



























JUST-IN-TIME: TOURISM Grade 12













SECTION B	
QUESTION 2: MAP WORK AND TOUR PLANNING	
Itinerary	<ul style="list-style-type: none"> The itinerary specifies all aspects of a traveller's programme day by day The itinerary indicates the planned activities, accommodation, meals, transport and optional excursions.
World Health Organisation	<ul style="list-style-type: none"> A specialised agency of the United Nations Organisation and its main concern is public health It provides support to countries and monitors global health trends
Vaccination	<ul style="list-style-type: none"> A vaccination is a preparation injected into the blood stream to stimulate a protective immune response. A vaccination prevents a person from being infected with the disease if they do come into contact with it
Compulsory vaccination	<ul style="list-style-type: none"> Are regulated (by the World Health Organisation) according to identified threats found in some countries To contain the spreading of a high-risk disease
Recommended vaccination	<ul style="list-style-type: none"> A precautionary measure to ensure the health of individual tourists and are optional
Malaria precautions	<ul style="list-style-type: none"> Take preventive medicines Apply insect repellent to exposed skin Close windows and doors at night unless they are screened Sleep under a mosquito net Wear long-sleeved tops, trousers and socks when going outdoors during the evening.
Valid passport	<ul style="list-style-type: none"> A document issued by a national government that certifies the identity (name, date of birth, gender and place of birth) and nationality of its holder.
Visa	<ul style="list-style-type: none"> A stamp endorsed in the applicant's passport giving the holder permission to travel to, enter, transit or remain in a foreign country
Health certificate	<ul style="list-style-type: none"> A health certificate is a statement signed by a health-care provider (such as a doctor) that proves the health of the bearer of the certificate. The health certificate is a booklet that travellers must produce as proof that they have had the necessary vaccinations required to enter a country.
International Driver's Permit (IDP)	<ul style="list-style-type: none"> Permits a tourist to drive in a foreign country Provides important information to validate the South African driver's license in many different languages. Car rental companies often request a valid IDP when driving abroad
Duty free goods	<ul style="list-style-type: none"> Duty free goods are goods that have been purchased at a duty-free shop on which the tourist will not pay tax at customs
Prohibited goods	<ul style="list-style-type: none"> Prohibited goods are goods that, according to the law, may not be brought into a country.
Green channel	<ul style="list-style-type: none"> The green channel is a route located in the customs area of an international airport for passengers who have nothing to declare (those who are carrying goods that are within the customs limits only/not carrying prohibited items).












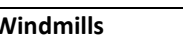

Red channel	<ul style="list-style-type: none"> The red channel is a route located in the customs area of an international airport for passengers with goods to declare (those who are carrying items above the permitted customs limit and/or carrying prohibited items).
To declare	<ul style="list-style-type: none"> To state officially the goods that you have brought into a country at customs.
Daylight Savings Time	<p>A practice of turning the clock one hour ahead of standard time at the beginning of summer to gain extra daylight hours</p> <p>Advantage of DST:</p> <ul style="list-style-type: none"> More daylight time available to spend outdoors More time to participate in leisure activities, e.g. shopping Attractions opened for longer hours
Time Zone	A region of the Earth where all the countries have adopted the same standard time
Steps to follow when doing time zone calculations:	<ol style="list-style-type: none"> 1. Locate the places on a world time zone map and determine their time zones. The world time zone map is colour coded. This means that the white/grey areas on the top of the map correspond with the colour of the country. 2. Determine the number of hours difference between the TWO places. 3. Decide if you must add (going east) or subtract (going west) the number of hours. 4. Add/subtract the number of hours and give the answer using the 24-hour clock. Remember to include the day or date. 5. If the calculation requires DST, first add ONE hour to the time zone of the place that uses DST. [If New York (-5) is used in the calculation, the time zone should be adjusted by adding ONE hour, taking New York to -4]. Then do the calculation as usual. 6. Calculations with flying time: If you want to determine the arrival time ADD the flying time If you want to determine the departure time SUBTRACT the flying time
Jet lag	<p>Jet lag is a physical condition related to flying long distances over many time zones (flying from east to west or west to east). It is related to the number of time zones a traveller crosses and not to the length of the flight.</p> <p>SYMPTOMS OF JET LAG:</p> <ul style="list-style-type: none"> Insomnia Fatigue Irritability Interrupted sleep Discomfort in legs and feet Struggle to concentrate Constipation or diarrhoea Confusion and disorientation Dehydration Headaches Nausea Loss of appetite Dizziness
Jet fatigue	<ul style="list-style-type: none"> Jet fatigue is related to the length of the flight as many travellers feel extreme tiredness after a long flight.













SECTION B	
QUESTION 3: FOREIGN EXCHANGE	
GDP	<ul style="list-style-type: none"> The value of all goods & services produced within a country in a year. The GDP is used to measure economic progress in a country
Multiplier effect	The multiplier effect is when money, spent by tourists, filters down through the economy benefitting other organisations
The buying power of the Rand	<ul style="list-style-type: none"> The amount of foreign currency you can buy with your Rand is referred to as the buying power of the rand. If the rand can buy a lot of the other currency, we say the rand is strong in relation to the other currency. If the rand can only buy a little of a particular currency, we say that the rand is weak in relation to that particular currency.
If the Rand is strong	<ul style="list-style-type: none"> The foreign tourists will receive less Rand's for their currency Foreign tourists will have less money to spend Inbound tourists will visit for a shorter period or will not visit at all Tourism will contribute less to South Africa's GDP and the economy will decline Can lead to job losses
If the Rand is weak	<ul style="list-style-type: none"> More inbound tourists will visit SA Foreign tourists get more Rand's for their currency Foreign tourists have more money to spend during their visit Foreign tourists will visit for longer periods This will lead to an increase in the GDP and will have a positive impact on the economy It can lead to job creation
Bank Selling Rate	<ul style="list-style-type: none"> The rate at which the foreign exchange dealers e.g. commercial banks, will sell foreign currency
Bank Buying Rate	The rate at which the foreign exchange dealers e.g. commercial banks, will buy foreign currency
When doing a foreign exchange calculation always look at it from the Bank's position	<p>What is the Bank doing with the foreign currency?</p> <ul style="list-style-type: none"> Is the bank selling foreign currency? (BSR) Is the bank buying foreign currency? (BBR)
Currency rate sheet	<ul style="list-style-type: none"> A currency rate sheet is a list of the rates of exchange (RoE) at which foreign currencies are bought and sold. This rate will determine how much foreign currency you will receive, when you exchange your money.
Convert a major currency to the South African Rand (ZAR)	MULTIPLY by the Rate of Exchange e.g. $\text{USD}150 \times 14,83 = \text{R}2\,224,50$
Convert the South African Rand (ZAR) to a major currency	DIVIDE by the Rate of Exchange e.g. $\text{R}15\,000 \div 16,65 = \text{€}900,90$











