




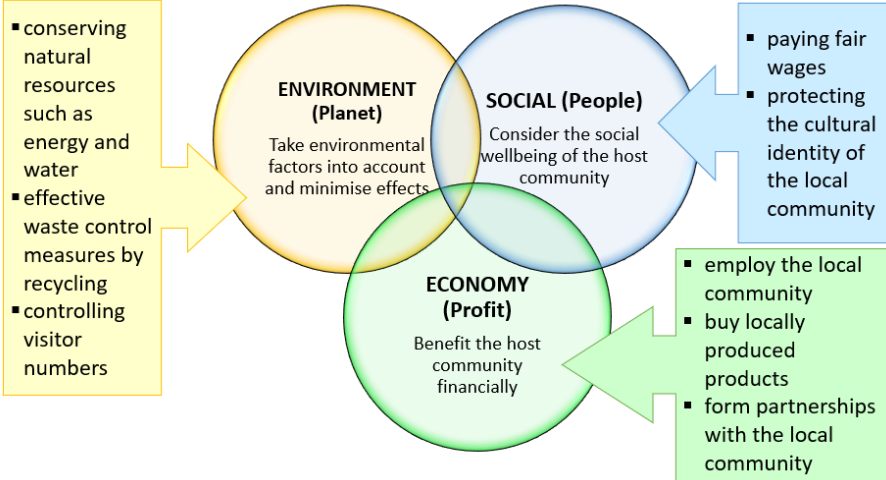


**TOURISM
TERM 2**

GRADE 12

Topic: Tourist attractions

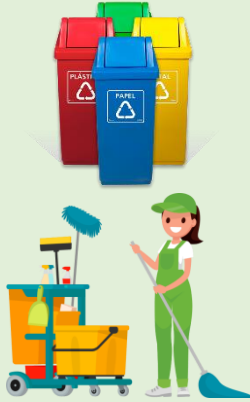
Content: Factors contributing to the success of a tourist attraction

<p>Excellent marketing of tourism products locally</p>  <p>TABLE MOUNTAIN CABLEWAY Sunset Special HALF PRICE for LOCALS Tickets available online and at Cableway Ticket Office RETURN: R177.50 ADULT: R88.75 CHILD (8-17 yrs): R44.38</p>	<p>Marketing plans for the domestic market should include:</p> <ul style="list-style-type: none"> • Value-for-money experiences for locals that will result in positive word-of-mouth (WOM) advertising. • Marketing the attraction's conference facilities to organisations and businesses for workshops and seminars. • Offering group discounts, coupons, off-season specials and free items to encourage domestic tourists to visit the attraction. • Collaboration with other attractions in the area to create bigger packages and better discounts. • Offering alternative options to local visitors, such as learning experiences, activity-based experiences, shopping, relaxation or family outings. • An official website to provide information about ticket options, special events and other experiences offered.
<p>Excellent marketing of tourism products internationally</p>  <p>iVENTURE CITY PASS 70+ Attractions FREE ENTRY Buy Now & Save!</p>	<p>Marketing plans for the international market should include:</p> <ul style="list-style-type: none"> • a comprehensive and user-friendly website to promote the attraction worldwide • advertisements in overseas media, especially before and during middle and low seasons • working with local service providers and management of other attractions to offer multi-attraction packages to overseas visitors • engaging the media by offering trips so that travel journalists can familiarise themselves with the attraction promote it • highlighting the responsible tourism practices at the attraction.

<p>Sustainable and responsible management plans</p> 	<ul style="list-style-type: none"> • Sustainable and responsible tourism ensures that the people in a tourist area, their economy and the environment benefit from tourism. • Sustainable and responsible tourism management plans should: <ul style="list-style-type: none"> ▪ conserving natural resources such as energy and water ▪ effective waste control measures by recycling ▪ controlling visitor numbers 
<p>Efficiency of staff and management</p> 	<ul style="list-style-type: none"> • Staff should greet visitors in a friendly and warm manner • Staff should be able to deal with enquiries and visitors' needs effectively and efficiently. • Staff should be able to assist and attend to the needs of disabled visitors competently. • When dealing with larger groups, such as school groups, staff should be able to deal with them efficiently. • Staff should be able to use all appropriate equipment, for example, cash registers, credit card machines and computer terminals. • Both management and staff should handle any complaints from visitors in a sensitive manner.
<p>Ethical behaviour of staff and management</p> 	<ul style="list-style-type: none"> • The management and staff of an attraction must be honest and truthful. This implies that no visitor is to be misled or deceived by incorrect information. • Staff must be trustworthy. No manager or staff member may use company resources or funds for personal reasons. • The loyalty of staff members to their establishment, colleagues and managers is imperative. • Staff members must show concern and respect for visitors and colleagues. • Accepting of bribes and in the process favouring one visitor at the expense of another is unethical and must not be allowed. • Staff members must be committed to excellence in every aspect of their job.

<p>Positive experience of visitors</p>   	<ul style="list-style-type: none"> • Attractions must deliver the promises made in their publicity material. • The layout of the attraction must allow access to all areas and signage must be clear. • Queues and delays must be minimised. • Car parks, coach parks, park and ride facilities or transfer buses must be available. • Staff must be easily identifiable (e.g. uniforms and name badges) • Staff should deal promptly and politely with all visitors' enquiries and complaints. • Visitor information centres must provide up-to-date brochures, leaflets and site maps of the attractions. • The surrounding areas and facilities must be clean, tidy, and well maintained. • Visitors should feel safe and secure. • Restaurants and souvenir shops must be of a high standard. • Visitors want value for their money when they visit attractions.
<p>Safety</p>  	<ul style="list-style-type: none"> • Display safety rules prominently. • Have first-aid equipment on site and ensure trained personnel are on duty to provide emergency medical assistance. • Keep stairs and footpaths clear, safe and easily accessible. • Clearly indicate fire extinguishers and fire exits. • Display clear signage to alert visitors of wet floors or uneven floor areas. • All attractions must have a crisis management plan in place in case of fire, explosions, accidents or disasters.
<p>Crime prevention</p> 	<ul style="list-style-type: none"> • Security guards must be on duty and use modern technology to safeguard the premises and visitors. • Parking areas must provide security for guest and staff vehicles. • Restrict right of admission and implement a screening system. • Make secure lockers available for the safekeeping of visitors' belongings. • Install surveillance camera systems as a crime deterrent. • Pamphlets, signage and announcements must warn visitors of possible criminal activities.

