Tourism

Learner's Book 12

MACMILLAN
Solutions for all Tourism

Grade 12
Learner's Book

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Global events of international significance

What you will learn about in this chapter

By the end of this chapter you will:
- understand that global events have positive and negative impacts on tourism
- be able to explain what impact the hosting of a global event can have on a host country.

Let’s talk about this week

Every day, thousands of events take place all over the world. Some of these events are small, such as school sports events or family celebrations and weddings. Other events are of global importance and people travel across the globe to participate in them. In this chapter you will have a look at some of these global events and what effect they have on the tourism industry.
What you know already

You already know that tourism is the world’s largest industry, that it is very diverse and involves people travelling across the globe for a number of reasons, for example to participate in a sporting or international business event.

Apart from sporting events, what other types of events could motivate a tourist to travel to a destination?

Word bank

Global event: an event that is of international importance
Media: the organisations involved in the broadcasting and publication of news-related information
Summit: a meeting that involves heads of state and high profile politicians; usually these meetings attract significant media attention and tight security
Goodwill: when people support and assist others through the volunteering of their services
Exploit: taking advantage of another person with no regard for him or her

What you still need to know

What is a global event?

A global event involves a number of countries around the world. Global events often attract international spectators and participants and they may be the focus of considerable media attention. Global events may include sporting events, world summits and goodwill events.

Sporting events

Sporting events take place across the world either annually or every few years. Some sporting events may be considered global events because they attract participants and their families, friends and supporters from across the globe. Examples of these events include world tournaments, such as the FIFA World Cup, the Wimbledon Tennis Championships in the United Kingdom, the Tour de France cycle race and the Olympic Games. In South Africa, the Comrades Marathon takes place annually between Durban and Pietermaritzburg.

Other events

There are many different types of events, and any of these may be considered global events if they attract significant global attention and result in people travelling across the world to participate in them. Some of these global events may include:

- World summits, such as the G8 and G20 meetings, as well as gatherings of the United Nations, including summits on climate change and those held by the World Tourism Organisation
• Goodwill celebrations such as Mandela Day on 18 July and events such as Earth Hour. These events may not always involve many people travelling, but they do involve people from across the globe participating in an event together.

**The impacts of global events on tourism**

Global events are a beneficial tool for destinations to promote themselves to the world as tourism destinations. Global events provide an opportunity for a country to be the focus of world attention through news, television and radio. If an event has been hosted successfully, then there is a potential that people seeing and hearing about it may be motivated to visit the country. Do you remember the FIFA World Cup of 2010? During this time South Africa was the focus of the world’s attention for the month of the event, as well as during the weeks building up to the event. Many international news agencies here broadcasting the event to over 2 billion people around the world.

**Did you know?**

Did you know that there are 7 billion people on earth? The FIFA World Cup is the world’s most watched sporting event. It is estimated that over 2 billion people watched the FIFA World Cup on television in 2010. That means that a huge number of people were exposed to the host country, South Africa.

Global events benefit in international tourism for a host destination.

**Positive impacts of global events**

• **Increased positive media attention and exposure** of a country as a tourist destination

• **Increased numbers of tourist arrivals** to the country as a result of the global event. This takes place during the event.

• **Increased numbers of future long-term tourist arrivals** as a result of the successful hosting of an event. This takes place after the event.

• **Improvements in tourism infrastructure**, such as upgrading of roads and airports and improvements in accommodation facilities. This takes place before the event and often continues after the event.
Although global events provide a number of benefits for tourism, they also have some negative effects.

**Negative impacts of global events**

- **Increased prices, as a result of the event.** Often tourism service providers see an opportunity when global events occur in their area, and they then increase their prices. For example, they may overcharge on accommodation, transport, food and beverages to make maximum financial gain in a short period. This is not necessarily good for tourism, however, as tourists do realise when they are being exploited and taken advantage of. The result is that they do not have a pleasant stay and that they do not recommend the country to their family and friends.

- **Safety and security** are important considerations when hosting global events. Increased numbers of tourists make themselves vulnerable to criminals and international threats of terrorism. The threat of terrorism is especially relevant to the hosting of global political events, such as world summits.

- **Poor media attention and exposure** may also occur if a global event is not properly planned and managed. If an event fails to live up to its expectations or if tourists have negative experiences, such as through crime, then the international media may broadcast harmful stories that could discourage potential visitors from coming to the country.

- **Environmental harm.** Increased numbers of tourists to a destination as a result of a global event may result in environmental harm, such as pollution, erosion, overcrowding and the harming of fauna and flora.

**Check myself**

Did the FIFA World Cup of 2010 result in increased numbers of tourists visiting South Africa? Motivate your answer.

---

**The impact of hosting a global event on domestic tourism in the host country**

Global events often also impact on domestic tourism in the host country, the importance of which is often overlooked by tourism managers. These impacts may include:

- **Promotion of a city as a domestic tourist destination.** When global events are staged in a city, that city is given a great deal of national, as well as international, exposure. For example, when the Comrades Marathon is held, Pietermaritzburg and Durban receive a great deal of media attention. People want to visit the destination to support their friends and family who are taking part, and to experience the city or the event.

- **Increased domestic tourism numbers.** There tends to be an increase in domestic tourists visiting the city or area because the global event has created an awareness of it.

- **Increased revenue is earned from domestic tourism.** It is not only important to earn income from foreign tourists, but from domestic tourists as well. Increased numbers of domestic...
tourists in addition to international tourists give an economic advantage to tourism service providers in an area.

The impact of hosting a global event on the economy of a host country

The hosting of a global event has positive impacts on the people of that country, for example:

- **Job creation:** Tourists visiting a destination as a result of a global event require tourism services, such as accommodation, meals and transportation to fulfil their needs. To provide for these needs, service providers must employ people. A higher demand for services usually results in a higher supply, which means more job opportunities are created. More jobs means that there is more money and more tax paid. This boosts the economy.

- **Tourist spending and foreign exchange income:** When tourists from other countries visit South Africa, they bring along their own currencies, such as US dollars, euros and pounds, to spend on tourism services during their stay. However, these currencies cannot be used in South Africa and have to be converted to rands.

- **The multiplier effect:** The multiplier effect refers to the process whereby money earned from tourism stays in the economy. The longer the money stays in the economy, the higher the multiplier effect and the greater the benefits achieved. If the money earned leaves the economy quickly, then the multiplier effect is low. For example, a tourist from the United Kingdom spends money at a hotel during his visit to a world summit in Johannesburg. The hotel uses this money to pay their staff, who in turn use the wages to purchase groceries. The grocer uses this money to pay the farmer for fruit and vegetables and the farmer uses it to pay his staff, and so the process continues.

- **Investment:** When global events are held, they raise the profile of the host country or city. This may result in international business organisations having more confidence in a country and thus investing in the country.

- **Reduction of poverty and increased standards of living:** Tourism creates jobs and jobs provide salaries and wages. The more money a person earns, the more money he or she has with which to fulfil his or her wants and needs. If more people have jobs, there are more people who have money and who can afford a better quality of life.

- **Improvements in infrastructure:** When a city or country hosts a global event, this often involves improvements in infrastructure, such as roads, water and sanitation, airports and recreational facilities, such as sports venues and parks.

Classroom activity 1.1

Do this on your own.

1. A Grade 10 learner has been reading about the 2014 FIFA World Cup and 2016 Olympic Games in Rio de Janeiro. Briefly describe to him what a global event is. (2)

2. After hearing your answer, the Grade 10 learner is interested to learn more about global events. Briefly describe to him the different types of global events that take place around the world. (6)
Global events have an influence on tourism. Identify and briefly evaluate the various advantages of global events for both international and domestic tourism.

(14)

Homework activity 1.1

Do this in a group of three.
In your group, write a one-page report to describe any global event.
The following guidelines will assist you in writing your report:

<table>
<thead>
<tr>
<th>Heading</th>
<th>Description</th>
<th>Length</th>
<th>Mark</th>
</tr>
</thead>
<tbody>
<tr>
<td>Introduction</td>
<td>The event’s history and why it is important</td>
<td>One paragraph</td>
<td>6</td>
</tr>
<tr>
<td>Where was it held?</td>
<td>Which country or city or cities</td>
<td>Brief description</td>
<td>3</td>
</tr>
<tr>
<td>Did this event improve tourism in the area where it was held?</td>
<td>Briefly discuss whether tourism numbers increased as a result of the event.</td>
<td>About one paragraph</td>
<td>5</td>
</tr>
<tr>
<td>What type of tourists would be interested in attending this event?</td>
<td>What type or types of tourists do you think would be interested in attending this event?</td>
<td>About one paragraph</td>
<td>5</td>
</tr>
<tr>
<td>What impacts could such an event have on the local communities?</td>
<td>Have a look at the impacts of global events in this chapter and indicate those that may be applicable to this event.</td>
<td>A list of possible impacts</td>
<td>6</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td></td>
<td>About one page</td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

You could use the following resources to assist you with your homework: the internet, books and magazines; ask people that you know who may have knowledge of the event or ask your teacher for information.
Extra practice activity 1.1

Do this on your own.

Global events do not only produce positive effects for tourism and the host community, there are also negative effects of such events. Briefly identify and describe the various negative effects of global events on tourism. (8)

Exam practice activity 1.1

Do this on your own.

Global events generate a number of impacts. Briefly describe the effects of a global event on a host community. (12)

Summary

The ability to host a global event is seen as a prestigious accolade (achievement) for a host city or country. Global events are of international importance and, as such, they often attract many tourists. These tourists and the event itself may result in a number of positive as well as negative effects on a host community.

<table>
<thead>
<tr>
<th>Global events</th>
</tr>
</thead>
<tbody>
<tr>
<td>Types of global events</td>
</tr>
<tr>
<td>Impacts on tourism</td>
</tr>
<tr>
<td>Domestic tourism</td>
</tr>
<tr>
<td>International tourism</td>
</tr>
<tr>
<td>Impacts on host community</td>
</tr>
<tr>
<td>Positive impacts</td>
</tr>
<tr>
<td>Negative impacts</td>
</tr>
</tbody>
</table>
Political situations and unforeseen occurrences of international significance

What you will learn about in this chapter

By the end of this chapter you will:

● be able to identify recent political situations, such as civil war, terrorism, general unrest
● be able to identify unforeseen occurrences, such as tsunamis, earthquakes and other natural disasters, the global recession, diseases, accidents and economic upsets
● understand the impact of these situations and occurrences on international tourism and the economy of the affected country.

Let’s talk about this week

In the previous chapter you learnt that there are numerous global events, and that they have an impact on both tourism and the community of the host country and city. These global events are planned events. In other words, they have been well thought through, planned and organised in advance. However, some international events are unplanned, which may have a significant impact on the tourism industry of a specific area. These unplanned events will be the focus for this chapter.

The city of Pompeii in Italy, which is now a popular tourist destination, was destroyed in a volcanic eruption when Mount Vesuvius erupted in AD 79.
What you know already

You already know that global events have a significant impact on domestic and international tourism, as well as on the residents in the area hosting the global event.

Check myself

What positive impacts could a major event have on tourism in a country?

Word bank

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mediate</td>
<td>intervene between two or more groups to end a conflict</td>
</tr>
<tr>
<td>War</td>
<td>an armed conflict between two or more groups</td>
</tr>
<tr>
<td>Civil war</td>
<td>an armed conflict between groups of people within a country</td>
</tr>
<tr>
<td>NATO</td>
<td>the North Atlantic Treaty Organization, an international military organisation made up of member countries</td>
</tr>
<tr>
<td>Coerce</td>
<td>to force someone to do something</td>
</tr>
<tr>
<td>Degradation</td>
<td>destroy systematically</td>
</tr>
<tr>
<td>Tsunami</td>
<td>a giant wave</td>
</tr>
<tr>
<td>Evacuate</td>
<td>to leave a place in an emergency</td>
</tr>
<tr>
<td>Drought</td>
<td>a period of severe water shortage</td>
</tr>
<tr>
<td>Famine</td>
<td>a period where food is scarce, due to climate, overpopulation or poor planning</td>
</tr>
<tr>
<td>Flood</td>
<td>a period of severely high water levels that cover dry land</td>
</tr>
<tr>
<td>Volcano</td>
<td>a crack in the earth’s surface, which allows lava or magma to escape</td>
</tr>
<tr>
<td>Lava or magma</td>
<td>molten (melted), extremely hot rock; if it is below the surface it is called magma and above the surface it is called lava</td>
</tr>
<tr>
<td>Recession</td>
<td>a period of economic decline or economic struggle</td>
</tr>
</tbody>
</table>

What you still need to know

Political situations and unforeseen occurrences

Examples of recent political situations

There are over 200 countries on the planet. Each country has its own unique heritage, culture and political orientation. Not all people on the planet, therefore, have the same beliefs and perceptions on various situations. Different countries may have conflicting views on various issues, which may create tension between them. This tension, if it is not managed or mediated, may cause war, terrorism and general unrest. These political situations have a negative impact on tourism, and may result in tourists being evacuated in emergency situations.