SECTION C				
QUESTION 4: TOURISM ATTRACTIONS				
Tourist attraction	A tourist attraction is a place, an area, a building or an event of interest that tourists visit for its historical significance, cultural value, natural or human-made beauty or entertainment opportunities.			
Icon	An icon in the tourism context is an attraction or feature that is world famous, has symbolic value and is closely associated with a particular destination.			
PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	Sydney Opera House 	Australia	City: Sydney	It is universally recognised as an architectural masterpiece of the 20th century because of its design and construction
	Ayers Rock / Uluru-Kata Tjuta National Park 	Australia	State: Northern Territory	Uluru or Ayers Rock is a unique, massive, round rock formation composed of hard, red sandstone. It also known as an “island mountain” and two-thirds of the rock is buried 5 km underground.
	The statue of Christ the Redeemer 	Brazil	City: Rio de Janeiro	With its outstretched arms overlooking the city of Rio de Janeiro it is one of the most famous statues in the world and is known not only for its dramatic location and size, but also as a symbol of Christianity and peace.
	Niagara Falls	Canada and USA	Cities: Niagara Falls, Ontario (Canada) and Niagara Falls, New York (USA)	The Niagara Falls is the most famous waterfall in the world. It is one of the biggest and most powerful and receives more visitors than any other waterfall.
	Colosseum  	Italy	City: Rome	The Colosseum is the largest amphitheatre constructed during the Roman Empire and is regarded as the greatest example of Roman engineering and architecture. It is nearly 2 000 years old.
	Leaning Tower of Pisa (Piazza del Duomo) 	Italy	City: Pisa	Because of its beauty and the fact that it has tilted , this freestanding bell tower or campanile, known as the Leaning Tower of Pisa, is one of the most recognisable structures in the world.




PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	Venice 	Italy	City: Venice	Venice, a city built on 118 small islands linked by canals and bridges is one of the most beautiful cities in the world and famous for its architecture and art .
	Vatican City 	Italy	City: Rome	Vatican City, also known as the Vatican, is the world's smallest independent city state , the seat of the Roman Catholic Church and is ruled by its head, the pope .
	The Great Pyramids of Giza 	Egypt	City: Giza	The Pyramids of Giza were constructed over 4 500 years ago as massive tombs for the Egyptian pharaohs . The pyramids are symbols of Egypt's history and culture . They serve as evidence of the ancient Egyptians' technical advancement.
	The Sphinx 	Egypt	City: Giza	The Sphinx is a huge statue of a creature with the body of a lion and the head of a human . It is carved out of a single block of limestone and is one of the largest and most recognisable statues in the world, and a symbol of Egypt .
	Berlin Wall 	Germany	City: Berlin	Built in 1961 , the Berlin Wall was a concrete wall separating West Berlin from East Berlin in East Germany. It symbolised the division between democracy and communism during the Cold War .
	Black Forest 	Germany	State: Baden-Württemberg	The Black Forest is known for its beautiful scenery consisting of mountains covered with pine and fir trees , valleys , lakes , mineral springs and picturesque villages .
	The Dome of the Rock 	Israel	City: Jerusalem	The Dome of the Rock is an Islamic shrine built on a sacred rock . It is the third most holy site in the world for Muslims after Mecca and Medina. The Prophet Muhammad , the founder of Islam, is believed to have ascended to heaven from this site.

