, that is, simply messages are easy to interpret and respond to than complex ones.

[Learners need to explore further aspects of feedback]

Development of Language [A historical note for learners]
Scientists don't really know much about the early development of language, as our voice-boxes are made of soft tissue, and there is no fossil evidence of how they may have developed over time. Some scientists say we may have acquired the ability to speak at the time of Homo habilis, 2 million years ago, while others say it is only modern Homo sapiens that have been able to speak, during the last 2000,000 years. Our sophisticated ability to communicate across time and space sets us apart from other animals and has helped us to populate the Earth and TRAVEL (TOUR) its most inaccessible regions.

5.6. FORMS OF COMMUNICATION

5.6.1. Verbal Communication

[Learner must identify and internalise the importance of the components of verbal communication in the Tourism Industry]

Listening- Be attentive and avoid any distraction when listening.

- ✓ Don't be afraid to seek clarity if you did not get the question or the correct order particularly in the QSR sub sector.
- ✓ Get the correct meaning from the onset otherwise seek a person who is competent in that language in the case of non-English speakers.
- ✓ Distractions, wrong orders/allocation of rooms and answers may send the message that you don't value the business thus costing your organisation millions of losses in prospective business. A-WORD-OF-MOUTH ADVERTISING IS VERY EFFECTIVE, LET ALONE A NEGATIVE ONE!

Speaking- You tone must match you non-verbal (boy) language.

- ✓ Communicate for the occasion, that is, you choice of word must fit the context.
- ✓ Avoid complicate language-simplicity will do the trick.
- ✓ Be brief and to the point.
- ✓ Avoid interruptions unless you are part of the conversation. It borders on being rude!

Reading Read for deducing meaning out of the text.
If you are unable don't be afraid someone with the ability to read.

- ✓ Read with accuracy and speed. Distractions may be costly in terms of time spent on the document.
- ✓ Familiarise yourself with the jargon.

Writing- Write legibly and neatly, it means being considerate of others.

- ✓ Use simple English language and avoid complicated jargon.

- ✓ Short sentences get the message across. Long sentences may lead to loss of meaning thus confusing your clients.
- ✓ Proper punctuation sends a clear message and is not confusing to the receiver of the message.

5.6.2. Non-Verbal Communication

Non-verbal communication involves body language as well as sign language.
Sign language is important in order to communicate with tourists with disabilities.
Some of the following may either facilitate or inhibit communication:

Body Language or Sign	Implied Meaning Conveyed
A Smile :)	You are most welcome I am willing to help I value your company / business
A Handshake	I am please to meet and know you I am in agreement with our conclusion I accept that we should disagree
A Hug	You are most welcome I am sorry about your situation -normally to our friends and relatives
A Shrug	I don't care about that It is not mine but someone else's problem It's none of my problem (baby as they say!)
A Frown	Why does it hae to be this B&B or hotel Could you not have gone somewhere else? I don't value your business
A Sob	Don't come near me. I am angry at the world including you as a client Why don't you want to share my sorrow as a custome?
Staring in the Eyes	I am honest with you Lets do business. I appreciate our association You are so rude (African culture!)
An Abrupt Yell	Get away from my business facility (face!) I am not interested in your business Why do you have to problems by coming here?
Dragging of Feet	I actually don't need your business, it bothers me I don't care about your business You are a burden to my business
Dress Code	Poor dress code poor service Shabby and dirty dress code equals unhygienic service
A Quite Stern Face	Who sent here? Who told you I want to do business with you? Who do you think you are coming to my business?
Clutching of the Head	Just take your business elsewhere! Not you again! What is with these customers? I have had enough of you customers!

(Learners need to identify other forms of non-verbal messages)

6. CUSTOMER CARE (*only prescribed for Grades 11 &12)*

Tourism venture, like any business are in the business to generate income. To do this they strive to:
Identify potential customers.
Attracting customers (existing and potential).
Satisfying customers by meeting their needs and wants, and
Retaining customers by always improving on quality service.

6.1. CUSTOMER CARE SERVICES-CUSTOMER IS KING!!

[Learners must discuss ways of caring for customers]
Always strive ensure that customers feel welcome.
Serve customers with a smile and courtesy.
Never keep customers waiting to be attended.
Offer to help at all times, never leave a customer frustrated or stranded!
Answer telephones promptly-it may be the difference between gaining and losing business.
Do not make empty promises.
Act promptly on anything you promise. Empty promises hurt the business.

