Chapter overview

This chapter covers the importance of tourism, why it has grown so much and the positive and negative effects this has had on economic growth and social development. The last two units look at South Africa’s tourism profile and suggest policies that may help to extend tourism and its positive effects.

Resources

- Learner’s Book
- Newspapers
- Cartoons
- Posters

World tourism issues:
- http://serendipity.gdrc.info/?p=308

Background information

Note the following facts about tourism:
- Tourism is a very popular leisure and business activity. It has grown steadily and has become more diverse.
- It is one of the fastest growing economic sectors in the world.
- Modern tourism is linked to economic development and the number of new tourist destinations is also growing.
- Tourism has become a key driver of social and economic development.

Teacher’s tips

Encourage learners to discuss important tourism destinations and possible training and employment possibilities in the tourism sector.

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Unit 1  Tourism and its growth

Unit overview

- This unit covers the reasons for the growth of world tourism, the purposes of travel and the components of the tourism industry.

Additional resources

Business Day: 20/3/2012: Downturn hits tourist numbers
Web articles describing the growth of world tourism:
- http://coolgeography.co.uk/GCSE/AQA/Tourism/Tourism%20growth/Tourism%20Growth.htm
- www.terradaily.com/reports/Growth_of_world_tourist_numbers_slowing_UN_body_999.html

Teaching guidelines

- Encourage discussion about the various tourism industries.

Background knowledge

The tourism market consists of suppliers (tourism businesses), consumers (tourists) and the tourism product, which includes tours, tourist attractions and accommodation and also intangible factors such as sunny weather and friendly local people.

Note that ‘intangible’ means something that cannot be physically touched.

Activity 1  Interpret tourism growth statistics

Learner’s Book page 282

Guidelines to implement this activity

- This is an individual activity.
- This activity gives learners the opportunity for further practice in interpreting statistics.

Suggested answers

1. This means that the number of tourists has reduced by 3.8% over the previous year ✓✓.  (2)
2. There was a recession in USA and Europe, so fewer of these people travelled ✓✓.  (2)
3. Tourist numbers increased by 9.6% over the previous year ✓✓ because of the FIFA world Cup in 2010 ✓✓.  (4)
4. This caused a drop in tourist numbers of 9.9% in 2011 over 2010 ✓✓.  (2)
5. Europe attracts the greatest number of tourists (51%) ✓✓. It is a very varied area and traditionally many people want to see Europe ✓✓.  (4)

Assessment guidelines

- This activity is intended for informal assessment.
- Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 14 and give them feedback on their performance to prepare them for formal assessment.
Activity 2 Explain the growth of tourism

Guidelines to implement this activity

- This is a pair activity. The learners work together to answer the questions to make sure that they understand the section.

Suggested answers

1. Globalisation has made people more familiar with travelling and the different tourist destinations ✓ ✓. The speed and ease of travel and the standards of facilities in tourist destinations have improved ✓ ✓. There has been a rise in per capita income so people have more disposable income available to spend on holidays ✓ ✓. Worldwide advertising on the Internet brings tourist destinations to people's attention ✓ ✓. There has been an increase in the number of low-cost airlines that allow cut-price holidays ✓ ✓. There is an increase in the number of public holidays and days that workers are given as paid holidays ✓ ✓. The Internet has made it easier to research destinations and to pay for travel and accommodation ✓ ✓. (any 5 × 2 = 10)

2. Leisure, recreation and holidays ✓ ✓; visiting friends and relatives ✓ ✓; business and professional ✓ ✓ (6)

3. Individual answer. Examples could include the local hotel, the tourism bureau, a restaurant, a long distance bus company. (any 3 × 2 = 6)

4. Individual answer. Examples could include a game park, the beach, a mountain, the local museum (any 1 example) (2)

5. Domestic tourism will continue to grow slowly, especially while foreign airfares are so high ✓ ✓; poverty and unemployment mean that fewer than 40% of the population become tourists in this country ✓ ✓; employment in the tourism industry is unlikely to increase much ✓ ✓; new tourism ventures will find it difficult to get started ✓ ✓; they will need to do a lot of advertising ✓ ✓; they need to offer really good service and value for money ✓ ✓ (12)

Assessment guidelines

- This activity is intended for informal assessment.
- Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 36 and give them feedback on their performance to prepare them for formal assessment.

