

# GTTP South Africa

## Introduction to Tourism Webinar



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Business Initiative



# Webinar Content:

1. Tourism in South Africa
2. What is Tourism?
3. What is a Tourist?
4. Why people travel
5. Sectors and sub-sectors in the tourism industry
6. Role players in the tourism industry
7. Learner Activities and Teaching Tips

# 1. Tourism in South Africa



# 1. Tourism in South Africa:

- 1.27 million square kilometres (nearly 5x UK)
- Phenomenal resource base for tourism
  - Wildlife
  - Scenery
  - Wilderness areas
  - Diverse cultures
  - Sunny and hot climate
  - No 'jet-lag' from Europe
  - Well-developed infrastructure
  - Special interest activities (adventure tourism)
  - Archaeological sites
  - Battlefields
  - Conference and exhibition facilities
  - Sporting facilities
  - Internationally known attractions

# Did You Know?

South Africa is one of the fastest growing destinations in the world and the tourism industry is one of the fastest growing industries in South Africa!



# 2. What is Tourism?



## 2. What is Tourism?

- Huge economic sector
- All products and services that tourists need
  - Transport, Accommodation, Food and Beverage, Attractions, Activities, etc.
- Wide number of businesses and activities
  - Airlines, restaurants, hotels, resorts, timeshare, travel agencies, tour operators, entertainment, marketing, research, PR, planning and development, etc.

## 2. What is Tourism?

- Difficult to arrive at one definition:
- White Paper on the Development and Promotion of Tourism in SA:
  - “ Travel for whatever purpose, that results in one or more nights being spent away from home”
- World Tourism Organisation:
  - “ All the activities of people travelling to and staying in places where they do not normally stay. They should stay at these places for at least 24 hours but not longer than one year”

## 2. What is Tourism?

### Benefits of Tourism:

- Important source of employment
- Stimulates investment in infrastructure
- Provides governments with substantial tax revenues
- Generates foreign exchange earnings
- Promotes intercultural understanding and awareness
- Can improve the standard of living through income
- Can lead to economic and social development
- Assists job creation in rural areas (therefore discourages urban migration)

# 3. What is a Tourist?

### 3. What is a Tourist?

- White Paper on the Development and Promotion of Tourism in SA:

“A tourist is a person who travels away from home, staying away for at least one night”



### 3. What is a Tourist

The World Tourism Organisation defines tourists as “people travelling away from their home area for more than 24 hours, but for less than one year.”



# 3. What is a Tourist?

- Important aspects that describe a tourist:
  - Reason for travelling
  - Length of stay
  - Place of origin
- According to STATS SA, the following are not tourists:
  - Members of the armed forces
  - Diplomats
  - Immigrants
  - Border workers
  - Refugees

# 3. What is a Tourist?

- Tourists have the following characteristics:
  - Travels away from home to a destination which they are visiting for a particular reason
  - May travel on their own or in a group
  - Away from home for a particular length of time and returns home at the end
  - Away from home for a particular purpose
  - Usually tries to experience things that they do not have at home

# 3. What is a Tourist?

- Tourists can be classified as follows:

- **International Tourists**

Those visiting a country other than their usual place of residence

e.g. South African's visiting Germany

- Inbound tourists - non-residents travelling to South Africa
- Outbound tourists - South African's travelling to another country

- **Domestic Tourists**

Residents of a country travelling to another country

e.g. a person from Gauteng visiting Mpumalanga

- **Excursionists**

Persons not spending a night in a visited area or destination

e.g. Day Visitors

# Tourist

There are four types of visitors:

1. International Visitor
2. Domestic Visitor
3. Overnight Visitor
4. Day Visitor



# International Visitor

## 1. International Visitor:

Any person traveling to a country other than his/her usual environment or country of residence for less than 12 months and whose main purpose of the trip is not employment.



# Types of International Visitors

From an African perspective, 2 types of international visitors:

- Visitors from other African countries
- Overseas visitors: north and south America, Europe, Asia, Middle East, Australia



# Domestic Tourists

## 2. Domestic Visitor: (UNWTO)

Any person living in a country who travels to a place within that country outside of his/her usual environment for less than 12 months and whose main purpose of the trip is not being employed by or providing a service to a resident entity in the place visited.