6.2. CUSTOMER SERVICES DESK/INQUIRIES

[Learners must identify customer services aspects]
Customers have a right to complain! **A CUSTOMER IS ALWAYS RIGHT!**
Signs to Customer Service Desk must always be clear and visible.
Be ready to accept constructive criticism.
Always address customers' complaints promptly.
Be helpful to customers and offer something different if you don't have what they need.

6.3. PROVIDING QUALITY SERVICES

6.3.1. COMPONENTS OF SERVICE QUALITY

Reliability- Delivering services with dependability and consistency. Doing things right the first time all the time is important.

Responsiveness- Delivering service promptly and being able to deal with consumers queries and problems quickly.

Assurance- The ability of employees to command trust and confidence from clients.

Empathy- Treating customers being given individual attention, the CUSTOMER-IS-KING business jargon applies here.

Tangibles- Car from Car-Rental Company, Hotel room, Restaurant meals, staff uniforms are physical aspects of the service.

Goings the Extra Mile/Follow-Up-Asking the customer if there is anything else you can do for them borders on service excellence.

Delegate or Take the Initiative-assign someone to serve the client if you cannot or take the initiative to ensure the client is frustration-free.

Never Argue-Customer Is King-quality service requires employees to avoid arguing with clients even if customers are wrong. Apologizing and asking senior managers to handle serious problems helps a great deal.

Anticipation- Employees need to be attentive and anticipate the customer's needs.

Tolerance- Tourism provides offerings to people from different parts of the world and careful listening is important to avert mistakes.

Service with a Smile-A smile is a powerful asset in the tourism industry because it shows that a client is being served with care, interest and an open heart.

Presentable/Appearance-An employee must be well-groomed as this sends a positive image about the organisation.

6.3.2. Quality is important to success, profitability and increased market share for tourism organizations. Service quality refers to superior or exceptional quality in relation to customer expectations in tourism. Quality has two components in tourism and these are:

6.3.2.1. **Technical Quality** refers to what is left after interacting with the employees of a touring organisation such as a meal in a restaurant, a room in a hotel, a seat in a plane or a vehicle/car from a Car –Rental Company.

6.3.2.2. **Functional Quality** refers to the process of receiving service or being serviced by a tourism organization/venture.

6.4. THE BENEFITS OF PROVIDING QUALITY SERVICE

Customer Loyalty/Keeping Customers
Superior quality offerings (products) and service increase customer loyalty and word-of-mouth advertising.

Employee Retention/Keeping Employees
Employee retention is increased since employees take pride in a tourism organization that offers high service quality.

Avoidance of Price Competition/Automatics Prestige
Quality service ensures repeated visits (increased frequency), word-of-mouth advertisement and does not have to offer discounts to attract customers. Quick-Service Restaurants (QSR) like McDonalds, KFC, Nandos are good at this.

Reduced Cost/Increased
Savings-revenues are increase (income) and hotels, Car-Rental Companies, Airlines and Restaurants do not have to offer complementary meals and other 'FREEBIES' (things that you don't have to pay for MAHALA!

6.5. TEAMWORK IN THE TOURISM INDUSTRY

6.5.1. Factors that constitute a team within a learning environment in the tourism sector. There is a difference between a team and a group and each has various stages of development.

The following constitute a team:

A team is a small number of people with complementary skills.
These individuals are committed to a common purpose and the performance of goals.
A team is characterised by mutual accountability;
Teams comprise workers who collaborate to achieve team goals.
They are at all times focused on the organisational, departmental or divisional goals.
Teams improve productivity of an organisation.
Team also make organisational culture responsive to customers.
Teams rally around an organisations vision and mission.

6.5.2. THE NEED FOR EFFECTIVE TEAMS TO ACHIEVE GOALS:

Teams must allow for collective (participatory) decision-making;
Teams must be premised on mutual trust.
Team must be characterised by mutual accountability.
Teams must be characterised by common performance goals.
Teams must be based on shared leadership.
Teams must foster fluid (smooth) relationship within organisations.
Teams must commonly review their performance against set targets (monitoring and evaluation).
Teams must value diversity.