Unit 2 Effects of tourism

Unit overview

- This unit shows the important effect of tourism on the economy including both negative and positive aspects.
Additional resources
Negative and positive effects of tourism:
• http://traveltips.usatoday.com/positive-negative-effects-tourism-63336.html
• www.nationalparks.gov.uk/learningabout/ourchallenges/tourism/impactsoftourism.htm

Teaching guidelines
Emphasise that there are both negative and positive effects of tourists visiting tourist sites.

Background knowledge
Make the learners aware that there are positive and negative effects of tourism. Ask for further examples and ideas about possible negative effects, especially if learners have examples of disadvantaged people being further disadvantaged by the development of tourism in their area. The declaration of World Heritage Sites has been a real boon to the tourism industry.

Extra activity
Investigate World Heritage Sites

Read the article below and then answer the questions that follow:

UNESCO World Heritage Sites in South Africa

Heritage is our legacy from the past, what we live with today, and what we pass on to future generations. Our cultural and natural heritage is both irreplaceable and a source of life and inspiration. What makes the concept of World Heritage exceptional is its universal application. World Heritage sites belong to all the peoples of the world, irrespective of the territory in which they are located.

UNESCO seeks to encourage the identification, protection and preservation of cultural and natural heritage sites around the world considered to be of outstanding value to humanity. This is embodied in an international treaty called the Convention on the Protection of the World Cultural and Natural Heritage, adopted by UNESCO in 1972.

World Heritage Sites recognise and protect areas of outstanding natural, historical and cultural value. Given South Africa’s diverse culture and history and her spectacular natural resources and wildlife, it is not surprising that South Africa boasts eight World Heritage Sites.

• Fossil Hominid Sites of Sterkfontein, Swartkrans, Kromdraai, and Environs (1999)
• Mapungubwe Cultural Landscape (2003)
• Robben Island (1999)
• Richtersveld Cultural and Botanical Landscape (2007)
• uKhahlamba / Drakensberg Park (2000)
• Cape Floral Region Protected Areas (2004)
• Greater St Lucia Wetland Park (1999)
• Vredefort Dome (2005)


1 Give the aims of establishing the World Heritage Sites. (2)
2 Identify the main reasons for declaring World Heritage Sites (2)
3 Explain how tourism is promoted by World Heritage Sites. (4)
4 How do World Heritage Sites promote culture and indigenous knowledge? (4)
Suggested answers

1 UNESCO aims to encourage the identification, protection and preservation of cultural and natural heritage sites around the world ✓✓. (2)
2 Reasons are to recognise and protect areas of outstanding natural, historical and cultural value ✓✓. (2)
3 These areas are publicised as being World Heritage Sites ✓✓. Tourists want to visit these well-known places ✓✓. (4)
4 Many cultural sites are chosen and the study of these places shows the depth of indigenous knowledge that exists ✓✓. These places are preserved with the income that comes from tourist visits ✓✓. (4)

Activity 3 Study tourism and employment

Guidelines to implement this activity

Learner’s Book page 287

• This is an individual activity.

Background knowledge

In tourism economics there is a term called the tourism multiplier, which is how tourism starts a chain reaction that generates more activity than the original purely tourism activities. For example, tourism leads to widespread employment opportunities. This is because:
• Tourism is fairly easy for entrepreneurs to enter; it is a sector founded on sustainable resources and provides for a large labour force.
• The target set for the tourism sector in the NGP strategy is to create 225 000 new jobs by 2015.
• One job is created for every 12 foreign arrivals in South Africa.

Suggested answers

1.1 Mauritius ✓✓ (2)
1.2 South African tourism earns 10 times as much for the GDP ✓✓, but it is a much smaller percentage of the GDP than in Mauritius ✓✓. A third of the people in Mauritius (172 000) are employed in the tourism industry ✓✓ but only 7% (941 000) in South Africa ✓✓. (8)
1.3 Largest in China ✓✓; smallest in Botswana ✓✓ (4)
1.4 China ✓✓; India ✓✓; UK ✓✓ (6)

Assessment guidelines

• This activity is intended for informal assessment.
• Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 20 and give them feedback on their performance to prepare them for formal assessment.
**Challenge activity** Research tourism awards

*Learner’s Book page 287*

**Guidelines to implement this activity**

- This is an individual or group activity (four learners per group).
- Learners are to perform an Internet search for the information under Cape Town tourism.

