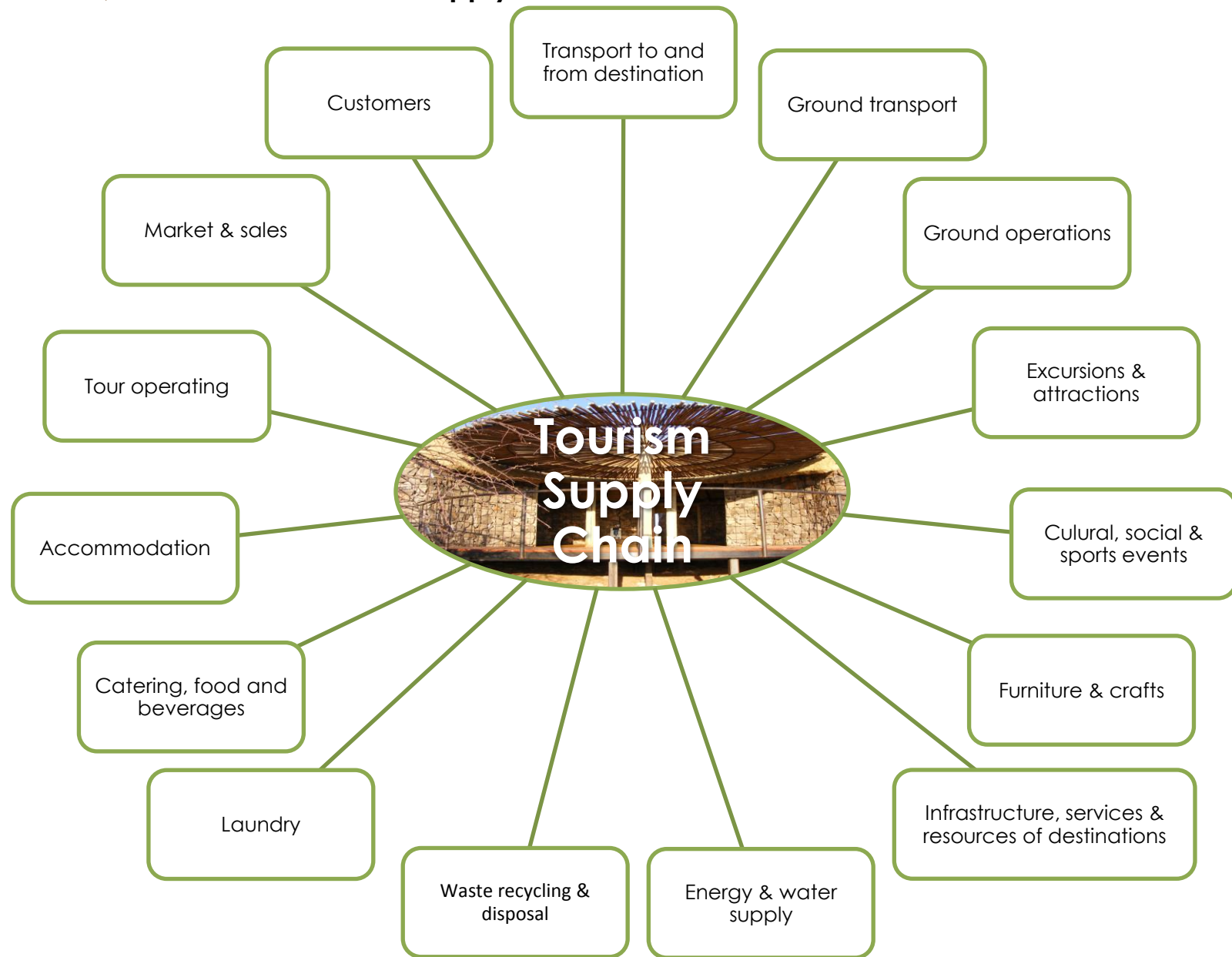


MODULE 2.0b, HANDOUT #1: Tourist Arrivals by Nationality and Purpose of Visit, 2009