General appearance and upkeep of the attraction



- Ensure **high-quality landscaping** to create a relaxing atmosphere.
- Keep the **entrance clean and tidy**.
- Ensure bins are placed all around the attraction. Consider providing **recycling bins** to sort plastic, paper, cans and other waste in accordance with responsible tourism practices.
- Ensure cleaning staff **regularly collect litter**.
- Attraction **facilities** must be **well maintained**.
- **Public seating in outdoor areas** must be in a **good condition**.
- Maintain excellent standards of **cleanliness** and **hygiene** in all **toilet facilities**.
- **Cleaning and maintaining displays and exhibits** will enhance the overall appearance of an attraction.

Considering the needs of people with disabilities



People with disabilities include individuals with physical, sensory (visual and hearing) and intellectual disabilities or other conditions requiring special care, such as frail elderly people and others in need of temporary assistance.

Websites:

- Make sure websites are **user friendly** for people with disabilities.

Brochures:

- Brochures should clearly **indicate facilities for the disabled**.
- Brochures should state **whether guide dogs are allowed**.

Pricing:

- **Disabled people should never pay more**, even if the establishment had to incur additional expenses to supply accessible services and facilities.

Parking areas:






- Designated parking spaces should **be available** for people with reduced mobility and should be **clearly indicated**.
- Parking areas should be **monitored** to ensure other motorists do not use them.

Staff at tourism attractions:

- Tourism **staff** should undergo **disability-awareness training** to increase awareness of common disability-related issues.

Accessibility:

- **Pathways** should be wide enough and kept free of obstacles and slip resistant.
- **Wheelchair ramps** should be available.
- There should be **wheelchairs and prams available**.
- There should be **appropriate viewing areas**.
- **Restaurants** and **souvenir shops** must be **accessible** and **allow guide dogs**.

	<p>Signage and announcements:</p> <ul style="list-style-type: none"> • Audio and visual (video screens or electronic notice boards) announcements should be done. • Information should be made available in a variety of formats, such as standard text, large print, audio, Braille etc., for people with a variety of impairments. <p>Public toilets:</p> <ul style="list-style-type: none"> • There should be sufficient space in cubicles to manoeuvre a wheelchair, or for the user to transfer from the wheelchair to the toilet without assistance. Support rails should also be available.
<p>Universal access</p>    	<p>Universal access refers to the ability of all people to have equal opportunity and access to an environment, service or product from which they can benefit regardless of their region or location, socio-economic status, ethnicity, gender, disability, or any other factor.</p> <ul style="list-style-type: none"> • Have special fee days or times, or fee reductions for block bookings so that those who cannot afford the standard fee can also visit the attraction. • Ensure that facilities are available for people who practise religious rites, such as an area for Muslims to pray. • Ensure that the restaurant offers a variety of dishes to cater for a variety of tourists' dietary needs such as vegetarian, halaal and kosher dishes. • Improve services, facilities and meet the needs of visitors through questionnaires and by frequently communicating and exchanging information with relevant organisations such as the SA National Council for the Blind. • Develop a website that is accessible for persons with disabilities. • Employ persons with disabilities as advisors and to conduct surveys on improving accessibility at the attraction. • Employ a variety of staff who speak different international languages. • Train staff to acknowledge the needs of different cultures and religions.

Content: Characteristics of a successful tourist attraction

<p>Actual number of visitors exceeds the target number of visitors</p>	<p>Steps management can take include:</p> <ul style="list-style-type: none"> • determine the target market and set realistic visitor target numbers • decide on a pricing strategy • reinvent their product continually by offering new services and diverse activities • be innovative in promoting their product.
<p>Repeat visits</p>	<p>Tourist attractions should give visitors reasons to return, for example by:</p> <ul style="list-style-type: none"> • providing excellent service • giving greater value for money by offering a variety of experiences • modernising their facilities • offering discounts to repeat visitors.
<p>Income generated exceeds target figures</p>	<p>For an attraction to exceed income-generated targets, management can:</p> <ul style="list-style-type: none"> • increase the number of visitors at the attraction • increase the amount that visitors spend while at the attraction, for example on food and retail items • address seasonality by organising promotional activities and special events, such as festivals to attract visitors out of season.
<p>Positive impact on local community</p>	<p>Steps management can take include:</p> <ul style="list-style-type: none"> • involve the local community in planning and decision-making • implement social-awareness programmes that will assist local communities • reduce poverty and crime by developing strategies, such as creating employment and business opportunities • help create a sense of community pride by protecting the values and identity of the community • enhance the lifestyles of communities by allowing them to visit the attraction.
<p>Positive impact on environment</p>	<p>Steps management can take include:</p> <ul style="list-style-type: none"> • allocating a portion of the income from entrance fees specifically to conserve environmentally sensitive areas • minimising pollution by introducing the latest technologies for recycling and conserving energy • providing environmental information and raising awareness among tourists of the environmental consequences of their actions.