

Term 3: Topic 1 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.

KEY CONCEPTS

The following concepts will help you to understand the topic:

SADC: Southern African Development Community made up of 15 member countries who have joined forces to support one another in the development of each of their economies.

RETOSA: Regional Tourism Organisation of Southern Africa: the body responsible for marketing the SADC region.

Regional tourism: tourism that focuses on a specific mapped out area.

Gateway: an entrance or exit point into or out of a place, including harbours, border posts and airports.

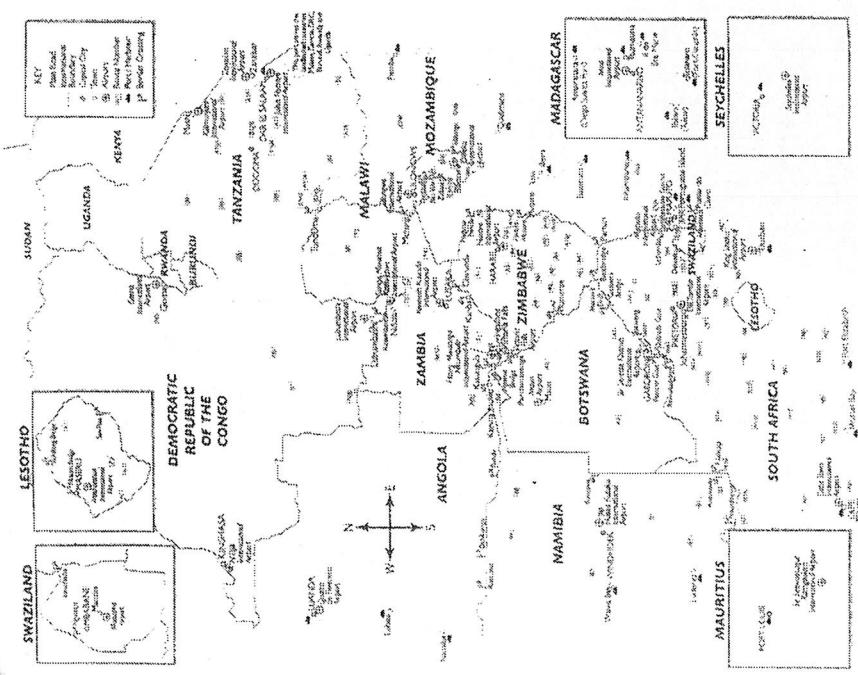
2 Southern African Development Community (SADC)

- 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.

SADC COUNTRY	CAPITAL CITY	CURRENCY	NEIGHBOURING COUNTRIES
1. Angola	Luanda	Kwanza	DRC, Zambia, Namibia
2. Botswana	Gaborone	Pula	Zimbabwe, Namibia, South Africa
3. Democratic Republic of Congo	Kinshasa	Congolese Franc	CAR, South Sudan, Republic of the Congo, Uganda, Tanzania, Zambia, Angola
4. Lesotho	Maseru	Loti	South Africa
5. Madagascar	Antananarivo	Malagasy Ariary	None
6. Malawi	Lilongwe	Malawi kwacha	Tanzania, Mozambique, Zambia
7. Mauritius	Port Louis	Mauritian rupee	None
8. Mozambique	Maputo	New Metical	Tanzania, Zambia, Zimbabwe, South Africa, Swaziland
9. Namibia	Windhoek	Namibian Dollar	Angola, Zambia, Botswana, South Africa
10. Seychelles	Victoria	Rupee	None
11. South Africa	Pretoria, Bloemfontein, Cape Town	South African rand	Namibia, Botswana, Zimbabwe, Mozambique, Swaziland, Lesotho
12. Swaziland	Mbabane	Lilangeni	Mozambique, South Africa
13. Tanzania	Dar es Salaam	Tanzanian shilling	Malawi, DRC, Zambia, Mozambique
14. Zambia	Lusaka	Kwacha	DRC, Mozambique, Tanzania, Malawi, Botswana, Namibia, Angola



QUICK QUIZ

List five reasons why you think these countries would want to be part of this trading bloc.

Activity: Travelling in SADC

1 Use the map in **resource 28** to write down the name and capital cities of the following SADC countries:

- C
- F
- J
- L
- O

2 Use the map of Southern Africa in **resource 27** to answer questions 3 to 5.

3 At which border post or border posts will the following tourists enter?

- A tourist travelling from the Northern Cape along the N7 to Namibia
- A tourist travelling from Gauteng along the N17 to Swaziland
- A tourist travelling from the North West along the N18 to Botswana
- A tourist travelling from Limpopo along the N1 to Zimbabwe
- A tourist travelling from Mpumalanga along the N6 to Mozambique

