



TEACHING AND ASSESSMENT OF TOURISM STATISTICS

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A DEFINITION OF STATISTICS

Statistics are facts consisting of numbers, obtained from analysing information.

“The government will publish new unemployment statistics this week.”

STATISTICS IN THE CAPS

GRADE 10: Domestic, regional and international tourism

- Concepts: statistics
- Interpretation of statistics such as purpose of trips, most visited provinces, length of stay in each province, average expenditure per tourist, seasonality, activities undertaken

STATISTICS IN THE CAPS

GRADE 11: Domestic, regional and international tourism

The seven domestic travel market segments according to the Domestic Tourism Growth Strategy

- Segment statistics: size of the segment, when they travel, length of stay, who they travel with, transport they use

STATISTICS IN THE CAPS

GRADE 12: Tourist attractions

Famous world icons and attractions

- Profile and statistics of tourists visiting these icons

STATISTICS IN THE CAPS

GRADE 12: Domestic, regional and international tourism

Interpretation of statistics with reference to:

- **foreign arrivals** to South Africa (land and air travel markets) and how the arrival statistics can determine foreign market share;
- **most visited provinces** in South Africa;
- **length of stay** in each province;
- average **expenditure** per tourist; and
- **activities** undertaken whilst in South Africa.

TOURISM STATISTICS FALL INTO TWO MAIN CATEGORIES:

