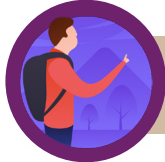


# introduction to tourism

What is tourism?



## Characteristics of a tourist

Travels away from his \_\_\_\_\_ for longer than \_\_\_\_\_ and shorter than \_\_\_\_\_.

For various reasons, such as: business, leisure, health, visiting friends and family.

**Day tourist:** \_\_\_\_\_



• Also known as an: \_\_\_\_\_

• Write down your own example: \_\_\_\_\_

\_\_\_\_\_



## The difference between inbound and outbound tourism

Inbound tourism	Outbound tourism
Meaning:	Meaning:
Description:	Description:
Example:	Example:
Drawing: 	Drawing: 

## Concepts

### International tourism

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### Domestic tourism ( \_\_\_\_\_ )

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2 types:

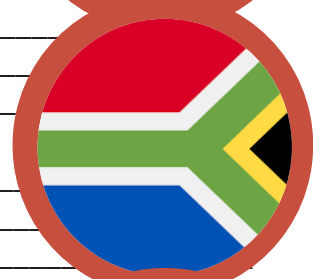
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### Regional tourism

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## Classroom Activity

DD - MM - YYYY

Analyse each of the following maps, and identify the type of tourism represented by each.

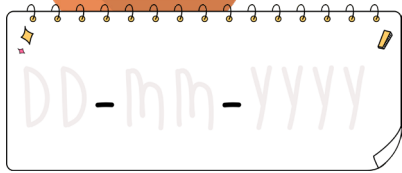




Description	Type of tourism
Driving from SA to Lesotho via the Sani Pass.	
Flying from ORTIA to attend a conference in Cape Town.	
Italians arrive in SA.	
Travel itinerary between Zambia and Zimbabwe.	
Visiting Gold Reef City for the day.	



