

Bleisure Tourism South Africa



The Global Travel and Tourism Partnership



Research Competition 2017

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Kirkwood Wildsfees
Kronenhof Guest House
Kududu Guest House
Mayogi Safaris
Sitrusoewer River Camp
Sonsitrus
Sunvalley Transport
Tweeling Kwekery
Tweeling Plaaskombuis
Umlilo Safaris
Unifrutti

2. CASE STUDY AUTHORS



Yandr  Tibshraeny

I am 18 years old. Whenever I get the opportunity I am outdoors – riding my motorbike, flying a drone, jet-skiing or cruising on the Sundays River. I thoroughly enjoyed all the adventure activities during our research.

When I finish school I want to be a pilot and have my own 4x4 off-road company.

Thank you for all the sponsors that contributed to expanding my world-view.



Mik  Hechter

I am 17 years old. My favourite pastime is socializing with friends, reading and baking up a storm in our family's kitchen.

I believe that participating and winning the GTTPSA Research Competition will open doors for me in the Tourism and Hospitality Industry.

During our research I learnt so many new facts about our town and valley's tourism industry. I feel inspired to continue my dream of becoming a chef and running my own hotel one day!

Thank you for all the sponsors who gave us this life changing and unique opportunity.



Ena Potgieter

I grew up in the Sundays River Valley on a citrus farm. I teach Hospitality Studies and Tourism at Kirkwood High School. Being involved with Mik  and Yandr  with the GTTP Research Project brought me in contact with many people that invest so much time and energy into establishing a successful tourism industry in the Sundays River Valley. Their passion and dedication is inspiring.

“The world is a book, and those who do not travel read only a page.”

Saint Augustine

3. SOUTH AFRICA

Our country at the tip of the African continent is one of the world's fastest growing leisure – and business – travel destinations.

Both domestic and international visitors can expect the following:

- experience the adventure capital of the world – there are at least 130 different **extreme exploits** available, for example white water rafting, abseiling and shark-cage diving
- a 3000 km coastline with white sandy beaches for all the sun worshippers
- picturesque natural landscape and game reserves, for example Kruger National Park
- diverse cultural heritage – the Rainbow Nation
- exceptional hospitality at world class hotels, guesthouses, lodges, etc.
- highly regarded wines and wine tours
- culinary delights such as biltong, koeksisters, bobotie, mopanie worms!



Top, from left: Table Mountain, blue crane, koeksisters
 Middle: lion with cubs, Lost City, Ndebele woman
 Bottom: white water rafting, protea, Cape winelands

4. Eastern Cape

The Eastern Cape is located at the southern tip of South Africa, along the Indian Ocean, between the Western Cape (sharing the Garden Route) and Kwazulu-Natal (sharing the Drakensberg). At 168,966 km (104990 miles), it's the 2nd largest province in South Africa. It's also has a population of 6 498 700 which ranks it 4th in South Africa.



The 4 most common population groups are: Black African, Coloured, European and Indian/Asian. Therefore the 4 main languages are: Xhosa, Afrikaans, English and Sotho.



From left: Xhosa wedding, Xhosa lady dressed for special occasion, Xhosa boys during their initiation period

The Eastern Cape has easy access because of three airports as gateways: Port-Elizabeth, East London and Mthatha. We also have three harbours: Port-Elizabeth and East London Harbour and Port Ngqura.

The Eastern Cape has seven of South Africa's nine biomes (bio-geographic regions). It also has more than 800km of unspoiled and pristine coastline bathed by the warm Indian Ocean- a haven for water-sport -enthusiasts. The Eastern Cape is well known as a spectacular eco-tourism destination with over 3 500 endemic plant species found nowhere else on earth. It also has many internationally recognised Important Bird Areas and last but not least a diversity of natural terrain, sea, beaches, estuaries, mountains, forests, grasslands and Karoo. The Big 5 game viewing can be done at provincial and many private nature reserves.