4 To which airport will tourists fly if they visit the following SADC countries?

- Angola
- The Democratic Republic of Congo
- The northern parts of Tanzania

5 What transport can tourists from South Africa use if they want to visit Madagascar or Mauritius?

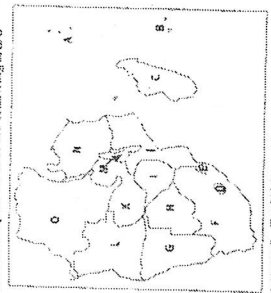




FIGURE 28 The SADC countries

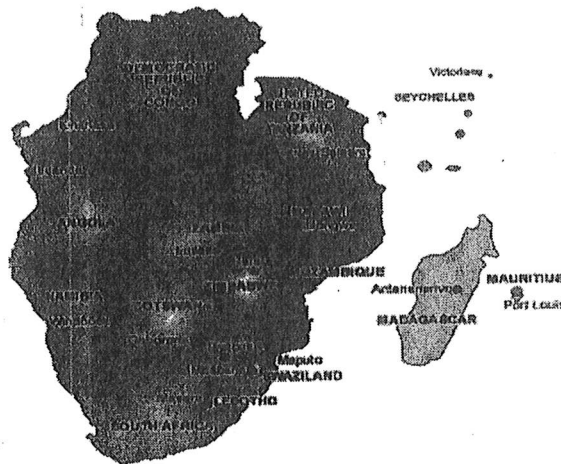


<p>Accessibility</p>	<ul style="list-style-type: none"> The way to which a specific area can be reached e.g. a country.
<p>Gateway</p>	<ul style="list-style-type: none"> Refers to entry/exit point into a country.
<p>Gateway the accessibility of each country from South Africa (by road, air, or water)</p> 	<p>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. Except for Madagascar, Mauritius, and Seychelles because these are islands. (refer to the Map in the Via Afrika textbook on page 148)</p> <p>Accessibility by air Accessible from all the countries. Tourists that fly to the SADC will most likely make use of the main international airports indicated on the map (page 148).</p> <p>Accessibility by water The only SADC countries that can be accessed by cruise ships such as MSC Starlight cruise ships are Mauritius, Madagascar, Mozambique, Mozambique, and Namibia. Big rivers and lakes form part of the borders between SADC countries but not all of them are accessible waterways for tourists. (refer to the Map in the Via Afrika textbook on page 148)</p>
<p>Advantages of regional tourism for South Africa and the SADC Member Countries</p> 	<ol style="list-style-type: none"> An increase in the volume of tourists will generate an income through tourist spending e.g. accommodation, attractions, shopping and transportation. The region will attract foreign investments, create economic growth, and boost job creation. Increase income from exported goods and attract investments. The multiplier effect will be put into motion. Alleviate poverty, stimulate economic development in rural areas. There will be a demand for new tourism infrastructure such as airports and communication networks. Participate in campaigns to improve the air transport to allow direct flights. Work with private sector to ensure sustainable development, open markets and people developing their skills. Use natural and cultural resources in partnership with local communities to improve quality of life. Use strong branding (advertising) to promote the region.

CONCEPTS AND SKILLS




The SADC member countries, their location and capital cities on a map (See below)



Regional tourism

Southern African Development Community (SADC)



- Tourism taking place in a specific area/ region e.g. The SADC traveling within the Southern African Region.
- SADC is an organisation that consists of several countries that agreed to work together to achieve common goals.
- Established (formed) in 1992.
- One of its objectives is to achieve development and economic growth, alleviate poverty, enhance the standard and quality of life of the people of Southern Africa and support the socially disadvantaged through regional integration.
- Consists of 15 SADC countries
- These countries include Angola, Botswana, Democratic Republic of Congo, Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Swaziland, Tanzania, Zambia, and Zimbabwe
- Headquarters located in Gaborone, Botswana.

SADC COUNTRY	ROAD ACCESS	SOUTH AFRICANS TRAVEL THROUGH BORDER POSTS	AIR	WATER
Angola	Yes	Namibia, Botswana, Zimbabwe and Zambia	Yes, Luanda	Yes, Luanda
Botswana				Landlocked
Democratic Republic of Congo				
Lesotho				Landlocked
Madagascar				Yes. With a yacht or MSC Cruises to Tomasina Port
Malawi				Landlocked
Mauritius				Landlocked
Mozambique				
Namibia				
Seychelles				
Swaziland				Landlocked
Tanzania				Landlocked
Zambia				Landlocked
Zimbabwe				Landlocked

2 List three ways in which accessibility gives South Africa a competitive edge over the other SADC countries?

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.

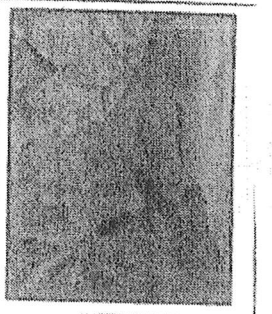
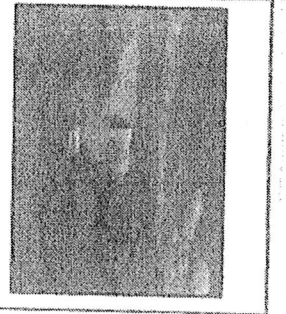
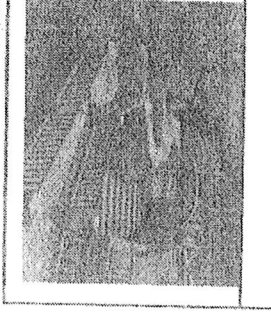
Worksheet: SADC countries and capitals

Use the map provided on page 2 to help you with the following activity. Try to complete it first as far as you can without a map, and then use the map to check your answers. Focus on those answers you could not do on your own, because the others you know, and these you need to study well to remember them.

Match the SADC member countries (Column A) with their respective capital cities (Column B). Fill in your answer on the work sheet in the space provided (second column).

Column A – SADC Member Countries	Column B – Capital cities
1 Mozambique	A Maseru
2 Mauritius	B Pretoria
3 Madagascar	C Mbabane
4 Democratic Republic of Congo	D Luanda
5 Tanzania	E Gaborone
6 Lesotho	F Antananarivo
7 Namibia	G Lilongwe
8 Seychelles	H Port Louis
9 Zimbabwe	I Maputo
10 Swaziland	J Windhoek
11 Malawi	K Victoria
12 Zambia	L Dodoma
13 Angola	M Lusaka
14 Botswana	N Harare
15 South Africa	O Kinshasa

- Help you to identify the SADC member Countries, their location and capital cities on a map.
 - Enable you to advise tourists on which gateways to use in order to access the SADC Countries from South Africa.
 - Help you to explain the advantages of regional tourism for South Africa and the SADC member Countries.
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- Realize how important it is for countries to work together and to ensure each country's profitability and success.
 - Countries also need to reach an agreement to facilitate development and economic growth, alleviate poverty, enhance the standard and quality of life of the people of Southern Africa and support the socially disadvantaged through regional integration.