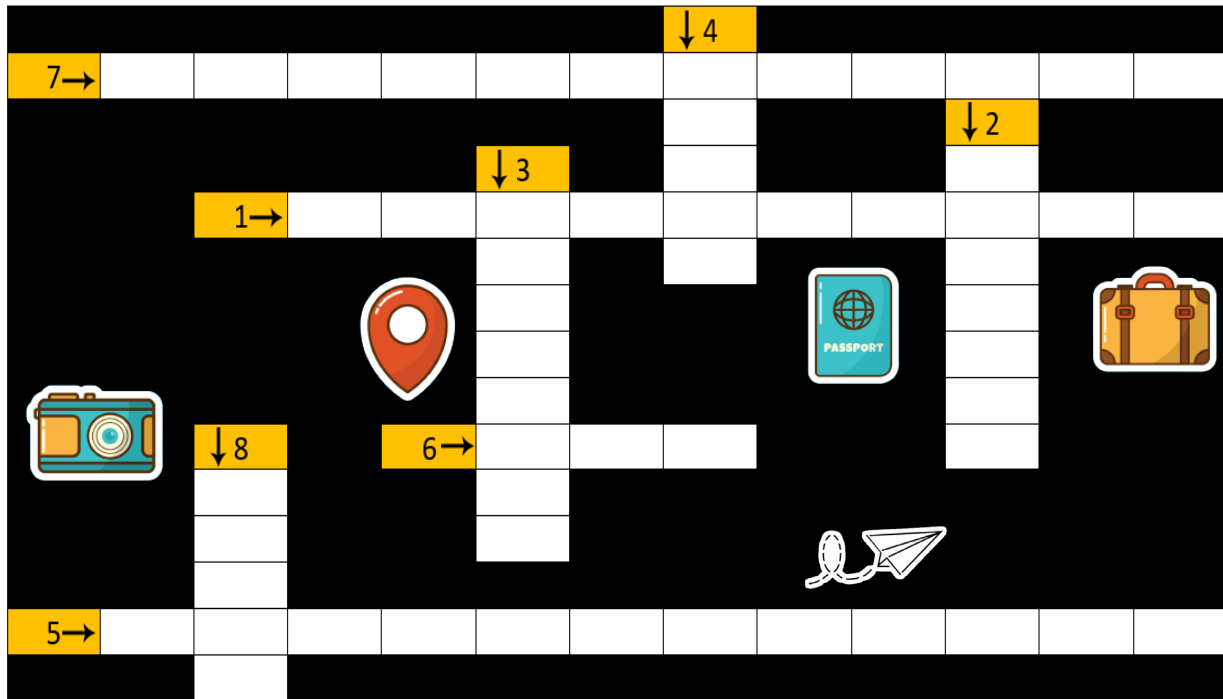
## Homework: Informal assessment



Teacher's feedback on the quality of the homework

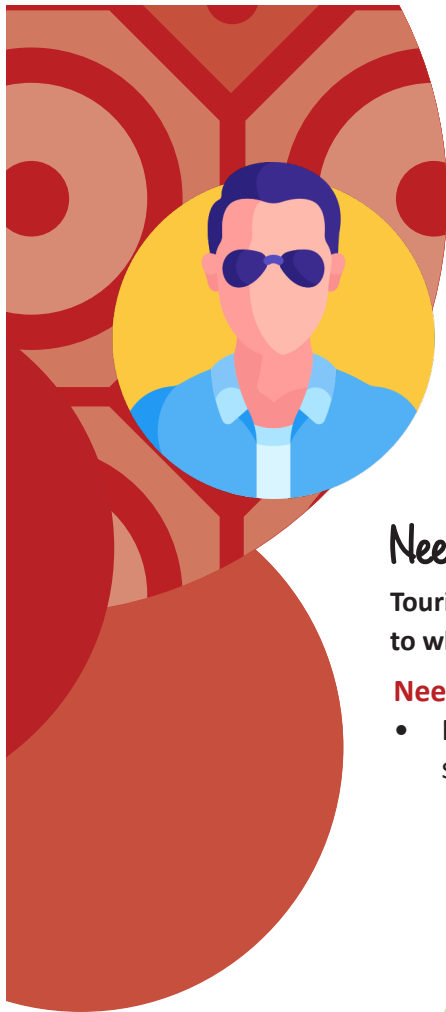


Mark relevant option: Done / Not done



1. Tourism is the study of activities, services and industries that provide tourists with a travel .....
2. Tourists entering the country from elsewhere, such as when Drake travels from Canada to South Africa for a music tour.
3. One needs a ..... during international travel.
4. A domestic tourist, travelling only in his/her own province, is referred to as an .....-provincial tourist.
5. A regional tourist is someone who travels around a specific ..... area, such as the SADC region.
6. A tourist is someone who travels for more than 24 hours and less than ..... year away from his own place of residence.
7. A day tourist, also known as a ....., is someone who, after a day's activities, return to his own home.
8. A domestic tourist, who travels between two or more different provinces, is referred to as an .....-provincial tourist.



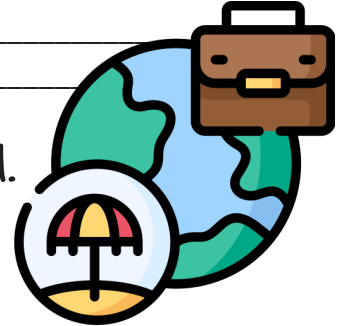


## Advantages of tourism

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

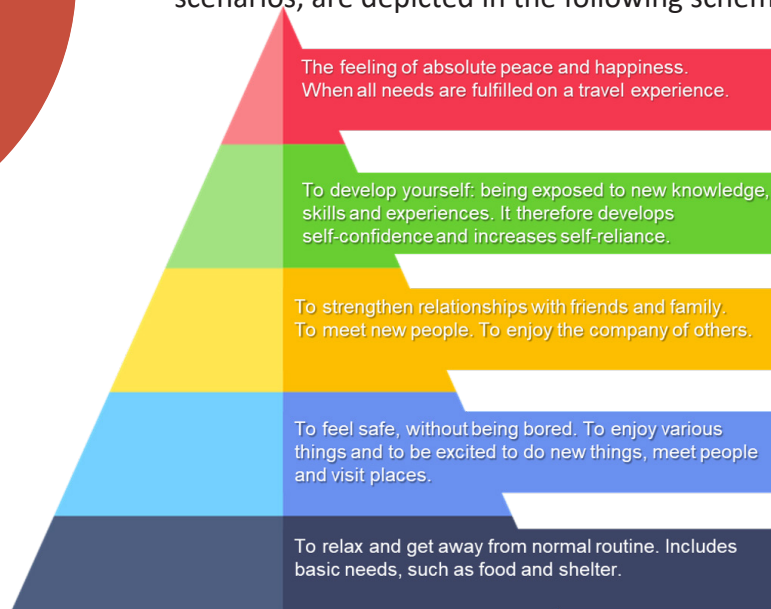
## Needs, preferences and reasons to why people travel.

Tourists have different needs, preferences, expectations and reasons to why they travel.



### Needs

- Needs, according to Maslow's hierarchy, which apply to tourism related scenarios, are depicted in the following schematic representation.



All things that a tourist cannot go without.

It is important that the tourism industry satisfies all the levels of tourists' needs.

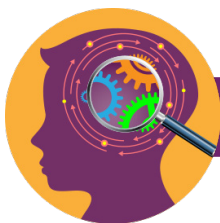


### Preferences & Expectations

- All the things that a tourist would like to experience.
- \_\_\_\_\_ will occur if it doesn't realise.
- What a tourist will prefer to see / do / experience / use.

### Reasons for travel

- The \_\_\_\_\_ reason why a tourist travels to a specific destination.
- Varies from tourist to tourist.
- Can include several reasons, such as: \_\_\_\_\_



## Brain Fuel

- One of the main reasons on why international tourists want to visit SA, is to experience the unique diversity of the country.
- SA is considered a whole world in one country, due to the wide variety of fauna, flora, climatic regions, natural environments and the cultures that SA has to offer.