6.5.3. IN ORDER TO ACHIEVE THE ABOVE TOURISM VENTURE OPERATORS AND ORGANISATION MUST SET SMART OBJECTIVES:

Specific in terms of quantity and quality
Measurable
Achievable or appropriate to the teams' or organisational mission statement
Realistic
Time bound/given time frames

6.5.4. TEAM ROLES AND RESPONSIBILITIES

Roles assist in assigning tasks/responsibilities, organising work, strategising on approaches and is essential for reducing conflict in teams.

Role	Contribution to the Team/Abilities
Plant	**Innovative-**Imaginative solves difficult problems and creative.
Resource Investigator	**Outgoing**-(extrovert), develops contacts, enthusiastic and explores opportunities.
Coordinator	**Organized-**Mature, confident, a good chairperson delegates well and promotes decision-making.
Shaper	**Meticulous**-Daring, dynamic, thrives on pressure and challenging.
Monitor-Evaluator	**Level-headed-**Sober, strategic, discerning and judges accurately.
Team Worker	**Unites-**Cooperative, mild, perceptive and diplomatic, calms the waters, builds and listens.
Implementer	**Focused-**disciplined, reliable, conservative, efficient and turns ideas into actions.
Completer	**Attentive-**Painstaking, conscientious, anxious, delivers on time and searches for errors or omissions.
Specialist	**Assertive/Trendsetter-**Single-minded, self-starting, dedicated, provides rare knowledge and skills.

6.5.5. THE REASONS WHY TEAMS FRAGMENT OR FALL APART

[Learners must identify additional causes of team failure]

Poor or lack of leadership
Lack of tolerance for differences;
Conformity or blind loyalty;
Undue criticism (often destructive vis-à-vis constructive criticism);
Setting unrealistic performance objectives or targets;
Cliques and cabals within teams;
Sacred Cows within teams (individuals who escape criticism);
Attitudes;
Controversial personality;
Wrong perceptions; and
Prejudices and discrimination.

6.5.6. TOURISM OFFERINGS AND SERVICES VIS-À-VIS PRODUCTS

A tourism product is defined as an offering because it delivers tangible benefits, psychological thrill and intangible aspects.

6.5.6.1. Characteristics of tourism offerings are:

Intangibility-something that cannot be touched, smelled, felt before being bought such as enjoying a holiday in Mauritius is intangible while a meal at Nandos is tangible.

Inseparability-a ride from the airport to a hotel is consumed at the same time with the shuttle driver and a meal at McDonalds is served by the waiter/tress whilst you wait. (*The consumer and the provider are simultaneously involved in the provision and consumption of the service.*

Variability-a meal at the hotel may not be cooked the same way an hour later but QSR such as Nandos and Kentucky Fried Chicken strive to maintain consistency in taste and preparation.

Perishability-a tourism offering that cannot be resold, reused, stored or restored or saved such as an empty seat on a flight to Cape Town or Japan or a ride in a minibus tax that is half empty.

6.6. EQUIPMENT AND TECHNOLOGY USED FOR COMMUNICATION IN A BUSINESS ENVIRONMENT

Communication occurs at three levels in any organisation including tourism ventures.
The three formats are:

- Upward,
- Downward and
- Horizontal or Lateral Communication.

6.6.1. Downward communication normally flows from senior management to subordinates for conveying instructions.

6.6.2. Upward communication flows from subordinates to senior management for sending reports, monitoring performance and productivity.

6.6.2.1. Lateral communication occurs between individuals, groups and departments in an organisation.

Interdepartmental communication-occurs from one part of the organisation to another.

***Peer communication*-**occurs between individuals/peers of the same rank or level in hierarchy

***Gangplank or bridge*-**occurs between individuals of the same rank or level and is neither upward nor downward.

6.6.3. DIFFERENT COMMUNICATION EQUIPMENT AND TECHNOLOGIES AND THEIR FUNCTIONS

Equipment/Technology	Functions
Telephone	o Direct communication within an organisation as well as with the outside world; o Sending and receiving messages; o Telesales to market the organisation's tourism offerings; o Placing orders and communicating with clients; o Problems solving and clearing misunderstanding, o Giving and taking directions, among others.
Fax	o Conveys written texts from sender to recipients(s); o Can complement telephone communication; o Conveys critical information-send maps and directions to potential clients of tourism ventures.
Electronic Mail	o Shortens distance and time; o Uses computer text-editing to send and receive messages quickly, inexpensively and efficiently; and o Messages are direct and read at the recipient's convenience, and o It is paperless and increases productivity.

