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Via Afrika Tourism

Grade 12 Study Guides

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Our Teachers. Our Future.



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Study Guide

Via Afrika Tourism

Grade 12



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Term 1

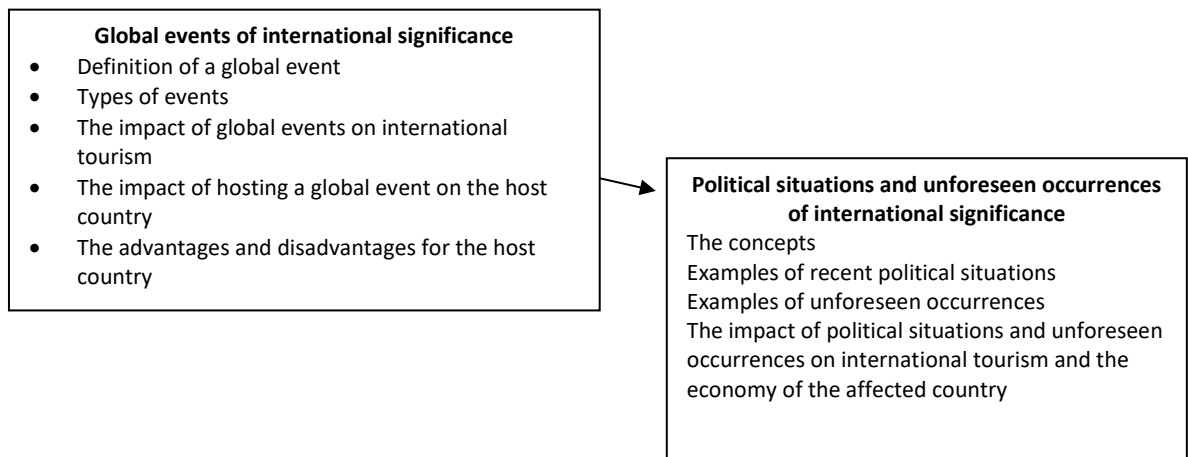
Topic 1 Domestic, regional and international tourism

Overview

This topic introduces you to tourism and the impact of global events on the tourism industry as well as the positive and negative effects for a country of hosting an event of global significance.

In this topic you will learn about:

- Global events of international significance
- The positive and negative impact of global events on international tourism
- The impact of hosting a global event on domestic tourism in the host country
- The impact of hosting a global event on the economy of the host country
- The advantages and disadvantages of hosting global events for the host country
- Political situations and unforeseen occurrences of international significance
- The impact of these situations and occurrences on international tourism and the economy of the affected country.



Unit 1 Global events of international significance

1. What is a global event?

A global event is an organised event involving people from countries from around the world. There are many different types of global events and they can attract a lot of media attention.

1.1 Sporting events

Sports tourism refers to travel which involves either viewing or participating in a sporting event staying apart from their usual environment. Sport tourism is a fast growing sector of the global travel industry and equates to 600 billion dollars a year. Sport event tourism refers to the visitors who visit a city to watch events. An example of this would be during the Olympics. Each Olympic host city receives an immense amount of tourism.

Examples of major international sporting events include:

- The Olympic Games is the largest sporting event in the world.
- The FIFA Soccer World Cup is the second largest sporting event in the world.
- The Tour de France cycling event is the third largest sporting event in the world and is held mainly in France.
- Wimbledon is a prestigious annual international tennis championship played in the London suburb of Wimbledon.
- The Comrades Marathon is the world's largest ultra-marathon. It takes place annually in May or June between Pietermaritzburg and Durban in KwaZulu-Natal.

1.2 Other events

The G8 Summit: This forum is for the governments of eight of the world's largest economies France, the United States of America, the United Kingdom, Russia, Germany, Japan, Italy, and Canada (It excludes, however, two of the actual eight : China, 2nd, and Brazil, 7th). In recent years the 'Plus Five' countries Brazil, the People's Republic of China, India, Mexico, and South Africa, have participated as guests.

Summits on climate change: Summits on climate change try to find ways to cut down on global carbon emissions and pollution. In 2000 the Southern African Economic Summit was held in Durban. In 2011 the UN Climate Change Summit was also held in Durban.

Tourism Indaba: The word indaba is an isiZulu word meaning 'a meeting of elders' but is used as a general term for meetings, exhibitions, and conferences. The Tourism Indaba is South Africa's tourism showcase. It is the largest incoming travel trade exhibition in Africa and is held annually.

2. The impact of global events on international tourism

2.1 Positive impacts

- Short term economic benefits include higher spending at hotels, restaurants and shops, and the creation of temporary jobs.



- Longer-term economic benefits include increased international tourism and increased investment resulting from improved global name recognition due to media coverage.
- Creates a positive impact on the long term association people have with the host.

2.2 Negative impacts

- It might take a long time for the country to pay off the debt incurred in hosting the event.
- Facilities, such as sports stadiums, that are especially built for the event may not be suitable for domestic use after the event.
- Other facilities built to host the international tourists who attended the event may stand empty if the number of tourists declines after the event.

3. The impact of hosting a global event on the host country

The legacy left behind after the event can improve the long-term well-being and lifestyle of citizens in the host country. This contributes enormously to nation building as we saw in South Africa when we hosted the 2010 FIFA World Cup.

3.1 Impact on domestic tourism in the host country

Domestic tourism slows down in the host country during a major global event such as the Olympic Games, FIFA World Cup or Tour de France because during a global event foreign tourists displace local tourists from the most popular tourist attractions.

3.2 The impact on the economy of the host country

Hosting global events can have the following positive impacts:

- Generation of foreign exchange income
- Investment
- The multiplier effect as money spent by a tourist circulates through the economy
- Development of infrastructure in the host country
- Job creation
- Future growth in international tourism.

Hosting global events can have the following negative impacts:

- Facilities built for the event, may not be suitable for domestic use after the event
- During the event, domestic tourism in the host country normally slows down
- Pollution of areas in and around the places used during the event
- Possible security risks
- It might take a long time for the country to pay off this debt
- Construction workers involved in building roads and other facilities in preparation for the event could lose their jobs once the construction work is completed.



Unit 2 Political situations and unforeseen occurrences of international significance

1. Concepts

1.1 Political situations

Political situations are events that are linked to the political circumstances within a country or region for example civil war or terrorism.

1.2 Unforeseen occurrences

Unforeseen occurrences are events that happen without any warning such as earthquakes and natural disasters.

2. Examples of recent political situations

A tourists perceptions of political instability and safety in a country will affect their decisions about whether or not to travel there.

2.1 Civil war

A civil war is a war between opposing groups of citizens of the same country. Civil wars have recently occurred in Libya, Egypt, Somalia and Kenya.

2.2 Terrorism

Terrorism is the use of violent acts to achieve a political goal. One of the most significant terrorist attacks in recent years was the September 11, 2001 attacks on the World Trade Centre in New York.

2.3 General unrest

Unrest is an uneasy or troubled condition. General unrest in Zimbabwe has stopped almost all of the tourism into that country.

3. Examples of unforeseen occurrences

3.1 Tsunamis

A tsunami is a series of very large ocean waves caused by an underwater earthquake or volcanic eruption which damage infrastructure, buildings, attractions, ports, coastlines and beaches.

3.2 Earthquakes

An earthquake is a sudden and violent shaking of the ground caused by movements within the earth's crust or volcanic activity, and can cause great destruction.



3.3 Natural disasters

A natural disaster is an event caused by the forces of nature such as a tornado and can cause great destruction.

3.4 Global recession

A global recession is a period of general economic decline around the world and has a direct impact on tourism demand because people have less disposable income to spend.

3.5 Diseases

A disease is an abnormal condition which interrupts the normal bodily functions leading to feelings of pain and weakness. Diseases such as malaria, yellow fever, and more recently bird flu and swine flu, not only make travelling fearful of visiting certain areas.

3.6 Accidents

Transport accidents can have a negative impact on tourist numbers as they affect the safety image of a destination.

3.7 Economic upsets

Tourism establishments such as hotels and tourist attractions can experience economic upsets when they have financial trouble or difficulty as a result of low visitor numbers.

4. The impact of political situations and unforeseen occurrences on international tourism and the economy of the affected country

The impact of reduced tourism on a country's economy can be disastrous: it may lead to increased unemployment, homelessness, deflation, crime, and other social and economic problems. Examples include:

- Travellers who have already booked will may cancel their trips
- Tourists who haven't yet booked trips to affected areas delay their bookings or may go elsewhere
- Tour operators avoid booking trips to affected countries
- Airlines suspend their flights to affected areas.



Questions

1. What do you understand by the phrase *global event*? (4)
2. Name two of the biggest sporting events in the world? (4)
3. What do you understand by the phrase *tourism indaba*? (6)
4. List six positive effects for a country hosting a global event? (12)
5. List six possible negative impacts for a country hosting a global event? (12)
6. Name three examples of political instability and safety in a country which might affect a tourists decisions about whether or not to travel there? (6)
7. Give an example of an unforeseen circumstance that could affect tourism? (2)
8. Give 4 examples of the impact of political situations and unforeseen occurrences on tourism? (8)
9. Give 4 examples of diseases that may make people fearful of travelling to certain areas? (4)
10. Explain what the phrase *tsunami* means? (4)



Topic 2 Map work and tour planning

Overview

Planning is very important in any industry and more so in the tourism industry than most because attention to detail makes the difference between a successfully planned tour and an unsuccessful one.

In this topic you will learn about:

- Tour plans and route planning
- Compiling a day-by-day itinerary
- Compiling a tour budget
- The concepts World Health Organisation, health certificates, travel clinics, compulsory and recommended vaccinations
- Health and safety precautions for tourists travelling to high-risk destinations
- Required travel documentation for tourists travelling between countries
- Customs regulations when departing from or arriving in South Africa
- The concepts duty free goods, prohibited goods, green channel, red channel, to declare, travel allowances
- World time zones and daylight saving time
- The impact of time zones and daylight saving on travel planning
- Calculating arrival and departure times with and without daylight saving time
- Jet lag and jet fatigue.

Tour plans and route planning

- Developing tour plans

Compiling a tour budget

- Factors influencing the development of a budget
- A basic tour budget

Travel documentation

- Required travel documents
- An international driver's permit (IDP)
- Passports
- Visas
- Completing an application form
- Concepts
- Customs regulations

Compiling a day by day itinerary

- The main aspects of an itinerary
- Requirements of logical itinerary planning
- Drawing up itineraries according to different scenarios

- vaccinations required for entering/leaving areas of high risk
- TB and HIV and AIDS risks for inbound tourists
- Recommended health precautions when visiting health risk areas

2. Safety of tourists

- Reasons why the safety of tourists in South Africa is important
- General safety precautions for tourists

World time zones

- Concepts
- Introduction to a world time zone map
- Daylight saving time (DST)
- The impact of time zones and DST on travel planning and travelling

Calculations of world times when travelling between countries

- Calculating arrival, departure and flying time
- Jet lag and jet fatigue

Unit 1 Tour plans and route planning

1. Developing tour plans

People travel for many different reasons. Whatever the reason if it is well planned it is more likely to be successful.

1.1 What is a tour plan?

A good tour plan should indicate:

- The route the tour will follow
- The length of the tour
- The mode of transport
- The type of accommodation
- The meals and drinks offered
- The places of interest and attractions visited
- Leisure time for the tourist
- The dates of the tour
- Cost of the tour (budget).

1.1.1 Types of tours

Packaged tour: Is also known as an inclusive tour because the price is all-inclusive. The itinerary for a packaged tour is planned in advance.

Escorted packaged tour: A tour guide escorts the tour and takes care of all services from the beginning to the end of the tour.

Group packaged tour: These tours are popular with first time travellers and for tourists who prefer to travel in a group. The itinerary is set and cannot be changed and because the tour was organised for large groups of tourists makes the tour more affordable.

Independent packaged tour: These tours are planned to meet the individual needs of the tourist and are flexible and can be changed if necessary.

Scheduled tours: Scheduled tours have a timetable with set departure and arrival times.

