# Grade 10

# Term 1

# Tourism Study notes

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**Introduction to tourism**

| Keyword: | Meaning |
|---|---|
| White paper | A government policy document laying out a strategy. |
| Purpose | The reason for something |
| Crews | A group of people who work together, it is usually the staff on a ship or aircraft |
| Dynamic | Full of energy and new ideas. |
| Peak season | Time of year when many people travel and prices are higher than usual. |
| Jet lag | Disorientation after a long flight over different time zone. |
| Versatile | The ability to charge or adapt to different functions or activities. |
| Customs | Government agencies that monitor the flow of goods into and from their territory and levy fees. |

**South Africa as a tourist destination**

- South Africa is a popular tourist destination. The diversity this country is what makes it attractive.

**Tourist attractions**

- Reachable wildlife
- Coastlines
- Striking mountains
- Fascinating cultures
- A warm climate
- Europeans don't experience jet lag
- Well-built infrastructure
- Opportunities for special interest activities
- Whale watching
- A human origin site (the cradle of humankind)
- A desert

**Special interest activities:**

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- White water rafting
- Bird watching
- Deep sea fishing
- Diving

**Definition tourism**

- Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work.

**Visitors stay for a certain amount of time for different reasons:**

- Holidays
- Study
- Visiting family and friends
- Health
- Business
- Sport
- Meetings
- Religious occasions

**Other visitors stay for a shorter amount of time, they are:**

- Crews
- Day visitors
- Cruise passengers
- Many career options lie in this dynamic and competitive industry.
- Specific travelling times are known as peak seasons.
- The peak season in South Africa Is from late November until mid January.
- Every country has its own peak season.
- Summer is the most popular travelling season.
- This means that peak seasons are different in the northern and southern hemisphere.
- Northern hemisphere – June – august
- Southern hemisphere – October – February
- Warmer climate and longer summers

**Domestic tourism**

- Domestic tourism are citizens who travel within their own country.
- They contribute to the domestic tourism industry within their country.
- Domestic tourism is mostly during school holidays, long weekends and peak season.

**Regional tourism**

- Regional tourists are tourists who are visiting a country other than their country of residence within a defined geographical region.

**International tourism**

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- Is all travel by tourists from one country to another country. **Other words for tourist**

- Travellers
- Sightseers
- Holidaymakers
- Globetrotters

**Why do people travel**

- Business
- Holiday
- Study
- Adventure
- Sightseeing and cultural enrichment
- For leisure
- Essential

**Tourist needs**

**Tourists have different:**

- Needs
- Preferences
- Expectations in terms of:
    1. Destinations
    2. Types of accommodation and food
    3. Access to amenities
- Tourists needs are the things that are essential when travelling.

**Tourist preferences**

- Preferences refer to what the tourist likes e.g. some tourist prefer:
- Beach holidays over skiing trips
- Staying in hotels rather than in guest houses.

**Types of tourists and tourist profiles**

| **Keywords:** | **Meaning** |
|---|---|
| Rejuvenate | To make young or youthful again. |
| Import tax | A tax or fare that a person pays to bring goods into a country, the amount depend on the item. |
| Fynbos | Type of plant that has fine, needle – like leaves the fynbos biome is in the western cape. |
| Biome | Area which contains similar types of plants, animals, and oil organism that live together. |

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| | |
|---|---|
| Zionist | A member of the Zion Christian church, the largest indigenous church in South Africa. |
| Massage therapist | A person trained to perform massages for healing and relaxation they can work at health spars. |
| | |

**Types of tourists**

| **Tourist** | **Reason for travel** |
|---|---|
| Visiting friends and relatives tourist | To see friends and relatives who do not live in the same town, city or country. |
| Leisure tourist | Travel away from home to rest, relax and rejuvenate by doing and experiencing different things than they would at home such as lying on a bench or sightseeing. |
| Adventure tourist | To do new exciting activities |
| Business tourist | Travel for business. |
| Shopping tourists | They spend money shopping at their destinations and pay import tax when they return to their home country. |
| Health tourists | Travel for health-related benefits. |
| Eco-tourists | Travel to experience the natural environment. |
| Cultural tourists | Travel to various geographical regions to explore aspects of the local. |
| Religious tourists | Travel for religious reasons. |
| Sport and recreation tourists | They watch or take part in sport such as soccer, rugby, golf, tennis, mountain climbing or sailing etc. |
| Education tourists | Travel to places to study and learn. |
| Special interest tourists | Travel for food and wine tasting Plant or animal life. |
| Incentive tourist | They go on holidays that their companies pay for as a reward for hard work. |
| Backpacking tourists | These tourist prefer to move around independently while traveling mainly on foot or using public transport. |
| Youth tourist | People younger than 35 who travel within their country and abroad to visit friends. |
| Gap year tourist or gap packers | Gap year tourist are usually school leavers. |

**Categories of people entering a country who are not considered tourists**

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- Members of the armed forces
- Immigrants
- Border workers
- Nomads
- Transit passengers
- Refugees
- Student exchange programmes offer students an opportunity to stay, visit and live temporarily in another country with a foreign family. **Drawing up a tourist profile**
- Tourist profiling is matching a type of tourist to a particular travel plan that meets their requirements.
- Typical tourist requiring on a tourist profile include:
- Photo
- Name
- Age
- Gender
- Residential address
- Contact numbers
- Country of residence
- Occupation
- Departure date
- Desired destinations
- Duration of stay
- Reason for visit
- Budget
- Special interests/ hobbies needs/preferences
- Accommodation
- Travel
- Food
- Allergies
- Next of kin

**Travel agent must:**

1. Check the validity of the tourist passport.
2. Check the availability of flights and accommodation for the planned visit.
3. Research activities that may interest the tourist and draw up a detailed itinerary.
4. Arrange for all special needs, such as dietary requirements.

