



GR 11 TOURISM

TERM 4 SUMMARISED NOTES



Customer service for foreign tourists



The manner on which foreign tourists are treated

Be aware of cultural differences:

- People from all over the world travel to SA. Different countries represent different cultures.
- Their background differs a lot from what we are used to. For example, their:

Language

Religion

Traditions and habits

Social interaction

Values





Respect the traditions, habits and the behaviour of others

- Do not laugh / stare at someone doing something in a different way than you do.
- Cultural sensitivity: = to be sensitive towards other cultures.
 - Learn more about other cultures and find out more about their:

Emotions

**Idees &
behaviour**

Humour

Punctuality

**Way of
greeting**

Important things to know about other cultures

Stand and Status – The following aspects can tell us a lot about other cultures and who they are:

Appearance

Clothing

Age

Greeting - If you are not sure how to greet someone
- a handshake is always the best option

- Titles are very important: E.g.: Prof. / Dr.
- Eye contact: Some cultures regard it as disrespectful to make eye contact.

Personal space

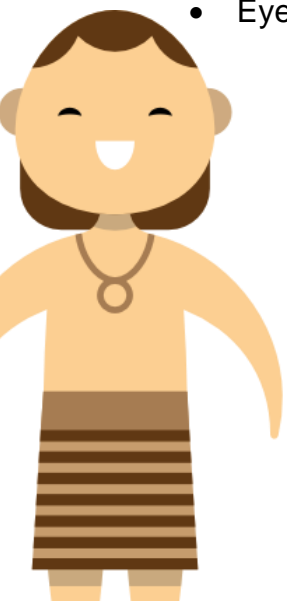
People usually move away if you move into their personal space.

Bow in front of each other & only has physical contact with family.

Chinese

**Arabs /
Russians**

...do not care about personal space.





Time and punctuality – differ according to cultures.

- Americans work strictly according to time.
- Africans, Asians and Latin Americans see time as something not to take into account.
- Western cultures and in the business world punctuality is very important.



Table manners:

- Some cultures = eat with hands, drink from someone else's glass, break-up winds (Arabs)
- China = do not touch your mouth when you eat - rather spit out the food.

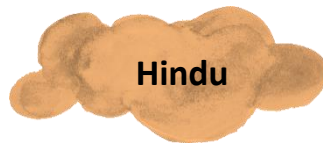
Eating habits:



Chinese

Pork = unclean

Do not eat beef. Consider cattle sacred:



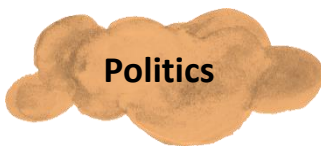
Hindu



**Strictly
Boeddhism**

No meat / fish. (vegetarian)

Taboos and sensitive issues



Politics



Religion



Ethnicity



Humour

Jokes do not translate easily - do not tell jokes to foreigners you do not know. Humor sense differs from different cultures.

Offending ways:

- Find out more so that your ignorance does not let you down.
- ... Then you will not be offended if someone else says something you do not understand correctly.
- Respect the traditions and ways of others





Communicate effectively with foreign tourists

Language: Find out how much they know about / understand your language

Be patient: Communication = challenge. Speak slowly and clearly. Use body language to communicate

Response: If the response is not what you expect – they clearly do not understand what you mean.

Vaktaal en slêng: Vermy dit. Iemand anders gaan dit dalk nie verstaan of dieselfde interpreteer nie

Make sure you understand – Stop and ask briefly if they understand

Volume: Do not raise your voice to convey a message.



SA tourism industry benefits from excellent customer care / service...

- Happy foreign tourists will tell others about their experience and return to SA. (Repeated visits)
- Positive experiences lead to positive reactions - Positive Word of mouth



Foreign tourists travelling to SA will cause SA's tourism industry to grow and prosper:



1. More tourists = greater need for tourism services / products. (Benefits directly from tourism).



2. More services and products will have to be provided.



3. More people are employed (Create jobs)



4. More people work = more money for their families & they spend this money in the community (These companies benefit indirectly from tourism)



5. More money is spent = SA's economy grows.



6. Overall standard of living increases.

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