

Preface

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2. DISCLAIMER

The views represented in this document are those of the consultants – TCC, **not** necessarily the Tourism Leadership Group.

3. TERMINOLOGY

Adventure Tourism

Tourist activities which involve a certain amount of physical challenge and sometimes danger.

Attractions

Tourism products or natural phenomena that are of interest to tourists.

Circuit

A group of linked tourism products that can be combined or bundled to form a package of complementary attractions for tourists to visit in one trip

Cluster

A geographic concentration of interconnected companies and institutions in a particular field: a physically proximate array of linked industries and other entities important to economic success; can also be used to describe a spatial grouping of attractions.

Corridor

A band of tourism products along a tourist route that usually links one or more products with each other or links a prominent market with one or more products.

Critical Mass

The point at which the sufficient number of events or elements achieve sufficient number or density to create spontaneous, sustainable synergy, momentum and identity.

Cultural Tourism

Cultural aspects which are of interest to the visitor and can be marketed as such, including the customs and traditions of a people, their heritage, history, arts and crafts or general way of life.

Delivery Infrastructure

Infrastructure which includes any freight, transport, service utility and communications infrastructure which may be required to deliver products (goods and services) to the tourist consumption point (TCP).

Destination

An area with a concentration of tourism products (normally branded) in a broadly defined spatial region and which can also be called a node, although the latter will usually refer to a smaller area.

Distribution Points

The first point of call in destinations, the place where tourists travel to; these can consist of termini, hotels, information centres or an attraction. From this point the tourist moves around or from this point to other attractions, activities or events in an area.

Domestic Tourists

People who are residents of a country who travel to a place within that same country for a period of less than one year and whose main purpose is not the pursuit of an occupation or permanent relocation.

Ecotourism

Environmentally or socially responsible travel to natural or near-natural areas that promote conservation and an appreciation or experience of the environment or ecosystem (e.g., flora or fauna).

Emerging Markets

Population groups entering the market in increasing numbers, such as domestic tourists--especially those previously neglected or underperforming.

Gateway

An entrance point or clearance point to a tourism region or destination, either by air, road, boat or rail.

International Tourist

A person who travels to a country for non-business purposes other than that in which he or she resides for a period of at least one night and less than one year. A distinction is often drawn between international tourists travelling from Africa (called regional tourists) and those from other

overseas countries (called overseas or long-haul tourists, depending upon the distance travelled).

Node

A concentration of tourism products in a broadly defined spatial area, usually describing a smaller area than a destination.

Linkages

The relationships of principal and supporting producers of products, services, resources, infrastructure or information within a particular cluster.

Long Haul Tourism

Any travel over a significantly great distance to a destination, usually by air (e.g., European, American or Far Asian tourists).

Market Sector

The various categories of a given industry or market, divided by service, product, resources or function.

Market Segment

The various categories of a consumers in a given market, divided by demographics, special interests or travel preferences.

Multiplier Effect

The strict definition refers to the measure of the effect on total national income of the unit change in some component of aggregate demand. It also refers, however, to the ability for economic development to create synergies such as increased employment--either direct, indirect and induced. For example, one job in the tourism cluster can create three (or more) jobs in the broader economy.

Product

A tourism facility, activity, service or a place of interest or attraction.

Tourism

Travelling and all associated activities undertaken for leisure, social, entertainment, health, cultural or business reasons.

Tourism Industry

The cluster of services, products, facilities, infrastructure and information that support and promote tourism.

Tourism Income

The direct expenditure by tourists including pre-trip expenditure on travel reservations, transport, accommodations, en-route expenses and all spending at the destination.

4. ACRONYMS

ACSA	Airport Company of South Africa
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ACTMO	Association of Community Tourism Marketing Organisations
BEE	Black Empowerment Enterprise
CBO	Community-Based Organisation
CTA	Community Tourism Association
DBSA	Development Bank of South Africa
DEAT (Var., DEA&T)	Department of Environment Affairs & Tourism
DTEC	Department of Tourism, Environment and Conservation
DTI	Department of Trade and Industry
FDI	Foreign Direct Investment
FIT	Foreign Independent Tourists or Free Independent Travellers
GDP	Gross Domestic Product
GEAR	Growth , Employment And Redistribution (Programme)
HITB	Hospitality Industries Training Board
IOTO	Indian Ocean Tourism Organisation
KPMG	(Infrastructure Engineering Consultant)
KTB	Kenya Tourist Board
NBI	National Business Initiative
NGCS	National Grading and Classification Scheme
NGO	Non-Governmental Organisation
NHRA	National Heritage Resources Act
NTOs	National Tourism Organisations
POI	Places (or Points) of Interest
RETOSA	Regional Tourism Organisation of South Africa
SADC	South African Development Committee
SAHRA	South African Heritage Resources Agency
SATOUR (Var., Satour)	South African Tourism
SBDC	Small Business Development Corporation
SDI	Spatial Development Initiative

SETA	Sectoral Training Authority
SME	Small & Medium-sized Enterprises
SMME	Small, Micro & Medium-sized Enterprises
TBCSA	Tourism Business Council of South Africa
TCC	The Cluster Consortium
TCI	Tourism Clustering Initiative
TCP	Tourism Consumption Point
TGS	Tour Guide System
TIIF	Tourist Infrastructure Investment Framework
TLC	Transitional Local Council
TLG	Tourism Leadership Group
TSTG	Tourism Safety Task Group
TTAC	Tourism Training Advisory Committee
TTI	Travel Training Institute
TUI	Touristic Union International
UK	United Kingdom
UNESCO	United Nations Educational, Scientific and Cultural Organisation
USP	Unique Selling Position
VAR	Value Added Reseller
VFR	Visiting Family & Relatives
WHC	World Heritage Council
WTO	World Trade Organization
WTO	World Tourism Organisation
WTTC	World Travel and Tourism Council