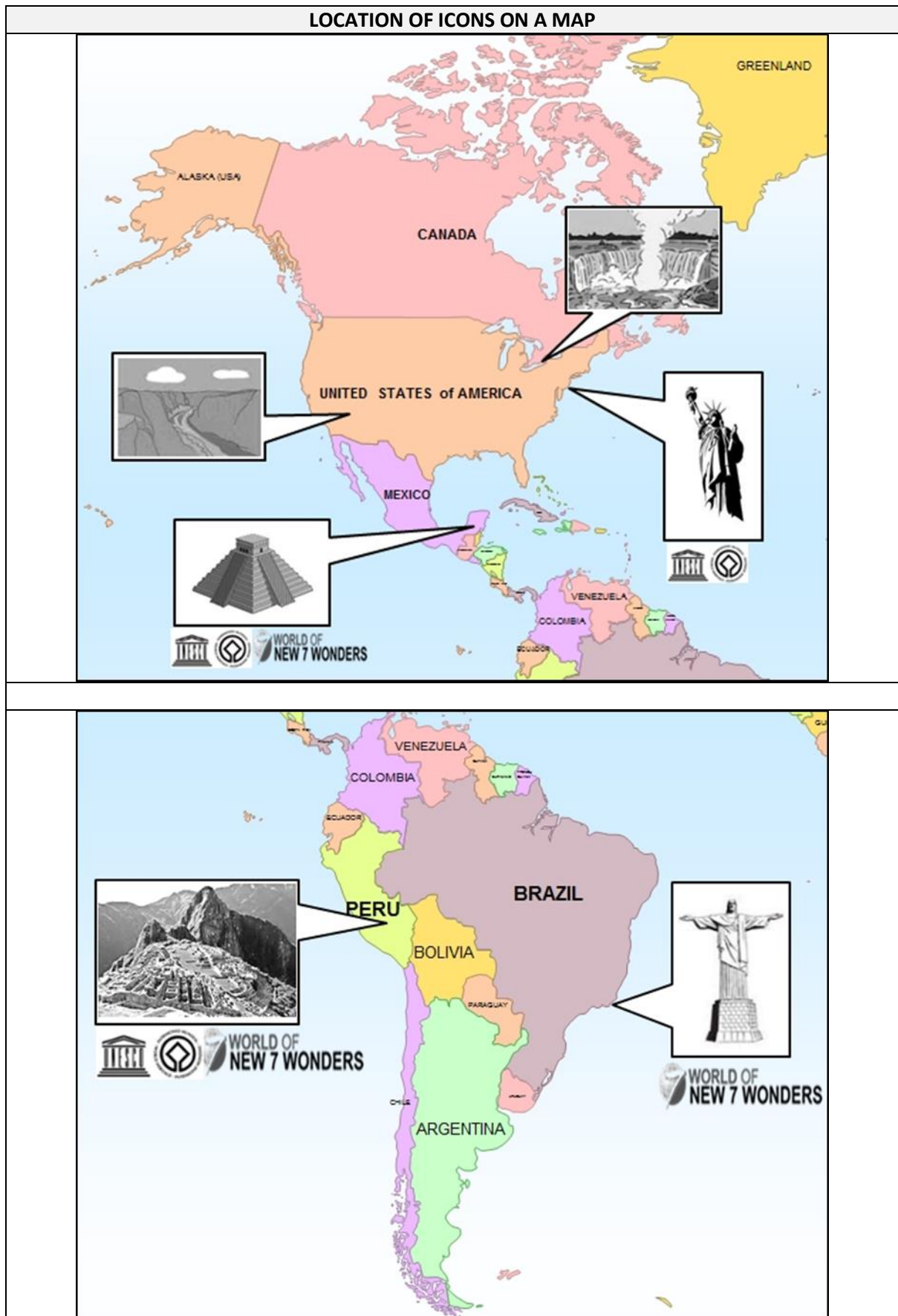
PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	The Wailing Wall	Israel	City: Jerusalem	The Wailing Wall, located on the west of the Temple Mount in the old city of Jerusalem, is the holiest Jewish site in the world .
  WORLD OF NEW 7 WONDERS	The Great Wall of China	China	City: Beijing	The Great Wall of China dates back 2 000 years and is the world's longest human-made defensive structure . It is not only a symbol of China's history and culture , but it is testament to ancient Chinese determination and engineering skills .
 	The Parthenon	Greece	City: Athens	The Parthenon is the remains of a 2 500-year-old temple located on the Acropolis , a hill overlooking the city of Athens, Greece. It is a symbol of ancient Greek civilisation and its most famous surviving building.
  WORLD OF NEW 7 WONDERS	The Taj Mahal	India	City: Agra	The Taj Mahal is constructed of white marble . It was built by an Indian ruler as a symbol of his everlasting love for his deceased wife. The Taj Mahal is regarded as an architectural masterpiece and one of the most beautiful buildings in the world .
 	The Blue Mosque	Turkey	City: Istanbul	The Blue Mosque in Istanbul, Turkey, with its cascading domes, decorated with ceramic blue tiles on the inside, its courtyards and six minarets , is considered one of the most beautiful mosques in the world .
 	The Eiffel Tower	France	City: Paris	The Eiffel Tower is the world's most famous tower and a symbol of Paris . It is the tallest structure in Paris and the most-visited tourist attraction in the world that charges an admission fee.
	The French Riviera	France	City: Nice	The French Riviera or Côte d'Azur is one of the most famous and luxurious coastal resort areas in the world . It lies on the Mediterranean coast of south-eastern France on the border with Italy.