**Suggested answers**

1. Cape Town was named the world’s top travel destination in the TripAdvisor 2011 Travellers’ Choice Destination Awards ✓ ✓. (Research in current year for most recent award ✓ ✓.)
   - (4)

2. Table Mountain is now officially one of the new seven wonders of nature ✓ ✓.
   - (2)

**Activity 4** Identify the negative and positive effects of tourism

*Learner’s Book page 288*

**Guidelines to implement this activity**

- This is an individual activity.

**Background knowledge**

Tourism can be seen as investment by foreigners because their spending boosts the economy.

The poorer groups in the population are being drawn into the economy by the use of BEE strategies and tourism is one of the easiest ways to achieve this.

It is important to develop the transport infrastructure because distances between tourist attractions are long, so many tourists choose to travel by air. Yet others travel by road because of the scenic beauty. There are two tourist trains – Rovos Rail and the Blue Train – that have become tourist attractions in their own right.

The cruise-liner industry is becoming a player in the tourism industry, but South Africa needs to create dedicated berths in the ports for cruise liners if this aspect of tourism is to grow.

**Suggested answers**

1.1 Tourism Satellite Account ✓ ✓

1.2 New Growth Path ✓ ✓

1.3 foreign investment ✓ ✓

1.4 World Heritage ✓ ✓

1.5 World Tourism Organisation (UNWTO) ✓ ✓
   - (5 × 2 = 10)

2. Individual answer. Examples include: domestic work in hotels ✓ ✓; hotel managers ✓ ✓; chefs ✓ ✓; waiters ✓ ✓; bus drivers ✓ ✓; tour guides ✓ ✓; tourist agent ✓ ✓; work in airlines and airports ✓ ✓; forex dealers ✓ ✓; work in car hire firms ✓ ✓
   - (10 × 2 = 20)
Large amounts of waste are generated in sensitive areas; large numbers of people visiting an area can cause damage; large resorts change the landscape. Direct impact is the money that tourism businesses earn when tourists pay for their services. Indirect impact is the money spent by the tourism business in the general economy. South Africa was showcased abroad and many more people came to see the tourism advantages. However, the World Cup came at a time when there was a recession in Europe and other countries and tourists did not come in the numbers expected. Prices rose considerably, and this discouraged tourists.

Assessment guidelines

- This activity is intended for informal assessment.
- Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 48 and give them feedback on their performance to prepare them for formal assessment.

Unit 3 Benefits of tourism

Unit overview

- This unit continues the explanation of the effects of tourism and concentrates on the positive effects. There is also an important section on how tourism can help to achieve the redress of the wrongs of the past by bringing formerly disadvantaged people into the economy.

Additional resources

Business Report: Tourism benefits poor communities: 15/05/2011

Teaching guidelines

- The effects of tourism make a possible long question. Note that the information for this answer must come from both the previous unit and this one. The learners should write a summary of this question using headings and some key words.

Background knowledge

There are two aspects of tourism that should be emphasised: it leads to efforts to conserve the natural environment, and it can be used to correct some of the wrongs of the past as regards disadvantaged people.

Tourism is important for conserving the environment because:
- Since 1994, four new national parks have been established and land has been added to existing parks. Almost 20% of the country’s coastal zone is protected and this is attracting tourist businesses such as walking trails and whale watching.
- South Africa is the driving force behind trans-frontier parks, which allow animals and tourists to roam across national boundaries. These are the Kgalagadi, Richtersveld and Great Limpopo parks.
• Vast parts of rural South Africa have been converted from grazing and farming lands to wildlife reserves. The country is home to about 9 000 game ranches, covering an area of about 17 million hectares. These attract hunters and other visitors from all parts of the world.

• Economic redress is not only a moral issue but it also has commercial importance:

• Foreign tourists have expressed a need to be exposed to authentic cultural experiences. Our diverse cultures, both in their historical and modern forms, represent a significant opportunity for South Africa’s tourism because people want to experience other cultures.