Nationality	Visiting Friends /Relatives	Holiday	Business	Other	Total
South Africa	74,436	117,603	75,876	17,864	285,779
Angola	185,991	102,130	11,901	9,105	309,127
Botswana	19,113	4,198	2,745	861	26,918
Zambia	41,294	4,250	5,003	3,786	54,333
Zimbabwe	18,037	4,425	5,920	3,459	31,842
Other - Africa	4,310	4,159	5,351	1,943	15,763
Germany	9,442	69,618	2,295	618	81,974
UK	2,106	22,198	2,956	779	28,039
Italy	590	11,002	290	212	12,095
France	781	13,325	855	83	15,044
Scandinavia	1,123	6,066	1,102	391	8,681
Austria	531	6,507	140	23	7,201
Netherlands	1,218	12,660	365	259	14,503
Switzerland	940	9,629	33	490	11,091
Spain	294	4,614	467	53	5,428
Portugal	1,875	6,015	506	257	8,653
Belgium	370	4,890	354	34	5,647
Russia	231	1,256	233	85	1,806
Other- Europe	441	5,119	634	139	6,334
Australia	443	5,036	714	172	6,365
USA	2,774	14,211	1,847	1,248	20,080
Brazil	405	1,017	155	140	1,717
China	804	1,557	2,265	491	5,119
Rest of the world	2,573	11,088	2,455	522	16,639
Total	370,120	442,576	124,462	43,015	980,173

MODULE 2.0b, HANDOUT #: Tourism Supply Chain



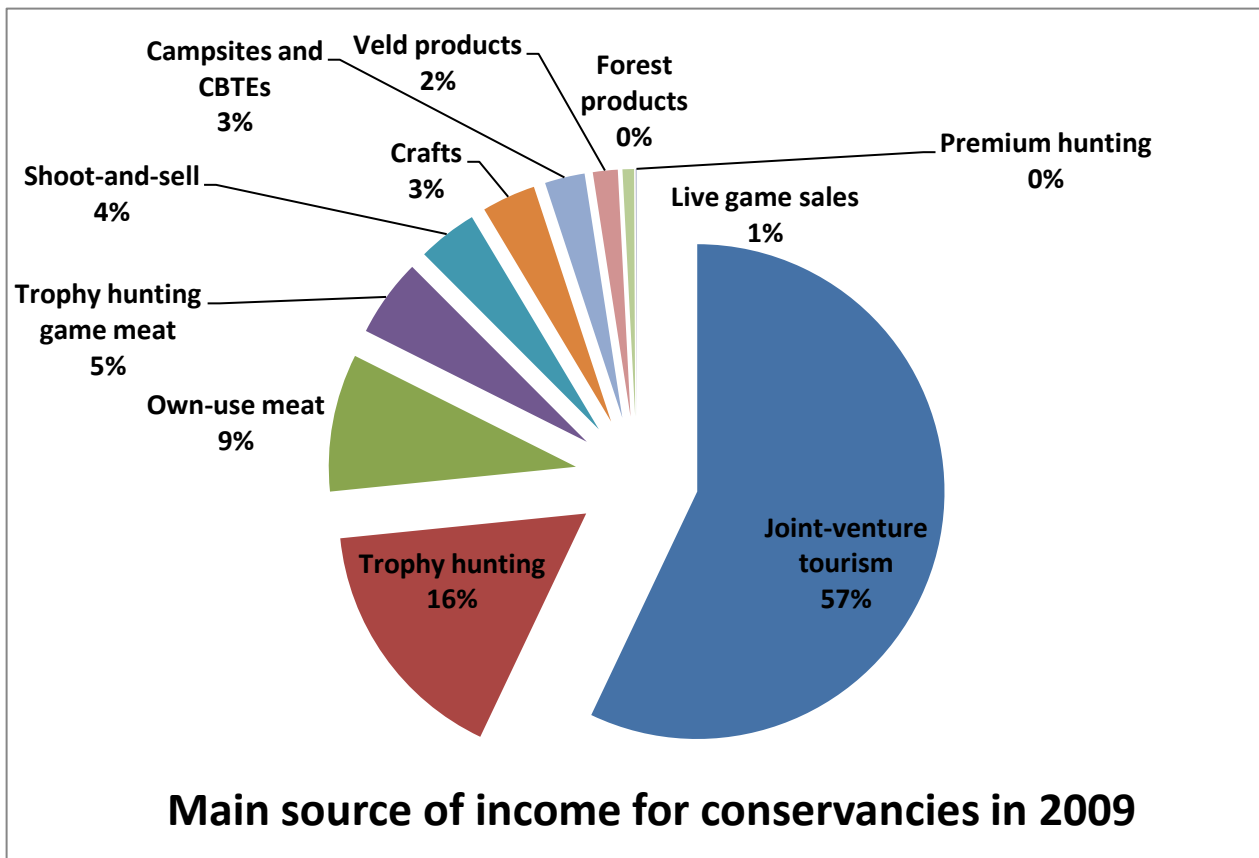
MODULE 2.0b, HANDOUT #3: Namibian tourism products