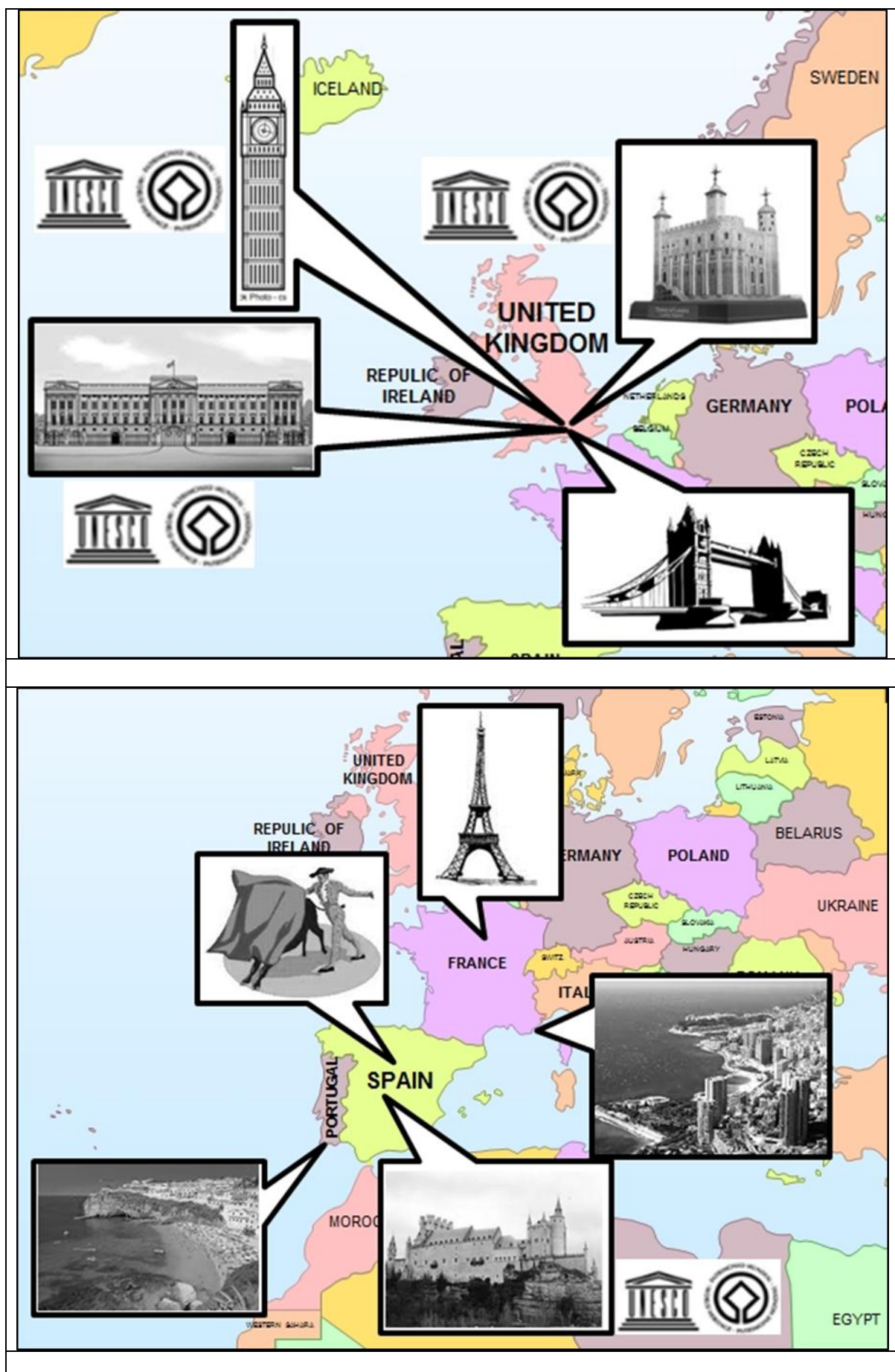
PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	Mount Fuji	Japan	City: Tokyo	Mount Fuji is the highest mountain in Japan . This volcanic mountain is world famous for its near perfect symmetrical cone shape and is recognised as a symbol of Japan .
	Chichen Itza  	Mexico	Region: Yucatán Peninsula	Chichen Itza is the ruined remains of a large, ancient Mayan city . It is one of the best-preserved archaeological sites of the ancient Mayan civilization.
	Petra  	Jordan	City: Wadi Musa	This desert city, hidden in a narrow valley between by mountains, has been carved from solid rock , making it one of the most spectacular ancient cities in the world . Petra, which means “rock” in Greek, was constructed around 100 BC as the capital city of the Nabateans, an Arab tribe.
	Mount Everest	Nepal	City: Kathmandu	Mount Everest is the highest mountain in the world . The peak is 8 848 m above sea level .
	Mecca	Saudi Arabia	City: Mecca	Mecca, the most sacred city of the Islam faith , is the spiritual centre of all Muslims. It is the birthplace of the Prophet Muhammad , the founder of the Islamic faith, and the focal point of Muslim pilgrimage .
	The Swiss Alps Jungfrau-Aletsch  	Switzerland	Area: Cantons of Berne and Valais	The Swiss Alps Jungfrau-Aletsch is a protected area in south-western Switzerland . This beautiful region has high mountain peaks that are permanently covered in snow, glaciers and valleys .
	Windmills	The Netherlands	Area: All over the Netherlands	Windmills are one of the main symbols associated with the Netherlands . Not only are they characteristic of the Dutch landscape , they are also a symbol of the Dutch struggle against water .

