

**TOURISM  
TERM 2**

**GRADE 12  
Topic: Tourism Sectors**

**Content: Professional image in the tourism industry**

<b>Factors contribute to a professional image in the tourism industry: COMPANY IMAGE</b>											
<p><b>Company image</b> Examples of aspects to consider include:</p>	<table border="1" style="width: 100%; text-align: center;"> <tr> <td>Name of the company</td> <td>Marketing material</td> </tr> <tr> <td>Logo</td> <td>Product packaging</td> </tr> <tr> <td>Slogan</td> <td>Physical appearance of business</td> </tr> <tr> <td>Website</td> <td>Environmental policies</td> </tr> <tr> <td>Stationary</td> <td>Customer service policies</td> </tr> </table>	Name of the company	Marketing material	Logo	Product packaging	Slogan	Physical appearance of business	Website	Environmental policies	Stationary	Customer service policies
Name of the company	Marketing material										
Logo	Product packaging										
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Website	Environmental policies										
Stationary	Customer service policies										
<p><b>Name of the company</b></p>	<ul style="list-style-type: none"> <li>People get to know a company's name and they learn to trust it OR associate it with poor service.</li> </ul> <div style="text-align: center;">    </div>										
<p><b>Logo</b></p>	<ul style="list-style-type: none"> <li>A company's identity is expressed by its logo and the colour thereof. The logo (or symbol or trademark) is the recognisable feature of the brand or company.</li> <li>The logo is used on most visible features of the company, such as uniforms, stationery, marketing material and signage.</li> <li>All of this together is called a company's branding and is what establishes its corporate identity.</li> </ul> <div style="text-align: center;">   </div>										

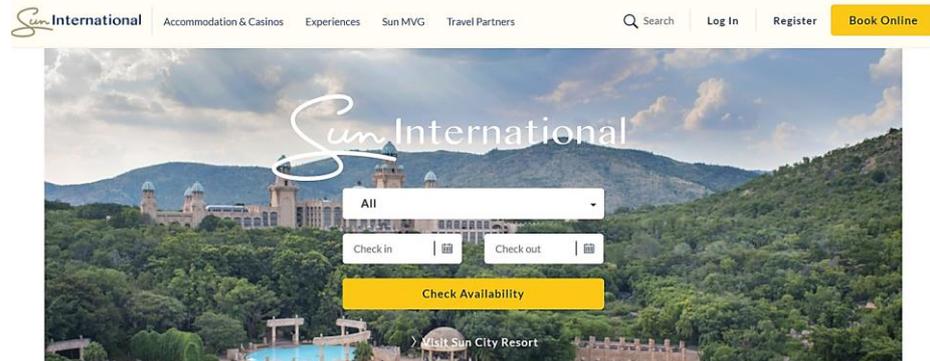
**Slogan**

- A slogan is a short phrase that communicates a brand's core values.
- Slogans should be printed on all the company's promotional items, including its website, stationery, marketing material and merchandise.
- A slogan must be memorable and reflect the company philosophy.



**Website**

- A company's website is an important marketing tool when it comes to establishing its image.
- The website must be up to date, user-friendly and well designed.



**Stationary**

- Stationery refers to office supplies such as letterheads, envelopes, registration forms, invoices, notepads, business cards.
- Examples of items that should be included in the company stationary: logo, name and address, registration number, telephone and fax numbers and its website and e-mail address



<p><b>Marketing material</b></p>	<ul style="list-style-type: none"> <li>Marketing material is all printed material with information about a company's products, such as flyers, brochures, maps, business cards, leaflets, fact sheets, postcards, and posters as well as videos.</li> <li>Marketing material also includes online marketing through websites, newsletters, and social media.</li> </ul> 
<p><b>Product packaging</b></p>	<ul style="list-style-type: none"> <li>Product packaging refers to the way in which product features and benefits are combined to appeal to consumers.</li> <li>A tourism package is a bundle of tourism goods and services that is sold as a single product for an inclusive price.</li> <li>Example: A package holiday is made up of elements such as flights, coach transfers, accommodation, excursions, and the attractions that have been selected by the tour operator. It is important that all components reflect the tour operator's image.</li> </ul> 
<p><b>Physical appearance of the business</b></p>	<ul style="list-style-type: none"> <li>The physical appearance – exterior and interior elements of a company – also portrays an image.</li> <li>Exterior elements include signage, the parking area and landscaping, and interior elements include the design, layout and equipment.</li> <li>For example, windows must be clean, signage must be visible, and the décor must reflect the image of the company.</li> </ul> 

**Environmental policies**

- An environmental policy is a written statement that outlines a company’s aims and principles with regards to managing (limiting) the effect it has on the environment.
- A commitment to responsible tourism and conserving the environment projects a positive and responsible image.
- Consumers are increasingly choosing to do business with companies that are committed to protecting the environment.