**Different modes of transport**

| Keyword | Meaning |
|---|---|
| Fatality rate | The number of details in a given population. |

| | |
|---|---|
| Carbon emissions | Carbon dioxide gas produced and released into the atmosphere. |
| Reputed | Well – known or respected |
| Economy class | The lowest priced and standard of seating in aeroplanes and trains. |
| Commuter | Passenger who travels regularly from one place to another. |
| Ports | Harbours on waterways with facilities for loading and unloading ships. |
| Amenities | The facilities and features of a property or establishment. |
| Thermals | Columns of rising warm air. |
| Terrain | Area, type or shape of land |

**There are many ways of reaching a destination all of which involve some form of transport**

1. An aeroplane is a fast way to get to a local or international destination.
2. For land travel there are trains or buses for long distances and a car, a taxi or a bicycle for shorter distances.
3. Cruise liners for long distances by sea.
4. Transport can also be part of entertainment such as going on hot air balloon trips.
5. Local means of transport e.g. donkey carts
6. Some tourist want to get a better understanding of how local people get around. **Road travel**

- Road travel is the main method of transportation for both domestic and international tourist within a country.
- Road travel includes:
    1. Cars
    2. Busses and coaches
    3. Shuttle buses
    4. Metered taxis
    5. Minibus taxis
    6. Motor cycles

**Air travel**

- Many trips start with air travel.
- Fastest way to travel over long distances • Aeroplane come in various sizes e.g.:
    - ○ Two-seater planes ○ Large planes that can carry up to 550 passengers.
- The largest aircraft is called the airbus A380 or superjumbo. **Rail transport**

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- Transport along a designated railway track. Rail carts guided by steel rails known as tracks.
- There are two ways of travelling using rail:
    - Trains
        - ✦ Transport people and goods
        - ✦ Was invented in the 1820s
        - ✦ Locomotive drawn trains were much faster than any transport at that time. ○ Trams # 2
        - ✦ Also called streetcars, as they are carts that travel along streets. ✦ They travel on tracks alongside cars, buses, trucks and taxis.
        - ✦ Presently there is only one working tramline left in South Africa, and it is in Kimberley.

**Water transport**

- Before aeroplanes, people travelled long distances by ship.
- Large cruise ships take people all over the world and stop at various ports for tourists to visit island and mainland destinations.
- Durban is Africa's busiest port because of its excellent road and rail links.

**Extraordinary modes of transport**

- Some tourists like to use other means of transport.
- This is usually only for leisure and not part of reaching a specific destination.

**Different types of accommodation establishments**

| **Keyword:** | **Meaning** |
|---|---|
| Facilities | Building or equipment that tourists can use in an establishment. |
| Services | Actions or duties offered by an establishment to meet tourist needs, such as a laundry service. |
| En-suite | Accessible from or adjoining a bedroom. |
| Communal | Facilities that are shared by a group of people. |
| Ablution | Bathing and toilet facilities |
| Credibility | Believable and trustworthy source. |
| Superior | Of a higher quality |

**Different types of accommodation establishments**

- The hospitality sector plays a major role in tourism.
- The hospitality industry presents the country, province or city to visiting tourists.
- This industry includes:
    1. Hotels

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2. Game lodges
3. Bed and breakfast
4. Caravan and camping facilities • Accommodation venues must:

1. Offer services and facilities that attract tourists
2. Provide them with the care and hospitality they need.

**The facilities and services offered by different accommodation establishments**

- These are unique to each establishment.
- When tourist choose their accommodation, they should evaluate their needs, wants and budget.
- Facilities in an establishment are the extras provided to tourist while they are staying there:
    1. Swimming pools
    2. Gyms
    3. Spas
    4. Gift shops
- Services are functions offered by staff to tourist to make their stay easier:
    1. A shuttle service to the airport
    2. 24-hour security
    3. Laundry services

**Formal service accommodation**

**Accommodation that, at minimum, offers:**

1. A private room with an en-suite bathroom
2. The room is cleaned daily

- There are no kitchens In these rooms
- They are more expensive because tourists usually pay per person and not per room. **Hotels**

- Facilities offered will depend on the hotels star grading • Most hotels offer: ○ Private rooms ○ Restaurants ○ Swimming pools ○ Other recreational facilities, such as golf courses, gyms or spas. **Lodges**

- A type of hotel, typically in the countryside or in a game park.
- Luxury lodges are relatively expensive.
- Services offered are similar to those in a hotel **Game lodges**

- Game lodges are specialised lodges in national and privately-owned game parks.
- They provide similar services and facilities to hotels.
- They offer guided bush drives, walks and hikes.

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- They provided a gateway from city life, but they still have services such as telephones and the internet.

**Guest accommodation**

- Offer guests a private room in a house or in buildings on a private property.

**Country houses**

- These are usually big houses or mansions in the countryside, away from city centres.
- The owners convert these houses into guest houses to earn an income off them.
- Different rooms and facilities are on offer to tourists.

**There are many country houses throughout south Africa**

1. Many wine farms in the western cape have country houses where domestic and international tourists can stay and experience life on a wine farm.

**Guest houses**

- A guest house is either a house that has been converted to accommodate overnight guests or an establishment built for this purpose.
- Its run as a business and is often owner managed.

**Bed and breakfast (B & B's)**

- Usually a private family home
- The owner or manager lives in the house or on the property.
- Breakfast is included in the fee to stay the night.
- Bathroom facilities may or may not be en-suit or private.
- Guest share the public areas with the host family.

**Self-catering accommodation**

- They have built-in kitchen so that guest can supply and cook their own food.
- Tourist usually need to take their own towels and linen and sometimes their own kitchen utensils.
- They are often cheaper as tourist do not have the expense of eating in restaurants unless they choose to.

**Chalets**

- A small house in a holiday resort.
- Usually sleeps between two and six people.
- Often in large enclosed areas to ensure privacy. **Houses**

- Depending on the size or location, house are reasonable to rent, as you do not pay per person.
- Usually situated in or close to a town city.