War and civil war

A war is a military conflict between two or more countries that involves the use of weapons to injure, destroy or kill. Wars may also take place inside the borders of a country and not involve
other countries. When this occurs it is called a civil war. A civil war takes place between the citizens of the same country.

Over the years, wars have killed millions of people and destroyed numerous economies and infrastructures. The most destructive war in history was World War II, which occurred in 1939–1945. This war killed an estimated 70 million people across the planet. In response to World War II, the United Nations (UN) created the Security Council. This is a division of the United Nations, and is tasked with mediating and the development of solutions to avoid future major conflicts. Although the UN Security Council is mandated to prevent wars, numerous wars still take place across the globe. These wars have an influence on tourism within those countries involved. Here are some examples of recent wars and civil wars and their effect on tourism.

The war in Afghanistan
The war in Afghanistan has been in existence since 1978, when the Taliban overthrew the government of the country. The Taliban is classified as a terrorist organisation by the UN (see Terrorism, on the next page, for more information). On 11 September 2001, the Al-Qaeda, which is the sister terrorist organisation of the Taliban, launched an attack on the United States of America (USA) and the USA, together with its coalition partners, including the United Kingdom and NATO declared war on the Taliban in Afghanistan. As a result of this ongoing war, very few tourists visit Afghanistan, as the infrastructure is poor and there are serious safety concerns.

Did you know?
Afghanistan is considered one of the most dangerous countries on earth for visitors.

Iraq War
This war took place in the country of Iraq from March 2003 to December 2011. This war was initiated by the USA and the United Kingdom, as these two countries considered Iraq to support terrorism. Even though the war is over, there is still significant violence taking place amongst various groups in Iraq. As a result of this war, very few tourists visit Iraq, although the country is slowly recovering after years of conflict.

Conflicts in the Middle East
The Middle East consists of a number of countries including Israel, Jordan, Lebanon, Syria and Palestine. It has been the site of dispute for hundreds of years, mainly due to religious reasons. This area has seen many wars over the last 60 years. This area is of importance to the three major world religions, Christianity, Judaism and Islam. In 2012, a civil war started in Syria, when people with conflicting interests started a struggle to overthrow the current regime.
The unique and important histories of these three religions encourage tourists to visit the area. Because of the existing conflict, however, tourists are cautious to visit and, as such, the area is not able to benefit fully from tourism.

Conflicts in North Africa
The North African countries of Tunisia, Libya and Egypt underwent a popular uprising in the early 2010s, during which the citizens of the respective countries revolted against their governments. In this process conflict ensued between the citizens of the country and the allies of the governments. The governments of these three countries were successfully overthrown and democratic elections have since been held. Although these countries are slowly redeveloping and becoming peaceful, tourists are still staying away, due to safety concerns.

Terrorism
Terrorism is the act of using violence to coerce. It is when a person or a group of people use fear and physical or psychological harm to put pressure on others. There are many terrorist groups operating all over the world. They use various tactics to injure and kill innocent civilians, who may include tourists. The most widely publicised terrorist attack took place on 11 September 2001 in the USA. An Al-Qaeda terrorist group hijacked four airliners and aimed them at the twin towers of the World Trade Centre in New York, and other targets. These attacks killed almost 3 000 people and injured another 6 000. Other places around the world that have seen terrorist attacks include Madrid (2004), London (2005) and Bali (2002). The terrorist attack on Bali in 2002 killed over 200 people, mostly tourists. Numerous other countries experience regular terrorist threats and travel professionals and tourists should do adequate research on the destinations they wish to visit.

General unrest
Apart from war and terrorism, other general conflicts may occur that could have an influence on tourism. Some countries, such as Mexico and Colombia, have severe problems controlling the illegal drug trade and tourists are sometimes targeted by drug lords and kidnapped.

Other countries are also currently undergoing periods of political unrest, which often occurs during the time of elections.

Countries that have high crime rates do not benefit fully from the potential of tourism. Tourists usually avoid areas where there are high levels of crime, such as hijacking, rape, murder and theft, as well as factors such as environmental degradation. The local economy may, therefore, suffer from decreased income generation from tourism.

Would you want to travel to a country that is currently at war? Motivate your answer.
Examples of unforeseen occurrences

Unforeseen occurrences include events that nobody can predict and may have negative effects on tourism in a region. These situations are generally beyond human control.

Tsunamis

A tsunami is a giant wave or ‘train of waves’ that may cause significant damage and injury when it reaches land. These are most often caused by underwater earthquakes, volcanic eruptions, landslides or meteorite impacts. These waves are very rare, but a number of them have been recorded in history. The most recent destructive tsunami occurred on 26 December 2004 in the Indian Ocean. A large earthquake off the island of Sumatra in Indonesia caused a huge tsunami that killed approximately 250 000 people across 14 countries in the Indian Ocean. This tsunami injured and killed many tourists who were staying at beach resorts. However, modern technology has now been put into place to provide an early warning before a tsunami hits, so that threatened areas can be evacuated in time.

Tsunamis may result in infrastructure damage, people being injured or killed, as well as associated diseases such as cholera.

Earthquakes and other natural disasters

Earthquakes are the result of a sudden release of energy in the earth’s crust which causes seismic waves. Seismic waves are experienced as a rapid shaking and vibrating of the ground. Earthquakes occur across the globe on a daily basis but very few are destructive. However, occasionally earthquakes may be of a significant magnitude to cause significant damage. The magnitude of an earthquake is measured by the Richter Scale. Some countries such as Indonesia, Japan, Chile, New Zealand and the USA have had severe earthquakes in recent years.

An earthquake in Christchurch, New Zealand, on 22 February 2011 caused 185 deaths, and a great deal of destruction to the infrastructure of the city. This resulted in the 2011 Rugby World Cup having to move some of the games to another venue, as the stadium, hotels and training grounds were damaged. This earthquake had a huge impact on tourism in New Zealand.

A drought is a period during which a lower than average amount of rain falls in a specific area. Lower amounts of rain mean that there is not enough water to supply the needs of people, animals, industry and agriculture. This often leads to Droughts may cause livestock and crops to die and may cause starvation.
food shortages, dehydration, **famine** and even death. Recent severe droughts have taken place in the Horn of Africa (in Sudan, Ethiopia and Kenya) with devastating consequences for these countries and the people living there.

Recent droughts in Mali have led to a food crisis, worsened by the political situation in the country. People have been forced out of their homes, leading to a lack of access to basic resources.

The opposite of a drought is a **flood**, which is when too much rain falls in an area over a specific time. During a flood rivers break their banks and often large parts of the land are submerged. This causes damage to infrastructure and crops and it may even cause death to people and livestock.

In January 2012, flooding in Mozambique displaced 170 000 people, and left at least 55 dead. This has led to massive food shortages and the spread of diseases caused by dirty water.

**Volcanoes** are another example of natural phenomena that can affect the lives of people. Volcanoes are fissures in the earth’s crust that allow gas, **lava** or **magma** and ash to escape. Volcanoes often grow to become large mountains. Recently a volcano in Iceland in the North Atlantic Ocean spewed so much ash into the sky that air transport in Europe had to be suspended for a few days, causing significant disruption in travel.

**Global recession and economic upsets**

A **recession** is a period when the economy of a country or region starts to decline. The result of a recession may include lower production, lower salaries, retrenchments and poor credit, which, in turn, lead to people struggling to pay for goods and services. There have been many recessions all over the world. They can be caused by war, natural disasters and famine, or by poor governance and management. During 2008–2012, the world was in a global recession. Developed countries such as the USA, Europe and Japan were particularly badly affected. Global recessions and economic upsets may result in fewer people choosing to travel for leisure purposes and that tourists have lower spending power.

**Diseases**

Tourists can carry diseases from one country to another. They may come into contact with numerous diseases during their travels and then, unknowingly, carry the diseases to their own countries when they return. Some countries around the world may be home to endemic (localised) diseases, which may affect tourists, for example, malaria and yellow fever. Severe Acute Respiratory Syndrome (SARS), which is a disease that affects the lungs, caused severe travel disruptions in the early 2000s in Asia as it has the potential to cause death in its victims. Other viruses that may be spread by tourists include various types of influenza (flu), viruses such as avian flu (bird flu) and swine flu, as well as Human Immunodeficiency Virus (HIV) and others causing sexually transmitted infections (STIs).
Accidents

Tourists run the risk of being involved in accidents. All forms of transport run the risk of accidents. These may be caused by pilot or driver error, the weather, natural disasters or poor planning. These accidents do not occur regularly, but tourists should thoroughly research the countries that they are travelling to, as some countries have poor records in terms of transport safety.

On 13 January 2012, a cruise ship, the *Costa Concordia*, struck a rock and began to sink off the coast of Italy, putting an end to the holiday of everybody on board. Over 4 000 passengers and crew were evacuated, and 30 people died. This has severely damaged the reputation of the cruise industry.

Some accidents are caused as a result of safety regulations not being adhered to. Recently, on 27 January 2013, a tragic accident occurred in a nightclub in Brazil, when an illegal pyrotechnics display caused a fire, killing over 230 people. The club did not have the legal number of emergency exits and people could not get out in time.

Can you think of a natural disaster that has affected South Africa? If so, share it with your class.

The impact of these situations and occurrences on international tourism and the economy of the affected country

As you have seen before, political situations and unforeseen occurrences may have negative and even disastrous effects on tourism and on the economy of the area where they take place. These effects are detailed in the table which follows.

<table>
<thead>
<tr>
<th>Political situation</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wars</td>
<td>Wars may result in tourism infrastructure, such as roads, water supplies and accommodation facilities, being destroyed. Wars destroy the economy of a country and this results in these countries being unable to supply the necessary goods and services needed for tourism.</td>
</tr>
<tr>
<td>Terrorism</td>
<td>Terrorism involves the creation of fear amongst people, thus tourists may not want to visit a destination that is affected by terrorism. When tourists and investors leave a country due to terrorism, then this decreases the amount of money entering the country and negatively affecting the local economy.</td>
</tr>
<tr>
<td>General unrest</td>
<td>General unrest may result in fewer leisure tourists being attracted to a country as a holiday destination; however business tourists may still visit due to business commitments.</td>
</tr>
</tbody>
</table>
## Unforeseen occurrence | Impact
--- | ---
**Tsunamis** | Destruction to tourism infrastructure such as beach hotels and resorts. Destruction of general infrastructure such as roads, buildings and electricity supply. As a result of destroyed infrastructure, the local economy of the area may also suffer as businesses cannot operate. Tsunamis can also lead to people suffering severe injuries and even death by drowning and mass homelessness. It usually costs governments significant amounts of money to rebuild infrastructure after such an event.

**Earthquakes** | Earthquakes result in destroyed infrastructure such as roads, buildings and electricity. Earthquakes are also known to cause large fires and injury. Due to the destruction that results from an earthquake, businesses are often destroyed, impacting on the economy of the area.

**Drought** | The largest impact that droughts pose is a threat to food safety. This means that people will not have enough food to eat, resulting in malnutrition, disease and possibly starvation.

**Floods** | Floods, as with droughts, destroy large portions of farmlands, resulting in food shortages. Floods also cause damage to infrastructure and people are in danger of drowning.

**Volcanoes** | Volcanoes are now monitored by scientists, which means that people can be warned to evacuate an area before the volcano erupts, so injuries and deaths are often limited. However, volcanoes can cause significant damage to an area through earthquakes, fires, smoke and rock falls. In the early 2010s a volcano in Iceland caused so much smoke and ash that all flights in Europe had to be grounded for two weeks, causing significant disruptions to travel.

**Recession** | The most significant impact of a recession is a decrease in the general spending power of people. This means that people spend less, resulting in companies producing less and in some cases companies closing down and people losing their jobs. This in turn leads to even fewer people having money to spend.

**Diseases** | Tourism is greatly affected as diseases are often transferred from one person to another and then as a person travels they can be spread from city to city and continent to continent. Many countries have to invest significant amounts of money to manage these diseases. Some countries also place restrictions on people entering their countries by forcing tourists to provide proof that they have been immunised against some diseases, such as yellow fever and some forms of hepatitis.
Accidents can cause injury or death to those people involved in the accident. Countries with poor safety records may have a poor reputation and therefore may not be appealing to potential tourists.

