

Via Afrika Tourism

Grade 11 Study Guide

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Our Teachers. Our Future.



Study Guide

Tourism

Grade 11



ISBN: 978-1-41546-343-7

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Welcome!

Welcome to the Via Afrika Grade 11 Study Guide eBook. This eBook will help you understand and master all the content and skills that you will need to meet the requirements for the Grade 11 National Curriculum Assessment Policy Statement for Tourism.

This Study Guide covers the following topics:

- 1 Tourism sectors
- 2 Domestic, regional and international tourism
- 3 Culture and heritage
- 4 Foreign exchange
- 5 Map work and tour planning
- 6 Marketing
- 7 Communication and customer care

How to get most from your Study Guide

Each topic is divided into:

- content
- questions
- answers.

The tourism industry in South African is changing all the time. Every day brings new ideas. Our Learner's Book and Study Guide eBook will provide you with excellent resource material, but it is important for you to keep up to date by following new developments in tourism in the media, such as on television, in newspapers, magazines and on the Internet.

Your ability to work in a team, find information and discuss and explain key concepts will help to develop your competence in a very exciting career in Tourism!

Term 1: Tourism sectors

Unit 1 Transport services in South Africa

- Transport connects the tourists' place of departure with their destination.
- The transport industry in South Africa offers travel by road, air, rail or water.

1 Airports, airlines and airport operations

Tourists use different types of flights.

1.1 Types of flights

- Inbound flights arrive in South Africa from another country, for example, a flight arriving from Namibia.
- Outbound flights go from South Africa to another country, for example a flight departing to Namibia.
- Domestic flights fly between airports in the same country, for example, a flight from Cape Town International Airport to Kimberley Airport.
- Regional flights fly to neighbouring countries, for example, a flight from OR Tambo International Airport in South Africa to Harare International Airport in Zimbabwe.
- Intercontinental flights are long-distance flights between two continents, for example, flights from Cape Town in Africa to Perth in Australia.
- Transcontinental flights fly across a continent, for example, a flight from Cape Town in South Africa to Cairo in Egypt crosses the African continent.
- Connecting flights take place when an aeroplane lands at an airport between the points of departure and arrival. There is a change in flight number for the next leg of the journey. Passengers may have to change from one plane or airline to another at this intermediate point (called a connecting point), for example an SAA flight from Johannesburg to Melbourne in Australia will stop en route at Perth in Western Australia.
- Long-haul flights are long-distance journeys and typically take for more than 6½ hours. For example, a flight from Johannesburg to London that takes 11 hours.
- Medium-haul flights take 3 to 6 hours, for example a flight from Johannesburg to Mauritius takes 4 hours.
- Short-haul flights are short-distance flights of less than 3 hours, for example, a flight from Cape Town to George takes about 50 minutes.

- Chartered flights are flights that operate on request to suit the needs of the client. For example, a tourist who wants to avoid queues, lengthy waits, and the risk of losing luggage and valuables, may charter a flight from Johannesburg to a private lodge in the Sabi Sands Private Game Reserve.

1.2 Types of airports

- International airports such as OR Tambo in Johannesburg are gateways through which tourists enter or leave South Africa. They also handle domestic flights. Study the map on page 10 (LB) for the names and location of the other international airports in South Africa.
- International airports are usually large, with long runways and air traffic control towers.
- National airports, also known as domestic airports, for example, East London, handle only domestic flights. Study the map on page 10 (LB) for the names and location of the other national airports in South Africa.
- Privately owned airports are not operated by Airports Company South Africa (ACSA).
- Private landing strips in South Africa are not open to the public and may consist of a tarred landing strip or simply a strip of levelled land.

Unit 2 Airports in South Africa

South Africa has a number of international and domestic airports.

1 Location on a map

The main airports of South Africa are shown in Figure 1 on page 10 (LB).

1.1 International airports:

- OR Tambo International Airport (JNB)
- Cape Town International Airport (CPT)
- King Shaka International Airport (DUR)
- Mpumalanga International Airport (MQP)
- Lanseria International Airport (HLA)
- Pilanesberg International Airport (NTY)
- Polokwane International Airport (PTG)
- Bloemfontein International Airport (BFN)
- Port Elizabeth International Airport (PLZ)
- Upington International Airport (UTN).

1.2 National airports:

- Kimberley Airport (KIM)
- George Airport (GRJ)
- Pietermaritzburg Airport (PZB)
- East London Airport (ELS)

The International Air Transport Association (IATA) assigns a three-letter identifier code to each airport (as shown in brackets above).

2 ACSA-operated airports

The following ten airports are operated by ACSA (Airports Company South Africa).

2.1 National/domestic airports

- East London (ELS)
- George (GRJ)
- Kimberley (KIM)

2.2 International airports

- OR Tambo International Airport (JNB) in Kempton Park, Gauteng
- Cape Town International Airport (CPT)
- King Shaka International Airport (DUR) north of Durban, KwaZulu-Natal
- Bloemfontein International Airport (BFN)
- Port Elizabeth International Airport (PLZ) in the Eastern Cape
- Upington International Airport (UTN) in Upington, Northern Cape
- Pilanesberg International Airport (NTY) north of Rustenburg, North West Province.

3 Privately owned airports

Some of South Africa's airports are privately owned and not operated by ACSA.

3.1 National airports

- Pietermaritzburg Airport (PZB) in KwaZulu-Natal.

3.2 International airports

- Lanseria International Airport (HLA) near Krugersdorp, Gauteng
- Kruger Mpumalanga International Airport (MQP) near Nelspruit (Mbombela), Mpumalanga.
- Polokwane International Airport (PTG) in Limpopo

4 Airlines operating in South Africa

4.1 South Africa's national carrier

- South African Airways (SAA) is South Africa's national carrier and its hub is at OR Tambo International Airport.
- SAA operates domestic, regional and international flights.
- SAA offers economy and business class seats and includes in-flight services such as meals and beverages in the price of the ticket which makes it a full-service airline.

4.2 Other domestic full-service airlines

South African Express Airways and Airlink are two other full-service airlines that operate domestic flights.

4.3 Budget airlines

- Budget airlines do not include extra services in the price of a ticket. Thus their flights are usually much cheaper than those of full-service airlines.
- Two budget airlines currently operate in South Africa: kulula.com and Mango Airlines.
- Features that make budget airlines popular with tourists are their affordability, online check-in and boarding pass printing facilities, regular specials, and links with affordable car rental companies and accommodation establishments.

4.4 International carriers operating in South Africa

- Many international carriers have offices in South Africa and operate international flights to and from South Africa.
- An international carrier that offers domestic flights in South Africa is British Airways.

5 Schedules of airlines operating in South Africa

Each airline has its own timetable or schedule. The schedules/timetables of airlines that operate in South Africa can be obtained from different sources, for example, online, the GSA magazine (used by travel agents), and in-flight magazines. Schedules/timetables indicate the airports used, arrival and departure times, flight numbers, frequency, and aircraft type.

Unit 3 Airport terminology

1 Airport terminology

1.1 The airport

Airports have three major areas: the landside, airside, and terminal areas.

- The landside is the area outside the passenger terminal building. The general public has access to this area. The landside includes areas such as drop-off and pick-up areas, car rental facilities, parking arcades, shaded parking areas, and parking for airport taxis and buses.
- The airside includes all areas where aeroplanes park to load passengers and baggage. It includes ramps or tarmacs, aprons, runways, taxiways, tank farms and hangars.
- The terminal is the building where passengers arrive and depart. Public areas in terminal buildings include ticket counters, shops and restaurants, and banking halls. Restricted areas in the terminal buildings have passenger lounges, and shops and restaurants for passengers waiting for their flight to board.

1.2 Check-in and boarding procedures for departure

- When passengers arrive at the airport, they go to the departures hall in the terminal building.
- At the relevant check-in counter, an airline official checks the passenger's ID or passport and the ticket or e-ticket, lets the passenger choose a seat, and issues a boarding pass. The official also weighs the passenger's baggage and checks it in.
- The passenger is given a boarding pass, and proceeds to the security control point with their hand luggage.
- All hand luggage and carried items move through a metal detector and X-ray machine to ensure that the passenger does not take any prohibited objects on board.
- The passenger walks through a metal detector and X-ray machine to check for prohibited goods. The passenger then enters the restricted area.
- Departing international passengers then go to passport control.
- Passengers then proceed to the boarding gate.

1.3 Baggage allowances and rules on domestic flights

- Baggage includes articles and personal items that a passenger needs to wear or use, or aid comfort during the passenger's journey.

- Checked baggage is the baggage placed in the airline's custody. It is weighed, labelled and placed in the hold of the aircraft.
- Carry-on items and hand luggage is unchecked baggage and must be kept by the passenger.

The following general checked baggage allowances apply to most domestic routes:

	Business	Economy
Adult passengers	30–40 kg	20 kg
Children (2–11 years)	30–40 kg	20 kg
Infants (younger than 2 years)	10 kg	10 kg

- On most domestic flights one piece of hand luggage is allowed for economy class. The maximum dimensions may not exceed 115 cm (length + height + width). The weight may not exceed 8 kg. Business class passengers may take two items of 8 kg each.
- Items that may not be taken as hand luggage include knives, blades, pairs of scissors, knitting needles, and nail files. Medicines, toiletries, oxygen, 5 litres of alcohol, 0,05 litres of perfume, and matches or a lighter may be taken as hand luggage.

1.4 Safety procedures before take-off and during the flight

- Safety procedures that passengers should follow before take-off and during the flight are usually explained by the flight crew or shown on a video prior to take-off.
- Passengers must place their hand luggage in the overhead storage bins.
- Passengers should fasten their seatbelts during take-off and landing.
- During take-off and landing, passengers must lock the tray table at the back of the seat in front of them.
- The location of the emergency exits is shown to the passengers.
- The use of oxygen masks and life jackets is explained.
- Safety briefing cards explaining emergency and evacuation procedures are kept in a pocket on the seat in front of the passenger.

1.5 Arrival at the destination airport

- When arriving at the destination airport, passengers disembark from the aeroplane and go into the terminal.
- They then proceed to the baggage claim area to collect their baggage from the carousel.
- After collecting their baggage, they may proceed to the arrivals hall.
- Passengers from international flights will go through an immigration checkpoint to get their passports stamped before they can leave the terminal building.

2 Aircraft terminology

An aircraft has different parts, including:

- the aisle - a passage way that runs down the centre of the cabin
- the galley - the kitchen area where the flight crew prepare food for the passengers
- the cockpit - the area at the front of the aircraft where the pilots sit.
- overhead storage bins - small cupboards above the seats where passengers can place hand luggage.
- tray tables - used for food and drinks or as a desk
- the cargo hold - the area where checked baggage and cargo is stored
- entertainment facilities - such as reading lights and television screens
- oxygen masks - these drop from above each seat when the cabin loses air pressure.

3 Seating in an aeroplane

- A wide-body aircraft has two aisles, for example, the Airbus A340 600.
- A narrow-body aircraft has only one aisle, for example, the Boeing 737 800.
- The business class section seats are in the front of the plane and have more space between seats. The seats can usually fold back to become beds.
- The economy class section is at the back of the plane. The seats and legroom in this section are smaller and less comfortable.
- The window seats are next to the windows.
- Aisle seats are next to the aisles.
- The emergency exit seats in the economy class are above the wings of the aeroplane.

Unit 4 Airport technology

There is a variety of technology at airports to facilitate travel.

1 Pre-flight and post-flight facilities at airports

1.1 Baggage wrapping equipment

Baggage wrap equipment wraps baggage in strong stretch plastic to protect the baggage against something being placed in or removed from the bag, moisture, damage from rough handling, zips popping open and damage on conveyor belts.

1.2 Information display boards

- Flight information display screens (FIDS) show the flights, arrival and departure times, boarding gates, and the status of each flight (for example whether it is boarding, delayed or cancelled).
- Public information display screens indicate facilities such as the toilets, nursing mothers' room, restaurants, shops, check-in counters and boarding gates.
- Baggage claim information display screens indicate which flight's baggage is available at the carousel.

1.3 Touch-screen information systems

Touch-screen information systems can be used to look up information such as flight information, how long it takes to walk to the boarding gate, maps and descriptions of restaurants, shops, and traveller services in the terminal.

2 Technology to improve airport security

Airports use different types of technology to prevent terrorism, smuggling and other criminal activities, and to help with security.

2.1 The public address system

This is used to make announcements, such as that a flight is boarding, and to replay an automated message telling passengers not to leave bags unattended.

2.2 Metal detectors

Archway metal detectors, handheld metal detectors and X-ray scanners are used at security checkpoints to check whether passengers have any metal objects.

2.3 X-ray security scanners

X-ray security scanners are used to check hand luggage for organic, inorganic and metal objects.

2.4 Thermal body scanners

Thermal scanners register body temperatures of more than 38°C, which indicates a person has a fever. This helps security officials to identify passengers who may have contagious diseases such as swine flu and prevent them infecting other passengers.

2.5 Biometric scanners

- Biometric scanners scan biometric passports at automatic gates.
- These passports contain a chip with the holder's personal details, such as name, date of birth, place of birth and nationality, and scans of the person's physical characteristics, such as fingerprints and iris.
- Biometric scanners capture a live image of the passenger standing at the gate and compare it with the image of the face stored on the chip in the passport.

3 Personal digital assistants and smartphones

These devices are used to access websites like iTravel to book and pay online for flights, get e-tickets, check in online, choose a seat, get a boarding pass, or rent a car at the destination airport.

4 Electronic information

- Airports and airlines use a variety of forms of electronic information.
- Tourists may use the Internet to find available flights, book online, and receive e-tickets. Boarding passes can also be issued online.
- Passengers can check in online 24 hours before the flight.
- Electronic passports, also called e-passports, contain a Radio-Frequency Identification (RFID) chip, which contains all the information that non-electronic passports contain.

Unit 5 The tourism bus industry

1 Types of buses

1.1 Minibuses

- Minibuses include vehicles such as standard 12 seater buses. They are used mainly by taxi operators as unmetered taxis to transport commuters from their place of residence to work. They are also used by tourists to travel from accommodation establishments to attractions.
- Taxi minibuses are used by locals who do not have their own transport to get to attractions in their area and to travel long distances to other provinces when visiting family and friends during holidays.

- During festivals and big events taxi minibuses are used to transport tourists from stations and parking areas to the event, for example, during the Soccer World Cup.
- Private tour operators also use these minibuses to take tourists on small group and personalised tours to selected attractions.

1.2 Coaches, megabuses and sleeper coaches

1.2.1 Coaches

- Coaches are buses that take longer journeys (trips longer than 24 km) than commuter buses (trips of 24 km or less), for example, Translux.
- Luxury coaches have reclining or sleeper seats, air conditioning, on-board entertainment, reading lights and heaters, on-board toilets. Many of these coaches have cabin attendants.
- Coach passengers usually have to book their tickets beforehand and should be at the departure point 30 minutes prior to departure time. The baggage allowance is usually 30 kg.
- Coach transport is popular with the VFR tourist market.
- Tour operators such as Hilton Ross use coaches and megabuses as tour buses when taking tourists on day excursions (day tours) and longer overnight tours.
- Tour buses are often used by international tourists and forms part of the tourism experience. This is referred to as 'transport as tourism'.

1.2.2 Megabuses

- Megabuses are large buses that can seat more than 70 passengers, for example, Translux's double-decker coaches.

1.2.3 Sleeper coaches

- These undertake long journeys often lasting through the night. They have reclining seats, for example, Intercap's Sleepliner.
- They are used for inter-city travel and by domestic tourists who do not have their own transport.

1.3 Special-purpose buses

1.3.1 Charter buses

Charter buses are used by tour operators for group tours. The type of tour and the size of the tour group will determine the size of the bus.

1.3.2 Open-top buses for sightseeing

- Open-top buses are used for sightseeing purposes. These buses usually follow a tourist route that links the main tourist attractions at a destination. Often there is audio commentary available for the trip.
- This is a very effective way of exploring the main attractions at a destination when tourists have limited time, cannot drive themselves or do not know the area.

1.3.3 Shuttle services

- A shuttle is a bus or minibus that travels at regular intervals between two specific places such as a hotel and the airport, accommodation establishments and conference/meeting venues, or the airport and a car rental agency.
- Some tourist establishments have their own shuttle services.

1.3.4 Baz Bus

- Baz Bus is a long-distance, hop-on hop-off bus service which caters for budget travellers like students and backpackers.
- Baz Bus picks up and drops off passengers at more than 180 backpacking hostels on set routes between Cape Town and Johannesburg via Port Elizabeth and Durban.

2 Bus schedules and route maps

Bus schedules provide a variety of information to a tourist. Here is an example.

Forward Journey

Board	Destination	From Date	From Time	Until Date	Until Time	Service	Carrier	Available	Fare
DURBAN STATION	PORT ELIZABETH STATION	10 Dec 2011	06:30	10 Dec 2011	20:55	1115	TRANSLUX	39	380
DURBAN STATION	PORT ELIZABETH STATION	10 Dec 2011	07:00	10 Dec 2011	21:25	1117	TRANSLUX	44	380
DURBAN STATION	PORT ELIZABETH STATION	10 Dec 2011	17:00	11 Dec 2011	06:10	1121	TRANSLUX	31	380

Source: http://res.prasa.com/translux.aspx?carrier=L6&board=DUR&destination=PL2&nop=1&forward_date=

The following information about a one way journey between Durban Station and Port Elizabeth Station is contained in the second row of the timetable:

- Column 1: The point of departure - Durban Station
- Column 2: The destination - Port Elizabeth Station
- Column 3: The date of departure - 10 December 2011 (From date)
- Column 4: The scheduled time of departure - 06:30 (From time)
- Column 5: The scheduled time of arrival - 20:55 (Until time)

- Column 7: The service number - indicates the specific trip number for that day
- Column 8: The carrier - TRANSLUX
- Column 9: The number of seats still available for that specific trip number
- Column 10: The fare per person - R380

Unit 6 The tourism train industry

1 The difference between commuter and tourist trains

1.1 Commuter trains

- Commuter trains transport passengers from where they live to where they work.
- Metrorail operates commuter trains in the metropolitan areas of South Africa. These trains travel within cities or regions and not between them.
- There are also Business Express trains on certain routes. These trains have fewer stops on their routes, are more comfortable than the normal Metrorail trains and offer additional services on board such as a complimentary newspaper and refreshments.
- Commuter trains are not widely used by international tourists because of safety risks, routes, and unreliability.
- Domestic tourists can make use of commuter trains when they are at their destination to travel to certain areas to visit attractions.

1.2 Tourist trains

- Long distance tourist trains, such as Shosholoz Meyl, are called mainline passenger trains or intercity trains because they travel on the main train lines between cities.
- These trains are often used by domestic tourists who do not have their own cars and travel to see family and friends. Economy class is an affordable option.
- International tourists make use of train transport as 'transport as tourism' because the tourist class option provides the mode of transport as well as the accommodation and meals. It also provides an opportunity for tourists to sit back and enjoy the scenery through which the train travels.
- Short distance tourist trains are called scenic trains. An example is the Atlantic Rail steam train that operates between Cape Town and Simon's Town.
- Some tourist trains have sleeper coaches with benches on which passengers can sit during the day. These benches can fold into sleeping bunks at night.
- Sleeper coaches have showers and toilets that passengers can share.

- Compartments can accommodate up to four passengers, and coupés can accommodate only two passengers.
- Tourists that make use of sleeper coaches buy tourist class tickets. These are more expensive than economy class tickets.
- Passengers travelling on sleeper coaches can purchase bedding tickets on board, or bring their own bedding.
- Sitter coaches have rows of seats with a lay-out similar to the lay-out of seats on a bus or aeroplane. Tourists that make use of sitter coaches buy economy class tickets at a lower fare.
- A sitter coach has flushable toilets at each end.
- Luxury long distance trains have coaches with lounges or lounge cars where light snacks and drinks are served and they also offer a bar service.
- Some long distance trains have dining cars where passengers can buy refreshments.

2 Heritage, novelty and scenic tourist trains

These often operate on limited schedules or on special occasions. Examples of scenic tourist trains are the Umgeni Steam Railway and Atlantic Rail.

3 Luxury trains

- These trains offer only sleeper accommodation. They have luxurious options with different sized compartments. Compartments usually have their own en suite bathrooms. They also have very luxurious lounges and dining cars.
- Some offer day trips to passengers when they stop at a destination.
- The fares of these trains are very expensive. International tourists and tourists with a large disposable income make use of these trains.
- These trains offer more than a transport service. It is 'transport as tourism' because it includes accommodation, meals, laundry services, and many others luxury services.
- The Blue Train, Rovos Rail, Shongololo Express and Premier Classe are examples of luxury trains.

4 Information provided on train schedules

A train schedule provides information such as when the train will travel, the destinations it will travel to, and departure and arrival times.

4.1 Schedules

Train schedules do not all look the same: compare the Shosholoza schedule on page 44 (LB) with the 2010/11 Rovos Rail Schedule and rates below. (Source: <http://www.rovos.com/dates-2011.html>. Accessed 5 December 2011)

ROVOS RAIL • RATES AND DATES SCHEDULE

DATES REGULAR TRIPS 1 OCTOBER 2010 - 30 SEPTEMBER 2011

Dates are specific. Please reconfirm with reservations@rovos.co.za. Prices per person sharing - one way. See single supplement.

DESTINATION	Pretoria to Cape Town	Cape Town to Pretoria	Pretoria to Vic Falls	Vic Falls to Pretoria	Pretoria to Durban	Durban to Pretoria
OCT 2010	6,8,15,20,27	9,11,18,23,25,30	14,28	3,17,31	8,29	11
NOV 2010	3,5,12,17,19,26	6,8,15,20,22,27,29	11,25	14,28	12	1,15
DEC 2010	3,10,17,24,29,31	6,13,20,27	23	26	n/a	n/a
JAN 2011	7,14,21,28	1,3,10,24,31	6,20	9,23	28	31
FEB 2011	4,11,18,23,25	2,7,14,16,21,26,28	3,17	6,20	11,25	14,28
MAR 2011	4,11,18,23,25	5,7,14,21,26,28	3,17,31	6,20	11,25	14,28
APR 2011	1,8,15,22,29	4,11,18,25	14,28	3,17	8,22	11,25
MAY 2011	6,13,20,27	2,9,16,23,26,30	12,26	1,15,29	n/a	n/a
JUN 2011	3,10,17,24,29	6,13,20,27	n/a	n/a	n/a	n/a
JUL 2011	1,8,15,22	4,11,18,25	21	24	n/a	n/a
AUG 2011	5,10,12,19,26	1,8,15,22,29	4,18	7,21	n/a	n/a
SEP 2011	2,7,16,21,23	5,10,12,19,26	1,15,29	4,18	9,23	12,26

RATES REGULAR TRIPS 1 OCTOBER 2010 - 30 SEPTEMBER 2011

Pullman Suite	R12 000	R12 000	R13 750	R13 750	R12 000	R12 000
De Luxe Suite	R18 000	R18 000	R20 600	R20 600	R18 000	R18 000
Royal Suite	R24 000	R24 000	R27 500	R27 500	R24 000	R24 000
Single supplement	50% all suites	50% all suites	50% all suites	50% all suites	50% all suites	50% all suites

DATES ANNUAL TRIPS 2011

Dates are specific. Please reconfirm with reservations@rovos.co.za. Prices per person sharing - one way. See single supplement.