1.3 Tourists profiles

A tourist profile is a summary of personal information and facts relevant to the tourist's wants and expectations. The tourist profile helps the travel agent plan a tour and make sure that the needs of the tourist are met.

1.4 Available budget

A tour budget is calculated using the costs of the different tour components. They include:



- Transport
- Accommodation
- Meals included in the tour
- Attractions, including entrance fees, permits and optional extras
- Additional costs, including airport tax, service charge, etc...

1.5 Available time

When developing a tour plan, it is important to consider how much time a tourist has available. Steps need to be taken to avoid wasting time while also ensuring tourists have adequate leisure and relaxation time.

2. Route planning

Route planning involves choosing the best way to travel to all the destinations identified in the tour plan. The distances between the places visited en route must be taken into account.

The following will help to develop a logical route plan:

- Knowledge of the geography of the region
- A variety of maps
- Distance tables to determine distances between major cities
- GPS
- Computers or smart phones
- Tour brochures, travel guidebooks, and travel magazines.

3. Choice of transport and accommodation to suit customers needs and preferences

3.1 Transport

Tour plans use a variety of transport options for each leg of a tour. Examples include cars, buses, planes, etc...

A customer's choice of transport may also be influenced by how environment friendly they are. They might take into account by these facts:

- Fuel emissions from motorised vehicles are harmful to the environment
- Aircraft emit CO₂ and other greenhouse gases into the upper atmosphere
- Oil, black water, greywater, rubbish, hazardous waste, ballast water, diesel and CO₂ from cruise liners pollute the sea and harm coral reefs and marine life.

3.2 Accommodation

Most countries offer a wide range of accommodation options ranging from luxury safari lodges to backpackers hostels. The type of establishment chosen by the tourist is influenced by a combination of factors, including:

- The type of accommodation required
- The quality of accommodation required
- The desired location



- The availability of the accommodation
- Their budget.

4. Choice of tourist attractions and activities to suit tourists profiles

4.1 Attractions

When planning a tour the interests and preferences of the customers will determine the choice of attractions. The attractions offered on a tour plan are often one of the main reasons why a customer will select one tour plan above another.

4.2 Activities

The popularity of a tour plan depends on the activities that are available at the attraction sites and destinations. Tourists enjoy and remember a tour if they participate in and experience these activities.

Unit 2 Compiling a day-by-day itinerary

A tour plan gives general information about a tour. The specific, detailed information is presented in an itinerary which is a written day-by-day schedule of the dates, times, transport, accommodation, and activities that will make up the trip.

There are three different types of itineraries:

- Specific itineraries are drawn up with a target market in mind
- A general itinerary appeals to the overall market
- A personal itinerary is drawn up for an individual tourist.

1. The main aspects of an itinerary

The main aspects to be considered in an itinerary are:

- Transport
- Accommodation
- Attractions (natural and human-made)
- Activities (at natural and human-made attractions)
- Stops for meals and refreshments.

2. Factors to consider when drawing up an itinerary

Factors to consider when drawing up an itinerary include:

- Time
- Tour objectives
- Tourists' needs and preferences



- Tour information
- Tour route
- Tour sequence
- Tour budget.

3. Drawing up itineraries according to different scenarios

3.1 Presentation of an itinerary

- The layout of the itinerary must be neat, clear and interesting
- Use the 24-hour clock to indicate time
- Write the itinerary as if you were talking to the tourist
- Do not make promises you cannot guarantee
- Mention interesting facts
- Use adjectives to describe places.

3.2 Format of an itinerary

A general itinerary may be presented in paragraph form or in tabular form.

Unit 3 Compiling a tour budget

A tour budget is a document that specifies all the costs of a tour and helps you plan accordingly. Establishing what the tour will cost is important as the cost will determine who will be able to afford to go on it.

1. Factors influencing the development of a budget

The development of a tour budget is dependent on a combination of factors such as:

- The type of tour
- The tour group
- Transport
- Accommodation
- Sundry expenses.

2. A basic tour budget

A basic tour budget shows what the tour will cost, what this includes and excludes and the cost of the optional extras.



Unit 4 Health and safety

In order to reduce the risk of contracting a disease, tourists should obtain advice on the possible health risks in the areas to which they are travelling. Other possible health risks include the effects of unusual climatic conditions, contact with insects and animals, and physical injuries.

1. Concepts related to health

1.1 World Health Organisation (WHO)

The WHO is a specialized agency of the United Nations (UN) that is concerned with international public health. It was established on 7 April 1948, with headquarters in Geneva, Switzerland. Since its creation, WHO has been responsible for playing a leading role in the eradication of smallpox. Its current priorities include communicable diseases, in particular, HIV/AIDS, malaria and tuberculosis; the mitigation of the effects of non-communicable diseases; sexual and reproductive health, development, and aging; nutrition, food security and healthy eating; occupational health; substance abuse; and drive the development of reporting, publications, and networking.

1.2 Health certificates

Global travel on this scale exposes tourists to a range of health risks. Many of these risks can be reduced by taking precautions before the start of a journey.

A health certificate is an official document that is issued and signed by a health authority. It confirms that an individual has received the vaccine or prophylactic as indicated on the certificate.

1.3 Travel clinics

The spread of infectious diseases from one part of the world to another is not something new but it remains a concern. Travel clinics providing up-to-date specialised international travel healthcare.

1.4 Vaccinations

Millions of deaths have been avoided because of worldwide immunisation programmes against infectious diseases. For tourists this is important as safe and effective vaccines help to reduce the possibility of contracting a disease when travelling to high-risk destinations.

Compulsory vaccinations: The WHO decides which vaccinations are compulsory.

Recommended vaccinations: These vaccinations are not enforced but are recommended as a precaution.

2. Precautions to take when travelling to high-risk destinations

Destinations are considered high-risk if they are in regions that pose a threat to the health of the tourist. Areas where malaria, bilharzia and cholera are found are high-risk destinations.



2.1 A region known to have malaria

Malaria is a potentially fatal disease transmitted by the bite of mosquitoes.

Precautions that can take when travelling in malaria-infested areas include:

- Taking anti-malarial prophylactics
- Avoiding being outdoors at night
- Wearing clothing that conceals as much of the body as practical
- Spraying sleeping areas with mosquito repellent
- Sleeping under a mosquito net
- Burning insecticide coils or using electronic vaporizing mats
- Avoiding still water areas and dark damp places.

2.2 A region known to have bilharzia

Bilharzia is also known as schistosomiasis and is caused by parasites that contaminate fresh water, especially when infected people urinate or defecate in the water.

Precautions are necessary when travelling in areas known to have bilharzia:

- Avoid swimming or wading in dams and rivers
- Drink only boiled or filtered water
- Bath in hot water that is at least 65 °C, to destroy possible parasites on the skin
- Dry vigorously with a towel to prevent the parasite from penetrating the skin.

2.3 A region known to have cholera

Cholera is a bacterial disease transmitted mainly through contamination of food and water in areas where there is poor sanitation and hygiene.

Tourists in areas where cholera has occurred should observe the following precautions:

- Drinking water should be boiled, sterilised or filtered
- Foods must be well cooked and eaten hot
- Avoid undercooked or raw fish and shellfish
- Avoid local salads as they may carry cholera-infected water
- Avoid foods and beverages from street vendors
- Swim only in chlorinated swimming pools.

3. Vaccinations required for entering/leaving areas of high risk

Proof of vaccination is often required for tourists travelling into or from countries with a high risk of an infectious disease. An example is a yellow fever vaccination.



4. TB and HIV and AIDS risks for inbound tourists

4.1 The risk of TB for inbound tourists

Tuberculosis (TB) is a preventable and curable infectious bacterial disease. It is prevalent in South Africa. Examples of behaviours of inbound tourists that increase their likelihood of being exposed to the risk of TB include:

- Traveling on a flight lasting longer than eight hours while being seated within two rows of an infected passenger
- Using overcrowded, public transport and accommodation options
- Spending time in poorly ventilated and overcrowded environments, such as indoor events and festivals.

4.2 The risk of HIV and AIDS for inbound tourists

Tourists must be aware of the risk of HIV and AIDS when they travel as there is no vaccine available to prevent infection.

5. Recommended health precautions when visiting health risk areas

The WHO recommends six general health precautions for tourists visiting health risk areas. Their six 'I's' are:

- Insects: Have repellents and medication available
- Ingestion: Drink bottled water and eat uncontaminated food
- Indiscretion: Prevent HIV
- Injury: Carry a traveller's first aid kit. Apply sun block
- Immersion: Avoid swimming in fresh water rivers and dams
- Insurance: Use preventative medicine and have medical insurance.

The safety of tourists when they are in South Africa is important for the following reasons:

- Tourism generates income
- Tourism creates jobs
- Infrastructure development
- Community development.

Unit 5 Travel documentation



Tourists need travel documents to gain entry into a country for security, health, safety, and identification. These documents change from country to country.

1. Required travel documents

The following travel documents are required for entry into a country:

- Passport
- Visa
- Health certificates for certain countries.

1.1 Valid passport

A passport is an official government document that certifies one's identity and citizenship and permits a citizen to travel abroad.

There are different kinds of passports:

- Tourist passports that consist of 32 pages
- Maxi tourist passports with 48 pages for frequent travellers
- Official passports
- Diplomatic passports
- Temporary passports.

An official passport is issued to someone who is travelling internationally on official business for the country and is usually a different colour from regular passports. A diplomatic passport is issued to someone who will travel internationally on official state business such as diplomats and consuls when they are posted to foreign countries. A temporary passport is issued to South African citizens who have applied for a regular passport but need to travel urgently before the regular passport can be issued.

1.2 Visa

A visa is an endorsement on a passport indicating that the holder is allowed to enter, leave, or stay for a specified period of time in a country. A visa application must usually be made before departure as visas are not often issued at ports of entry.

Examples of different kinds of visas are:

- Visitor visas
- Transit visas
- Diplomatic visas
- Courtesy visas
- Official visas.

1.3 Health certificates

A health certificate is an official document that is issued and signed by a health authority which confirms that an individual has received the vaccine as indicated on the certificate.



1.4 Requirements for tourists travelling between countries

Tourists must have proof of the following before travelling between countries:

- A valid passport
- A valid visa
- Sufficient funds to cover their stay in the country
- A return ticket, or onward ticket to another country
- International law requires travellers crossing the borders of countries where yellow fever is endemic, to have a yellow fever vaccination.

2. An international driver's permit (IDP)

An *IDP* is a document recognized by many countries which allows the permit-holder to drive a private motor vehicle in that country. The Automobile Association of South Africa (AA) has the authority to issue the permit. An IDP can be obtained directly from any AA Autosshop or AA Travel Experience Store in South Africa.

3. Passports

3.1 Requirements for obtaining a passport

To apply for a passport the following is required in South Africa:

- An identity number
- Two passport photographs
- Fingerprints must be taken if aged 16 years or older
- A fee dependent on the type of passport applied for.

4. Visas

4.1 Requirements for obtaining a visa

The basic requirements to qualify for a visa include:

- A valid, acceptable passport
- Sufficient funds for the duration of the stay
- A return or onward travel ticket
- Identity photographs, as per requirement of the country for which application is made
- Blank pages in the passport as per requirement of country
- A yellow fever certificate if the applicant passes through a high risk area
- A statement and/or documentation confirming the purpose and duration of the visit
- Payment of the prescribed fee in the currency of the country in which the application is made
- In the case of children, proof of guardianship or custody, or consent from the guardian must be provided
 - A completed visa application form.



5. Concepts

All travellers arriving at South Africa's ports of entry, whether by land, sea or air, are required to pass through immigration control before collecting their baggage. The South African Department of Home Affairs provides this service. Travellers then pass through customs control where their baggage may be X-rayed or examined by customs officers. After passing through immigration control travellers collect their baggage. They then have a choice of two channels. By selecting the green channel, a traveller indicates that they have no goods to declare, in other words, they have no prohibited or restricted goods, and no goods in excess of the duty free allowances.

5.1 Duty free goods

Duty free goods are those goods that travellers are allowed to bring into South Africa without paying customs duty or value-added tax (VAT).