Tourists should carefully study the countries that they are planning on visiting.

Classroom activity 2.1

Do this on your own.

1. Briefly identify and distinguish between the major political situations that may have an effect on tourism. (9)
2. What is a tsunami and what effect would it have on a country? (4)
3. Are the following statements true or false?
   a) Earthquakes are the result of too much rain.
   b) Famine refers to people struggling to survive because of food shortages.
   c) Tourists prefer destinations where they feel more secure.
   d) During a recession the economy of a country grows.
   e) A volcano is a place where a crack in the earth’s surface allows magma or lava to escape. (5)

Homework activity 2.1

Do this in pairs.

1. Collect information about one of the following topics and present your findings in next week’s class.
   - Malaria
   - 11 September 2001 attacks
   - The Global Recession of the 2000s
   - Indian Ocean Tsunami of 2004.
2. Include the following in your presentation:
   a) Where did / does this situation present itself? (1)
   b) Why did / does this situation occur? How did / does it happen? (5)
   c) What effect did / does this situation have on tourism? (5)
   d) What can tourists do to prepare themselves for such a situation? (5)
   e) Presentation (1 = Acceptable, 2 = Good, 3 = Very good, 4 = Excellent) (4)

You may make use of any resources to which you have access. These could include your textbook, newspapers, television or the internet. You may also ask someone who is knowledgeable.

Extra practice activity 2.1

Briefly answer the following questions in your exercise book:

1. What is a recession and how would it affect tourism? (2)
2. Identify some major diseases that can have an impact on tourism. (4)

Exam practice activity 2.1

Do this on your own.

The world faces a multitude of forces, including political and unforeseen forces, which may have an effect on tourism. Briefly identify and describe the various effects that these forces could have on the tourism industry of an affected city or country. You may use examples of recent events to illustrate your descriptions. (10)

Summary

Tourism is a global industry, which involves people travelling across the world for a variety of reasons mainly recreation and sightseeing. When tourists decide where to travel, they often base their decisions on the attractions and situations in a city or country. Sometimes countries are in the midst of political unrest, such as war, civil war or terrorism. Tourists will avoid these destinations, choosing more peaceful destinations instead. However, while they are there, unforeseen situations may occur, such as tsunamis, natural disasters, diseases or accidents. It is important for tourism professionals and for tourists themselves to adequately prepare, through thorough research, before they (or their clients) leave on a journey.

<table>
<thead>
<tr>
<th>Recent political situations</th>
<th>Impacts</th>
<th>Unforeseen situations</th>
</tr>
</thead>
<tbody>
<tr>
<td>War and civil war</td>
<td>Security</td>
<td>Tsunamis</td>
</tr>
<tr>
<td>Terrorist</td>
<td>Tourism avoidance</td>
<td>Earthquakes and natural disasters</td>
</tr>
<tr>
<td>General unrest</td>
<td>Poor image</td>
<td>Global recession</td>
</tr>
<tr>
<td></td>
<td>Decreased tourism revenue</td>
<td>Disease</td>
</tr>
<tr>
<td></td>
<td>Damaged infrastructure</td>
<td>Accidents</td>
</tr>
</tbody>
</table>
Tour plans and route planning I

What you will learn about in this chapter

By the end of this chapter you will:
- be able to develop tour plans to suit specific tourists’ profiles, available budgets and times
- be able to compile a route plan.

Let’s talk about this week

Generally, when people take a holiday they have certain expectations from the travel experience. The tourist’s chosen destination depends on the type of tourist he or she is. Time of travel and available budget can also influence the tourist’s destination choice. In this chapter you will also learn to plan a route to meet the tourist’s needs.
What you know already

In Grades 10 and 11 you learnt about map terminology, different types of maps, distance indicators and logical tour planning.

Check myself

Can I explain what a tourist is?

Word bank

| Profiling: | determining a set of characteristics belonging to a certain group of people |
| Business tourist: | a person who travels for the purpose of business (meetings, conferences, seminars) |
| Educational tourist: | a person who travels to another city, town or country to study or improve his or her qualifications |
| Ecotourist: | a person who travels to experience nature |
| Cultural tourist: | a person who wants to experience different cultures |
| Adventure tourist: | a person who travels for an exciting experience and to participate in adventurous and risky activities, such as river rafting or bungee jumping |
| Religious tourist: | a person who travels to look at and experience places of religious importance |
| Route planning: | planning a route that best suits a tourist’s profile, taking into consideration their needs, time and budget |

What you still need to know

Tourist profile

You have to know how to profile a tourist so that you may meet his or her needs in terms of suitable facilities and services. You also need to know the important points to remember when planning a route.

When you meet a person you ask certain questions, such as which country or area he or she comes from, what his or her hobbies and interests and likes and dislikes are. You ask these questions to have a better understanding of the person. Now imagine the situation in a service industry such as tourism where every service segment must know the details about the clients they will serve. This is called profiling. A tourist profile is a record of information about the client which is used to determine which travel product is right for him or her.

A primary requirement for tourist profiling is to understand the distinctive features and preferences of the clients. This enables the tour planner to plan an itinerary or package tour to the destination best suited to the client, and to ensure that his or her needs in terms of all the components of the tour, such as attractions, accommodation (type and grading), tours, mode and class of transport, are taken care of.
### Drawing up a tourist profile

A basic tourist profile and their preferences can have an influence on a client’s choice of destination and the tour plan.

### What is a tourist?

A tourist is a person who travels away from home for leisure, business or other purposes for a duration of longer than 24 hours, but less than 365 days (one calendar year).

Tourists are classified according to their needs and reasons for travelling. The tourism industry tries to meet the needs of all types of tourists by providing suitable facilities and services for each category.

<table>
<thead>
<tr>
<th><strong>Type of Tourist</strong></th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Leisure (holiday/recreation) tourist</strong></td>
<td>This includes features such as holidaying for relaxation, sightseeing, visiting friends, family and relatives (VFR).</td>
</tr>
<tr>
<td><strong>Business (corporate) tourist</strong></td>
<td>Travel is related to business and the world of work, which includes conferences, seminars, product launches, meetings, incentive trips, exhibitions and corporate hospitality.</td>
</tr>
<tr>
<td><strong>Educational tourist</strong></td>
<td>Travels to attend a place of learning in another town, city or country to gain knowledge or improve his or her qualifications.</td>
</tr>
<tr>
<td><strong>Health or medical tourist</strong></td>
<td>Travels to visit a destination to undergo a medical treatment or procedure. Many tourists come from overseas to South Africa for plastic surgery – this is medical tourism.</td>
</tr>
<tr>
<td><strong>Tourism Segment</strong></td>
<td><strong>Description</strong></td>
</tr>
<tr>
<td>----------------------------------</td>
<td>-----------------------------------------------------------------------------------------------------------------------------------------------</td>
</tr>
<tr>
<td><strong>Ecotourist</strong></td>
<td>Travels to experience nature, for example, visiting the Kruger National Park.</td>
</tr>
<tr>
<td><strong>Cultural tourist</strong></td>
<td>Travels to experience the lifestyle and interaction of different cultures, for example, the Lesedi Cultural Village or a visit to the World Heritage Sites.</td>
</tr>
<tr>
<td><strong>Adventure tourist</strong></td>
<td>Travels to experience and participate in adventurous or risky activities, such as bungee jumping, white water rafting, skiing or canoeing.</td>
</tr>
<tr>
<td><strong>Religious tourist</strong></td>
<td>Travels to see and experience destinations of religious importance, such as Mecca, in Saudi Arabia or Vatican City in Italy.</td>
</tr>
<tr>
<td><strong>Sports tourist</strong></td>
<td>Travels to participate in or watch a sporting event, such as the Soccer World Cup or Wimbledon Tennis Championships.</td>
</tr>
<tr>
<td><strong>Backpacking/youth tourist</strong></td>
<td>Travellers are usually between the ages of 18 and 35 years and travel on an extremely tight budget, and make use of hostels and backpacker accommodation.</td>
</tr>
</tbody>
</table>
Shopping tourist | Travels to destinations that are known for their shopping centres, factory shops and craft markets to buy items.

Depending on the motives and interests of the tourists, they may fall into more than one category of tourist.

**Check myself**

Explain the different types of tourists.

**Tour plan**

The tourist profile is the start of any organised tour as it contains lots of information about the needs of the tourist. The format and requirements differs from one organiser to another. The tourist profile will assist the organiser to set up a tour according to the requirements of the client and, in so doing, ensure customer satisfaction.

**Example of a tourist profile**

<table>
<thead>
<tr>
<th>Name</th>
<th>Ms Mary Martins</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nationality</td>
<td>British</td>
</tr>
<tr>
<td>Contact details</td>
<td>22 Peak Road, London, UK</td>
</tr>
<tr>
<td>Age</td>
<td>62</td>
</tr>
<tr>
<td>Needs and preferences</td>
<td>Accommodation: luxury</td>
</tr>
<tr>
<td></td>
<td>Interests: photography, wildlife, culture, scenery</td>
</tr>
<tr>
<td>Specific requirements</td>
<td>Flights between cities and transfers from the airport to the hotel and return</td>
</tr>
<tr>
<td>Budget</td>
<td>None (wealthy)</td>
</tr>
<tr>
<td>Occupation</td>
<td>Biochemist</td>
</tr>
</tbody>
</table>

The information obtained from the client in the example of a tourist profile can be transferred onto a travel organiser’s adapted template as shown.
## Template of a tourist profile

<table>
<thead>
<tr>
<th>SULUMANZI TRAVEL &amp; TOURS</th>
<th>TEL: (011) 678 1345</th>
</tr>
</thead>
<tbody>
<tr>
<td>PO BOX 146</td>
<td>FAX: (011) 678 1333</td>
</tr>
<tr>
<td>BRACKENHURST</td>
<td><a href="http://www.sulumanzitours.co.za">www.sulumanzitours.co.za</a></td>
</tr>
<tr>
<td>1452</td>
<td></td>
</tr>
</tbody>
</table>

| SURNAME:              |                     |
| NAME:                 |                     |
| NATIONALITY:          |                     |
| AGE:                  |                     |
| ADDRESS:              |                     |
| TEL:                  |                     |
| FAX:                  |                     |
| CELL:                 |                     |
| EMAIL:                |                     |
| OCCUPATION:           |                     |
| DESTINATION:          |                     |
| DEPARTURE/ARRIVAL DATE: |                 |
| BUDGET:               |                     |
| SPECIAL INTERESTS:    |                     |
| PREFERENCES:          |                     |
| ACCOMMODATION:        |                     |
| TRANSPORT:            |                     |
| DIETARY REQUIREMENTS: |                     |

### Can I profile a tourist?

### Available budget

Travel holidays cost money. Often, months and years of saving are involved. By breaking down a holiday, tour package or a sea cruise into a daily cost, the traveller can see how cost-effective or reasonable the trip is. The destination may influence the cost of the holiday, depending on the currency strength of the country the client wishes to visit. The client must not only consider the cost of getting to the destination, but also the cost of services at the destination.
Once you have determined the budget available, you can start to select the various services of the tour. For example, if the client is a youth traveller on a limited budget, then hostel accommodation and a cheaper mode of transport should be considered.

**Time**

Employment leave in South Africa is relatively scattered over the year, with a slight emphasis on June/July and December/January. For the leisure traveller, remember to consider the school holidays for each province as well as private schools. The route planned and number of nights allocated for each stop-over would depend on how much time the client has available.

The time of year that clients travel can also influence the cost. For example, the accommodation sector considers December to be ‘high season’ as there is a high demand for accommodation and this is reflected in the cost as the accommodation provider charges more for their rooms than in times of lower demand (referred to as ‘low season’).

**Planning the tour**

Based on the requirements of the tourist profile, the actual planning of the tour can now begin. You will be able to source relevant information on attractions, destinations, activities and so on for the tourist.

Remember, the attractions and activities must match the interests of the tourist, for example, if the tourist is an adventure seeker then the activities must be adventurous.

**Route planning**

Good itineraries need to be well planned. The first step in planning an itinerary is planning the route. It is important to help the client plan the most effective and time-saving route to meet all his or her needs. Here are some important tips on planning a route:

1. Select a detailed map of the region you wish to visit – the more detail the better.
2. Choose a starting point and an ending point on the map – start to mark out the route you think you would like to take. Consider shorter routes.
3. Consider the time and distance to be travelled. The following formula will give you a guideline.
   \[ \text{Time} = \frac{\text{distance}}{\text{speed}} \]
   For example, if a car travels an average of 100 km per hour between Cape Town and Bloemfontein, the calculation would be: \( \frac{1000 \text{ km}}{100 \text{ km per hour}} = 10 \text{ hours} \).
4. Select and highlight the attractions and accommodation at each stop-over point.
Classroom activity 3.1

Work in a group of two to four people.