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- The facilities available affect the price, but they usually have:
  1. At least two bedrooms
  2. A bathroom
  3. A kitchen
  4. A lounge
  5. A tv
  6. Necessary utensils

**Apartments**

- Apartments have few facilities and services.
- Renting is a popular option at favourite tourist destinations, such as cape town and Durban, especially during peak season. **Backpacker accommodation and hostels**

- Provide communal facilities
- Some offer a range of alternative sleeping arrangements such as bunk beds or sleeping bag spaces.
- Available in most large cities and in some smaller towns that are popular tourist destinations.
- They offer a light breakfast at an additional fee.
- They are cheap so students' travellers or people travelling on a tight budget choose this option.

**The South African grading system for accommodation establishments**

- A grading system:
  - Monitors the standard of accommodation establishments.
  - Plays an integral role when tourist plan their trip. ○ Influence the price of establishments
- A higher rating means better accommodation.
- Tourists will consider their budget and their needs before choosing an establishment.
- Rates range from one to five stars.
- Different types of accommodation establishment can be graded and starrated.
- The types of establishments that can be graded in South Africa are:
  1. Hotels
  2. Guest houses
  3. Lodges
  4. Bed and breakfast
  5. Self-catering establishments
  6. Caravan and camping establishments
  7. Country houses
  8. Backpacking establishments

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- 9. Conference venues

**Overview of the star grading system in South Africa**

Star grading is a valuable tool that ensures South Africa tourism establishments are continuously improved, updated and follow best practise.

- The main functions of the tourism grading system in South Africa are to:
  1. Improve quality throughout South Africa's tourism industry.
  2. Increase South Africa image as a quality tourism destination.
  3. Help improve service levels in the sector.
  4. Continue to develop South Africa as a leading global tourism destination.

**An important role player in the tourism industry**

- The TGCSA helps ensure good quality accommodation and conference venues with the department of tourism and tourism South Africa.
- The stars awarded are important to the establishment as they can charge according to their rating.
- The aim is to deliver:
  1. Transparency
  2. Consistent star grading
  3. Measurable quality standards
  4. Consumer feedback mechanisms
  5. Accurate and up-to-date information to the consumer.
- The TGCSA aims to deliver:
  1. An accessible grading process.
  2. To add credibility to an establishment and to give feedback to them.
  3. Marketing for the establishment on the TGCSA website.

**Benefits of grading for tourists and accommodation establishments**

- Tourists can easily identify graded accommodation by the plaque and the display of stars.
- The plaque means the establishment is affiliated and aligned with a recognised organisation and so holds more credibility.
- The TGCSA publishers a guide for tourists that list all graded accommodation.

**Career focus**

- Assessor – an assessor checks whether a person or organisation is able to achieve tasks successfully against a checklist.
- They judge the person to see if they are competent in the skills that are being assessed.

**Procedure to be followed to be graded**

- If an accommodation establishment wants to be graded it has to follow certain TGCSA producers.

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- When these procedures have been completed, the TGCSA can graded the establishment.

**Logos establishments can display after grading**

Once the TGCSA has awarded an establishment with a grading, the owner of the establishment can put up a plaque.

- The plaque has the type of establishments at the top.

| Star rating | What you can expect |
|---|---|
| 1 Star | Acceptable quality in the overall standard of furnishing, guest care and service.<br>Clean, comfortable and functional accommodation.<br>Usually a quick cooked or continental breakfast.<br>Soap and bath towel in room. |
| 2 Star | Good quality in the overall standard of furnishing, guest care and service.<br>A continental breakfast should be available and perhaps a limited variety of cooked foods.<br>Soap, hand and bath towel in the bathroom. |
| 3 Star | Very good quality in the overall standard of furnishing, guest care and services.<br>Breakfast with an extensive variety of food.<br>Bathroom should at least have shower gel, shampoo, wrapped soap and both a bath and hand towel. |
| 4 Star | Superior quality in the overall standard of furnishings, guest care and services.<br>A fully cooked breakfast or buffet that is served over an extensive period, guest can be served at the table. 18 hours of room service must be available.<br>Bathroom amenities must include shampoo, conditioner, shower gel, wrapped soap, body lotion, shower cap, towels bath sheet and face cloth. |

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| | |
|---|---|
| 5 Star | Exceptional quality and luxurious accommodation matching international standards. Highest standard of furnishing, flawless services and meticulous guest care.<br>24-hour room service. |

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| | |
|---|---|
| | Fully cooked breakfast, usually available all day, but must be served over an extended period of time.<br>Guest are served in their rooms.<br>Bathroom should have a full range of amenities including gowns, slippers, shampoo and towels.<br>Most five star hotels have shopping, health, and beauty or sport facilities on site or nearby.<br>Business tools such as internet access and fax facilities are available. |

**Concepts and terminology used in accommodation establishments**

**Concepts and definitions**

| **Keyword:** | **Meaning** |
|---|---|
| Room options | |
| Double room | Can accommodate two guests with a double bed or two single beds pushed together to make a double bed. |
| Family room | An extra room that guests may request. This room functions as a lounge, tv or sitting room. Not all types of accommodation offer family rooms and they do cost extra. |
| Penthouse | A bigger suite on the top floor of a hotel. It is more like an apartment than a hotel room.<br>Expensive and exclusive. |
| Twin room | A room that has two separate twin-size beds in it.<br>Twin beds are two single-sized beds that look identical to each other. |
| Suites | Accommodation with more than one room or area, can either have a single large room with clearly defined sleeping and sitting areas, or two rooms, one for sleeping and the other a sitting room. |
| En-suite | A bedroom that has an adjoining, private bathroom.<br>The bathroom always includes a basin, toilet and a bath or shower or even both. |

| **Keyword:** | **Meaning** |
|---|---|
| **Payment concepts** | |

| | |
|---|---|
| Fully inclusive | This describes all the facilities and services included in the price. |
| | The guest does not need to pay extra for the services listed in the description, they are included in the fee. |
| Single supplement | This is a fee charged to people who are travelling alone.<br>For example they have to pay the full price for a double room even if they are on their own. |

| Keyword: | Meaning |
|---|---|
| Useful abbreviations | |
| Pp | This is the abbreviation for per person. |
| Pppn | This means per person per night. |
| Pppd | This means per person per day. |
| Pps | This is the abbreviation for per person sharing. |

**In room technology**

- Technology is more advanced now than it was a few years ago.
- Most tourist expect a certain degree of technology in their hotel rooms.
- The level of that technology depends on the hotels grading and where the location of the hotel is (the bush versus the city).
- Most hotels pride themselves on the different technological facilities that they offer.