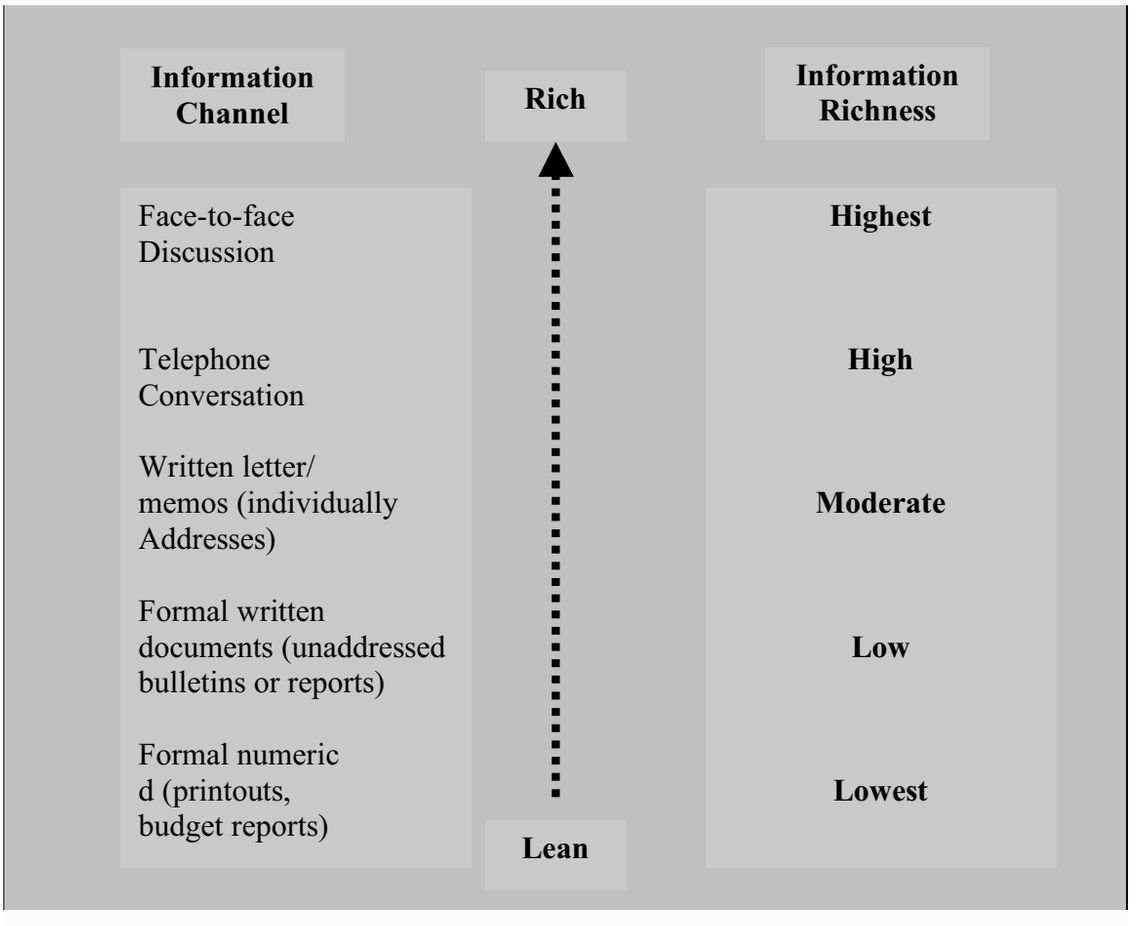
Internet	o Messages are conveyed in seconds (shortens time and distance), o Facilitates advertising, marketing and promotion of tourism offerings, and o Uses computer networks to send messages to a specific address thus ensuring safety.
Teleconferencing	o Allows communication with many people at a time; o Diminishes control and increases access to information; o Effective for conveying a message such as statistical reports on tourism marketing or the market research to a conference, convention or a meeting.
Video-Conferencing	o Allows communication with many people at a time; o Diminishes control and increases access to information; o Effective for conveying a message such as statistical reports on tourism marketing or the market research to a conference, convention or a meeting.
Radio	o Direct communication with various audiences o Effective and affordable advertising technology; o Shortens distance and time-broad coverage.
Television (TV)	o Direct communication with various audiences; o Effective medium for advertising, marketing and promotions, and o Shortens distance and time-broad coverage.
Photocopier	o Duplication of documents o Stapling of documents o Modern photocopiers will also bind documents into booklets, and o Some are four-in-one, that is, a photocopier, printer, fax and printer all in one component.
Printers	o Print documents (hard copies), and o Some are four-in-one, that is, a photocopier, printer, fax and printer all in one component.
Scanners	o Input data into a computer so that one can work on it o Turn hard copy into soft copy (scanning data into a Personal Computer for editing purposes, and o Facilitates ease printing of documents.
Written Letters	-convey messages, report incidents, market the company and are the most conventional way of communicating.
Reports	-give updates on a tourism organisation's offering and products market the organisation and provide critical information about a tourism venture.
Magazines	-are used to market a tourism organisation, a good medium for advertising and showcases new tourism offerings and products.

