

TERM 1: CONCEPTS

1. Types of flights: domestic, regional and international. Short, medium and long-haul. Inter-continental and intra-continental
2. Airport terminology: concepts/definitions. Parts of an airport, technology found at an airport (security, identification, safety of passengers, wide and narrow body aircrafts, private/public airports etc.
3. Transport for tourisms: luxury trains and commuter trains, chartered buses and cruises (familiarize with interior and external features, different accommodation options, benefits to tourism etc), car hire (concepts, definitions and calculations)

TERM 2: CONCEPTS

1. Culture and Heritage: definitions, elements, concepts, importance to tourism. Origins of cultural aspects per province. Types of heritage rights protected. SAHRA, provincial heritage agencies and NHRA (role)
2. Marketing: Types of targeting and their audience, costs of marketing.
3. Domestic tourism growth strategy: definitions, concepts, market segments. Domestic tourism trends: seasonality, geographical spread, culture of tourism, benefits of domestic tourism.