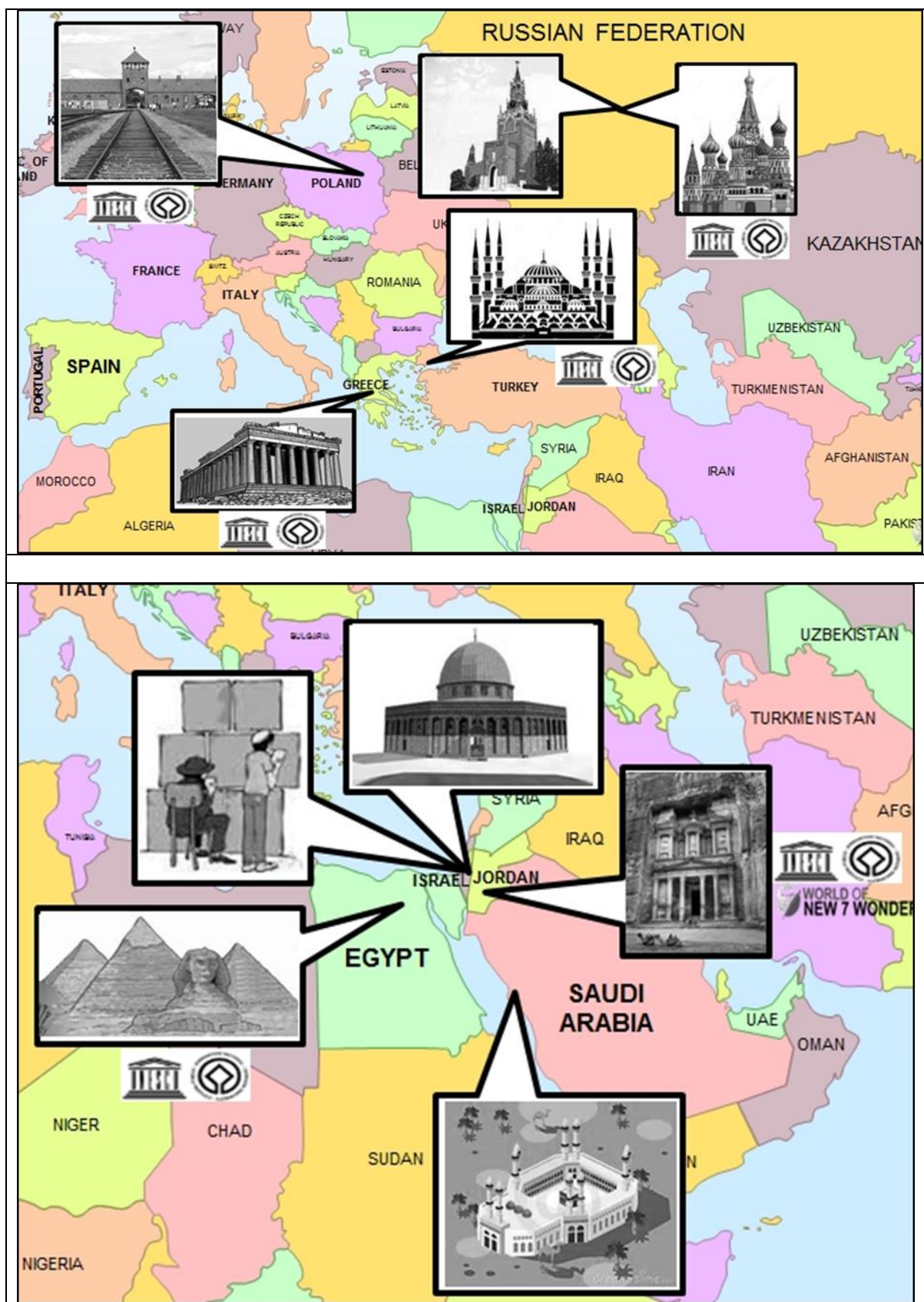
PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	Machu Picchu  	Peru	City: Cuzco	Machu Picchu, an ancient Inca city in the Andes Mountain in Peru, is one of the most important and mysterious archaeological sites in the world . It is also known as The Lost City of the Incas .
	Auschwitz  	Poland	City: Auschwitz	Auschwitz was Nazi Germany's largest concentration camp , forced labour and extermination camp complex in Europe from 1940 to 1945. Today it serves as a symbol of the Holocaust and humanity's cruelty to its fellow humans during World War II.
	The Algarve	Portugal	City: Faro	The Algarve is Portugal's most popular tourist region and one of Europe's favourite holiday destinations . This region is renowned for the natural beauty of its dramatic coastline, sunny weather, excellent beaches, opportunities for outdoor activities and great food .
	Alcázar of Segovia  	Spain	City: Segovia	The Alcázar of Segovia is the most recognisable fortress castle in Spain . It is built on top of a huge rocky hill and shaped like the bow of a ship . This fortress dates back centuries and is one of the most visited monuments in Spain .
	Bullfights	Spain	Cities: Madrid, Seville and Pamplona	The practice of bullfighting, in which a bullfighter in a public display provokes and then kills a bull with a sword , is universally associated with Spain's history and culture .
	Floating markets	Thailand	City: Bangkok	The colourful and vibrant floating markets where traders sell their goods from their boats on the rivers and canals have become a symbol of the traditional way of life in Thailand .