DESTINATION	Pretoria to Swakopmund	Swakopmund to Pretoria	African Cottage or Golf Collage Pretoria to Cape Town	Cape Town to Dar es Salaam	Dar es Salaam to Cape Town	Golf Safari Pretoria to Sun City
Prices are per person one way sharing only	04 - 10 May	11 - 17 May	24 Feb - 4 Mar	17 - 30 Jan	18 - 31 Jul	13 - 21 Apr
			19 - 27 May	02 - 15 Jul	10 - 23 Oct	12 - 20 Oct
			3 - 11 Nov	24 Sep - 07 Oct		07 - 15 Dec

RATES ANNUAL TRIPS 2011

Pullman Suite	R32 900	R32 900	R39 600	US\$ 8 900	US\$ 8 900	R 36 500
De Luxe Suite	R49 500	R49 500	R59 400	US\$11 900	US\$11 900	R 54 200
Royal Suite	R66 000	R66 000	R79 200	US\$15 950	US\$15 950	R 71 000
Single supplement	50% all suites	50% all suites	50% all suites	US\$ 3 600 Pullman Only US\$ 4 900 Deluxe Only	US\$ 3 600 Pullman Only US\$ 4 900 Deluxe Only	40% on all suites

DATES AND RATES CAPE TO CAIRO 2012

Dates are specific. Please reconfirm with reservations@rovos.co.za. Prices per person sharing - one way. See single supplement.

DESTINATION	Cape to Cairo 2012 - 34 day itinerary	Cape to Cairo - 28 day itinerary
	13 Jan - 15 Feb 2012	14 Feb - 12 March 2012
Pullman Suite	US\$ 48 500 * Single Supplement US\$8 200	US\$ 44 000 * Single Supplement US\$ 6 200
De Luxe Suite	US\$ 52 000 * Single Supplement US\$ 9 500	US\$ 45 000 * Single Supplement US\$ 7 200
Royal Suite	US\$ 55 000 * Single Supplement on request	US\$ 47 500 * Single Supplement on request

ST JAMES GUEST HOUSES

Please reconfirm with stjames@rovos.co.za. Prices per person sharing. See single supplement.

ST JAMES MANOR 108 MAIN ROAD ST JAMES CAPE TOWN	1 Oct 2010 - 30 April 2011		1 May - 30 Sept 2011		ST JAMES SEAFORTH 98 MAIN ROAD ST JAMES CAPE TOWN	1 Oct 2010 - 30 April 2011		1 May - 30 Sept 2011	
	Per Room Double	Per Room Single	Per Room Double	Per Room Single		Per Room Double	Per Room Single	Per Room Double	Per Room Single
2 x Classic Suites 70m ²	R 4 350	R 3 263	R 3 100	R 2 325	1 x Deluxe Suites 45m ²	R 2 700	R 2 025	R 1 950	R 1 463
2 x Deluxe Suites 60m ²	R 3 850	R 2 885	R 2 900	R 2 175	1 x Deluxe Suites 45m ²	R 2 700	R 2 025	R 1 950	R 1 463
2 x Superior Suites 28m ²	R 3 650	R 2 738	R 2 700	R 2 025	1 x Deluxe Suites 45m ²	R 2 700	R 2 025	R 1 950	R 1 463
2 x Standard Suites 25m ²	R 3 150	R 2 363	R 2 100	R 1 575	Entire House	R 6 500	n/a	R 4 300	n/a
Entire Manor House	R 19 000	n/a	R 14 600	n/a					

updated 7 Apr 2011

updated 7 Apr 2011

- The Rovos schedule indicates 15 routes and not just one route.
- The Rovos schedule indicates the specific dates in each month when the train will be travelling along a specific route.
- The date schedule for Rovos does not indicate the departure and arrival times. These are on the detailed itinerary for each route.

4.2 Fares

- The fares for train journeys depend on the chosen route and class of travel.
- There are cheaper low season fares which usually apply to out of season periods.
- High season fares apply to in season periods, for example, during December and Easter Holidays when more people want to travel. These fares are higher than low season fares.
- Fares on luxury trains are much higher than on commuter and economy tourist trains. Fares depend on the type of compartment or suite that the passenger has booked.
- Luxury train fares include the transportation and the luxurious accommodation, as well as all meals, drinks and off-train excursions.
- Fares tables, like timetables, are different for different train services. Compare the Blue Train fare table on page 46 (LB) with the Rovos fare table above.
- The Rovos table does not have low or high season rates: the rates are route and date specific.
- The Rovos table does indicate suite price differences and single person supplements as does the Blue Train fares table.

Unit 7 The Gautrain

1 Features of the Gautrain

The Gautrain is a mass rapid transport system.

1.1 Exterior appearance

The Gautrain has a modern and aerodynamic exterior design.

1.2 Interior appearance

The interior design is modern and comfortable.

1.3 Security

- Closed circuit television (CCTV) cameras provide recorded coverage of all stations and trains as well as key locations along the route.
- There are security guards on duty all the time in each station and parking area.
- Buses linked to the Gautrain system are equipped with tracking devices.
- There are secure fences along the route and regular patrols help to prevent unauthorised access and vandalism.

1.4 Speed

The Gautrain can travel at speeds of up to 180 km/h. This is much faster than a normal Metrorail train that travels at approximately 100 km/h.

2 Gautrain technology

The Gautrain uses advanced technology for ticketing, boarding and for automated announcements.

2.1 Ticketing procedures

- The Gautrain uses a Gold Card onto which credits can be loaded for train and bus fares. Gold Cards can be purchased at all stations as well as at certain shops and fuel stations.
- There are different fares for once-off and frequent passengers. The fare depends on the type of ticket and the stations that the passenger travels between.

2.2 Electronic boarding procedures

- Passengers pass through fare gates at the station. The gates work with ticket readers.
- To open the glass gates, passengers have to tag in. When passengers disembark at their destination, they have to tag out again.
- An electronic system calculates the fare and subtracts it from the card.
- The process is similar for boarding the Gautrain buses, but here passengers only have to tag in.

2.3 Electronic arrival and departure announcements

- Information boards display the arrival and departure times of trains at the stations.
- Announcements are made over a public address system.
- Pre-recorded electronic announcements tell passengers on the train which station they are arriving at, as well as when the train will be departing.

3 Routes, parking facilities and bus service

3.1 Routes

- There are two main routes. See Figure 15 page 51 (LB) for a route map.
- One route is between OR Tambo International Airport and Sandton.
- The second route is between Park Station in Johannesburg and Hatfield in Pretoria.

3.2 Parking facilities

- Most travellers drive to the stations. Parking facilities are available at stations.
- Passengers pay an additional fee to park their cars in these facilities.

3.3 Bus services

- The Gautrain is part of an integrated public transportation system in Gauteng.
- It links OR Tambo, Metrorail services at certain stations, and bus routes.
- The Gautrain has a dedicated bus service that links certain stations to a number of stops within the vicinity of the stations.
- These buses provide transport if there is a disruption on the train route that prevents the train from travelling between certain stations.
- These buses also provide transport to the venues for special events such as big concerts or sporting events.

3.4 The benefits of the Gautrain for the tourism industry

- It provides a safe, fast and efficient way of travelling for tourists.
- It connects two main cities with one another: Johannesburg and Pretoria.
- The stations at which the train stops provide the gateway to attractions. See the table on page 53 (LB) for examples.
- Car rental facilities at Johannesburg Park Station, Sandton, and Pretoria Station are linked to the Gautrain.

4 New developments on the Gautrain

The proposed rail network will include a rapid rail link, including Gautrain and its extensions. These extensions include:

- a link from the existing Gautrain Park Station to Westgate in the Johannesburg CDB,
- a link from the existing Rhodesfield Station to Boksburg,
- a rapid rail link from Naledi in Soweto,
- a link from the existing Gautrain Sandton Station to Randburg and Honeydew.

Unit 8 The luxury cruise liner industry

- A cruise liner or cruise ship is a passenger ship used for pleasure voyages: the voyage itself and the ship's amenities are part of the experience. This is also referred to as 'transport as tourism' and not as 'transport for tourism'.
- Cruise liners are floating luxury hotels and can carry between a few hundred and nearly two thousand people.
- Cruise ships operate around different coastlines at different times of the year depending on the seasons in these areas.

1 Cruise liner concepts

1.1 Ports

- Not all the ports in South Africa can accommodate cruise ships. Not all harbours are deep enough to allow all cruise liners to dock, for example Mossel Bay.
- The main ports of call for cruise liners in South Africa are Cape Town, Durban, Mossel Bay and Port Elizabeth.
- Some ports that receive cruise ships have cruise terminals.

1.2 Cabins and staterooms

1.2.1 Cabins

- Cabins can be located on the outside of the ship facing the sea and have windows, or on the inside of the ship without windows. These cabins do not face the sea.
- Cabins usually have televisions, air-conditioning, radios, mini-bars, en-suite bathrooms, hairdryers, private safes and 24 hour room service.
- Cabins can accommodate either two people or two adults and two children.
- The number and size of cabins depends on the size of the ship.

1.2.2 Suites

- Suites are larger rooms with a lounge area and private balconies.
- Suites are suitable for families who would like more space.

1.2.3 Staterooms

- Staterooms are first-class cabins on cruise ships.
- Staterooms can have facilities such as luxury bathrooms, additional storage space, bathrobes, beach towels, a direct-dial telephone and complimentary 24 hour concierge service.

1.3 Decks

- A cruise ship has different decks or floors. These decks are like the storeys of a huge building or hotel and are given names.
- There are restaurants and lounges on most of the decks.
- Some ships have decks for special purposes: multi-pool decks and sunning areas, spa-like sun decks, fun decks with waterslides and a water park for children, sports decks, and decks with theatres, cinemas, game rooms and ballroom dancing floors.

2 Facilities and entertainment on board

- The entertainment on a cruise ship is well organised and managed by a cruise director and the entertainment team.
- The entertainment team organise activities such as art lessons, photography classes, mini-golf, dance contests, lectures on culture and history, and sporting activities.
- Evening shows by dancers, singers and comedians are often the highlight of the day.
- Most cruise liners also offer spa treatments, gyms and facilities such as hairdressers, photographers, beauty parlours, laundry and ironing facilities, wireless Internet and even a medical centre.
- Passengers can also visit some of the ports along the way. They can go on shore excursions. These trips are excluded from the cruise package price.
- There are supervised activities such as games and parties for children and teenagers.
- Cruise prices include three meals, afternoon tea and midnight buffets every day.

3 Luxury cruise liner packages

- Cruise packages are available in summer off the South African coast.
- The route, length of cruise, size and location of the cabin will determine the cost. The price always includes meals and entertainment.

3.1 Cruises around South Africa

- MSC (Mediterranean Shipping Company) Starlight Cruises offer return cruises every summer from Durban and Cape Town to island destinations in Mozambique and the Indian Ocean.
- The Italian company, Silversea, offers a 10-day cruise from Cape Town on the Silver Wind. The Silversea cruise line also offers a one-way 10-day cruise from Port Louis in Mauritius to Cape Town.

3.2 Cruises to and from South Africa

- The Silversea cruise line offers 10-day cruises from Port Louis in Mauritius to Cape Town.
- The Cunard cruise line offers 16-day cruises on the Queen Mary 2 from Southampton in Britain to Cape Town.
- Oceania Cruises offers 30-day cruises on the Oceania Nautica from Cape Town to Singapore.

Unit 9 Car rental

Car rental provides a flexible means of transport: tourists can drive themselves when they want to and where they want to.

1 Car rental companies

- There are many car rental companies in South Africa.
- The bigger car rental companies have offices at all the major airports in South Africa.
- The smaller companies often operate in a particular region or province only.
- The Southern African Vehicle Rental and Leasing Association (SAVRALA) is the industry association for the car rental industry.

2 Conditions for renting a vehicle

- Not anybody can rent a vehicle: the renter must have a valid driver's licence and be above a certain age.
- Renters younger than the prescribed age can be charged a young driver surcharge or will have to take out their own additional insurance for the car they are renting.
- The renter must have had a driver's license for a certain period.
- The person renting the car must be able to pay any amounts that the insurance on the car does not cover.
- The renter must have a credit card with enough funds available to cover the cost of the rental as well as any insurance costs.
- The renter has to sign a legal document (a rental agreement or rental contract).

3 Car rental rates

Car rental rates differ from one company to another and depend on various factors such as type of car and distance travelled.

3.1 Rental packages and options

- Car rental companies generally give better rates for longer rentals.
- They often offer special rates over weekends to encourage leisure tourists to rent.
- The factors that determine the total cost of renting a car include the following: duration of the rental period; type of car; distance that the renter travels in the car; type of insurance chosen; where the renter will collect the car from and return it to; optional extras or equipment.
- Rental vehicles vary in size and transmission type (automatic or manual).
- Rental cars may have radios and air conditioning. The more features the car has, the higher the rental rates.
- The rental rate includes a certain travel distance per day. After this, there is a fee per kilometre.

3.2 Insurances

- There are different types of insurance that renters can take out when they rent a car.
- The collision damage waiver (**CDW**) covers an accident or collision. The renter will only have to pay a set amount.
- The theft loss waiver (**TLW**) covers the theft of the car. The renter will only pay a set amount.
- In the case of both CDW and TLW, the amount that the insurance does not cover is the **excess**.
- To avoid the excess, the renter can choose a higher car rental rate that includes a **super collision damage waiver (SCDW)** and a **super theft loss waiver (STLW)**.
- Personal accident insurance (**PAI**) compensates the renter in case of injury in an accident and covers the cost of medical treatment of these injuries.

4 Additional costs and charges

- A **tourism levy** of 1% is included in rental prices or added as an additional cost. A **fuel deposit** equals the cost of refilling the rented car's tank.
- If a renter does not return the car with a full tank, the car rental company subtracts the cost of refilling the tank from the fuel deposit. This is called the **fuel charge**.
- An **airport surcharge** is a cost added or included in the rental price to cover the costs of car rental facilities at the airport. This is why rental prices at branches not at airports are cheaper.
- If another person will also be driving the rented car the renter has to pay an **additional-driver charge**.

- A **contract fee** is charged to cover the cost for drawing up every new contract.
- A **delivery and collection fee** is charged when a renter prefers that the car rental company delivers and collects the car from the renter's hotel or office.
- A **one-way rental fee** is charged when the renter collects the car from one car rental office and returns it to another.
- A **cross-border fee** is charged when the renter uses the car to travel to neighbouring countries like Namibia or Lesotho.
- **Optional equipment or extras** such as paraplegic hand controls for a wheelchair-bound driver, a GPS device or baby seat can be rented at an extra cost.

5 Incidental costs

- Incidental costs are extra costs that the car rental company charges in special circumstances (such as accidents and traffic fines).
- A set **accident administration fee** gets charged when a rented car has been in an accident and an insurance assessor has to assess the damage.
- A **traffic fine administration fee** is charged when a rental company has to find the driver who is fined because the fine is sent to the rental company.
- **Toll fees** have to be paid by the driver of the rented vehicle passing through a toll gate.

6 Car rental payment options and calculations

6.1 Payment options and payment methods

- Car rental companies do not accept cash, bank transfers or cheques.
- Big companies and travel agencies have accounts with car rental companies and pay for the rental at a later stage using a bill back voucher.
- Individual renters must pay by using a credit card. The car rental company reserves an amount on a renter's credit card to cover the possible rental charges, insurances, excess and fuel deposit.
- When the renter returns the car the final amount of the total rental fee is calculated and the amount reserved on the credit card is cancelled. Only the correct final amount is charged to the credit card.

6.2 Car rental calculations

- Renters pay for a full day even if they rent the car only for part of a day.
- A day is a 24 hour cycle which starts when the renter collects the car. If the renter collects the car at 17:00 on Monday and returns it before 17:00 on Tuesday, he or she will pay for one day's car rental. If the renter returns the car at 21:00 on Tuesday evening they will have to pay for two days' rental because the additional four hours are part of a second day.
- Car rental rates depend on the type of car, the number of days of the rental period, the distance that the renter has travelled with the car, the type of insurance and any additional charges.

The following information is important when a car rental fee is calculated for a customer:

- When and where will the car be collected and returned?
- What type of car does the customer want, manual, automatic, air conditioning etc.?
- Does the customer want free kilometres? How many?
- What type of insurance does the customer want, CDW, SCDW, TLW, STLW, PAI?
- What extra items does the customer want, e.g. baby seat?
- How far is the customer planning on travelling?

The following steps must be followed to calculate the total rental rate for a customer:

- Step 1: Calculate the number of days the renter will need the car.
- Step 2: Identify a car that will suit the renter's needs and calculate the daily rate.
- Step 3: Calculate the number of kilometres the renter will have to pay extra for.
- Step 4: Calculate the insurance charges.
- Step 5: Calculate cost of optional extras such as baby seats or additional driver.
- Step 6: Calculate additional charges: contract fee, airport surcharges, tourism levy (1%).
- Step 7: Calculate the total amount.

If the charge for an item is not clearly specified exclude it from the calculation.

Let us use the rates on page 62 (LB) to calculate a fee for a customer. The customer requires the following:

Collect the car on a Monday at 09:00 and return it on a Wednesday at 07:00. She would like the least expensive automatic car (this will be a car with an A in the SIPP code). She will travel about 80 km a day, and wants the following insurances: SCDW, STLW and PAI. She also wants a GPS and Stay baggage insurance.

The calculation will look as follows:

Description	Rate	Total
Step 1: Calculate the number of days the renter will need the car		
Monday 09:00 to Wednesday 07:00 = 2 days		
Step 2: Identify a car that will suit the renters needs and calculate the daily rate		
Customer is looking for the cheapest automatic car, super insurance and is only planning on travelling 80 km a day. Group D car in the Rate Group 3 at R496 per day will suit her needs.	2 × R496	R992
Step 3: Calculate the number of kilometres		
Customer gets 100 free km per day. She is only going to travel 80 km per day so there will be no extra costs.	No cost	
Step 4: Calculate the insurance costs		
SCDW STLW PAI - R30 per day	Included in day rate Included in day rate 2 × R30	R60
Step 5: Calculate the cost of optional extras		
GPS in the car - R69 per day Stay baggage insurance - R29 per day	2 × R69 2 × R29	R138 R58
Step 6: Add any additional charge		
Contract fee of R50.00 VAT included in rates Airport surcharge included in rates Tourism levy included in rates Because the rates table does not give us any information about the fuel deposit or the excess amounts, we cannot calculate these.	R50.00 - - - -	R50.00
Step 7: Calculate the total amount of the quotation		
Add the charges to get the total amount of the quotation		R1 298.00

6.3 Comparative calculations

- Comparative calculations are used to compare the total cost for a rental car at two or more companies. Because different amounts of free kilometres are included for each type of rate, and the rates for Standard or Super cover are different, the rental cost will differ between companies.
- Renters usually prefer the cheaper option as long as it includes what is wanted.

Questions

QUESTION 1: MULTIPLE CHOICE

Choose the correct answer. Only write the letter of the answer you select.

- 1.1 A tourist flying in from London to Johannesburg will be on a/an ... flight.
A domestic
B international
C outbound
D regional (2)
- 1.2 A tourist flying in from Zimbabwe to Cape Town will be on a/an ... flight.
A domestic
B international
C outbound
D regional (2)
- 1.3 A tourist flying in from London to Cape Town will be on a/an ... flight.
A domestic
B inbound
C outbound
D regional (2)
- 1.4 Which airport is not an international airport?
A Cape Town International Airport (CPT)
B George Airport (GRJ)
C King Shaka International Airport (DUR)
D OR Tambo International Airport (JNB) (2)
- 1.5 Which airport is a national/domestic airport?
A East London Airport (ELS)
B Lanseria International Airport (HLA)
C Mpumalanga International Airport (MQP)
D Pilanesberg International Airport (NTY) (2)
- 1.6 South Africa's national carrier is... .
A kulula
B Mango

- C 1time
D SAA (2)
- 7 An adult travelling on a domestic flight can take ... kg hand luggage.
A 6
B 7
C 8
D 9 (2)
- 1.8 A child travelling business class from Johannesburg to Durban can take ... kg checked baggage.
A 10
B 20
C 30
D 50 (2)
- 1.9 An adult travelling economy class from Bloemfontein to Cape Town can take ... kg checked baggage.
A 8
B 10
C 20
D 30 (2)
- 1.10 A narrow-body aircraft has ... aisle/s.
A 1
B 2
C 3
D 4 (2)
- 1.11 ... are used to check whether passengers have metal objects on them.
A biometric scanners
B metal detectors
C thermal body scanners
D X-ray security scanners (2)
- 1.12 A tourist that has limited time and wants to see the main attractions in a city will make use of a
A luxury coach
B megabus

- C open-top bus
 - D sleeper coach (2)
- 1.13 A business tourist who did not rent a car wants to travel from his hotel to the conference venue. Which mode of bus transport will he choose?
 - A Baz Bus
 - B charter bus
 - C shuttle service
 - D megabus (2)
- 1.14 An example of a scenic train in South Africa is
 - A Atlantic Rail
 - B Blue Train
 - C Rovos Rail
 - D Metrorail (2)
- 1.15 The price of a cruise package includes
 - A all meals
 - B accommodation
 - C entertainment
 - D all the above (2)
- 1.16 What type of car rental insurance will compensate the renter in case of injury in an accident and covers the cost of medical treatment of injuries?
 - A CDW
 - B PAI
 - C STLW
 - D TLW (2)

QUESTION 2: TRUE/FALSE

Indicate whether the following statements are true or false. If the statement is false, write down the correct statement.