5.2 Prohibited goods

Prohibited goods refer to those goods that travellers are not allowed, by law, to bring into South Africa such as illegal drugs.

5.3 Travel allowances

This refers to how much money a traveller is allowed to take out of South Africa. These transactions are subject to exchange control regulations, governed by the South African Reserve Bank.

Unit 6 Time zones

1. Concepts

1.1 Time zone

The phrase time zone refers to any of the 24 longitudinal divisions of the earth's surface in which a standard time is kept, the primary division being that bisected by the Greenwich meridian. Each zone is 15° of longitude in width, with local variations, and observes a clock time one hour earlier than the zone immediately to the east.

Most countries have only one time zone, for example, South African. More than one time zone may apply if countries extend across many degrees of longitude.

1.2 UTC (Universal Time Coordinate)

UTC is the primary time standard by which the world regulates clocks and time. It is one of several closely related successors to Greenwich Mean Time (GMT).



1.3 Greenwich

The 0° line of longitude passes through Greenwich in London, England. This line divides Earth into the Western and Eastern Hemispheres and is also known as the prime meridian.

1.4 Hemispheres

Earth is divided into the Northern and Southern Hemispheres by the equator, and the Eastern and Western Hemispheres by the Greenwich Meridian.

1.5 Equator

The equator is the 0° line of latitude. It is located at equal distance from the North and South Poles and divides Earth into the Northern and Southern Hemispheres.

1.6 Seasons

Seasons are the four divisions of the year: spring, summer, autumn and winter. The four seasons are the result of Earth's changing position with the sun.

1.7 Standard time

The local time at the standard meridian of a country is called standard time. Standard time is the same for all places in that particular country and is calculated from Greenwich.

1.8 Local time

Local time is the specific time at any given place. It is the time everyone in an area agrees upon as the local time.

1.9 The International Date Line (IDL)

The International Date Line (IDL) is an imaginary line on the Earth's surface at 180° longitude.

1.10 The 24-hour clock

The 24-hour clock is a convention of time keeping in which the day runs from midnight to midnight and is divided into 24 hours, indicated by the hours passed since midnight, from 0 to 23. This system is the most commonly used time notation in the world today.

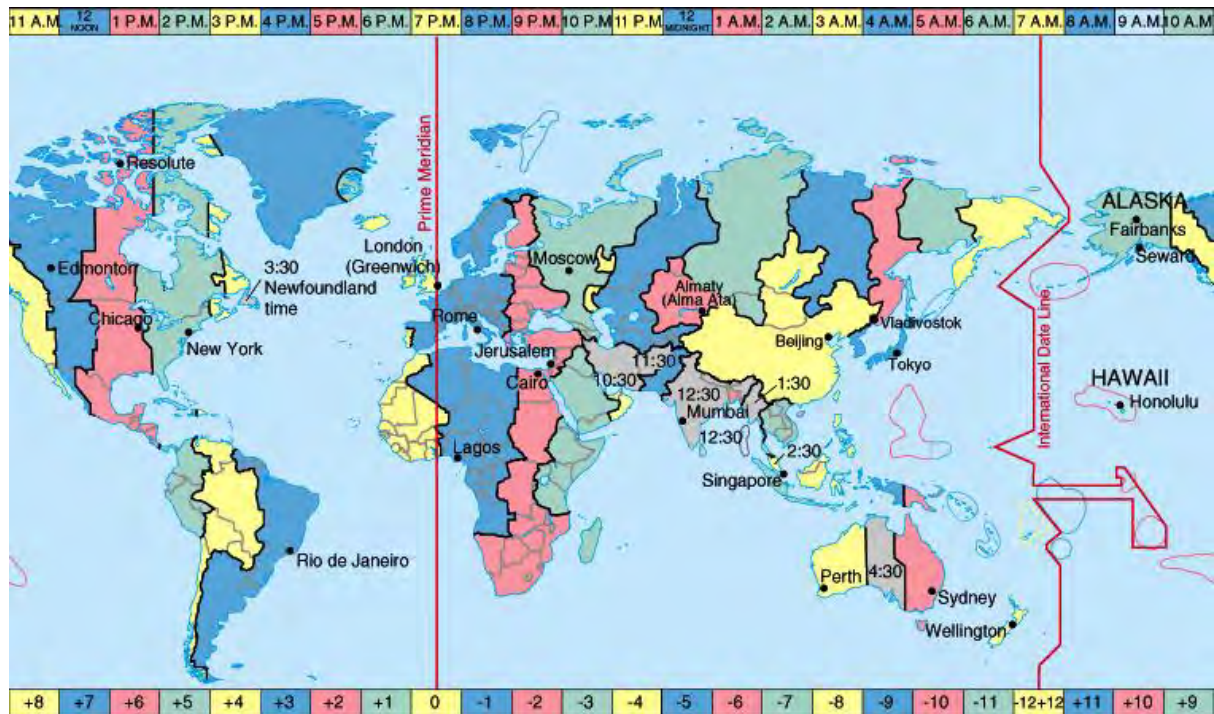
1.11 Latitude and longitude

A geographic coordinate system is a coordinate system that enables every location on the Earth to be specified by a set of numbers. They lie east and west of the Greenwich Meridian and divide the world into 24 time zones.



2. Introduction to a world time zone map

The map shows the different time zones around the world.



3. Daylight saving time (DST)

DST is a way of making better use of daylight by setting the clock ahead during summer months (thus losing one hour) when DST starts, and setting it back again one hour in the winter months (thus gaining one hour) when DST ends.

Reasons for implementing daylight saving time are:

- Some countries feel they can make better use of the extra daylight in the evenings.
- Some countries are of the opinion that fewer road accidents and injuries occur because of better visibility.
- The extra hour of daylight in the evening can give children more time for social activities.
- The extra hour of daylight in the evening may boost the tourism industry as it creates an opportunity to increase participation in outdoor activities.
- It can help to save energy and reduce artificial lighting during the evening hours.

4. The impact of time zones and DST on travel planning and travelling

Time zone differences must be taken into account during long flights eastward or westward because an hour is lost for each time zone that is crossed when flying eastwards.

Travellers must be familiar with the time changes, especially when flying east or west across time zones. They must know when a country has DST and whether they will be crossing the International Date Line as this can affect the times of flight changes, catching trains, etc...



Unit 7 Calculations of world times when travelling between countries

1. Calculating arrival, departure and flying time

1.1 Determining the time and day in a different time zone

Step 1: Locate the place for which you already know the time and day on a time zone map.

Step 2: Locate the place for which you wish to know the time and the day of the week on a time zone map.

Step 3: Count the time zones between the two places

Step 4: Calculate the time by either adding or subtracting an hour for each time zone, depending on whether you are moving east or west.

Step 5: If you have crossed the International Date Line, identify the day.

1.2 Calculating arrival, departure and flying time

Time difference calculations are also important when calculating arrival, departure, and flying times.

1.3 Calculating time using DST

When DST applies to countries one has to add an hour to the time zone for countries to the east and subtract an hour for countries to the west.

2. Jet lag and jet fatigue

2.1 Definition of jet lag

Jet lag is a general feeling of fatigue and disorientation often experienced by travellers by jet aircraft who cross several time zones in relatively few hours.

2.2 Symptoms of jet lag

The main cause of jet lag is the inability of the body to immediately adjust to the time in a different zone.

Other factors that contribute to jet lag are:

- The food and drinks consumed during the flight
- Cabin pressure, which causes leg swelling and tiredness
- Stale air in the plane, which cause tiredness, irritability and headaches
- Lack of exercise during the flight
- Lack of sleep during the flight.



2.3 How to minimise and ease the effects of jet lag

Before the flight, travellers should make sure:

- They are in good physical shape and that they eat correctly before their trip.
- They are well informed about any medical condition from which they suffer.
- They begin adjusting their bodies to the new time zone before they leave if their stay in the destination time zone will last more than a few days.
- They try to go to sleep and get up earlier if they are travelling east.
- They get a good night's sleep the night before departure.

During the flight, travellers should make sure:

- They do not drink alcoholic beverages the day before their flight, during the flight, or the day after the flight.
- They do not drink caffeinated beverages before, during, or just after a flight
- They drink plenty of water to offset the effects of the dry air in the plane.
- They do not eat too much on the plane
- They exercise their legs from time to time while they are seated for their flight
- They get up and walk around every hour or two.
- They do not take sleeping pills.
- They do not nap for more than an hour at a time.
- They break up long-haul trips across many time zones, if feasible, with a stay in a city about halfway to their destination.
- They wear comfortable clothes and shoes.
- They make use of sleeping aids.

After the flight travellers should make sure:

- They try and get at least an hour's worth of sunlight as soon as possible after reaching their destination if they are travelling west.
- They check, on arrival, whether beds and bathroom facilities at their accommodation are satisfactory
- They adapt to the local schedule as quickly as possible to help their bodies adjust faster.
- They try to establish sleeping patterns according to the time at their destination without resorting to sleeping pills.



Questions

1. List 5 different types of tours? (10)
2. What does the phrase *tourist profile* mean? (4)
3. Name 5 requirements for tourists travelling between countries? (10)
4. What are the requirements for obtaining a passport in South Africa? (8)
5. What does the phrase *daylight saving time* mean? (4)
6. What does the phrase *time zone* mean? (4)
7. What does the phrase *jet lag* mean? (4)
8. Name 4 things travellers can do during the flight to minimise jet lag? (8)
9. What does the phrase hemisphere mean? (4)
10. List the 5 steps that can be taken to determining the time and day in a different time zone? (10)



Term 2

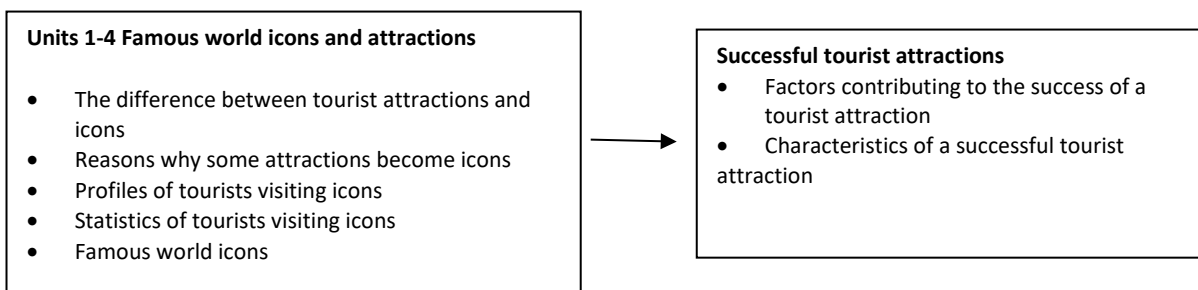
Topic 1 Domestic, regional and international tourism

Overview

This topic examines the different world famous icons of different countries, their locations and why they are tourist attractions.

In this topic you will learn about:

- The difference between a tourist attraction and an icon
- The reasons why specific tourism attractions are regarded as icons
- Profiles and statistics of tourists visiting these icons
- The economic significance of icons for a country or area
- World famous icons and attractions in different countries of the world
- The location of the world famous icons and attractions on a map
- The reasons why these attractions are considered to be world famous icons
- Interesting facts about these icons.



Units 1-4 Famous world icons and attractions

In your learner book units 1-4 of topic 1 term 2 deal with the different icons that are tourist attractions in different countries. You need to make sure that you know what icon belongs to which country.

1. The difference between tourist attractions and icons



Tourist attractions are places that tourists like to visit, such as national parks and heritage sites. An icon is a tourist attraction that is world famous and comes to represent or be symbolic of the country or city in which it is located. Icons can be human-made or natural. A World Heritage Site is a place such as a forest,

mountain, lake, desert, monument, building, complex, or city that is listed by UNESCO as being of special cultural or physical significance.

2. Reasons why some attractions become icons

Icons are unique and tourists find them fascinating because they are the only one of their kind in the world. Many icons are also proclaimed as World Heritage Sites by UNESCO because of their special cultural or physical significance. Sometimes an icon provides a sense of identity, such as the Vatican City to people of the Catholic faith. An icon may be linked to famous people such as Robben Island and Nelson Mandela.