1. Compile a profile of a leisure tourist. (8)
2. Discuss the profile of a business traveller with reference to time and budget. (4)
3. Source information and develop a tour plan to match different tourist profiles. (8)

Homework activity 3.1

Work on your own.

Match the type of tourist with the tourism experience.

<table>
<thead>
<tr>
<th>TOURIST INTEREST</th>
<th>TOURIST EXPERIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Loves wildlife</td>
<td>a. Lions at Kruger National Park</td>
</tr>
<tr>
<td>2. Keen on sport</td>
<td>b. White-water rafting</td>
</tr>
<tr>
<td>3. Enjoys religious places</td>
<td>c. Wimbledon Tennis Championships</td>
</tr>
<tr>
<td>4. Keen on adventure</td>
<td>d. Pilgrimage to Mecca</td>
</tr>
</tbody>
</table>

Exam practice activity 3.1

Do this on your own.

Use the illustration and information alongside it to draw up a tourist profile for Simon. You may need to make up some details to complete the profile.

Simon Xhi, from Japan, is visiting South Africa for 10 days to celebrate his 21st birthday. He would like to experience as many adventure activities as possible in the December holidays. He is a scientist and a vegetarian but would like to taste as many cultural dishes as possible. He does not have an international driver’s licence and has very limited funds, so cannot afford fancy hotels or restaurants. He would like to take as many photographs as possible of the sites and activities.
Summary

People travel for different reasons. The different types of tourists were identified. To understand each of these travellers and the particular information about them, you can draw up a tourist profile. Once you have a client profile you are able to meet the client’s needs better and plan a tour or package that meets their requirements. Once you have a profile you can start to plan the route. When planning the route, there are various considerations to take into account.

Tour plans and route planning

Profiling
characteristics
name and contact details
age
sex
education
occupation
preferences
requirements
destination choice
budget

Route planning
map
select start
select finish
plot the route
attractions
overnight stop

Tourist types
leisure tourist
business tourist
educational tourist
health/medical tourist
ecotourist
cultural tourist
adventure tourist
sports tourist
backpacker/youth tourist
shopping tourist
What you will learn about in this chapter

By the end of this chapter you will:

- be able to choose transport and accommodation to suit customers’ needs and preferences
- be able to choose tourist attractions and activities to suit tourist profiles.

Let’s talk about this week

It is important to understand the buying behaviour of the customers within the target markets to be able to match their needs and preferences to the tourism product or service. There are advantages and disadvantages to various tourism products, for example, modes of transport.
What you know already

In Grades 10 and 11 you learnt about different modes of transport and compared these in terms of comfort, cost, safety, carrying capacity, speed and reliability. You also learnt about the different types of accommodation establishments and the services and facilities they provide and the concepts of the attraction sector.

Check myself

- Can I identify different modes of transportation?
- Can I identify different types of accommodation and highlight important attractions in South Africa?

Word bank

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Transport</td>
<td>to carry people and goods from one place to another</td>
</tr>
<tr>
<td>Accommodation sector</td>
<td>the sector of the hospitality industry responsible for lodging and accommodation</td>
</tr>
<tr>
<td>Attractions</td>
<td>those occurrences or creations in natural or man-made environments that motivate people to travel</td>
</tr>
</tbody>
</table>

What you still need to know

You have to know how to identify accommodation, transportation, attractions and activities to suit the tourist profile.

Transportation

There can be no tourism without transport, as tourists rely on transportation to reach their destination. They also rely on transport to move around to different attractions once they have reached their destination. Although transportation is not always a main motivator to see a destination or attraction, it does fulfil needs and desires for customers and it facilitates the movement of tourists. Sometimes the mode of transport can be the attraction itself, for example, a luxury ocean cruise from Durban to Cape Town or the Blue Train.

Let’s look at the various modes of transportation and the motivational factors that influence a tourist to choose a specific mode of transport. By doing this we will be able to match the type of tourist to the best suited mode of transport, accommodation and attraction to meet his or her needs and preferences.

Car rental

Improvements in technology have resulted in more efficient vehicles that can reach greater speeds and have better carrying capacity. This has made travel more accessible to a larger market.

Many tourists choose car rental for the following reasons:
- **Flexibility**: It allows clients the freedom to go where they want, when they want and how they want without being bound to a schedule.
● **Discovery:** Clients are able to explore the country and visit places they would not normally visit as part of a scheduled itinerary.

● **Cost:** Car rental is often cheaper than other forms of transport, such as flights.

● **Accessibility:** The car rental product is easily available to clients. Clients may arrive at an airport and hire a car immediately.

● **Convenience and privacy:** Car rental is convenient for families, not only as a form of transport, but also because it makes attractions more accessible. Car rental gives clients privacy, as they do not have to share their transport with other people.

The business traveller is attracted to the car rental market as this type of client is less price sensitive, and hired cars offer speed, flexibility and reliability.

### Coaches

The coach industry in South Africa is divided into three main categories:

- Inter-city coaches, which offer scheduled coach services between cities
- Coach tours, which are packaged tours with coach transportation as the main component
- Charter coach tours, which is when groups hire a coach for themselves. These include transfers, shuttles and minibus transport.

Many tourists choose coaches for the following reasons:

- **Stops at point of interest:** Coaches provide opportunities for tourists to stop at various points of attraction or interest.

- **Sociability:** Coaches offer the opportunity of companionship with people who share one’s interests.

- **Cost:** Coach travel is often cheaper than car rentals and air travel and it offers value for money.

- **Accessibility:** Coach operators are available throughout South Africa.

- **Safety:** Coach travel is perceived to be a safer mode of travel than car rental, especially if you are a foreign tourist and unfamiliar with the road network and traffic rules in South Africa.

Remember, a tourist who travels by air, will probably need a transfer or shuttle from the airport to his or her accommodation establishment if he or she is not hiring a car.

### Air transport

Air transport in South Africa is divided into two main categories:

- scheduled flights, which operate according to published and agreed schedules
- non-scheduled flights, which are charter flights that have no published or agreed schedules and are sold per aircraft. Times and routings are flexible.

Many tourists choose air transport for the following reasons:

- **Speed:** Transport by air is often faster than other forms of transport, as aircrafts follow the shortest route.
• **Cost:** Flying is sometimes less expensive than other forms of transport; low-cost airlines offer affordable options.

• **Accessibility:** Airlines operate to and from major cities and towns in South Africa.

• **Safety:** Air transportation is considered a safe option.

• **Frequency and regularity:** Because airlines have to adhere to timetables and schedules, the services provided are frequent and regular.

• **Reliability:** Air transport carriers aim to provide a safe and reliable service to their customers and ensure that all aircrafts are well maintained and operate according to their schedules and timetables.

The business traveller is attracted to air transport as it provides frequent, regular, reliable and fast services that can tie in with the corporate demands.

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**Rail transport**

Rail transportation in South Africa is used as a mode of transport, that is to get from one place to another, as well as a ‘holiday experience’ and tourist attraction. Rail transport is available along a variety of different routes throughout South Africa.

Some of South Africa’s well-known tourist and luxury trains include the following:

- Steamtrains: the Banana Express, Outeniqua Choo-Tjoe, Apple Express
- Luxury trains: the Blue Train and Rovos Rail
- Transportation trains: Shosholoza Meyl.

Many tourists choose rail transport for the following reasons:

- **Personal comfort:** Transport by rail offers personal comfort and, in the case of trains such as the Blue Train and Rovos Rail, luxury, and the benefit of arriving at a destination relaxed and rested.

- **Interesting routes:** Many of the trains offer passengers the ability to observe interesting places and routes.

- **Tourist attractions:** Trains such as the Rovos Rail and the Blue Train are tourist attractions in themselves and offer ultimate luxury.

- **Luxury:** Many of the trains are modern and offer superb facilities.

---

**Water transport**

Water transport is an important component of the transport industry, particularly in Europe and North America where there are navigable inland waterways. South Africa offers a number of cruises that depart from South African harbours to the Indian Ocean islands. Cruises can form part of a holiday, or they may be holidays in themselves. Cruises of today are no longer for the wealthy only, but can also accommodate various types of budgets.
Types of water transport include:
- **Cruises**: traditional, fly-cruise, cruise and stay, and educational cruises
- **Ferries**: transportation across water from one continent to another or one area to another (for example, the English Channel and Lake Kariba)
- **Pleasure craft on inland waterways**: these are used within countries that have an industrial heritage based on canals and inland waterways (for example, northern European countries).

Many tourists choose water transport for the following reasons:
- **Unique experience**: Transport by water offers a unique experience and is considered an ‘all in one’ holiday, including en route destination visits in the case of a cruise.
- **Interesting routes**: Many of the cruises offer interesting destinations and routes.
- **Affordable**: Cruises can be affordable for all budgets and profiles, and offer a complete package, including meals, activities, excursions and stopovers.
- **Fun, pampering and shopping**: Cruises offer the opportunity to do many activities, be pampered, do shopping and relax.
- **Sociability**: Cruises offer the opportunity to meet lots of people.

**Accommodation**

Accommodation is a critical component of the tourism product, since the type, scale and nature of the accommodation available at a destination determines the type of tourism that is possible at such a destination. Some tourists prefer full-amenity types of accommodation, while others prefer the bare essentials.

To recap, the accommodation sector can be divided into two categories, namely the service sector and the self-service sector.

**Service sector**
- **Hotels**: Various classes of hotels are available to accommodate the needs of different types of tourists. The hotels vary in terms of services, amenities and budget. Commercial hotels and convention hotels accommodate the business traveller, airport hotels accommodate tourists in transit, and resort hotels are designed for family holidays and conferences.
- **Guest houses and bed and breakfasts**: These establishments offer accommodation to leisure travellers and business travellers. The business traveller of today is attracted to this type of accommodation as it offers a ‘home away from home’ environment.
- **Guest farms**: These offer a unique farm experience for the family-oriented traveller.
- **Lodges**: Lodges provide a number of activities and amenities for the leisure traveller. Some lodges offer conference facilities for business travellers.
- **Youth hostels**: These offer basic food and cheap accommodation for backpackers.
Self-service sector

- **Caravanning and camping**: a unique family or individual, adventurous experience
- **Resort**: leisure and recreation facilities for families
- **Timeshare**: leisure and recreation for friends and families for a minimum period of a week
- **Self-catering apartments**: accommodation at a resort or lodge with recreational facilities for families.

 Attractions and activities

South Africa has much to offer the tourist, and there is something for every type of tourist. There are interesting cities, museums, historical towns and villages or historic sites, such as old buildings and monuments (for example, the Voortrekker Monument in Pretoria and Robben Island off Cape Town). There are also numerous activities, such as hiking, canoeing, bungee jumping, white-water rafting, game viewing, walking and horse riding.

**Attractions** can be divided into three categories:

- **Natural attractions**, which include geological formations, mountains, natural spas, coastal areas and whale watching.
- **Man-made attractions**, which include modern and ancient architectural structures, monuments, casinos, theme parks and sporting events. Some well-known attractions include Gold Reef City, the Union Buildings, Sun City and Kirstenbosch National Botanical Gardens.
- **Socio-cultural attractions** are related to the history, religion, science, art, economy, politics and way of life of a particular community and can be closely associated with a particular culture. In this category we can include museums, history, religion, art, languages, cultural lifestyle and the social interaction of a community.

South Africa offers a wide variety of attractions and activities and the type of activity and attraction chosen by the tourist will be dependent on his or her needs and preferences. Once we have determined the interests of the client we can select the appropriate attractions and activities to include in their itinerary. Let’s look at a few examples:

- **Adventure tourist**: hiking, bungee jumping, canoeing, white-water rafting
- **Ecotourist**: visiting game reserves, nature reserves or national parks such as the Kruger National Park, Addo Elephant Park, Augrabies Falls, Golden Gate, Wilderness, Mountain Zebra and West Coast national park
- **Health tourist**: most lodges and upmarket resorts offer spa salons
- **Sports tourist**: Cape Argus Cycle Tour, Comrades Marathon
- **Cultural tourist**: Cradle of Humankind, Apartheid Museum, Lesedi Cultural Village, Aardklop Arts Festival, Mapungubwe Cultural Landscape
- **Leisure tourist**: cruising, beach holiday, site-seeing (Panorama Route, Garden Route, wine routes).