- 2.1 A flight from Windhoek, Namibia to Maputo, Mozambique is an example of a transcontinental flight. (2)
- 2.2 A flight from Cape Town to Johannesburg is a long-haul flight. (2)
- 2.3 Privately operated airports are run by ACSA. (2)
- 2.4 One international carrier that offers domestic flights in South Africa is British Airways. (2)
- 2.5 The landside is the area outside the passenger terminal building (2)

- 2.6 A wide-body aircraft has one aisle. (2)
- 2.7 Thermal body scanners are used to detect metal objects on passengers. (2)
- 2.8 Minibuses are used to take tourists on small group and personalised tours to selected attractions. (2)
- 2.9 The Baz Bus caters for business travellers. (2)
- 2.10 The Blue Train is an example of a luxury train. (2)
- 2.11 The Gautrain is accessible for tourists with disabilities. (2)
- 2.12 The Gautrain uses cash only to pay for fares. (2)
- 2.13 A cruise ship is a multi-storey ship. (2)
- 2.14 TLW covers an accident or collision of the car. (2)

QUESTION 3: WRITTEN ANSWERS

- 3.1 Explain, giving an example, what a connecting flight is. (4)
- 3.2 Describe what a chartered flight is and give an example. (2)
- 3.3 What advantages and disadvantages are there for a tourist who uses an ACSA airport rather than a privately operated airport? (5)
- 3.4 Study the following extract from a SAA regional flight timetable. (Source: Sawubona in-flight Magazine, September 2011. p. 208)

Carrier	Flight	Frequency	Aircraft	From	Depart	To	Arrives
SA	022	12345-7	Boeing B737-800	Johannesburg	10:40	Harare	12:20

- 3.4.1 A businessman must attend a meeting in Harare on a Saturday from 09:00 to 16:00. When will he be able to fly to Harare? (2)
- 3.4.2 On which day does this flight not operate? (1)
- 3.4.3 What is the duration of the flight? (2)
- 3.5 Explain the check-in and boarding procedures for departure to a friend who will be flying the first time from Durban to Cape Town. (6)
- 3.6 Explain the two travel class sections in an aeroplane. (5)
- 3.7 Name four other types of electronic information used by airports and airlines. (4)
- 3.8 Explain the difference between coaches that are used to transport commuters and sleeper coaches. (4)
- 3.9 A student finishes her supplementary examination paper in Durban at 14:00 on 10 December 2011. She would like to travel home to Port Elizabeth on the same day. Study the bus timetable on page 39 of the LB to answer the following questions.

- 3.9.1 Which service (trip number) will she be able to use? (2)
- 3.9.2 What time will the bus depart and from where? (2)
- 3.9.3 When will she arrive at her destination and where? (3)
- 3.9.4 Are there still seats available? (2)
- 3.9.5 What is the estimated travelling time? (2)
- 3.9.6 What will her ticket cost? (1)
- 3.10 Explain the difference between a sleeper and sitter coach. (9)
- 3.11 Study the Rovos Rail date schedule and rate tables. A tourist couple was visiting in Cape Town until 6 September 2011. They would like to travel to Pretoria in a luxury train to enjoy the inland scenery of South Africa. They want to enjoy the luxuries of a luxury train without spending too much.
- 3.11.1 What date did Rovos depart from Cape Town for Pretoria that would suit their schedule? (1)
- 3.11.2 Which accommodation type would you advise the couple to make use of? (1)
- 3.11.3 What would the cost have been for the couple? (2)
- 3.12 Name four security features of the Gautrain that should encourage international tourists to use it. (4)
- 3.13 Explain the difference between cabins, suites and state rooms as accommodation options on a cruise ship. (8)
- 3.14 Draw up a checklist of the requirements to rent a car. (5)
- 3.15 Match the term in column A with the description in column B (5)

	Column A		Column B
1	One-way rental fee	A	A fee charged equal to the cost of refilling a rented car's tank.
2	Fuel deposit	B	A cost added or included in the rental price to cover the costs of car rental facilities at the airport.
3	Cross-border fee	C	Charged when the renter collect the car from one car rental office and return it to another.
4	Contract fee	D	Charged when the renter uses the car to travel to neighbouring countries.
5	Airport surcharge	E	Charged to cover the cost for drawing up every new car rental contract.

- 3.16 Refer to the rental rates on page 67 of the LB to answer the following questions.
- 3.16.1 How many free kilometres do Car Group A (Standard) include? (1)
- 3.16.2 What type of insurance is included in the daily car rental rates? (3)
- 3.16.3 What additional cost is included in the daily car rental rates? (1)
- 3.16.4 What is the excess on a Group S (Standard) car? (1)

- 3.17 Use Car Rental Company A's (page 61–62, LB) and Company B's (page 68–69, LB) rate tables and do a comparative rental calculation for the following customer. The customer will collect the car on Friday afternoon at 16:00 and return it on Sunday afternoon at 15:00. He would like a standard car with air conditioning. This will be a car with an S and A in the SIPP code. He will travel about 600 km in total. The customer wants the following insurance: SCDW, STLW and PAI. He wants a GPS and child seat in the car. (46)

Answers

QUESTION 1: MULTIPLE CHOICE

- 1.1 B ✓✓
- 1.2 D ✓✓
- 1.3 B ✓✓
- 1.4 B ✓✓
- 1.5 A ✓✓
- 1.6 D ✓✓
- 1.7 C ✓✓
- 1.8 C ✓✓
- 1.9 C ✓✓
- 1.10 A ✓✓
- 1.11 B ✓✓
- 1.12 C ✓✓
- 1.13 C ✓✓
- 1.14 A ✓✓
- 1.15 D ✓✓
- 1.16 B ✓✓

QUESTION 2: TRUE/FALSE

- 2.1 True ✓✓
- 2.2 False: A flight from Cape Town to Johannesburg is a short-haul flight because it lasts for less than 3 hours. ✓✓
- 2.3 False: Privately operated airports are not run by ACSA but by private companies or consortiums. ✓✓
- 2.4 True ✓✓
- 2.5 True ✓✓

- 2.6 False: A wide-body aircraft has two aisles. ✓✓
- 2.7 False: Thermal body scanners are used to register body temperatures of more than 38°C, which indicates when a person has a fever. ✓✓
- 2.8 True ✓✓
- 2.9 False: The Baz Bus caters for budget travellers, like students and backpackers. ✓✓
- 2.10 True ✓✓
- 2.11 True ✓✓
- 2.12 False: The Gautrain uses a Gold Card to pay fares. ✓✓
- 2.13 True ✓✓
- 2.14 False: The theft loss waiver (TLW) covers the theft of the car. ✓✓

QUESTION 3: WRITTEN ANSWERS

- 3.1 Connecting flights take place when an aeroplane lands at an airport between the airports of departure and arrival. ✓ There is a change in flight number for the next leg of the journey. ✓ It might be necessary for passengers to change from one plane or airline to another at this intermediate point (called a connecting point) on their way to the destination. ✓ For example an SAA flight from Johannesburg to Melbourne in Australia will stop in Perth in Western Australia. Passengers then fly with Qantas from Perth to Melbourne. ✓
- 3.2 Chartered flights are flights that operate on request to suit the needs of the client, for example, a tourist that wants to avoid queues, lengthy waits, and the risk of losing luggage and valuables, may charter a flight from Johannesburg to a private lodge in the Sabi Sand Private Game Reserve. ✓
- 3.3 Advantages: Good infrastructure, modern facilities, availability of self-service check-in kiosks that allow the passenger to do his/her own seat reservation and obtain boarding passes thus avoiding long queues. ✓✓✓
Disadvantages: Poor /old infrastructure, old facilities, high airport taxes, landing and parking fees for airlines that all adds to ticket price costs. ✓✓
- 3.4.1 Friday at 10:40 ✓✓
- 3.4.2 Saturday ✓
- 3.4.3 12:20 - 10:40 = 1:40 ✓✓
- 3.5 Check-in and boarding procedures:
When she arrives at the airport, she must go to the departures hall in the terminal building. ✓

- She must find the relevant check-in counter for the airline on which she is travelling; an airline official will check her ID or passport and her ticket or e-ticket. She can then choose a seat and will be issued with a boarding pass. The official will also weigh her baggage and check it in. ✓
- She is given a boarding pass and then goes to the security control point, taking any hand luggage with her. ✓
- Her hand luggage and other carried on items move through a metal detector and X-ray machine to ensure that she is not taking any prohibited objects on board. ✓
- She must walk through a metal detector and X-ray machine to check whether she has weapons or other prohibited goods. She then enters the restricted area. ✓
- She can now proceed to the boarding gate. ✓
- 3.6 The business class section seats are in the front of the plane✓ and have more space between seats. ✓ The seats can usually fold back far enough to become beds. ✓
- The economy class section is at the back of the plane. ✓ The seats and legroom in this section are smaller and less comfortable. ✓
- 3.7 Internet bookings, ✓ online boarding passes, ✓ e-tickets, ✓ electronic passports ✓
- 3.8 Coaches that are used by commuters travel 24 km or less. ✓ Sleeper coaches travel more than 24 km and trips often last through the night, ✓ so they have reclining seats which passengers can use for sleeping in, for example, Intercap's Sleepliner. ✓
- 3.9 Used for inter-city travel and used by domestic tourist who do not have their own transport and fall in the VFR category. ✓
- 3.9.1 Translux 1121 ✓✓
- 3.9.2 17:00 from Durban Station ✓✓
- 3.9.3 The next morning at 06:10 at Port Elizabeth Station ✓✓✓
- 3.9.4 Yes, 31 seats are still available ✓✓
- 3.9.5 Estimated travelling time is 15 hours and 10 minutes ✓✓
- 3.9.6 R380.00 ✓
- 3.10 The difference between a sleeper and sitter coach:
- Sleeper coaches have benches on which passengers can sit during the day.
- These benches can fold into sleeping bunks at night. ✓
- Sleeper coaches have showers and toilets that passengers can share. ✓

Sleeper coaches have compartments that can accommodate up to four passengers. ✓

Sleeper coaches also have coupés that can accommodate only two passengers. ✓

Tourists that make use of sleeper coaches buy tourist class tickets which are more expensive than economy class tickets. ✓

Passengers travelling on sleeper coaches can purchase bedding tickets on board the train or they may bring their own bedding. ✓

Sitter coaches have rows of seats with a lay-out similar to the lay-out of seats on a bus or aeroplane. ✓

A sitter coach has flushable toilets at each end for passengers. ✓

Tourists that make use of sitter coaches buy economy class tickets at a lower fare. ✓

3.11.1 6 September 2011 ✓

3.11.2 The Pullman Suite because it is the cheapest ✓

3.11.3 $R12\ 000 \times 2 = R24\ 000$ ✓✓

3.12 Security features of the Gautrain:

Closed circuit television (CCTV) cameras provide recorded coverage of all stations and trains as well as key locations along the route. ✓

There are security guards on duty all the time in each station and parking area. ✓

Buses linked to the Gautrain system are equipped with tracking devices. ✓

There are secure fences along the route to prevent unauthorised access and vandalism. ✓

3.13 Cabins

Cabins can be located on the outside of the ship facing the sea and have windows. ✓

Cabins can be located on the inside of the ship without windows. These cabins do not face the sea. ✓

Cabins usually have televisions, air-conditioning, radios, mini-bars, en-suite bathrooms, hairdryers, private safes and 24-hour room service. ✓

Cabins can accommodate either two people, or two adults and two children. ✓

Suites

Suites are larger rooms with a lounge area and private balconies. ✓

Suites are suitable for families who would like more space. ✓

Staterooms

Staterooms are first-class cabins on cruise ships. ✓

Staterooms can have facilities such as luxury bathrooms, additional storage space, bathrobes, beach towels, a direct-dial telephone and complimentary 24-hour concierge service. ✓

3.14 The renter must have a valid driver's licence. ✓

The renter must be above a certain age. ✓

The renter must have had a driver's license for a certain period before renting a car. ✓

The person renting the car must be able to pay any amounts that the insurance on the car does not cover. ✓

The renter must have a credit card with enough funds available to cover the cost of the rental as well as any insurance amounts. ✓

3.15 1 - C ✓

2 - A ✓

3 - D ✓

4 - E ✓

5 - B ✓

3.16.1 Unlimited ✓

3.16.2 Collision✓, theft✓ and personal ✓

3.16.3 Airport surcharge ✓

3.16.4 R9 900 ✓

3.17

Company A			Company B		
Description	Rate	Total	Description	Rate	Total
Step 1: Calculate the number of days the renter will need the car					
Friday 16:00 to Sunday 15:00 = 2 days ✓✓			Friday 16:00 to Sunday 15:00 = 2 days ✓✓		
Step 2: Identify a car that will suit the renters needs and calculate the daily rate					
The customer would like a standard car with air conditioning. This will be a car with an S and A in the SIPP code, super insurance and is planning on travelling 600 km in total. Group F car in the Rate Group 4 at R667 per day will suit his needs. ✓	2 × R667 ✓	R1 334 ✓	The customer would like a standard car with air conditioning. This will be a car with an S and A in the SIPP code, super insurance, and planning on travelling 600 km in total. Group F car in the Rate Group D at R697 per day will suit his needs. ✓	2 × R697 ✓	R1 394 ✓

Step 3: Calculate the number of kilometres					
Customer gets 150 free km per day. He is going to travel 600 km. $2 \times 150 \text{ free km} = 300 \text{ km} \checkmark$ $600 - 300 = 300 \text{ km additional km} \checkmark$	$300 \text{ km} \times R2.85$ needs to be paid for extra kilometres \checkmark	$R855 \checkmark$	Customer gets 200 free km per day. He is going to travel 600 km. $2 \times 200 \text{ free km} = 400 \text{ km} \checkmark$ $600 - 400 = 200 \text{ km additional km} \checkmark$	$200 \text{ km} \times R2.80 \checkmark$	$R560 \checkmark$
Step 4: Calculate the insurance costs					
SCDW STLW PAI - R30 per day \checkmark	Included in day rate Included in day rate $2 \times R30 \checkmark$	$R60 \checkmark$	SCDW STLW PAI - R38 per day \checkmark	Included in day rate Included in day rate $2 \times R38 \checkmark$	$R76 \checkmark$
Step 5: Calculate the cost of optional extras					
GPS in the car - R69 per day \checkmark Child seat - R250 per rental \checkmark	$2 \times R69 \checkmark$ $R250 \checkmark$	$R388 \checkmark$	GPS in the car - R75 per day \checkmark Child seat - R250 per rental \checkmark	$2 \times R75 \checkmark$ $R250 \checkmark$	$R400 \checkmark$
Step 6: Add any additional charge					
Contract fee of R50.00 \checkmark VAT included in rates Airport surcharge included in rates Tourism levy included in rates Because the rates tables do not give any information about the fuel deposit or the excess amounts, we cannot calculate these.	$R50 \checkmark$ - - - -	$R50 \checkmark$	Contract fee of R50.00 \checkmark VAT included in rates Airport surcharge included in rates Tourism levy included in rates There is a responsibility charge of R4 700 \checkmark Because the rates tables do not give any information about the fuel deposit we cannot calculate these.	$R50 \checkmark$ $R4\ 700 \checkmark$	$R50 \checkmark$
Step 7: Calculate the total amount of the quotation					
Add the charges to get the total amount of the quotation.	$R2\ 687 \checkmark$			$R2\ 480$ excluding R4 700 responsibility charge \checkmark	
Car Rental Company B has the better rate \checkmark and it is R207 less. \checkmark (provided there is no accident or theft)					

Term 2: Domestic, regional and international tourism

Unit 1 The Domestic Tourism Growth Strategy (DTGS)

2012–2020

The Department of Trade and Industry (DTI) and the National Department of Tourism (NDT) determine policies and priorities that guide tourism development in South Africa.

1 Why must a country have a DTGS?

- The DTGS of South Africa specifically focuses on the growth of domestic tourism.
- The DTGS sets out for SAT, NDT and the nine provincial authorities how to grow domestic tourism over a specific period, e.g. 2012–2020.

1.1 Problem statement

Most people in SA have not travelled in their own country for a number of reasons:

- They cannot afford to travel.
- They have no reason to travel.
- They do not have the time to travel.
- They are unemployed and do not have money to travel.
- They dislike travelling.

There is also a lack of a travel culture amongst previously disadvantaged communities in SA due to limited marketing to all segments of the population. Another issue is the limited products that are available and the lack of diversification. Domestic tourists furthermore tend to travel within their provinces (intra-provincial travel). Domestic travel is also seasonal and tends to take place during school holidays and in season.

1.2 Vision

The goal and target set in the National Tourism Sector Strategy (NTSS) to grow tourism's GDP contribution from 54.8% in 2009 to 60% in 2020 forms the basis of the 2012–2020 domestic tourism vision.

The DTGS has four main objectives:

- To increase domestic tourism expenditure
- To increase domestic tourism volume

- To address seasonality and geographic spread
- To enhance the culture of travel amongst all South Africans

The DTGS is underpinned by the following values:

- Responsible tourism
- Respect for culture and heritage
- Service excellence
- Sector transformation
- Transparency
- Integrity

2 The four strategic objectives of the DTGS

2.1 Increasing domestic tourism expenditure (revenue)

This objective wants to increase domestic tourism's percentage contribution to the GDP. It also wants to increase business tourism's contribution to the overall tourism revenue.

Domestic tourists can spend more money by:

- taking more trips
- stay at the destination longer
- spend more money on average per trip.

Domestic tourists tend to spend their money on the main tourism sectors: accommodation, transport and food. They tend to spend money on social activities as well. They need to be motivated to spend more on other sectors such as wildlife, culture, and natural attractions.

2.2 Increase domestic tourist volumes

This objective wants to increase the number of holiday travellers, adult travellers and the total number of trips that domestic tourists take. VFR trips need to be converted into holiday trips.

More South Africans can be motivated to travel by:

- raising awareness through tourism advertising campaigns
- creating a holiday travel culture among South Africans
- using different media, such as the radio and television, to create a desire to travel and to distribute travel Information
- converting people's interest to travel into action

- converting non-holiday travellers to holiday travellers
- encouraging repeat visits and making use of re-selling, cross-selling or up-selling
- promoting both short breaks and extended vacations.

2.3 Enhance measures and efforts aimed at addressing seasonality and equitable geographical spread

This objective wants to increase the number of nights tourists spend in less visited provinces and during low season.

2.3.1 Seasonality

- Domestic travel takes place predominantly in season during school holidays.
- Year-round travel should be encouraged, especially during winter when international demand is low.
- Travel to non-traditional destinations in the busiest periods from September to December should be encouraged, for example, to the Drakensberg, KwaZulu-Natal Midlands, KwaZulu-Natal Battlefields, Klein Karoo, Overberg, and Groot Marico.
- Marketing techniques such as special reduced rates and discounts can be used to encourage visits to areas in the off-peak season.
- Marketing drives should also market an entire area and not one specific business.
- Special events, such as festivals, can also attract visitors during off-peak times.

2.3.2 Geographic spread

- The benefits of tourism should be evenly spread across the country.
- Domestic tourists need to visit more and different destinations in a variety of provinces (inter-provincial travel) and participate in a variety of activities at these destinations.
- This will change the tendency of most domestic travel being within the province in which tourists live (intra-provincial travel).
- Currently KwaZulu-Natal, Gauteng, the Eastern Cape and the Western Cape generate and receive the most domestic trips.
- Trips to and from the other provinces should be encouraged.

2.4 Enhance the level of the culture of tourism/travel among South Africans

This objective want to find ways to motivate those people in South Africa that do not see a reason to travel.

3 The activities and actions to meet these objectives

Figure 21 on page 85 of the Learner's Book summarises the main focus areas of the four objectives.

3.1 Increasing domestic tourism expenditure (revenue)

- Enough products and services should be offered to satisfy each of the market segments.
- To achieve this the needs of domestic tourists need to be researched and tourism products and services available to the five prioritized market segments need to be audited.
- There should also be investment in infrastructure.
- Policy barriers that can hamper this should be looked at.
- Existing and new tourism products that will meet the needs of the target markets need to be developed.
- Promoting same-day trips to different attractions, partnerships with the film industry and the Department of Arts and Culture, and working with sports associations to promote pre- and post –event tourism activities can help grow tourism.
- Discounted rates for domestic tourists can establish a culture to travel.
- Incentive programmes to host events in certain areas can be encouraged.
- Tourist Information Centres can help to inform tourists.
- A wider network to spread tourism information should be used for example petrol stations, touch screens, mobile applications and community radio stations.

3.2 Increase domestic tourism volume

- Differentiated packaging for affordable tourism products for local tourists should be put in place.
- A domestic Travel Card that provides domestic travellers with incentives and discounts can be put in place.
- Conversion mechanisms need to be reviewed and improved for different market categories.

3.3 Enhance measures and efforts aimed at addressing seasonality and equitable geographical spread

- To achieve this existing tourism assets and facilities must be used all year round and audits of the utilisation of existing government owned facilities need to be done.
- A Public Private Partnership Framework for tourism need to be developed.

- Special activities in less visited areas can be created.
- Cross provincial packaging of tourism activities can be established.
- Support to host mega events in all the provinces will further help to increase visitors to less visited provinces, especially during low season.
- Differentiated marketing via provincial marketing offices can create inter-provincial partnerships and cross-selling across provinces.

3.4 Culture of tourism

- To create a culture of tourism awareness and education programmes are needed.
- An understanding of tourism and an appreciation of the value of tourism need to be created amongst non-travellers in South Africa.
- The training of tourism product owners, employees and neighbouring communities need to take place.

4 The slogan of the domestic marketing campaign

- Vaya Mzansi replaced Sho't Left campaign
- The tagline for the new campaign is 'Whatever you are looking for, it's right here in South Africa'.
- Five new target groups were identified:
 - Spontaneous Budget Explorers
 - New Horizon Families
 - High-Life Enthusiasts
 - Seasoned Leisure Seekers
 - Well to-Do Mzansi Families
- The campaign tries to motivate South Africans to travel in their own country because it enriches, excites, stimulates, reconnect people with their families and is emotionally beneficial to them.
- The 2012 to 2020 domestic campaign is built on five pillars:
 - Brand marketing
 - User-generated road map
 - Industry participation
 - Event promotion and packaging
 - Direct consumer involvement

Unit 2 Domestic tourism market segments

In the tourism industry people with similar needs are grouped together. Tourism products specific to the needs of each group are developed. This is called market segmentation.

1 What is meant by ‘Domestic tourism market segmentation’?

- People with similar characteristics (such as age, race, income and purpose of trips), called the segment profile, are grouped together to form different tourist segments.
- Each tourist segment has common aspects: similar purpose of a trip, average length of a trip, average spend on a holiday trip, destination, where they travel from and when they travel.
- The DTGS identifies five tourism segments to focus the 2012 to 2020 marketing campaign on:
 - Spontaneous Budget Explorers
 - New Horizon Families
 - High-Life Enthusiasts
 - Seasoned Leisure Seekers
 - Well to-Do Mzansi Families

2 Reasons for the segmentation of domestic tourists

- It provides relevant information about each segment.
- It enables the development of new products that the particular segments can afford.
- It assists communication to suit the segment to create a greater culture of holiday travel.
- Segmentation provides the tourism industry with more in-depth knowledge and understanding of prospective travellers.
- Specific products and communication methods can be used to target people with the same characteristics.
- People in these segments have similar travel behaviour, media use and lifestyles.
- Segmentation further helps SAT to:
 - Grow tourism’s contribution to South Africa’s economy
 - Increase domestic tourism’s contribution to the tourism economy
 - Build a tourism culture amongst South Africans
 - Address geographical, seasonal and rural spread of tourism.