# Overnight Tourists

## 3. Overnight Visitor: (UNWTO)

A person who stays at least one night in collective or private accommodation in the place visited.

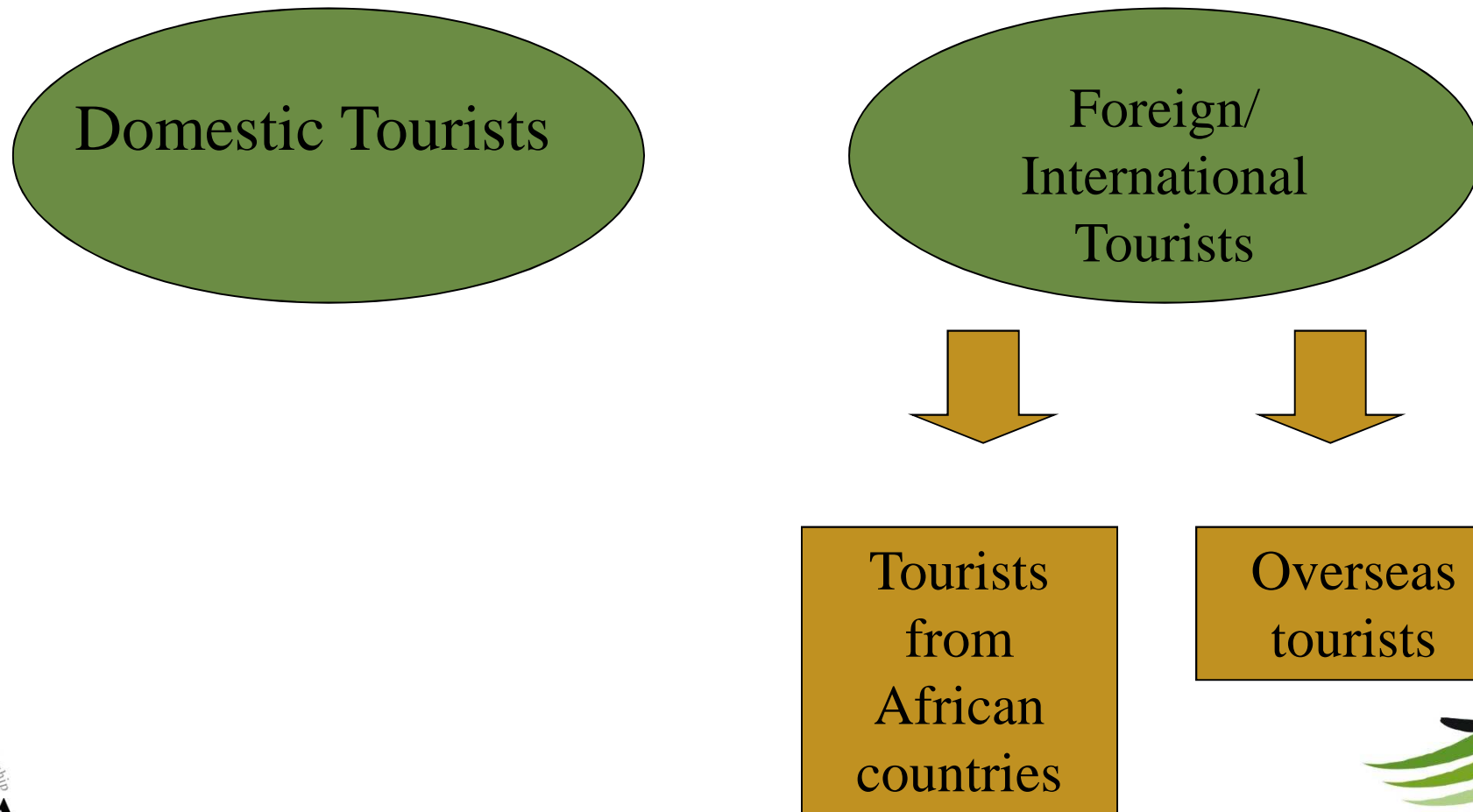
Stays for not longer than a year.