From left: Eastern Cape coastline, game drive in Addo Elephant National Park, inland mountain areas

Three annual events of the Eastern Cape that attracts local and international travellers/competitors are:

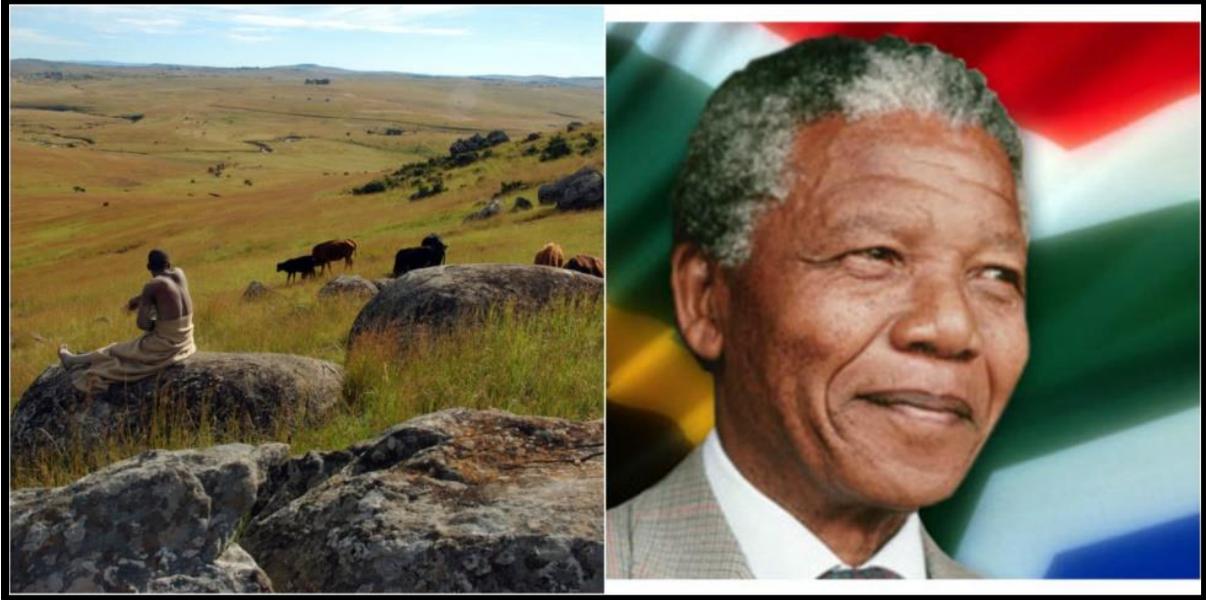
1. J-Bay Open Surfing Competition in Jeffreys Bay
2. National Arts Festival in Grahamstown
3. Ironman Competition in Port Elizabeth

The Eastern Cape is a really special place with authentic cultural experiences and fascinating history. The province welcomes their visitors with open arms and big smiles, because we are known to be some of the friendliest people. Port Elizabeth is known as The Friendly City.



Xhosa dancers at special event

Nelson Mandela, international iconic figure and South Africa's first democratic president was born and buried in Qunu, small rural village in our province.



Qunu landscape

Nelson Mandela

5. Sundays River Valley/ *Greater Addo*

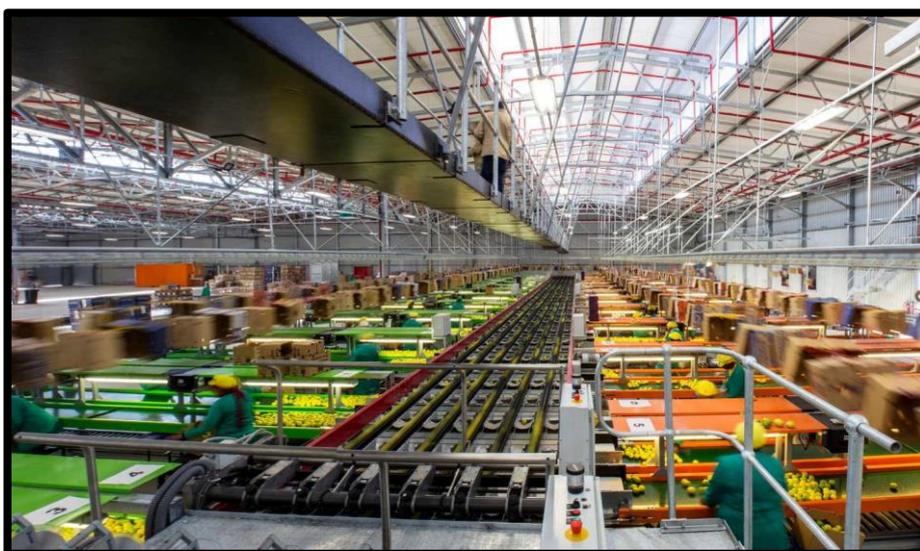
In terms of the citrus industry our valley is called the Sundays River Valley and when referring to the Addo Elephant National Park with its tourism related industries it is called the Greater Addo.

