# 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 Transport to and from destination Customers Ground transport Market & sales Ground operations Excursions & Tour operating attractions Tourism Culural, social & Accommodation sports events Catering, food and Furniture & crafts beverages Infrastructure, services & Laundry resources of destinations Waste recycling & Energy & water disposal supply

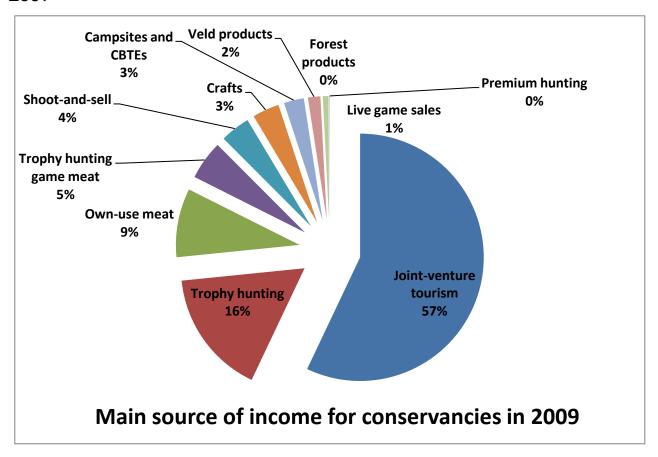
### MODULE 2.0b, HANDOUT #3: Namibian tourism products

Accommodation	Leisure and entertainment
Shopping	Heritage and Culture
Transportation	Other