<p>4. Lesotho: The Sani Pass</p>	<ul style="list-style-type: none"> High altitude mountain route offering various activities A 4x4 mountain route Specialist views It is commonly known as the "Gateway to the Roof of Africa" 	<ul style="list-style-type: none"> Popular with adventure tourists - pony rides, mountain climbing, snow skiing, hiking, paragliding, photography, bird-view Only 4x4 vehicles are permitted. 	
<p>Kase Dam and Lesotho Highlands Water Project</p>	<ul style="list-style-type: none"> Africa's largest water transfer scheme Kase Dam is 2nd largest dam in Africa 	<ul style="list-style-type: none"> Tours of dams, waterports, fishing, accommodation, visiting botanical gardens Two governments projects aim to supply water and generate electricity. 	
<p>5. Madagascar: Royal Hills of Andohahelo</p>	<ul style="list-style-type: none"> It consists of a royal city and burial sites and sacred places. It is a place of worship to pilgrims from Madagascar. It is the best preserved monument of the pre-colonial Kingdom of Madagascar. 	<ul style="list-style-type: none"> Tourists interested in culture and history Visiting the remains of buildings Experiencing the spiritual elements through pilgrimages 	

1. Complete the table below to provide a summary of the FIVE main tourist attractions in Angola, Botswana, DRC, Lesotho and Madagascar. Use the lesson to guide you

Country	Main tourist attraction	Tourist activities at the attraction
1. Angola	(1 x 2)	(1 x 2)
2. Botswana	(1 x 2)	(1 x 2)
3. DRC	(1 x 2)	(1 x 2)
4. Lesotho	(1 x 2)	(1 x 2)
5. Madagascar	(1 x 2)	(1 x 2)

6. Mauritius

6.1 Grand Baie

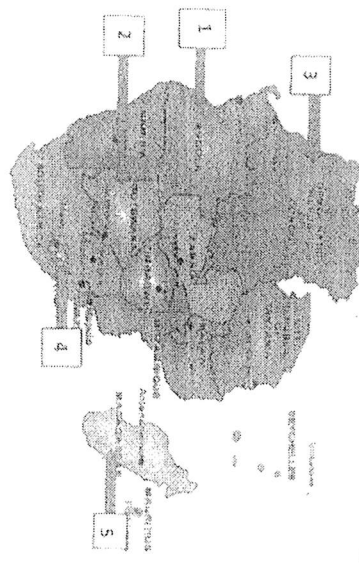
- Budget self-catering apartments as well as expensive, 5-star luxury resort hotels are available in the area.
- Tourists can swim, sail, windsurf, water-ski, snorkel, scuba dive or relax on the beach.
- Other activities include underwater, submarine cruises, helicopter flights along the coast, deep-sea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

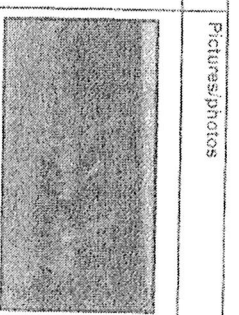
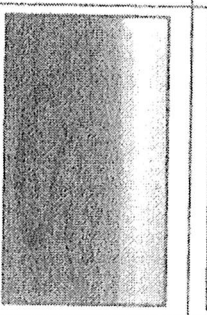
6.2 Charmerel Falls and the coloured earths of Charmerel

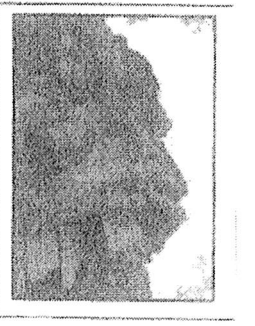
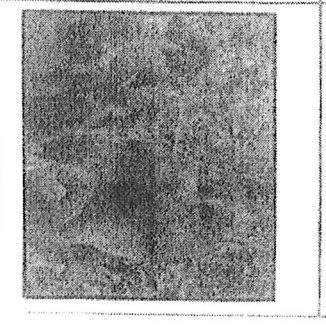
- There are walking trails along the edges of the site where tourists can view the coloured earths without damaging them.
- Tourists can swim in the pool at the bottom of the falls.
- Trails are guesthouses and restaurants in the area and amusement facilities for children.

6.3 Tamarin Bay

- There are hotels, self-catering villas and golf resorts accommodation available.
- Tourist activities include water sports like surfing, windsurfing, sea kayaking, catamaran.



Country	Reasons why it's a main tourist attraction	Tourist activities and information	Pictures/photos
<p>1. Angola Kisumu National Park</p>	<ul style="list-style-type: none"> The only functioning national park in Angola Impressive ribbon of lagoons, rivers & lakes A wide variety of bird species 	<ul style="list-style-type: none"> Marine life and birdwatching Game viewing and bird-watching The national park is closed during rainy seasons 	
<p>2. Botswana Okavango Delta</p>	<ul style="list-style-type: none"> Largest inland delta in the world It attracts a diverse group of animals and bird species Often referred to as the "Jewel of the Kalahari" 	<ul style="list-style-type: none"> Bird watching, game viewing and wildlife Safaris - boat and helicopter flights A water safari in the Mokoro (game made from the trunk of a tree) for game viewing 	