The Sundays River Valley is a low-lying area along the Sundays River. It includes small towns and villages – Kirkwood, Enon, Bersheba, Addo, Sunland and Kinkelbos.

With its subtropical climate it is ideal for the growing of citrus fruit and is now known as one the key citrus-growing regions in South Africa. Twenty million cartons of citrus are exported from the Sundays River Valley each year.



View of the Sundays River Valley



A citrus packhouse during high season

The Sundays River Valley is surrounded by a vast area – Uitenhage, Willowmore, Steytlerville, Jansenville, Graaff Reinet, Somerset East, Cookhouse, Paterson – well known for its biodiversity, mohair and game farming. It attracts visitors from all over South Africa and the rest of the world for trophy hunting, a particular niche tourist market.



The mountainous area that surrounds the Sundays River Valley



A proud kudu trophy hunter

6. CASE STUDY

Bleisure Tourism in the Sunday's River Valley

6.1 INTRODUCTION

The new “buzz name” in the travel industry is most definitely the term *bleisure*. Similar new word creations are: *Bizcation*, *Workcation* or *Bleasure*. It all means combining business and leisure.

The trend is for business travellers to extend their travel with a day or two to explore the area that they visit. Who wants to be associated with: all work and no play?

Professionals who had long hours of travel will choose to arrive a day or two early at their destination and will then feel rested, focused and acclimatised when meetings, negotiations or presentations start. Others are also willing to pay for an extra few days to extend their stay after they completed their professional duties. Many times they will choose not to travel solo but invite a friend, spouse and/or children along and turn a joyless business assignment into a memorable one. Also, creativity is stimulated in the brain, when a person can take time to relax....resulting in better productivity, lower absenteeism in the workplace, and a happier individual.

“*Bleisure* tourism” is not just another awkward phrase created to catch people’s attention, it’s created to change lives of a lot of people and to develop the tourism sector in numerous areas.

6.2 The Profile of business travellers in the Sundays River Valley

6.2.1 Citrus related business travellers

The Sundays River Valley is the second largest citrus producing area in Southern Africa. That's why the majority of business travellers in our valley will be citrus-related in one way or the other – it can be as citrus grower, transport supplier, IT consultant, citrus inspector, chemical and fertilizer distributors, staff of export companies, GlobalG.A.P assessors and many more.

The following is a possible scenario of citrus related *bleisure* tourists in the Sundays River Valley:

SCENARIO 1

Luciano Fernandez is an Argentinian citrus farmer who invested in numerous citrus farms in the Addo area 9 years ago. He visits the farms at least once a year. He and his wife Isabella are considering the possibility of moving permanently to South Africa. During 2016 they travelled to South Africa for 10 days to explore their options.

They arrived late the Friday evening and were booked into the nearby Hitgeheim Country Lodge and Eco Reserve. Saturday was set aside to sleep in and relax. They were booked for full body massages – one of their ways of recovering from jet lag. On Sunday morning they went on a guided game drive. They had a typical Sunday lunch on the veranda. After their *siesta* they went for a drive around to familiarize themselves with all the changes that took place in the valley since their last visit.

Both had a tight schedule during daytime for the following week: Luciano with meetings with his staff and business partners and Isabella with estate agents and architects (they had to decide whether to build a buy a house). Isabella, with the help of an old time friend, visited a few schools (private and public schools in Addo, Kirkwood and Port Elizabeth). Isabella's friend used the opportunity to treat her to the local restaurants for lunch and introduced to all the hidden gems of the Valley, especially where to buy fresh local produce. During the week Luciano and Isabella had all their dinners at Hitgeheim, except for Wednesday when they were treated by one of their business partners for dinner at Kronenhof in Kirkwood. They thoroughly enjoyed the vibe and meeting some locals, the majority of them also involved in the citrus industry.

The last two days of their *bleisure* trip was spend in the nearby Addo Elephant Park. They were once again (they visit it every time they come to Addo) blown away by the biodiversity, fauna and flora and landscapes. It just confirmed their decision to move to South Africa. For fun and adventure they did the zip-line at Addo Adrenalin. On Sunday they had brunch at Addo Wildlife and took many pictures to show their friends and family back home.



6.2.2 Trophy Hunting related business travellers

On the outskirts of our valley is also a flourishing, well established trophy hunting area that attracts many visitors involved as hunters, professional hunters, outfitters, travel consultants as well as buyers and sellers of game at private sales or auctions. Game farming (it includes hunting, culling and sales of animals) contributes to about 400 million rand of income to the Eastern Cape each year according to the latest numbers of 2008.