2.1 The economic significance of icons for a country

Tourism icons are used by the tourism industry as pull factors and are often included in tour packages and can therefore make a significant economic contribution to a country or region where they are located. Businesses involved in the tourism industry are interrelated and dependent on each other. For this reason the economic benefits of tourism reach almost everyone in the region in some way. This is called the **multiplier effect** which is an effect in economics in which an increase in spending produces an increase in national/regional income and consumption greater than the initial increase.

3. Profiles of tourists visiting icons

Different types of tourists will visit different types of icons, depending mainly on their interests, age, professions and income. A young adventurous tourist might climb Mount Everest while an older wealthier tourist might relax on the beaches of the French Riviera.

4. Statistics of tourists visiting icons

The numbers of tourists visiting icons are used to plan:

- Marketing strategies
- The time and level of maintenance and upkeep of the icon
- Restrictions to protect icons from possible damage caused by mass tourism.

Examples of famous world icons include:

Australia: Sydney Opera House, Ayers Rock/Uluru-Kata Tjuta National Park.

Brazil: The Statue of Christ the Redeemer

Canada: Niagara Falls

Italy: The Colosseum, The Leaning Tower of Pisa, Venice, Vatican City

Egypt: The Great Pyramids of Giza, The Sphinx

Germany: Berlin Wall and the Brandenburg Gate, The Black Forest

China: The Great Wall of China

Israel: The Dome of the Rock, The Wailing Wall

Greece: The Parthenon

India: The Taj Mahal

Turkey: The Blue Mosque

France: The Eiffel Tower, The French Riviera

Japan: Mount Fuji



Mexico: Chichén Itzá (Yucatan)

Jordan: Petra

Nepal: Mount Everest

Saudi Arabia: Mecca

Switzerland: The Swiss Alps

Netherlands: Mill Network at Kinderdijk, Elshout

Peru: Machu Picchu (Cuzcu)

Poland: Auschwitz Concentration Camp

Portugal: The Algarve

Spain: Alcazar of Segovia, Bullfights

Thailand: Floating markets

Russia: The Kremlin, Red Square

United Kingdom: Big Ben, Buckingham Palace, Tower of London, London Bridge

United States of America: The Statue of Liberty, The Grand Canyon.

Unit 5 Factors contributing to the success of tourist attractions

Attractions form a key component of the tourism industry. They draw local and international tourists to cities and regions and motivate tourists to visit a destination.

Successful tourist attractions are those that:

- Continue to attract tourists
- Give enough information about the attraction where applicable
- Provide for the needs of tourists
- Meet the interests of the tourists
- Are easily accessible
- Are well maintained
- Provide a safe experience for tourists.

1. Factors that make a tourist attraction successful

The five main areas in attraction management that impact on the success of an attraction are:

- Marketing
- Income and financial management
- Human resources
- visitor management
- Operation management.



1.1 Marketing of tourism products locally and /or internationally

Successful marketing strategies are key to the success of tourist attractions. It is important that the marketing technique that is used will improve visitor numbers, and stimulate out of season and seasonal visits. Furthermore, the strategy must create a brand awareness and help to reach the budgeted income. The strategy must make the tourist attraction stand out from all other available options.

1.2 Sustainable and responsible management plans

Sustainable and responsible management entails sound management of both the financial and environmental aspects of the tourist attraction.

1.2.1 Environmental management

The environment on which the attraction is dependent for its existence must be looked after and developed.

1.2.2 Financial management

Financial management issues that must be well managed to ensure the success of an attraction are:

- The budget
- External issues such as inflation and tax laws
- Controlling costs and income.

1.3 Efficiency and ethical behaviour of staff and management

Labour costs will make up a significant portion of the budgeted costs. It is therefore important that staff are managed well and that they are efficient and behave ethically. To ensure this, good staff planning and training are needed. Good induction programmes and continuous training are important to make sure that staff obtains the skills needed.

1.4 Positive experience of visitors

To ensure positive visitor experiences it is important that:

- Visitor numbers are controlled
- Opening hours are convenient
- Pricing is right
- Pathways are clear and signage is displayed
- Informative brochures and leaflets are available.

1.5 Safety and crime prevention

The safety and security of tourists is the highest priority of any tourist attraction and a well co-ordinated strategy must be developed to protect tourists and make them feel safe.



1.6 General appearance and upkeep of the attraction

A successful attraction should have a pleasing and clean appearance. This means that regular maintenance of the facilities must take place.

1.7 Considering the needs of people with disabilities

Tourism attractions should be accessible to all including people with disabilities.

1.8 Universal access

Tourists have different needs. To be successful an attraction should have universal access. In other words it must be accessible to a wide range of tourists.

Key aspects that make an attraction accessible include:

- Transport to the attraction
- Transport at the attraction
- Parking
- Accommodation
- Toilet facilities
- Information
- Support facilities and services.

2. Characteristics of a successful tourist attraction

These include:

- Actual number of visitors exceeds the target number of visitors
- Repeat visits
- Income generated exceeds target figures
- Positive impact on local community and environment.

Questions

1. What is the difference between tourist attractions and icons? (4)
2. What is the reason why some attractions become icons? (2)
3. Give an example of an icon linked to a famous person? (2)
4. Give 10 examples of famous world icons (20)
5. List 4 characteristics of a successful tourist attraction (8)
6. What does the phrase multiplier effect mean? (4)
7. Name two things that can be done to ensure staff obtain the skills needed to do their jobs properly? (4)
8. Name 7 things that make an attraction accessible? (14)



9. Is the general appearance and upkeep of an attraction important? (2)
10. What are the five main areas in attraction management that impact on the success of an attraction? (10)

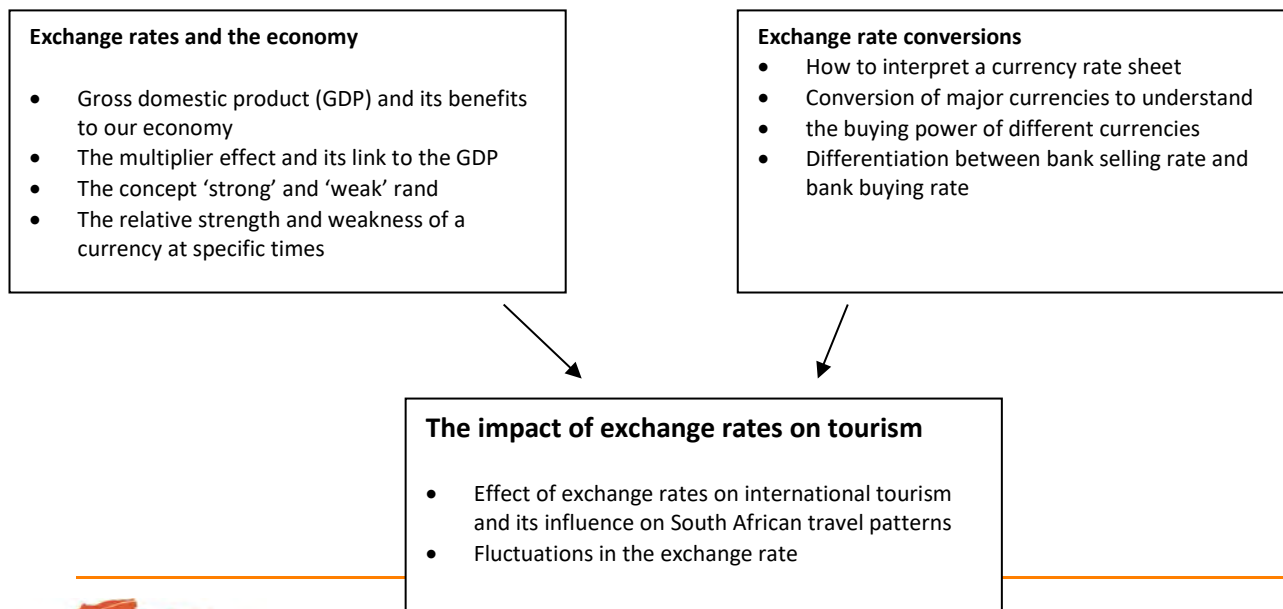
Topic 2 Foreign Exchange

Overview

When tourists travel to another country they have to exchange their own currency for that of the country they are visiting in order to buy things such as food, gifts or pay for accommodation. The rate at which one currency can be exchanged for another affects not only the decisions made by tourists to visit a particular country but also the amount of foreign currency earned by a country.

In this topic you will learn about:

- The term GDP and its benefits to the economy
- The multiplier effect and its link to the GDP
- The concepts of a weak and strong rand
- The relative strength and relative weakness of a currency
- How to interpret a currency rate sheet
- How to convert major currencies
- The difference between bank selling rate (BSR) and bank buying rate (BBR)
- The effect of exchange rates on international tourism
- Fluctuations in exchange rates.



Unit 1 Foreign exchange

The phrase foreign exchange refers to the exchange of one currency for another, or the conversion of one currency into another currency. Foreign exchange also refers to the global market where currencies are traded virtually around-the-clock. The term foreign exchange is usually abbreviated as "forex".

1. Gross domestic product (GDP) and its benefits to our economy

The GDP is a measure of a country's national income. GDP is a measure of all the goods and services produced domestically, usually in a period of one calendar year. The components included are consumer spending, investment made by industry, value of exports minus value of imports, and government spending.

Our economy is diversified with key economic sectors contributing to the GDP, including:

- Mining
- Agriculture and fisheries
- vehicle manufacturing
- food processing
- Clothing and textiles
- Telecommunication
- Energy
- Financial and business services
- Tourism
- Transportation
- Wholesale and retail trade.

If there are more goods and services produced in a year than in the previous year, we say there has been growth in the GDP. If GDP is increasing the economy is in good health and the nation is progressing and standards of living are improving.

2. The multiplier effect and its link to the GDP

The multiplier effect refers to the increase in final income arising from any new injection of spending. Every time there is an injection of [new demand](#) into the circular flow there is likely to be a multiplier effect. This is because an injection of extra income leads to more spending, which creates more income, and so on.

2.1 The tourism multiplier effect

Tourism not only creates jobs in the tourism industry, it also encourages growth in other sectors of industry. This is known as the tourism multiplier effect. Simply stated, this is how many times money spent by a tourist circulates through a country's economy.

2.2 The multiplier effect and the GDP

The multiplier effect is an effect in which an increase in spending produces an increase in national income and consumption greater than the initial amount

spent. Therefore the tourism multiplier affects GDP and is very important for South Africa because we need to grow the economy and create more jobs.

3. The concept 'strong' and 'weak' rand

Strong currency, also known as a hard currency, refers to a currency when it is worth more relative to other currencies. A weak currency, also known as a soft currency, is a currency whose value has depreciated significantly over time against other currencies and will fluctuate erratically or depreciate against other currencies. A weak currency is often the result of political or fiscal instability in the country. The terms strong rand and weak rand are used in the foreign exchange market to describe the value and strength of the South African Rand against other currencies. When one unit of our currency trades for more units of another currency, it is known as a strong rand.

4. The relative strength and weakness of a currency at specific times

Some of the effects of a weak currency:

- A weak currency is good for nations that have more exports than imports because their exports will become cheaper for foreign buyers.
- A weak currency will stimulate manufacturing and exports to areas with a stronger currency.
- There will be an increase in manufacturing and job creation if the demand for exports increases.
- More foreign tourists will be able to afford to visit countries with weak currencies as it will increase their purchasing power.
- Imports become more expensive for the countries with weak currencies.
- Higher prices of foreign products increase the cost of living in countries with weak currencies.
- Purchasing power weakens for people in countries with weak currencies.
- A weak currency has a negative effect for people planning to travel to areas with a strong currency.

Effects of a strong currency:

- Imports become cheaper for the countries with strong currencies.
- Imported products and services, especially fuel, become more affordable.
- Exports become more expensive. Countries with strong currencies will export less as the demand will decrease.
- Domestic manufacturing will decrease as there is less demand from both the domestic and foreign markets.
- Fewer foreign tourists will be able to afford to visit countries with strong currencies as it will decrease their purchasing power.
- Purchasing power strengthens for people in countries with strong currencies.
- A strong currency has a positive effect for people planning to travel to areas with a weak currency.