The Tsoelike Hills (VHNS)	Reasons why it's a main tourist attraction	Tourist activities and information	Pictures/photos
<p>3. Democratic Republic of the Congo (DRC) Virunga National Park (VHNS)</p>	<ul style="list-style-type: none"> Has one of the highest concentrations of rock art in the world Evidence of (San) human existence from over 100 000 years - one of world's oldest historical sites 	<ul style="list-style-type: none"> Organised tours to view rock art, museum visit walking trails A place of worship of ancestral spirits for the San people Tsoelike has been called the "Louvre of the Desert" 	
<p>3. Democratic Republic of the Congo (DRC) Virunga National Park (VHNS)</p>	<ul style="list-style-type: none"> It was the first National Park established on the African continent Greatest biodiversity of any national park in Africa A VHNS to protect the African mountain gorillas - a main reason why tourists visit the park 	<ul style="list-style-type: none"> Dramatic landscapes with mountains, volcanoes and swamps Bird watching, Game viewing, walking trails in forests Large chain of active volcanoes The largest population of hippopotamus in Africa 	

7 Mozambique

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.

Bazaruto Archipelago

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

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 66 km hiking trail at the base of the canyon. The hike lasts five days and ends at the Aulis 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 leopards 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.

Attractions in this part of the Namib Desert include:

- 1 the ghost mining town of Kolmanskop near Tlopietz south of Namib-Naukluft Park
- 2 German-colonial architecture of Swakopmund at the northern end of the park
- 3 the Kuiseb Canyon and the dune fields at Sossusvlei
- 4 the flamingo colony at Sandwich Harbour
- 5 the Naukluit hiking and 4x4 trails.
- 6 Near Sossusvlei tourists can go on hot-air balloon safaris.

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.
- 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.

Country attractions	Reasons why it's a top tourist attraction	Tourist activities and information	Pictures/photos
1. Seychelles: Beaches and leisure activities on the island	<ul style="list-style-type: none"> Some of most beautiful beaches in world The beaches attract tourists because of their soft white sand The year-round warm weather 	<ul style="list-style-type: none"> The resort offers a wide variety of activities like swimming, snorkelling, fishing, water skiing, kayaking and boat trips. There are 65 beaches along the island of Mahe. Tourists can hire boats for island hopping. 	
2. Swaziland: Hlane Royal National Park	<ul style="list-style-type: none"> Country's largest protected area. Largest game herds in the country Tourists can see four of the Big Five lions, elephants, rhinoceros and leopards. 	<ul style="list-style-type: none"> Best time for guided walking safaris and open vehicle game drives. Very popular in the winter when most of the animals can be seen at the water holes. Can stay in thatched cottages. 	
3. Tanzania: Mount Kilimanjaro (WHS)	<ul style="list-style-type: none"> It is the highest mountain in Africa It is at 5 895m, the world's tallest freestanding peak It is a dormant (inactive) volcano It is home to several endangered and protected plant- and animal species 	<ul style="list-style-type: none"> Adventure activities include a five-day hike with overnight camping Other activities include guided mountain tours, game viewing and farming safaris This volcanic mountain forms part of the Kilimanjaro National Park. 	
Serengeti National Park	<ul style="list-style-type: none"> The oldest park in Tanzania One of the best wild life sanctuaries in the world Many tourists visit the park during May or June It is one of the seven wonders of nature. 	<ul style="list-style-type: none"> The park is best known for its annual migration of wildebeest, gazelle and zebra Mobile tented camps move with the wildlife as they migrate offering tourists on safari spectacular views Hot air balloon safaris, walking safaris, game drives, bush dinners and picnic spots 	
4. Zambia and Zimbabwe: Zambezi River	<ul style="list-style-type: none"> The Zambezi river is Africa's fourth largest river system. This is also the source of the Victoria Falls. 	<ul style="list-style-type: none"> White water rafting, and game viewing. The river is also used for traditional ceremonies. 	

NB: Exchange rates can fluctuate daily

Currency	Code	Exchange Rate to the South African Rand as on 6 February 2012
US dollar	USD	7.62
British Pound	GBP	11.99
Japanese Yen	JPY	0.09
Australian dollar	AUD	8.14
Euro	EUR	9.93

Currency rates fluctuate on a variety of factors. Ranging from the country's economic health to general investor sentiments

Some additional reasons

1. Discovery of minerals
2. Political unrest / stability
3. Natural Disasters e.g. earthquakes, floods
4. Economic stability of a country
5. Elections etc.


5. Examples of major global currencies

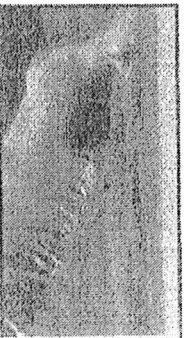
COUNTRY	CURRENCY	CODE	SYMBOL
United States of America	US Dollar	USD	US\$
United Kingdom	British Pound	GBP	£
Japan	Japanese Yen	JPY	¥
Australia	Australian dollar	AUD	AUS\$
European countries	Euro	EUR	€
South Africa	Rand	ZAR	R


To convert one currency into another is simply a matter of multiplying or dividing