The hunting industry in South Africa has been shown to be a:

- responsible commitment to conservation
- major industry supporting people and creating employment
- tourism opportunity

The following is a possible scenario of trophy hunting related *bleisure* tourists in the Sundays River Valley:

SCENARIO 2

Henry and Olivia Miller from Detroit, Michigan visited Africa during July 2017 for the 5th time since 2001. Olivia is a freelance journalist at Field and Stream Hunting Magazine. She was invited by the South African Hunters and Game Conservation Association to do a promotional article about trophy hunting in the Eastern Cape. They brought along their two daughters, Emma (25) and Kayley (22) for their annual family holiday.

For the first part of their South African stay they were booked at Mayogi Safaris which is about 45 minutes drive from the Port Elizabeth Airport.

Olivia had scheduled meetings at 5 different hunting and game farms for the first 5 days of their stay in the Eastern Cape. Henry accompanied her and did the driving.

Emma and Kayley choose to travel with the co-owner of Mayogi Safaris to Port Elizabeth for shopping, Addo Wildlife, Elephant Back Safaris and Cheetah farm. For a treat they went to Casa Mia for a full day spa treatment. On day 6 the family did a full day guided tour of the Addo Elephant National Park.

During the evenings at the lodge they spend long hours around the dining table or camp fire enjoying the true South African hospitality, wine and cuisine. They were particularly fond of Bobotie and Kudu steak.

For the last week of their South African stay, they chose to go along the Garden Route to Cape Town. The girls chose the itinerary and activities: sunset cruise to Robben Island, Table Mountain Cable way, wine tasting tour, bungee jumping, paragliding and shark cage diving.

Everybody had so much fun and agreed that they would love to visit South Africa again. They were overwhelmed with the Eastern Cape with its biodiversity, family-centred lifestyle of their hosts as well as the high priority on conservation.



Other business travellers to our area, aside from citrus and hunting, will most probably be involved in:

- conferencing
- product launches
- weddings
- conservation

6.3 ARRIVE AS BUSINESS TRAVELLERS BUT LEAVE AS HOLIDAY MAKERS

We are under the impression that there are many business related travels to our valley and it can be even more successful if the tourism and business sector makes the effort to work together. Both sectors will experience the benefits of the team effort.

Three ways how we believe the travel industry can turn business travellers into *bleisure* tourists:

- Advertising. Accommodation venues should be geared to inform guests by means of brochures that is displayed, updated, interactive websites and social media. In our area we have a remarkable website and organisation that helps the businesses with their advertising namely **Addo Tourism**. Addo Tourism is a non-profit organisation that can give information about accommodation, attractions and activities in our area.
- Personal opinions of previous guests. It is very important that businesses motivate their visitors and guests to use apps, such as Tripadvisor, to give positive feedback and ratings of their experiences. Tourists want to see new things, they want to have a unique experience.
- One-on-one marketing. The locals must be proud of and informed about their area's attractions and activities and share it to visitors. Be helpful and be willing to walk the extra mile. Encourage visitors to pick their own oranges, smell the scent of orange blossoms and view the magnificent landscapes.

We are so blessed to live in the area of Addo Elephant National Park. It's the only national park in the world that conserves the Big 7 (elephant, buffalo, lion, rhino, leopard, great white shark, southern right whales) and is the main tourist attraction for local and foreign leisure tourists. Apart from the park's biodiversity it is a malaria free area.



Big seven: Top row from left: buffalo, leopard, whale. Far right: lion. Bottom row: rhino; middle row: shark, elephant, rhino

6.4 OPPORTUNITIES AVAILABLE:

6.4.1 ACCOMMODATION

In our valley we are well known for the hospitality displayed by owners and staff at the accommodation venues. All of them will be as good as second home to visitors! And this is exactly what business travellers want. The majority of 4 and 5 star guest houses offer full-service amenities such as restaurants, gyms, spas, business and conference space. The majority of the accommodation will suit business travelers – high quality beds and linen, security systems. large desk, high speed WiFi, cable TV, coffee making facilities, conference and office facilities, restaurant, flexible check-in and check-out times, etc.