- **Comparisons**
- **Trends**

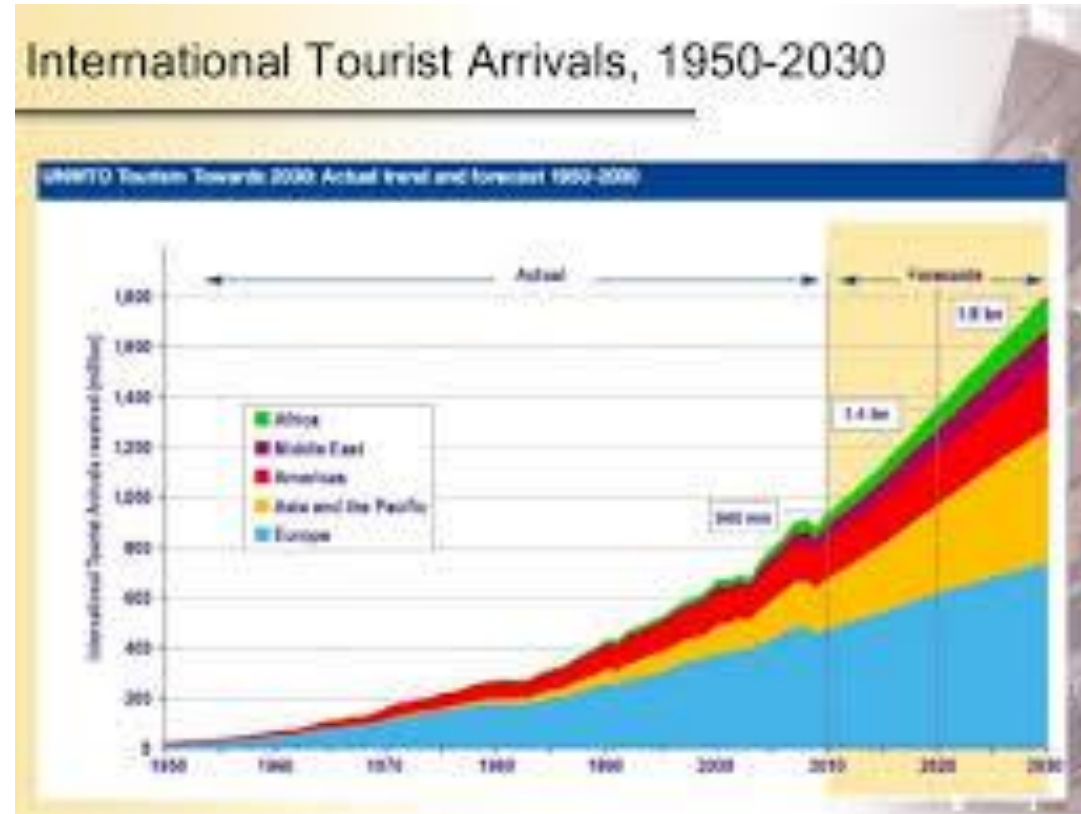
EXAMPLE OF A COMPARISON

Foreign Tourism Indicators

All Markets	Leisure	Business Travel	Business Tourism	Other	All Tourist Arrivals
Total Volume (2009) (Millions)	4.2	1.7	0.3	0.8	7.0
Total Volume (2010) (Millions)	4.7	2.1	0.4	0.9	8.1
Volume Growth (09-10 % change)	12.7%	18.3%	9.9%	25.4%	15.1%
Average Length of Stay (2009) (Nights)	8.6	5.5	5.2	14.7	8.3
Average Length of Stay (2010) (Nights)	8.4	5.7	4.9	16.4	8.5
Average Number of Provinces Visited (2009)	1.3	1.1	1.2	1.1	1.3
Average Number of Provinces Visited (2010)	1.4	1.1	1.2	1.1	1.3

"Leisure" includes General Holiday, VFR, and Personal Shopping; "Business Travel" includes Business professional and Business shopping; "Business Tourism" includes Business meetings, conferences and events; "Other" includes Health purposes, education, religious purposes, etc.
Source: IAT Departure Surveys, 2009 and 2010

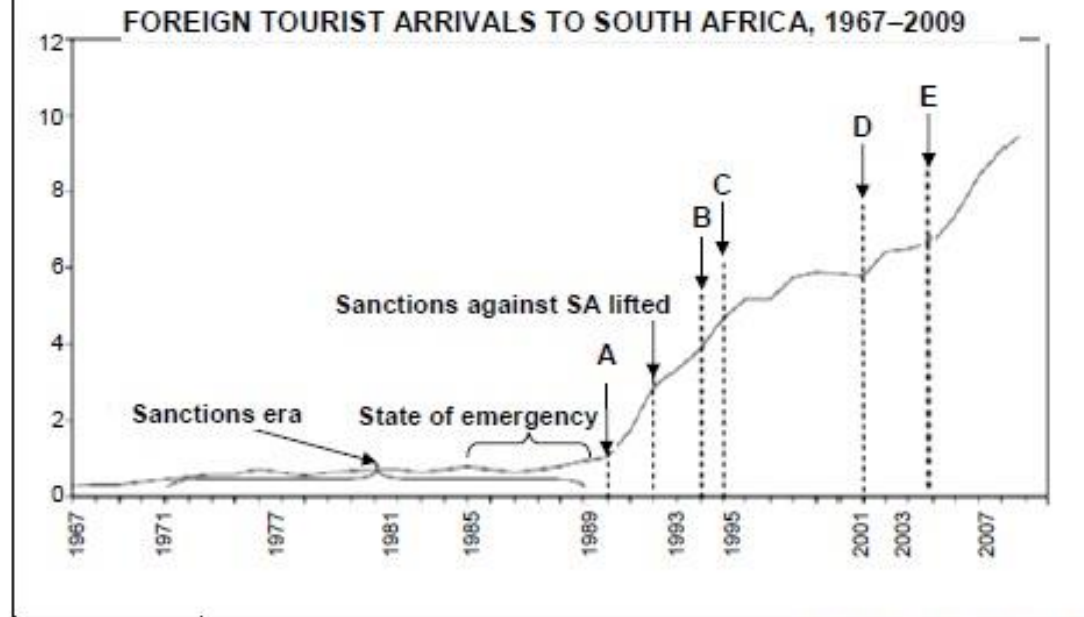
EXAMPLE OF A TREND



STATISTICS IN PAST DBE PAPERS

The following slides demonstrate how the examination panel has interpreted and applied the Statistics sections of the CAPS