6.6.4 ADVANTAGES AND DISADVANTAGES OF DIFFERENT COMMUNICATION EQUIPMENT AND TECHNOLOGIES

Technology	Advantage	Disadvantage
Telephone	○ Feedback is immediate; ○ No constraints of time and distance; ○ Critical messages conveyed with maximum speed; ○ Direct (though not face-to-face) communication	○ Non-verbal cues (messages) compromised; ○ Privacy is compromised; ○ Chances of flaming are highly likely, ○ Confidentiality compromised, and ○ No distinction between family life and private life for example, receiving calls when you are on leave.
Fax	○ Shortens distance and time; ○ Conveys critical messages with ease, ○ Receive can interact with written texts.	○ Confidentiality and privacy compromised; ○ Fax may run out of paper thus missing critical information, and ○ Non-verbal cues compromised.
Electronic Mail (E-mail)	○ Shortens distance and time; ○ Includes those previously excluded from receiving information, and ○ Disseminate/distributes information to many recipients simultaneously.	○ Privacy compromised ○ Links may be incompatible thus delaying feedback, and ○ Non-verbal cues compromised.
Voice Mail	○ Messages are quick, inexpensive and efficient; ○ Messages are received in seconds (it is quick); ○ Messages are read at the recipients convenience, and ○ Relatively safe format to send messages.	○ Prone to heavy traffic thus delaying message delivery; ○ No privacy information is readily available to anyone, and ○ Flaming may be a problem.
Internet	○ Messages are quick, inexpensive and efficient; ○ Messages are received in seconds (it is quick); ○ Messages are read at the recipients convenience, and ○ Relatively safe format to send messages.	○ Prone to heavy traffic thus delaying message delivery; ○ No privacy information is readily available to anyone, and ○ Flaming may be a problem.
Teleconferencing	○ Diminishes information control, ○ It is not constrained by time and distance; ○ Allows dissemination of information to large audiences, and ○ Can be directed to a particular/specific audience.	○ Takes time to control errors and misconceptions created; ○ Interpretation of information is distorted, and ○ Technical problems may delay, disrupt or lead to event cancellation.

Video-Conferencing	○ Diminishes information control, ○ It is not constrained by time and distance; ○ Allows dissemination of information to large audiences, and ○ Can be directed to a particular/specific audience.	○ Takes time to control errors and misconceptions created; ○ Interpretation of information is distorted, and ○ Technical problems may delay, disrupt or lead to event cancellation.
Photocopiers	○ Can handle large volumes of work. ○ Allows information to be processed and disseminate to large audiences.	○ Technical problems are common. ○ Dependent of electrical power without which it is useless. ○ Distance may be a problem for those without.
Printers	○ Fast and efficient ○ Can handle large volumes at a time.	○ Prone to technical problems. ○ Dependent on electricity supply without which it is useless.