There are a large variety of types of accommodation available, such as hotels and boutique hotels, guesthouses, lodges, cabins, riverside camping sites (excellent for team building events), game reserves, farmhouses, B&B and self- catering chalets. Each one has its personal style and appearance as well as a unique selling point. Here follows a few of them: private game drives, own spa, gym, township tour, unique mountain view, private cooking sessions for children with the chef, play rooms for children, baby sitting facilities, canoeing on the river, complete conference facilities, weekend photography lessons, traditional African cuisine, special wine list, library, etc.

6.4.2 TRANSPORT

The most popular way to get close to the Sundays River Valley is via Port Elizabeth Airport. The majority of visitors that do not travel with their own vehicle will hire a car at the airport. Guest houses provide shuttle services to and from the airport. If not they can arrange a private shuttle service from a local provider.

Some visitors arrive by private small aircraft and helicopters. There are a few options for landing strips that can be arranged.

Anything is possible if one is able to pay for it! Some visitors want to explore the area on a motorbike – BMW and Harley Davidson will deliver the bike of your choice at your accommodation. Not to mention a 4 x 4-vehicle if you are adventurous and want to drive a mountain 4 x 4 route. Another option is to have a private guide for a day tour around the valley or in a game park.

6.4.3 ACTIVITIES

Our province and area is known as an ***eco- and adventure*** destination! Within a 50 km (31 miles) radius this is what is available:

The Addo Elephant National Park is the centre of all tourist activities. At the Addo Elephant Park one can go on self-drive game drives, horse trails, 4 x 4 trails, book a marine eco tour, mountain hiking, PPC Discovery trail, visit picnic sites, swim at the swimming pool of the main camp, visit the restaurant and curios shop. During July and December they also offer holiday programmes for children.



Horse-riding in the Addo Elephant National Park

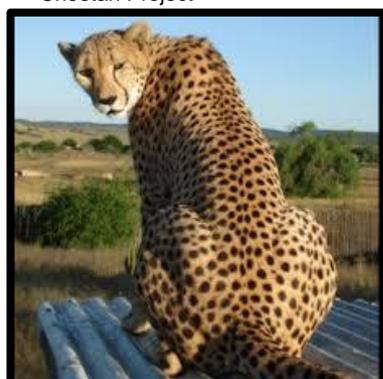


Guided game drive in Addo Elephant National Park

The Daniell Cheetah Project, 15 km from Kirkwood, offers unique educational tours by trained tour guides. The team at Daniel Cheetah Project aims to play a part in the conservation of the cheetah (*Acinonyx jubatus*), the re-establishing of pure gene lines, as well as educating the public to the importance of this amazing species. On the tour you will be able to meet and learn more about Meerkats, Black Footed Cats, African Wild Cats, Serval, Caracals, Cheetahs, Leopards and Lions.



Richard Daniell, owner of the Daniell Cheetah Project



Close to the Addo Elephant Park is a newly opened Addo Wildlife Centre. They offer a farmstall, restaurant and wildlife centre with an amazing selection of animals including crocodiles, tame rabbits, guinea pigs, the rare Blue duiker, emus, parrots from around the world, raptors, goshawk and many more bird species. It is the ideal for a family outing. Children can handle the tame rabbits and feed the chickens.



This is a little bit of what visitors can expect to see at the Addo Wildlife

For the adventure tourist our valley offers the following: river safaris, quad biking, zip line and double swing, mountain hiking, fishing safaris, photographic and birdwatching tours.



Addo Adrenalin Zipline



Canoeing down the Sundays River

Bleisure tourists who did all of the above and want to explore more we advise them to take daytrips within a 250 km (155 miles) radius. For the city life, museums, shopping and casino they can visit Port Elizabeth. The “culture vultures” will love an outing to the small town of Nieu Bethesda to visit the Owl House, the many art galleries and experience beer making and tasting.



Boardwalk Casino in Port Elizabeth



Owl House in Nieu Bethesda

If it is a round trip, visiting the Valley of Desolation in Graaff-Reinet is also an excellent option to see part of the Karoo.



Dutch Reformed Church in Graaff Reinet



Valley of Desolation

A Saturday day trip to Steytlerville will be a refreshing experience – the local hotel just outside of town offers a cabaret show by its owners every weekend.



Main street of Steytlerville



Saturday evening cabaret show at Karoo Theatrical Hotel

From October to April Jeffreys Bay, one of the world's best surfing spots, can also be a good choice for a daytrip at the beach.