3 The profiles of the five focus domestic market segments (2012–2020)

The profiles and preferred types of holiday or travel each segment are summarised below.

3.1 Spontaneous budget explorers

- Aged 18–24.
- Includes all races.
- Have about R5 000 disposable income a month.
- They stay about 5,4 nights and take about 3 trips a year.
- Travel for this group is a way to discover new people, places and adventures.
- They travel to get away from the monotony of daily life and want to add to their life experiences and fond memories.
- Most persons in this group prefer a weekend holiday filled with activities rather than a quiet weekend getaway.
- This group want to have fun in new/different surroundings, whether with existing friends or meeting new friends along the way.

3.2 New horizon families

- Aged 35 and older.
- Black, coloured and Indian.
- Have R5 000 to R10 000 disposable income a month.
- They stay about 5 nights and take about 3 trips a year.
- This group travel to educate their children, and to provide them with the opportunity to broaden their perspectives.
- It is also seen as quality time for the family to spend together, and as a reward for hard work.
- As many as 46% of New Horizon Families say that special offers on flights would make them travel more.
- Around 45% felt that special offers on hotels would encourage them to travel.
- This group want to spend quality family time and broaden the family's horizons, while being rewarded for hard work.

3.3 High-Life enthusiasts

- Aged 25–45.
- Includes black, coloured and Indian people.
- Have R10 000 or more disposable income a month.

- They stay about 4,5 nights and take about 3 trips a year.
- They see travel as a way to boost their social status, and to experience the finer things in life in new and different settings.
- Many (78%) of High-Life Enthusiasts prefer a weekend holiday filled with activities rather than a quiet weekend getaway.
- This groups is of the opinion that domestic travel is the quickest and easiest way to enjoy invaluable and enviable world-class experiences.

3.4 Seasoned leisure seekers

- Aged 25–45.
- Mainly consists of white people without children.
- They have R5 000 or more disposable income a month.
- They stay about 7 nights and take about 4 trips a year.
- Travel is a way of life for this group and something of a necessity.
- They have grown up going on regular holidays.
- This group understands the value of travel experiences and memories over commodities.
- This group travel to escape, relax and spend quality time with loved-ones.
- This group realises that South Africa has so many different places and ways to escape, relax and spend quality time with loved ones.

3.5 Well-to-Do Mzansi families

- Aged 25–45.
- Mainly black, coloured and Indian people with dependent children.
- They have R10 000 or more disposable income a month.
- They stay about 6 nights and take about 3 trips a year.
- This group travel to escape the city, spend time with friends and family in new and different locations.
- They also want to expose their children to alternative ways of life and activities.
- Around 53% of Well-to-Do Mzansi Families are of the opinion that special offers on flights as well as special offers on hotels would encourage them to travel within South Africa.
- For this group it is about breaking away from daily pressures, to relax with family or to just have good times with friends.

Culture and heritage

Unit 1 The South African cultural uniqueness

Cultural heritage attractions have become very popular tourist attractions in South Africa.

1 Tourism importance of cultures in the Eastern Cape

Eastern Cape is home to the Xhosa people.

1.1 Arts and crafts

- The Xhosa people make decorative and colourful beadwork patterns and motifs.
- Their beadwork has a symbolic meaning.
- They also wear animal horns.
- They make woven grass and reed baskets as well as pottery and wooden sculptures.

1.2 Cuisine

- Samp, beans and spices is a traditional Xhosa dish called *umngusho*.
- Other dishes are Xhosa bread, sour milk and sorghum beer.

1.3 Cultural villages

- The Isinamva Cultural Village is in Mount Frere.
- Tourists can stay in the rondavels and help with daily tasks.
- Tribal Authority Schools and traditional healers can also be visited by tourists.

1.4 Dress

- Married Xhosa women wear bright beaded wraps over underskirts and beaded head rings.
- The 'red blanket people' wear ochre-coloured blankets.
- Decorative beadwork is worn with contemporary clothing.

1.5 Festivals

One of the oldest art, craft and entertainment festivals in South Africa is held in Grahamstown - The Grahamstown National Arts Festival

1.6 Folklore

- The tokoloshe is a well known among adult Xhosa people.
- Story telling activities at cultural villages help to keep folklore alive.

1.7 Historical sites and buildings

- The Nelson Mandela Museum include three historical sites; Mvezo, Qunu and Mthata.
- Mvezo is where Mandela was born.
- Qunu is where Mandela grew up.
- The Mtatha Museum has exhibits of Nelson Mandela's life.
- The remains of Huberta, the wandering hippopotamus, is in the Amathole Museum, in King Williams Town.

1.8 Music and dance

- Music and dance is central to the rituals and ceremonies of the Xhosa people, for example, the 'shaking' dance.
- Musicians use wind and string instruments.
- *Nkosi Sikelel' iAfrica* was written by a Xhosa, Enoch Sontonga.
- It became part of the South African national anthem.

1.9 Traditional leaders

Many leaders have been born in the Eastern Cape, such as Nelson Mandela, Robert Sobukwe, Steve Biko, Chris Hani, Govan Mbeki, Thabo Mbeki and Oliver Tambo.

1.10 Traditional medicine and healing

- The *sangoma* is the link between the physical and spiritual world.
- A *nyanga* is a traditional doctor.

2 Tourism importance of cultures in the Free State

The dominant cultural group is the Basotho people.

2.1 Arts and crafts

- There are numerous arts and craft projects in the province.
- The Bolata Pottery Project focus on pots and dishes made from clay.
- The Letweneng Grass Project focus on grass products such as bags, floor mats and baskets.
- Lesedi Arts and Crafts sell beaded cutlery, bags and ties.
- The Basotho hat made by the men is called *mokorotlo*.

2.2 Cuisine

- Traditional dishes have a fermented flavour.
- *Ting* is a yoghurt-like flavoured porridge.
- *Leqebekoane* is steamed dumplings.
- *Morogo* is wild spinach.
- *Mangangajane* is sun-dried vegetables.
- Ground marula seeds are used as a spice.

2.3 Cultural villages

- There is a Basotho Cultural Village at the Golden Gate Highlands National Park.
- There is a guided tour through the village.
- Tourists can see the gathering place of men, watch women grind maize, buy Basotho huts, taste food, watch traditional dancing and buy arts and crafts.

2.4 Dress

- The Basotho blanket and its colours are linked to various stages of a man's life and specific events such as initiation.
- The Basotho straw hat indicates the status of a man.
- Headman may wear intricately woven hats.

2.5 Festivals

- The Mangaung African Cultural Festival is held in Bloemfontein and includes aspects such as storytelling, art, music, poetry and dance.
- Ficksburg Cherry Festival includes the making of cherry mampoer.

2.6 Folklore

- Folktales are told at night because the Basotho people believe that evil spirits will harm those who tell them during the day.
- The Basotho folklore focuses on their origin, death and marriage.
- The stories use animals as characters to teach moral principles.

2.7 Historical sites and buildings

Some sites are:

- Vredefort Dome Conservancy
- Anglo-Boer War battlefield sites
- War Museum in Bloemfontein
- Catharine Brand Museum focuses on the Basotho culture.

2.8 Music and dance

- Music and dance are part of social, ceremonial and religious events.
- Some dances are specific to men and some to women.
- During initiation songs are used to teach the young men about the ancestors and the value of loyalty to chiefs.
- Drums are made from hollowed out aloe trees and then covered with cowhide.

2.9 Traditional leaders

- Chieftainship governs with the help of advisors.
- There are headman in various districts.
- The Free State has a House of Traditional Leaders that advise government on the role of traditional leaders and customary law.

2.10 Traditional medicine and healing

- The Basotho culture believes in diviners and healers.
- Bone-throwers solve the mysteries of sickness and personal disaster.
- The seers use magic potions to diagnose sickness and can 'see' the future.
- The healers use a doll to explain a person's complaints and troubles.

3 Tourism importance of cultures in Gauteng

3.1 Arts and crafts

There are numerous arts and craft markets in Gauteng: Bruma Lake Flea Market, Hatfield Market, Rosebank Rooftop Flea Market, Irene Village Market and the Village African Cultural Walk.

3.2 Cuisine

Gauteng has a diverse cuisine such as fried Mopani worms, tripe and venison dishes.

3.3 Cultural villages

- The Mapoch Ndebele Village is situated northwest of Pretoria.
- The Credo Mutwa Cultural Village is in Soweto.

3.4 Dress

- Johannesburg is a hub for fashion designers.
- Owing to the diverse communities in Gauteng there is a big variety of dress in the province.
- The Ndebele wear colourful traditional clothing and artistic beadwork.

3.5 Festivals

Popular festivals are: Newtown Precinct Standard Bank Joy of Jazz, Cellar Rats Wine Festival, Jazz on the Lake, Arts Alive Festival, Joburg Gay Pride Festival.

3.6 Folklore

- The 'Pale Ya Rona' (our story) Carnival is held during Heritage month in Soweto.
- Stories are told on the street and artists present traditional music and dance.

3.7 Historical sites and buildings

There are numerous historical sites: Tswaing Meteorite Crater, Cradle of Humankind, Voortrekker Monument, Union Buildings, Apartheid museum, Freedom Park, Hector Petersen Square and Freedom Square.

3.8 Music and dance

- Gumboot dancing evolved from the mine workers.
- Kwaito music started in Johannesburg and addresses social issues.

3.9 Traditional leaders

Traditional leaders in Gauteng try to ensure that cultural practices are not exploited.

3.10 Traditional medicine and healing

The Faraday Muti Market in Johannesburg sells herbal medicines.

4 Tourism importance of cultures in KwaZulu-Natal

The dominant culture group is the Zulu people

4.1 Arts and crafts

- Zulu beadwork has many geometrical patterns which conveys messages.
- The craft is passed on from mother to child.
- There is also many basket weavers and some of their work gets exported.
- The two-wheeled rickshaw is a popular attraction.
- The men pulling the rickshaw wears colourful clothing and decorative head gear.

4.2 Cuisine

- Some traditional Zulu dishes include: *phutu*, boiled *madumbes* and sorghum beer.
- Some popular Indian dishes are samosas, rotis, curries and bunny chows.

4.3 Cultural villages

- Shakaland is a cultural village near Eshowe.
- At Shakaland tourists can see beehive homesteads, beadwork, pottery, beer making and making of a spear or skin shield.
- Other activities at Shakaland include spear throwing, visits to Sangomas or traditional healers, dances and meals.
- Dumazulu Traditional Village is another cultural village.

4.4 Dress

- Zulu men wear clothes made from animal skin, cow's tail and feathers.
- Zulu women wear different attire at different stages of their life.
- The older women get the more they cover their bodies.

4.5 Festivals

- The Reed dance promotes respect for young Zulu women.
- Diwali or the 'festival of lights' is a Hindu celebration.

4.6 Folklore

Myths and legends of the Zulu people are passed on by elders through story telling.

4.7 Historical sites and buildings

Some sites include:

- KwaZulu Natal Cultural Museum
- Isandlwana Historic Reserve and Battlefield
- Mgungundlovu Museum
- Ncome Museum and Monument Complex.

4.8 Music and dance

- The Zulu people use a horn and rattle with their voices to make music.
- Some of the traditional dances are the Bull Dance, the Hunting Dance and the Dance of the Small Shield.

4.9 Traditional leaders

The king rules with the advice of his headmen (*indunas*).

4.10 Traditional medicine and healing

The Zulu people use a herbalist that uses medicinal plants to cure their ailments.

5 Tourism importance of cultures in Limpopo

Dominant cultures are Northern Sotho, Tsonga and Venda.

5.1 Arts and crafts

- Traditional crafts include pottery, woodcarving, beadwork, grass mats and dressmaking.
- The Ribolla Open Africa Route showcases some of the crafters work.

5.2 Cuisine

- Local cuisine include porridge, *vhuswa*, boabab porridge, marula wine and mopane worms.

5.3 Cultural villages

Some of the cultural villages are:

- The Vhasonga Cultural Village
- BaPedi Cultural Village
- Nyani Cultural Village
- Bakone Malapa Open Air Museum.

5.4 Dress

- The Venda people favour the colour pale blue.
- The women wear striped cotton capes that also serve as a skirt.
- Necklaces, bracelets and anklets are also worn.

5.5 Festivals

- Two festivals in Limpopo are the Mapungubwe Arts and Cultural Festival and the Oppikoppi Music Festival.

5.6 Folklore

- Lake Funduzi and the Thathe Vondo forest are important sites for the Venda people.
- Water and drums are themes in folklore and rituals.
- The Venda people believe that the water spirits inhabit pools below waterfalls.

5.7 Historical sites and buildings

- Two sites are: Mapungubwe Cultural Landscape, which is a World Heritage Site, and Magoebaskloof where the Rain Queen lives.

5.8 Music and dance

- Special dances are performed at initiation ceremonies of girls, weddings, feasts and funerals.
- Bows and flutes are traditional instruments used by the Tsonga people.

5.9 Traditional leaders

- The chief is a sort of high priest.
- The first-born son succeeds his father as chief.
- The chief is supported by his councillors

5.10 Traditional medicine and healing

- Diviners and healers use bones or shells to consult the ancestors to find out the cause of an illness that has lasted a long time.
- The vessels used by diviners and healers are passed from one generation to the next because it is believed that they belonged to the ancestors.

6 Tourism importance of cultures in Mpumalanga

The Ndebele is the main cultural group in Mpumalanga.

6.1 Arts and crafts

- Ndebele art is done freehand.
- Traditionally triangular and rectangular shapes were used but today modern motifs are incorporated.
- Esther Mahlangu is internationally recognised for her Ndebele paint work.

6.2 Cuisine

There are a variety of traditional dishes such as honey-glazed, sweet potatoes, baked butternut and fire-grilled corn.

6.3 Cultural villages

Cultural Villages are: The Shangana Cultural Village, Matsamo Cultural Village and the village at the Botshabelo Mission Station.

6.4 Dress

- The stacked rings worn by Ndebeles around their necks, arms and legs are eye-catching.

- Beadwork is used on lots of different clothing items.
- The dress and accessories of the women reflect their age, social status and love for colour.

6.5 Festivals

Festivals include the Dullstroom Festival of Art and Culture and the Uban'inkunzi Cultural Competition and Exhibition.

6.6 Folklore

- Traditional Ndebele believe in ancestral worship and that all creatures and objects have a soul or personality.
- The ancestral spirits speak through a diviner to their descendants.

6.7 Historical sites and buildings

Some historical sites are:

- Pilgrim's Rest – replica of a gold mining town
- Makonjwa Mountain, Songimvelo Reserve – well preserved sedimentary rocks
- Lydenberg (Mashishing) Museum – clay masks
- Samora Machel Monument – the plane crash site where the plane carrying the then-President of Mozambique crashed in 1986.

6.8 Music and dance

- Simple instruments are used such as the flute and a bow-plus-calabash.
- During Luma the chief or headman samples the first fruits of the harvest.

6.9 Traditional leaders

- The chief listens to his councillors who answer to the people.
- Traditional government is exercised by consensus.
- The headmen handle local matters.

6.10 Traditional medicine and healing

Sangomas with the help of spirits and herbal treatments can cure people.

7 Tourism importance of cultures in Northern Cape

The last of the San people live in the Kalahari.

7.1 Arts and crafts

- The Eland often features in the rock art of the San.
- The San use ostrich eggshell to make necklaces, bracelets, wraps and bags.

7.2 Cuisine

- The San live off the land and are not wasteful.
- Every part of the animal is used.

7.3 Cultural villages

- The San live a nomadic lifestyle.
- A small community is left in the Kalahari Desert.
- The Riemvasmakers offer tourists an opportunity to witness traditional dance and eat local food.

7.4 Dress

- The San wore little clothing, made from animal skin.
- Large hides would be worn around their shoulders when it was cold.
- Accessories such as bracelets were worn for beauty and spiritual reasons.

7.5 Festivals

There is the Namakwa Festival and the Apollo Film festival.

7.6 Folklore

- The most important spiritual being for the San is the /Kaggen.
- /Kaggen means mantis.
- /Kaggen can turn into an Eland, hare, snake or any other form.

7.7 Historical sites and buildings

Some historical sites include:

- The Kimberley Mine Museum
- Eye of Kuruman
- Wildebeestkuil Rock Art Centre.

7.8 Music and dance

The most important dance is the trance dance that the men dance while the women clap and sing.

7.9 Traditional leaders

There is no formal leadership structure in the San community.

7.10 Traditional medicine and healing

- The trance dance is used as a medium for healing.
- The San uses roots to cure fevers and flu.

8 Tourism importance of cultures in North West

BaTswana, Ndebele and Sotho people live in North West

8.1 Arts and crafts

- The Tswana people use geometric patterns and chevron motifs.
- They create goods from recycled paper, leather, beads and wood.

8.2 Cuisine

- Sorghum and corn meal porridge are the staple diet of the BaTswana people.
- The area is also known for its mampoer.

8.3 Cultural villages

Two villages are Lesedi Cultural Village and Mapoch Ndebele Village.

8.4 Dress

- Tswana men wear tribal feathers and tunics and can be topless.
- Women must cover their thighs and most of their bodies for religious reasons.

8.5 Festivals

Two events are the Aardklop National Arts Festival and the Bosman Weekend.

8.6 Folklore

- Ancestral spirits are seen as guardians of the family and community.
- There is also acceptance of the Creator of all things (*Modimo*).

8.7 Historical sites and buildings

Three sites are:

- The Taung World Heritage Site Extension
- The Cradle of Humankind World Heritage Site
- The Vredefort Dome World Heritage Site.

8.8 Music and dance

- The people of North West perform a stately dance routine where each man blows a pipe while they dance.
- A whistle made of reed flutes is used to accompany dances.
- Other instruments such as drums, rattles, horns and stringed instruments are used to accompany dances.

8.9 Traditional leaders

- The Tswana people have a chief who rules and judges.
- The chief fulfils many roles, such as provider of gifts, leader in war, priest and magician of the people.

8.10 Traditional medicine and healing

The BaTswana people use a *sangoma* to consult the spiritual ancestors to cure ailments and sickness.

9 Tourism importance of cultures in Western Cape

The Western Cape includes a variety of cultures.

9.1 Arts and crafts

- Owing to the cosmopolitan nature of the people there is a wide variety of arts and crafts products.
- There are many art galleries and craft outlets.

9.2 Cuisine

Owing to the variety of cultural groups a variety of cuisine is available. Three unique dishes are bobotie, bakkoms and waterblommetjiebredie.

9.3 Cultural villages

The !Khwa ttu Culture and Education Centre focus on the San people.

9.4 Dress

- The dress reflects the diversity of cultures in the area.
- The Madiba shirt with its bright colours has its origin in the Western Cape.

9.5 Festivals

Some of the festivals in the Western Cape are:

- The Hermanus Whale Festival
- The Cape Town Diwali Festival
- The Cape Town Minstrel Carnival
- The Klein Karoo National Arts Festival.

9.6 Folklore

- The Afrikaners and coloureds have some ghost stories that come from the stories of the slaves from India and Malaysia.
- The Southeaster wind is known as the ‘Cape Doctor’.

9.7 Historical sites and buildings

Some sites are:

- The Castle of Good Hope
- District Six
- Iziko Slave Lodge.

9.8 Music and dance

- Jazz music is very popular in the Cape.
- The Cape Town International Jazz Festival is held every year.

9.9 Traditional leaders

The South African parliament sits in Cape Town in the Houses of Parliament.

9.10 Traditional medicine and healing

- Rooibos tea is common to the Cederberg region.
- *Sangomas* also practice in the province.

10 Tourism importance of cultures in South Africa

South Africa is referred to as the ‘Rainbow Nation’ because of its diversity of cultures.

10.1 Promoting inbound tourism

- Many people want to discover the cultural differences of a destination.
- Countries that develop their cultural diversity as an attraction will attract tourists into the area.

10.2 Promoting domestic tourism

- Local campaigns are used to encourage South Africans to discover local cultures.
- Art festivals and cultural celebrations are used to reduce seasonality in the domestic tourism market.

Unit 2 South African heritage bodies

National, provincial and local heritage bodies deal with the preservation, protection and management of heritage resources.

1 South African Heritage Resources Agency (SAHRA)

The heritage body at national level is the South African Heritage Resources Agency (SAHRA). SAHRA coordinates the identification and management of the national estate, which means managing heritage resources of national significance for the present community and for future generations. The functions of SAHRA are:

Function	Explanation of function
Policy making	Establish national principles, standards and policy for the identification, recording and management of the national estate.
Identification, recording and managing of the national estate	<ul style="list-style-type: none"> • Identify nationally significant heritage resources. • Keep permanent records of heritage resources in the national heritage register. • Coordinate the functions of the provincial and local heritage authorities, including private agencies. • When necessary, play an advisory role by providing professional expertise to public and private agencies concerned with heritage resources management.
Creating awareness	<ul style="list-style-type: none"> • Promote and encourage public understanding and enjoyment of the national estate. • Encourage public interest and involvement in the identification, assessment, recording and management of heritage resources. • Promote education and training in fields related to the management of the national estate.

2 Provincial heritage agencies

- Provincial heritage agencies manage heritage resources in the provinces.
- Western Cape, KwaZulu-Natal, the Eastern Cape and Gauteng have established provincial heritage agencies.
- The NHRA describes the functions, powers and duties of provincial resources agencies.

- The main function of the provincial heritage agencies is to ensure the protection, preservation and proper management of the heritage of the different cultures in that province.
- SAHRA grants each resource a status. Heritage resources with Grade I status get listed in the national heritage register. Heritage resources with Grade II status get listed in the provincial heritage register. Where there are no heritage agencies the Department of Arts and Culture, together with SAHRA's provincial offices, coordinate the identification and management of heritage resources.
- Provincial heritage agencies create awareness and educate communities about the importance of protecting heritage resources at provincial level through institutions and agencies involved in community awareness programmes and heritage development.

3 Special heritage permits and protection regulations

The National Heritage Resources Act regulates a list of heritage objects under its protection to prevent uninformed decision making about removing or demolishing these objects. They will determine if changes will have a negative impact on the heritage object.

3.1 Structures older than 60 years

- People have to get a permit from the heritage resources authority concerned if they want to demolish or alter structures older than 60 years.
- When the heritage resources authority wants to make changes to a heritage site they must place a notice in the Government Gazette about what its plans are for the site.
- The public can accept or reject these plans.
- Notices must appear three months before the time and people who want to object have at least 60 days to do so.