6.6.5 INFORMATION RICHNESS OF CHANNELS



6.6.6 POPULAR TOURSITS ATTRACTIONS IN SOUTH AFRICA

There are a number of attractive tourism sites in the Republic of South Africa.
These sites offer different attractions, services and products. Some of the popular tourist attractions are the following:

Site	Attractions	Services/Products
Robben Island-World Heritage	The Nelson Mandela Prison Cell and other political prisoners.	Wedding Ceremonies Honeymooning
Hector Peterson Memorial Square	Hector Peterson was the youngest and first victim of the SOWETO 1976 uprising.	The SOWETO 1976 uprising against apartheid history Handicrafts and historical museum
MAROPENG-The Cradle of Humankind	History of the origins of humankind. Fossils of ancient hominids, the remains of "Mrs. Ples" and "Little Foot".	Guided tours, educational tours. The "Tumulus" or Burial Mound-consisting of shops and other attractions.
The VOORTREKKER Monument in Pretoria, Gauteng.	Provides a historical background to the Afrikaans speaking population of South Africa	Guided tours. Souvenirs and artefacts.
St. Lucia Wetlands World Heritage Site	Historical background of the Zulu tribes in the area. Conservation initiatives of the ecological site.	Handicrafts Game rides. Water sports and culture of the Zulu Kingdom.
Table Mountain and the Surrounding National Botanical Gardens-World Heritage Site	The Floral Kingdom of South Africa.	The Cable Car offers a panoramic view of the area. Different species of plants and flowers. Handicrafts and Guided tours and hiking.

8. MANAGEMENT IN THE TOURISM INDUSTRY

8.1. MANAGEMENT

In tourism, like in any other business, management entails the following functions:

- Planning
- Organizing
- Leading, and
- Controlling

A manager is a person who allocates resources both human and capital and directs the activities of an organisation to achieve its vision and mission.

Management includes levels such as:

- Top Managers
- Middle Managers
- First-Line Managers
- Functional Managers
- General Managers

Managers play different roles such as those of Financial, Marketing and Human Resources Management.

8.2. PLANNING

Planning is an important aspect in tourism because it allows managers to map the direction of an organization, achieve goals by allocating resources and committing to specific activities. Planning categories include the following:

- Business
- Financial
- Tactical
- Strategic
- Implementation

[Learners should also think and jot down other types of plans that they know of]

Planning is a formal process of doing the following:

- Setting organizational vision and mission
- Setting organizational goals and objectives
- Formulating strategies and tactics
- Allocating resources achieve targets (mission, vision, goals and objectives)

8.2.1. A Vision (A Dream)

A vision is a long-term ideal not limited by time and space.
Examples of a vision include;
"I have cherished the ideal of a non-racial, non-sexist, and democratic South Africa in which all men (humankind) are equal […]. It is an ideal which I am prepared to live for and if need be for which I am prepared to die". Dr. Nelson R. Mandela.

I have a dream that one day I will reach the mountain top […]. One day we will holds hand together […] where my children will be judged not by the colour of their skin but by the content of their character […]. Thank God Almighty we are free At Last! Dr Martin L. King.

Elephant B&B is a provider of choice (a one-stop-service provider) in the tourism industry in East London.
[What is your vision? If you had R3 million tomorrow what would you do?]

8.2.2. Mission (the reason for your business existence/purpose of your existence)

Elephant B&B provides the state-of-the-art services to meet every tourist's needs.
These needs within the tourism industry must meet and satisfy the following:

- Convenience
- Service Excellence
- Value-for-Money
- Uniqueness

8.2.3. Planning can be short-term, mid-term and long-term.

PLANNING	DURATION
Short-Term Planning	1-3 Years
Mid/Medium-Term Planning	3-5 Years
Long-Term Planning	5-10 Years

8.2.4. Objectives, on the other hand, must be SMART

S- Smart M- Measurable A-Achievable/Attainable R-Realistic T-Time bound

When writing objectives, they must be:
Short and concise
To the point
Not more than one sentence long.

8.2.5. Gorals (Targets that one set out to achieve)

Goals are what an organization commits to and the direction it will take to get there.
Goals need to be set at personal, departmental, divisional or organisational levels.
Goals must be congruent with objectives, vision and mission of a tourism entity.

8.2.6. Strategies-Strategies are steps that an organization takes to achieve its goals.

8.2.7 Tactics-Tactics are operational instruments to implement strategies.

8.2.8. Resources Allocation (Inputs to achieve organizational vision, mission, objectives and goals.
Resources include the following:
Human (people).
Capital (money/finance).
Equipment (furniture, technologies).
Faculties (Buildings/offices).