THE IMPACT OF GLOBAL EVENTS AND POLITICAL SITUATIONS
ON TOURISM IN SOUTH AFRICA

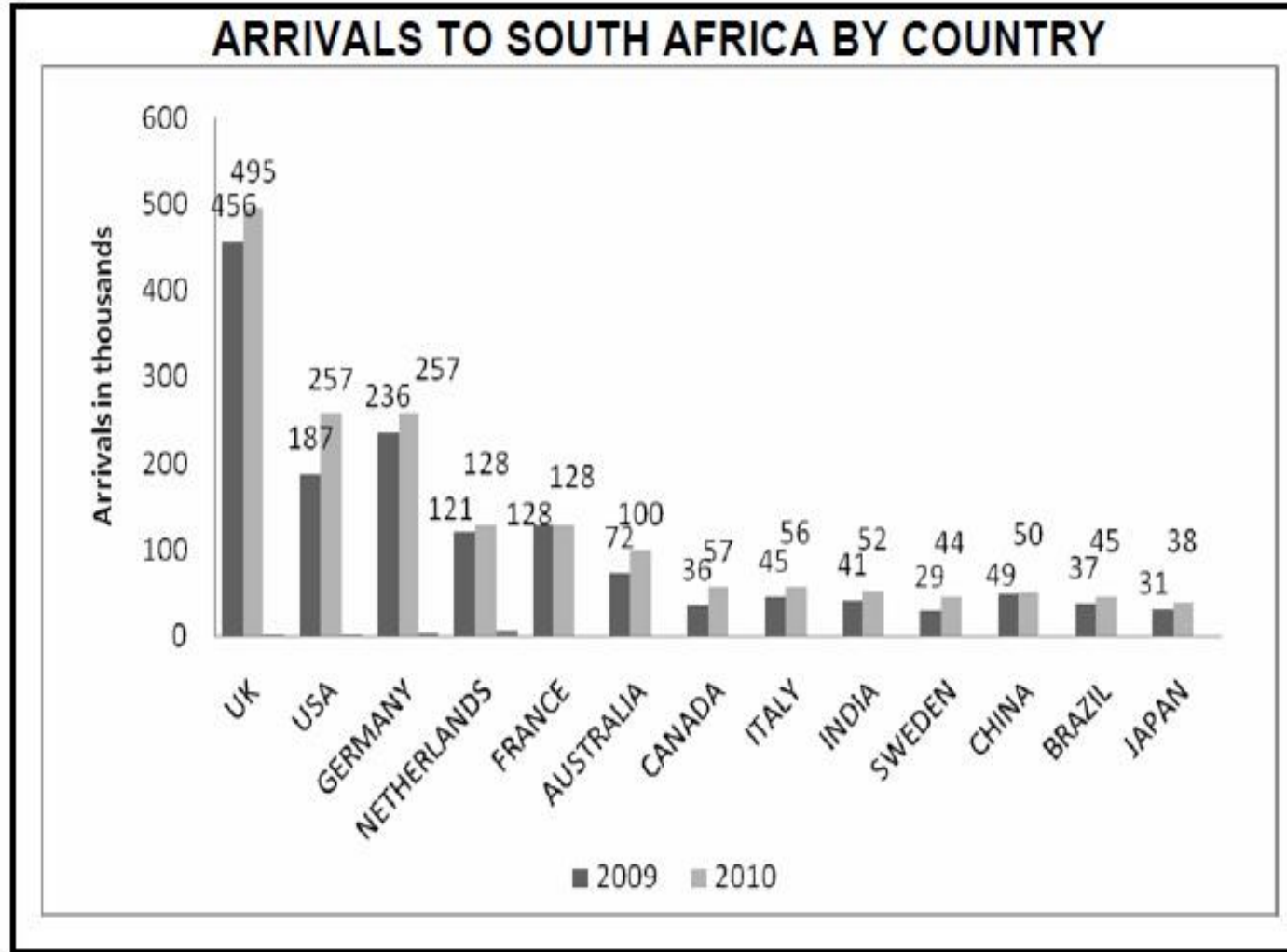


[Source: SATourism 2010]

tsunami in South-East Asia; first democratic elections in South Africa;
Nelson Mandela released; World Trade Centre bombings in New York (9/11);
Rugby World Cup

- 7.1.1 Match FIVE global events and political situations in the list above with the date lines in the graph. Write only the letter (A–E) and the answer in the ANSWER BOOK. (5)
- 7.1.2 Discuss TWO reasons why there was little growth in tourist arrivals from 1981 to 1989. (4)
- 7.1.3 The bombing of the World Trade Centre in New York caused an increase in foreign arrivals to South Africa. Write a paragraph, discussing THREE reasons for this phenomenon (occurrence or trend). (6)

