

Module 2 Summary

Domestic, regional and international tourism – The DTGS

Summary

Chapter 1 The Domestic Tourism Growth Strategy

Unit 1: Concept of growth strategy and objectives for promoting domestic tourism

A growth strategy is a strategy that has been developed to identify actions that will increase the domestic tourism industry's economic impact. Key objectives of South Africa's Domestic Tourism Growth Strategy (DTGS) are:

- sustainable Gross Domestic Product (GDP) growth and development
- tourism sector redistribution and transformation
- sustainable people empowerment and job creation.

Unit 2: Ways to meet the DTGS objectives

- Increasing expenditure
- Reducing seasonality
- Improving the geographic spread of tourism
- Increasing volumes.

Chapter 2 The seven domestic travel market segments

Unit 1: Concepts used in the DTGS

The domestic tourism market is made up of different types of customers with different needs and expectations. A segment profile is a summary of the characteristics of a group of consumers.

Unit 2: The seven segments and statistics

- Young and upcoming
- Independent young couples and families
- Striving families
- Well-off homely couples
- Homebased, low-income couples
- Basic needs older families
- Golden active couples

Unit 3: Matching domestic travel segments to seven tourism products

The seven tourism products and how these match the seven segments:

- City breaks: preferred by Young and upcoming, Independent young couples and families, Well-off homely couples

- Bush retreats: preferred by Independent young couples and families, Well-off homely couples, Golden active couples
- Event wonders: preferred by Young and upcoming, Independent young couples and families, Well-off homely couples
- Countryside meanders: preferred by all segments except Young and upcoming, Independent young couples and families, Well-off homely couples
- Mountain escapes: preferred by Independent young couples and families, Well-off homely couples, Golden active couples
- Coastal getaways: preferred by all segments except Young and upcoming and Golden active couples
- Cultural discoveries: preferred by all segments.

Revision

- 1.1 If a tourist from Botswana spends one or more nights in Durban, what type of tourist would he or she be?
 - A Regional
 - B Provincial
 - C National
 - D African

(1)
- 1.2 The _____ travel market segment includes independent young couples and golden active couples.
 - A established
 - B untapped
 - C evolving
 - D emerging

(1)
- 2.1 What does the acronym RETOSA stand for? (1)
- 2.2 What type of organisation is RETOSA? (2)
- 2.3 Describe the aims of RETOSA. (3)
- 3.1 Name FOUR holiday products. (4)
- 3.2 Identify FOUR domestic tourism segments. (4)
- 3.3 Match TWO appropriate products to the following:
 - 3.3.1 University students, thinking about getting married. (2)
 - 3.3.2 A young lawyer and her husband, with two young children. (2)
 - 3.3.3 A retired banker and her husband, a retired architect. (2)

Total marks = 22