5. How to interpret a currency rate sheet

Currency rates, also known as foreign exchange rates or simply exchange rates, tell how much of one currency you need to purchase a unit of another currency.

In order to calculate a foreign exchange rate follow these steps:

- Identify the exchange rate of the currency you need and find the ISO code. For example, the currency code of the rand is ZAR, while that of the US Dollar is USD.
- Look up the exchange rate for your two currencies.
- Calculate the exchange rate by looking at a currency pair (two currencies). The first currency in the pair, known as the base currency, is the transaction currency and the second currency is the payment currency.

Unit 2 Foreign exchange (part 2)

7. Differentiation between bank selling rate and bank buying rate

In the trading world of the currency exchange markets, a different buying rate and selling rate will be quoted. Exchange rates are quoted in two different rates:

- The bank buying rate
- The bank selling rate.

The buying rate (BBR) is the rate at which the exchange bank will buy a currency. The selling rate (BSR) is the rate at which the exchange bank will sell a currency.

The quoted rates will include an allowance for a dealer's margin (profit) in trading. Alternatively the profit may be recovered in the form of a commission. Banks perform a vital role in foreign currency exchange transactions. Banks trade in international currencies in order to make a profit.

8. Effect of exchange rates on international tourism and its influence on South African travel patterns

Exchange rates can impact the tourism industry either negatively or positively. A fall in the value of the South African rand has a twofold effect:

- It makes international travel for South Africans more expensive
- It makes travelling in South Africa cheaper for foreign tourists.

Tourist travel patterns are influenced by the exchange rates as they affect the tourist's purchasing power. Tourists visiting South Africa from another country will have more or less money to spend depending on the exchange rate.



9. Fluctuations in the exchange rate

Factors that determine exchange rates are:

- Inflation
- Interest rates
- Trade balance
- Terms of trade
- Government debt
- Political and economic instability
- Employment outlook of a country.

Questions

1. What does the phrase *foreign exchange* mean? (4)
2. What does the phrase *Gross Domestic Product* mean? (4)
3. What do you understand by the phrases *strong and weak currencies*? (4)
4. Name three effects of a weak currency? (6)
5. List the different factors that determine exchange rates? (14)
6. List two effects a fall in the value of the South African rand has on tourism? (4)
7. Name the two ways exchange rates are quoted? (4)
8. What are the steps that need to be taken to determine an exchange rate? (6)
9. List three effects of a strong currency? (6)
10. What is the multiplier effect and its link to the GDP? (4)



Term 3

Topic 1 Domestic, regional and international tourism

Overview

In this topic you will learn about:

- Forms of payment when travelling internationally including:
 - Electronic fund transfers (EFT)
 - Telegraphic transfers (SWIFT transfers)
 - Bank drafts
 - Internet payments
 - Foreign bank notes (cash)
 - Credit cards (Visa, MasterCard, American Express, Diners Club)
 - Traveller's cheques
 - Preloaded foreign currency debit cards such as Cash Passport Card/Travel Wallet/International Travel Card
- The advantages and disadvantages of each form of payment
- Interpreting statistics regarding inbound international tourism including:
 - Foreign arrivals to South Africa and how the arrival statistics can determine foreign market share
 - Most visited provinces in South Africa
 - Length of stay in each province
 - Average expenditure per tourist
 - Activities undertaken whilst in South Africa.

Forms of payment when travelling internationally

- Electronic fund transfers (EFT)
- Telegraphic transfers (SWIFT transfers)
- Bank drafts
- Internet payments
- Foreign bank notes
- Credit cards
- Preloaded foreign currency debit cards
- Traveller's cheques

Foreign Market Share

Concepts
Foreign arrivals to South Africa
Most visited provinces in South Africa
Length of stay in each province
Average expenditure per tourist
Activities undertaken whilst in South Africa

Unit 1 Forms of payment when travelling internationally

There are several methods tourists can use to pay for goods and services when travelling in a foreign country. Each method of payment has its advantages and disadvantages and tourists need to do research before deciding which method is best suited to them.

1. Electronic fund transfers (EFT)

An EFT is the electronic exchange, transfer of money from one account to another, either within a single financial institution or across multiple institutions, through computer-based systems.

Its advantages are:

- It is safe and secure
- It is efficient and fast
- It is less expensive than paper cheque payments and collections
- Money can be transferred throughout the world.

Its disadvantages are:

- Funds will only show on a beneficiary's account if the transaction is done before a specific time of the day, otherwise it will only show the next day.
- Funds might be transferred to or from a person's account on the incorrect date.
- It may be difficult to cancel an EFT.

2. Telegraphic transfers (SWIFT transfers)

Telegraphic transfers are a method of electronic funds transfer from one person or institution to another. A wire transfer can be made from one bank account to another bank account or through a transfer of cash at a cash office. Wire transfer systems are intended to provide more individualized transactions than bulk payment systems.

Its advantages are:

- If you are stuck overseas without cash, someone at home can send you money electronically within a day
- You do not need Internet banking as the banks send the information directly to each other.

Its disadvantages are:

- Fees can be high.



3. Bank drafts

A banker's draft (also called a *cashier's check*) is a cheque where the funds are taken directly from the financial institution rather than the individual drawer's account.

Its advantages are:

- It is one of the safest ways to send money abroad.

Its disadvantages are:

- Bank fees and charges can be high
- Drafts need to be physically sent by mail or courier, so they may take a few weeks to reach the recipient.
- The recipient cannot cash the draft unless he has a bank account in which to deposit it.

4. Internet payments

Internet payments describe any online payment (on the internet) for a product or service.

Its advantages are:

- They can save time
- No need to stand in long queues to pay a bill
- People can log into their accounts at any time to get an up-to-date statement of their transactions
- Low transaction costs/fees.

Its disadvantages are:

- No internet access can cause late payments
- There is no direct contact with the business from which a product or service is purchased
- Computer crimes may result in money being stolen
- Criminals record a user's keystrokes and then use this information to illegally access accounts.

5. Foreign Bank notes

Foreign bank notes are cash (coins and notes) that the tourist uses in the country that they are visiting.

Its advantages are:

- It's useful to have cash on hand for immediate expenses.

Its disadvantages are:

- This is the most risky form of payment as if cash is stolen or lost it cannot be recovered.



6. Credit Cards

A card issued by a financial company giving the holder an option to borrow funds, usually at point of sale. Credit cards charge interest and are primarily used for short-term financing. Interest usually begins one month after a purchase is made and borrowing limits are pre-set according to the individual's credit rating.

Its advantages are:

- Cards can be used to buy expensive items. The debt can be paid off over time
- They avoid having to carry large amounts of cash
- Most businesses accept credit cards as a form of payment.

Its disadvantages are:

- Some businesses do not accept credit cards
- It is easy to overspend and incur debt
- Transaction costs are charged every time you use the card
- Illegal copying of information from the magnetic strip of a card may give criminals access to an account (card skimming)
- Interest rates are high.

7. Preloaded foreign currency debit cards

These cards, issued by all major banks, are preloaded with foreign currency before tourists travel and are also known as 'cash passports'.

Its advantages are:

- There is no chance of running into debt
- The money loaded onto the card is safe
- Activation of the card is protected by a PIN.

Its disadvantages are:

- Bank fees may be high
- Some cards charge a fee when you use them to make a purchase or withdraw money
- A lack of Internet access may make it difficult to load foreign currency onto the cards.

8. Traveller's cheques

A traveller's cheque is a cheque issued by a financial institution that can be used as a form of payment and, if necessary, exchanged for cash.



Its advantages are:

- They are refunded if lost or stolen
- They are available in all major currencies and can be exchanged at most hotels, restaurants and shops around the world
- They are useful as currency if a tourist is unable to find a functioning ATM.

Its disadvantages are:

- The exchange rate for traveller's cheques is not as favourable as the interbank rate that tourists get when using a credit or debit card
- Nowadays few shops and businesses accept traveller's cheques for the purchase of goods
- There are bank charges and fees for converting cash into traveller's cheques.

Unit 2 Foreign market share

1. Concepts

1.1 Inbound tourists

Inbound tourists are incoming tourists, ie - people travelling to South Africa.

1.2 Foreign market share

Foreign market share is the portion of the inbound tourism market that a specific country controls and includes both the number of tourists and the amount they spend.

The two main categories of foreign markets are:

- **Land markets:** Countries where at least 60% of arrivals from the country arrive by land. For South Africa land markets are Botswana, Lesotho, Mozambique, Malawi, Namibia, Swaziland, Zambia and Zimbabwe.
- **Air markets:** Those countries where at least 60% of arrivals from the country arrive by air.

1.3 Arrival statistics

Arrival statistics indicate the numbers of international tourists that arrive in South Africa. These numbers are collected, classified, analysed and interpreted.

2. Foreign arrivals to South Africa



Foreign tourist arrivals vary from year to year. We use the phrase *source markets* to describe the main areas from which these tourists come from. One of South Africa's source markets is Europe. Examples of emerging foreign markets are India and China.

Questions

1. What does the abbreviation EFT stand for? (2)
2. List four advantages of using EFTs. (8)
3. What is a telegraphic transfer or SWIFT transfer? (4)
4. Name one advantage of using a telegraphic transfer? (2)
5. List four advantages of using the internet to make payments? (8)
6. List four disadvantages of using the internet to make payments? (8)
7. Explain what a credit card is? (4)
8. List three advantages of using a credit card to make payments? (6)
9. Explain the phrase *foreign market share*? (4)
10. The two main categories of foreign markets are? (4)



Topic 2 Marketing

Overview

International tourists visiting South Africa form a vital part of our economy. In this topic you will learn about:

- The importance of marketing South Africa internationally
- The core business of South African Tourism
- Opportunities for marketing South Africa internationally
- How SAT's marketing activities are funded
- The concept of branding and South Africa's brand logo
- Local travel shows such as the Tourism Indaba and the Getaway show as
- Opportunities to promote South Africa and the Southern African region to the world.

Marketing South Africa

- The importance of marketing South Africa internationally
- The core business of South African Tourism
- Opportunities for marketing South Africa internationally
- Funding SAT's international marketing initiatives: the role of Tourism Marketing Levy South Africa (TOMSA)
- South Africa's brand logo
- Opportunities to promote South Africa and the Southern African region to the world

Unit 1 Marketing South Africa as a tourism destination

1. The importance of marketing South Africa internationally

Tourism is a very important part of South Africa's economy. In order to ensure that tourism continues to grow, South Africa must be actively marketed to international tourists as a tourism destination. There are two main objectives in marketing South Africa as a destination:

- Increase in annual volume of foreign arrivals to South Africa
- Increase in international awareness of South Africa as a travel destination.



2. The core business of South African Tourism (SAT)

SAT has been specifically tasked with marketing South Africa as a destination, both domestically and internationally and can be described as a National Destination Marketing Organisation (DMO).

2.1 Marketing South Africa internationally as a tourism destination of choice

SAT undertakes a number of marketing activities. These include:

- Participation in major travel shows both locally and internationally
- Advertising, public relations and direct mailing campaigns
- Holding educational work sessions with the international partners of South Africa's travel industry.

SAT divides the international market into segments to identify the most important markets on which to focus. SAT categorises market segments as core markets, investment markets, tactical markets, watch-list markets, markets of strategic importance and strategic air link or hub markets. Core markets are the most important and receive the most attention.

2.2 Maintaining and enhancing the standard of facilities and services in the industry

The product aspect of marketing is one of the five Ps of the marketing mix. Since facilities and services form the basis of the tourism product, the quality of these facilities and services needs to be maintained or, if necessary, improved. One of the ways in which SAT can do this is through the Tourism Grading Council of South Africa (TGCSA). The TGCSA evaluates accommodation establishments, such as guesthouses and hotels, and awards them a star grading.

Other initiatives to ensure that the standard of facilities and services are improved include:

- Welcome Awards
- The Emerging Tourism Entrepreneur of the Year Award (ETEYA).

