



Tourism

REVISION BOOKLET 2024 TERM 3

Grade 12

This revision program is designed to assist you in revising the critical content and skills covered during the 3rd term. The purpose is to prepare you to understand the key concepts and to provide you with an opportunity to establish the required standard and the application of the knowledge necessary to succeed in the NCS examination.

The revision program covers the following topics:

- Communication and Customer Care
- Culture and Heritage
- Sustainable and Responsible Tourism
- Marketing
- Tourism Sectors

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Tourism Nov 2015 Eng



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TERM 3 CONTENT**TOPIC 1: MARKETING****KEY CONCEPTS / DEFINITIONS THAT YOU NEED TO KNOW:**

- A. THE IMPORTANCE OF MARKETING SOUTH AFRICA INTERNATIONALLY:** ¹INCREASE IN ANNUAL VOLUME OF FOREIGN ARRIVALS TO SA; ²INCREASE IN INTERNATIONAL AWARENESS OF SOUTH AFRICA AS A TRAVEL DESTINATION
- B. THE CORE BUSINESS OF SATOURISM:** ¹MARKETING SOUTH AFRICA INTERNATIONALLY AS A TOURISM DESTINATION OF CHOICE; ²MAINTAINING AND ENHANCING THE STANDARD OF FACILITIES AND SERVICES FOR TOURISTS; ³COORDINATING THE MARKETING ACTIVITIES OF ROLE PLAYERS IN THE INDUSTRY
- C. OPPORTUNITIES FOR MARKETING SA INTERNATIONALLY:** ¹ITB (BERLIN); ²WORLD TRAVEL MARKET (LONDON); INTRODUCTION TO THE ³TOURISM INDABA TRAVEL TRADE SHOW, AND THE ⁴GETAWAY SHOW AS OPPORTUNITIES TO PROMOTE SOUTH AFRICA AND THE SOUTHERN AFRICAN REGION TO THE WORLD
- D. FUNDING FOR SA TOURISM'S INTERNATIONAL MARKETING INITIATIVES:** THE ROLE OF TOURISM MARKETING LEVY SOUTH AFRICA (TOMSA)

THE CONCEPT: BRANDING – SOUTH AFRICA'S BRAND LOGO. WHAT IS A LOGO?

HOW THIS CONTENT IS ASSESSED

Marketing South Africa as a tourism destination

Marketing is assessed in section C of the NSC paper.

Example: Nov 2015 Q6.1

Candidates were given case study with relevant questions to test your understanding on How SA Tourism markets South Africa as a destination.

Example: Nov 2015 Q6.2

Candidates were given a flowchart describing how TOMSA collects the 1% tourism levy and were required to answer relevant questions to demonstrate understanding of the process

TOPIC 2: SUSTAINABLE & RESPONSIBLE TOURISM

KEY CONCEPTS / DEFINITIONS THAT YOU NEED TO KNOW:

The three pillars of sustainable and responsible tourism is

1 **THE SOCIAL PILLAR** also referred to as "The People Pillar"

2 **THE ENVIRONMENTAL PILLAR** also referred to as "The Planet Pillar"

3 **THE ECONOMICAL PILLAR** also referred to as "The Profit Pillar"

The triple bottom line approach to business, embraces the economic, environmental and social aspects of a company's activities. You should be able to extract the following examples from a case study.

1: *examples of good management practices in the social (people) pillar*

The question the business asks here is: "How can we as a tourism business be beneficial to the community and our staff?"

2: *examples of good management practices in the environmental (planet) pillar*

The question the business asks here is: "How can we as a tourism business be beneficial to the environment?"

3: *examples of good management practices in the economical (profit) pillar*

The question the business asks here is: "How can we as a tourism business improve our business practice and be beneficial to our shareholders?"

4: *examples of csi- corporate social investment / csr- corporate social responsibility*

Includes donations by a business to external organisations for social and community development.

The contribution of FTTSA towards encouraging responsible and sustainable practices

FTTSA: encouraging responsible and sustainable practices

Fair Trade in Tourism is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities, actually benefit from tourism

What is Fair Trade Tourism?

Ensures good wages and working conditions for staff

Ensures a fair share of the tourism revenue to local communities

Ensures respect for human rights, culture and the environment

How it works?

FTTSA certifies tourism businesses (like hotels, activities and attractions) against a set of standards linked to global Fair Trade criteria.

Those that qualify get to carry the FTTSA logo.

Six Principles of FTTSA

Fair share

Democracy

Respect

Reliability

Transparency

Sustainability

HOW THIS CONTENT IS ASSESSED

Sustainable and Responsible Tourism is assessed in Section D of the NSC paper.

Candidates are often given a case study and are then required to demonstrate their understanding by answering questions about the triple bottom line, Corporate Social Investment and FTTSA. They are also required to identify examples of the triple bottom line approach from the given case study.

See Example: Nov 2015 Q8

TOPIC 3: CULTURE & HERITAGE

KEY CONCEPTS / DEFINITIONS THAT YOU NEED TO KNOW:

World Heritage Sites

World Heritage Sites are places of outstanding universal value and have been awarded international recognition by the United Nations Educational Scientific and Cultural Organisation (UNESCO)

ENSURE THAT YOU KNOW: The Role of UNESCO & The value of World Heritage Sites to South African Tourism

HOW THIS CONTENT IS ASSESSED

Culture and Heritage are assessed in section C of the NSC paper

Candidates are often presented with Images, references or even case studies about World Heritage Sites.

Names, location and features of world heritage sites are important.

Also know the role and criteria of UNESCO.

When answering this section make sure you use the correct names of world heritage sites.