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

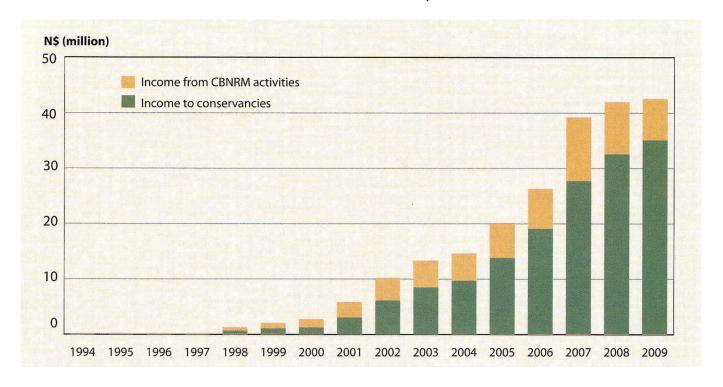
Each Streakfinements	Category	Jan	Feb	Mar	Apr	May	Jun	Jul	Au	a S	ер С	Oct	Nov	Dec
Elablishments			100	iviai	Api	Illay	Jun	Jul	Au	9 0	op (	,,,,	1101	
Rooms			69	54	47	75	71	73	64	43	39	66	66	61
Beds AVILB.   16.986   13.67   5.951   4.861   3.98   5.955   4.86   31.3   267   3.90   6.95   3.99     Beds AVILB.   16.986   13.67   5.951   4.803   15.094   3.950   15.957   3.997   2.308   2.085   2.255   2.229   2.268     Beds Occ						_								
Beds AVILB														
Bade Solid														
Bad Occ.   17%   21%   29%   31%   24%   24%   24%   24%   24%   29%   29%   29%   21%   11%   22%   226														
Backpackers		,											,	
Establishments		17 /0	2170	23 /0	3170	2470	2-7/0	Z-7/0	21 /0	23/0	25/0	21/0	1170	22 /0
Reds		18	18	15	15	22	18	17	17	12	8	17	15	16
Beds AVLBL														
Beds ANILL         16,888         15,892         15,500         15,060         17,856         12,600         27,083         26,071         12,104         22,196         25,860         24,483         20,022           Beds Sold         3,498         3,935         1,708         1,711         4,947         4,392         5,397         2,074         5,680         2,424         5,933         4,075           Guest Farms         Bed Goc.         21%         21%         1,711         28%         22%         20%         224         5,680         2,422         22%         224         22%         224         22%         224         22%         224         20%           Guest Farms         Beds         4403         397         211         165         339         317         475         551         244         228         564         2271         3271         2473         244         20         550         757         475         26         240         303         317         475         475         475         475         278         280         2271         3271         2471         2471         2471         2471         2471         2471         2471         2471         24														
Beds Sold   3,498   3,805   1,708   1,711   4,947   4,392   5,392   5,527   4,000   2,724   5,699   5,333   4,075   Guest Farms    Establishments   90   84   74   69   74   70   86   83   46   40   70   63   71   Rooms														
Course   Farms													_	
Caucast Farms														
Establishments		2170	2470	1170	1170	2070	<b>02</b> /0	2070	22/0	1070	12.70		22.70	2070
Recoms		90	84	74	69	74	70	86	83	46	40	70	63	71
Beds AVLBL														
Beds AVLBL														
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%   16%   15%   15%   Guest Houses  Establishments   73   69   62   49   63   62   68   66   42   40   65   61   59   Rooms   634   571   278   213   478   445   675   603   378   378   254   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   31,757   28,689   Beds Sold   7,597   7,243   3,281   2,610   8,450   7,253   9,875   1,008   7,771   6,334   9,457   8,197   7,528   Bed Occ.   22%   22%   20%   21%   29%   28%   24%   29%   35%   31%   22%   28%   28%   Hotels  Establishments   33   28   24   27   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   111,322   93,148   48,081   45,40   81,514   3,264   3,368   3,089   2,298   1,537   2,721   2,502   2,574   Beds Sold   27,205   27,072   14,801   13,949   24,421   23,264   3,375   3,086   2,389   3,78   3,389   2,286   Bed Occ.   24%   29%   31%   31%   30%   29%   31%   34%   36%   37%   35%   25%   31%    Establishments   58   58   65   62   87   82   78   77   41   33   83   74   71   Rooms   1,569   1,579   703   633   1,362   1,192   1,413   1,311   2,711   693   1,627   1,708   1,165   Beds AVLBL   9,969   9,3177   45,200   9,351   1,484   1,311   2,711   2,937   2,212   2,202   2,348   Beds AVLBL   9,969   9,3177   45,200   9,351   8,888   3,089   2,298   1,537   2,720   76,291   77,502   77,502   77,502   Beds AVLBL   9,969   9,3177   45,200   9,351   1,484   1,311   3														
Bed Occ.   12%   11%   12%   10%   13%   14%   17%   22%   19%   16%   18%   15%   15%   Coustionary   15%   Coustionary   15%   Coustionary   15%   15%   15%   Coustionary   15%														
Calibrian														
Establishments		1270	1170	1270	1070	1070	1-7/0	11 /0	2270	1070	1070	1070	1070	1070
Rooms		73	69	52	49	63	62	68	66	42	40	65	61	59
Beds AVLBL   37,820   33,244   16,430   12,680   28,675   26,280   41,602   37,975   22,440   22,134   33,180   31,775   22,869   8464 Sold   7,597   7,243   32,610   2,610   8,450   7,253   9,875   11,008   37,771   6,934   9,457   8,919   7,5232   8664 Sold   7,597   7,243   32,820   22%   22%   29%   28%   28%   24%   22%   35%   31%   29%   28%   26%   26%   24%   29%   35%   31%   29%   28%   26%   26%   24%   25%   35%   31%   29%   28%   26%   26%   24%   28%   35%   31%   29%   28%   26%   26%   24%   28%   24%   29%   35%   31%   29%   28%   26%   26%   24%   22%   24%   22%   25%   35%   31%   29%   28%   26%   26%   26%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   24%   22%   25%   25%   24%   22%   25%														
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   36ed Occ.   20%   22%   20%   21%   29%   28%   24%   29%   35%   31%   29%   28%   26%   26%   26%   26%   26%   28%   24%   29%   35%   31%   29%   28%   26%														
Bed 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%														
Bed Occ.   20%   22%   20%   21%   29%   28%   24%   29%   35%   31%   29%   28%   26%														
Hotels														
Establishments			==,v		,,						<b>V</b> 1,70			
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         110,080         95,795         68,940         47,647         61,630         77,562         78,479           Bed Occ.         27,092         14,801         13,949         24,241         23,264         34,372         39,008         25,016         47,649         29,289         24,562           Bed Occ.         24%         29%         31%         30%         29%         31%         41%         35         35         25         12,899         24,562           Bed Occ.         31,593         3,213         1,40         1,317         2,784         82         78         72         41         35         83         74         71           Roos         3,199         3,213		33	28	24	24	27	29	33	30	20	12	28	24	26