Convert Forex into ZAR: multiply by Exchange Rate

Convert ZAR into Forex: divide by Exchange Rate

<ul style="list-style-type: none"> • Africa's largest artificial dam • Lake Kariba provides water and is used to generate hydroelectricity • The lake is shared with Zimbabwe 	<ul style="list-style-type: none"> • Fishing, bird viewing, camping cruises and water sports such as sailing are popular activities • Tourists can stay in houseboats on the lake • Tourists that want to know more about endangered wild life species • This is home to the largest herds of game in swampland 	
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<ul style="list-style-type: none"> • The falls are spectacular to view • The world's great natural wonder • It is also referred to as Mosi-oa-Tunya which means 'the smoke that thunders' 	<ul style="list-style-type: none"> • Walk over the edge bridge to view the falls on Kinle Edge • While water rafting, bird and game-watching, bungee jumping, jet boats, abseiling, gorge swinging, kayaking, canoeing and raft floating • Helicopter flights over the waterfall 	
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<ul style="list-style-type: none"> • The second greatest stone structures in Africa after the pyramids in Egypt. • The oldest & largest ruins in the southern area 	<ul style="list-style-type: none"> • For tourists who are interested in culture and history • The largest ancient building south of Sahara Desert 	
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<ul style="list-style-type: none"> • Masses of granite rocks • Lured by over erosion • Very important in folklore & tradition • There are many rock paintings in the area drawn by the San people 	<ul style="list-style-type: none"> • The area exhibits many dramatic rock formations • Malopo means 'bald heads' because of the appearance of granite hills • Abundant in dart and antelope species • Cultural and historical tourists • Include walking safaris and game viewing 	
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Forex:

- Concepts: local currency, foreign currency, foreign exchange, exchange rate
- Informal fluctuations
- Major currencies of the world, their currency codes and symbols: US dollar, Euro, British pound, Japanese yen, Australian dollar, South African Rand
- Facilities where foreign currency can be exchanged, e.g. Foreign Exchange Bureaus, commercial banks, etc.
- How does money spent by inbound international tourists benefit local people? Directly and indirectly - the multiplier effect
- Interpret a currency rate sheet from a foreign exchange bureau
- Convert the major currencies to South African Rand (ZAR)
- Convert South African Rand into a selected currency to understand currency difference:
 - (Calculators may be used for calculations – round off to two decimals e.g. R34.56)

Customer care for foreign tourists:

1. Ways in which foreigners should be treated and assisted so that they enjoy their stay in South Africa

- Be aware of cultural differences
- Foreign tourists travel to South Africa from all over the world and represent different cultures from many different countries

These cultural differences include:

- **Language:** A tourist usually speaks a different language we don't understand, and this is often the most obvious difference we can observe
- **Religion:** This difference is not always immediately noticeable, except if the person is wearing something associated with a specific religion
- **Traditions and customs:** The difference between a foreigner's traditions and customs and ours is not always obvious
- **Values:** These are personal and might not be easily observed in our day-to-day dealings with tourists. An example of these values is where a foreigner places emphasis on treating the elderly with extra care because the elderly is highly valued in their culture
- **Social behaviour:** This refers to the way people behave when they are around other people, and it is something we can observe easily. An example of this is where a man allows a woman to walk ahead of him in some cultures, while in other cultures the woman must walk behind the man

2. The need to respect traditions, customs and behavior of visitors to South Africa, when dealing with other people, the most important thing to do is to respect the culture of people whose culture is different from yours. Cultural sensitivity is very important in the tourism industry

- Important things to know about different cultures.

Rank and status.

A person's appearance is one of the first indicators of rank and status in any culture, that is an indication of a person's position and how important they are. Clothing shows your self-respect, your respect for the company you present, and your respect for the person you are dealing with. If you are not sure what to wear when meeting people from different cultures, rather dress too formally than too casually.

Manner of greeting.

Greetings and introductions are important when meeting people. If you are not sure what to do when meeting someone, a handshake is best. Never call someone by their first name unless you are specifically asked to do so. Address men as mister, or according to the persons title Doctor or Professor. In some cultures, it is polite to greet another person first, while in other cultures it is rude to do so. In some cultures, it is disrespectful to make eye contact while in other cultures it is seen as a form of respect.

Personal space.

If you invade someone's personal space or move away from them when they enter your comfort zone, it can send a negative message to the other person. An American has a bigger personal space than for example, that of an Arab or Russian, but a person from the USA has a smaller personal space than

someone from Britain.

Time and punctuality.

Attitude about time vary between cultures. However, punctuality is very important in the tourism industry.

Table manners.

Manners, especially table manners, are important everywhere. Your table manners may not however be the same as that of someone from another culture. For example, eating with your hands and drinking from another person's glass is acceptable in some cultures but not in others. To burp at the end of a meal is a sign of appreciation in most Arab countries, but it is not acceptable for tourists from Europe or America.

Dietary customs.

In many cultures that have adopted the Jewish and Islamic religions, pork is taboo, as it is unclean and never eaten in any form. Cultures that practice the Hindu faith will not eat beef, as cattle are considered to be sacred.

Taboos or sensitive issues.

Issues that are taboo or sensitive vary from culture to culture. The most common issues are to do with politics, religion, ethnicity, gender or misunderstood humor. Jokes do not translate favorably, so as a rule, remember not to tell jokes to foreigner's who you do not know.

Giving offence and taking offence.

Find out as much as you can about the tourist you are meeting, so that you don't offend them or unintentionally through your own ignorance. You will also not take offence where none was intended, because you will understand that other people are just behaving normally according to their own culture.

It is important to show that you respect the traditions and customs of other people.

6. Where to exchange foreign currency?

Currency can be exchanged at:

- Foreign Exchange kiosks at airports
- Banks
- Bureaux de Change
- Authorised Travel Agents
- Authorised Foreign Exchange Dealers such as American Express
- Some major hotels and cruise ships have agencies for Foreign Exchange Dealers (In some major cities in Europe, currency can be exchanged at kiosks in the street.)

7. 'Bank Selling Rate' (BSR) and 'Bank Buying Rate' (BBR)

BSR - Bank Selling Rate: This is the rate used by the bank when local currency is converted into foreign currency, the bank sells foreign currency. If you buy foreign currency the smallest denomination that you can purchase is 10 therefore when converting Rand to foreign currency, the amount must be rounded down to the nearest 10. Do we enforce this?