**Classroom activity 4.1**

Work in groups.

Identify attractions in South Africa to accommodate the following tourist profiles:

- shopping tourist (2)
- cultural tourist (2)
- ecotourist (2)
- adventure tourist (2)
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Homework activity 4.1

Do this on your own.
Collect brochures of accommodation (2) and attractions (2) you would suggest for a young tourist who enjoys nature and who has a limited budget. (4)

Exam practice activity 4.1

Do this on your own.
Mr and Mrs Soon are both retired and would like to visit Mpumalanga and KwaZulu-Natal in September. They would like self-catering accommodation and would like to travel by air. Their interests include wildlife and historical sites.
For each province suggest appropriate:
- transport (2 × 2)
- accommodation (2 × 2)
- attractions and activities (2 × 2)

Exam practice activity 4.2

Do this on your own.
Mr and Mrs Tembe, a retired wealthy couple from Pretoria, wish to travel to Durban and then from Durban to Cape Town, where they will spend five days. They would like to make use of three different modes of transport. Their interests include wildlife and sightseeing.
Suggest three modes of transport (3) and five attractions (5) or activities to meet their requirements. (8)

Summary

Choosing a mode of transport, a type of accommodation or an activity or an attraction for a client can be fairly difficult, hence the importance of understanding not only your clients’ needs and preferences, but also what each category has to offer. This chapter focused on highlighting the reasons why tourists choose a specific mode of transport or accommodation, which helps to classify our clients into a specific category or profile.
Accommodation and attractions

Transportation

- Car rental: Flexibility, Discovery, Cost, Accessibility, Convenience
- Coaches: Sociability, Interesting stops, Cost and safety, Accessibility
- Air: Speed, Cost, Accessibility, Frequency, Reliability
- Rail: Personal comfort, Interesting routes, Luxury, Tourist attractions
- Water: Unique, Interesting routes, Affordable, Fun and sociable, Shopping

Accommodation
- Service sector, Self-service sector

Attractions
- Natural attractions, Man-made attractions, Socio-cultural attractions
Compiling a day-by-day itinerary

What you will learn about in this chapter

By the end of this chapter you will:

● have learnt about the main aspects of an itinerary (description of transport, accommodation, attractions and activities, including stops for meals)
● know which factors to consider when drawing up an itinerary, focusing on logical planning
● be able to draw up itineraries according to different scenarios.

Let’s talk about this week

An itinerary is a travel plan or timetable of a holiday that is worked out for tourists. It tells tourists where they are going and the activities they will participate in during the planned tour. An itinerary organises time while travelling. An important consideration in itinerary planning is logic and clarity. A client (even without travel experience) must be able to read and understand the itinerary without a need for interpretation. The itinerary organises visits to sites in a logical manner. The tourist will, therefore, see attractions that are situated close to each other, instead of travelling back and forth. For a business tourist, itineraries provide a schedule of events and ensure that the tourist does not miss important meetings or schedule multiple events for the same time slot. The itinerary must take the tourists’ needs into consideration, including preferences, available time and budget.
What you know already

In Grade 11 you learnt about the two types of itineraries, namely general and personal itineraries. You also learnt about the factors that must be considered when planning an itinerary.

1. What is the difference between a personal and a general itinerary?
2. What are the main factors to consider when planning an itinerary?

Check myself

Word bank

Activity: a pursuit in which someone participates; doing something active
Accommodation: a hotel, guest house, holiday resort or any other place where a tourist will stay overnight
Transport: to move from one place to another via, for example, a seat on a charter or scheduled aircraft, a place on a ferry, hydrofoil or catamaran, a berth on a cabin of a cruise ship, a hired car or a seat on a coach
Transfer: transportation from the airport, port or rail station to the hotel and from the hotel to the airport, port or rail station
Meal stop: a stop made during a tour (usually a coach tour) for tourists to have a meal
Check-in: reporting at a hotel’s front desk to register and be able to move into a booked room
Check-out: reporting at a hotel’s front desk to settle the guest account and hand in the room keys at the end of one’s stay at the hotel
Charter flight: a non-scheduled aircraft flight, organised and contracted by a tour operator
Budget: the amount of money a traveller is planning to spend on a trip

What you still need to know

When a tour planner plans a tour for a client, he or she aims to fulfil the tourist’s needs and requirements based on his or her profile.

The main aspects of an itinerary

Depending on its nature and purpose, the main aspects of an itinerary include:

- the route and distances to be travelled
- the places and attractions to be visited
- the activities that will take place
- the venues of **activities** and **accommodation**
- the duration of the tour
- the types of **transport** (road/air/sea/rail)
- **transfers** (transport from the main mode of transport such as the airport, seaport or rail station) to the point of accommodation (and vice versa) and tours
- a timetable (desired times of arrivals and departures, indicating days and times).
Did you know?

Reasons for choosing a holiday are as individual as people. One person may delight in viewing game while another may find it senseless. Each person is different. Celebrate the differences, and pay special attention to tourist profiling to best meet the tourists’ needs.

Steps to follow when planning personal itineraries

- Based on the client profile, look up flights, hotels and tours.
- Plot the route on a map and calculate the distances between the destinations. Use this to determine the time intervals between the activities or attractions for pacing and direction of travel.
- Be realistic – do not squeeze too many activities into a day. Take note of the duration of the activity. Your itinerary should reflect logical planning and realistic distances per day.
- Take time and distances into consideration. (For road travel, assume that your clients will average 100 km per hour. Therefore a 400 km drive should take four hours.) Add time for meal stops, photo opportunities and comfort stops.
- Complete the basic plan using the table on pages 38 and 39 as an example. Based on the plan, write the necessary information under the appropriate column. Make sure that dates and times correspond with activities.
- Write down the venues of accommodation (hotel name and physical address and contact numbers, check-in and check-out dates).
- Write down the duration of the tour. In the case of coach tours, comfort stops, meal stops and brief attraction stops for photo opportunities must punctuate the coach trip after at least about two hours of travel.
- Write down the types of transport and scheduled times (and dates, if applicable) of the departures and arrivals of the chosen transport.
- Check what has been mentioned on the tourist profile. Have you included all the requested details in your itinerary?
- Language should be concise and to the point, without unnecessary use of adjectives. Do not write in an essay style.
- Be sure to lay out the travel plans in a logical, structured format that can be easily understood by the customer.
- Indicate all activities that have been arranged next to the allocated time, using the 24-hour clock, for example, ‘Depart at 16:00’, which is 4:00 pm, or ‘Arrive at 04:00’, which is 4:00 am.
- Start each new day on a new line.
- Start each attraction or activity on a new line.
- Keep days separate. For neatness, this can be achieved by leaving a blank line between days.

Include sufficient free time with suitable options suggested. (Options should match the client’s profile.) For example, ‘Evening at leisure’. For clients visiting a game lodge you may provide the following advice:

- ‘The main hotel bar has a live band show daily.’
- ‘Why not join in for spotlight game viewing provided at no additional cost from the comfort of the lodge’s foyer?’ or ‘Night walks can be arranged with the in-house ranger at ZAR 350.00 per person. Minimum of two people required for the night walk.’
- An example of a day-by-day itinerary follows for Mr and Mrs Khan. They are busy, middle-aged executives who are ‘time poor and cash rich’. They want to spend a few days in Cape Town experiencing the scenic beauty and winelands in the little time they have.
<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Transport</th>
<th>Accommodation</th>
<th>Attractions</th>
<th>Activities</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Thur</td>
<td>08:15</td>
<td>Mango JE129</td>
<td></td>
<td>Report to OR Tambo International for check-in</td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td>27 Sep</td>
<td>09:15</td>
<td>Mango JE129</td>
<td></td>
<td>Depart for Cape Town</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:30</td>
<td></td>
<td></td>
<td>Arrive at Cape Town International</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:40</td>
<td>Car rental: Avis</td>
<td></td>
<td>Pick-up time 11:00. Cape Town International, Avis kiosk</td>
<td>Inclusive</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Car Hire, Group A</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>(VW Polo or similar) unlimited km</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>13:00</td>
<td></td>
<td>Protea Hotel Fire &amp; Ice, Cape Town, New Church Street, Tamboerskloof, Cape Town 8018 Tel: 021 488 255</td>
<td></td>
<td>Included</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>In: 27/09/2012 Out: 30/09/2012 Meal basis: bed &amp; breakfast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fri</td>
<td>09:00</td>
<td>Hylton Ross Exclusive touring: 021 511 1784</td>
<td>Picturesque fishing valley, Hout Bay. Spectacular scenery: Chapman’s Peak, Table Mountain, Nature Reserve with endemic fynbos</td>
<td>Day at leisure: Suggested Tour: Full day Cape Point tour. Walk up to lighthouse / Ride Flying Dutchman funicular, Penguin colony Naval base – Simonstown</td>
<td>ZAR 850,00 × 2 = R1 700,00 (not included)</td>
<td></td>
</tr>
<tr>
<td>28 Sep</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sat</td>
<td>09:00</td>
<td>Hylton Ross Exclusive Touring: 021 511 1784</td>
<td>Spectacular scenery, Anura Wine Estate, Groot Drakenstein Prison, Franschoek - little Switzerland, Stellenbosch Cape Dutch architecture</td>
<td>Day at leisure. Suggested tour: Full day: Winelands Wine and cheese tasting, learn about wine making, lunch</td>
<td>ZAR 690,00 × 2 = R1 380,00 (not included) Note: lunch is not included in this rate</td>
<td></td>
</tr>
<tr>
<td>29 Sep</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### Term 1: Week 5

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Transport</th>
<th>Accommodation</th>
<th>Attractions</th>
<th>Activities</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sun</td>
<td>11:00</td>
<td></td>
<td>Protea Hotel Fire &amp; Ice, Cape Town</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Check-out</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>11:40</td>
<td></td>
<td>Car rental: Avis Car Hire</td>
<td></td>
<td>Drop off car</td>
<td></td>
</tr>
<tr>
<td></td>
<td>12:00</td>
<td>JE138</td>
<td></td>
<td></td>
<td>Report for check-in: Cape Town International, Domestic departures</td>
<td>All inclusive</td>
</tr>
<tr>
<td></td>
<td>13:00</td>
<td>JE138</td>
<td></td>
<td></td>
<td>Depart for Johannesburg</td>
<td></td>
</tr>
<tr>
<td></td>
<td>15:05</td>
<td>JE138</td>
<td></td>
<td></td>
<td>Arrive at OR Tambo International</td>
<td></td>
</tr>
</tbody>
</table>

*Mr and Mrs Khan’s tour from Johannesburg to Cape Town and back*
How to treat the main aspects of an itinerary

The names of the clients, together with the name of the consultant and the name and telephone number of the travel agency or tour operator should be placed at the top of the first page only. It is not necessary to repeat it on subsequent pages.

Day and date column

This column indicates the day and date of service or activity. The days and dates are written in the date column, for example, Monday 8 July. You may also do it as follows: Day 1: Monday 8 July. Do not write only Day 1, Day 2, Day 3, and so on, as this is used in general itineraries.

Time column

All significant times must be included in the time column, for example, times at which to report to airports for flights. (Remember, flights require anything from 60 minutes (one hour) to 180 minutes (three hours) for check-in, depending on whether they are domestic, regional or international flights). Indicate times of departure and arrival, departure times of tours and times of scheduled activities.

Transport column

Include the mode of transport (air, rail, road or water) and the name of the service provider.

- **Transfers:** Hotel and tour operators usually provide an airport transfer service, which is sometimes included. It should be booked if the client has requested it as a separate service. The following should be noted when dealing with the various modes of transport:

  - **Air travel:** The name of the airline plus the flight number must be written in the transport column, for example, ‘South African Airways: SA 057’. If it is a charter flight, write the name of the charter company. Use airport names to indicate the airports from where the flights depart and/or arrive, for example, OR Tambo International or London Heathrow International. Note that some cities are served by more than one airport.

- **Vehicle hire:** Include the name of the car hire company from which the vehicle must be collected, on first receiving the vehicle, plus a brief description of the vehicle, for example, ‘Collect Tempest Toyota Avanza (Group I) at airport kiosk’. Thereafter just write ‘car hire’. If the same car is being used it is only necessary to write this once every morning and again only if there has been a change of transport in-between. Specify when and where the car is to be collected and returned. Hired vehicles are usually collected at the airport or delivered to the hotel, and returned to the airport if leaving by air, or collected from the hotel by a representative of the vehicle hire company.