• The future growth of the domestic tourism market depends on tourism being extended into the previously disadvantaged sector. It also depends on new types of experiences becoming available. These must increasingly be delivered by an industry that represents the whole of South African society.

**Activity 5** Discuss tourism and economic redress

*Learner’s Book page 290*

**Guidelines to implement this activity**

• This is a pair activity.

• Learners should answer this activity in class and check their answers against the suggested answers.

**Suggested answers**

1.1 Tourism Entrepreneurship Partnership ✔✔

1.2 Economic redress ✔

2 Contributes to GDP ✔✔; contributes to government revenue ✔✔; conservation of the environment ✔✔; new businesses are created ✔✔; employment is created, leading to a reduction in poverty ✔✔

3 Focuses on product development, job creation and skills development in small tourist businesses ✔✔. Contributes to building the economic strength and competitiveness of these businesses ✔✔. It has benefited more than 5 600 enterprises ✔✔ (6)

4 There is a wide variety of different jobs in the tourist industry ✔✔; high levels of skill are not required ✔✔; tourist businesses can be started with minimum investment ✔✔; tourism is labour intensive and can create many jobs ✔✔

5 There are not going to be enough businesses or managers to create new opportunities for growth if the ownership of tourist ventures is not opened up to the entire population ✔✔. Foreign tourists often wish to know that they are benefiting the local people by visiting cultural centres ✔✔. (4) [28]

**Assessment guidelines**

• This activity is intended for informal assessment.

• Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 28 and give them feedback on their performance to prepare them for formal assessment.
Unit 4  South Africa's tourism profile (indigenous knowledge systems)

Unit overview

- This unit covers the new tourism strategy and the work of business organisations and the Department of Tourism to promote the tourism industry.
- There is also an explanation of how indigenous knowledge is used in tourism.

Additional resources

SA Tourism strategy:
SA Tourism Research Unit:
- www.southafrica.net/research/en/landing/research-home
Top tourist attractions:

Teaching guidelines

- It would be good to have photos of as many of the main tourist attractions as possible so that learners who have not had much opportunity to travel will get an idea of the attractions that SA has to offer tourists. Learners should be asked to suggest examples of the many different types of tourism offered in South Africa.
- The use of indigenous knowledge is very popular with Asian and European tourists so learners should be able to give other examples of this aspect of tourism.

Background knowledge

There are several types of tourism in South Africa, for example, business tourism, cultural tourism, eco-tourism, adventure tourism, paleo-tourism, sports tourism and medical tourism.

Activity 6  Promote domestic tourism

Guidelines to implement this activity

- This is an individual activity.
- This activity provides an opportunity to practise interpretation of a graph and as extract.
  The learners work on this as a homework exercise and check their answers in class.

Background knowledge

Large numbers of tourists come from the African continent. This is the most important fact to come out of this section, although we are often more aware of tourists from other areas of the world.
Suggested answers

1.1 Africa ✓✓
1.3 There would have been a large increase in tourist arrivals because of the World Cup ✓✓.
1.4 \[ 1751 \div 8182 \times 100 = 21.4\% \] ✓✓. African tourists 78.6% ✓✓. Other foreign tourists 21.4% ✓✓
2.1 Domestic tourism growth strategy (2)
2.2 People who live in South Africa / South Africans (2)
2.3 ‘Whatever you are looking for, it’s right here in South Africa.’ (2)
2.4 The strategy aims at 54 million domestic trips by 2020 ✓✓. This will increase domestic tourism’s contribution to the country’s gross domestic product (GDP) to 60% of tourism’s overall contribution ✓✓.
2.5 26.4 million domestic trips were taken in 2011, against 29.7 million in 2010 ✓✓. Domestic travel was three percent more than in 2010 ✓✓. The average spend per domestic trip grew to R780 per trip in 2011, from an average of R710 per trip in 2010 ✓✓.

Assessment guidelines

• This activity is intended for informal assessment.
• Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 28 and give them feedback on their performance to prepare them for formal assessment.

Activity 7 Describe tourism in South Africa

Guidelines to implement this activity

• This is an activity that can be done with the whole class.