BBR - Bank Buying Rate: This is the rate used by the bank when cashing or converting foreign currency into local currency the bank buys foreign currency

The BSR is higher than the BBR. This is how banks make money on foreign exchange transactions

Answers: Currency Conversions (Rate sheet on pg. 4)

1. A South African visits to the London. He will need £110 for accommodation. Calculate the amount in South African Rand £ to ZAR

$$\begin{aligned} & \text{£110} \times \text{R?} \quad (\text{The code used before the question mark is what will appear at the bottom}) \\ & 110 \times 11.90 \\ & = \text{R13090} \end{aligned}$$

2. A group of American tourists visit South Africa for 5 days. Their tour leader suggests that they should each prepare to spend about R100 per day on lunch. Calculate the lunch budget for each American in USD. ZAR to USD

$$(100 \times 5) \div 7.62 = \$65.82$$

Types of customer complaints:

- **Verbal customer complaints**
- Complaining in person during a face-to-face meeting or it can be a passing remark. These complaints can be dealt with immediately face-to-face or over telephone or cell phone. This is more difficult because you don't see the person.

Written customer complaints

- **Written** - when people write to you. They can write a letter, send an email, fax, SMS or on the website. The business has more time to deal with the complaint but still they need to comply as soon as possible to let them know they received the complaint.

The value of customer complaints to a business

- There will always be complaints because you cannot please everyone but complaints are opportunities for the business to make improvements.
- Also to improve the levels of service and the products.
- **Benefits**
 - Identify weakness and correct them to prevent future mishaps and negative word of mouth.
 - Business can correct problems and grow as a business.
 - You can still have satisfied customers that will tell others about your reaction.
 - You can have more loyal customers.
 - Areas can be identified in which employees need training to better service.
 - Employees can efficiently deal with a complaint and you can show customers that your business wants to meet their needs and that you care.

Six steps for dealing with verbal customer complaints

- Step 1:** Listen carefully to what the customer has to say and let them finish. (don't think of ways to defend the business)
- Step 2:** Ask questions in a caring and concerned way (show empathy, get more information about the problem)
- Step 3:** Apologise without blaming the genuine and don't blame another person if became a business problem)
- Step 4:** Solve the problem immediately (otherwise customers become even more upset)
- Step 5:** Offer customer something such as an upgrade, a free product, extra discount or full refunds (customer become more forgiving if they receive compensation, they will see the business is sorry)
- Step 6:** Thank the customer for informing you about the problem (it demonstrates that you appreciate the complaint and that you support the customer's rights)

Constructive criticism

- Constructive criticism is when someone highlights your weakness not in a negative way but rather to help you.
- It should be a way to improve yourself and the business.

How to deal with constructive criticism in a mature manner (10 rules)

1. Assume that the intention is not to hurt the business.
2. Listen carefully to what is being said.
3. Listen to the criticism and not the tone of the voice.
4. Do not take criticism personally.
5. Show that you value the criticism.
6. Control your emotions.
7. Respond with a smile.
8. Say you are sorry.
9. Say thank you.
10. Take action.

3. Ways to communicate effectively with visitors from diverse cultural backgrounds.
 - Communicating with people who do not speak your language is a challenge that members of the tourism industry are sure to encounter.

Here are some guidelines to help you deal with a situation like this.

- **Language:** Find out how much of your language the tourist understands. They may know some common phrases that would help communication, or you may know a few words in their language.
- **Be patient:** Communication is going to be a challenge for both of you, so going slowly will help avoid confusion. A lot of what you want to say will be communicated through body language, do not be impatient in your dealing, the other person will easily pick it up.
- **Response:** Take note of how the other person responds to what you are saying. If the response is not what you expect, it probably means that your message has not been understood or has been interpreted incorrectly.
- **Volume:** Do not raise your voice to get your message across and speak naturally. If you speak too slowly, people may think you feel they are inferior.
- **Check understanding:** Pause now and then to ask whether the other person has understood what you have said. A blank response will show that they have not understood your meaning.
- **Posture:** Be aware of your body language - make eye contact, smile and use open-handed gestures.
- **Make sure that your body language fits in with the message you are trying to get across.** Keep in mind that in some Asian countries, it is disrespectful to make eye contact. Frowning or staring could also be considered offensive.
- **Avoid jargon or slang:** This is unlikely to be understood by the other person and could cause offense without meaning to.

Please complete the following activity.

1. Study the extract below on customer care for foreign tourists and answer the question.

The fast-growing Asian travel segment is an opportunity for the South African tourism industry. To benefit from it, it is important to understand the needs and preferences of Asian travellers and how to adapt services for them.

Staff training can make or break the Asian guest experience

1. Discuss THREE aspects of "Customer care for foreign tourists" and the management of a hotel should address in their guest-related staff training program. (2x4) (12)

Types of Communication:

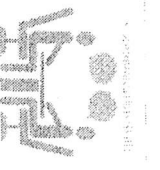
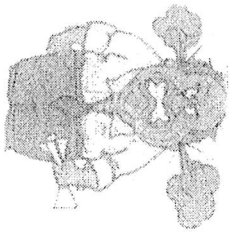
- **Written communication** used in the tourism industry, including email and email etiquette, websites, SMS messaging, social networks such as Facebook for advertising.
- **Verbal communication** used in the tourism industry, business communication etiquette in different situations in the tourism industry, face-to-face and telephone, land lines and cell phones.

What is a customer complaint?

It is a statement made by a customer about expectations that have not been met.

What causes customers to complain?