- **Tours:** If day tours or longer tours are used, indicate only the name of the tour operator in the transport column, for example, ‘Wild Frontiers’. A description indicating the activities and other details included in the tour can be indicated or explained in a details column.
Accommodation column
The physical address of the place of accommodation must be indicated. Avoid the PO Box address, as the client needs the physical address to know where exactly he or she will be staying. For example:
Dale Court
1 Exhibition Drive
Green Point
Cape Town
Tel: (021) 409 4000
Fax: (021) 409 0000
Check-in (date in or arrival) 04 February 2014, Check-out (date out or departure) 5 February 2014.

The check-out date must be indicated only on the morning of the day of departure, and not every day.

Attractions column
Select a variety of activities and use a combination of leisure, natural, man-made and socio-cultural attractions, depending on the particular preferences of your clients and supply a brief description of the attraction. A good guideline would be to devote two thirds of the time to attractions, and one third to leisure activities. The morning could be spent visiting attractions such as a museum, an art gallery or a botanical garden.

Activities column
Activities that the client will participate in, including details for each component of the tour, can be shown here. The early afternoon could be devoted to leisure activities such as swimming or golf, with a sunset cruise in the early evening. Stops for meals can be indicated in the activities column as well for coach tours.

Budget column
Depending on the type of tour that is sold to a client you may or may not be able to tell what the costs for each component of the tour are. All inclusive tours, for example, will have one amount that includes transport, transfers, accommodation, meals and sometimes entrance fees at attractions. Clients may be responsible for additional side tours that are recommended.

You may end your itinerary by adding a personal touch by providing your clients with destination-relevant information, such as weather, business hours, public holidays, what to buy, social conventions, safety tips, and so on.

Day-by-day itinerary planning checklist
After writing your itinerary, check whether you have indicated the details provided in the checklist on the next page to ensure completeness and logic. Your teacher will use this checklist to mark your activities.
Factors to consider when drawing up an itinerary:

- the different needs of tourists, for example disabled people, families travelling with children, older people, tourists seeking adventure or tourists seeking relaxation (tourist profile)
- the type of transport that will be used, for example, coach, cruise ship or train
- the different activities that will take place, for example, game viewing
- the accommodation where the tourists will stay overnight
- the list of attractions that will be visited
- the duration of the tour, for example, four days or ten days
- logic – the activities and places to visit should be in logical order.

<table>
<thead>
<tr>
<th>Component</th>
<th>Check</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Have all itinerary sheet pages been numbered?</td>
<td></td>
</tr>
<tr>
<td>2. Flight details – have check-in, departure and arrival times been given?</td>
<td></td>
</tr>
<tr>
<td>3. Have the names of airports been given?</td>
<td></td>
</tr>
<tr>
<td>4. Has transfer from airport to accommodation been included?</td>
<td></td>
</tr>
<tr>
<td>5. Has transfer from accommodation back to airport been included?</td>
<td></td>
</tr>
<tr>
<td>6. Car hire – have the name of car hire company, collection point and group of car been specified?</td>
<td></td>
</tr>
<tr>
<td>7. Must the car be dropped off after use?</td>
<td></td>
</tr>
<tr>
<td>8. Accommodation – have the name, address and telephone number, check-in and check-out dates been given?</td>
<td></td>
</tr>
<tr>
<td>9. Have travellers checked out of the accommodation/s?</td>
<td></td>
</tr>
<tr>
<td>10. Have all sightseeing attractions been included?</td>
<td></td>
</tr>
<tr>
<td>11. Have all tour details been included, for example, the name of the operator, the name of the tour, and the collection and drop-off point details?</td>
<td></td>
</tr>
<tr>
<td>12. Have all forms of transportation been included?</td>
<td></td>
</tr>
<tr>
<td>13. Have all activities been included?</td>
<td></td>
</tr>
<tr>
<td>14. Have all cities and/or towns been included?</td>
<td></td>
</tr>
</tbody>
</table>

Classroom activity 5.1

Do 1, 2 and 3 (a) on your own and 3 (b) and 4 with your friend.

1. In Grade 10 you learnt about the various types of tourists and how to draw up tourist profiles. Identify at least four types of tourist and provide at least two examples of activities or attractions that appeal to each type. (12)

2. Why do you think drawing up a tourist profile would assist in planning an itinerary for a tourist? (1)

3. a) Create a form to record a tourist profile. Remember that this form is a summary of facts about what tourists want and expect from the travel experience. Make sure that it can achieve this objective.

b) Work with a friend to draw up his or her realistic tourist profile. (7)
Based on the completed profile of your friend, what type of activities, mode of transport, and type of accommodation can you include in his or her itinerary? Write these down and present them to your friend to find out whether you understood his or her needs well.

**Homework activity 5.1**

Do this on your own.

1. What information is necessary under the following columns of an itinerary?

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Transport</th>
<th>Accommodation</th>
<th>Attractions</th>
<th>Activities</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>(1)</td>
<td>(2)</td>
<td>(3)</td>
<td>(3)</td>
<td>(1)</td>
<td>(1)</td>
<td>(1)</td>
</tr>
</tbody>
</table>

2. Consider the following scenarios and say what type of transport (1), accommodation (1), and activities (1) you would suggest or avoid for these clients' itineraries. You need to show whether you can respond to clients' needs based on the different scenarios.

<table>
<thead>
<tr>
<th>Scenario</th>
<th>Suggestions</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. A family from Johannesburg, who have two young children (aged two and five), visiting the coastal town of Margate in KZN</td>
<td>(3)</td>
</tr>
<tr>
<td>2. Philip Kotler (21) from Germany, spending six months in South Africa during his gap year</td>
<td>(3)</td>
</tr>
<tr>
<td>3. Four retired Australian friends (aged 65, 60, 63 and 64). Their interests include game viewing, history, culture and photography</td>
<td>(3)</td>
</tr>
<tr>
<td>4. A team of four paraplegic swimmers in wheelchairs from England in South Africa for a swimming competition. After the games they wish to see the countryside and visit some battlefields associated with England’s history</td>
<td>(3)</td>
</tr>
<tr>
<td>5. A group of middle-aged Chinese tourists who struggle to speak English. Their interests include architecture, history and culture</td>
<td>(3)</td>
</tr>
<tr>
<td>6. A newly married couple visiting an island destination</td>
<td>(3)</td>
</tr>
</tbody>
</table>
Exam practice activity 5.1

Do this on your own.

Your two Facebook friends, Jack (21) and Janet (22), from the United Kingdom have been given an opportunity to travel to Africa. Before going on an organised tour that will take them to Nairobi, where they will hike and encounter game, they are interested in learning about your culture.

They wish to spend two nights and three days with you. They have booked their flight to Nairobi to accommodate the time they will spend with you. They are travelling on a budget (R10 000 shared between the three of you for the days they will be in South Africa). They want you to be part of the experience. They will cover your expenses. Write to them with your proposed itinerary for the time they will spend with you. Janet has an international driving permit and thinks that it will be fun driving in South Africa. However, they have indicated that they do not wish to spend more than two hours driving to the various places.

When approaching this itinerary, remember:

- Ensure adequate time for check-in for their flight to Nairobi, and balance the activities and attractions. Remember to include times for meals and photo opportunities when planning attractions and activities.
- Indicate the budget in rand and later in the year once you have completed the chapter on foreign exchange, you may have fun converting it into pounds sterling.
- The plan must be logical. No going back and forth (backtracking) and criss-crossing (zigzagging), as this is expensive in time and money.
- Include a map that shows the places Jack and Janet will visit and indicate the direction of travel. Include a legend for your map to indicate accommodation, airport, rail or any other icon that you will use on your map.
- The itinerary must clearly guide them on what will be done during the time spent with you. In other words, it must be logical and clear.

The GSA has timetables of domestic flights. If you have access to the internet, visit: www.flysaa.com, www.flynango.com or www.kulula.com.

Their flight itinerary for the inbound flight and outbound flight to Nairobi (already paid for and confirmed) is as follows:

1. BA36 Y 14DEC LHRJNB HK2 17:50 06:45+ FRI (+ means the following day)
2. KQ013 Y 18DEC JNBNBO HK2 13:40 18:45 TUE

Your teacher will allocate marks as follows:

- day (4)
- time (3)
- transport (4)
- accommodation (3)
- attractions (4)
- activities (5)
- budget (5)
- map (2)
An itinerary organises time while travelling. An important consideration in itinerary planning is logic and clarity. The main aspects of an itinerary are transport, accommodation, attractions, activities, dates and times. When compiling an itinerary certain considerations need to be taken to ensure a well-balanced and logical itinerary that is not confusing to the client. These include: the different needs of tourists using a tourist profile, type of transport that will be used, different activities that will take place, type of accommodation where the tourists will stay overnight, the list of attractions that will be visited, the duration of the tour, logical tour planning. The following summarises the considerations when planning a day-by-day itinerary:

- **Timing/pacing**: While every day should be filled with activities, match the number and types of attractions and activities to the time available.
- **Balance**: Keep a balance between viewing attractions and taking part in leisure activities. Variety contributes to a more interesting and balanced itinerary.
- **Distances**: These must be realistic, for all modes of transport (100 km/hour rule) allowing for meal stops, comfort stops and photo opportunities on the way.
- **Times**: All significant times must be clearly indicated. Time to report for check-in at the airport, departure times of flight/tours and arrival times.
- **Accommodation**: The name, physical address and contact details must be indicated including check-in and check-out dates.

When in doubt, use the day-by-day itinerary planning checklist on page 42.

### Main aspects of a tourist profile

Name, nationality, age, contact details, occupation, available budget, needs and preferences, for example, adventure, sport, education-based. Specific requirements, such as accommodation, transport or food (health or religious reasons), the length of the trip, arrival and departure date.

### Main aspects of an itinerary

Transport (name and details), accommodation (name and physical address and check-in/check-out times), attractions, activities, dates and times (all significant times such as check-in times, departure and arrival times for flights and tours).

### Steps to follow when planning personal itineraries

- Based on the client profile, look up flights, hotels and tours.
- Plot the route on a map and calculate the distances between the destinations.
- Use this to determine the time intervals between the activities (pacing) and direction of travel.
- Use the sample itinerary provided on pages 38 and 39 to complete the basic plan. Write down the activities that will take place, as well as optional recommendations.
- Write down the venues of accommodation (hotel name and physical address and contact numbers).
- Write down the duration of the tour.
- Write down the types of transport and scheduled times and dates (if applicable) of chosen transport (departures and arrivals).
- Check what has been mentioned on the tourist profile. Have you included all the requested details in your itinerary?
What you will learn about in this chapter

By the end of this chapter you will:
- know the factors influencing the development of a tour budget
- be able to develop a tour budget by indicating expenses for travel, accommodation, meals, visiting tourism attractions, shopping and tips.

Let’s talk about this week

Mr and Mrs Khan who live in Pretoria have been planning to visit Cape Town for a few days. They have set money aside that will be used during the planned tour. They have to plan how their saved money for the tour will be used. This chapter shows you how to do this.
What are the main components of an itinerary?

Word bank

**Incidentals:** extras that are not included in a hotel room rate, such as meals, room service, laundry

What you still need to know

**Compiling a tour budget**

A tour budget provides an estimate of what the tour is costing the traveller and how the available funds can be used optimally. A tour budget is based on a comprehensive itinerary because this enables you to develop a realistic budget.

**Factors influencing the development of a budget**

Tour budgets vary depending on individual tourists. Factors that influence planning of a budget include:

- the lifestyle of the tourist – is the tourist a luxury or budget traveller, how much shopping for souvenirs is the traveller planning?
- destination visited – in terms of traveller from a weak monetary area to a strong monetary area, distance travelled from point of origin to destination, administration or travel documents such as visas and health certificates, health precautions at destination such as drinking bottled water rather than tap water.
- time of travel – is travel during a peak season, shoulder or low season? Are there weekend rates, midweek rates at destination?
- mode of transport – available mode of transport to the destination including frequency of available transport and local transport at destination impact the budget immensely. In countries where there is a good public transport network, travellers usually opt for public transport which is usually cheaper than taxis and car rental.
- accommodation – the type of accommodation chosen will impact the budget. A backpackers lodge does not charge the same rates as a five star luxury guest house.
- food – dining preferences differ. Some travellers can survive on fast foods for the duration of their visit while some travellers prefer sampling local cuisine at fine restaurants.
- attractions and activities – to experience the destination being visited, travellers need to budget for entrance fees at attractions, fees for tours and activities at destination;
- miscellaneous – travellers need to budget for ad hoc expenses such as the use of telephones, internet, and some countries even charge for the use of public bathrooms.
Classroom activity 6.1

Do this on your own. [25]

1. What are the factors that affect the development of a tour budget? (10)

2. Read the following case study and create a day-by-day itinerary. (15)

Case Study

Note: This family is from South America. The inbound and outbound flights have been booked. Assist them with the following:

Mr and Mrs Tom and Tina Jones decide to book a tour for their family over Christmas. The family members are Mr and Mrs Jones, their two children, Susie (13) and Melanie (17), as well as the grandparents, Mr Jason Stevens and Mrs Petra Stevens. They will need 1 × family room and 1 × DBL room. The children wish to experience some adventure while the adults prefer scenic beauty and history in addition to the specified tours.