See Example: Nov 2015 Q5

TOPIC 4: COMMUNICATION AND CUSTOMER CARE

KEY CONCEPTS / DEFINITIONS THAT YOU NEED TO KNOW:

CUSTOMER FEEDBACK

It is information provided by customers about their experience with a product or service

THE PURPOSE OF OBTAINING CUSTOMER FEEDBACK

To reveal the customer's level of satisfaction with a product or service and helps the organisation understand where there is room for improvement.

METHODS TO OBTAIN CUSTOMER FEEDBACK,

Surveys, questionnaires, feedback cards, follow-up calls, SMS messages on cell phones, web-based responses

HOW TO ANALYSE FEEDBACK:

Study and perform data capturing to determine the extent of customer satisfaction.

Identify the most common complaints.

Decide on an action plan.

Start the intervention process.

Determine the impact of the service delivered by an organisation on its business profitability.

HOW THIS CONTENT IS ASSESSED

Communication and Customer Care are assessed in Section E

Make sure you know the methods to obtain customer feedback and measure customer satisfaction.

Example: Nov 2015 Q10

TOPIC 5: TOURISM SECTORS

KEY CONCEPTS / DEFINITIONS THAT YOU NEED TO KNOW:

Professional image in the tourism industry:

How the following factors contribute to a professional image in the tourism industry

- **The image of the company** such as the name, logo, slogan, website, stationery, marketing material, product packaging, physical appearance of the business, environmental policies, customer service policies
- **The image of the staff** such as professional appearance, uniforms, dress code (if no uniforms are worn), personal hygiene, grooming, interaction with customers, communication skills

1. The slogan

A slogan creates awareness and helps customers to remember what your products or business is about.

Example: McDonald's - I'm lovin it!

Can you think of more examples of logos and slogans of companies that are doing business with tourists?

2. The company's stationary

Business stationary includes business cards, the company letterhead, invoices, business forms, brochures and pamphlets. Business stationary will generally contain the name, logo, slogan and contact details of the business. Good quality stationary gives the impression of a professional business.

3. The physical appearance of the business

The company's potential customers will not only see the employees but the buildings, offices, vehicles, the equipment, and the surroundings and will form an immediate impression of the business. By keeping the premises, vehicles, the equipment and the surroundings neat and the buildings clean projects a successful business image that will inspire trust and confidence in your customers and clients. Window displays are essentially advertisements for people passing by. By keeping window displays interesting and attractive, also contributes to a positive company image.

Tourism businesses can make its customers feel special by decorating the business for major holidays such as Christmas and Easter or even Tourism month.

4. Promotions and communication with customers, the website & social media sites.

It is important to make a tourism business visible. Beautiful and informative displays in e.g. a travel agency or the entrance hall of a hotel will create a sense that the business cares about its clients and customers. Another way to become visible, is to participate in promotions and sponsorships. A restaurant might sponsor the local opera or theatre (or advertise in event programs) because people frequently enjoy a meal before or after these events. Tourism businesses can publish an in-house or client newsletter monthly or quarterly and distribute it to customers to keep in touch with customers and to make them feel valued. An electronic message from a hotel to frequent guests on special days such as birthdays, mother's day or Christmas can contribute to the image that the hotel cares about its customers.

Web sites and social media like Facebook and Twitter:

The company's website or social media profile is often the first point of contact that existing or potential customers and partners have with the business. The first few seconds on a website or on the social media profile will determine whether customers use the business or not. Colourful, interesting and informative website or social media profiles attract customers.

5. Marketing material and product packaging

Have you noticed how a well-known fast food restaurant that sells delicious chicken, present all their food in red and white containers and plastic bags? Their staff also wear red uniforms because these businesses creates an image for their products that customers recognise and associate with the business. The way in which marketing material is presented to customers and the way the products are packaged when given to customers, also contribute to the image that is created by the company.

6. Credentials and awards

Make use of every possible opportunity to impress customers. It is a good idea to display degrees, diplomas, awards or certificates where customers can see it. This is an important part of the professional image of a business as it may impress customers and create confidence in a business.

7. Employee appearance and conduct

Encourage employees to look and act their best. Neat workers who are polite and knowledgeable can make a positive impact on customers. A simple dress code for uniforms or office wear will make a good impression. A golden rule in the tourism industry would be to dress appropriately for the work situation – especially when employees work directly with customers.

An image of the company is formed through the way in which employees speak to customers on the telephone and in face to face situations. It is important to train employees in telephone and message taking skills as well as all forms of direct communication with customers.

8. Environmental awareness

Customers are impressed when a company shows responsibility towards the community and the environment. It creates a positive image of generosity if a company has a policy against littering, sponsors a community project or organise a recycling program.

9. Customer service policies

A company's policies does not only include how it promotes itself, but also how it acts toward customers and the public. All employees who are responsible for customer service should be friendly, courteous and professional in person, on the phone and via email.

By implementing these 9 points, a company will create and maintain a positive first impression and the kind of business image that will get good word-of-mouth advertising and builds credibility amongst customers.

Conditions of employment:

Basic conditions of employment in one chosen field of the tourism industry, such as airlines or hotels or national parks

The contract of employment describing basic conditions of employment, such as working hours, uniform allowances, travel benefits, leave, core duties, fringe benefits, remuneration and deductions, termination of service, professional accountability and responsibility, service ethics

The purpose and value of a code of conduct:

Purpose: spells out expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges

Value: creates a co-operative, collaborative atmosphere, promotes integrity in the workplace.

HOW THIS CONTENT IS ASSESSED

Tourism Sectors are assessed in section D of the NSC paper

You will normally be given a case study and will be required to answer questions relating to:

- Professional image in the tourism industry
- Conditions of employment
- The purpose and value of a code of conduct

Example: Nov 2015 Q7