**Technology for information**

- Some accommodation establishments offer technology services to their guests that provide them with most of the information they need.
- Tourist often need a lot of information.

**Interactive TV virtual desktop access (VDA) or interactive television**

- Advanced technology that allows users to connect to their computers from different locations using specialised software and to access any information through the television.

**Technology for safety**

- Accommodation establishments use technology to improve their guest safety.

1. Electronic safe
    - Most places of accommodation have electronic safes in each room.
    - The safes are usually in a cupboard.
    - Guest choose their own unique codes to open and lock the safes.

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2. Electronic door locks ○ Many hotels invest in hi-tech security locks for room doors. ○ There are two main types: ○ Electronic key card system ○ The radio frequency identification (RFID) system.
    - Only people that have a special magnetic card or tag for the specific door can access the room.
3. Electronic key cards ○ Similar to ATM or bankcards, in that they have a magnetic strip on the back or electronic chip. ○ Reception activates the magnetic strip or chip when the guest checks in.
    - The computer delete the codes from the previous time the card was used and replaces it with new codes. **Technology for comfort**

- Many accommodation establishments use technology or devices to improve comfort and convenience levels in rooms.
- The intention is to make the guest happy and to add to the competitiveness of the establishment. **Technology for work**

- Accommodations establishments may offer certain devices to cater for business tourists.

1. Interactive TV for accessing internet and email ○ Enables guest to access the internet on a interactive tv screen, as well as to check and reply to their email.
2. International multi-power point/plug ○ It is important for hotels to have conveniently located power sockets so that guests can connect and charge their laptops or cell phones.
    - Guest may forget to bring plugs or may not have a multiple-plug that allows them to plug in all devices.
3. High speed internet access (HSIA) ○ Important for business and leisure tourists who need to access their emails or the internet using their laptops.
    - Many hotels provide internet access, but a challenge is offering the fastest speed, reliability and security.
4. Hotspot internet access and WI-FI ○ Provides wireless internet access to guests.
    - Operate by a wireless local network and broadcast at Wi-Fi hotspots around the hotel.
5. Telephone ○ Hotels come equipped with telephones.
    - If tourists need to make local or international calls they will be changed accordingly.

**Technology for environmental responsibility**

- Many accommodation establishments try to be environmentally friendly and responsible.
- Certain electronic devices help establishments to be greener by limiting their carbon footprint.

1. An electric activation command attached to the guest's electronic key card

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- By using the key card, the guest activates the electricity and when departing the room and locking the door the electricity is deactivated, therefore avoiding unnecessary electricity use.

2. Occupancy sensors rather than electricity key cards to manage power usage
   - This is only available in hi-tech establishments, as it is expensive to install.

- There technology uses heat to detect whether or not there is a person in the room.

**Food and beverage establishments**

| Keyword: | Meaning |
|---|---|
| Beverage | A soft drink or an alcoholic drink or hot or cold drink. |
| Patrons | Customs who frequent an establishment. |
| Cuisine | A style or type of food |
| Tip | Money left by the customer to reward good service. |
| Franchise | Member of a group of the same restaurants; a franchise has the right to trade under a company's name within a specific territory. |
| Tab | A bill or account that stays open while the customers remains at the establishment and is closed, or paid, when they leave. |
| Soft serve | Soft ice cream that comes from a machine and is usually eaten in a cone. |

- Food is an integral part of a tourists travels.
- The services, price and type of food vary from place to place.
- Tourist might want:
- Experimental with local cuisine
- Dine at fine and full services restaurants
- Purchase fast foods or buy food from local markets and prepare it themselves.

**Full service Restaurants**

- Provide diners with comfortable tables and chairs.
- When diners arrive, they are seated by waiters, handed menus and their drinks orders are taken.
- Some restaurants have a small smoking section.
- Many tourist visit restaurants to sample the local cuisine.

**Fine dining restaurants**

- Full-service restaurants with specific dedicated meal courses.
- The décor is usually high quality.

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**Family restaurants**

- Cater for different age groups and are child friendly.
- Many family or chain restaurants, such as spur, offer a full service. **Coffee shops**
- Café and coffee shops are small establishment that serve light meals and cold and warm beverage and often have outside seating.
- Some have entertainment or host events such as philosophical discussions or wine tasting evenings.

**Fast food or quick service establishments**

- Establishment sell food in an open shop with limited seating.
- The food is mostly made from preheated or precooked ingredients and served to customers in disposable packaging so they can take it away and eat elsewhere. **Pubs and bars**
- A pub is an establishment that serves alcohol and food, such as steaks and snack baskets.
- There is usually a bar counter with high bar stools where patrons may sit.

| Pub | Bar |
|---|---|
| Pubs sell soft drinks and a limited variety of alcoholic beverage, such as beer, cider, some wine and maybe some spirits. | Bars sell a wide selection of alcoholic beverage and soft drinks. |
| They usually located in local areas and in towns. | They usually located I cities and city enters and can get very crowded at peak time. |

**Desert establishment and ice cream stores**

- This includes various flavours of ice creams, waffles, dessert pancakes and assorted cakes. **Taverns**
- Taverns are similar to a pub or bar, but are less formal and patrons often sit outside on upturned drums.
- Currently, many operate illegally without liquor license. **Shebeens**
- Traditionally an illegal drinking establishment because they could not obtain a liquor license.
- Shebeens differ from taverns in their locations.
- Shebeens traditionally serve commercial beers as well as traditional beers like umqombothi.

**Street stalls and street markets**

- These are small establishments, such as vendors, which sell package food or fresh fruit and vegetables.
- Some sell junk food and sweets.