On 20 December, they will depart on a flight from Johannesburg to Cape Town on British Airways Y class, flight BA6413, arriving in Cape Town at 11:05. They will pick up a car from Europcar at Cape Town International Airport. They expect to travel 800 km by road during the course of their holiday. Choose the cheapest car that can accommodate all six members of the family with standard insurances. The family will stay at a hotel of your choice in Green Point while they are in Cape Town. The hotel rate must include breakfast.

On 22 December the family will go on a full day Hermanus tour with Grape Escape Tours. On 23 December they would like a full day winelands tour. They will fly out of Cape Town International Airport on 24 December on British Airways flight BA6428, departing from Cape Town at 07:30.

They are prepared to spend R70,00 for each person for lunch and R150,00 for dinner. The total budget for drinks for all members is R180,00 per day. They will pay tips at 15% of the cost of meals that have not been included in the room rate.

Develop a basic tour budget indicating expenses for travel, accommodation, meals, visiting tourist attractions, shopping and tips

Do this on your own.

Using the day-by-day itinerary you created in class, prepare a tour budget for the family in the Case Study. Use the template provided.

<table>
<thead>
<tr>
<th>1. ACCOMMODATION</th>
<th>Rates and calculations</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>40 Winks (20–24 Dec)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 × family room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 × DBL room</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TOTAL ACCOMMODATION</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
### 2. TRANSPORT

<table>
<thead>
<tr>
<th>Flights: BA6413 – JNB – CPT BA6428 CPT – JNB</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car rental including:</td>
</tr>
<tr>
<td>● Excess km charge</td>
</tr>
<tr>
<td>● CDW</td>
</tr>
<tr>
<td>● TLW</td>
</tr>
<tr>
<td>● Airport surcharge</td>
</tr>
<tr>
<td>● Tourism levy</td>
</tr>
<tr>
<td>● Contract fee</td>
</tr>
</tbody>
</table>

### Tours:

<table>
<thead>
<tr>
<th>TOTAL TRANSPORT</th>
</tr>
</thead>
</table>

### 3. INCIDENTALS

<table>
<thead>
<tr>
<th>Room service</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tips</td>
</tr>
<tr>
<td>Food and drink:</td>
</tr>
<tr>
<td>● Breakfast</td>
</tr>
<tr>
<td>● Lunch</td>
</tr>
<tr>
<td>● Dinner</td>
</tr>
<tr>
<td>● Drinks</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TOTAL INCIDENTALS</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>TOTAL BUDGET</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Accommodation and meals</td>
<td></td>
</tr>
<tr>
<td>2. Transportation</td>
<td></td>
</tr>
<tr>
<td>3. Incidentals</td>
<td></td>
</tr>
<tr>
<td>TOTAL</td>
<td></td>
</tr>
</tbody>
</table>

### Exam practice activity 6.1

Do this on your own.

Read the following scenario and compile:

- a day-by-day itinerary from the day they arrive in South Africa (12)
- a tour budget for the time they spend in South Africa. (10)
Mr and Mrs Spencer from the United Kingdom
Travel date: 1 December 2012 (Depart UK)
Day 1: Arrival at Johannesburg

Mr and Mrs Spencer would like to have a rental car for three days (BMW). They will travel 500 km and they want super insurances and the best rate.

Book them into the Sandton Courtyard for two nights (a two-bedroom suite).

Day 2: Gold Reef City sightseeing tour
Day 3: Lesedi Cultural Village tour

Your teacher will use the following marketing guideline to mark your day-by-day itinerary. Use it as a checklist.

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Transport</th>
<th>Accommodation</th>
<th>Attractions</th>
<th>Activities</th>
<th>Budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>Day 1: 2 Dec</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Marking guideline:**
1. Day 1 must be 2 December
2. Flight details – check-in, departure and arrival times
3. Names of airports
4. Transfer from airport to accommodation
5. Transfer from accommodation back to airport
6. Car hire – name of car hire, collection point and group of car
7. Car dropped off after use?
8. Accommodation – name, address and telephone number, check-in and check-out dates
9. Have passengers checked out of the accommodation/s?
10. All sightseeing attractions
11. All tours (name of operator, name of tour, collection and drop-off point details)
12. All forms of transportation
13. All activities
Travellers set hard-earned money aside to use during their vacations. A realistic travel budget provides peace of mind because it makes it very clear how much they will spend during a planned tour. The best place to start budgeting for travel is a well laid-out itinerary, because it provides detailed information about the planned tour. The factors that have an impact on tour budgeting differ from one traveller to another, and depend on where they are travelling to and what activities they have planned. The factors that affect a budget include accommodation, meals, administration, transport and shopping.
Health and safety

What you will learn about in this chapter

By the end of the chapter you will:

● understand concepts, such as World Health Organisation (WHO), health certificates, travel clinics, compulsory and recommended vaccinations
● know about precautions to take when travelling to high-risk destinations
● know about vaccinations required for entering/leaving areas of high risk
● be aware of TB and HIV and AIDS risks for inbound tourists
● know recommended health precautions for tourists
● understand why the safety of tourists in South Africa is important
● be able to give safety tips for tourists visiting South Africa.

Let’s talk about this week

The term ‘tourist health and safety’ refers to the well-being, welfare and safety of visitors, not only while travelling from origin to destination, but also during their activities.

Tourists leave their home environments to visit places that they may find unfamiliar, and that have associated risks and hazards. There are also many legal requirements of which travellers should be aware, particularly when travelling to other countries. These requirements apply to people leaving and entering a country, and include showing their passports, visas, health documents and, sometimes, proof of vaccinations, at immigration control services and at customs.

These checks ensure the orderly movement of people.
What you know already

In chapter 2 you learnt about the impact that outbreaks of serious diseases have on international tourism. You should also by now know about the role of the World Health Organisation (WHO) in international public health.

1. What is a travel document?
2. What is a disease?

Word bank

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Health</td>
<td>the general condition of a person’s mind, body and spirit; free from illness, injury and pain</td>
</tr>
<tr>
<td>Health hazard</td>
<td>any source of danger that can be harmful to people’s physical condition, ranging from minor upsets to infections caused by serious diseases</td>
</tr>
<tr>
<td>International Certificate of Vaccination or Prophylaxis (ICVP):</td>
<td>a certificate approved by the World Health Organisation that proves the bearer’s status of inoculations; recognised internationally and may be required for entry to certain countries where there are increased health risks for travellers</td>
</tr>
<tr>
<td>Travel clinic:</td>
<td>a medical facility that specialises in providing preventative medical care, such as vaccinations or medicine</td>
</tr>
<tr>
<td>Compulsory vaccinations:</td>
<td>vaccinations that are mandatory requirements to enter a country</td>
</tr>
<tr>
<td>Recommended vaccinations:</td>
<td>vaccinations that are not a mandatory requirement to enter the country</td>
</tr>
<tr>
<td>Preventative medicine:</td>
<td>medication used to prevent a disease or illness</td>
</tr>
<tr>
<td>Safety:</td>
<td>freedom from danger or risks</td>
</tr>
<tr>
<td>Security:</td>
<td>safety and freedom from worry and guarding against hazards, including crime, accidents and attacks</td>
</tr>
<tr>
<td>Safety precautions:</td>
<td>actions taken in advance to protect or safeguard against danger, failure or injury</td>
</tr>
</tbody>
</table>

What you still need to know

You have to know the health concepts, precautions and recommendations for travelling to high risk areas, the reasons why the safety of tourists in South Africa is important, and the general safety precautions for tourists in a car, public area, hotel room, at an airport and after dark.
World Health Organisation (WHO)

The World Health Organisation is an intergovernmental organisation within the United Nations system (headquarters in Geneva, Switzerland), which was founded in 1948, and its purpose is to aid in the achievement of the highest possible level of health by all people. Programmes include:

- education for current health issues
- proper food supply and nutrition
- safe water and sanitation
- maternal and child health
- immunisation against major infectious diseases
- prevention and control of diseases.

The major specific aims of the WHO are:
1. To strengthen the health services of member nations, improving the teaching standards in medicine and allied professions, and advising and assisting the general field of health.
2. To promote better standards of nutrition, recreation, sanitation, and economic and working conditions.
3. To improve maternal and child health and welfare.
4. To advance progress in the field of mental health.
5. To encourage and conduct research on problems of public health.
6. To advance progress in the field of mental health.


Health certificates

The World Health Organisation (WHO) controls the spread of disease by requiring an inoculation certificate (cholera and yellow fever) before entry into certain countries. This is done in the form of a health certificate which proves the bearers’ status of inoculations.

A certificate approved by the World Health Organisation proves the bearer’s status of inoculations. It is recognised internationally and may be required for entry to certain countries where there are increased health risks for travellers.

It is important for travellers to check the information relating to the country or countries they intend to visit in order to have the correct vaccinations or medication.

Failure to do so could result in the traveller being quarantined at the airport or deported. This information can be found on the general website of the country, from a travel clinic, The General Sales Agent (The GSA) magazine, destinations brochures or from a travel agent or tour operator.
Travel clinics

Tourists who plan to travel outside their countries should consult a travel clinic to find out the required health precautions needed for their destinations. These medical facilities provide medical care and information on vaccinations and medicines.

Travel clinics can perform an individual risk assessment. They can then advise the tourist of the required and recommended health precautions he or she needs to take before travelling to his/her destinations. Because each traveller is unique and has different health risks, it is very important to receive this individual risk assessment. People should visit a travel clinic six to eight weeks before their trips, as some vaccinations take several weeks to become active and may require more than one dose.

The travel clinic will need:
- the travel plans
- documentation of previous immunisations (if available)
- the traveller’s health history.

Travel clinics are located at medical centres, airports or hospitals in various areas of the country. For example, many of the Netcare hospitals have their own SAA Netcare Travel Clinics. These clinics offer information on 84 different hazards in over 250 countries.

Vaccinations

Travellers may be exposed to infectious diseases while they are away from home. Vaccination is one of the methods used for reducing the risk of becoming infected. However, vaccines do not provide 100% protection against disease and travellers must take additional precautions. The protective effect of vaccines takes some time to develop and certain vaccines require more than one dose to provide optimal protection.

Routine vaccines

All travellers should ensure that their routine, childhood vaccinations are up to date. Several vaccines, which are routinely administered to children, require periodic booster doses throughout life to maintain an effective level of immunity.

Compulsory or mandatory vaccines

Yellow fever vaccination is mandatory for entry to many countries, including South Africa, for tourists travelling from a country where yellow fever is endemic. There is no local transmission of yellow fever in South Africa, and vaccination is required to prevent the importation of the yellow fever virus into the country. As previously mentioned, a valid WHO approved certificate is required upon entry into South African for those coming from or who have travelled through a yellow fever infected area.

Recommended/selective vaccines

These are vaccinations that are not compulsory but are a recommendation, as some areas may be at risk from time to time. Some of the vaccines that are recommended for travellers include the following:
• Typhoid fever
• Cholera
• Rabies
• Hepatitis A
• Hepatitis B.

The travel clinic can also provide a list of recommended vaccinations for the specific destination or area to be visited. Remember, it is a good idea to inform the doctor or nurse of the specific area of visit. For example, in Mozambique, Maputo does not have a risk of malaria; however, visiting areas in the north of Mozambique which have a greater area of standing water is considered a malaria risk.

**Precautions to take when travelling to high-risk destinations**

If you are travelling to lesser-developed countries or areas, it is important to find out what disease risks will be encountered and how to avoid them. Secondly, visit a health care provider or travel clinic to get the necessary vaccinations and medication for precaution and prevention.

**Malaria**

Malaria is a potentially fatal illness of tropical and sub-tropical regions. The disease is caused by a parasite, which is transmitted to humans through the bite of an infected mosquito. The disease is widespread in Africa and every year over one million people, mostly children under the age of five, die of malaria. Malaria may also be transmitted through blood transfusions, blood products and transplants, for example, bone marrow, as well as by needles shared among drug addicts. The symptoms of malaria are often ‘flu-like’ symptoms.