3.2 Archaeological and paleontological sites

- Individuals or communities that have a claim to archaeological or paleontological sites must register these sites in heritage registers.
- Anybody who wants to change anything to these sites needs a permit.
- SAHRA has to issue a permit before there can be any development at these sites.

3.3 Meteorites

- Meteorite heritage sites are craters formed by a piece of rock that fell to Earth, for example, the Tswaing Crater north of Pretoria.
- A permit from SAHRA is needed for development in the area.

- These sites have research value for educational tourists and nature tourists because walking trails, picnic sites and educational centres are often developed at these sites.

3.4 Shipwrecks

- Shipwrecks in the oceans around South Africa are heritage resources of national cultural and historical significance.
- Wrecks provide historical information about:
 - the daily lives of the crew and passengers
 - the cargo the ships carried
 - the navigation instruments used on the ship
 - the crockery, tools, clothing, foods and medicines used aboard the ship.
- The NHRA protects shipwrecks by law and provides blanket protection for wrecks and material from wrecks that are older than 60 years.
- The SAHRA makes sure that records of any underwater recovery operations are kept and that collections of artefacts from shipwrecks are catalogued, conserved and exhibited in museums, such as the museum in Bredasdorp.
- The Wild Coast in the Eastern Cape is one example of an area with evidence of shipwrecks.

3.5 Burial grounds and graves

- Burial grounds and graves are protected by the NHRA.
- SAHRA is responsible for the identification, preservation and protection of burial grounds and graves of historical and cultural significance.
- Burial grounds and graves that are protected include:
 - graves of soldiers and civilians who died inside or outside South Africa due to wars
 - graves of freedom fighters who died because of political struggle
 - graves of individuals who provided outstanding service to their communities, such as kings or political leaders.
- If someone wants to dig up, move, or rebury the bodies in these graves they must get a permit from SAHRA. A permit will only be issued after SAHRA have consulted with family members or communities concerned with these graves.
- The burial grounds at Isandlwana, a battlefield in KwaZulu-Natal, are an example of protected graves. An example of an individual grave of historical significance is the Hector Peterson Memorial in Soweto.

Foreign exchange

Unit 1 Foreign exchange and its value to the South African economy: currencies

Tourists visiting a foreign country cannot use their own money in that country, for example, an Australian cannot use Australian dollars in South Africa.

1 Concepts

1.1 Local currency

Local currency is the unit of currency that people in a particular country use, for example, Americans use the American dollar.

1.2 Foreign currency

Foreign currency is any currency that is used in a foreign country that a tourist visits, but not in the tourist's home country, for example, for a South African tourist in England the British pound is a foreign currency.

1.3 Foreign exchange (Forex, FX)

When people exchange their money for another currency, we call it foreign exchange, Forex or FX. For example, a South African tourist travelling to America will need to exchange South African rands to American dollars.

1.4 Exchange rate

The exchange rate is the price of one currency expressed in units of another currency. There are two ways to express the exchange rate:

- Local currency per unit of foreign currency: $\text{US\$1.00} = \text{R8.38}$ on 14 December 2011. If a South African tourist needs $\text{US\$10 000.00}$ to travel in the USA, they will pay $10\ 000 \times \text{R8.38} = \text{R83 800.00}$ to get $\text{US\$10 000.00}$.
- Foreign currency per unit of local currency: $\text{R1.00} = \text{Australian \$0.1196}$ on 14 December 2011. To find out how much an Australian dollar is worth in rand, you divide R1.00 by the number of Australian dollars you will pay for R1.00 . So, $\text{R1.00} \div 0.1196 = \text{R8.3612}$. You always need to round off the amount to two decimal digits (R8.36).

In South Africa the value of foreign currency and exchange rates are indicated in rand, for example, US\$1.00 = R8.38.

1.5 Informal fluctuations

- Informal fluctuations are the changes in the value of one currency in relation to another on a daily basis, for example, today US\$1.00 might exchange at R6.95, but tomorrow it might exchange at R7.00.
- Exchange rate changes can be shown on graphs or in tables.
- When there is a demand for a specific currency the price of the currency will increase.
- When there is a decrease in the demand for a specific currency the price of the currency will decrease.
- A strong rand implies that it costs less rand to buy a foreign currency.
- A weak rand implies that it costs more rand to buy a foreign currency.
- The buying power of a currency is the amount and quality of goods or services that one unit of money can buy.

2 Major currencies of the world

Currency and country	ISO code	Symbol	Rand value of a unit of the currency on 19 July 2011	Rand value of a unit of the currency on 14 December 2011
US dollar – USA, El Salvador, Panama, Ecuador	USD	\$	6.97 ZAR	8.25 ZAR
Euro – 23 countries in Europe	EUR	€	9.86 ZAR	10.88 ZAR
British pound or pound sterling – Great Britain	GBP	£	11.22 ZAR	12.86 ZAR
Australian dollar – Australia, Kiribati, Nauru, Tuvalu	AUD	\$	7.43 ZAR	8.36 ZAR
Japanese yen – Japan	JPY	¥	0.09 ZAR	0.11 ZAR
South African rand	ZAR	R	1.00 ZAR	1.00 ZAR

3 Where to exchange foreign currencies

- Tourists can exchange their local currency into the currency of their destination either in their home country or on arrival at their destination country at Foreign exchange bureaus (FXBs).
- Places tourists visiting South Africa can exchange their foreign currency:
 - in large cities major commercial banks, such as ABSA and Nedbank, have currency exchange desks

- travel agencies
- most major airports
- specialist foreign exchange retail branches such as Rennie's Foreign Exchange
- major hotels and cruise ships.

4 The multiplier effect

- The multiplier effect is how many times money spent by a tourist circulates through a country's economy.
- The money that inbound international tourists spend in a country benefits the local people in many ways, both directly and indirectly.
- Money that foreign tourists spend can be used to build and improve medical and educational facilities for the local people, and to build roads and other infrastructure.
- Direct benefits can include the improvements the tourism business makes with the money they get from tourists. Indirect benefits can include the money that workers at the tourism business spend on meals, accommodation and transport.

5 Currency rate sheet

- Currency rate sheets indicate the price at which an exchange bureau will buy traveller's cheques and notes, and sell currencies.
- Not all foreign exchange bureaux have the same currency rates.
- Tourists should find out before their trip where they will get the best rate.

A currency rate sheet for Master Currency Exchange bureau three months after the example in the LB follows.

Master Currency Exchange – Daily exchange rates			
Rates as at 2011/12/19 08:39:00 AM			
Currency	We buy TCs (Traveller's cheques)	We buy notes (BBR)	We sell (BSR)
AUD	8.0678	8.0678	8.5400
EUR	10.6290	10.6290	11.1520
GBP	12.6590	12.6590	13.2690
JPY	0.0966	0.0966	0.0901
USD	8.1594	8.1594	8.5781
(Source: http://www.mcy.co.za/ExchangeRates/billboard.asp . Accessed 19 December 2011)			

- The 'We buy TCs' column indicates the price at which the exchange bureau Master Currency Exchange will buy international tourists' traveller's cheques from them, for example, if a traveller's cheque is valid for 1 000.00 EUR, the tourist will get $\text{€}1\,000.00 \times 10.6290 = \text{R}10\,629$ for the traveller's cheques.
- The 'We buy notes' column indicates the bank buying rate (BBR). This is the price at which Master Currency Exchange will buy notes from tourists, for example, if a tourist returns from Australia to South Africa and has notes to the value of 700.00 AUD left, the tourist will get $\text{\$}700.00 \times \text{R}8.0678 = \text{R}5\,647.46$ for the notes.
- The 'We sell' column indicates the bank selling rate (BSR). This is the price at which Master Currency Exchange will sell currencies, for example, if a South African plans on going to England and wants to take 1 000.00 GBP, it will cost the tourist $\text{£}1\,000.00 \times \text{R}13.2690 = \text{R}13\,269.00$ from Master Currency Exchange.

6 Currency conversions

Tourists and people who work with foreign exchange conversions need to know how to convert currencies.

6.1 Converting major currencies to South African rand

- When converting from a foreign currency to South African rand, we have to multiply by the exchange rate. Round off the value to two decimals.
- Example: to convert 300 AUD into ZAR (using the given table): $\text{AUD } \$300.00 \times \text{R}8.0678 = \text{R}2\,420.34$.

6.2 Converting South African rand into foreign currencies

- When converting from South African rand to a foreign currency, we have to divide by the exchange rate.
- Example: to convert R750.00 into GBP (using the given table): $\text{R}750.00 \div \text{R}13.2690 = \text{R}9\,951.75$

Questions

QUESTION 1: MULTIPLE CHOICE

Choose the correct answer. Write only the letter of the answer you select.

- 1.1 Which document provides the framework for the tourism growth strategy of South Africa?
A DTGS
B Environmental Act
C TGS
D White Paper for Tourism 1996 (2)
- 1.2 Which domestic tourist segment of South Africa sees travel as an opportunity to spend time with their family and as a reward for hard work?
A Spontaneous budget explorers
B New horizon families
C High-Life enthusiasts
D Seasoned leisure seekers (2)
- 1.3 Which domestic tourist segment wants to expose their children to alternative ways of life and activities?
A Well-to-Do Mzansi families
B Seasoned leisure seekers
C New horizon families
D High-Life enthusiasts (2)
- 1.4 Gumboots dancing started in the
A mines
B prisons
C shebeens
D townships (2)
- 1.5 Kwaito music started in the
A mines
B prisons
C shebeens
D townships (2)

- 1.6 The rickshaws are a cultural attraction in
A Bloemfontein
B Cape Town
C Durban
D Johannesburg (2)
- 1.7 The Bull Dance is performed by the ... people.
A Ndebele
B Tswana
C Xhosa
D Zulu (2)
- 1.8 Which currency code is represented as JPY?
A British pound
B Euro
C US dollar
D Yen (2)
- 1.9 Which currency symbol is €?
A British pound
B Dollar
C Euro
D Yen (2)
- 1.10 According to the daily exchange sheet on page 63 of the SG a South African tourist could sell American Dollar traveller's cheques on 19 December 2011 at
A R8.0678
B R8.1594
C R8.5400
D R8.5781 (2)

QUESTION 2: TRUE/FALSE

Indicate whether the following statements are true or false. If the statement is false, write down the correct statement.

- 2.1 The DTGS is driven only by the NDT. (2)
- 2.2 The tourism industry in South Africa wants to spread the benefits of tourism more evenly across the country. (2)
- 2.3 The San mostly live in the Western Cape. (2)

- 2.4 The heritage body at national level is NHRA. (2)
- 2.5 Tswaing is an example of a meteorite heritage site. (2)
- 2.6 Heritage resources with Grade I status get listed in the national heritage register. (2)
- 2.7 Local currency is the unit of currency that people in a foreign country use. (2)
- 2.8 The exchange rate of currencies changes daily. (2)
- 2.9 The bank buying rate indicates the rate at which a bank will buy traveller's cheques from international tourists. (2)

QUESTION 3: WRITTEN ANSWERS

- 3.1 Name the four strategic objectives of the DTGS (2012–2020). (4)
- 3.2 Explain how reducing seasonality can benefit domestic tourism in South Africa. (6)
- 3.3 Explain what is market segmentation and the value it has for tourism authorities such as SAT. (5)
- 3.4 Explain how South Africa's unique and diverse cultural attractions contribute to inbound and domestic tourism. (5)
- 3.5 List five cultural elements that can be developed as cultural tourist attractions. (5)
- 3.6 Explain the three main functions of SAHRA. (11)
- 3.7 Name five heritage objects that are protected by the NHRA. (5)
- 3.8 Match column A with Column B. (5)

	Column A		Column B
1	Protected graves	A	Castle of Good Hope
2	Shipwrecks	B	Hector Pieterse
3	Structure older than 60 years	C	Isandlwana
4	Individual grave	D	Tswaing
5	Meteorite heritage site	E	Wild Coast

- 3.9 List five places in South Africa where tourists can exchange foreign currency. (5)
- 3.10 Explain the difference between the bank buying and bank selling rate. (2)
- 3.11 Use the table on page 63 above to do the following calculations:
- 3.11.1 Convert R1 500 into euros. (3)
- 3.11.2 Convert R1 500 into American dollars. (3)
- 3.11.3 Convert £1 500 into rand. (3)
- 3.11.4 Convert ¥1 500 into rand. (3)

- 3.12 Which currency in the table above will cost a South African tourist the least and which will cost the most? (2)

Answers

QUESTION 1: MULTIPLE CHOICE

- 1.1 D ✓✓
- 1.2 B ✓✓
- 1.3 A ✓✓
- 1.4 A ✓✓
- 1.5 D ✓✓
- 1.6 C ✓✓
- 1.7 D ✓✓
- 1.8 D ✓✓
- 1.9 C ✓✓
- 1.10 A ✓✓

QUESTION 2: TRUE/FALSE

- 2.1 False: The DTGS is driven by SAT, the NDT and the nine provincial tourism authorities. ✓✓
- 2.2 True ✓✓
- 2.3 False: The San mostly live in the Northern Cape. ✓✓
- 2.4 False: The heritage body at national level is SAHRA. ✓✓
- 2.5 True ✓✓
- 2.6 True ✓✓
- 2.7 False: Local currency is the unit of currency that people in a local country use. ✓✓
- 2.8 True ✓✓
- 2.9 False: The bank buying rate indicates the rate at which a bank will buy notes from international tourists. ✓✓

QUESTION 3: WRITTEN ANSWERS

- 3.1 Increase domestic tourism expenditure (revenue) ✓
Increase domestic tourism volume ✓
Enhance measures and efforts aimed at addressing seasonality and equitable geographic spread ✓
Enhance the level of the culture of tourism/travel among South Africans ✓

- 3.2 Domestic travel takes place predominantly in season during school holidays. ✓
Domestic travel should be encouraged during winter when international demand is low. ✓
Year-round travel should be encouraged. ✓
Travel to non-traditional destinations in the busiest periods from September to December should be encouraged, for example the Drakensberg, KwaZulu-Natal Midlands, KwaZulu-Natal Battlefields, and Groot Marico. ✓
Marketing techniques such as special reduced rates and discounts can be used to encourage visits to areas in the off-peak season. ✓
Marketing drives should market an entire area and not one specific business. Special events such as food and wine shows can attract visitors during off-peak times. ✓
- 3.3 Market segmentation is the grouping of people with similar characteristics ✓ and profile together. ✓ The value is that authorities can:
provide relevant information to the segment ✓
develop products that the segment can afford ✓
use the best ways to communicate to a particular segment so that a greater culture of travel can be created. ✓
- 3.4 Cultural attractions attract tourists to lesser known areas in all nine provinces. ✓
They attract tourists to specific events like arts festivals or cultural celebrations. This helps to reduce seasonality in the tourism market. ✓
They diversify and enrich the tourism product and offer more options to the tourist. ✓
Many cultural experiences are not dependent on good weather and can thus extend the tourism season of a region. ✓
Cultural experiences can be linked up with other events and activities, thereby increasing revenue. ✓
- 3.5 Any five of the following:
Folklore, ✓ dress, ✓ cuisine, ✓ artwork, ✓ music, ✓ dance, ✓ chiefdoms and traditional healing practices ✓

3.6

Function	Explanation of function
Policy making ✓	Establish national principles, standards and policy for the identification, recording and management of the national estate. ✓
Identification, recording and managing of the national estate ✓	<ul style="list-style-type: none"> Identify nationally significant heritage resources. ✓ Keep permanent records of heritage resources in the national heritage register. ✓ Coordinate the functions of the provincial and local heritage authorities, including private agencies. ✓ When necessary, play an advisory role by providing professional expertise to public and private agencies concerned with heritage resources management. ✓
Creating awareness ✓	<ul style="list-style-type: none"> Promote and encourage public understanding and enjoyment of the national estate. ✓ Encourage public interest and involvement in the identification, assessment, recording, and management of heritage resources. ✓ Promote education and training in fields related to the management of the national estate. ✓

3.7 Structures older than 60 years, ✓ archaeological and paleontological sites, ✓ meteorites, ✓ shipwrecks, ✓ burial grounds and graves ✓✓

3.8 1 - C ✓

2 - E ✓

3 - A ✓

4 - B ✓

5 - D ✓

3.9 Commercial banks, ✓ travel agencies, ✓ airports, ✓ hotels, ✓ cruise ships, ✓ foreign exchange retail branches ✓

3.10 Bank buying rate (BBR) is the price at which banks will buy notes from tourists. ✓ The bank selling rate (BSR) is the price at which banks will sell currencies. ✓

3.11.1 $R1\ 500 \div R11.1520 = \text{€}134.51.$ ✓

3.11.2 $R1\ 500 \div R8.5781 = \text{US\$}174.86.$ ✓

3.11.3 $\text{£}1\ 500 \times R13.2690 = R19\ 903.50.$ ✓

3.11.4 $\text{¥}1\ 500 \times R0.0901 = R\ 135.15.$ ✓

3.12 Least expensive: Yen ✓

Most expensive: British pound ✓

Term 3: Domestic, regional and international tourism

Unit 1 Regional tourism

Many tourists visit South Africa and other countries in Southern Africa during one trip.

1 Regional tourism

- Regional tourism takes place within a specific geographical area, for example Africa.
- Regional tourism organisations market the region as a whole.
- Tourists are encouraged to visit countries in the region. for example, tourists visiting Zimbabwe are encouraged to visit South Africa and other countries in the region.

2 Southern African Development Community (SADC)

- The SADC is an intergovernmental organisation.
- It started in 1980 as the SADCC (Southern African Development Coordination Conference). In 1992 SADCC became SADC.
- The SADC aims to:
 - develop and grow the region
 - improve the quality of life of the people living in the region
 - conserve and sustain the region's natural resources
 - improve the standards of safety and security for tourists that travel to the area.

3 SADC member countries

- Currently 15 countries are members of the SADC.
- The map on page 125 (LB) shows the location of these countries and their capitals.

4 Gateways: The accessibility of SADC countries from South Africa

- The SADC countries can be reached from South Africa by air, road and water.
- These routes form the gateways into the SADC countries from South Africa.

4.1 Border post - accessibility by road

- Countries bordering South Africa (Namibia, Botswana, Zimbabwe, Mozambique, Lesotho and Swaziland) can be accessed by well-maintained, tarred national and main roads that enter these countries at various border posts.
- The map on page 126 (LB) shows the main border posts with South Africa and the main roads in the SADC countries.
- The roads in some SADC countries are not well maintained and tourists should find out more about the state of the roads before they self-drive in these countries.

4.2 Airports - accessibility by air

- Tourists that fly to and from the different SADC countries will most likely make use of the main international airports indicated on the map.
- South African Airways, British Airways, Air Namibia, Air Zimbabwe, Air Botswana, Air Madagascar, Interair, Air Mauritius, Mozambique Airlines, Air Seychelles, Airlink Swaziland, Kenya Airways, Zambezi Airlines and Air Zambia fly from OR Tambo International Airport to the other SADC countries.

4.3 Harbours - accessibility by water

- The only SADC countries that can be accessed by cruise ship are Mauritius, Madagascar, Mozambique and Namibia. These countries can be reached by MSC Starlight cruise ships from November to March.
- Big rivers and lakes form parts of the borders between several SADC countries, but not all of these are accessible waterways for tourists.

5 Role of the Regional Tourism Organisation of Southern Africa (RETOSA)

- RETOSA promotes and markets tourism in the Southern Africa region.
- RETOSA is made up of board members from national tourism authorities and private sector tourism bodies.
- RETOSA aims to:
 - create a clear destination identity for Southern Africa in the market
 - increase the volume of inbound tourism to and within Southern Africa
 - encourage businesses to invest in tourism in the region
 - market, with national tourist organisations and the private sector, Southern African destinations in the United Kingdom and Europe, and focus on the new emerging markets of India, China, Japan and other countries in the Far East.

6 Advantages of regional tourism for South Africa and the SADC member states

The advantages that regional tourism has for South Africa and the other SADC countries include the following:

- an increase in tourist arrivals that will increase the income from tourism in the region
- tourism development, such as better infrastructure and services, will take place at tourist destinations
- more exposure in the media will create awareness of Southern Africa as a tourist destination.

Sustainable tourism development can also help the SADC to:

- drive economic growth and create jobs in all sectors of the economy
- increase their export earnings and attract investment
- reduce poverty and encourage economic development in rural and remote areas
- help economic development in general by using tourism infrastructure
- develop more international airport hubs in the region so that there will be direct flights to more destinations in the SADC
- work with the private sector on projects that focus on sustainable development, open markets, and human resource development
- work with local communities and other stakeholders to use natural and cultural resources to improve the quality of life for everybody who lives in the region
- use existing marketing brands to promote the region as a tourist destination.

Tourism attractions

Unit 1 Main tourist attractions in the SADC countries

Countries in Southern Africa offer a variety of attractions, and attract tourists with different tourism needs.

1 Angola

1.1 Kissama National Park (kee-SAAM-a)

- The park is located 70 km south of Luanda and has lodges, restaurants and bars.
- The park attracts tourists interested in safaris and wildlife photography.
- Other tourist activities are fishing, bird-watching, beaching, and river cruises.
- The park is closed during the rainy season between November and April.

2 Botswana

2.1 Okavango Delta

- The Okavango Delta is a network of lagoons, lakes, waterways and islands.
- There are many hotels, lodges, tented camps and self-catering accommodation facilities in the area.
- The best season for game viewing is during the dry season (May to August).
- Tourist activities in the park include game viewing, bird-watching, bush walks, night drives, elephant-back safaris, helicopter flights, powerboat and mokoro excursions, horse riding, and fishing.

2.2 Chobe National Park

- Inside the park there are campsites and a game lodge. Outside the park there are lodges and self-catering facilities.
- The park has a large elephant population, other wildlife species, and wildflowers.
- The best time for game viewing is during the dry season (May to October).
- Tourist activities include game drives, night drives, bushwalks, sunset boat cruises, fishing, and having meals in a boma.

2.3 The Tsodilo Hills

- The Tsodilo Hills is a UNESCO World Heritage Site.

- It is a remote area, so there are no shops or accommodation facilities in the area. Tourists should take their own supplies and camping equipment. Water is available from boreholes in the area.
- The Tsodilo Hills is a good cultural tourism destination.
- Tourist activities in the area include camping, hiking and fishing.

3 Democratic Republic of Congo

The five UNESCO World Heritage Sites are all on the List of World Heritage in Danger.

3.1 Kahuzi-Biega National Park (KBNP)

- The park is a UNESCO World Heritage Site and is named after two extinct volcanoes, Kahuzi and Biega.
- There are no accommodation facilities in the park itself, but tourists can stay in Bukavu, 30 km away.
- Tourists need gorilla permits to go on excursions to track gorillas in the park.
- There are guided trails in the park.