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- Street markets are traditionally run in a specific place and usually only on specific days and times. **The attraction sector**

| **Keyword:** | **Meaning** |
|---|---|
| Souvenirs | Things that remind you of an event or place |
| Gaming | The act pf playing for stakes in the hope of winning: stakes refers to the money risked on a gamble. |
| Totalisators | Devices that register bets and divides the total amount bet among those who won. |
| Poker | A card game played largely in casinos where players compete against each other by gambling and on the value of the other players hands or card stakes. |
| Miscellaneous | Unspecified |
| Influx | The arrival or entry of large numbers of people or things. |

**When tourist go on holiday they:**

- Want to relax
- See new places
- Enjoy new experiences
- Buy souvenirs
- Have fun
- They select their destinations based on attractions in an area.
- An attraction is a place of interest where tourists go for a variety of reasons:
- Historical significance
- Cultural value
- Architectural or natural beauty
- Amusement
- Entertainment
- Leisure

The things that attract tourist to an area depends largely on likes and needs:

1. A person who wants to relax and get away from work might be attracted to a place with a warm, sunny climate where he or she can relax on a beach and a book.
2. An architectural student could backpack to Rome to study the different buildings in the city.

**Attractions**

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According to travel and stay In South Africa, the top 10 tourist's attractions in South Africa are:

1. The Kruger national park
2. Table mountain
3. The garden route
4. Cape town's Victoria and Alfred waterfront (V&A waterfront)
5. Robben island
6. The many beautiful beaches
7. Sun city
8. Cultural villages
9. The cradle of humankind
10. Soweto

**Attraction sub-sectors**

- A sub-sector contributes to the overall function of a sector.

**Gaming and lotteries**

- Gaming attracts many types of tourists to south African.
- Gaming or gambling is taking a chance on something in the hope of winning a prize.
- This means betting money in the hopes of getting more in return.

The tourism, hospitality and sport education and training authority divide's gaming and lotteries follows:

1. licensed casino
2. licensed clubs
3. licensed gambling
4. totalisators and lottery operations
5. horseracing clubs
6. national lotteries products or games **Leisure**

- leisure tourism is an important contribution to the South Africa tourism economy.
- The government identifies tourism as a key growth sector for the economy in terms of both job creation and influx of foreign expenditure.
- While leisure remains the primary purpose of tourists visits to South Africa, the international number of leisure tourist globally recession because fewer people are travelling.

**In order to attract tourist to South to south Africa:**

1. The government has upgraded airports, roads, convention centres, signage, etc.
2. Improvements were made to accommodation establishment and facilities at popular attractions.

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3. This benefit's both the leisure tourists and the tourism sector because tourists are more inclined to visit the attractions with well-equipped and good quality facilities.

**Conservation**

- The ethical use, allocation and protection of resources.
- Its primary focus is maintaining the health of the natural world, its fisheries, habitats, and biological diversity.
- The aim of conservation is therefore three-fold:
  - To conserve the biodiversity of the country. ○ To maintain and uplift communities living on land around the parks.
  - To provide a leisure opportunity to the public so that everyone can experience and enjoy the wonders of the natural environment.
- A positive side effect of tourism in this subsector is: ○ Money for development local communities.
  - The protection of the natural environment.
- A negative side effect is that:
  - Large number of tourists or tourism development can adversely affect the natural environment. ○ Increased numbers of tourists also mean increased pollution, loss of habitat and the destruction of areas with indigenous plants, flowers and wildlife.
- Conservation is very important not only in South Africa, but in places all over the world.
- South Africa must implement plans to conserve the environment, as without it fewer tourists will visit the country.

**Sport and recreation**

- Worldwide thousands of people watch sport on television everyday.
- Events attract thousands of tourists annually and boost the economy in many ways.
- Sport and recreation South Africa is the national government department responsible for sport and recreation, and planning these sporting events.
- South Africa has excellent sport and recreation facilities and has successfully hosted many large sporting events such as the: ○ 2010 soccer world cup ○ 2010 women's soccer world cup ○ Rugby world cup ○ Cricket world cup ○ World cup of motorsport ○ Women's world cup of golf ○ Swimming world cup ○ African cup of nations

**Events and conferences**

- Contributes significantly to domestic and international tourism.
  There are also different kinds of tourist attractions:
  - Man-made attractions ○
    Natural attractions

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**Man-made**

- Places or things that humans have made, such as sites, areas or events that have special interest or appeal.
- Events that occur annually such as sport or flower shows.
- Places of creation.
- Buildings with cultural or historical appeal.

**Natural**

- Places of beauty or interest in nature.
- Human have not built or created these attractions.
- The on-site facilities at or near the attractions, however, may have been built by humans.
- These facilities will vary depending on the place visited, but they usually include toilets and running water for day visitors and information boards.
- South Africa is full of diverse natural attractions such as:
    - The Drakensberg mountain range
    - Table mountain ○ The Kruger national park ○ The Cango caves
- People go to these places to see the beautiful scenery and the variety of bird species in South Africa that bird watchers from all over the world come to enjoy.

**Primary and secondary tourist attractions**

- People usually have a main reason or primary purpose for travelling.
- From the primary purpose of travel come secondary purpose, which are not always as obvious.

**Activities offered at tourist attractions**

- Many natural and man-made attractions offer activities for tourists.
- One attraction could provide multiple activities.

**The structure of the South African tourism industry**

| **Keyword:** | **Meaning** |
|---|---|
| Gross domestic product (GDP) | The total value of all goods and services produced in a country in a year. |
| Briefing | A meeting where instructions or information is given. |
| Mandated | Given an official order. |
| Conventional | The known or older more traditional way of doing something. |
| Proactive | Way of acting with forward thinking and planning. |
| Custodian | Someone who is responsible for looking after something and caring for it. |

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| | |
|---|---|
| Inspectorate | A group that the rules of a certain institution or activity are obeyed. |

**The structure of the South African tourism industry**

- The government of a country has a major interest in the success of the tourism industry because it relies on the money it generates.
- In 2017 tourism contributed to an estimated 9.4% of South Africa's gross domestic product (GDP).