**Treatment and precautions**

Anti-malarial drugs need to be taken before entering the specific areas. One must avoid being bitten by taking the following precautions:

* Wear protective clothing, such as long-sleeved shirts, long trousers and socks (preferably light-coloured).
* Avoid outdoor activities from dusk to dawn.
* Use insect repellents.
* Sleep under a mosquito net impregnated with mosquito repellent.
* Have screens over windows and doors.
* Use repellents containing the ingredient DEET over exposed areas of skin.
* Burn a mosquito coil throughout the night.
* Overhead fans or air conditioners are effective ways of keeping mosquitoes away.
* Spray the inside of the house with an insecticide.
* Use mosquito mats that are heated electrically.
* Treat clothes with an insecticide that is registered for this purpose.

If flu-like symptoms appear within six months of leaving the area, seek medical attention. Drugs are used to treat malaria.
Bilharzia

Bilharzia is a disease caused by waterborne microscopic parasites that penetrate the skin and can be found in rivers, streams and lakes. Travellers participating in water sports should be particularly careful. These parasites may be present in both flowing and standing water. Symptoms of bilharzia infection include a skin rash within a few hours of contact with the water, followed by fever and muscle pain about a month later. The symptoms sometimes progress to abdominal pain and, at a later stage, diarrhoea. If bilharzia is not treated, it may cause serious damage to the liver, bladder and intestines.

Treatment and precautions

Bilharzia can be cured with a course of tablets available from a doctor. To avoid bilharzia, take the following precautions:

- Water from unfamiliar areas should be boiled before being used for drinking or washing.
- Look out for signs that warn of contaminated water in dams.
- The parasites (snails) often prefer slower moving water with plenty of vegetation. Avoid places like this if possible.

Cholera

Cholera is a disease caused by bacteria and is spread through water by faeces from an infected person. The symptoms of cholera are diarrhoea and vomiting. The infection generally occurs in areas where the population is poor and does not have access to clean water, for example, in slums, squatter camps and in rural areas. People who do not wash their hands after using the toilet can spread the disease. It can also be spread when human faeces are used as a fertiliser for vegetable crops.

Treatment and precautions

- People should not swim in rivers, dams and lakes in affected areas.
- Water that might not be clean should be boiled before use.
- Fruit and vegetables should be washed with clean water.
- Oysters and shellfish from these areas should be cooked.
Tourists should be vaccinated against cholera if they are going to travel to an area where the disease occurs, and if there is a possibility that they could become infected. Generally tourists are not exposed to this disease; if they stay away from food or water that could possibly be contaminated, they should be safe.

**Yellow fever**

Yellow fever virus is transmitted by the bite of female mosquitoes and is found in tropical and sub-tropical areas in South America and Africa. Yellow fever is deemed to be one of the most dangerous infectious diseases. The symptoms include fever, nausea and pain. In some patients, a toxic phase follows, in which liver damage with jaundice (the body and eyes become yellowish in colour – hence the name) occurs and leads to death.

**Treatment and precautions**

- Since no therapy is known, vaccination programmes are of great importance in affected areas. The protective effect of the vaccination is established 10 days after the vaccination and lasts for up to 10 years.
- Avoid mosquito bites in affected areas where yellow fever is endemic.

**Countries with a high risk of yellow fever**

**Hepatitis A**

Hepatitis A is a viral infection of the liver. It is acquired mainly from contaminated food and drink. It is transmitted through direct person-to-person contact.

**Treatment and precautions**

- Avoid ice and shellfish from contaminated water.
- Do not eat raw fruit and vegetables that are contaminated with sewage.
- Boil water and cook food.
- Get vaccinated.
Hepatitis B

Hepatitis B is a chronic liver infection and it can be deadly. It is caused by a virus. Chronic infection leads to liver cancer. It is transmitted by person-to-person contact through body fluids, especially blood, and through unprotected sexual contact, transfusion of contaminated blood or blood products, tattooing or other skin-piercing procedures, by sharing needles, and also from mother to baby.

It is also possible to transmit the infection accidentally during medical procedures.

Treatment and precautions

- Practise safe sex.
- Avoid contaminated instruments for injections or skin-piercing procedures.
- Get vaccinated.

Do I understand the concepts of WHO, health certificates, travel clinics and vaccinations?

Can I identify at least two travel clinics in South Africa?

Can I advise a traveller of precautions to take when travelling to high-risk destinations?

Tuberculosis and HIV and AIDS risks for inbound tourists

Africa is the hardest hit by tuberculosis and HIV and AIDS. Poverty and ignorance are major factors that contribute to the spread of the virus. Tuberculosis (TB) is an infectious disease caused by bacteria, which commonly affect the lungs. The bacteria are spread through the air by coughing, sneezing or spitting.

HIV and AIDS (Acquired Immune Deficiency Syndrome or Acquired Immunodeficiency Syndrome) is a collection of symptoms and infections resulting from the specific damage to the immune system caused by HIV.

HI-Virus (HIV) is transmitted through direct contact of a mucous membrane or the bloodstream with bodily fluid containing HIV, such as blood, semen, vaginal fluid and breast milk. This transmission can occur through sex with an infected person, blood transfusion, contaminated hypodermic needles, exchange between mother and baby during pregnancy, childbirth, breastfeeding, or other exposure to one of the above bodily fluids.

There is currently no vaccine or cure for HIV and AIDS. The only known methods of prevention are based on avoiding exposure to the virus or, failing that, an antiretroviral treatment directly after exposure to the virus.

Recommended health precautions for tourists

There are not many things that can spoil a holiday more than feeling sick. When visiting South Africa, there are a number of health issues and tips the traveller should be aware of, which include:

- **Altitude sickness**: Rapid ascent, that is of more than 500 m a day, to an altitude greater than 3 000 m, may lead to altitude sickness. Prescription medicine is available.

- **Sun exposure**: The sun’s ultraviolet rays can damage the skin and cause severe sunburn. Travellers should wear hats, sunglasses and apply effective sunscreen.
• **Heat and humidity:** Excessive heat and humidity may lead to fatigue and exhaustion and possibly heat stroke, which are extremely serious. Regular fluid intake is recommended in extreme heat conditions.

• **Swimming:** Ensure that swimming in fresh water and seawater is safe. Avoid polluted water. When swimming in the ocean, it is recommended that you swim in designated swimming areas.

• **Insects and animals:** Take precautions against mosquitoes, ticks, flies, spiders, insects and snakes. When walking in the bush, look where you are stepping. Avoid walking around at night. If you are bitten by a snake or spider, seek immediate medical attention and try to identify the snake or spider as best you can.

• **Preventative medication:** Travellers must ensure that they are aware of various viruses, diseases and illnesses and take the necessary precautions (medication, insect repellent, bottled water, and so on).

• **Bottled water:** Travellers should take precautions against tap water. Not all tap water is safe to drink and therefore bottled water is a safer alternative. Drinking water from rivers and dams could put you at risk for waterborne diseases.

**Safety**

As we all know, there is a high level of crime in South Africa. It is important for travellers to be aware of this, so that they may take the necessary precautions. Mugging, rape, armed robbery and other forms of theft are common. A few recommended safety precautions are provided.

**At the hotel**
- never leave luggage unattended.
- store valuables in the hotel’s safety deposit box or safe.
- check who is at the door before opening.
- hand your keys in at reception whenever you leave the hotel.

**In public areas**
- avoid displaying expensive jewellery, cameras and valuables.
- do not carry large sums of money.
- keep away from dark, isolated areas at night or stay in a group.
- plan your route beforehand.
- call a taxi from the hotel.

**In your car**
- plan your route in advance.
- lock the doors and close the windows.
- lock valuables in the boot.
- park in well lit areas, do not pick up strangers or hitchhikers.

**At the airport**
- do not leave baggage unattended.
- make use of the airport’s luggage wrapping service.

**After dark**
- avoid walking alone; try walking in a group.
- stay as close to lights or well lit areas as possible.
- walk with a purpose and get to your destination as soon as possible.
- park your car close to the area where you intend to be.
- have your keys ready before exiting and getting to your car.
- plan your route in advance.
- stay alert.
Can I advise a traveller on health and safety tips when travelling to South Africa?

Classroom activity 7.1

In groups, discuss the following questions:

1. What are the main objectives of the World Health Organisation (WHO)? (4)
2. Explain the difference between a compulsory vaccination and a recommended vaccination. (2)
3. What services does a travel clinic provide? (2)

Classroom activity 7.2

Do this in pairs.

Mr and Mrs Mbali will be travelling to Tanzania. They have been advised that the health risks include yellow fever and malaria. (6)

1. Provide Mr and Mrs Mbali with information on the treatment and precautions for the above diseases.
2. Mr and Mrs Mbali have also been advised that cholera is a risk in some parts of the country. Provide them with more information on cholera. (4)

Homework activity 7.1

Do this on your own.

You are employed in the marketing department of Southerland Tours and have been asked to design a pamphlet on health and safety risks in South Africa for inbound travellers. Use illustrations and any other graphical techniques to highlight this important information. (12)

Exam practice activity 7.1

Do this on your own.

Create a poster to illustrate information on HIV and AIDS, yellow fever, malaria, TB and cholera.

Also provide information on treatment and precautions. (10)
Summary

When travelling, it is important to research the health requirements of one’s destination, as well as the precautions one should take. Recommended health precautions for tourists visiting health risk areas were discussed. Safety is an important factor to consider when travelling in South Africa, and providing general safety precautions for tourists visiting South Africa was discussed.

HEALTH AND SAFETY

CONCEPTS
- WHO
- Health certificates
- Travel clinics
- Vaccinations

HEALTH RISKS
- Malaria
- Bilharzia
- Cholera
- HIV and AIDS
- Yellow fever
- Tuberculosis
- Hepatitis
Chapter 8 • Travel documentation

What you will learn about in this chapter

By the end of this chapter you will:
- know the travel documents required when visiting a given country, valid passport, visa and health certificate (cholera and yellow fever)
- know about how to obtain international driver’s license if driving in the country of destination
- understand requirements and procedures to be followed when applying for a passport and/or visa, how to complete an application form for a South African passport, how to complete an application form for a visa to any country of choice
- know about the validity of travel documents
- understand customs requirements: regulations when departing from or arriving in a country.

Let’s talk about this week

Travel entry requirements differ for each country. Reservations agents must be able to source, read and interpret the various travel entry requirements for given destinations. Reservations agents have the responsibility of advising and assisting clients with all issues of personal security, safety, health requirements, insurance, driving in a foreign country, immigration, customs and import regulations, to ensure a smooth travelling experience. Care should be taken when checking travel entry requirements, to make sure that they meet validity, exit, transit and destination requirements.
What you know already

In Chapter 7 you learnt about tourist health and safety, including the precautions that must be taken by international visitors to prevent contracting diseases such as cholera, malaria and bilharzia.

Check myself

What advice can I provide to a tourist who is travelling to a rural area to prevent him or her from contracting cholera?

Word bank

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
</tr>
</thead>
<tbody>
<tr>
<td>Citizen</td>
<td>a person who possesses nationality of a country</td>
</tr>
<tr>
<td>Immigrant</td>
<td>a person who enters a country with the aim of establishing permanent residence</td>
</tr>
<tr>
<td>Customs duty</td>
<td>a tax payable on certain items purchased abroad</td>
</tr>
<tr>
<td>Tourist visa</td>
<td>issued to travellers visiting for pleasure or business, where there will be no remuneration at the countries they are visiting</td>
</tr>
<tr>
<td>Quarantine</td>
<td>compulsory isolation to contain the spread of something considered dangerous; often, but not always, a disease</td>
</tr>
</tbody>
</table>

What you still need to know

Travel documents required when visiting a given country

You have to know how to source and interpret travel entry information for tourists travelling between countries. The range of travel documents that is required when visiting a given country include: a valid passport, visa and a health certificate (for yellow fever). This chapter will give you basic information about these documents, including their validity and the information that is necessary to complete these documents.

Valid passport

A passport is a document issued by a national government for international travel. It certifies the identity and nationality of the holder. Most countries require a traveller to show a valid passport to exit and enter their borders.

Did you know?

Passports are issued by the official government department of a traveller’s home country. In South Africa, the Department of Home Affairs issues passports. A passport is proof of one’s citizenship. The foreword of a South African passport includes the president’s request on behalf of the bearer to be allowed entry into countries and all necessary protection.