Accommodation	Leisure and entertainment
Shopping	Heritage and Culture
Transportation	Other

MODULE 2.0b, HANDOUT #4: Accommodation capacity by Month by Category (2010)

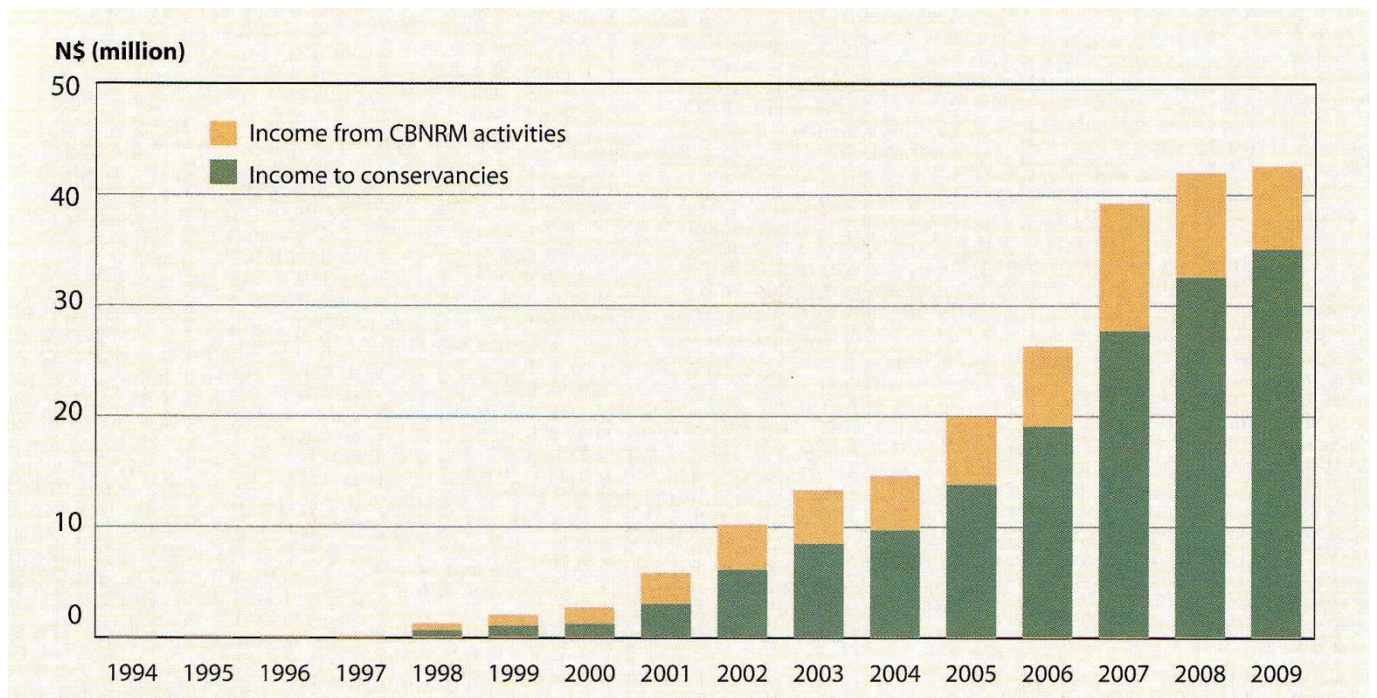
Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	
Bed & Breakfasts													
Establishments	68	69	54	47	75	71	73	64	43	39	66	66	61
Rooms	245	221	105	82	237	164	261	252	172	157	172	303	198
Beds	548	463	171	161	484	328	535	486	313	287	360	656	399
Beds AVLBL	16,988	13,427	5,301	4,830	15,004	9,840	16,585	15,066	9,390	8,897	10,800	20,336	12,205
Beds Sold	2,920	2,759	1,512	1,516	3,650	2,318	3,907	3,997	2,358	2,085	2,255	2,229	2,626
Bed Occ.	17%	21%	29%	31%	24%	24%	24%	27%	25%	23%	21%	11%	22%
Backpackers													
Establishments	18	18	15	15	22	18	17	17	12	8	17	15	16
Rooms	212	212	240	245	231	191	417	398	315	310	378	357	292
Beds	548	548	500	502	576	454	873	841	708	716	852	788	659
Beds AVLBL	16,988	15,892	15,500	15,060	17,856	13,620	27,063	26,071	21,240	22,196	25,560	24,428	20,123
Beds Sold	3,498	3,805	1,708	1,711	4,947	4,392	5,392	5,671	4,030	2,724	5,689	5,333	4,075
Bed Occ.	21%	24%	11%	11%	28%	32%	20%	22%	19%	12%	22%	22%	20%
Guest Farms													
Establishments	90	84	74	69	74	70	86	83	46	40	70	63	71
Rooms	403	397	211	165	339	317	475	512	244	228	364	271	327
Beds	866	868	450	388	708	698	1,037	1,107	557	475	780	620	713
Beds AVLBL	26,846	25,172	13,950	12,028	21,948	20,940	32,147	34,317	16,710	14,725	23,400	19,220	21,784
Beds Sold	3,095	2,760	1,633	1,212	2,961	2,840	5,500	7,679	3,256	2,383	4,186	2,827	3,361
Bed Occ.	12%	11%	12%	10%	13%	14%	17%	22%	19%	16%	18%	15%	15%
Guest Houses													
Establishments	73	69	52	49	63	62	68	66	42	40	65	61	59
Rooms	634	571	278	213	478	445	675	603	378	362	547	515	475
Beds	1,220	1,146	530	416	925	876	1,342	1,225	748	714	1,106	1,025	939
Beds AVLBL	37,820	33,234	16,430	12,480	28,675	26,280	41,602	37,975	22,440	22,134	33,180	31,775	28,669
Beds Sold	7,597	7,243	3,261	2,610	8,450	7,253	9,875	11,008	7,771	6,934	9,457	8,919	7,532