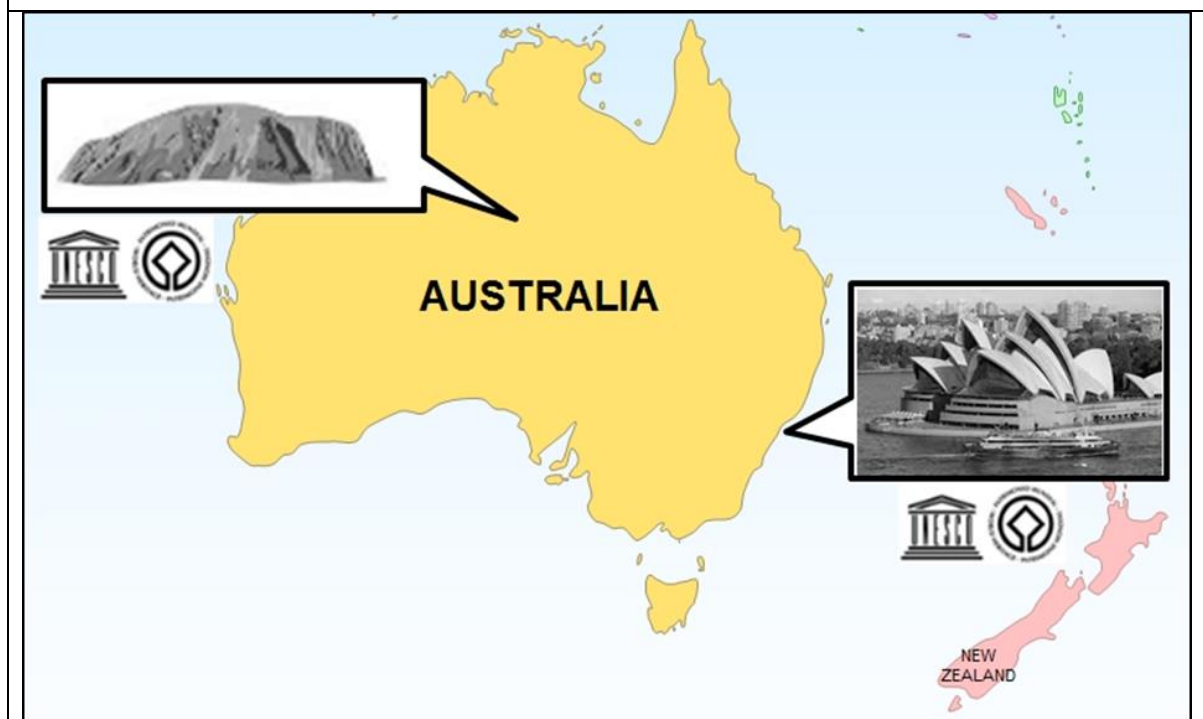
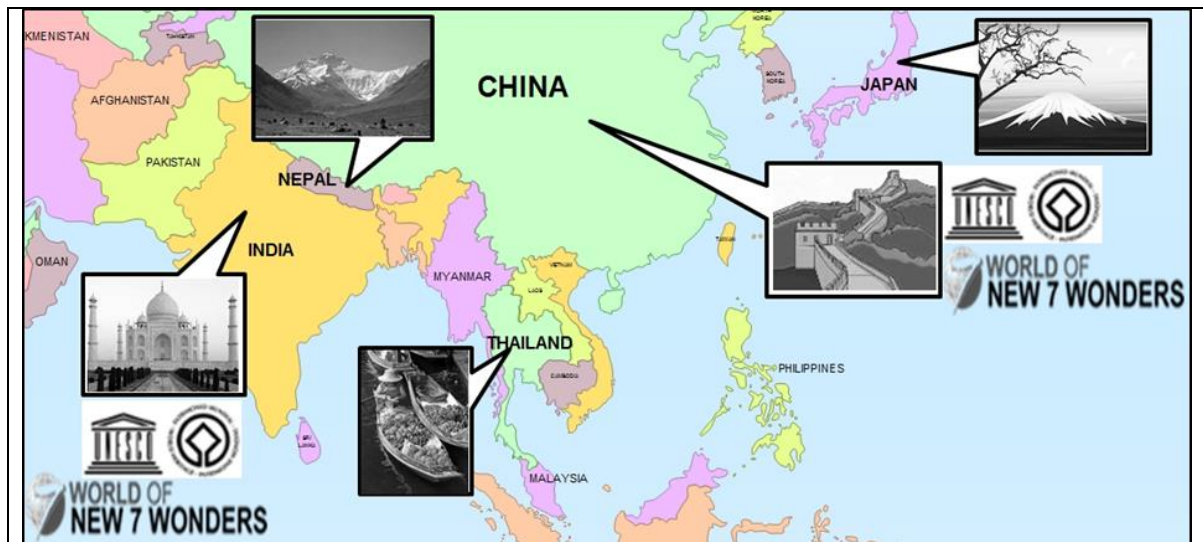
PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	The Kremlin	Russia	City: Moscow	The Kremlin is a fortified complex of buildings in the city of Moscow. The monumental walls, towers, cathedrals and palaces that make up the Kremlin form a living museum of Russian history, culture and architecture . It is also a symbol of the Russian state .
	The Red Square 	Russia	City: Moscow	The Red Square in the centre of Moscow, Russia is a large public square surrounded by significant buildings . It has been the site of many historical events since the 15th century and is considered to be the most famous tourist attraction in Moscow .
	Big Ben 	United Kingdom	City: London	Popularly referred to as Big Ben, the Elizabeth Tower of the Palace of Westminster is recognised worldwide as a symbol of the city of London and the United Kingdom .
	Buckingham Palace 	United Kingdom	City: London	Buckingham Palace is the official residence and administrative headquarters of the British monarch . It is a major tourist attraction in London.
	Tower of London 	United Kingdom	City: London	The Tower of London is an ancient fortress palace complex and one of the oldest buildings in London . It is a symbol of royal power dating back to the 11th century.
	Tower Bridge	United Kingdom	City: London	London's Tower Bridge is one of the most recognizable bridges in the world . Tower Bridge (built 1886–1894) is a combined bascule and suspension bridge in London which crosses the River Thames. It is close to the Tower of London, from which it takes its name, and has become an iconic symbol of London .

PICTURE OF WORLD ICON	NAME OF WORLD ICON	NAME OF COUNTRY	NAME OF CITY/TOWN/ AREA	WHY IS IT AN ICON
	The Statue of Liberty 	United States of America	City: New York	The Statue of Liberty was a gift from France to the USA . It has become one of the most recognisable landmarks in the world and a universal symbol of freedom because it stands in New York Harbour which is where all immigrants to the United States used to arrive by boat.
	The Grand Canyon	United States of America	State: Arizona	The Grand Canyon is one of the largest gorges in the world . With its overwhelming size and magnificent landscape, it is one of the most spectacular natural wonders and best examples of erosion in the world .





