

Learning Outcomes 3

Assessment Standard 6: Research Current Affairs and recent political situations on a global scale and evaluate the impacts these have on tourism trends.

Examples of global current Affairs. These can be further broken down into

Political situations:

Political turmoil in Kenya
 Political turmoil in Zimbabwe
 Acts of terrorism for example 9/11, London Bombings, etc
 Presidential inaugurations



Diseases:

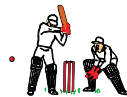
SARS Bird Flu
 Foot & Mouth disease Malaria

Natural Disasters:

Floodings
 Tsunamis
 Cyclones
 Earthquakes

Sporting Events:

Rugby World Cup
 Beijing Olympics
 Cricket World Cup
 Soccer World Cup



Conferences and summits:

WSSD NATO Summit
 EU Summit AU Summit
 World Aids Conference

It is important for you to understand that the above examples can have both positive and negative impacts on tourism trends to a country.

Positive impacts: Conferences, sporting events and international festivals that encourage people to travel to a destination mainly have positive impacts for a country. An increase in tourist arrivals to a country means an increase in foreign revenue to the host country. This increase in foreign arrivals also means a greater demand for tourism products and services, which encourages job creation, employment opportunities and entrepreneurship opportunities. There will also be a need for infrastructural development. It develops a sense of pride in the country and the heritage of the host communities. These events usually get international media coverage and are the ideal opportunity for the host country to get free publicity on a global scale.

Negative impacts of such events can be traffic congestion, increase in crimes as tourists are easy targets, inflated prices that will also affect the locals, mass tourism can result in sensitive resources becoming compromised.

Negative Impacts: Natural disasters, political instability, terrorism, diseases usually have a negative impact on destinations. Tourists are fearful to go to destinations that may be high-risk area as they fear getting caught in the middle of the conflict or the disaster. This will result in a decrease in tourist arrivals to a country and this results in loss of foreign revenue. A decrease in the demand for tourism products and services may lead to job losses, poor profits by tourism businesses may lead to closure of the business. Natural disasters and political fighting may result in infrastructure damage and damage to natural resources and attractions.



Learning Outcomes 3

Assessment Standard 4: Discuss the role of South African Tourism in marketing South Africa and the importance of maintaining a balance between new and existing markets.

South African Tourism is a parastatal of the South African government and one of its tasks is marketing of South Africa internationally. They will examine tourism statistics worldwide and evaluate South Africa's tourism statistics. Once they have examined these statistics they will determine their new markets and existing markets.

What is the difference between new markets and existing markets?

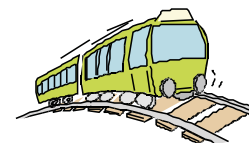
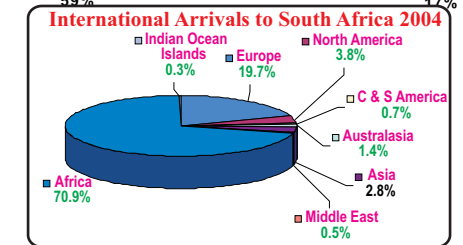
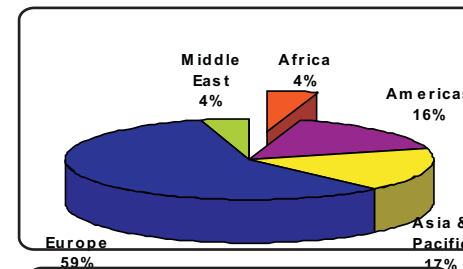
Existing markets are those countries where South Africa gets most of its foreign visitors from and new markets refer to those countries where South Africa gets the least visitors. South African Tourism will then use this information to develop strategies to maintain its existing markets and find out how they can increase arrivals from new markets.

Below are some statistics that are used to evaluate the new and existing markets.

The African picture (24% of Africa is South Africa)

Africa only draws 4 % of the total tourists worldwide. This means that we still have an untapped market and there is potential for growth. Africa and South Africa have to find ways to encourage more foreign tourists to the continent.

Some of the reasons for this low international arrivals can be political instability, underdevelopment, negative publicity of the continent, poverty, diseases and AIDS. In view of the immense benefits of tourism, it becomes imperative that Africa increases its international arrivals as we have a unique product (natural & cultural diversity) that cannot be rivalled by our other competitors.



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