



**TOURISM
TERM 2**

GRADE 11

Topic: Domestic, regional and international tourism

Content: The Domestic Tourism Growth Strategy (DTGS 2012 – 2020)

<p>The state of domestic tourism in South Africa</p>	<ul style="list-style-type: none"> According to the Domestic Tourism 2011 Performance Report released by South African Tourism: <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; text-align: center;"> <p style="color: blue; font-weight: bold; margin: 0;">01</p> <p>Decline in the number of domestic trips</p> </div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; text-align: center;"> <p style="color: orange; font-weight: bold; margin: 0;">02</p> <p>VFR was the main purpose of taking a domestic trip</p> </div> <div style="border: 1px solid #ccc; padding: 5px; width: 30%; text-align: center;"> <p style="color: green; font-weight: bold; margin: 0;">03</p> <p>The most common activities for holiday travellers were shopping, social activities, visiting natural attractions and beaches as well as nightlife.</p> </div> </div>
<p>Why a DTGS? (problem statement and vision)</p>	<p><u>Problem statement:</u></p> <div style="display: flex; justify-content: space-between; margin-top: 10px;"> <div style="border: 1px solid #ccc; padding: 5px; width: 22%; background-color: #e6f2ff;"> <ul style="list-style-type: none"> Most South Africans did not yet have the opportunity or desire to travel in their own country Reasons for this: <ul style="list-style-type: none"> <input type="checkbox"/> Limited income and therefore cannot afford to travel <input type="checkbox"/> No reason to travel <input type="checkbox"/> Time constraints <input type="checkbox"/> Unemployment <input type="checkbox"/> Disliking travelling </div> <div style="border: 1px solid #ccc; padding: 5px; width: 22%; background-color: #fff9c4;"> <ul style="list-style-type: none"> There is a lack of travel culture amongst South Africans, especially amongst the previously disadvantaged communities, as a result of limited awareness of tourism </div> <div style="border: 1px solid #ccc; padding: 5px; width: 22%; background-color: #e6ffe6;"> <ul style="list-style-type: none"> In certain areas in South Africa there is limited development of tourism products </div> <div style="border: 1px solid #ccc; padding: 5px; width: 22%; background-color: #fff176;"> <ul style="list-style-type: none"> Domestic tourism is also not contributing to the GDP at a desired level </div> </div> <div style="margin-top: 10px;"> <p style="text-align: center; font-weight: bold; background-color: #e6f2ff; padding: 2px;">DTGS Vision:</p> <div style="border: 1px solid #ccc; padding: 5px; text-align: center;"> <p>Growing domestic tourism for a sustainable tourism economy</p> </div> </div>

List current trends influencing tourism

TREND

A general development or change in a situation or in the way that people are behaving

- Below are three current trends that are observed as having impact on the growth potential of the domestic market:

Travel industry trends	<ul style="list-style-type: none"> Increased and frequent shorter holidays Increased use of new technology (booking channels and marketing, e.g. social media)
Technology trends	<ul style="list-style-type: none"> Disruptive technologies e.g. uber, Airbnb, couch surfing
Social trends	<ul style="list-style-type: none"> Shifting domestic travel demographics due to growing black middle class Risks of diseases and other pandemics

The five (5) domestic market segments.

MARKET SEGMENT	PROFILE	REASON FOR TRAVELLING	PREFERRED TYPE OF TRAVEL/WEEKEND
01 Spontaneous Budget Explorers	<ul style="list-style-type: none"> Aged 18-24 All races R5,000 disposable income a month 	<ul style="list-style-type: none"> Travel is a way to discover new people, places and adventures. Travel to get away from the monotony of daily life Travel to add to life experiences and fond memories 	Prefer a weekend holiday filled with activities
02 New Horizon Families	<ul style="list-style-type: none"> Aged 35+ Black, coloured and Indian R5,000 to R10,000 disposable income a month 	<ul style="list-style-type: none"> Travel is a way to educate their children Provide children with the opportunity to broaden their perspectives. Quality time for the family to spend together Reward for hard work 	Special offers on flights and or hotels would encourage them to travel
03 High-Life Enthusiasts	<ul style="list-style-type: none"> Aged 25-45 Black, coloured and Indian. R10,000 or more disposable income a month 	<ul style="list-style-type: none"> Travel is a way to boost one's social status Travel is a way to experience the finer things in life in new and different settings 	Prefer a weekend holiday filled with activities
04 Seasoned Leisure Seekers	<ul style="list-style-type: none"> Aged 25-45 White R5,000 or more disposable income a month 	<ul style="list-style-type: none"> Travel is a way of life and something of a necessity Grew up going on regular holidays Travel to add to life experiences and fond memories 	Prefer a weekend holiday filled with activities
05 Well-to-do Mzansi Families	<ul style="list-style-type: none"> Aged 25-4 Black R10,000 or more disposable income a month 	<ul style="list-style-type: none"> Travel is all about escaping the city Travel to spend time with friends and family in new and different locations Travel is also about exposing the children to alternative ways of life and activities 	Special offers on flights and or hotels would encourage them to travel

The four strategic objectives and targets of the DTGS

STRATEGIC OBJECTIVES

TARGETS

01

To increase domestic tourism revenue/income



- Improvement of operations, attractions and offerings
- Make best use of existing products and introduce new products
- Increase in business travel volume e.g. develop pre- and post-tours
- Establish a culture of travel e.g. improve performance of Tourist Information Centres

02

To increase domestic tourism volume



- Provide different packaging of affordable tourism products e.g. introduce a Domestic Travel Card to encourage travel through discounted packages

03

To improve measures and efforts aimed at addressing seasonality and equitable/fair geographic spread



- Make the best use (all year round) of existing tourism assets / facilities e.g. create special activities for less visited areas and low season
- Make use of different marketing strategies e.g. set up provincial marketing offices in other provinces

04

To enhance the level of the culture of travel and tourism amongst South Africans



- Develop and implement tourism awareness-education programme/campaigns
- Enhance training of tourism product owners, employees and neighbouring communities e.g. "Fundi" training programme and "Know Your Country/City Campaign"

The domestic marketing campaign

- In 2004 South African Tourism introduced Sho't Left, a marketing campaign to motivate young South Africans to travel
- The campaign was updated and re-launched every couple of years
- A new domestic tourism marketing campaign, Vaya Mzansi, was launched by SA Tourism on 2 May 2012 by the then Minister of Tourism, Marthinus van Schalkwyk
 - The slogan of the new campaign was: ***'Whatever you are looking for, it's right here in South Africa'***
 - The new Domestic marketing campaign broadened its scope beyond the youth, and encouraged all South Africans to travel and enjoy the benefits and experiences of our own world class destinations
 - It aimed to create the desire for travel among groups who did not grow up in a holidaying culture
 - It also targeted the 5 domestic market segments as described above



- The Vaya Mzansi campaign lasted one year
- In 2013, South African Tourism re-introduced the Sho't Left campaign to offer a variety of travel experiences and packages that give South Africans the opportunity to enjoy trips that are fun, accessible and affordable
- The current Sho't Left marketing campaign slogan is: ***"It's your country, enjoy it"***