Suggested answers

1.1 Tourism Business Council of South Africa ✓✓
1.2 South African Tourism ✓✓
1.3 National Tourism Sector Strategy ✓✓ (3 × 2 = 6)
2.1 National Tourism Sector Strategy ✓✓ (2)
2.2 Domestic Tourism Growth Strategy ✓✓ (2)
3 Provide more rewarding holiday experiences for guests ✓✓; enable local communities to enjoy a better quality of life ✓✓; conserve the natural environment ✓✓ (6)
4 Creation of cultural villages which show the traditional lifestyle of the local people ✓✓. The SAN Biodiversity Institute gardens have sections on the plants used by traditional healers ✓✓. National Museums foster public awareness of IKS ✓✓. Township tours allow visitors to experience the reality of township life ✓✓. World Heritage sites show the skills of the early inhabitants of SA ✓✓. (any 4 × 2 = 8)
Many foreign tourists want to see something unique to Africa. African cultural events and the way of life in the townships are of interest to tourists. Tourist ventures based on African cultural experience are a way to promote indigenous knowledge and prevent it from being lost. Tours become a source of income for the rural population. Tours create awareness of the value of plants so that they will continue to be planted.

Assessment guidelines

- This activity is intended for informal assessment.
- Use the suggested answers supplied above to assess learners informally. Allocate learners a mark out of 36 and give them feedback on their performance to prepare them for formal assessment.

Unit 5 Policy suggestions

Unit overview

- This unit covers a number of methods that can be used to promote tourism in South Africa.

Teaching guidelines

- Invite the learners to give suggestions to promote tourism. This is a long question, so learners should do a summary so that they know the basic headings (policy suggestions) that should be included.

Background knowledge

The improvement of the transport infrastructure is important. For example, bus and rail networks need to be connected to airports so that it is easy for travellers to get around without having to rent a car. This also makes travelling easier for those South Africans without cars. Safe, reliable links should be available at least between major centres, transport terminals and tourism attractions and destinations.

Activity 8 Develop policies to promote tourism

Guidelines to implement this activity

- This is a pair activity.
- You should make sure that the learners can answer these questions as they present opportunities for long questions.
Sustainable Tourism not only benefits the environment and the local communities: it has also economic advantages. Let’s go to discover why choose eco-friendly accommodations is so important today. Sustainable Tourism is of primary importance to our planet and its future. Even the UN has dedicated the year 2017 the International Year of Sustainable Tourism. Sustainability is no longer just a trend, it’s a lifestyle. Awareness is increasing of environmental and climatic problems in the same way that knowledge grows of how much each one of us could contribute to solutions to global problems by modifying our way of life. The number of people choosing vegetarian food, using public transport and buying in a responsible manner grows. The Sustainable Tourism Index assesses countries on their commitment to develop and promote sustainable practices in tourism. It finds that, not surprisingly, the world’s developed countries have done more at the national level than their emerging-world rivals to formulate policy, foster adherence to recognised standards, encourage travel and tourism businesses to reduce their environmental footprint, co-ordinate efforts with NGOs and the private sector, and ensure protection of their cultural and historical assets. Even in these countries, however, implementation is patchy. Meanwhile, the scores of developing countries are weighed down by the dearth of both policy and coordination, although India, China and Brazil score comparatively well in a small number of areas. How Tourism Affects the Environment? Tourism, in simple terms, is an activity that involves people visiting places of interest, both local and international, and exploring new different activities and experiences for leisure or business. Countries such as the Maldives, British Virgin Islands, China, and Seychelles including many others across the world, depend highly on the tourism sector as a source of income generation. The global tourism sector is the largest industry, contributing up to USD 2.9 Trillion to GDP; with France, the USA, Spain, China, and Italy being the world’s top destination. This paper utilizes an inclusive community based sustainability framework with a focus on a resort destination in providing a potential model for | Find, read and cite all the research you need on ResearchGate. Four diverse, but interrelated areas of sustainable tourism were specified in this framework for a more comprehensive process including ecological, cultural, economic and socio-community sustainability. In addition a strategic community driven structure, which provides direction, information and practices, serves the purpose of integrating and implementing the framework.