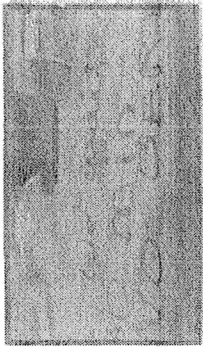
- Poor service delivery e.g. a waiter who has a poor attitude when serving guests.
- Delays where customers must wait for long periods of time to be served or if they wait more than the expected time for their drinks or food.
- Standards that does not meet customers' expectations.
- Incorrect information for example a tourist was given the incorrect price of a tour.
- Negligence such as failing to inform the customer about the correct entry documents.



Communication Skills

EXERCISE 1

- 1.1 Discuss FIVE ways how customer complaints be an opportunity to a business. (10)
- 1.2 Study the picture below and answer the questions that follow:



- 1.2.1 Give ONE reason why the customers in this restaurant left this message on the table. (2)
- 1.2.2 Name ONE form of written customer feedback that could be used by restaurants. (1)
- 1.2.3 a) Do you think that this message can be considered a form of customer feedback? (1)
 - b) Motivate your answer to QUESTION 1.2.3 (a). (2)
- 1.2.4 a) State who should be accountable for the frustration of the customer in the incident. (2)
 - b) Suggest ONE corrective action that can be taken by management that will lead to improved customer service. (2)

Managing quality service:

1. Managing quality service.

1.1 How to achieve and maintain quality service.

The Tourism industry sells a total experience which includes intangible products like friendliness, politeness and excellent service. Tourism is a service product.

Providing excellent client service is therefore important because it will ensure that tourist return to our country or to others to visit South Africa. In so doing it improves the economy of our country.

For a tourism business to grow, it is necessary to measure the quality of service or product offered. Tourism businesses use a variety of ways to achieve and maintain quality services, such as performance management, quality control checks, customer surveys, and peer reviews as well as in-service training.

1.2 Strategies to achieve and maintain quality service.

Quality is vital to the profitability of any tourism company. Staff and management's attitude, honesty and efficiency should ensure that the client's needs have been sufficiently met to warrant a return visit and word of mouth advertising.

It is important that there are strategies in place to measure service and to always try to improve standards and quality.

- * **Performance management** – is the process used by firms to determine the levels of skills of their staff. It is commonly used to identify gaps in service delivery, with the aim of improving it. Feedback by supervisors and tourists will make it clear in which areas improvements need to be made. A tourism business can use this feedback to improve the performance of their employees.
- * **Quality control checks** – is a random method used to measure employee's actions against the behavior and standards expected by the tourism business. For example, it is expected of employees at a hotel to greet clients politely and smile. The supervisor can observe whether the employees meet this expectation. This observation is an example of quality control check to determine whether the employee delivers the same quality of service to every client that arrives at the hotel.

- * **Customer surveys** – is a set of questions for a customer based on quality of service delivery. A survey can be either opinion or fact based. A questionnaire is an example of a survey that uses short, simple and direct language as well as being anonymous as customers will then be more likely to complete it honestly. (Examples can be found in your textbook).
- * **Team and peer reviews.** All employees working in a tourism environment needs to work together to meet the needs of their clients. To improve service delivery, members of the same team can evaluate each other's performance of a task, which is called **peer review**.

Team reviews are similar to peer reviews, with the difference being that one team evaluates the performance of another team. These reviews result in a team being successful in achieving its goals and would result in the delivery of quality service to a client.

- * **In-service training** – is of vital importance to success so that the best possible service is provided to ensure client satisfaction. In-service training, also referred to as on-the-job training, involves practical training given to employees while they are employed. The training is usually provided by a more experienced staff member to a new staff member. Or staff members are given time off to attend training courses. This helps to build the confidence of employees and will ensure that all employees deliver the same quality service to all clients.

Other strategies – questionnaires and surveys are the easiest and most cost-effective ways of getting feedback. However, these are not the only way to obtain client feedback. Feedback can also be obtained in the following ways:

- * Interviews- telephonic or face to face
- * SMS
- * Electronic responses
- * Suggestion boxes
- * Follow-up calls
- * Complaint record
- * Visitors book

2. Impact of quality services across sectors.

2.1 Sectors and role-players in the tourism industry.

When tourists travel, there are many different factors which will have an impact on their journey. These factors must all worked together to ensure that their experience is a good one. These factors are called the different sectors of the tourism industry and they include:

- * Travel – the various transport methods used by tourist
- * Hospitality, includes accommodation and catering
- * Attractions, includes gaming, lotteries, leisure and recreational services and facilities, conservation, sport and recreation.

Support systems in the tourism industry – a very important part of the industry. These are businesses government departments and non-governmental organisations. Support services in the tourism industry include:

- * Producers of travel publications such as guides, brochures and timetables
- * Manufacturers and suppliers of goods for the tourist trade such as souvenirs and clothing
- * Auxiliary services that are handled by the Department of Trade and Industry (tourists) and the Department of Home Affairs (passports and visas)

The sectors are interrelated and interdependent, which means they rely on each other to provide a total experience for tourist.

2.2 Consequences of service delivery.

It is very important to remember that if tourists are treated badly in any way by people employed in the tourism industry or by members of the public sector, this will impact negatively on tourism.

Excellent client service may lead to repeat business, positive word of mouth which will bring in new clients, and ultimately bigger profits. Poor service delivery will have the opposite effect with negative word of mouth, no new clients, clients not returning and loss of profits.

The impact on other industries. Due to the interrelatedness of tourism industry, these consequences also affect other businesses. If tourist receive poor service at a guesthouse, they will not return, and the business loses clients and money. Complete the following activity.