# Day Visitors

## 4. Day Visitor: (UNWTO)

Any visitor who stops in the place but does not stay the night. Includes people passing through on their way elsewhere, passengers who sleep overnight on cruise ships/ trains /coach

# ORIGIN: Where do tourists come from?



# Source Markets & Destinations

Source markets:

- where people travel *from*

Destinations:

- where people travel *to*

# Source Markets

## Top Source Continents (UNWTO):

- Europe 53.5%
- Asia & Pacific 20.6%
- America's 15.8%
- Middle East 5.2%
- Africa 4.9%



# Destinations

- A destination is a place, and in that place there are a number of tourism products and services that meet a range of tourist needs.
- Destinations are marketed as units. Although there is a range of products in the destination, the destination is marketed as a single identity.
- Destinations can be:
  - Countries
  - Provinces
  - Cities, towns, areas, etc

# Destination Mix

- **Attractions:** Natural, cultural and artificial resources
- **Tourist facilities and services:** Accommodation, restaurants, foreign exchange, tour guides, etc.
- **Infrastructure:** Roads, medical services, electricity, water supply, etc.
- **Transportation:** Coaches, trams, railways, airlines, boats, etc.
- **Hospitality:** provision of various types and qualities of accommodation from 5-star to backpackers, camping, self-catering, etc., and Food & Beverage

# Destinations

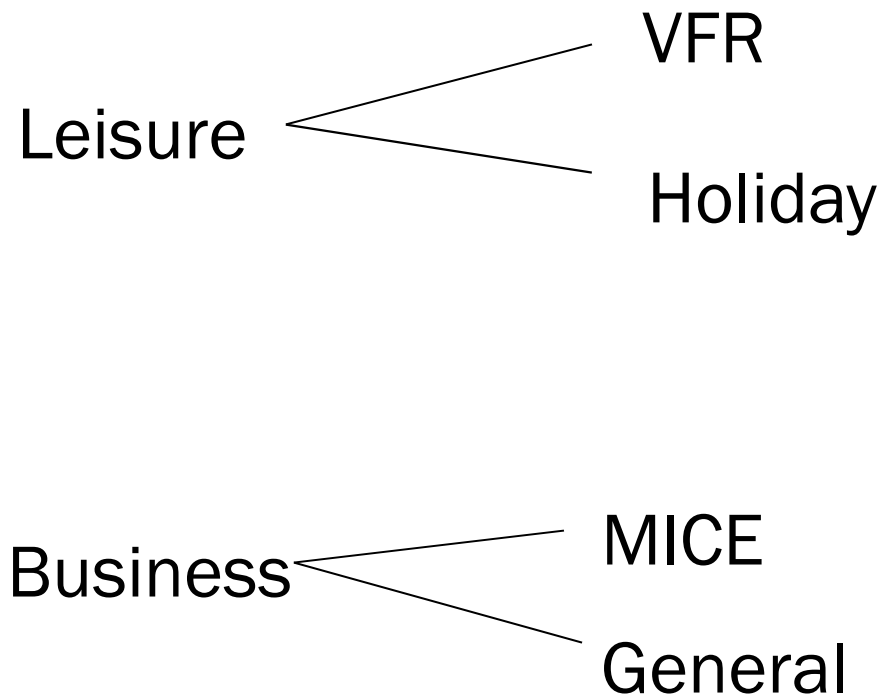
## *Top Ten Destination Countries (UNWTO)*

- France 79 Million
- Spain 58.5 Million
- United States 51.1
- China 49.6
- Italy 41.1
- United Kingdom 30.7
- Germany 23.6
- Mexico 21.4
- Austria 19.4
- Russia 20.2



# 4. Why Do People Travel?

# Why do people travel?



## 4. Reasons why people travel:

- WTO lists following eight reasons:

1. Holidays

2. Business

3. Visiting Friends and Relatives (VFR)

4. Health



## 4. Reasons why people travel: (continued)

- 5. Religion
- 6. Studies
- 7. Sport
- 8. Meetings, Incentives, Conferences, Events (MICE)



# 5. Sectors and Sub-Sectors

## 5. Sectors and Sub-Sectors:

SA Tourism Industry is divided into the following 6 main sectors

1. Travel and transport
2. Tourism services
  - a. Operators
  - b. Information & marketing
3. Hospitality
  - a. Accommodation
  - b. Food and Beverage
4. Attractions
5. Activities and adventure
6. Auxiliary or support services

## 5. Sectors and Sub-Sectors:

### Tourism products and services

- **Products:**

- Tangible (touch, feel, buy and take with you)
  - e.g. food, souvenirs, postcards, etc.