**The public sector (government)**

- Includes all government organisations within a country or society at national, provincial district and local levels.

**The government:**

- Deals with the production, delivery and allocation of goods and services to the citizens, on national, provincial, district and local.
- Its responsible for allocating resources to tourism and has rules and actions plans for the tourism industry to ensure it runs well.
- The head of tourism is the minister of environment affairs and tourism.
- The private entities which report to the minister are: ○ South African tourism
    - South African national biodiversity institute
    - South African weather service ○ South African

national parks ○ Marine living resources fund ○ Isimangaliso wetland park authority. **National department of tourism (NDT)**

- Most government have departments that specialise in tourism and in South Africa this is the NDT.
- It is overseen by, and must report to, government.
- In May 2010, the NDT released a press briefing on the draft national tourism strategy.
- The department and authorities are all working towards the same goal.
- To sell their province as a tourist destination.
- Tourism authorities use tools such as websites, print media, radio and tv marketing to do this. ○ This detailed its role as the leader of tourism in South Africa. ○ Outlined its vision and mission, strategies and objectives. ○ Provide statics and results.

**Provincial tourism department**

Each province has a department in charge of tourism planning, strategy and implementation.

- These must be in line with the government national tourism strategy.
- These departments are responsible for promoting responsible, sustainable and universally accessible tourism.

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**Provincial tourism authorities**

- Each one is mandated to sell tourism for a particular province.
- This is done through a variety of marketing and advertising strategies that are In line with national strategy.

**Reginal destination marketing organisations (DMOs)**

- Provided information by marketing specific regional areas within South Africa.
- They are not like conventional tourist information centres that only provide basic information to tourist.
- These organisations go further by adopting a more proactive approach.
- They have a clear marketing strategy for each area that needs to be promoted.
- These strategies outline how they are going to achieve their tourism development goals.
- The Sandton tourism association (STA). **The Sandton tourism association (SAT)**
- Developed a clear strategy in 2000 when it formed as a regional destination marketing organisation.
- Affiliated organisation, which include the department of tourism, all worked together to promote and market the Sandton central business district (CBD) as a business tourist destination when the Sandton convention centre was built**.**

**District municipalities, metro and municipal organisations:**

- Every district, region or area has a local government that promotes its own destination with the help of marketing organisation. **Local tourism organisations (LTOs)**
- Local government is also part of the public sector, and is responsible for national and provincial tourism strategies at the local level.

**Local tourism organisation do this by:**

- Marketing sure traffic officers are well trained and efficient.
- Provide efficient waste removal management and ensuring that streets are clean and tidy.
- Ensuring all attractions are well maintained and kept tidy.
- Ensuring road signs are correct and will help direct tourist.

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  Provide correct and updated information to tourists about the local community, local activities and local attractions.

**Career focus**

**Entrepreneurs**

- Thinks of new business ideas and start business.
- They identify a gap in the market and start a business to fill this gap.
- If you enjoy taking calculated risks, working for yourself and making goals a reality.

**Other government departments**

- Other government organisations assist in promoting and enhancing tourism.
- They provide services and products that help public sector to improve tourism and tourism development in South Africa.

**Main functions of the DHA**

| Civic | Immigration |
|---|---|
| Maintaining the national population register (NPR) | Administering admissions into the country. |
| Managing birth, marriage and death records | Determining the residency status of foreigners and issuing permits accordingly. |
| Determining and granting citizenship | Acting as the custodian of refuges affairs. |
| Issuing travel documents and passports | Working as an inspectorate |
| Issuing identity documents (IDs) | Implanting policy directions |

**A passport**

- Is a document issued by a national government for international travel and it certifies the identity and nationality of the holder. **A passport includes the following information**

- A photo of the passport holder
- The type of passport
- The issuing country
- The passport number
- The given names and surname of the passport holder
- The nationality of the passport holder
- The gender
- The birth date
- Birth place
- Issue date
- Expiry date
- Issuing authority

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**Industrial relations and co-operation**

Consulates and embassies assist with visa applications and emergency assistance in foreign countries.

- Embassies and consulates are government representatives in a foreign country.
- A country only has one embassy in another country.
- There may be more than one consulate in different cities of that country:
    - A consulate is a diplomatic building that serves as the residence or workplace of a consul. ○ The consulate is responsible for visa application and other business affairs for the country it represents. **Visa**

- A visa is a document or a stamp in a passport permitting the bearer to visit a country for a specific purpose and for a specific length of time.
- The consul also deals with minor diplomatic issues.
- An ambassador is a person of the highest rank sent from one country to live and work as a representative in another. **Statistics South Africa (Stats SA)**

- Stats SA is an organisation that collects statistics for analysing various areas of South Africa life and the economy.
- It provides a number of important tourist related statistics:
    - The number of visitors to the country per year.
    - How long the average stay of a tourists is. ○ How much they may spend, on average per day.

**The department of trade and industry and the department of economic development**

- These are two government departments that focus on job creation and small medium and micro enterprise (SMME) development.
- Established small businesses is a good way to create jobs and improve economic growth.

**The department of sport and recreation**

- The government department manages sporting and recreation activities in South Africa.
- It supports tourism, because these activities are tourist attractions.

**The department of transport and the passenger rail agency of South Africa**

- The department of transport ensures that tourist within South Africa and from foreign countries are able to make their way around the country.
- They are responsible for overseeing all aspects pf transport:
    - State-owned rail companies, such as the passenger rail agency of South Africa (PRASA).
    - Road agency
    - Monitoring the quality of air travel

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**Career focus  Consul**

- A consul is an official appointed by a government to reside in a foreign country to represent his or her government commercial interests and assist its citizens.

**Stat-owned enterprises (parastatals)**

- Business that the state or country owns and manages. **Partly state-owned agencies**
- A few organisation in South Africa are partly state owned and assist in tourism in South Africa. **Public enterprises**
- Agencies that operate within the tourism framework and offer specific services.