2.3 Coordinating the marketing activities of role players in the industry

SAT spends a large amount of time and money on marketing South Africa as a destination. Other tourism organisations should use the marketing done by SAT as a platform for their own marketing initiatives. Marketing efforts should be coordinated so that they align with the strategy and positioning of South African Tourism. For this reason SAT works closely with other Direct Marketing Organisations (DMOs) at both provincial and local levels. SAT coordinates the marketing efforts of the different provinces and cities with the national marketing efforts.

3. Opportunities for marketing South Africa internationally

Tourism intermediaries are very important in generating tourism business for a destination. International travel trade shows and expos are hosted around the world. The two best known of these are the International Tourism Exchange (ITB) in Berlin and the World Travel Market (WTM) in London.



3.1 ITB (Berlin)

The ITB takes place annually in March. ITB draws more than 170 000 visitors, including 108 000 trade visitors, and over 10 000 exhibitors from 180 countries.

3.2 World Travel Market (London)

The idea is to create opportunities for a wide variety of people from the global travel trade to meet, network, negotiate and conduct business under one roof. This is an annual event that normally takes place in November.

4. Funding SAT's international marketing initiatives: the role of Tourism Marketing Levy South Africa (TOMSA)

SAT needs a great deal of funding because international marketing is expensive. Tourism Marketing Levy South Africa (TOMSA) was set up in 1998 to raise additional funds for the marketing of destination South Africa. It is a private sector initiative. South African Tourism (SAT) makes use of these funds to promote the country as a preferred tourist destination, both locally and internationally.

The TOMSA levy is 1% of each confirmed booking. The collection of the TOMSA levy by tourism businesses is voluntary. The amounts paid are not the same as paying a tax to the business. The tourist pays the levies and the business just acts as a collector of the levies. These levies are paid to the Tourism Business Council of South Africa (TBCSA), which administrates TOMSA.

5. South Africa's brand logo

South African Tourism's logo and corporate identity were redeveloped in 2009 in collaboration with the International Marketing Council (IMC). The logo uses the colours of the South African flag and the inspiration for the logo is the pride in South Africa that South African Tourism strives to nurture among all South Africans.



6. Opportunities to promote South Africa and the Southern African region to the world

6.1 Tourism Indaba

This is owned by SAT and is one of the largest tourism marketing events on the African calendar. Indaba can be compared to other 'must visit' events of its kind on the global calendar, such as the WTM and ITB. This tourism trade event showcases a wide variety of Southern Africa's best tourism products, and attracts international visitors and media from across the world. Indaba takes place annually over four days normally in mid-May. It attracts well over 13 000 delegates from the travel, tourism, and related industries.

6.2 The Getaway Show

The Getaway Show takes place annually both in the Western Cape, usually during March/April, and in Gauteng during August/September. The show is organised by the publishers of Getaway magazine and includes a wide variety of exhibitors, including outdoor equipment companies, safari tour operators, and tourist destinations in Southern Africa.

Questions

1. What are the two main objectives in marketing South Africa as a destination? (4)
2. What is the core business of South African Tourism (SAT)? (2)
3. Name three marketing activities that SAT undertakes? (6)
4. What are the segments that SAT divides the market into? (14)
5. Name two international trade expos that SAT participates in? (4)
6. Name two local trade expos that promote South Africa? (4)
7. Explain how SAT is funded? (8)



Topic 3 Sustainable and responsible tourism

Overview

In this topic you will learn about:

- The concept and background of the triple bottom line approach
- How tourism businesses can act responsibly (environmentally, economically and socially)
- Codes of conduct for tourist behaviour (social, economic and environmental)
- How a destination can attract tourists who are conscious of the triple bottom line
- How Fair Trade in Tourism South Africa contributes to responsible and sustainable practices
- How to make use of case studies of companies that practise the triple bottom-line approach.

The three pillars of sustainable tourism

- The concept and background of the triple bottom line approach
- Environmental impacts (planet)
- Economic impacts (profit)
- Social impacts (people)

Responsible tourism and tourists

- Codes of conduct for tourist behaviour (social, economic and environmental)
- How can a tourism destination attract environmentally (people, planet, profit) conscious tourists?
- The contribution of Fair Trade in Tourism South Africa (FTTSA) towards encouraging responsible and sustainable practices
- Case studies of companies that practice the triple bottom-line approach

Unit 1 The three pillars of sustainable tourism

1. The concept and background of the triple bottom line approach

The phrase *bottom line* refers to the bottom line of a financial statement, called the income statement. This line shows how much profit a company has made in a particular period.

As international tourism continues to grow, governments have realised that tourism has more than just an economic impact on a country. Tourism also has social (people) and environmental (planet) impacts. These two aspects are added to the economic (profit) aspect to form the triple bottom line approach.



If profit was the only objective, human and natural resources could be exploited so balanced approach is required.

2. Environmental impacts (planet)

2.1 Resource management (energy and water)

Resource management refers to the way in which scarce and limited resources are managed. It is important that tourism businesses reduce their energy usage to help reduce pollution and protect our limited resources. Simple things like switching off unused appliances and lights that have been left on help conserve electricity. The supply of fresh water is limited and large parts of South Africa receive little rain and are very dry. We need to conserve water to ensure that there is enough water for everyone. Simple things like fixing leaking taps help conserve water.

2.2 Waste management

Waste management refers to the management of the amount of waste generated by a tourism business. It is important that tourism businesses manage their waste since waste has a negative environmental impact. The three Rs can be applied to manage waste – reduce, re-use and re-cycle.

2.3 Litter control

Litter control is the reduction or avoidance of litter. Tourists should be encouraged not to litter. Tourism organisations should ensure that they provide enough rubbish bins, and encourage tourists to place litter in the correct bins for recycling. They should also encourage tourists to reduce, re-use and recycle.

2.4 Pollution control

Tourism organisations should use environmentally friendly products where possible. This is done through pollution control. Pollution should be reduced or completely avoided. This will ensure that fewer harmful chemicals that pollute the ground and water are produced. Certain types of waste, for example, used motor oil and fluorescent tube lights, should be handled by professional waste management companies.

2.5 Environmentally friendly building

Environmentally friendly building is the construction and design of new buildings, such as hotels, which are designed to have the minimal negative impact on the environment both during building and once operational.

2.6 Promotion of indigenous flora and control of alien invasive plants in grounds and gardens

Alien invasive plants are plants that do not naturally occur in a particular area. They often grow out of control, affecting the indigenous flora. It is better to use indigenous plants when planning a garden, for example, for a new hotel, as they use less water and are part of our natural heritage.



3. Economic impacts (profit)

If tourism businesses do well, they have a positive economic impact on a destination. Tourism businesses have an important role to play in the responsible and sustainable management of tourism.

3.2 Responsible attitude of a tourism business towards the people and the environment it affects

Tourism businesses must realise that their businesses are about more than just profit. They have a responsibility towards the community and the environment in which they operate. The most important aspect of this responsible attitude of a tourism business is that they do not exploit people or the environment for profit.

3.3 Ways to manage economic impacts

- Ownership: It is very important that government encourages and promotes local tourism business ownership.
- Employment: Employing local residents is important to ensure that the economic benefits remain at the destination.
- Procurement of local goods and services: Through the procurement of local goods (buying) from local suppliers, they are sharing the economic benefits of tourism with the other businesses at the destination.

4. Social impacts (people)

4.1 Positive and negative effects of tourism on local communities, culture and heritage

Tourism can have both positive and negative impacts on communities, and their culture and heritage.

Examples of positive effects include:

- Tourism creates an awareness of different traditions, cultures, and art forms.
- Tourism creates understanding between people of different cultures.
- Local communities absorb new ideas, interests, and values from tourists.
- Cultural heritage is preserved and money can be raised for the maintenance of cultural sites and museums.
- The local community learn to take pride in their culture.
- The money generated can be used to uplift the community.

Examples of negative effects include:

- Crime and violence may increase.
- Cultural changes may occur as the locals may adopt the culture of tourists instead of valuing their own culture and heritage.
- The money generated by tourism may not feed back into the local community.
 - There may be racial tension between tourists and locals.
 - There may be negative tourist behaviour such as public drunkenness.
 - Tension may arise between tourists and locals if locals are denied access to culturally significant places.



- Sometimes privacy is not respected, sacred sites are invaded, and cultural ceremonies are exploited.

4.2 Corporate social investment (CSI)

Corporate social investment involves a contribution by a business (corporate) to the community in which it operates and can take many forms.

Unit 2 Responsible tourism and tourists

1. Codes of conduct for tourist behaviour (social, economic and environmental)

Most responsible tourism guidelines and handbooks focus on what tourism businesses should do to be more sustainable. There are also several organisations that have created lists of ways in which tourists can be more responsible travellers.

2. How can a tourism destination attract environmentally (people, planet, profit) conscious tourists?

People all over the world are becoming more concerned with sustainability. As a result, tourists are more concerned about whether tourism businesses are implementing responsible tourism practices. Tourism destinations can attract the right type of tourists by marketing the destination as a responsible tourism destination.

3. The contribution of Fair Trade in Tourism South Africa (FTTSA) towards encouraging responsible and sustainable practices

Fair Trade in Tourism South Africa (FTTSA) is a nongovernmental organisation (NGO) that promotes sustainable tourism development and responsible tourism management.

FTTSA promotes sustainable and responsible tourism by:

- Creating awareness of sustainable tourism issues
- Researching better ways of implementing and planning sustainable tourism
- Advocacy of sustainable tourism issues to tourism authorities
- Building capacity through training
- facilitating a tourism Fair Trade certification programme, the first of its kind in the world.



Questions

1. Explain what the phrase *bottom line* means? (4)
2. Explain what the phrase *triple bottom line* means? (4)
3. Name two things you can do to help water and energy management? (4)
4. What are the three R's in waste management? (6)
5. Explain what the phrase *environmentally friendly building* means? (4)
6. List three ways in which Fair Trade promotes sustainable and responsible tourism. (6)
7. What is meant by the term Corporate Social Investment? (4)



Topic 4 Culture and heritage

Overview

In this topic you will learn about:

- The concept of a World Heritage Site
- The role of UNESCO
- The logo and main functions of UNESCO
- The types of World Heritage Site
- Descriptions of the World Heritage Sites in South Africa
- The location of the World Heritage Sites in South Africa
- How the World Heritage Sites meet UNESCO's criteria
- The value of the World Heritage Sites to South African tourism.

World Heritage Sites

- The concept of World Heritage Sites
- The role of UNESCO
- Types of World Heritage Sites
- The World Heritage Sites in South Africa
- The value of the World Heritage Sites to South Africa's tourism industry

Unit 1 World heritage sites

1. Concept: World Heritage Sites

Heritage is the legacy preserved by past generations for future generations. In order to be given World Heritage status, sites must have outstanding natural, cultural or historical value and meet at least one of UNESCO's ten selection criteria. A country can apply to the UNESCO World Heritage Committee for a site to be proclaimed a World Heritage Site. A place that is declared a World Heritage Site is proclaimed by the Minister of Environmental Affairs and Tourism by notice in the Government Gazette and thereafter included in the World Heritage List. An example is Robben Island.

2. The role of UNESCO



The United Nations Educational, Scientific and Cultural Organisation (UNESCO) is a leading international organisation responsible for the protection and development of heritage.

2.1 UNESCO logo and main functions

The main functions of UNESCO are in five major areas. These are:

- Education
- Natural sciences
- Social and human sciences
- Culture
- Communication and information.

Examples of UNESCO sponsored projects include literacy and teacher-training programs.

3. Types of World Heritage Sites

The three types of World Heritage Sites are:

Cultural: Sites accorded the status on the basis of their tangible and intangible cultural heritage

Natural: Sites accorded status on the basis of their natural heritage

Mixed: Sites accorded status on the basis of both cultural and natural heritage.

4. The World Heritage Sites in South Africa

There are eight heritage sites in the country that are inscribed in the World Heritage List because of their unique cultural and natural value to all humanity.