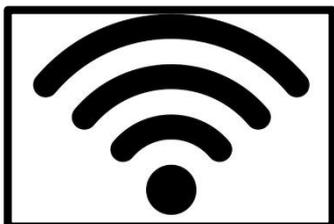
Jeffreys Bay



Surfing in Jeffreys Bay

6.4.4 TECHNOLOGY

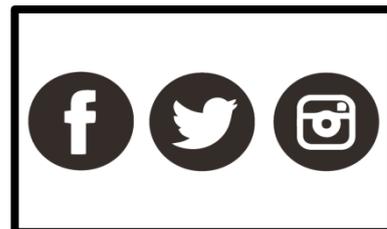
The role of technology, especially mobile-technology, is to make tourist's experience more comfortable, to save them time, to help them to stay connected, to do research (for work and/or leisure) to streamline reservations and to have access to social media and apps. Technology helps the tourists to rate their experiences and to share it with the world. Virtual tours and pictures on websites can help business travellers to make informed decisions regarding accommodation, activities and attractions.



Wi-Fi



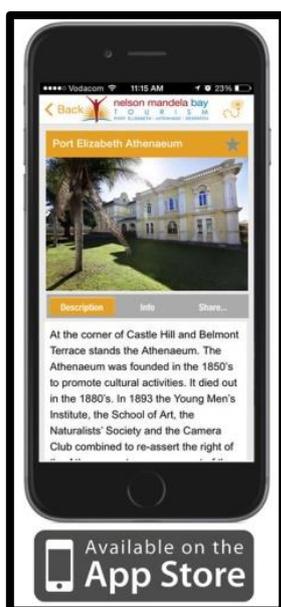
Touch Screen Technology



Social Media

For our *bleisure* tourists it's very important especially when it comes to the business part. They will need Wi-Fi, printers, projectors, scanners and much more to do business effectively at conference centres. Wi-Fi digital cameras or cell phone cameras are also important to make their trip more memorable.

Valuable apps loaded on smart phones are: Google Maps, Tripadvisor, Duolingo, Tripid, Google Translate and Livetrekker. Nelson Mandela Bay Tourism App also includes the Greater Addo Tourism area. It provides information regarding upcoming events, things to see and do, accommodation, transport, business and emergency contacts, etc.



Nelson Mandela Bay APP



Tripadvisor



QR codes

6.4.5 MARKETING

According to our local most successful hospitality and tourism enterprises the best approach to marketing to business travellers is direct marketing. It means to have face-to-face meetings with the personal assistants and in-house travel agents of company directors and owners. Even more effective is to invite groups of personal assistants, travel agents or event coordinators of different companies, fetch them with a shuttle service, give them a complete site visit and have breakfast or lunch with them. This gives them a first-hand impression (by seeing, feeling, tasting) of the ambience of the venue as well as the facilities.

Tourism enterprises should take the effort to make sure their information is on the local, provincial and national tourism websites (www.addotourism.co.za; www.visiteasterncape.co.za; www.southafrica.net)

It is also vital to attend the Tourism Trade Shows – Tourism Indaba, World Travel Market in Cape Town and Meetings Africa. Travel agents regularly offer workshops in all major cities in South Africa, for people to market their tourism products to the business markets – speed marketing workshops where each person has 5 minutes to present their product to an agent, then moves to the next agent.

We assume that business people will also visit the tourism shows that are aimed at the local market – Cape Getaway Show, Gauteng Getaway Show, Rapport Show and Beeld Show.

Tour Operators will rely on good reviews on Tripadvisor, be involved in the Business Chamber events, have an active website with high Search Engine Optimization, have active Facebook and Instagram pages as well as networking with business people to attract them as possible clients.

6.5 THE BENEFITS OF *BLEISURE* TOURISM FOR OUR AREA – NOW AND IN THE FUTURE

We would love to see our beautiful valley more “on the map” as a must visit destination.

Since tourism is such a labour intensive sector, an increase in *bleisure* tourists can create more job opportunities for our local community. Small enterprises can develop by doing laundry, providing transport, selling agricultural produce to restaurants, creating handcrafted souvenirs, entertaining guests at guest houses with traditional dances, township tours, etc.

If more money is available to spend on training, infrastructure and facilities, it can improve our service levels. This in turn can enhance the image of our valley. Locals will be proud of our tourism product and local businesses will thrive due to more visitors to our area.

6.6 RECOMMENDATIONS

Important factors that tourist businesses should consider to lure travellers into extended stays are:

- the packages and special offers the businesses present. Packages (7 day stay that includes a sunset cruise to the Addo Elephant Park and massage) will help those business people with the tight schedules.
- Special offers will help those with the small budgets (family weekend specials – children stay for free).
- Encourage employers to incorporate travel itineraries of business people with school holidays
- Encourage employers to grant employees a few days of leave at the beginning or end of trips. Employees could reciprocate by traveling economy instead of business class. On many international routes that could save the company a lot of money while the employee protects vacation days.