**SA tourism**

- Oversees tourism in South Africa.
- The major marketing body for South Africa as a tourist destination.
- Aims to establish the country as a leader in the international tourism industry.

**SANParks**

- Is the South African national parks manager.
- As these are major tourist's attractions, SANParks plays a major role in the tourism industry.
- They encourage visitors to experience the beauty and diversity of South Africa wildlife.

**National gambling board**

- Oversees all aspects of gambling in casinos and betting agencies.
- The board ensures that all gambling institutions maintain the highest standards and that the rules and regulations for gambling are the same throughout the country.

**CATHSSETA**

- Develops tourism in South Africa by training people in tourism related occupations.
- It sets a benchmark for skills development and training.
- Equips people with the skills needed in specification tourism sectors.

**Airports company South Africa (ACSA)**

They are responsible for the services available in airports and airports safety.

- They also publish important traveller information regarding rules and regulations for travelling through South African airports and details about what passengers can and cannot carry in their hand luggage.

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**The private sector**

| Keyword: | Meaning |
|---|---|
| Commercial | To do with business and making a profit. |
| Non-commercial | Not focused on marketing a profit . |
| Commission | A percentage of the income generated by a sales person that is paid over to them as a reward. |
| Journalism | The process of recording, writing or presentation information in a way that makes it accessible to members of the public. |
| Resources | What is available to use in order to survive. |
| Association | A group of people or organisation that work together because of common ideas or goals. |
| Council | A group of people who make decisions. |

**The private sector**

- Consists of all the various people, groups or business involved in the tourism industry that are not owned by the government.
- Is a sector of the economy that is not operated by the government.
- Private sector tourism role players include commercial role players and noncommercial role players. **Tourism product owners**

- Tourism product owners are organisation based in the tourism industry that makes money from the services or products that they offer.

**Tour operators**

- Tour operators plan and manage bookings.
- They negotiate discount packages with service providers such as airlines, hotels and coach companies.
- They market their service to travel agent, who then sells their product to tourists.

**Travel agents**

- Travel agents sell tourism products to the tourists.
- They provide detailed information about destination and the best service providers to use in different areas of the world.
- They receive commission for the holiday packages and flights that they sell.

**Conference organisers**

- Conference are large meetings where groups of people get together for at least a day at a specific venue to discuss various issues.

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- Conference organisation take responsibility for keeping these large numbers of people comfortable, entertained and looked after.
- They ensure that the venue meets all the needs of the delegates and they may be responsible for finding suitable tour guides to accompany the delegates to tourism attractions. **Booking agencies**

- Booking agencies enable tourists and travel agents to make reservations with different tourist's attractions and services providers.
- They may charge a booking fee for this service.

**Career focus**

**Travel agents**

- Travel agents plan and book travel arrangements for tourists.
- As a travel agent, you are expected to do continuous training and you may need to travel too see the destinations you are recommending.
- They need to know booking systems such as Amadeus.
- The ICAO (international civil aviation organisation) alphabet describes airport codes.

**Tour guide**

- Tour guide accompany tourist to tourism destinations.
- Trained to give tourists information about various tourism attractions that a tourist's may visit.

**Travel publications**

- Travel journalist or travel writing involves researching various tourist's attractions and writing articles to inform tourists.
- It also involves hosting television programs about tourism destinations or attractions.
- Travel journalist sell their stories to travel publications such as go! **Travel insurance companies and travel finances**

- Travel insurance is risk cover to an insurance company before travelling to ensure that any emergencies will be paid for while traveling.
- Travel finances are forms of money that are easy to carry to other countries.

**Other business that profit from tourism**

- Small shops, petrol stations, supermarkets and even private healthcare facilities can all influence the tourist experience.

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**Local communities**

- The people who live in the area.
- They make an important contribution to tourism.
- Most tourist have direct contact with members of the local community.

**Job creation**

- Local communities:
  ○ Provide tourists with real life experience of different cultures. ○ They provide souvenirs, food, beverages and accommodation. ○ They benefit from tourism as it brings much-needed income to an area.
  ○ They must be protected to ensure that tourism activities do not place extra pressure on their limited resources. **Development tourism**
- Development tourism contributes to the improvement of peoples living standards in an area because it supports development.
- Tourism creates jobs and encourages tourism related business to bring money into an area. **Better roads**
- Tourism encourage improved services such as roads, telephone lines and electricity.

**Schools**

- As money from tourism flows into an area:
  - New schools may be built
  - Disadvantaged schools may receive much needed funds to improve their facilities.

**NGOs, CBOs, tourism business and professional associations**

- There are a number of non-commercial organisation involved in the tourism industry.

**Non-governmental organisations (NGOs)**

- Are not linked to the government in any way, but still aim to improve:
  - The social
  - Political ○ Environmental ○ Culture
  - Economic situations in an area **Community-based organisation (CBOs)**
- Focus on the community
- Plays an important role in the success of the tourism industry in an area.

**Tourism business and professional associations**

- Various business and professional associations or manage the tourism industry.

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- A professional association:
    - Is a group of people or business that have similar goal. - Work together to make their specific industry as good as possible.

**Tourism business council of South Africa (TBCSA)**

- This is the main tourism organisation in the country.
- It ensures that government meets the needs of tourism businesses and that the public sector benefits from these tourism business.

**Tourism grading council of South Africa (TGCSA)**

- This organisation grades tourism establishments. **Fair trade in tourism South Africa (FTTSA)**

- Promotes sustainable tourism development and provides certificates to tourism businesses.
- These fair trade certificates assure tourists that the businesses behave in socially and environmentally responsible ways.

**South African tourism services association (SATSA)**

- Ensures that tourism services provide high-quality services.
- Its members must live up to the SATSA standards of credibility, integrity and stability.
- SATSA checks these services providers annually.

**Federated hospitality association of South Africa (FEDHASA)**

- Ensures that South Africa provides inclusive hospitality by encouraging sustainable practise.
- Represents the South Africa hospitality industry at local, provincial, national and international policy-making levels and protects the rights and interests of the industry.