Bed Occ.	20%	22%	20%	21%	29%	28%	24%	29%	35%	31%	29%	28%	26%
Hotels													
Establishments	33	28	24	24	27	29	33	30	20	12	28	24	26
Rooms	1,710	1,547	704	687	1,271	1,288	1,725	1,484	1,073	664	1,343	1,184	1,223
Beds	3,592	3,212	1,551	1,518	2,631	2,664	3,568	3,089	2,298	1,537	2,721	2,502	2,574
Beds AVLBL	111,352	93,148	48,081	45,540	81,561	79,920	110,608	95,759	68,940	47,647	81,630	77,562	78,479
Beds Sold	27,205	27,072	14,801	13,949	24,421	23,264	34,372	39,008	25,016	17,699	28,652	19,289	24,562
Bed Occ.	24%	29%	31%	31%	30%	29%	31%	41%	36%	37%	35%	25%	31%
Lodges													
Establishments	85	85	65	62	87	82	78	72	41	35	83	74	71
Rooms	1,569	1,579	703	633	1,362	1,192	1,431	1,311	771	693	1,627	1,108	1,165
Beds	3,199	3,213	1,460	1,317	2,788	3,082	3,205	3,356	2,272	2,369	2,404	2,461	2,594
Beds AVLBL	99,169	93,177	45,260	39,510	86,428	92,460	99,355	104,036	68,160	73,439	72,120	76,291	79,117
Beds Sold	21,315	20,179	11,127	11,735	27,547	25,054	34,267	37,877	21,172	20,572	20,977	16,087	22,326
Bed Occ.	21%	22%	25%	30%	32%	27%	34%	36%	31%	28%	29%	21%	28%
Hotel Pensions													
Establishments	28	28	23	18	25	26	25	22	11	10	21	21	22
Rooms	412	412	254	154	278	312	355	325	160	148	247	221	273
Beds	776	776	552	288	528	576	639	611	299	275	460	444	519
Beds AVLBL	24,057	22,504	17,112	8,640	16,368	17,280	19,809	18,941	8,970	8,525	13,800	13,764	15,814
Beds Sold	7,177	8,155	5,990	3,359	5,189	5,037	7,991	7,915	3,755	3,424	5,179	3,498	5,556
Bed Occ.	30%	36%	35%	39%	32%	29%	40%	42%	42%	40%	38%	25%	35%
Rest Camps													
Establishments	26	24	20	18	24	23	25	26	13	12	20	17	21
Rooms	316	296	171	155	313	330	513	346	332	334	297	347	313
Beds	839	798	389	340	814	763	1,473	769	1,104	1,120	1,049	1,149	884
Beds AVLBL	26,009	23,142	12,059	10,200	25,234	22,890	45,663	23,839	33,120	34,720	31,470	35,619	26,997
Beds Sold	4,227	3,320	1,415	1,315	9,017	8,459	22,118	11,241	10,814	12,192	12,184	15,705	9,334
Bed Occ.	16%	14%	12%	13%	36%	37%	48%	47%	33%	35%	39%	44%	35%