3.2 Virunga National Park

- It is a UNESCO World Heritage Site.
- There are lodges, tented camps and small cabanas on top of Mount Nyiragonga, an active volcano.
- The main reason why tourists visit the park is for gorilla tracking.
- Other activities include forest walks, volcano hikes and visits to local villages.

3.3 Salonga National Park

- The park is a UNESCO World Heritage Site.
- Tourists can arrange to pitch tents at the park guards' camps, but they must provide their own food and equipment.
- Tourist activities in the park include game viewing, bird-watching, forest treks and walks, and pirogue rides on the river.

4 Lesotho

4.1 Maluti Mountains

Tourist activities include bird-watching, hiking, canoeing, 4×4 trails, pony trails, mountain biking, paragliding, hang-gliding, camping (with the permission of the chief) and skiing.

4.2 Basotho pony trails

- Pony trails are one of the best ways to explore the countryside.
- Tourists must take their own supplies and camping equipment.
- Tourists can participate in trout-fishing, bird-watching, star-gazing and fossil-hunting during pony trips.

4.3 Katse Dam and the Lesotho Highlands Water Project

- It is the largest water transfer scheme in Africa and is not completed yet.
- It supplies Gauteng with water and generates hydro-electricity for Lesotho.
- The Liphofung Cave has rock art and evidence of previous dwellers such as the San and Stone Age people who once lived in the area.
- Tourists can participate in trout fishing, canoeing, hiking, game viewing and bird watching, rock art viewing and horse riding in these parks.

4.4 Sani Pass

- The Sani Pass is a mountain road that links Lesotho with KwaZulu-Natal.
- Activities in the area include travelling along the Roof of Africa scenic route, visiting local villages, pony trails, 4×4 trails, mountain biking, fishing, and skiing in winter.

5 Madagascar

- Madagascar is the world's fourth largest island and lies east of Mozambique in the Indian Ocean.
- Tourists should not visit the island during the cyclone season (February and March).

5.1 Tsingy de Bemaraha Strict Nature Reserve

- The reserve is a UNESCO World Heritage Site.
- There are several hotels, lodges and B&Bs in the area.
- Many of the wildlife species are endangered, for example, the Madagascar fish eagle.
- Tourist activities include guided tours of the reserve and hiking.

5.2 Royal Hill of Ambohimanga

- It is a UNESCO World Heritage Site.
- There is no accommodation but day trips can be taken from Antananarivo.
- Tourists can explore the ruins, do guided walks, and visit the museum or shop for curios.

6 Mauritius

6.1 Grand Baie

- Budget self-catering apartments as well as expensive, 5-star luxury resort hotels are available in the area.
- Tourists can swim, sail, windsurf, water-ski, snorkel, scuba dive or relax on the beach.
- Other activities include underwater submarine cruises, helicopter flights along the coast, deep-sea fishing or visiting islands in the vicinity on hired boats.

6.2 Chamarel Falls and the coloured earths of Chamarel

- There are walking trails along the edges of the site where tourists can view the coloured earths without damaging them.
- Tourists can swim in the pool at the bottom of the falls.
- There are guesthouses and restaurants in the area and amusement facilities for children.

6.3 Tamarin Bay

- There are hotels, self-catering villas, and golf estate accommodation available.
- Tourist activities include water sports like surfing, windsurfing, sea kayaking, sailing, scuba diving, swimming with dolphins, and sunset or starlight cruises.

7 Mozambique

7.1 Cahora Bassa Dam

- It is a hydroelectric power station that sells electricity to other countries, including South Africa.
- There are hotels, lodges, and thatched chalets in the area.
- Tourists can camp at the campsites next to the dam.
- The dam is popular for hunting and fishing safaris, especially tiger fishing from January to March.
- Tourists can go on excursions around the dam or go bird-watching in the area.

7.2 Lake Niassa

- There are private lodges and tented accommodation around the lake.
- Tourist activities at Lake Niassa include swimming, sailing, canoeing, snorkelling, fishing and bird-watching safaris.

7.3 Bazaruto Archipelago

- Cruise ships do visit the islands, but the nearest accommodation is in the town of Vilanculos on the mainland.
- Tourist activities include deep-sea fishing, saltwater fly-fishing, scuba-diving, dhow safaris, and snorkelling.

7.4 Island of Mozambique

- Tourists can get to the island by road or air.
- There are hotels and lodges on the island.
- The Island has been a UNESCO World Heritage Site.
- There is a stone fort with a baroque gateway carved from stone and white coral on the island in the town of Mozambique.
- Tourists can also visit the beaches and the vibrant markets.

8 Namibia

8.1 Fish River Canyon

- This is the second largest canyon in the world: only the Grand Canyon in the USA is larger.
- There are several lodges and campsites in the area.
- Tourists can go bird-watching, game viewing, on excursions to Stone Age sites dating back as far as 50 000 years, or hiking on the 86 km hiking trail at the base of the canyon. The hike lasts five days and ends at the Ai-Ais Hot Springs.

8.2 Etosha National Park

- There are three campsites that are linked by a network of roads.
- Private lodges are located outside the park and offer activities such as game drives and guided safaris.
- Rare and endangered buck species like gemsbok, waterbuck and tsessebe are found here, as well as big game like elephant, giraffe, rhino and lions.
- Etosha National Park is great for game viewing.
- The best time to visit the park is from May to September, when the weather is cooler.

8.3 Namib Desert

- It is the oldest desert in the world.
- There are lodges or tented camps near the park or in nearby towns like Walvis Bay and Swakopmund.

- At Sossusvlei there is a luxury lodge with its own airstrip. Near Sossusvlei tourists can go on hot-air balloon safaris.
- Attractions in this part of the Namib Desert include:
 - the ghost mining town of Kolmanskop near Lüderitz south of Namib-Naukluft Park
 - German-colonial architecture of Swakopmund at the northern end of the park
 - the Kuiseb Canyon and the dune fields at Sossusvlei
 - the flamingo colony at Sandwich Harbour
 - the Naukluft hiking and 4×4 trails.

8.4 Skeleton Coast

- The Skeleton Coast is the stretch of coastline where the Namib Desert meets the Atlantic Ocean.
- It gets its name from the remains of whale skeletons and shipwrecks along this coast.
- There are hotels and lodges in the area.
- Tourist activities available are fishing trips, safaris, 4×4 desert tours, desert adventures, hot-air balloon flights, mountain climbing, parasailing, horse and camel trails, and cruises to view dolphins or seals.

9 Malawi

9.1 Lake Malawi

- There are hotels, lodges, backpacker's lodges and campsites around the lake.
- Tourists can relax on the beaches, and participate in water sports and activities like swimming, snorkelling, scuba diving, water-skiing, kayaking, and sailing.
- In July every year Lake Malawi International Yachting Marathon attracts international sailors.
- Lake Malawi National Park is a UNESCO World Heritage Site

9.2 Liwonde National Park

- There are lodges and campsites in the park.
- There are elephant, hippo, crocodiles, waterbuck, and rhinoceros in the park.
- It is a popular bird-watching destination.

10 Seychelles

The three largest inhabited islands are Mahé, Praslin and La Digue.

10.1 Beaches in the Seychelles

- The beaches of the Seychelles attract tourists because of their soft white sand, the year round warm weather, the warm water, and because they are not too crowded.
- Tourists can get to the different islands by boat or plane.
- The resorts offer activities like snorkelling, windsurfing, kayaking and boat trips.

10.2 Leisure activities in the Seychelles

- Most tourists visit the Seychelles for the beaches.
- The Aldabra Atoll is a UNESCO World Heritage Site.
- Tourists can view the marine life by snorkelling, diving, kayaking, pedal boating or trolling fish.

11 Swaziland

11.1 Hlane Royal National Park

- The park consists of grassland and natural forests with trees like knobthorn, leadwood and tamboti.
- Tourist activities include game-viewing and bird-watching tours in open Land Rovers, guided mountain-biking trails, and walking safaris with local field guides.

11.2 Royal Swazi Sun Hotel

Attractions in the vicinity of the hotel include:

- the Mantenga Falls
- the Mdzimba trail and the Swazi craft market
- the Lobamba trail that incorporates a visit to the Swaziland National Museum and King Sobhuza II Memorial Park.

11.3 Mkhaya Game Reserve

- Tented accommodation and private lodges, such as the Stone Camp Lodge, are available.
- Tourist activities include game drives, Land Rover day tours, and guided walks with local rangers.

12 United Republic of Tanzania

12.1 Mount Kilimanjaro

- Kilimanjaro National Park is a UNESCO World Heritage Site.

- Mount Kilimanjaro is the highest mountain in Africa.
- There are huts along the different routes up the mountain, but tour operators also provide tents for tourists.
- Activities at Mount Kilimanjaro include:
 - guided mountain tours
 - game viewing
 - cultural Maasai and farming safaris at the base of the mountain. The safaris include both camel and horse riding.

12.2 Serengeti National Park

- The park is a UNESCO World Heritage Site.
- Tourists can choose from expensive lodges, tented camps, cheaper campsites, and public camps with very few facilities.
- The park is famous for the annual migration of white-bearded wildebeest, buffalo, and zebra.
- Tourist activities are game-viewing, bird-watching, and experiencing the traditional Maasai culture.

12.3 Stone Town of Zanzibar

- There are luxurious resorts and budget hotels on the island.
- Stone Town is a UNESCO World Heritage Site.
- Tourist activities include guided walks through Stone Town's streets to experience African, Arab, Indian and European cultures.
- Tourists can also enjoy beach activities and water sports such as scuba diving.

12.4 Ngorongoro Conservation Area

- The Ngorongoro Conservation Area is a UNESCO World Heritage Site.
- There are different types of accommodation available in the area.
- There is an annual migration of wildebeest and zebra.
- Popular activities are game-viewing safaris and camping.

13 Zambia

13.1 The Zambezi River

- Tourists can stay in lodges along the Zambezi, camp or, if they are cruising down the river, they can stay on their boats.
- Tourist activities on the Zambezi River include white-river rafting, canoe safaris, horse-riding along the banks of the river, elephant-back safaris, helicopter flights over the Victoria Falls, and cruises on the Zambezi River.

13.2 Victoria Falls

- The Victoria Falls is one of the original seven natural wonders of the world and is a UNESCO World Heritage Site.
- There are many accommodation facilities in the town.
- Tourists can take part in the following activities:
 - walk over the Knife Edge Bridge to view the falls
 - bungee jump from the bridge
 - white river rafting in the Batoka Gorge below the Falls
 - take canoe trips along the Zambezi from the Batoka Gorge
 - river surfing and gorge swinging
 - helicopter flights over the waterfalls
 - the 'Float of Angels', a hike to the bottom of the falls when the water levels are low, and then floating on an inflatable raft to view the falls from below.

13.3 Livingstone

- Livingstone is the gateway to the Victoria Falls on the Zambian side.
- Tourists can stay in luxury hotels, lodges, or camping sites.
- Tourist attractions in Livingstone include: The Livingstone National Museum, the Maramba Cultural Village, the Railway Museum and the David Livingstone Memorial.

13.4 Lake Kariba

- Tourists can stay in lodges and campsites on the banks of the lake, and on houseboats on the lake.
- Tourist activities include animal and bird viewing, fishing, camping, houseboat cruises and water sports such as sailing.

13.5 Kafue National Park

- There are many lodges and campsites in and around the park.
- Activities include guided tours, game drives, and boat trips along the Kafue and Lafupa Rivers.

14 Zimbabwe

14.1 Victoria Falls and the Zambezi River

- Zimbabwe shares the attractions of the Victoria Falls, Lake Kariba and the Zambezi River with Zambia.

- Accommodation options and activities on the Zimbabwean side are similar to those on the Zambian side of the river.

14.2 Hwange National Park

- Tourists can stay at camps in the park or stay in Victoria Falls and take a day trip to the park.
- Tourists can walk, drive, or go on horseback safaris to see the wildlife in the park.

14.3 The Great Zimbabwe Ruins

- The Ruins is a UNESCO World Heritage Site.
- Tourists can stay at the nearby campsite, the Great Zimbabwe Hotel, or in Masvingo and visit the ruins as part of a day trip.
- Visitors to the Zimbabwe Ruins can learn more about the rich history and culture of Zimbabwe and the Shona people at the museum on the site.
- Tourists can explore the surrounding landscape, go game-viewing and on guided tours to the Great Zimbabwe Ruins.

14.4 Matobo Hills

- The Matobo Hills is a UNESCO World Heritage Site.
- Tourists can camp in the park or stay in Bulawayo and visit the park on a day trip.
- There are many rock paintings in the area.
- Tourist activities in the area include walking safaris and game viewing.

14.5 Mana Pools National Park

- The park is a UNESCO World Heritage Site.
- Tourists can go on wildlife safaris or game-viewing and canoeing trips.

Map work and tour planning

Unit 1 The tour itinerary

An itinerary is a tool that people use to plan their trip.

1 Itinerary

- An itinerary is a written plan of the transportation, accommodation and activities that will make up each day of a trip.
- It is informative, comprehensive, personalised, customised, and aimed at the target market.
- It ensures that tourists book accommodation in each town for the days they will be there.
- Tourists need an itinerary to make their trip run smoothly.
- It helps international tourists with their visa applications.
- It can help tourists decide what to pack.
- It makes it easier to find a tourist if people know where they will stay each night.

2 Logical tour planning

- Logical tour planning means that the places that a tourist plans to visit during a tour should be in a logical sequence. Tourists should not travel up and down unnecessarily
- The route should make sense.
- The distances that the tourist will travel in one day must be realistic.

3 Scheduled tours

A scheduled tour takes place at specific times, for example, at the Castle of Good Hope in Cape Town the following tour times are applicable:

**Guided Tours are conducted from Monday to Saturday at 11:00, 12:00 and 14:00 (except on Sundays).
The Key Ceremony is performed Weekdays at 10:00 and 12:00, followed by the firing of the Signal Cannon.**

Some scheduled tours take place only at specific times of the year and tourists in the area can join these tours, for example, the flower tours in the Northern Cape.

4 Factors to consider when planning an itinerary

- When planning an itinerary one should take into account geographical constraints, costs, and the time available for the tour.
- Tips that will help one do this include:
 - Keep the profile of the tourist in mind (such as interests, age and available budget). These aspects were covered in Grade 10.
 - Do not try to fit too much into one day.
 - Identify activities that the tourist would prefer. Leave out less important activities so that there will be more time for important activities.
 - Keep in mind how long an activity will take, and take into account how long it will take to get there.
 - Group attractions in the same area together to reduce travel time.
 - Allow for resting time between long and busy days.

5 Different types of itineraries

5.1 Personal itinerary

- A personal itinerary is for a specific tourist and is compiled to fulfil his or her profile and needs.
- There is an example of a personal itinerary on page 167 (LB).
- It is usually typed in a table format on a letterhead, with general information at the top.
- It usually contains the following information:
 - departure and arrival times, including details of connecting flights or other forms of transport
 - the name and address of each airport, port, station or bus station where the tourist will depart or arrive
 - directions to and from each of these points of departure or arrival
 - transport booking and contact details
 - transport check-in times for each leg of travel, for example, for each flight and connecting flight
 - accommodation confirmation number and room
 - accommodation check-out times
 - address and directions to the accommodation establishment
 - day tours

- local road or street maps
- the location of the car rental agency, if any
- a description of what the tourist can see or do each day
- voucher numbers for shows and other activities.

5.2 General itinerary

- This is a standard itinerary that is drawn up for groups or individuals.
- It is fixed, written in paragraphs, and cannot be changed to suit individual needs and preferences regarding accommodation, transport, activities and times.
- It is also called a tour plan.
- There is an example of a general itinerary on page 168 (LB).

6 Writing an itinerary

There are certain principles that one has to keep in mind when writing an itinerary:

- Do not only mention places of interest. Include small bits of historical or geographical information too.
- Use adjectives to give short descriptions of the attractions and destinations.
- Make sure the lay-out of your itinerary is neat and clear.
- Clearly number each day.
- Clearly describe the overnight accommodation.
- Give your itinerary a personal tone by writing it as if you are talking to the tourist.
- Keep sentences short and simple.
- Use the present tense.
- Some sentences can be written as an instruction.
- Do not use abbreviations like 'e.g.' and 'etc.'
- Use the 24-hour clock to indicate time.
- Do not make promises that you cannot keep.
- Include enough leisure time and provide suitable options during leisure time.

7 Components of an itinerary

An itinerary should contain the following main components:

- the day, for example, Day 1
- details about the transport, for example, a rental car
- details about the accommodation, for example, 'Day 1: Luxury country lodge'
- details of the attractions that the tourist will visit, for example, 'Day 1: Sabie River Valley, Day 2: Blyde River Canyon'

- details about the meals that the package includes and excludes.
- An itinerary may also include time and budget. The prices of accommodation, transport, meals, and entrance fees to attractions can be included in the itinerary.

Marketing

Unit 1 Different types of promotional and advertising techniques

- Different techniques are used to market tourism products.
- There are two groups of promotional techniques: above-the-line and below-the-line techniques.

1 Above-the-line promotional techniques

These promotional techniques are visible to the general public and include mass media.

1.1 Conventional media

1.1.1 Broadcast media

- Broadcast media include television and radio.
- These media reach a large audience but are expensive to advertise through.
- The most expensive medium for advertising is television
- Radio advertisements are less expensive to produce and do not include pictures. They also include less information.
- The cost of advertising slots is determined by the time a company will advertise.
- Broadcasters and marketing research companies can help tourism companies to decide which slots to buy by giving them a profile of viewers or listeners for particular programmes on television or radio.

1.1.2 Published media

- The print media include newspapers and magazines.
- Print media offer different advertising options regarding the size and colour of the advertisement, and where the advertisement will appear in the publication.
- Publishers can provide detailed information about the profile of their readers.
- Readership profile information can be used to decide in which publication to advertise and where to place an advert in a publication.
- Print media reaches a specific target audience more effectively than broadcast media because readership profiles are usually more accurately defined.
- It is much cheaper to advertise in print media, so more advertisements can be placed.

1.2 Electronic advertising

- This includes the Internet and telephones that are used for Internet, email and cell phone marketing.
- Internet marketing can be done using the company's own website or by placing advertisements on other websites.
- Companies can email people directly to tell existing or previous customers about special offers or new products.
- Social media like Facebook, Twitter, Flickr® and TripAdvisor® can be used for advertising.
- A tourism business can create a Facebook or Twitter profile for the business and post information about the business and its products on this profile.
- Customers can use a business's profile to provide feedback about their experiences.
- With Flickr® a business can post photographs all Internet users can view. This is a good way to promote destinations.
- TripAdvisor® allows tourists to post reviews of tourism products and services.
- Social media messages can be posted at any time. Therefore businesses need to keep up to date with what people say about their products and services.
- Businesses can respond to unhappy customers quickly and manage the business's image in the marketplace.
- Other electronic media include electronic information displays and video walls in public places such as shopping centres, stations, and airports.
- Advertisements can be shown on these displays.
- Smaller digital displays or screens can be placed in shop windows, and at queuing areas such as at the bank or post office.
- Kiosks can show audio-visual presentations that advertise products.

1.3 Printed material

- This can include business cards, brochures, flyers, pamphlets, posters, and meander maps.
- Employees of a business or organisation can hand out business cards to clients and suppliers.
- Business cards show the logo of the company or organisation, and the employee's name, position, and contact details.
- Business cards create awareness of the business or the organisation.
- Printed material can be placed at points where tourists will see them, for example, in hotel foyers, at travel agents, or in Internet cafés used by tourists.
- The design of printed material should attract tourists' attention so that they become interested in the product and buy it.

1.4 Outdoor media

- This includes posters, billboards, and advertisements that can be placed at bus stops, on buses, minibus taxis, mobile billboards, banners flown by small aeroplanes, and the walls of buildings.
- Businesses need the permission of the municipality or the property owners.
- Outdoor media must stand out, and be placed where the tourists will see them.

2 Below-the-line promotional techniques

These techniques communicate a more personal message directly to a smaller audience.

2.1 Personal selling

Personal selling is when a representative of the business deals face-to-face with a client at the place of business, for example, when a travel consultant at a travel agency deals with a client, or when a sales representative for a tour operator visits a travel agency to promote the tour operator's tours and packages.

2.2 Sales promotions and in-store discounts

- The aim of these two techniques is to increase sales.
- Promotions and discounts are valid for a limited time only, for example, an airline might celebrate its 10th year of business by offering clients special discounted fares for that month only.
- In-store discounts are offered to customers when they visit a business, for example, a tour company can offer a discount to customers if they book more than one day-tour.

2.3 Promotional sponsorship

- This usually forms part of public relations and involves giving financial assistance to an organisation or event. In return, the business gets exposure when the media covers the organisation or event, for example, South African Airways sponsors the South African Open Golf Championship.
- Another form of promotional sponsorship is to sponsor public services or campaigns. Avis sponsors road safety features on television as part of the Arrive Alive campaign.

2.4 Exhibitions, shows and expos

- Exhibitions, shows and expos have a specific theme where relevant businesses can promote their products.
- It takes place at regular times, like once a year, for example, SAT presents the Tourism Indaba in Durban every year in May.
- Tourism organisations book a stand at exhibitions and exhibit their products or promotional materials at the stand for clients to see.
- Tour operators and booking agents from all over the world attend the Tourism Indaba to see what tourism products and services are available. They can use this information they obtain to put together packages for their customers.
- Other shows and expos include the World Travel Market in London in Britain every November, and the International Tourism Bourse (ITB) in Berlin in Germany every March.
- It can be very expensive to host a stand at events, so it is usually only the larger tourism organisations and businesses that can afford to be present.
- Smaller tourism businesses can work together so that they can take part too, for example, a number of small tourism businesses can create one exhibit that shows what their city or province has to offer tourists.

3 Matching the type of promotion or advertising to the potential customer

- Promotional techniques must match the type of customer.
- Tour operators looking for other businesses to book their products can use personal selling and exhibitions, shows, and expos where travel agents can find out about these products and include them in their travel packages.
- If the target market includes tourists from Britain who are interested in outdoor activities, a magazine about outdoor activities, published in Britain, would be a good medium in which to advertise.
- Usually a combination of promotional or advertising techniques is used, for example, the Sho't Left campaign combined above-the-line techniques like television, radio and newspaper advertisements, and the Internet, with below-the-line techniques like outdoor events.

Unit 2 The marketing budget

Businesses have to budget for marketing costs as most forms cost money.

1 Costs in a marketing budget

A marketing budget has to include the costs for the different marketing mix elements the business has to focus on, for example:

- the developing, registering, packaging and branding costs of a new product
- the costs of promotion materials for the new product
- the price for a product in relation to the competition
- the costs for the location of a product
- the cost of the staff working at the product.