**Customer service policies**

- Contains a statement to the customer about the levels of service they can expect
- Standards that can be expected
- Loyalty schemes offered
- Formal complaints procedures to be followed by the organisation or the customer



Factors contribute to a professional image in the tourism industry: <b>IMAGE OF STAFF</b>	
<p><b>Image of staff</b> Examples of aspects to consider include:</p>	<div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: fit-content; margin: 0 auto;">Professional appearance</div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: 45%; text-align: center;">Uniform</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: 45%; text-align: center;">Grooming</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: 45%; text-align: center;">Dress code</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: 45%; text-align: center;">Interaction with customers</div> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: 45%; text-align: center;">Personal hygiene</div> <div style="border: 1px solid black; padding: 5px; margin-bottom: 5px; width: 45%; text-align: center;">Communication skills</div> </div>
<p><b>Professional appearance</b></p>	<ul style="list-style-type: none"> <li>A professional appearance is key to making a good impression and creating a professional image of yourself and your company. All staff who interact with customers must maintain a professional appearance.</li> </ul> 
<p><b>Uniforms</b></p>	<ul style="list-style-type: none"> <li>Uniforms are designed to project the company's image.</li> <li>From a customer service perspective, uniforms are important as they: help create a professional image (uniforms usually have the company logo on them), help make a good first impression, make it easy to identify staff, can indicate which department an employee belongs to.</li> <li>Uniforms must be clean, neat, and well maintained.</li> </ul> <div style="display: flex; justify-content: space-around; margin-top: 10px;">   </div>

<p><b>Dress code</b></p>	<ul style="list-style-type: none"> <li>• If employees are not required to wear a uniform, they will still have to adhere to a dress code that specifies what they may or may not wear.</li> <li>• Having a dress code ensures that staff still looks neat, tidy and professional even though they aren't in uniform.</li> </ul> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center;"> <p><b>WOMEN'S DRESS CODES</b></p>  <p>Business - Formal    Business    Business Casual    Smart Casual    Casual</p> </div> <div style="text-align: center;"> <p><b>MEN'S DRESS CODES</b></p>  <p>Business - Formal    Business    Business Casual    Smart Casual    Casual</p> </div> </div>
<p><b>Personal hygiene</b></p>	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center; width: 15%;">  <p><b>Shower or bath daily</b></p> </div> <div style="text-align: center; width: 15%;">  <p><b>Wash hair regularly</b></p> </div> <div style="text-align: center; width: 15%;">  <p><b>Wash hands regularly</b></p> </div> <div style="text-align: center; width: 15%;">  <p><b>Brush teeth at least twice a day</b></p> </div> <div style="text-align: center; width: 15%;">  <p><b>Shave daily</b></p> </div> <div style="text-align: center; width: 15%;">  <p><b>Use deodorant</b></p> </div> </div>
<p><b>Personal grooming</b></p>	<div style="display: flex; justify-content: space-between;"> <div style="text-align: center; width: 18%;">  <p><b>Face:</b> Appropriate make-up Remove unwanted facial hair</p> </div> <div style="text-align: center; width: 18%;">  <p><b>Hair:</b> Clean and dry Keep a tidy hairstyle</p> </div> <div style="text-align: center; width: 18%;">  <p><b>Nails:</b> Trim nails regularly Cut nails in a shape</p> </div> <div style="text-align: center; width: 18%;">  <p><b>Feet:</b> No cracked heels No dirty toenails No smelly socks</p> </div> <div style="text-align: center; width: 18%;">  <p><b>Clothes:</b> Well-fitting clothes worn over well-fitting underwear</p> </div> </div>
<p><b>Interaction with customers</b></p>	<ul style="list-style-type: none"> <li>• Staff must be always polite and courteous to guests. Excellent service can enhance a company's image; poor service will damage a company's image and business.</li> </ul> <div style="display: flex; justify-content: space-around;">   </div>

**Communication skills**

- Whenever staff deals with customers, they are communicating, whether it is face to face, over the telephone, in writing or non-verbally (through body language).
- The way in which an employee speaks, presents information in person or in writing and/or their body language determines the impression that employee makes personally and of the company.



**Content: Conditions of employment**

**The Basic Conditions of Employment Act 75 of 1997**

- The Basic Conditions of Employment Act 75 of 1997 (as amended) is a constitutional document
- The Act applies to all employees and employers
- The Act protects employees and employers by outlining the minimum basic working conditions
- The Act gives effect to the right to fair labour practices
- The basic conditions of employment contained in the Act form part of the employment contract between the employer and employee

**The contract of employment**

- A contract of employment is a signed agreement between an employer and an employee
- It sets out the conditions of employment particular to the employee and his specific position
- An employment contract should outline all the main terms and conditions of employment and signifies the mutual agreement by the employer and employee to these terms and conditions

Employer and employee details

- Employer's full name and address
- Employee's full name and address

Employment details

- Place of work
- Date on which employment starts
- Job title
- A brief description of the job including core duties
- Working hours