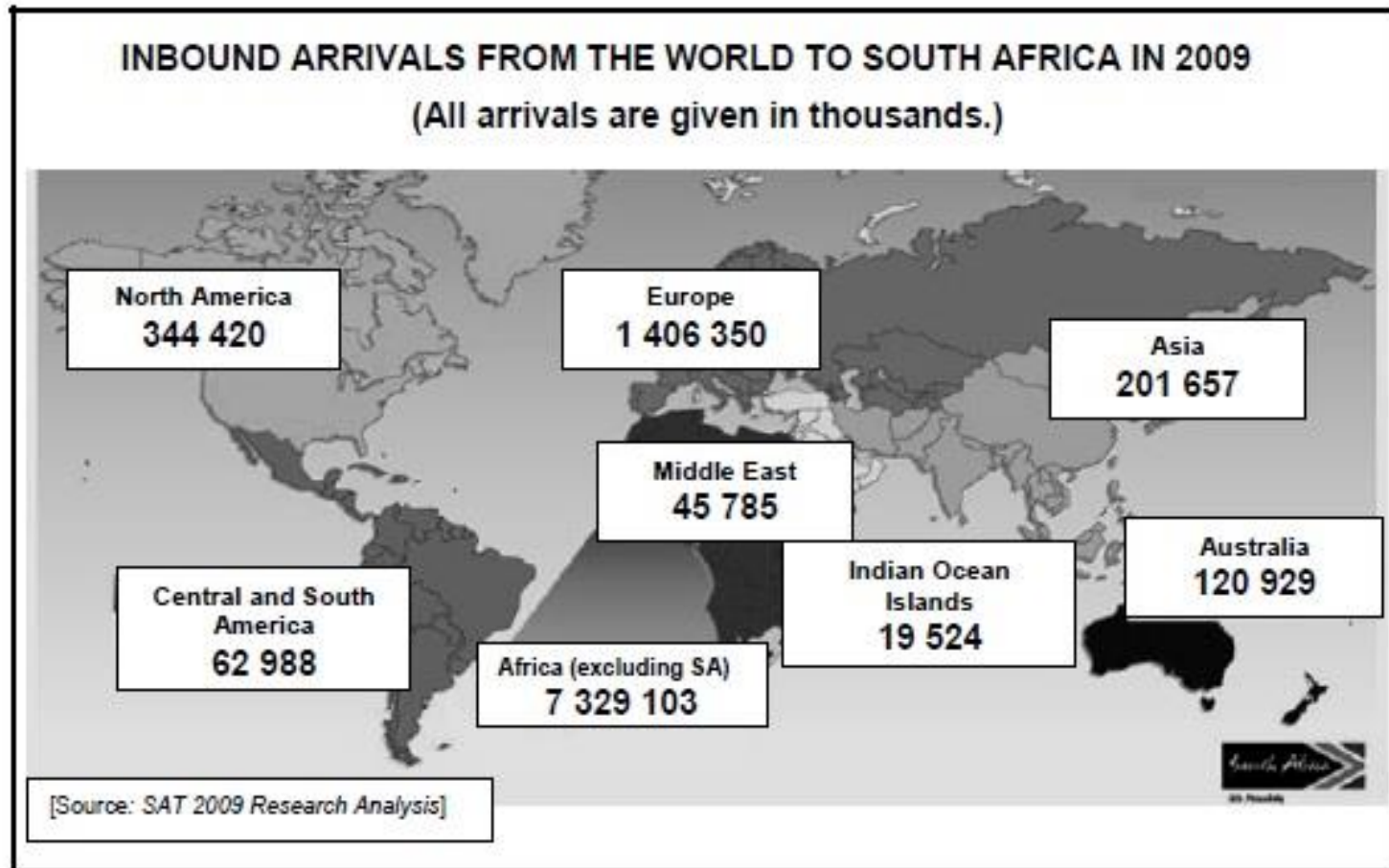
6.3 Study the graph below depicting *Arrivals to South Africa by Country* and answer the questions that follow.



6.3.1 Determine which of the two countries, the USA or the United Kingdom, had the largest increase in arrivals between 2009 and 2010.

(2)

6.4 Study the arrival statistics below and answer the questions that follow.



6.4.1 Identify the region with the third lowest number of arrivals in South Africa. (2)

6.4.2 Arrange the following regions in descending (highest to lowest) order in terms of their arrivals:

Australia, North America and Asia (3)

- 6.3 Study the foreign tourist arrivals table below and answer the questions that follow.