1.1 Market research

- Market research is used by tourism businesses to get the right information about a specific aspect in order to make good decisions about marketing, for example, they may want more information about the needs and wants of the target market, the business's market share or the business's or destination's brand image.
- Tourism organisations or businesses usually do not have the resources to conduct market research on their own. They normally pay an outside company to conduct market research for them.
- The cost of the research depends on whether only one aspect or many aspects have to be researched.
- The business pays for the collecting, analysing and interpreting of data, for example:
 - When a permanent or temporary employee collects data by asking potential tourists to complete a questionnaire, the cost of arranging this is for data collection.
 - Data analysis costs involve paying an expert company or person to analyse the data and convert it into meaningful results that the organisation or business can then interpret.
 - Data analysts can also interpret the results for an organisation or business.
 - The organisation or business can pay an expert in the field to help them devise a strategy so that they can act on the findings of the research.

- The more money a business can pay for market research, the more detailed the market research can be.
- A small business may not have the money to collect, analyse and interpret data themselves but they can get data from other sources, like industry reports. This will be much cheaper.
- SAT, the provincial tourism authorities, and Cape Town Routes Unlimited do market research and then provide reports about the tourism market for their destination.
- These reports tell the individual tourism business about its own product, but can help the business to choose the best market segment on which to focus, for example, if a tourism business knows that the destination in which it operates is popular among tourists from Britain, the business can consider directing its promotional activities towards the British market only.

1.2 Communication costs

- A successful marketing campaign requires good communication between the different parties involved in the campaign.
- The telephone, fax, Internet and email are used to communicate with advertising agencies, the broadcast, print and electronic media and market research firms, and costs money.
- The cost of printing documents like the marketing plan and reports forms part of communication costs.

1.3 Travel costs

- Some employees of the tourism organisation may need to travel to where their target market comes from so that they can collect data for market research or promote their product.
- The travel costs depend on how far and how often these employees have to travel. Local travel will be less expensive than travel to another province or another country.
- International travel costs include flights, accommodation, travel insurance, meals and beverages, transport at the destination, and visa costs.
- Travelling must be well planned. It should be linked to other business, planned ahead, and booked in advance.
- To reduce travel costs, Skype or other video-calling technology should be used to communicate with people in far-off destinations.

1.4 Personnel costs

- In a small tourism business, the owner may have to do marketing.
- In larger businesses there is often a marketing department.
- A marketing department can have:
 - a marketing director
 - marketing managers for each of its products or target markets
 - other marketing personnel such as marketing coordinators, market researchers, product development specialists and graphic designers.
- Marketing positions must help the business or organisation to reach its marketing objectives.
- There should be enough money available to afford each personnel member's salary.
- Marketing functions can be outsourced, for example, market research, advertising design, web page design, and web page hosting.

Communication and customer care

Unit 1 Global Distribution Systems and Central Reservation Systems

Specialised computer programs are used by travel agencies to access travel products and services.

1 Global Distribution Systems (GDS)

- A GDS is a computerised reservation tool used by licensed travel agents, online reservation sites, and large corporations.
- Special GDS software is needed.
- GDSs are used by travel agencies to make air, hotel, car or other travel service bookings for tourists.
- The major GDSs that travel agents worldwide use include Amadeus, Galileo, Sabre, Worldspan and Abacus.

1.1 Amadeus

- The airlines Air France, Iberia, and Lufthansa created Amadeus.
- Travel providers that form part of this GDS include airline companies, hotels, tour operators, travel insurers, car rental companies, railway companies, ferries, and cruise lines.
- Travel agencies can use Amadeus to do searching, pricing, bookings, reservations and ticketing for tourists at any travel provider.
- About 90 000 travel agencies worldwide use Amadeus.

1.2 Galileo

- The American airline, United Airlines, created Galileo.
- Travel providers that form part of this system include airline companies, car rental companies, ferry companies, theatre ticket offices, hotels, rail transporters, and sport event organisers.
- Travel agents can use Galileo to do searching, pricing, bookings, reservations and ticketing.

1.3 Sabre

- Another American Airline, American Airlines, created Sabre.
- The system include airlines, hotels car rental companies and cruise lines.
- SAA use Sabre for airline bookings.
- Travel agents can use Sabre to do searching, pricing, booking, reservation and ticketing services.

1.4 Worldspan

- The American airlines, Delta Airlines, Northwest Airlines and Trans World Airlines, (TWA) created Worldspan.
- Worldspan includes providers of airline tickets, hotel rooms, rental cars and tour packages.
- Travel agents can use Worldspan to do searching, pricing, booking, reservation and ticketing services.

1.5 Abacus

- Abacus focuses on travel in Asia and the Pacific.
- The system was created by the following airlines; All Nippon Airways, Cathay Pacific Airways, China Airlines, Dragonair, EVA Airways, Malaysia Airlines, Philippine Airlines, Royal Brunei Airlines, SilkAir and Singapore Airlines.
- Airline companies and hotels make use of the Abacus system.
- Abacus is used by travel agents to do searching, pricing, bookings, reservations and ticketing.
- More than 15 000 travel agencies in 24 countries use Abacus.

2 Central Reservation Systems (CRS)

- A CRS is a computerised system that hotels, airlines or car rental companies use to organise their booking and reservation process.
- The CRS is used to check the details and availability of services that tourism businesses offer.
- The CRS makes it possible to store and distribute information about the bookings and reservations made at the tourism business, as well as the details of the customer.
- Travel agencies need a GDS to get access to the CRS of a particular travel provider.

2.1 MICROS-Fidelio OPERA

- In South Africa, the tourism industry mainly uses MICROS-Fidelio OPERA.
- Hotel and resort chains use MICROS-Fidelio OPERA to manage their reservations from one central point and can work across multiple countries and time zones.
- Hotel chains such as Hyatt Hotels and Resorts have many hotels all over the world. With MICROS-Fidelio OPERA, guests, travel agents, and travel companies can view room availability and rates at one central location instead of contacting each hotel individually.
- The system manages all aspects of a reservation, from enquiries about rates to sending guest confirmation letters to confirm bookings.
- Travel agents access the CRS of travel providers directly via a GDS.

3 The operation of a Global Distribution System and Central Reservation System

Figure 44 on page 188 (LB) shows how travel agencies use a Global Distribution System to gain access to the Central Reservation System of a travel provider before they can make a booking or reservation for tourists.

Questions

QUESTION 1: MULTIPLE CHOICE

Choose the correct answer. Write only the letter of the answer you select.

- 1.1 The capital city of Botswana is
A Gaborone
B Maseru
C Mbabane
D Windhoek (2)
- 1.2 Dar es Salaam is the capital city of
A Angola
B Lesotho
C Madagascar
D United Republic of Tanzania (2)
- 1.3 Madagascar's International Airport is called
A Antananarivo International Airport
B Ivato International Airport
C Kilimanjaro International Airport
D Lilongwe International Airport (2)
- 1.4 Which airport are tourists most likely to use when entering Zimbabwe.
A Chileka International Airport
B Harare International Airport
C Livingstone Airport
D Matsapha Airport (2)
- 1.5 Which tourist attraction is located in Angola?
A Chobe National Park
B Kahuzi-Biega National Park
C Kissama National Park
D Okavango Delta (2)
- 1.6 Tourists can go gorilla tracking in the
A Chobe National Park
B Tsodilo Hills

- C Salonga National Park
 - D Virunga National Park (2)
- 1.7 The coloured earths of Chamarel are found in
 - A Lesotho
 - B Madagascar
 - C Mauritius
 - D Mozambique (2)
- 1.8 Tourists can go on pony trails in
 - A Lesotho
 - B Madagascar
 - C Mauritius
 - D Mozambique (2)
- 1.9 Tourists can go on underwater submarine cruises or travel in small underwater scooter-type vehicles for one person in
 - A Lesotho
 - B Madagascar
 - C Mauritius
 - D Mozambique (2)
- 1.10 ... is a UNESCO World Heritage site in Mozambique that attracts tourists that are interested in architecture.
 - A Bazaruto Archipelago
 - B Cahora Bassa Dam
 - C Island of Mozambique
 - D Lake Niassa (2)
- 1.11 Which attraction is not in Swaziland?
 - A Hlane Royal National Park
 - B Mkhaya Game Reserve
 - C Royal Swazi Sun
 - D Stone Town (2)
- 1.12 Mount Kilimanjaro is in
 - A Seychelles
 - B Swaziland
 - C Tanzania
 - D Zambia (2)

- 1.13 What type of tourist would like to visit the town of Livingstone?
 A adventure
 B cultural
 C eco
 D nature (2)
- 1.14 Where can a tourist stay in a houseboat?
 A Kafue National Park
 B Lake Kariba
 C Livingstone
 D Victoria Falls (2)
- 1.15 Which attraction in Zimbabwe will interest a tourist that wants to know more about endangered wild life species?
 A Hwange National Park
 B Lake Kariba
 C Mana Pools National Park
 D Matopo Hills (2)
- 1.16 A tour guide's business card is an example of ... media.
 A broadcast
 B electronic
 C outdoor
 D printed (2)
- 1.17 A travel consultant who is trying to sell multiple tours to a client is using the ... technique.
 A discounts
 B personal selling
 C promotional
 D sales promotion (2)
- 1.18 What costs are part of a marketing budget?
 A communication
 B marketing research
 C travel
 D all of the above (2)

1.19 Which of the following is a CRS?

- A Amadeus
- B Galileo
- C MICROS-Fidelio OPERA
- D Sabre (2)

QUESTION 2: TRUE/FALSE

Indicate whether the following statements are true or false. If the statement is false, write down the correct statement.

- 2.1 All the SADC countries have accessible waterways for tourists. (2)
- 2.2 The Tsodilo Hills are made up of two volcanoes. (2)
- 2.3 Lesotho is also known as the Mountain Kingdom. (2)
- 2.4 The Sani Pass is a mountain road that links Lesotho with the Eastern Cape. (2)
- 2.5 The Skeleton Coast in Namibia gets its name from the remains of whale skeletons and shipwrecks along this coast. (2)
- 2.6 The Serengeti National Park is famous for the annual migration of the white-bearded wildebeest, buffalo and zebra. (2)
- 2.7 Small tourism businesses use exhibitions, shows and expos to promote their products. (2)
- 2.8 Travel agents can access CRS without a GDS. (2)

QUESTION 3: WRITTEN ANSWERS

- 3.1 Define 'regional tourism' using an example. (2)
- 3.2 What do the acronyms SADC and RETOSA stand for? (4)
- 3.3 What is the aim of the SADC? (4)
- 3.4 Name five advantages of regional tourism for South Africa and the SADC member states. (5)
- 3.5 Which attractions in Angola, Botswana and Democratic Republic of Congo (DRC) will suit the needs of the following tourists?
 - 3.5.1 Tourists interested in volcanoes (2)
 - 3.5.2 Tourists interested in rock art (1)
 - 3.5.3 Tourists interested in elephant (1)
 - 3.5.4 Tourists interested in safaris and wildlife photography (1)
- 3.6 List five activities in which an adventure tourist can participate when visiting Mauritius. (5)

- 3.7 Suggest attractions for a friend who is interested in rock formations to visit in Madagascar. (1)
- 3.8 List the attractions a tourist can visit in the Namib-Naukluft Park. (5)
- 3.9 Name the country in which the following attractions are located:
- 3.9.1 Bazaruto Archipelago
 - 3.9.2 Cahorra Bassa Dam
 - 3.9.3 Etosha National Park
 - 3.9.4 Fish River Canyon
 - 3.9.5 Liwonde National Park
 - 3.9.6 Skeleton Coast (6)
- 3.10 What type of leisure activities can tourists participate in at the Seychelles? (7)
- 3.11 Explain what adventure activities are available at Victoria Falls. (7)
- 3.12 Why is an itinerary useful to a tourist? (4)
- 3.13 Explain the difference between a personal and a general itinerary? (4)
- 3.14 Study the first day of an itinerary below and identify, with an example from the itinerary, the four main components of an itinerary. (8)

Day 1: Johannesburg to Maliba

Depart Johannesburg and travel to Lesotho via Bethlehem. Enjoy the diversity of fauna and flora through the Free State. Enter Maseru at the Caledonpoort border post. Travel through Butha Buthe to your lodge in the Tsehlanyane National Park.

Overnight: Maliba Lodge or similar - dinner, bed & breakfast basis

(Source: <http://www.sa-venues.com/explore/africanblue/itinerary.php?id=483>. Accessed 19/01/2012)

- 3.15 Select one of the SADC countries and develop a three day itinerary for a nature tourist. (21)
- 3.16 Explain with examples the difference between above-the-line and below-the-line techniques. (4)
- 3.17 Which four aspects should be included in the marketing budget? (4)
- 3.18 What do GDS and CRS stand for? (2)
- 3.19 What is the function of a GDS? (6)

Answers

QUESTION 1: MULTIPLE CHOICE

- 1.1 A ✓✓
- 1.2 D ✓✓

- 1.3 B ✓✓
- 1.4 B ✓✓
- 1.5 C ✓✓
- 1.6 D ✓✓
- 1.7 C ✓✓
- 1.8 A ✓✓
- 1.9 C ✓✓
- 1.10 C ✓✓
- 1.11 D ✓✓
- 1.12 C ✓✓
- 1.13 B ✓✓
- 1.14 B ✓✓
- 1.15 A ✓✓
- 1.16 D ✓✓
- 1.17 B ✓✓
- 1.18 D ✓✓
- 1.19 C ✓✓

QUESTION 2: TRUE/FALSE

- 2.1 False: Big rivers and lakes form parts of the borders between several SADC countries but not all of these are accessible waterways for tourists. ✓✓
- 2.2 False: The Tsodilo Hills are made up of four hills. ✓✓
- 2.3 True ✓✓
- 2.4 False: Sani Pass is a mountain road that links Lesotho with KwaZulu-Natal ✓✓
- 2.5 True ✓✓
- 2.6 True ✓✓
- 2.7 False: Big tourism businesses use exhibitions, shows and expos to promote their products. ✓✓
- 2.8 False: Travel agents cannot access CRS without a GDS. ✓✓

QUESTION 3: WRITTEN ANSWERS

- 3.1 Regional tourism takes place within a specific geographical area, ✓ example, Africa. ✓
- 3.2 SADC - Southern African Development Community ✓✓
RETOSA - Regional Tourism Organisation of Southern Africa ✓✓

- 3.3 The SADC aims to:
 - develop and grow the region ✓
 - improve the quality of life of the people living in the region ✓
 - conserve and sustain the region's natural resources ✓
 - improve the standards of safety and security for tourists that travel to the area. ✓
- 3.4 Job creation ✓
 - Attracts investment ✓
 - Reduces poverty ✓
 - Stimulates infrastructure development ✓
 - Promotes sustainable natural and cultural resource development ✓
- 3.5.1 Virunga National Park ✓ and Kahuzi-Biega National Park ✓
- 3.5.2 Tsodilo Hills ✓
- 3.5.3 Chobe National Park ✓
- 3.5.4 Kissama National Park ✓
- 3.6 Sail, ✓ windsurf, ✓ water-ski, ✓ snorkel, ✓ scuba dive, ✓ under water submarine cruises, ✓ underwater scooter rides, ✓ helicopter flights, ✓ deep-sea fishing, ✓ kayaking, ✓ swimming with dolphins ✓ (any 5)
- 3.7 The Tsingy de Bamaraha Strict Nature Reserve ✓
- 3.8 Attractions include:
 - the ghost mining town of Kolmanskop near Lüderitz, south of Namib-Naukluft Park ✓
 - German-colonial architecture of Swakopmund at the northern end of the park ✓
 - Kuiseb Canyon ✓ and the dune fields at Sossusvlei ✓
 - the flamingo colony at Sandwich Harbour ✓
 - Naukluft hiking and 4×4 trails ✓
- 3.9.1 Bazaruto Archipelago - Mozambique ✓
- 3.9.2 Cahorra Bassa Dam - Mozambique ✓
- 3.9.3 Etosha National Park - Namibia ✓
- 3.9.4 Fish River Canyon - Namibia ✓
- 3.9.5 Liwonde National Park - Malawi ✓
- 3.9.6 Skeleton Coast - Namibia ✓

- 3.10 an 18-hole championship golf course on Praslin Island ✓
casinos on both Mahé and Praslin Islands ✓
traditional local industries on La Digue Island, for example, vanilla farming,
curing fish, copra and coconut oil production, and boat building. ✓
nature trails through coconut groves and dense vegetation on Praslin Island,
where rare bird species like the bulbul, fruit pigeon and black parrot can
be spotted. ✓
Curieuse Marine National Park on Curieuse Island where giant land tortoises
unique to the Seychelles, as well as vine and mangrove species can be
seen. ✓
the Aldabra Atoll, a UNESCO World Heritage Site with giant land tortoises and
different birds, fish, and sea turtles. ✓
viewing the marine life by snorkelling, diving, kayaking, pedal boating or
trolling fish. ✓
- 3.11 An adventure tourist can take part in the following activities:
bungee jumping from the bridge ✓
white-river rafting in the Batoka Gorge below the falls ✓
canoe trips along the Zambezi from the Batoka Gorge ✓
river surfing ✓
gorge swinging ✓
helicopter flights over the waterfalls ✓
the 'Float of Angels', a hike to the bottom of the falls, when the water levels are
low, and then floating on an inflatable raft to view the falls from below ✓
- 3.12 It ensures that a tourist books accommodation in each town for the days they
will be there. ✓
It helps international tourists with their visa applications. ✓
It can help tourists decide what to pack. ✓
It makes it easier to find a tourist if people know where they will stay each night
✓
- 3.13 A personal itinerary is for a specific tourist and is compiled to fulfil his or her
profile and needs. ✓ It is usually typed in a table format on a letterhead with
general information at the top. ✓
A general itinerary is fixed, written in paragraphs ✓ and cannot be changed to
suit individual needs and preferences regarding accommodation, transport,
activities, and times. ✓

- 3.14.1 details about the transport ✓ not stated in the itinerary ✓
details about the accommodation ✓, for example, 'Maliba lodge or similar' ✓
details of the attractions that the tourist will visit, ✓ for example, fauna and flora
and Tsehlanyane National Park ✓
details about the meals that the package includes and does not include ✓ for
example dinner, bed & breakfast basis. ✓
- 3.15 There is no model answer as each learner can choose a country. Marks must be
allocated as follows:
Details of transport, accommodation, attractions, activities and meals (3 days × 5
= 15), Header for each day (3 days × 1 = 3), Writing style (3 days × 1 = 3)
Total: 15 + 3 + 3 = 21 marks.
- 3.16 Above-the-line promotional techniques are visible to the general public ✓ and
includes mass media, ✓ for example, broadcast media, print media, digital and
electronic media, outdoor media. ✓
Below-the-line promotional techniques are not visible to such a large audience
✓ and communicate a more personal message directly to a smaller audience, ✓
for example, personal selling, sales promotions, sponsorships, exhibitions,
shows and expos. ✓
- 3.17 marketing research, ✓ communication costs, ✓ travel costs ✓ and personnel
costs ✓
- 3.18 CRS - Central Reservation System ✓
GDS - Global Distribution System ✓
- 3.19 GDSs enable travel agencies to do searching, ✓ pricing, ✓ bookings, ✓
reservations ✓ and ticketing ✓ for tourists at travel service providers like hotels
and airlines. ✓

Term 4: Communication and customer care

Unit 1 Customer care for foreign tourists

People from different cultures have different expectations and different views of good customer care and communication.

1 How to treat foreign tourists

- It is important to treat tourists in a friendly, professional, and respectful manner.
- The host community, and people working in the tourism industry, must make foreign tourists feel welcome.

1.1 Host community

The whole community that lives in the area that tourists visit should make foreign tourists feel welcome in South Africa. South Africans should do the following to make sure foreigners enjoy their stay in South Africa:

- Smile and greet tourists. Make them feel welcome.
- Give them great service every time.
- Help tourists to be safe in South Africa.
- Take care of our natural environment and keep our country clean, so that tourists will want to come and experience it.
- Show off all the good things that South Africa has to offer, like our tourist attractions, our diversity, and our friendly people.
- Learn about our country so that you can tell tourists about it and give them accurate information.
- Do not exploit tourists. Give them the same value for money that you would give to people in your own community.
- Do everything you can to make sure that tourists have a great time in South Africa and will want to come back.

1.2 Employees in the tourism industry

- Employees in the tourism industry must provide tourists with travel information and address their cultural needs.
- Employees should show respect for tourists' different traditions, customs, and behaviour.

- Employees should provide tourists with information about health, safety, travel documents and general information about things such as clothing, cuisine, electricity, climate and cultural customs.

1.2.1 Food and drink preferences

Food and drink preferences of tourists must be considered, for example, Muslim food must be halaal, Jewish food must be kosher, and Hindu's do not eat beef products.

1.2.2 Language

The languages that tourists speak are also important. Tourism employees should find out what the language is that most of their customers speak and try to learn some basic phrases.

1.2.3 Social customs when greeting people

In some cultures, people have special social customs to greet others, for example, the Indian, Japanese, and French. Employees should know these greetings.

1.2.4 Gestures

Tourism employees should avoid using gestures but rather use words to say what they mean as certain gestures can be offensive to other cultural groups.

1.2.5 Times and days of worship

Tourism employees should know about the times and days of worship, the religious festivals, and religious practices of tourists so that they can make special arrangements for these tourists when necessary.

1.2.6 Dress and appearance

- Cultures differ in how they dress and the type of clothing that they think is appropriate.
- Tourism employees should always wear appropriate clothing that is clean, neat, and not too tight or too revealing, to make sure that they do not offend foreign tourists or make them feel uncomfortable.

1.2.7 Time

In some cultures time-keeping is not very important while in other cultures people prefer to be punctual. Tourism employees should keep this in mind when they make bookings for tourists.

1.2.8 Manners

Tourism employees should be aware of etiquette in different cultures so that they act in the right way when dealing with tourists from these cultures.

1.2.9 Service requirements

Each culture has its own perception of good customer service. Tourism employees should therefore treat each tourist as an individual and not make assumptions about the service that the tourist would prefer.

2 The need to respect traditions, customs, and behaviour of foreign tourists

Respecting the traditions, customs, and behaviour of foreign tourists has many advantages:

- It prevents tension, hostility and suspicion.
- It develops positive attitudes, pride, appreciation, understanding, and tolerance of one another's culture.
- People can learn about each other's cultures and customs.
- It reduces negative perceptions and stereotyping.
- Tourists will feel welcome and make friends in South Africa.
- It will increase the tourist's own self-esteem and the self-esteem of the hosts.