They are:

- Mapungubwe Cultural Landscape
- Cradle of Humankind
- Richtersveld Cultural and Botanical Landscape
- Robben Island
- iSimangaliso (Greater St Lucia) Wetland Park
- Vredefort Dome
- uKhahlamba/Drakensberg Park
- Cape Floral Region.

5. The value of the World Heritage Sites to South Africa's tourism industry

They are valuable in the following ways:

- They bring an awareness of the existence of the sites to both domestic and foreign markets.
- They increase the economic value of the provinces in which they are located as they attract both domestic and foreign visitors.
- They bring income into the establishments in the area of World Heritage Sites through provision of services such as accommodation, transport, food, drink, souvenirs and entry fees.
 - They encourage close working relationships between tourism organisations and establishments in managing World Heritage Site destinations in order to improve the quality of visitor experience.



- They contribute to a sense of ownership and pride of cultural and natural heritage in the local community.
- They create job opportunities as increased visitor numbers result in increased demand for services.
- They result in the improvement of the infrastructure that provides access to the sites.

Questions

1. What is the concept behind World Heritage Sites? (8)
2. What is the role of UNESCO? (2)
3. What are the three types of World Heritage Sites? (6)
4. What are the eight World Heritage Sites in South Africa? (16)



Topic 5 Communication and customer care

Overview

In this topic you will learn about:

- The concept of customer feedback
- The purpose of obtaining customer feedback
- Methods to obtain customer feedback including surveys, questionnaires, feedback cards, follow-up calls, SMS messages and web-based responses
- How to analyse feedback including studying and capturing feedback, identifying common complaints, deciding on an action and starting the intervention process
- The impact of the service delivered on an organisation and its profitability.

Methods of obtaining customer feedback and measuring customer feedback

- Concept: Customer feedback
- Purpose of obtaining customer feedback
- Methods to obtain customer feedback
- Analysing customer feedback
- The impact of service delivery on an organisation's business profitability

Unit 1 Methods to obtain customer feedback and measure customer satisfaction

1. Concept: Customer feedback

Customer feedback is information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service. Customer comments and complaints given to a company are an important resource for improving and addressing the needs and wants of the customer. The information is procured through written or oral surveys, online forms, emails, letters, or phone calls from the customer to the company.



2. Purpose of obtaining customer feedback

The top four reasons for getting customer feedback are:

- Innovation
- External performance feedback
- Retaining customers
- Advance warning in customer trends.

3. Methods to obtain customer feedback

There are a number of methods available for companies to use to do this, such as:

- Surveys
- Questionnaires
- Feedback cards
- Follow-up calls
- SMS messages on cell phones
- Web-based responses.

4. Analysing customer feedback

The following steps can be taken to analyse customer feedback:

- Study the feedback
- Identify most common complaints
- Decide on an action plan
- Start the intervention process.

5. The impact of service delivery on an organisation's business profitability

The impacts that good service delivery have on an organisation's business profitability include:

- Increased sales
- Customer loyalty
- Enhanced public image
- More effective employees
- Motivated staff members
- Reduced marketing costs.



Questions

1. Explain what the phrase *customer feedback* means? (4)
2. What are the top four reasons for getting customer feedback? (8)
3. List six methods a company can use to obtain customer feedback? (12)
4. What steps need to be taken to analyse customer feedback? (8)
5. List six advantages that good service delivery have on an organisation's business profitability? (12)



Term 4

Topic 1 Tourism sectors

Overview

In this topic you will learn about:

- Factors influencing a company's professional image
- The importance of the image of company staff
- Basic conditions of employment in the tourism industry
- Contracts of employment
- The purpose and value of a code of conduct.

Professional image in the tourism industry

- Factors contributing to a professional image in the tourism industry
- The image of company staff

Conditions of employment

- Information contained in an employment contract
- Basic conditions of employment in a tourism field

The purpose and value of a code of conduct

- Purpose of a code of conduct
 - Value of a code of conduct
 - Examples of codes of conduct
-

Unit 1 Professional image in the tourism industry

It is important that people in the tourism industry portray a professional image. The image of a tourism business and its staff is of great importance when dealing with tourists from various countries, cultures and personal backgrounds.

1. Factors contributing to a professional image in the tourism industry



The following factors contribute towards the professional image of a company:

- Company image
- Company staff
- Physical appearance and product packaging

- Company customer policies
- Marketing material
- Company environmental policies.

2. The image of staff in the tourism industry

Tourists expect professionalism from tourism employees, who must be presentable, efficient and well trained. If service providers are unprofessional, it creates a poor image.

Staff must have a professional image which includes:

- Uniforms
- Appropriate dress code
- Good personal hygiene and grooming
- Interaction with customers
- Good communication skills.

Unit 2 Conditions of employment

Conditions of employment refer to the terms under which an employer has employed a person. Conditions of employment cover a broad spectrum of work related issues. Employees should read these conditions very carefully before signing a contract to avoid any misunderstandings or disagreements.

The Employment Act applies to all employers and workers, but excludes:

- The National Defence Force
- The National Intelligence Agency
- The South African Secret Service
- Unpaid volunteers working for charity.

1. Information contained in an employment contract

The following details are normally included in an employment contract:

- Employer and employee details
- Employment details
- Payment details
- Leave details
 - Notice/contract period.

2. Basic conditions of employment in a tourism field

The Basic Conditions of Employment Act stipulates that:



- Workers are not allowed to work more than 45 hours a week or nine hours a day.
- Employees cannot be forced to work overtime, and by agreement for no more than ten hours a week.
- Overtime must be paid at 1,5 times the normal wage.
- Employees must have a meal break of one hour after five hours of work.
- Employees must have a daily rest period of 12 consecutive hours and a weekly rest period of 36 consecutive hours.
- Employees who work occasionally on Sunday must be paid double, and those who normally work on a Sunday must be paid 1,5 times the normal wage. Employees cannot be forced to work on a public holiday, and must be paid double if they agree to.
- Employees are entitled to 21 consecutive days' annual leave or, by agreement, one day for every 17 days worked.
- Employees cannot receive money instead of holidays, except when they leave the company.
- Employees are entitled to six weeks' paid sick leave in a 36-month period.
- Pregnant employees are entitled to four consecutive months of maternity leave, although they do not have to be paid during this time.
- Full-time employees are entitled to three days of paid family responsibility leave per year, but an employer can ask for reasonable proof of the circumstances.

Unit 3 The purpose and value of a code of conduct

A code of conduct is a set of rules outlining the responsibilities of or proper practices for an individual, party or business. The code of conduct thus takes the aims and objectives of the organisation into account. The code of conduct contains procedures to follow in certain situations and requires certain behaviours.

1. Purpose of a code of conduct

A code of conduct:

- Spells out the expected conduct of staff in their performance of duties
- Offers guidance for staff members faced with ethical challenges
- Guides behaviour
- Helps businesses ensure that employees act responsibly
- Protects businesses from lawsuits and ensures good workplace and public relations
- Acts as a public face for the business, identifying the ethics of the organisation to the outside world
- Is used as a reference for a business' proposed course of action, or for when this course of action is questioned.



2. Value of a code of conduct

A code of conduct:

- Creates a cooperative and collaborative atmosphere
- Assists in promoting integrity in the workplace
- Creates agreed upon behaviours and methods of operation for the business
- Leads to improved company performance if linked to the aims and objectives of the company
- Promotes a good company culture as employees know what behaviour is expected of them
- Assists in the development of good communication between employer and employees
- States the company's unique set of values and beliefs
- Can be used to create publicity and attract new customers.

3. Examples of codes of conduct

3.1 South African National Parks

The Board of SANParks is highly committed to a policy of fair dealing and integrity in the conduct of their business. Their commitment is based on the belief that all activities should be conducted honestly, fairly and legally. The primary purpose of the code is a positive one: to promote exemplary conduct.

3.2 Southern Africa Tourism Services Association (SATSA)

The SATSA Code of Conduct aims to ensure that the public receive the best possible service from members. The association wishes to maintain and enhance their reputation, standing and good name.

Questions

1. List six factors that contribute towards the professional image of a company? (12)
2. List five factors that contribute towards the professional image of staff? (10)
3. The Employment Act applies to all employers and workers, but excludes who? (8)
4. Which details are normally included in an employment contract? (10)
5. The Basic Conditions of Employment Act stipulates that workers should not work more than how many hours per week? (2)
6. The Basic Conditions of Employment Act stipulates that workers should be paid what rate for overtime? (2)



7. Explain what the phrase code of conduct means? (4)
8. Give two examples of organisations in South Africa that have codes of conduct? (4)

Answers

Term 1

Topic 1

1. A global event is an organised event involving people from countries from around the world. There are many different types of global events and they can attract a lot of media attention. (4)
2. The Olympic Games is the largest sporting event in the world, the FIFA Soccer World Cup is the second largest sporting event in the world, the Tour de France cycling event is the third largest sporting event in the world and is held mainly in France. (4)
3. The word indaba is an isiZulu word meaning 'a meeting of elders' but is used as a general term for meetings, exhibitions, and conferences. The Tourism Indaba is South Africa's tourism showcase. It is the largest incoming travel trade exhibition in Africa and is held annually. (6)
4. Generation of foreign exchange income, investment, the multiplier effect as money spent by a tourist circulates through the economy, development of infrastructure in the host country, job creation, future growth in international tourism. (12)
5. Facilities built for the event, may not be suitable for domestic use after the event, during the event, domestic tourism in the host country normally slows down, pollution of areas in and around the places used during the event, possible security risks, it might take a long time for the country to pay off this debt, construction workers involved in building roads and other facilities in preparation for the event could lose their jobs once the construction work is completed. (12)
6. Civil war, terrorism, general unrest. (6)
7. Natural disasters, diseases, Tsunamis, earthquakes, Global recession, accidents. (2)
8. Travellers who have already booked will may cancel their trips. Tourists who haven't yet booked trips to affected areas delay their bookings, or may go elsewhere. Tour operators avoid booking trips to affected countries. Airlines suspend their flights to affected areas. (8)
9. Malaria, yellow fever, bird flu, swine flu. (4)
10. A tsunami is a series of very large ocean waves caused by an underwater earthquake or volcanic eruption which damage infrastructure, buildings, attractions, ports, coastlines and beaches. (4)



Topic 2

1. Packaged tour, Escorted packaged tour, Group packaged tour, Independent packaged tour, Scheduled tours. (10)
2. A tourist profile is a summary of personal information and facts relevant to the tourist's wants and expectations. The tourist profile helps the travel agent plan a tour and make sure that the needs of the tourist are met. (4)
3. A valid passport, a valid visa, sufficient funds to cover their stay in the country, a return ticket, or onward ticket to another country, international law requires travellers crossing the borders of countries where yellow fever is endemic, to have a yellow fever vaccination. (10)
4. An identity number, two passport photographs, fingerprints must be taken if aged 16 years or older, a fee dependent on the type of passport applied for. (8)
5. DST is a way of making better use of daylight by setting the clock ahead during summer months (thus losing one hour) when DST starts, and setting it back again one hour in the winter months (thus gaining one hour) when DST ends. (4)
6. The phrase time zone refers to any of the 24 longitudinal divisions of the earth's surface in which a standard time is kept, the primary division being that bisected by the Greenwich meridian. Each zone is 15° of longitude in width, with local variations, and observes a clock time one hour earlier than the zone immediately to the east. (4)
7. Jet lag is a general feeling of fatigue and disorientation often experienced by travellers by jet aircraft who cross several time zones in relatively few hours. (4)
8. They do not drink alcoholic beverages the day before their flight, during the flight, or the day after the flight, They do not drink caffeinated beverages before, during, or just after a flight, They drink plenty of water to offset the effects of the dry air in the plane, They do not eat too much on the plane, They exercise their legs from time to time while they are seated for their flight, They get up and walk around every hour or two, They do not take sleeping pills, They do not nap for more than an hour at a time, They break up long-haul trips across many time zones, if feasible, with a stay in a city about halfway to their destination, They wear comfortable clothes and shoes, They make use of sleeping aids. (8)
9. Earth is divided into the Northern and Southern Hemispheres by the equator, and the Eastern and Western Hemispheres by the Greenwich Meridian. (4)
10.
 - Step 1: Locate the place for which you already know the time and day on a time zone map.
 - Step 2: Locate the place for which you wish to know the time and the day of the week on a time zone map.
 - Step 3: Count the time zones between the two places
 - Step 4: Calculate the time by either adding or subtracting an hour for each time zone, depending on whether you are moving east or west.
 - Step 5: If you have crossed the International Date Line, identify the day.(10)



Term 2

Topic 1

1. Tourist attractions are places that tourists like to visit, such as national parks and heritage sites. An icon is a tourist attraction that is world famous and comes to represent or be symbolic of the country or city in which it is located. (4)

2. Icons are unique and tourists find them fascinating because they are the only one of their kind in the world. (2)

3. Robben Island and Nelson Mandela. (2)

4. (Students can list any ten of the following below)

Australia: Sydney Opera House, Ayers Rock/Uluru-Kata Tjuta National Park.