- **Services:**

- Intangible (cannot touch, see, or take with you)
- Cannot be kept for later use
  - e.g. A night of accommodation, a flight, a tour, an experience, etc.



## 5. Sectors and Sub-Sectors:

Tourism is a sector that impacts on a wide range of industries and consists of a number of different components which are all interconnected and dependent on one another.

Primary components: (core)

- tourism, travel, attractions, accommodation, catering, transport, host community, entertainment, etc.

Support components:

- banks, information services, construction, etc.

# 5. Sectors and Sub-Sectors:

## 1. Travel and transport

- Link between place of residence and destination (transport)
- Destinations need transport infrastructure
- Transportation: “ the means to get to the destination and also to move around the destination”
- Air, rail, road (car or bus), water (boat or ship)
- International tourism: primarily dependent upon airport terminals and harbours
- Domestic tourism: primarily dependent upon rail and road systems

# 5. Sectors and Sub-Sectors:

## 1. Travel and transport

Includes:

- Air transport – airlines
- Ground transport:
  - Coaches and buses
  - Car hire
  - Trains
- Water transport
  - Boats, ferries, ocean liners

# 5. Sectors and Sub-Sectors:

## 2. Tourism Services

- Tourism information: visitor information centres
- Marketing organisations: DMO: Destination Marketing Organisations e.g. SAT, GTA, local level e.g. Mossel Bay Tourism
- Travel agents: advises clients, makes reservations, plans itineraries, etc. for tourists.



# 5. Sectors and Sub-Sectors:

## 2. Tourism Services

- **Tour Operators:**
  - put together and sell tour packages which include a range of products and services:  
(transport, accommodation, attractions, etc)
- **MICE Tourism Organisers:**
  - Involves making travel arrangements for business tourists travelling in groups  
(organisation and booking conference venues, accommodation, meals, equipment and services needed by a group)

# 5. Sectors and Sub-Sectors:

## 3. Hospitality

- Accommodation
  - Overnight facilities: wide range suitable to preferences and budgets
  - Serviced accommodation: hotels, motels, guest houses, lodges, B&Bs
  - Self-catered accommodation: camping, resorts, chalets, timeshare
- Food and Beverage
  - restaurants, lodges, hotels, banqueting & conferencing, catering services, fast food, kiosks, etc.

# 5. Sectors and Sub-Sectors:

## 4. Attractions

- Something interesting and unusual to see
- South Africa has plenty
- Backbone of the tourism industry
- Require facilities, equipment, accessible, information

A. Man-Made Attraction e.g. Sun City

Sports arenas, casinos, theme parks, monuments, cathedrals, etc.

B. Natural Attractions e.g. Kruger National Park

Forests, coastal areas, mountains, flora and fauna, game reserves

C. Cultural Attractions

History, customs, language, heritage, religion of a community

# 5. Sectors and Sub-Sectors:

## 5. Activities & Adventure

- Provides outdoor sports and adventure activities to tourists
- The more exciting/dangerous ones are called “adventure tourism”:
  - Bungee jumping
  - Rock climbing
  - White-water rafting
- The sector also includes much quieter activities:
  - Fishing
  - Canoeing
  - Guided hikes
  - Horseback riding

# 5. Sectors and Sub-Sectors:

## 6. Auxiliary or support services

- Services that support and help the tourist while planning and travelling
  - Travel magazines, timetables, brochures, passport services, visa services, banks, foreign exchange, government, attraction developers, construction, souvenir shops, consulates, embassies, travel insurance, etc.