3 Ways to communicate effectively with visitors from diverse cultural backgrounds

People's culture can affect how they communicate. Differences to consider in cross-cultural communication include:

- whether or not to make eye contact
- assertiveness
- the use of hands while talking
- physical distance between communicators
- how fast to speak
- the use of first names and titles
- the volume of speech
- the use of facial expressions.

3.1 Effective verbal communication

Ways that might help to communicate more effectively with foreign tourists using verbal communication include the following:

- Use simple words and sentences, especially when English is not the tourist's first language.
- Use active language by using words like who, how, where, and when.
- Speak clearly and not too fast.
- Pause so that tourists have time to understand what you are saying.
- Never shout at tourists.
- Use body language, for example, miming, and familiar hand signals to make yourself understood.
- Use maps, pictures, and other objects to show what you mean.
- Repeat information to make sure that tourists understand you.
- Do not use jargon, South Africanisms like 'robot', or slang. Do not try to make jokes.
- Find somebody who can speak their language to interpret for you.
- Do not interrupt tourists or try to finish their sentences.
- Do not judge tourists based on their accents.
- Listen carefully to tourists to prevent misunderstandings.
- Address tourists by their title and surname unless they ask you to use their first name.

3.2 Effective written communication

Give tourists time to read and understand written information before asking a question. Written information to tourists should:

- contain simple words and sentences
- have diagrams and pictures to explain something to tourists
- be in lower case as it is easier to read and as writing in capital letters can come across as shouting.

3.3 Effective non-verbal communication

- Non-verbal communication means communicating without the use of words. It includes using body language and the way you dress.
- Non-verbal communication such as dress, gestures, and body language can be used to create a positive, friendly, and professional impression with foreign tourists.
- A gesture can have different meanings in different cultures.

4 Benefits of excellent customer care

Excellent customer care of foreign tourists can have many benefits for the South African tourism industry:

- It will increase tourist satisfaction.
- Tourists may want to visit South Africa again in future.
- Tourists may tell other people about the excellent service they received in South Africa and encourage other people to visit South Africa.
- When more people visit South Africa it will increase turnover from tourism and grow the South African economy.
- More tourism in South Africa will create more jobs and help tourism employees to improve their skills.
- It will help to maintain South Africa's good image.
- A good image will give the country a competitive advantage over other destinations.
- It will reduce the cost of marketing the country as a destination.

Unit 2 Customer complaints

When a customer is unhappy with the service they have received, or with the quality of a product, they can lodge a customer complaint with the business that provided that service or product.

Some common reasons why customers complain are:

- poor service
- delays
- expectations not met
- incorrect information
- negligence.

1 Types of customer complaint

Customers can complain verbally or in writing.

1.1 Verbal complaints

Customers can make a verbal complaint in person or over the telephone or cell phone.

The advantages and disadvantages of verbal complaints are:

Advantages	Disadvantages
<ul style="list-style-type: none"> • The customer can ask to speak to the person in charge and make sure that the right person receives the complaint. • Businesses usually respond to verbal complaints much faster. • The customer will leave the business feeling satisfied if the business resolved the complaint quickly. 	<ul style="list-style-type: none"> • The customer may be angry and difficult to calm down. • It may be difficult to get the customer to explain the problem rationally. • The right person to handle the complaint may not be available. • It may be difficult to find an immediate solution to the complaint.

1.2 Written complaints

A written complaint can be made by using a business letter, a fax, an SMS, or a post on the business's website. The advantages and disadvantages of written complaints are:

Advantages	Disadvantages
<ul style="list-style-type: none"> • The customer can address the complaint to a specific person, for example, the general manager, who might not have been available to speak to the customer in person. • The customer has time to write down the complaint in a rational, ordered manner, and to explain what happened that led to the complaint. • The business can investigate the reason for the complaint and can respond to the complaint with a solution or answer. 	<ul style="list-style-type: none"> • The customer may have to wait a long time for a reply to the complaint. • The person handling the complaint may not be the right person for this, for example, the customer may have addressed the complaint to somebody who is not qualified to deal with it. • The written complaint may get lost and the customer then never receives feedback from the business, and the business may not be aware of the complaint.

2 The value of customer complaints to a business

Customer complaints should be seen as an opportunity for improvement.

2.1 The value of having a complaint handling system

An effective complaint handling system does the following:

- It welcomes customer complaints.
- It deals with complaints immediately.
- It handles complaints effectively.
- The system makes it easy for customers to complain, for example, by making sure that employees who have to handle complaints are well trained.

2.2 Benefits of customer complaints to a business

The benefits of handling customer complaints are:

- Complaints help the business to see situations from the customer's point of view and gain a better understanding of customers' needs and wants.
- It gives a business an opportunity to evaluate itself.
- Strengths and weaknesses regarding the businesses services, products, and staff can be identified.
- Business become aware of their weaknesses and can do something about them.
- When a business fixes its mistakes and weaknesses it will improve the quality of its products and services.
- Fixing mistakes will lead to improved customer satisfaction.
- Satisfied customers will be more loyal to the business.
- Loyal customers will tell others about the business
- The business will then gain a better reputation.
- Many businesses have a complaints database where they store customer complaints so that they can improve their services.

3 Dealing with customer complaints

Each complaint needs to be dealt with differently.

3.1 Dealing with written customer complaints

Customers prefer a letter rather than a telephone call when dealing with complaints. Businesses should respond to a complaint as quickly as possible, in writing, and assure the customer that the business is dealing with the complaint. Look at the example of a written complaint on page 214 (LB).

Guidelines to follow when dealing with a complaint:

- Thank the customer and let them know that you appreciate being told about the complaint.
- Offer an unqualified apology in the letter.
- Tell the customer how you dealt with the complaint. If you cannot solve the problem immediately, tell the customer what you will do and how long it will take to solve the problem.
- Offer the customer some kind of compensation, for example, a hotel manager can send a free accommodation voucher with the letter to apologise for a bad experience a customer had at the hotel.

3.2 Dealing with verbal customer complaints

When dealing with complaints over the phone pay attention to the tone of your voice and make notes during the conversation. There are six steps to follow when dealing with a verbal customer complaint, face to face, by telephone or cell phone:

- Step 1: Listen carefully and let the customer finish. Do not interrupt the customer.
- Step 2: Ask questions in a caring and concerned manner.
- Step 3: Apologise without blaming or making excuses.
- Step 4: Solve the problem immediately if you can. If you cannot solve the problem immediately, find out how long it will take to solve it and let the customer know.
- Step 5: Offer the customer some kind of compensation.
- Step 6: Thank the customer for informing you about the problem.

4 Constructive criticism and handling criticism

It is important that criticism is handled in a positive and constructive way so that a business benefits from it:

- Learn from the criticism because it can improve the service of the tourism business.
- Value criticism and see it as a way to make progress. It can be used to improve and develop the business.
- Do not take criticism personally: take it objectively. In general people do not criticise the person, but rather only an aspect of the service of the tourism business.
- Ignore false criticism: remain calm and ignore it completely.
- Do not respond immediately because you may say or do something that you will regret later. Calmly think about the criticism and how to respond to it.
- Smile. It helps you to relax and creates a positive feeling and can make the other person become less critical.

Unit 3 Managing quality service

Tourism businesses must deliver quality service so that customers will return.

1 Criteria to manage quality service

The quality criteria of various tourism businesses will depend on their type of business. Eight quality criteria for customer service that all tourism businesses should have:

- consistent levels of service and products
- health and safety advice

- skilled and competent staff
- accessible products and services
- value for money experience
- reliable, prompt and accurate delivery
- consideration for individual needs
- hygienic conditions.

2 Strategies to achieve and maintain quality service

Different strategies can be used to monitor a business's quality of performance.

2.1 Performance management

Performance management evaluates and monitors the performance of a business and the efficiency of its employees. It helps:

- the business to reach its goals
- the business to perform better
- employees improve their skills, behaviour, and contribution to the business.

Performance management involves the following four principles:

- Measurement
- Appraisal
- Action
- Monitoring

At an appropriate time, the business should return to the appraisal stage to see if its plans have worked.

2.2 Quality control checks

- These measure the quality of a product or service against a set of criteria.
- They ensure that businesses meet acceptable standards in the way they operate.
- They should be done regularly to identify products or services that are not up to standard.
- A trained internal inspector that works for the business can be used to do the checks.
- An external inspector who works for an industry association can also be used to do the checks.

2.3 Customer surveys

- Customer surveys ask customers specific questions about a product or service quality.
- This should help the business to improve their standards.
- The best time to do customer surveys is directly after customers have used the product or service.
- It must be quick and easy for customers to complete the survey.
- Some ways to conduct customer surveys:
 - personal interviews
 - questionnaires or comment cards
 - suggestions boxes
 - follow-up phone calls.

2.4 Team and peer reviews

- Team and peer reviews are when employees evaluate one another's performance either as individuals or as members of the team.
- Feedback on how to improve the service levels of each employee is given.
- This should be done at least once a year.
- Look at the example of a team review form on page 215 (LB).

2.5 In-service training

- During in-service training employees are educated and their skills are developed while they are working.
- It takes place after the business has started employing the person.
- It takes place during normal working hours.

3 Tourism as an interrelated and interdependent system

- Each tourism sector specialises in a specific tourism product or service.
- The sectors are interrelated and linked to one another.
- If one sector fails to deliver excellent service, it has a negative effect on other sectors.
- The sectors are also interdependent because they depend on one another in order to function properly.
- Figure 48 on page 216 (LB) illustrates the interaction and relationship between each of the sectors when providing products or services to tourists.

Tourism sectors

Unit 1 Job and career opportunities in the tourism industry

The tourism industry offers a variety of job and career opportunities.

1 Transport

The transport sector offers many different job and career opportunities.

1.1 Car rental

Possible jobs at car rental companies: car rental company managers, rental agents, service agents, mechanics, shuttle drivers, and courtesy bus drivers.

1.2 Coach and bus services

Possible jobs at coach and bus companies: company managers, booking agents, bus drivers, cabin attendants, and tour guides.

1.3 Cruise liners

Possible jobs on a cruise liner: technical and mechanical staff, chefs, entertainers, fitness staff, medical personnel, shop attendants, hairdressers, librarians, cruise photographers, ship's purser, and child minders.

1.4 Railways

Possible jobs in rail transport: engine drivers, conductors, hosts/hostesses, chefs, caterers, bartenders, booking agents, administrative staff, cleaning personnel, and security staff.

1.5 Airlines

Possible jobs in the airline industry: flight captains, co-pilots, cabin attendants, ground handlers, check-in agents, menu planners, chefs, logistics managers, flight-planning staff, air traffic controllers, customs officials and excise officers, security staff, and administrative staff.

2 Hospitality

Job and career opportunities in this sector include: hotel management, food service managers, chefs, waitrons, wine stewards, bartenders, food and beverage managers, receptionists, housekeepers, porters, and concierges.

3 Tourism attractions

The tourism attractions sector offers many different jobs.

3.1 Gaming and lotteries

Jobs offered in this subsector include: cashiers at casinos, security officers, machine technicians, croupiers, and jobs in the food and beverage subsector.

3.2 Leisure

Jobs in this subsector include: museum and art gallery curators, marine biologists in an aquarium, zookeepers, visitor information officers, lifeguards, entertainers, security officers, child minders, gardeners, sports and fitness instructors, guides, field guides, and body and massage therapists.

3.3 Conservation

Job opportunities include: conservation officers, environmental managers, environmental attorneys, game rangers, wildlife veterinarians, ornithologist researchers, and marine biologists.

3.4 Sport and recreation

Jobs include: instructors, guides, maintenance staff, security staff, administrative staff, marketing staff, gardeners, photographers, shop assistants and restaurant staff.

4 Events and conferences

Jobs specific to the events and conferences sector include: conference organisers, conference centre managers, marketing and sales staff, and conference journalists.

5 Tourism services

Jobs in this sector include researchers, technology providers, publishers, sales staff, product buyers and managers, insurance brokers, government jobs that deal with visas and other travel documents, and health-care workers.

6 Travel trade

Jobs in this sector include travel agents and tour operators.

7 Requirements and inherent qualities to work in the tourism industry

The different tourism sectors and subsectors offer different jobs that need different skills. Three possible career pathways in tourism are:

Category	Skills needed	Examples
Management	Leadership Planning Budgeting	Tour operator, hotel manager, head chef, convention centre director, publicity office manager, provincial tourism CEO
Operations	Communication	Sous chef, chief security officer, event organiser, air traffic controller, airline pilot, housekeeper, tour planner
Frontline	Friendly Helpful	Receptionist, waitron, bartender, travel agent, entertainer, cruise photographer, ship's purser, flight attendant, tour guide, taxi driver. croupier

7.1 Characteristics

People have unique characteristics that determine how they think and behave.

Characteristics that are valuable to have in the tourism industry are:

- openness
- conscientiousness
- extrovert
- agreeable
- rational.

Employers must know what to look for when they select employees for a position.

7.2 Essential skills

- Tourism employees need certain cognitive, perceptual and motor skills.
- Different jobs require different sets of skills.
- The table on page 230 (LB) gives examples of tourism jobs and their required skills.

7.3 Personality type

- Specific personality types are suited to particular jobs and careers.
- Tourism employees must have a personality that can offer a high level of service.
- Meyers and Briggs identify eight personality types:

Personality type	Characteristics	Examples of jobs
Introvert	Reserved, serious, and conscientious. A thorough, responsible and dependable worker. Not interested in leading or controlling others.	Caravan designer, tourism advertising agent, car rental mechanic
Extrovert	Enthusiastic, creative, fun loving, and good with people. Can do almost anything that interests him or her.	Visitor information officer, tourist guide, entertainer, croupier, travel agent
Sensing	Practical, traditional and organised. Relies on the five senses to gather information. Has a good memory and can notice small changes.	Chef, wildlife veterinarian, tour planner, tourism teacher
Intuitive	Independent, original, analytical, and determined. Mentally quick and can see possibilities.	Tourism statistics officer, tourism researcher or analyst, tourism journalist
Thinking	Logical, original and creative thinker. Bases decisions on logic and reason, and enjoys generating new ideas.	Tourism film maker, entrepreneur, hotel interior decorator
Feeling	Bases decisions based on what he or she believes to be right. Service to others is important.	Forestry and park ranger, cruise photographer, waitron, environmental lawyer
Judging	Has a neat, orderly and conscientious approach to work. Good at planning and meeting deadlines.	Customs officer, airline pilot, airline security officer, hotel manager
Perceiving	Flexible and spontaneous towards meeting deadlines. Works well under pressure.	Tourism television reporter, entertainer, events planner, adventure tour planner, airline ticketing consultant

Unit 2 Entrepreneurial opportunities in tourism

Tourism provides opportunities for entrepreneurs to provide different products and services. An entrepreneur is:

- creative
- able to turn an idea into a profitable business
- honest.

1 The concept 'entrepreneur'

Qualities of an entrepreneur:

- the talent to recognise and pursue an opportunity
- confidence and determination to succeed
- strength of character to overcome setbacks
- responsibility to accept financial risk
- essential skills to develop the opportunity into a profitable business enterprise
- able to create or identify a niche market
- able to see business opportunities.

2 Skills needed to be an entrepreneur

Entrepreneurs need basic skills, thinking skills and people skills.

2.1 Basic skills

Entrepreneurs should have the following basic skills:

- reading and writing
- maths
- speaking and listening.

2.2 Thinking skills

Entrepreneurs should have the following thinking skills:

- creative thinking
- problem solving
- decision making
- visualisation.

2.3 People skills

Entrepreneurs should have the following people skills:

- social
- negotiation
- leadership
- teamwork
- cultural diversity.

3 Identifying products or services suitable for entrepreneurial opportunities

- Entrepreneurial opportunities are based on old and new ideas.
- Entrepreneurial opportunities can be for big or small businesses.
- Entrepreneurial businesses must offer tourists what they want.
- Examples: adventure mountain bike tours, recycling services, traditional story-telling.

4 Opportunities to start your own tourism business

Advantages to owning your own business:

- You are your own boss.
- You choose the type of work you want to do.
- You enjoy the profits of your hard work yourself.

An entrepreneur should ask themselves the following questions:

- What tourism business do I want to start?
- Is my idea practical and will it fulfil a need or want?
- What services or products will I sell?
- What is my competition?
- Where will I have my business?
- What equipment or supplies will I need?
- What financing will I need?

This information can help formulate a business plan.

Questions

QUESTION 1: MULTIPLE CHOICE

Choose the correct answer. Only write the letter of the answer you select.

- 1.1 When a restaurant caters for a Muslim group of tourists they must ensure the food is
A halaal
B kosher
C vegan
D vegetarian (2)
- 1.2 Which skill will not help a tour guide to communicate verbally more effectively with foreign tourists?
A using simple words and sentences
B pausing so that the tourists have time to understand what is said
C not shouting
D speaking fast (2)
- 1.3 Non-verbal communication does not include
A body language
B dress
C gestures
D notice boards (2)
- 1.4 A customer can make a verbal complaint using
A a fax
B a letter
C a phone
D an SMS (2)
- 1.5 A career as a ... is part of the transport sector.
A bus driver
B croupier
C curator
D waiter (2)
- 1.6 A career as a ... is part of the hospitality sector.
A bus driver

- B concierge
C customs officer
D guide (2)
- 1.7 A career as a ... is part of the events and conferences sector.
A organiser
B ranger
C tour operator
D travel agent (2)
- 1.8 A career as a ... is part of the tourism services sector.
A chef
B researcher
C tour operator
D travel agent (2)
- 1.9 A career as a ... is part of the travel trade sector.
A field guide
B instructor
C tour operator
D travel guide (2)
- 1.10 A hotel manager will be have a mostly ... type of personality.
A feeling
B introvert
C intuitive
D judging (2)

QUESTION 2: TRUE/FALSE

Indicate whether the following statements are true or false. If the statement is false, write down the correct statement.

- 2.1 Employees should focus on service delivery and not worry about the different traditions, customs and behaviour of tourists. (2)
- 2.2 Using diagrams and pictures to explain something will help foreign tourists to understand better. (2)
- 2.3 Customers prefer to receive a telephone call rather than a letter when dealing with complaints. (2)
- 2.4 Tourism employees should learn from criticism because it can help and improve the service they deliver for the tourism business. (2)

- 2.5 Performance management evaluates and monitors the performance of a tourism business and the efficiency of its employees. (2)
- 2.6 Tourism employees need certain cognitive, perceptual, and motor skills. (2)
- 2.7 An entrepreneur needs writing, problem solving, and social skills. (2)
- 2.8 Entrepreneurial opportunities can only be for big businesses. (2)

QUESTION 3: WRITTEN ANSWERS

- 3.1 Suggest five ways in which a host community can make tourists feel welcome. (5)
- 3.2 What are the advantages of respecting a foreign tourist's traditions, customs, and behaviour? (5)
- 3.3 You are doing a training workshop for your guesthouse employees on excellent customer care. Write down what you will tell your employees about the benefits of excellent customer care. (5)
- 3.4 Name two ways in which a customer can lodge a complaint against bad service. (2)
- 3.5 A tourist phones an attraction manager to complain about bad service he received when visiting the attraction. What are the six steps the manager must keep in mind when he is dealing with the customer's complaint? (6)
- 3.6 Name five strategies a tourism company can apply to achieve quality service. (5)
- 3.7 What personality characteristics will a manager is looking for a new employee in the tourism industry look for? (5)

Answers**QUESTION 1: MULTIPLE CHOICE**

- 1.1 A ✓✓
- 1.2 D ✓✓
- 1.3 D ✓✓
- 1.4 C ✓✓
- 1.5 A ✓✓
- 1.6 B ✓✓
- 1.7 A ✓✓
- 1.8 B ✓✓
- 1.9 C ✓✓
- 1.10 D ✓✓

QUESTION 2: TRUE/FALSE

- 2.1 False: Employees should focus on service delivery and respect the different traditions, customs and behaviour of tourists. ✓✓
- 2.2 True ✓✓
- 2.3 False: Customers prefer a letter rather than a telephone call when dealing with complaints. ✓✓
- 2.4 True ✓✓
- 2.5 True ✓✓
- 2.6 True ✓✓
- 2.7 True ✓✓
- 2.8 False: Entrepreneurial opportunities can be for big or small businesses. ✓✓

QUESTION 3: WRITTEN ANSWERS

- 3.1 Any five:
 - Smile, and greet tourists. Make them feel welcome. ✓
 - Give them great service every time. ✓
 - Help tourists to be safe in South Africa. ✓
 - Take care of our natural environment and keep our country clean so that tourists will want to visit and experience it. ✓
 - Show off all the good things that South Africa has to offer, such as our tourist attractions, diversity, and friendly people. ✓
 - Learn about our country so that you can tell tourists about it and give them accurate information. ✓
 - Do not exploit tourists. Give them the same value for money that you would give to people in your own community. ✓
 - Do everything you can to make sure that tourists have a great time in South Africa and will want to come back. ✓
- 3.2 Respecting the traditions, customs and behaviour of foreign tourists has many advantages:
 - It prevents tension, hostility and suspicion. ✓
 - It develops positive attitudes, pride, appreciation, understanding, and tolerance of one another's culture. ✓
 - People can learn about each other's cultures and customs. ✓
 - It reduces negative perceptions and stereotyping. ✓
 - Tourists will feel welcome and may even make friends in South Africa. ✓
 - It will increase the tourist's own self-esteem and the self-esteem of the hosts. ✓

- 3.3 It will increase tourist satisfaction. ✓
Tourists may want to visit South Africa again in future. ✓
Tourists may tell other people about the excellent service they received in South Africa and encourage other people to visit South Africa too. ✓
When more people visit South Africa It will increase turnover from tourism and grow the South African economy. ✓
More tourism in South Africa will create more jobs and help tourism employees to improve their skills. ✓
It helps to maintain South Africa's good image. ✓
A good image will give the country a competitive advantage over other destinations. ✓
It will reduce the cost of marketing the country as a destination. ✓
- 3.4 Written or verbally ✓✓
- 3.5 There are six steps to follow when dealing with a verbal customer complaint, face to face, by telephone or by cell phone:
Step 1: Listen carefully and let the customer finish. Do not interrupt the customer. ✓
Step 2: Ask questions in a caring and concerned manner. ✓
Step 3: Apologise without blaming or making excuses. ✓
Step 4: Solve the problem immediately if you can. If you cannot solve the problem immediately, find out how long it will take to solve it and let the customer know. ✓
Step 5: Offer the customer some kind of compensation. ✓
Step 6: Thank the customer for informing you about the problem. ✓
- 3.6 Performance management, ✓ quality control checks, ✓ customer surveys, ✓ team and peer reviews, ✓ and in-service training. ✓
- 3.7 Characteristics that are valuable to have in the tourism industry are:
openness ✓
conscientiousness ✓
extrovert ✓
agreeable ✓
rational ✓