MODULE 2.0b, HANDOUT #6: Main source of income for conservancies in 2009



Source of income	Value in N\$	Percentage of income
Joint-venture tourism	19 979 916	57.0%
Trophy hunting	5 724 911	16.3%
Own-use meat	3 153 750	9.0%
Trophy hunting game meat	1 790 325	5.1%
Shoot-and-sell	1 367 986	3.9%
Crafts	1 233 047	3.5%
Campsites and CBTEs	915 827	2.6%
Veld products	568 361	1.6%
Live game sales	263 760	0.8%
Forest products	18 720	0.1%
Premium hunting	5 256	0.0%
Total	35 021 859	







MODULE 2.0b, HANDOUT #7: Income from CBNRM activities outside conservancies and income to conservancies, 1994-2009



MODULE 2.0b, HANDOUT #8: The main tourism bodies in Namibia (page 1 of 2)

 <p>Namibia Tourism Board ©2010 ALL RIGHTS RESERVED.</p>	<p>The Namibia Tourism Board (NTB) was formed by an act of Parliament as a statutory body responsible for bringing together both the private and public sector in implementing the national policy on tourism</p>	<p>http://www.namibiatourism.com.na/</p>
 <p>tasa TOUR & SAFARI ASSOCIATION</p>	<p>Tour and Safari Association of Namibia (TASA) is a voluntary private-sector body that acts on behalf of its members to encourage the development of responsible tourism in Namibia, ensure standards and reliability in the Namibian tourism industry and promotes the common interests of Namibian Tour Operators.</p>	<p>http://www.tasa.na/</p>
 <p>Hospitality Association of Namibia</p>	<p>The Hospitality Association of Namibia represents the full spectrum of the hospitality industry, from hotels, to guest houses, guest farms, lodges, rest camps, restaurants, conference centres, and catering services.</p>	<p>http://www.hannamibia.com/</p>
 <p>NAMIBIA BERUFSSJAGDVERBAND PROFESSIONAL HUNTING ASSOCIATION</p>	<p>The Namibia Professional Hunting Association promotes Namibia as a hunting destination internationally and protects the right to hunt locally. Today NAPHA has over 400 Hunting Professionals (Hunting Guides and Professional Hunters) as registered members.</p>	<p>http://www.natron.net/napha/</p>
<p>NATH</p>	<p>Namibian Academy for Tourism and Hospitality is the official academy for tour guide training.</p>	<p>http://www.nathnamibia.org/</p>
 <p>NWR namibia wildlife resorts</p>	<p>Namibia Wildlife Resorts is a State owned enterprise, mandated to run the tourism facilities within the protected areas of Namibia. Its only shareholder is the Government of the Republic of Namibia.</p>	<p>http://www.nwr.com.na/</p>

MODULE 2.0b, HANDOUT #8: The main tourism organisations in Namibia (page 2 of 2)

	<p>The Federation of Namibian Tourism Associations - FENATA is the umbrella organization for tourism associations in the private sector in Namibia.</p>	<p>http://www.fenata.org/</p>