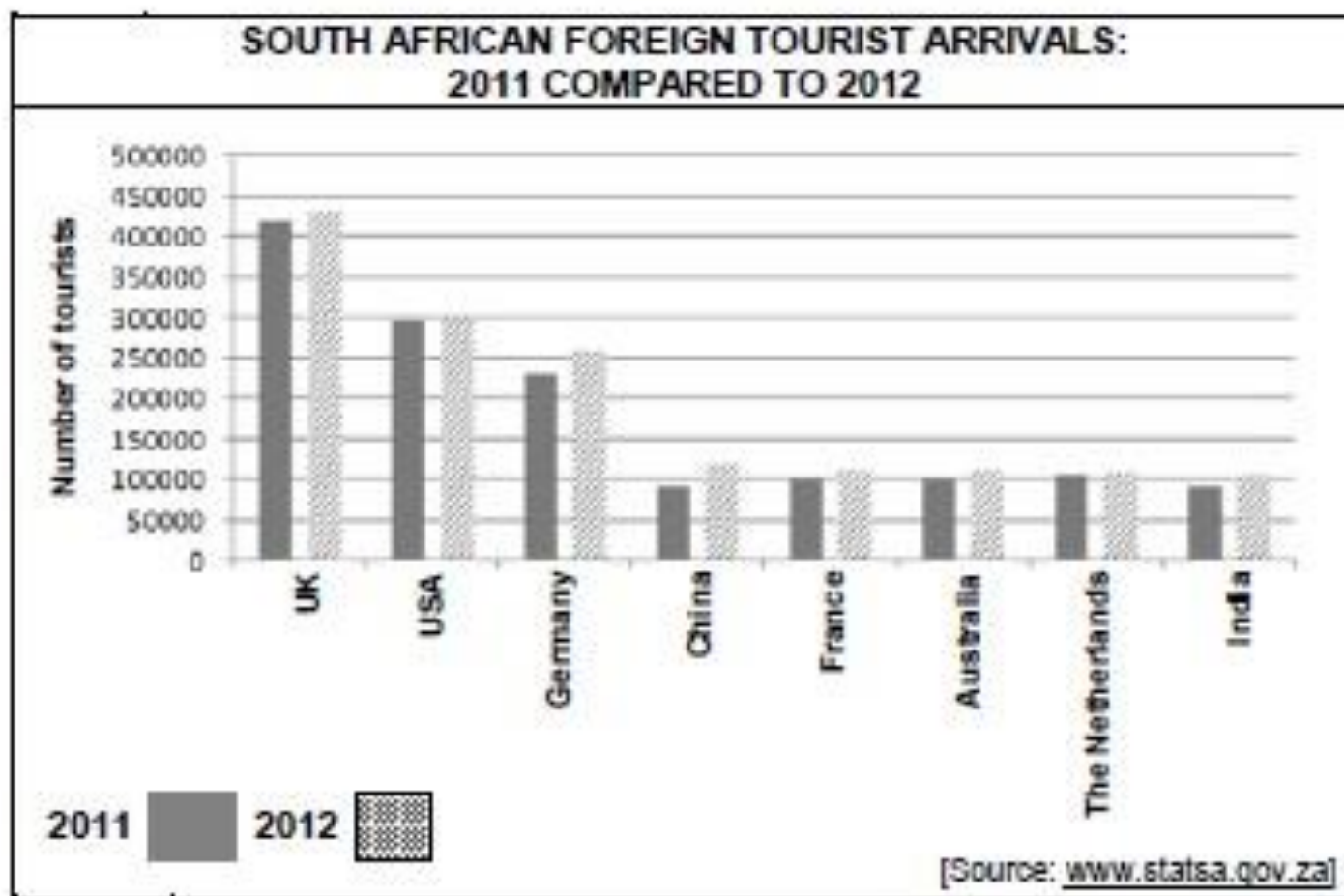
**SOUTH AFRICAN FOREIGN TOURIST ARRIVALS BETWEEN
DECEMBER 2008 AND DECEMBER 2009**

AREA	DEC. 09	DEC. 08
Europe	139 396	139 901
North America	30 066	26 250
Central and South America	7 414	5 584
Australasia	12 017	12 247
Asia	17 120	14 609
Middle East	3 425	4 114
Overseas Total	209 978	202 705
Africa Mainland	710 731	754 864
Total Africa	712 464	756 614
Unspecified	6 548	4 871
Grand Total	928 990	964 190

[Source: SA Tourism]

- 6.3.1 Explain the difference in the arrival statistics of Africa and of the overseas markets.

9.3 Study the graph below and answer the questions that follow.



9.3.1 Identify South Africa's main inbound market. (2)

9.3.2 South African Tourism should invest in marketing South Africa in the Netherlands.

Do you agree with this statement? Give ONE reason for your answer. (2)

THANK YOU!