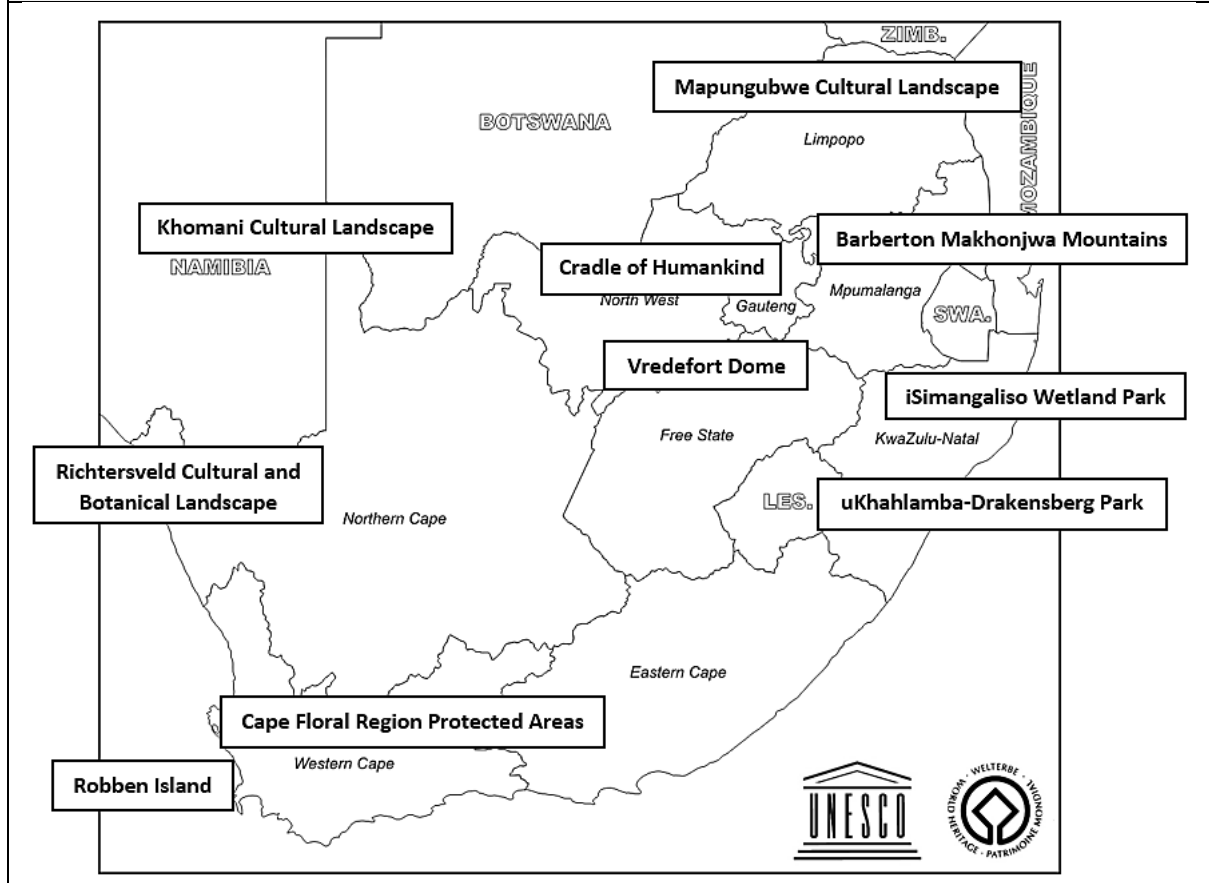





Factors contributing to the success of a tourist attraction	<ul style="list-style-type: none"> • Excellent marketing of tourism products locally/or internationally • Sustainable and responsible management plans • Efficiency and ethical behaviour of staff and management • Positive experience of visitors • Safety and crime prevention • General appearance and upkeep of the attraction • Considering the needs of people with disabilities • Universal access
Characteristics of a successful tourist attraction	<ul style="list-style-type: none"> • Actual number of visitors exceeds the target number of visitors • Repeat visits • Income generated exceeds target figures • Positive impact on local community and environment

SECTION C			
QUESTION 5: CULTURE AND HERITAGE TOURISM			
World Heritage Sites	<ul style="list-style-type: none"> World Heritage Sites are places of outstanding universal value and have been awarded international recognition by the United Nations Educational Scientific and Cultural Organisation (UNESCO) 		
The role of UNESCO	<ul style="list-style-type: none"> Constant monitoring to maintain and protect the status of the World Heritage Sites Provide support in terms of management plans. Assistance with upgrading of facilities in the event of an unforeseen occurrence. Financial aid is provided in cases of unforeseen occurrences. Engage with relevant stakeholders when the World Heritage Sites are threatened. Education / create awareness Promote co-operation and development. Encourage people to nominate sites to be included in the World Heritage Site list. Support countries in building public awareness for the protection of World Heritage Sites. Encourage the local population to preserve their cultural and natural heritage. 		
World Heritage Sites in South Africa	NAME OF WHS	PROVINCE	TYPE
	Cradle of Humankind (1999)	Gauteng	Cultural
	Mapungubwe Cultural Landscape (2003)	Limpopo	Cultural
	Robben Island (1999)	Western Cape	Cultural
	Richtersveld Cultural and Botanical Landscape (2007)	Northern Cape	Cultural
	Khomani Cultural Landscape (2017)	Northern Cape	Cultural
	Cape Floral Region Protected Areas (2004)	Western Cape	Natural
	iSimangaliso Wetland Park (1999)	KwaZulu Natal	Natural
	Vredefort Dome (2005)	Free State	Natural
	Barberton Makhonjwa Mountains (2018)	Mpumalanga	Natural
	uKhahlamba-Drakensberg Park (2000)	KwaZulu Natal	Mixed
The value of World Heritage Sites to South Africa	<ul style="list-style-type: none"> The sites receive national and international recognition which will result in an increase in visitor numbers. An increase in tourist numbers will lead to the creation of job opportunities due to increased demand for services. Tourism will generate income due to a demand for products and services e.g. accommodation, transport, entry fees, food, drink, etc. Increased visitor numbers will set the multiplier effect into motion. Standards of living will be improved through money directly or indirectly earned by tourism. There will be a boost in the economic activity lending itself to increased GDP and benefiting all establishments in the area 		

LOCATION OF WORLD HERITAGE SITES ON A MAP OF SOUTH AFRICA



SECTION C	
QUESTION 6: MARKETING	
The importance of marketing South Africa internationally	<ul style="list-style-type: none"> • Increase in annual volume of foreign arrivals to SA • Increase in international awareness of South Africa as a travel destination
The core business of SA Tourism	<ul style="list-style-type: none"> • Marketing South Africa internationally as a tourism destination of choice • Maintaining and enhancing the standard of facilities and services for tourists • Coordinating the marketing activities of role players in the industry
Opportunities for marketing SA internationally	<ul style="list-style-type: none"> • ITB (Berlin) • World Travel Market (London)
Funding for SA Tourism's international marketing initiatives	<ul style="list-style-type: none"> • TOMSA is a private sector initiative created to raise additional funds for marketing South Africa internationally. • Tourism businesses (e.g. accommodation, car rental, tour operators and travel agents) collect a voluntary 1% levy from tourists • The businesses pay the levies to the Tourism Business Council of South Africa (TBCSA) who gives it to TOMSA • TOMSA is the administrator of the funds. • TOMSA makes the funds available to SA Tourism • SA Tourism uses the funds to market South Africa both domestically and internationally.
Branding 	<ul style="list-style-type: none"> • Helps create a positive, unified image of South Africa. • A brand that is built on pride. • A recognisable brand to promote South Africa on an international platform. • It enables South Africa to function as a competitive destination in the global arena. • A strong brand positions our country as an attractive destination partner for trade and investment. • A recognisable global brand inspires positive thoughts and feelings about the country will convince people to travel to South Africa • It showcases South Africa's successes and motivates investor confidence.
Opportunities to promote SA and the southern African region to the world	<ul style="list-style-type: none"> • Tourism Indaba (Durban) • Getaway Show (Cape Town and Johannesburg)