	<p>Tourist Guide Association of Namibia which promotes, supports, protects and develops all tour guide interests.</p>	<p>http://www.natron.net/tan/</p>
	<p>Association of Namibian Travel Agents is a representative forum in the retail travel industry to promote professional travel management service.</p>	
	<p>Car Rental Association of Namibia is a non-profit association which aim is to protect the tourists and the car rental industry against sub-standard service and quality.</p>	
	<p>Namibia Association of Community Based Natural Resource Management (CBNRM) Support Organisations is an association comprising Non-Government Organisations (NGOs) and the University of Namibia with the aim to provide quality services to rural communities seeking to manage and utilise their natural resources in a sustainable manner.</p>	 <p>http://www.nacso.org.na</p>

MODULE 2.0b, HANDOUT #9: Customer Service Role play

Scenario 1:



Receptionist: You are the receptionist on duty at a very expensive lodge and are standing in for a colleague who has gone to his sisters' wedding. It has been a busy day and the phone keeps ringing, the emails keep coming and the customers are streaming in. The lodge is fully booked. (You have not had any training in customer service.)



Tourist: You have made a booking at a very expensive lodge but are only due to arrive tomorrow. You want a room today even though your reservation is only for tomorrow. You also want a room close to the swimming pool. (You are difficult customer.)

Scenario 2:



Craft shop owner: You are the owner of a small craft shop in your conservancy. You have not sold anything for the last two days and need money urgently to pay for school fees. You want to sell a basket to the first tourist that walks into your shop. (Use all your customer service skills to sell a basket.)



Tourist: You have been travelling around Namibia for over two weeks and are tired and broke. Your tour group stops in front of a shabby looking craft shop. You walk in but do not want to buy anything. (You really do not want to buy anything.)

MODULE 2.0b, HANDOUT #10: *Self-assessment evaluation for participants*

Participants receiving training in Module 2.0b are not subject to formal assessment. However, in order for you to assess the knowledge and skills you have acquired relating to tourism, and for the trainer to ascertain how effective the training has been, you are encouraged to answer for yourself the following questions and discuss your answers – as part of a group or individually – with your trainer.