<b>The contract of employment</b>	<p>Remuneration and deductions</p> <ul style="list-style-type: none"> <li>• Agreed minimum salary or wage</li> <li>• Rate for overtime</li> <li>• Frequency of payment (daily, weekly, monthly)</li> <li>• Any deductions (UIF, medical aid, pension fund, trade union membership fees, home loan and tax e.g. PAYE)</li> </ul>
	<p>Notice and contract period</p> <ul style="list-style-type: none"> <li>• Period of contract</li> <li>• Notice period required from the employee as well as the employer, should either wish to terminate the contract</li> </ul>
	<p>Leave details</p> <ul style="list-style-type: none"> <li>• Any leave to which the worker is entitled</li> <li>• This includes, but it is not limited to sick leave, annual leave, study leave, maternity leave, family responsibility leave</li> </ul>
	<p>Uniform allowances</p> <ul style="list-style-type: none"> <li>• Depending on the company policy, the employer could provide one uniform, more than one uniform, seasonal uniforms or the policy may stipulate that employees are entitled to a uniform allowance</li> </ul>
	<p>Travel benefits</p> <ul style="list-style-type: none"> <li>• This is a decision of the employer</li> <li>• Some airlines provide discounted flight travel benefits to employees</li> <li>• Some hotels may agree to a travel allowance for employees</li> <li>• National Parks grant travel benefits to employees for the performance of official duties</li> </ul>
	<p>Fringe benefits</p> <ul style="list-style-type: none"> <li>• Fringe benefits are benefits in addition to an employee's wages.</li> <li>• Any benefit offered to employees in exchange for their services (not including salary) is a fringe benefit</li> <li>• Examples include: pension fund, medical scheme, unemployment insurance, disability insurance, vehicle allowance, study loans and bursaries</li> </ul>
	<p>Professional accountability and responsibility</p> <ul style="list-style-type: none"> <li>• The obligation/requirement to fulfill duties and accept responsibility for the consequences of actions and decisions, be they positive or negative.</li> </ul>
	<p>Service ethics</p> <ul style="list-style-type: none"> <li>• The moral principles that govern a company's conduct with its customers, potential customers and ex-customers.</li> <li>• They are based on a set of values relating to the question of what is "right" or "wrong."</li> </ul>
	<p>Disciplinary and grievance procedures</p> <ul style="list-style-type: none"> <li>• A disciplinary procedure is used by an employer to address an employee's conduct or performance</li> <li>• The aim of a disciplinary procedure is to encourage and maintain standards of conduct and ensure consistent and fair treatment for all e.g. verbal warning, written warning, firing an employee</li> <li>• A grievance procedure is used to deal with a problem or complaint that an employee raises.</li> </ul>
	<p>Signatures</p> <ul style="list-style-type: none"> <li>• Signature of the employer</li> <li>• Signature of the employee</li> </ul>

**Content: Purpose and value of a code of conduct**

<p><b>Code of conduct</b></p>	<ul style="list-style-type: none"> <li>• A code of conduct is a set of rules that provides guidance to all staff on what is acceptable behaviour.</li> <li>• The code of conduct forms part of an organisation’s contract of employment and is applicable to all employees</li> </ul>
<p><b>The purpose of a code of conduct</b></p>	<ul style="list-style-type: none"> <li>• Spells out the conduct expected of staff in the performance of their duties</li> <li>• Provides guidance for employees faced with ethical challenges</li> <li>• Outlines how to handle any conflict and what is expected if conflict of interests occurs</li> <li>• Outlines the level of professionalism employees should adopt in keeping with the reputation and standards of the business</li> <li>• Acts as a public statement providing the customers of a business with an understanding of the ethics of the company</li> </ul> <div data-bbox="491 763 1302 1122" style="text-align: center;"> <p><b>CODE OF CONDUCT</b></p> </div>
<p><b>The value of a code of conduct</b></p>	<ul style="list-style-type: none"> <li>• Creates a cooperative, collaborative atmosphere</li> <li>• Promotes integrity in the workplace.</li> <li>• A code of conduct is useful as it sets out what is important to a business (its ethics and principles) and prescribes how staff should behave while at work. It helps to identify and state clearly which behaviour is welcome and which is not.</li> <li>• A code of conduct or statement of business ethics not only guides staff but also supports a brand statement and projects the image a company would like to portray.</li> </ul> <div data-bbox="464 1473 1382 1731" style="display: flex; justify-content: space-around;"> <div data-bbox="464 1473 866 1731"> </div> <div data-bbox="946 1473 1382 1731" style="border: 1px solid black; padding: 10px; background-color: #e0f2f1;"> <p><b>INTEGRITY</b> CHOOSING YOUR THOUGHTS AND ACTIONS BASED ON VALUES RATHER THAN PERSONAL GAIN</p> </div> </div>