8.3. STRATEGIC PLANNING

Strategic planning is an important component of a tourism business. It is a process of developing and analyzing an organization's vision, mission, objectives, goals, and resources by focusing on the SWOT or SWOC Analysis.

SWOT/SWOC Analysis:

- Strength
- Weaknesses
- Opportunities
- Threats/Challenges

Strengths &	**Internal to a Tourism Organization**
Weaknesses	**External to a Tourism Organization**
Threats/Challenges & Opportunities	

A SWOT analysis allows a tourism organization to reposition its business and to increase profits if carried out correctly. An Example of a SWOT Analysis of a B&B follows:

Strengths	**Weaknesses**
✓ Convenient location. ✓ Parking is ideal for any size vehicle. ✓ Modern facilities with health spas	✓ Customer service not up scratch. ✓ Security in the area a threat. ✓ Lax management style.
Opportunities	**Threats**
✓ Many tourists are health conscious. ✓ Tourists are environmentally conscious therefore appreciate recycled materials. ✓ Affordable packages for the niche market.	✓ Major hotel group locating in town. ✓ Operating licence fees increase. ✓ Massage parlours and health spas offer day-care services.

8.4. PEST/SPENT ANALYSIS

8.4.1. Socio-demographic

Some markets are targeted at the youth while others cater for the elderly.
Backpacker tourism is also on the increase.
Extreme sport such as bungee jumping caters for a specific tourism sector.
Tourists from European countries demand tourists organisations that adhere to environmental laws or sustainable development.

8.4.2. Political

Political unrest in other countries affects tourism, for example, the political situation in Zimbabwe.
Recent increases in landing prices and airport taxes also affect tourism.
Environmental legislation in both receiving and countries of origin.
Stereotypes and perceptions may affect the tourists desire to visit certain countries.

8.4.3. Economic

Economic conditions in the country and the neighbouring countries such at inflation (the buying power), exchange rates and interest rates affect tourism.
The instability in other countries such as Zimbabwe may affect the tourism industry.
The exchange rates also affect tourism, that is, a strong or a weak rand affect tourism in one way or another.
Economic forces in other countries also affect tourism locally; consider recent downturns in the Asian Tigers economies.

8.4.5. Natural

Global warming is receiving attention as a problem facing humanity and the tourism industry.
Recent floods in Zimbabwe and Hurricane Katrina in the city of New Orleans in the state of Louisiana in the USA will affect tourism for many years to come.
The recent TSUNAMI in Indonesia which crippled tourism in that country.
Earthquakes that struck Turkey, Iran and some African countries have affect the tourism industry.

8.4.6. Technological

A tourism organisation must consider the effects of technology on its operations.
An increase in Personal Computers (PCs), Televisions (TVs) and DVDs have increased in sophistication and tourists can enjoy these facilities at home.
Home theatres systems and cinemas at the malls pose a threat to the tourism industry.

8.5 PLANNING AND OPERATING A TOUR

8.5.1 PLANNING AND OPERATING A TOUR (LOCAL OR INTERNATIONAL)

Planning and operating a local tour is just as challenging as planning an overseas one.
There are more similarities than differences to consider including:
Planning privately or through a Travel Agent or a Tour Operating Agency.
Available money (disposable income-cash left after all the bills have been paid).
Time frames (when do you intend to take a trip?) to undertake a holiday/tour.
Medical clearance considerations, for example, some areas are Malaria prone.

Duration of stay (how many days, weeks or months?) which determines the luggage to be packed.
Mode of transport (are you going to travel by road, air, sea or rail?) to your destination.
Type of accommodation available (are you going to be staying in a B&B, Hotel, Chalets, Motel).
Medical Insurance (are you going to need medical insurance cover?) for your trip.
[Learners must identify other aspect impacting on taking a holiday]

8.5.2. TOUR OPERATORS/TOUR AGENCIES OR HOTELS

A potential tourist is a person with **money** and **time** to spare. Tourism organisations always compete for the tourists' time and money.
These organisations and other intermediaries offer tourism services and products.