This is how we see the formula for successful *bleisure* tourism in our area:

Marketing + special offers and packages + attractions and activities = Happy *bleisure* tourists.

6.7 CONCLUSION

By 2020 about 50% of business travel will be done by millennials and they will want to travel to experience something new. They will change the way people think about business travel. Millennials will probably travel more frequently and thus spend more money on travel. Priorities for them when travelling will be: high touch, high tech and personalised service.

The travel industry will have to think creatively and innovatively to accommodate this *bleisure* tourism emerging market ... so we look forward and will do our part to spread the word about our beautiful valley!

7. List of Resources

INTERNET

<https://info.advertising.expedia.com/custom-research-bleisure-travel-market>

<http://www.addotourism.co.za>

<http://www.addowildlife.com>

<http://www.daniellcheetah.com>

http://www.huffingtonpost.com/sarah-clark/4-ways-millennials-are-ch_b_10503146.htm

<https://www.sabre.com/.../bleisure-travel-the-benefits-of-mixing-business-travel-with-l...>

<http://www.southafrica.net>

<http://www.srcc.co.za>

<http://www.visiteasterncape.co.za>

INTERVIEWS

Cindy Venter from Africanos Country Estate

Madelein Hayward from Bluecliff Safaris

Mandy Roets from Greateraddo.com

Phrosné Philips from Brochure Management Eastern Cape

Richard Daniell from Daniell Cheetah Project

Zani Dixi from Blaauwkrantz Safaris

8. APPENDIX: Teacher's Guide

HOW TO USE THE TEACHERS GUIDE:

- Worksheet 1 can be a tool to expose learners to the term *bleisure*. It should also help learners to do research and create an awareness about possibilities in their own area. Teachers can use it as a formal assessment.
- Worksheet 2 is meant to be fun while learning a new skill. Use it as a group activity.

WORKSHEET 1

Read the extract below and answer the questions that follow:

The new “buzz name” in the travel industry is most definitely the term *bleisure*. Similar new word creations are: *Bizcation*, *Workcation* or *Bleasure*. It all means combining business and leisure.

The trend is for business travellers to extend their travel with a day or two to explore the area that they visit. Who wants to be associated with: all work and no play?

Professionals who had long hours of travel will choose to arrive a day or two early at their destination and will then feel rested, focused and acclimatised when meetings, negotiations or presentations start. Others are also willing to pay for an extra few days to extend their stay after they completed their professional duties. Many times they will choose not to travel solo but invite a friend, spouse and/or children along and turn a joyless business assignment into a memorable one. Also, creativity is stimulated in the brain, when a person can take time to relax....resulting in better productivity, lower absenteeism in the workplace, and a happier individual.

“*Bleisure* tourism” is not just another awkward phrase created to catch people’s attention, it’s created to change lives of a lot of people and to develop the tourism sector in numerous areas.

1. Formulate your own description of a “*bleisure*” tourist. (3)
2. List the advantages of *bleisure* tourism for the ...
 - 2.1 employer (3)
 - 2.2 employee (3)
 - 2.3 tourism industry (3)
3. Suggest TWO ways how the tourism industry can encourage *bleisure* tourism. (2)
4. Read the passage below :

*By 2020 a large percentage of business travel will be done by **millennials** and they will want to travel to experience something new. They will change the way people think about business travel. Millennials will probably travel more frequently and thus spend more money on travel. Priorities for them when travelling will be: high touch, high tech and personalised service.*

- 4.1 Provide a synonym for *MILLENNIALS*. (1)
- 4.2 Briefly define the people who are classified as millennials. (1)

4.3 Give your own interpretation of the millenials's priorities regarding... service.

4.3.1 high touch

4.3.2 personalised

(2)

5. Do your own research about the tourist attractions in your area. Compile a two day itinerary for a bleisure tourist interested in ...

5.1 adventure

5.2 eco activities

5.3 culture and history

5.4 sport and recreation

(32)

Tabulate your answer as follows:

		Time: start to end	Tourist Attraction	Activity	Cost per person
5.1 adventure	Day 1				
	Day 2				
5.2 eco activities	Day 1				
	Day 2				
5.3 culture and history	Day 1				
	Day 2				
5.4 sport and recreation	Day 1				
	Day 2				

TOTAL: 50

MARKING GUIDELINE

1.