SECTION D	
QUESTION 7: TOURISM SECTORS	
Factors that contribute to a professional image in the tourism industry	<ul style="list-style-type: none"> • Image of the company: name, logo, slogan, website, stationary, marketing material, product packaging, physical appearance of business, environmental policies, customer service policies • Image of the staff: professional appearance, uniforms, dress code, personal hygiene, grooming, interaction with customers, communication skills
Contract of employment	<p>The contract of employment describes the basic conditions of employment such as:</p> <ul style="list-style-type: none"> • working hours • uniform allowances • travel benefits • leave • core duties • fringe benefits • remuneration and deductions • termination of service • professional accountability and responsibility • service ethics
Code of Conduct	<ul style="list-style-type: none"> • Purpose: It spells out expected conduct of staff in the performance of their duties, and guidance for staff members faced with ethical challenges • Value: Creates a co-operative, collaborative atmosphere; promotes integrity in the workplace.

SECTION D	
QUESTION 8: SUSTAINABLE AND RESPONSIBLE TOURISM	
The three pillars of sustainable tourism	<ul style="list-style-type: none"> • Environment (planet): Good environmental practices, such as resource management (energy and water), waste management (reduce, re-use, recycle), litter control, pollution control, environmentally friendly building, promotion of indigenous flora and control of alien invasive plants in grounds and gardens • Economy (profit): The role of business. The responsible attitude of a tourism business towards the people and environment it affects. Ways to practise it: ownership, employment, procurement of local goods and services • Social (people): Considering the positive and negative effects of tourism on local communities, culture and heritage. Corporate social investment (CSI) in tourism, such as financial or nonfinancial support given by tourism companies to health/sport/education/youth projects
Responsible tourism and tourists	<ul style="list-style-type: none"> • Codes of conduct for tourist behaviour (social, economic and environmental): These are guidelines addressing responsible and appropriate behaviour when visiting a destination. • How can a tourism destination attract environmentally (people, planet, profit) conscious tourists? • The contribution of FTTSA towards encouraging responsible and sustainable practices

SECTION E:	
QUESTION 9: DOMESTIC, REGIONAL AND INTERNATIONAL TOURISM	
Global events	<ul style="list-style-type: none"> • A global event is a happening or occurrence of international importance because it will affect the whole world. • A global event affects the whole economy of the country in which it is hosted
The main economic benefits of global events	<ul style="list-style-type: none"> • Income generation (money spent by visitors at the destination) • Investment in infrastructure and services (such as communication) • Job creation • Foreign exchange income
The advantages a global event holds for the host country	<ul style="list-style-type: none"> • Infrastructure development • Investment • Income from foreign exchange • The multiplier effect
Disadvantages of global events for a host country	<ul style="list-style-type: none"> • High cost of new infrastructure • Disappointing investment and foreign exchange income • Increased cost of goods and services • Economic leakages • Community opposition
Political situations	<ul style="list-style-type: none"> • A political situation refers to what is happening in the politics of a country. • Examples: civil war, terrorism, general unrest
Unforeseen occurrences	<ul style="list-style-type: none"> • Unforeseen occurrences are events that are unpredictable – we do not expect or know that the event will take place. • Examples: tsunamis, earthquakes and other natural disasters, the global recession, diseases, accidents and economic upsets
The impact of unforeseen occurrences	<ul style="list-style-type: none"> • Destruction of infrastructure • Destruction of flora, fauna and ecosystems • Cancellation of flights, rail, cruises and road trips • Cancellation of holidays • Fewer tourists will visit the destination • Less revenue will be generated • Job losses
Forms of payment when travelling internationally	<ul style="list-style-type: none"> • Electronic fund transfers (EFT) • Telegraphic transfers (SWIFT transfers) • Bank drafts • Internet payments • Foreign bank notes (cash) • Credit cards (Visa, MasterCard, American Express, Diners Club) • Traveller's cheques • Preloaded foreign currency debit cards (Cash Passport card /Travel Wallet/International Travel Card)
Foreign market share	<ul style="list-style-type: none"> • The portion of the inbound tourism market that is controlled by a specific country
Land markets	<ul style="list-style-type: none"> • Land markets are countries where at least 60% of arrivals from the country arrive by land (Botswana, Lesotho, Malawi, Mozambique, Namibia, Swaziland, Zambia and Zimbabwe)
Air markets	<ul style="list-style-type: none"> • Air markets are those countries where at least 60% of arrivals from the country arrive by air

SECTION E	
QUESTION 10: COMMUNICATION AND CUSTOMER CARE	
The purpose of obtaining customer feedback	<ul style="list-style-type: none"> • To identify areas of customer service that need improvement • To adapt service to accommodate changing customer needs. • Positive feedback serves as staff motivation to deliver excellent service • It can prevent the company from losing customers to competitors
Methods to obtain customer feedback	<ul style="list-style-type: none"> • Surveys • Questionnaires • Feedback cards • Follow up calls • SMS messages on cell phones • Web-based responses
Positive impact of excellent service delivery	<ul style="list-style-type: none"> • Customer loyalty and repeat business • Fewer customer complaints • Reduced marketing budget • Increased sales • Improved public image • Edge over the competition • More effective employees • Motivated staff members