**Association of Southern African travel agents (ASATA)**

- Helps its members give good quality professional assistance to their clients.
- Membership is voluntary, and all members must uphold the standards and obey the rules of the industry.
- ASATA also represents its members at government level.

**The South African association for the conference industry (SAACI)**

- Helps conference and event organisation in South Africa.
- Ensures high standards for this industry.
- South Africa is gaining popularity as a conference and events destination, so it is important to maintain this good image.

**The South African vehicle renting and leasing association (SAVRALA)**

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- Representing all vehicle leasing and fleet management companies in Southern Africa.
- Controls industry standards and its members must follow a strict code of conduct to ensure excellent service delivery.

**South African youth travel confederation (SAYTC) and backpacking south Africa (BSA):**

- Show that cheap, youth-friendly travel is possible in South Africa.
- They accommodation a variety of travel preferences with a focus on the fun and social nature of backpacking and youth travel.

**International community organisations**

- Many international organisations play a role in the tourism industry.
- They work internationally, but have a great impact on South African tourism.

**World trade organisation (WTO)**

- Deals with trade rules and trade agreements between member countries.
- Tourism is a form of trade and so the WTO plays an important role in tourism.
- All WTO members recognise the importance of tourism for job creation and foreign exchange.

**World travel and tourism council (WTTC)**

- Helps global business leaders in the tourism industry to connect.
- Some of its members are important leaders from over 100 leading travel and tourism companies.
- The council works to raise awareness of travel and tourism on a global scale.

**Southern Africa development community (SADC)**

- Members of SADC work to promote tourism in the region.
- SADC currently has 15 members countries and they all have fantastic tourist attractions.
- South Africa is often the gateway to other SADC countries.
- Many tourists travel to other SADC countries through South Africa, boosting tourism in the country.
- Members of the SADC: ○ Angola
    - Botswana
    - DRC
    - Lesotho ○ Madagascar ○ Malawi
    - Mauritius ○ Mozambique ○ Namibia ○ Seychelles ○ South Africa ○ Swaziland
    - United republic of Tanzania
    - Zambia ○ Zimbabwe

**World wide fund for nature**

- Plays an important role in the protection of endangered species.
- Many of the animals that the WWF protects are major tourist's attractions.

**Technology used for payment**

| Keyword: | Meaning |
|---|---|
| Cheque | A piece of paper issued by the bank that can be used for payment instead of cash. |
| Smart card | A plastic bankcard with a chip on it that stores the card holder's details and information. |
| Online banking | Financial transaction conducted using the internet. |
| Pin code | Personal identifications number. |

**Technology used for payment in South Africa**

- The tourism industry depends on tourists being able to pay for their transport, accommodation and other purchase in a safe, reliable, efficient and quick way.

**Payment methods**

- Technology now enables customers to pay using different payments methods.
- Many of these methods need:
  - Access to electricity and the internet or a phone line.
  - A customer with a bank card.
- Most bank cards are plastic and have either a magnetic strip or a chip with coded information that is read by a card machine.
- Cards with chips are called smart cards.

**Internet payments**

- Using the internet to make payments is called online banking.
- This means that the parties involved do not need to go to the bank or a banking machine to complete financial transactions.
- Financial services that tourists and tourism operators can use through online banking:
- Transferring money from one account to another.
- Making regular payments from one account to another.
- Checking account balance.
- For these services the client will need access to:
- A bank account with internet banking access.
- A computer or cell phone and a safe internet connection.
- The banks internet banking services address.
- The details of the person or business being paid.
- A password or pin code for security purposes.

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- Other forms of internet banking involve using companies like paypal. **ATM payments**

- ATM stands for automated teller machine.
- A bank teller is the person who deals with day-day transactions in the bank such as cash withdrawals or deposits.
- An ATM is a machine that performs similar functions.
- Its linked to secure cash safes, and other mechanical devices, such as printers and machinery that counts and distributes paper money. **Cell phone payments**

- Cell phone banking is becoming increasingly popular and the technology is developing continuously.
- People who have cell phones with internet connectivity can make payments using online banking.

**Credit card payments**

- Allow users to borrow money, called credit, from a bank or a credit company.
- The user also agrees how to pay it back: ○ This could be in full ○ In regular payments of equal amounts. ○ In partial payments of various amounts.
- Bank makes money by charging the user interest and bank fees.
- Many credit cards offer additional benefits such as: ○ Travel insurance ○ Discounts on purchase ○ Rewards for cardholders who use their cards frequently. **Debit card payments**

- Debit card payment allow users to spend their own money directly from their bank accounts.
- Cardholders can use debit cards:
  ○ At ATMs to make financial transactions. ○
  To make payments

**Travel card/travel wallet**

- It enables them to pay for goods while travelling.
- Tourists load money onto these cards from their accounts.
- Travel cards are safe options because if they are stolen, it is impossible for a thief to access the main account directly. **Cheques**

- A cheque is a piece of paper issued by a bank that orders a payment of money.
- The bank issues a cheque book with a number of cheques in it to an account holder.
- The account holder then fills in and signs each cheque when making purchases.

**Speed point machines**

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- Speed point machines allow users to pay without cash.
- Speed point machines accept the following bankcards:
  - Credit cards - Debit cards - Even some specialised cards, such as petrol cards.
- There are two types of speed point machines – fixed and portable speed point machines.
- These are fixed or attached to a point of sale, such as at a shop payment counter.
- The bank installs the machine and trains the salesperson or teller to use it.
- These machines organise the accumulated daily transactions at a fixed time.
- They send information through to the relevant banks. **Portable speed point machines**
- Similar to fixed speed point machines but they do not attach to a specific place.
- They connect to the banks using other communication technology.
- These machines are convenient for any business where people do not pay for things at a till such as: - In restaurants - Outdoor venues - Places where there are performances or exhibitions.

**Career focus**

**Contract attorney**

- A lawyer is responsible for drawing up contracts.
- They are responsible for compiling an agreement between the customer and the bank and writing the conditions of the contract.

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