- A business tourist who
- Arrives earlier or stays longer for a day or two
- To do leisure activities and explore the area that he/she visits (3)

2.

2.1

The benefit of workers that is ...

- more creative
- less absent
- more productive (3)

2.2

The employee feels ...

- focused
- rested/ relaxed
- creates memories while on a business assignment (3)

2.3

The tourism industry ...

- increases its income – more money is spend on accommodation/ meals/ activities/ souvenirs
- get more time to promote its attractions and activities
- can use the opportunity to increase return visits and good marketing by WOM. (3)

3.

- Special packages for business travellers, for example: Stay 4 nights, pay only for 3 nights/ free game drive included in package.
- Special offers for families: Children under 12 stay for free
- Employees can be encouraged to choose to fly economy class and then take a spouse along any (2)

4.

4.1 Generation Y (1)

4.2 People born about the 1980's to early 2000's (1)

4.3

4.3.1 Service will be provided by the touch of a button – in self-service booths/
slim phones (1)

4.3.2 Service tailored to their preferences. (1)

5. *This is only an example of how the question should be answered. It will all depend on the learner's research about the area where they live.*

		Time: start to end	Tourist Attraction	Activity	Cost per person
5.1 adventure	Day 1	10:00 – 11:30	Adrenalin Addo	Zip line	R300 per person
	Day 2	08:30 – 11:30	Criss Cross Adventures	Addo River Safari	R550 per person
5.2 eco activities	Day 1	07:00 – 17:00	Addo Elephant Park	Game Drive (self-drive) + Picnic	R62 per person
	Day 2	15:30 – 16:30	Daniell Cheetah Breeding Project	Guided Tour, photos with cheetahs	R80 per person
5.3 culture and history	Day 1	10:00 – 11:30	Auto Pavilion VW	Vintage VW car tour	Free
	Day 2	14:00 – 16:00	Owl House, Nieu Bethesda	Guided Tour	R35 per person
5.4 sport and recreation	Day 1	12:30 – 15:00	Kirkwood Gholf Club	9 rounds of gholf	R120 per person
	Day 2	07:00 – 17:00	Zuurberg Mountain	Mountain biking	Free

(32)

TOTAL: 50

WORKSHEET 2

1. Download a QR scanner.

Now get the i-nigma reader - there are 2 easy ways

1 **From App Store** - Download i-nigma from: Apple App Store, Android Market, BlackBerry App World or WindowsPhone Marketplace.

2 **From Mobile Web** - Go to www.i-nigma.mobi on your mobile phone. i-nigma will automatically identify your handset type, download and install i-nigma.

2. Scan the following:



3. Use the info for a “treasure *bleisure* hunt”



3.1 A famous place to stop for pies

roosterkoek and homemade

3.2 The only Green Flag canoe trail in the country

3.3 The place to go sandboarding

3.4 Book a few hours of quad biking

3.5 The fastest and longest zip-line in the country

3.6 Hunting in the Paterson area

3.7 Business team building

3.8 Elephant back safaris

3.9 Shuttle services

3.10 Private game reserve with a “Tooth and Claw” guided tour

3.11 Campsite in Kirkwood, on the river bank, surrounded by citrus orchards

3.12 4 star country house in Kirkwood

3.13 3 star B&B on an organic citrus farm in Addo

3.14 Health Spa and Guest House in Addo

3.15 Backpackers in Addo

4. Open the following QR Code creator:

<https://www.qrcode-monkey.com/>

5. Create a CR code for videos for :

5.1 national tourist attractions and activities

5.2 global tourism icons

Get going by using the following examples:

- <https://www.youtube.com/watch?v=xPsii92XVpY>
- https://www.youtube.com/watch?v=c3FIVn7U8_Q
- <https://www.youtube.com/watch?v=J0aJVJ5cxbg>
- <https://www.southafrica.net/gl/en/travel/category/things-to-do/bustling-city-life>
- <https://www.youtube.com/watch?v=DUafW5QkASA>
- <https://www.youtube.com/watch?v=usHRc7G0gVo>
- <https://www.youtube.com/watch?v=9dlyk65vR-g>
- <https://www.youtube.com/watch?v=JphHw6iU4m8>

- 6. Create a poster with a few QR codes to put up in the Tourism class or on a special display board in school where it can attract the attention of the Tourism learners in school as well as the rest of the school and staff.

Be creative!