- 1. Name TWO ways in which customers can lodge complaints against bad service in the tourism industry. (2)
- 2. A tourist calls an attraction manager to complain about bad service he received when visiting an attraction. What are the SIX steps the manager must keep in mind when dealing with the customer's complaint? (6)
- 3. Name FIVE strategies a tourism company can apply to achieve quality service. (5)
- 4. What personality characteristics will a manager be looking for when a new employee join the staff? (5)

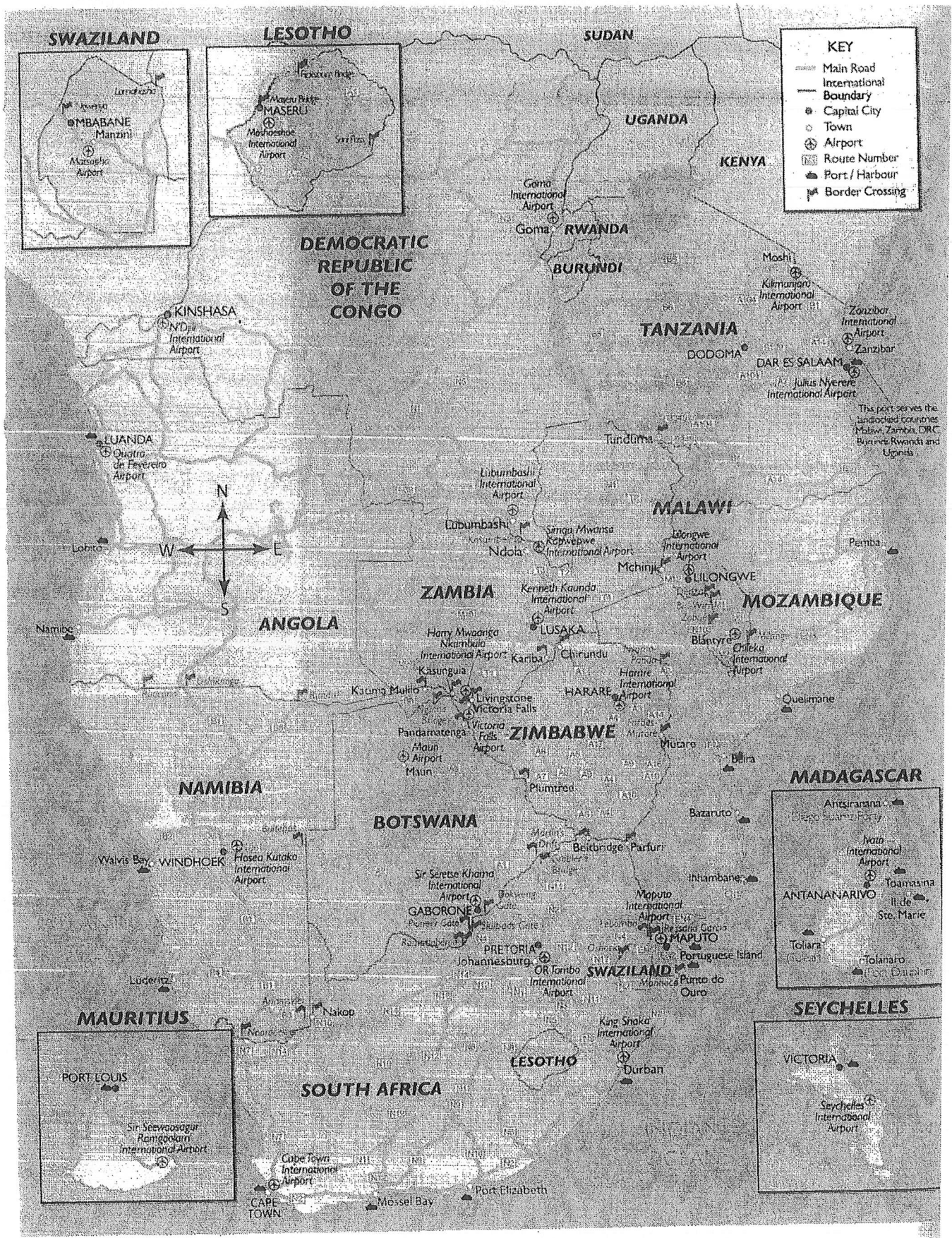


FIGURE 27 The main gateways to the SADC countries

Activity 2 Lesotho, Madagascar and Mauritius

- 1 For each of the following types of tourist, suggest two activities available in Lesotho:
 - a Tourists with special interests
 - b Sport tourists
 - c Leisure tourists
 - d Adventure tourists
 - e Cultural tourists
- 2 Describe two attractions that tourists can visit if they are camping at Katse Dam.
- 3 The International Cultural Society has to decide where to hold their annual conference. Write a paragraph of 70–100 words to motivate why they should hold this conference in Madagascar.
- 4 List three types of wildlife that tourists can see when they go on a guided tour of the Tsingy de Bemaraha Strict Nature Reserve.
- 5 Read the advertisement below. Then answer the questions that follow:

Grand Baie Underwater Scooter Cruise

(2 hours)

To pilot the underwater scooter, you must be over 16 years old, and not taller than 2 metres.

Each scooter can take one pilot and one passenger, or if confident, no pilot. Being able to swim is not a requirement. This unique underwater scooter cruise is operated between 08:30 and 16:30 every day. Cost R1 000.



- a What type of tourist would participate in this activity?
 - b Suggest reasons for the age and height restrictions.
 - c Explain why this activity costs so much.
 - d Name four other water-related activities that would interest this type of tourist.
- 6 A guidebook to Chamarel says, "Resist purchasing souvenir test tubes of coloured earth from vendors and tourist boutiques." Why should tourists listen to this advice?
 - 7 Select one attraction in Lesotho, Madagascar or Mauritius and make a pamphlet to promote this attraction to South African tourists. Your pamphlet should contain the following information:
 - position of the country in relation to South Africa
 - the country's capital
 - types of accommodation available
 - why tourists should visit this attraction.