# 6. Role Players in the Industry



## 6. Role Players in the Industry:

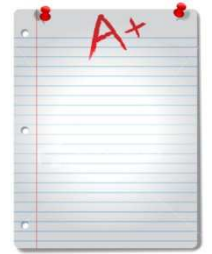
Some of the major role players in the SA Tourism Industry:

- **ASATA:** Association of South African Travel Agents
- **FEDHASA:** Federated Hospitality Association of South Africa
- **IATA:** International Air Transport Association
- **NDT:** National Department of Tourism
- **SAT:** South African Tourism
- **SATSA:** Southern African Tourism Services Association
- **TBCSA:** Tourism Business Council of South Africa
- **CATHSETA:** Culture, Arts, Tourism, Hospitality & Sport Education Training Authority
- **WTO:** World Tourism Organisation
- **WTTC:** World Travel and Tourism Council



# 7. Learner Activities And Teaching Tips

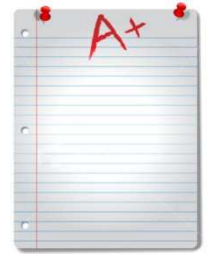
# Learner Activity 1:



## What is Tourism?

- Divide the class into groups
- They should discuss and formulate their own definitions of what they think is meant by the term “tourism”
- Each group should present their ideas to the class
- Facilitate a discussion to obtain consensus from the class for one definition
- Afterwards, provide the learners with the WTO definition
  - Important points:
    - a. travel away from home
    - b. more than 24 hours

# Learner Activity 2:

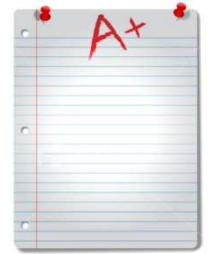


## Travel and Tourism

- Facilitate a class discussion by asking learners whether they have ever travelled out of their province or SA
- Let them share with the class:
  - where they travelled
  - why they travelled
  - how they got there
  - where they stayed
  - what they did



# Learner Activity 3:

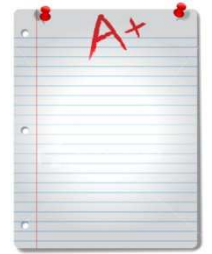


## Travel and Tourism

- Facilitate a class discussion by asking learners about their dream destinations (anywhere in SA or in the world)
- Let them share with the class:
  - where they would like to travel to
  - why they would like to travel there
  - how they will get there
  - where they will stay
  - what they will do
- This may create a sense of excitement in the class



# Learner Activity 4:



## Sectors and Sub-Sectors in the Industry:

- The class should identify 4-6 current/potential tourism attractions in your local area
- Then, they must try and answer these questions:
  - Does the community have the necessary infrastructure to support tourism in the area
  - Does information about these attractions exist in the area
  - Are there qualified people in the area able to act as tour guides
  - Are there souvenirs/curios available in the area
  - Each learner/group should write a short essay about the findings during the discussion
    - you can include this in their portfolio of evidence

# Teaching Idea 1: Poster Exhibition



- Ask learners to collect pictures from magazines, newspapers, brochures, etc. that depict the reasons why people travel
- They should use these images to design a poster/collage
- They should include captions for the images to explain the reason for travel demonstrated in each picture
- Organise an exhibition of the learners' posters to enhance tourism awareness.

# Teaching Idea 2: Interviews



- Learners can interview people who have been tourists
- Let them find out:
  - Where they travelled to
  - Why did they choose that specific destination
  - Why they travelled
- It may be necessary to assist learners in compiling a proper questionnaire
- Learners should only be expected to interview people who are accessible to them and where it is safe

# Teaching Idea 3: Brochures



- Learners could compile a brochure of their own area
- Let them specifically focus on sectors in the industry
- This will encourage learners to take a critical look at their own communities in terms of the tourism activities
- Let them include photos/pictures
- They could possibly design an idea for a day trip
- They should include a slogan that can assist the marketing in your area

# Other Teaching Ideas:



- Guest Speakers
  - Ask somebody from the business community to talk to the class about tourism and why people travel
    - Brief the speakers before hand so that they can provide the correct information and stay relevant
- Practical Exposure
  - Experience is vital
    - Try to organise a trip to a local hotel, guest house, airport, harbour, attraction, etc.
    - Or show specific industry-based videos
      - SAT marketing videos, home-videos of holidays, even movies with a travel/tourism element in them

# Questions & Comments



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# Thank You!