Brazil: The Statue of Christ the Redeemer

Canada: Niagara Falls

Italy: The Colosseum, The Leaning Tower of Pisa, Venice, Vatican City

Egypt: The Great Pyramids of Giza, The Sphinx

Germany: Berlin Wall and the Brandenburg Gate, The Black Forest

China: The Great Wall of China

Israel: The Dome of the Rock, The Wailing Wall

Greece: The Parthenon

India: The Taj Mahal

Turkey: The Blue Mosque

France: The Eiffel Tower, The French Riviera

Japan: Mount Fuji

Mexico: Chichén Itzá (Yucatan)

Jordan: Petra

Nepal: Mount Everest

Saudi Arabia: Mecca

Switzerland: The Swiss Alps

Netherlands: Mill Network at Kinderdijk, Elshout

Peru: Machu Picchu (Cuzcu)

Poland: Auschwitz Concentration Camp

Portugal: The Algarve

Spain: Alcazar of Segovia, Bullfights

Thailand: Floating markets

Russia: The Kremlin, Red Square

United Kingdom: Big Ben, Buckingham Palace, Tower of London, London Bridge

United States of America: The Statue of Liberty, The Grand Canyon. (20)

5. Actual number of visitors exceeds the target number of visitors, repeat visits, income generated exceeds target figures, positive impact on local community and environment. (8)

6. Is an effect in economics in which an increase in spending produces an increase in national/regional income and consumption greater than the initial increase. (4)

7. Good induction programmes and continuous training. (4)

8. Transport to the attraction, Transport at the attraction, Parking, Accommodation, Toilet facilities, Information, Support facilities and services. (14)

9. Yes. (2)

10. Marketing, Income and financial management, Human resources, visitor management, Operation management. (10)

Topic 2

1. The phrase foreign exchange refers to the exchange of one currency for another, or the conversion of one currency into another currency. Foreign exchange also refers to the global market where currencies are traded virtually around-the-clock. The term foreign exchange is usually abbreviated as "forex". (4)

2. The GDP is a measure of a given country's national income. GDP is a measure of all the goods and services produced domestically, usually in a period of one calendar year. The components included are consumer spending, investment made by industry, value of exports minus value of imports, and government spending. (4)

3. Strong currency, also known as a hard currency, refers to a currency when it is worth more relative to other currencies. A weak currency, also known as a soft currency, is a currency with value that has depreciated significantly over time against other currencies and will fluctuate erratically or depreciate against other currencies. (4)

4. (Any three of the following below)

- A weak currency is good for nations that have more exports than imports because their exports will become cheaper for foreign buyers.
- A weak currency will stimulate manufacturing and export to areas with stronger currency.
- There will be an increase in manufacturing and job creation if the demand for exports increases.
- More foreign tourists will be able to afford to visit countries with weak currencies as it will increase their purchasing power.
- Imports become more expensive for the countries with weak currencies.
- Higher prices of foreign products increase the cost of living in countries with weak currencies.
- Purchasing power weakens for people in countries with weak currencies.
- A weak currency has a negative effect for people planning to travel to areas with a strong currency. (6)

5. Inflation, Interest rates, Trade balance, Terms of trade, Government debt, Political and economic instability, Employment outlook of a country. (14)

6. It makes international travel for South Africans more expensive, It makes travelling in South Africa cheaper for foreign tourists. (4)



Via Afrika

7. The bank buying rate, The bank selling rate. (4)

8.

Step 1: Identify the exchange rate of the currency you need and find the ISO code. For example, the currency code of the rand is ZAR, while that of the US Dollar is USD.

Step 2: Look up the exchange rate for your two currencies.

Step 3: Calculate the exchange rate by looking at a currency pair (two currencies). The first currency in the pair, known as the base currency, is the transaction currency and the second currency is the payment currency. (6)

9. (Any of the three below)

- Imports become cheaper for the countries with strong currencies.
- Imported products and services, especially fuel, become more affordable.
- Exports become more expensive. Countries with strong currencies will export less as the demand will decrease.
- Domestic manufacturing will decrease as there is less demand from both the domestic and foreign markets.
- Fewer foreign tourists will be able to afford to visit countries with strong currencies as it will decrease their purchasing power.
- Purchasing power strengthens for people in countries with strong currencies.
- A strong currency has a positive effect for people planning to travel to areas with a weak currency. (6)

10. Every time there is an injection of [new demand](#) into the circular flow there is likely to be a multiplier effect. This is because an injection of extra income leads to more spending, which creates more income, and so on. The multiplier effect refers to the increase in final income arising from any new injection of spending. (4)

Term 3

Topic 1

1. Electronic fund transfer (2)

2. It is safe and secure, It is efficient and fast, It is less expensive than paper cheque payments and collections, Money can be transferred throughout the world. (8)

3. Telegraphic transfers are a method of [electronic funds transfer](#) from one person or institution to another. A wire transfer can be made from one bank account to another bank account or through a transfer of cash at a cash office. Wire transfer systems are intended to provide more individualized transactions than bulk payment systems. (4)

4. (One of the two listed below)

If you are stuck overseas without cash, someone at home can send you money electronically within a day OR You do not need Internet banking as the banks send the information directly to each other. (2)

5. They can save time, No need to stand in long queues to pay a bill, People can log into their accounts at any time to get an up-to-date statement of their transactions, Low transaction costs/fees. (8)



6. No internet access can cause late payments, There is no direct contact with the business from which a product or service is purchased, Computer crimes may result in money being stolen, Criminals record a user's keystrokes and then use this information to illegally access accounts. (8)

7. A card issued by a financial company giving the holder an option to borrow funds, usually at point of sale. Credit cards charge interest and are primarily used for short-term financing. Interest usually begins one month after a purchase is made and borrowing limits are pre-set according to the individual's credit rating. (4)

8. Cards can be used to buy expensive items as the debt can be paid off over time, They avoid having to carry large amounts of cash, Most businesses accept credit cards as a form of payment. (6)

9. Foreign market share is the portion of the inbound tourism market that a specific country controls and includes both the number of tourists and the amount they spend. (4)

10. Land markets and air markets. (4)

Topic 2

1. Increase in annual volume of foreign arrivals to South Africa and increase in international awareness of South Africa as a travel destination. (4)

2. Marketing South Africa as a destination, both domestically and internationally. (2)

3. Participation in major travel shows both locally and internationally, Advertising, public relations and direct mailing campaigns, Holding educational work sessions with the international partners of South Africa's travel industry. (6)

4. Core markets, investment markets, tactical markets, watch-list markets, markets of strategic importance and strategic air link or hub markets. (14)

5. ITB (Berlin) and the World Travel Market (London) (4)

6. Tourism Indaba and the Getaway Show. (4)

7. SAT needs a great deal of funding because international marketing is expensive. Tourism Marketing Levy South Africa (TOMSA) was set up in 1998 to raise additional funds for the marketing of destination South Africa. It is a private sector initiative. South African Tourism (SAT) makes use of these funds to promote the country as a preferred tourist destination, both locally and internationally.

The TOMSA levy is 1% of each confirmed booking. The collection of the TOMSA levy by tourism businesses is voluntary. The amounts paid are not the same as paying a tax to the business. The tourist pays the levies and the business just acts as a collector of the levies. These levies are paid to the Tourism Business Council of South Africa (TBCSA), which administrates TOMSA.

(8)



Topic 3

1. The phrase *bottom line* refers to the bottom line of a financial statement, called the income statement. This line shows how much profit a company has made in a particular period.

(4)

2. As international tourism continues to grow, governments have realised that tourism has more than just an economic impact on a country. Tourism also has social (people) and environmental (planet) impacts. These two aspects are added to the economic (profit) aspect to form the triple bottom line approach. If profit was the only objective, human and natural resources could be exploited so a balanced approach is required.

(4)

3. Turning of unused appliances and fixing leaking taps.

(4)

4. Reduce, re-use and re-cycle.

(6)

5. Environmentally friendly building is the construction and design of new buildings, such as hotels, which are designed to have the minimal negative impact on the environment both during building and once operational.

(4)

6. (Any three below)

Creating awareness of sustainable tourism issues, Researching better ways of implementing and planning sustainable tourism, Advocacy of sustainable tourism issues to tourism authorities, Building capacity through training, facilitating a tourism Fair Trade certification programme, the first of its kind in the world.

(6)

7. Corporate social investment is how companies help their communities. They set aside money, time or expertise for local nonprofit organizations to use to provide solutions for significant social problems.

(4)

Topic 4

1. Heritage is the legacy preserved by past generations for future generations. In order to be given World Heritage status, sites must have outstanding natural, cultural or historical value and meet at least one of UNESCO's ten selection criteria. A country can apply to the UNESCO World Heritage Committee for a site to be proclaimed a World Heritage Site. A place that is declared a World Heritage Site is proclaimed by the Minister of Environmental Affairs and Tourism by notice in the Government Gazette and thereafter included in the World Heritage List. An example is Robben Island.

(8)

2. UNESCO is responsible for the protection and development of heritage.

(2)

3.

Cultural: sites accorded the status on the basis of their tangible and intangible cultural heritage

Natural: sites accorded status on the basis of their natural heritage

Mixed: sites accorded status on the basis of both cultural and natural heritage.

(6)

4. Mapungubwe Cultural Landscape, Cradle of Humankind, Richtersveld Cultural and Botanical Landscape, Robben Island, iSimangaliso (Greater St Lucia) Wetland



Park, Vredefort Dome, uKhahlamba/Drakensberg Park, Cape Floral Region.
(16)

Topic 5

1. Customer feedback is information coming directly from customers about the satisfaction or dissatisfaction they feel with a product or a service. Customer comments and complaints given to a company are an important resource for improving and addressing the needs and wants of the customer. The information is procured through written or oral surveys, online forms, emails, letters, or phone calls from the customer to the company. (4)
2. Innovation, External performance feedback, Retaining customers, Advance warning in customer trends. (8)
3. Surveys, Questionnaires, Feedback cards, Follow-up calls, SMS messages on cell phones, Web-based responses. (12)
4. Study the feedback, Identify most common complaints, Decide on an action plan, Start the intervention process. (8)
5. Increased sales, Customer loyalty, Enhanced public image, More effective employees, Motivated staff members, Reduced marketing costs. (12)

Term 4

Topic 1

1. Company image, Company staff, Physical appearance and product packaging, Company customer policies, Marketing material, Company environmental policies. (12)
2. Uniforms, Appropriate dress code, Good personal hygiene and grooming, Interaction with customers, Good communication skills. (10)
3. The National Defence Force, The National Intelligence Agency, The South African Secret Service, Unpaid volunteers working for charity. (8)
4. Employer and employee details, Employment details, Payment details, Leave details, Notice/contract period. (10)
5. Workers are not allowed to work more than 45 hours a week or nine hours a day. (2)
6. Overtime must be paid at 1,5 times the normal wage. (2)
7. A code of conduct is a set of [rules](#) outlining the responsibilities of or proper practices for an individual, party or business. The code of conduct thus takes the aims and objectives of the organisation into account. The code of conduct contains procedures to follow in certain situations and requires certain behaviours. (4)
8. South African National Parks and the Southern Africa Tourism Services Association (SATSA). (4)