a) A holiday may be offered as a package or different packages by various intermediaries.
b) You may plan your own trip with intermediaries offering other tour services.
c) There are also incentive holiday planners who offer similar services.
d) Whether you are planning your own holiday or a Tour Agency is planning one for you, there same questions raised above are still applicable including:
    - At which destination do you want to enjoy your holiday?
    - How many people will be travelling?
    - Are there any dietary considerations to be looked at? (Strictly Halaal of conventional?).
    - What kind of accommodation will be sought –hotel, B &B or chalet?
    - How long will be your stay (how many days, weeks, months)?
    - How are you travelling to your destination-by a luxury coach or a car?
    - What attractions do you intend to visit?
    - Would you need the services of a Tourist Guide
    - Are entrance and entertainment charges included in the package?
    - What is the total cost of the tour or charges per person?
    - Are the insurance and medical costs included in the package?
    - What are the time frames-the beginning to the end of a holiday?

8.5.3. DRAWING AN ITINERARY

An itinerary is a plan of a tour.
It includes:
The name of the tour-Eco-, Business, Educational or Adventure Tour.
Company selling or offering the tour.
Contact details of the company or consultant selling the tour.
Modes of transport to and from the destination.
List of activities for each day of the tour (information on places to visit), and
Calculating total costs including, transport, meals, medical and care rentals.

a) An itinerary of a five-day holiday for the Mdluli family of five from Johannesburg to the Kruger National Park.
b) The Mdluli's will foot the bill but if a Thompson Tours organised the tour, the company would take care of everything including logistics.

ITEM	COSTS
Transport: (One of payment) Transport from Pretoria to Mpumalanga Minibus for 5 days including per kilometre costs and driver's charges.	R5,7770.00
Accommodation: Five people including a driver.	
Day One: Depart for Witbank to tour a Coal Mine Museum. A visit to Pilgrim's Rest a Heritage Site. Picture taking and a family video. Stay at a B&B	R2,600.00
Day Two: ⇒ Game Drive to spot the Big Five (Lion, Buffalo, Rhino, Leopard & Elephant). ⇒ Trout fishing for the evening. ⇒ A Braai (Barbeque) at an open camp ⇒ Stay at a local Chalet.	R1,800.00
Day Three: ⇒ Tour of the Bourkes Luck Potholes ⇒ A helicopter ride of Blyde Rivier and the Three Rondavels. ⇒ Stay at a three star Hotel.	R2,000.00
Day Four: ⇒ Tour the Aventura and Bird Aviary. ⇒ Visit Mapulaneng and XiTsonga Flee Markets to buy handicrafts. ⇒ Stay at a DB&BL	R2,700.00
Day Five: ⇒ Tour local cotton and citrus farms (ZZ-2 Farms) ⇒ Visit the Snake Park. ⇒ Stay at a DB&BL	R2,700.00
Day Six: ⇒ Visit to Hazyview and Skukuza ⇒ Visit God's Window	
TOTAL:	

8.5.4. EXAMPLE OF CALCULATION:

ITEM	COST
Minibus hire costs (X1) @ R300.00/day	R2,100.00
Per kilometre costs (1 X 300 Km X 7dayas @ R3.20/Km)	R1,920.00
Drive costs (1 X 7days @ R250.00/day)	R1,750.00
TOTAL TRANSPORTATION COSTS	**R5,770.00**

8.5.6. INFORMATION ON AND ITINERARY

[Learners must explore some of the items that are not included here]
Itineraries may be supplied with the following for the tourists' convenience:
Maps of the areas to be toured

Air time tables	(major airlines schedules)
Coach time tables	(buses and luxury coaches schedules)
Car hire time tables	(the car you desire may not be on site)
Rail time tables	(trains schedules)
Insurance	(medial and accident cover)
Health requirements	(vaccinations and certificates required)
Tax requirements	(some countries have Tax Treaties with South Africa others don't)

8.6. A BUDGET FOR THE HOLIDAY

A budget for the holiday must include but not limited to some of the following items to avoid a disappointing holiday:
Transport
Accommodation
Meals
Entertainment
Gaming and lotteries-watch for age restrictions
Shopping and Gifts
Medical Expenses
Incidental or contingency expenses
[Learners must discuss some of the aspects regarding a holiday budget]

The Emotional Health and Academic Success (EHAS) Compact Disk.

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