Beds         3,592         3,212         1,515         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         27,005         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%         30%         29%         31%         41%         36%         37%         35%         25%         13/8         2,462           Bed Occ.         24%         80         85         65         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 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         24,662           Bed Occ.         24%         29%         31%         30%         29%         31%         41%         36%         37%         35%         25%         31%           Lodges         Establishments         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         3,255         104,036         68,160         73,439         72,120         76,291         79,17           Beds Sold <th></th> <th></th> <th></th> <th></th> <th></th> <th></th> <th>-</th> <th></th> <th></th> <th></th> <th></th> <th>·</th> <th></th> <th></th>							-					·		
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         24,662           Bed Occ.         24%         29%         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         79,171							-							
Bed Occ.   24%   29%   31%   31%   30%   29%   31%   41%   36%   37%   35%   25%   31%   25%			27,072						39,008	25,016				
Establishments	Bed Occ.													
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 Sold         21,315         20,179         11,127         11,735         27,547         25,054         34,267         3,787         21,172         20,572         20,977         16,087         22,326           Bed Occ.         21%         22%         25%         30%         32%         27%         25,054         34,267         3,787         21,172         20,572         20,977         16,087         22,326           Bed Occ.         21%         22         30%         32%         26         25         22         11         10         21         21         22           Rooms         412	Lodges													
Rooms         1,569         1,579         703         633         1,362         1,192         1,431         1,311         771         693         1,627         1,108         1,659           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         28,326           Bed Occ.         21%         22%         25         26         25         22         11         10         21         21         22           Rooms         412         4		85	85	65	62	87	82	78	72	41	35	83	74	71
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         20,977         16,087         22,326           Bed Occ.         21%         22%         25%         30%         32%         27%         34%         36%         31%         28%         29%         21%         28%           Hotel Pensions         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         23           Beds AVLBL         24,057	Rooms	1,569	1,579		633	1,362	1,192	1,431	1,311	771	693	1,627	1,108	1,165
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         Beds         28         28         23         18         25         26         25         22         11         10         21         21         22         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	Beds	3,199	3,213	1,460	1,317	2,788			3,356	2,272	2,369	2,404	2,461	2,594
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         22           Rooms         412         412         254         154         278         312         355         325         160         148         247         221         22           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 AVLBL													
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% <th>Beds Sold</th> <th>21,315</th> <th></th> <th>11,127</th> <th>11,735</th> <th>27,547</th> <th>25,054</th> <th>34,267</th> <th>37,877</th> <th>21,172</th> <th>20,572</th> <th></th> <th>16,087</th> <th>22,326</th>	Beds Sold	21,315		11,127	11,735	27,547	25,054	34,267	37,877	21,172	20,572		16,087	22,326
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 </th <th>Bed Occ.</th> <th>21%</th> <th>22%</th> <th>25%</th> <th>30%</th> <th>32%</th> <th>27%</th> <th>34%</th> <th>36%</th> <th>31%</th> <th>28%</th> <th>29%</th> <th>21%</th> <th>28%</th>	Bed Occ.	21%	22%	25%	30%	32%	27%	34%	36%	31%	28%	29%	21%	28%
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%         40%         38%         25%         35%           Rest Camps         5         26         24         20         18         24         23         25         26         13         12         20         17         21           Rooms         316         296         171 </th <th><b>Hotel Pensions</b></th> <th></th>	<b>Hotel Pensions</b>													
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%         40%         38%         25%         35%           Rest Camps         5         26         24         20         18         24         23         25         26         13         12         20         17         21           Rooms         316         296         171 </th <th></th> <th>28</th> <th>28</th> <th>23</th> <th>18</th> <th>25</th> <th>26</th> <th>25</th> <th>22</th> <th>11</th> <th>10</th> <th>21</th> <th>21</th> <th>22</th>		28	28	23	18	25	26	25	22	11	10	21	21	22
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%         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 Sold         4,227 <th>Rooms</th> <th>412</th> <th>412</th> <th>254</th> <th>154</th> <th>278</th> <th>312</th> <th>355</th> <th>325</th> <th>160</th> <th>148</th> <th>247</th> <th>221</th> <th>273</th>	Rooms	412	412	254	154	278	312	355	325	160	148	247	221	273
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 </th <th>Beds</th> <th>776</th> <th>776</th> <th>552</th> <th>288</th> <th>528</th> <th>576</th> <th>639</th> <th>611</th> <th>299</th> <th>275</th> <th>460</th> <th>444</th> <th>519</th>	Beds	776	776	552	288	528	576	639	611	299	275	460	444	519
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 </th <th>Beds AVLBL</th> <th>24,057</th> <th>22,504</th> <th>17,112</th> <th>8,640</th> <th>16,368</th> <th>17,280</th> <th>19,809</th> <th>18,941</th> <th>8,970</th> <th>8,525</th> <th>13,800</th> <th>13,764</th> <th>15,814</th>	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
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		7,177	8,155	5,990	3,359	5,189	5,037	7,991	7,915	3,755	3,424	5,179		5,556
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.	30%	36%	35%	39%	32%	29%	40%	42%	42%	40%	38%	25%	35%
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	Rest Camps													
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	Establishments	26	24	20	18	24	23	25	26	13	12	20	17	21
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	Rooms	316	296	171	155	313	330	513	346	332	334	297	347	313
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	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
Bed Occ. 16% 14% 12% 13% 36% 37% 48% 47% 33% 35% 39% 44% 35%	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)

	"o. The main looks in bodies in Namibia (page	<u> </u>	
Namibia Tourism Board ©2010 ALL RIGHTS RESERVED.	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	http://www.namibiatourism.com.na/	
tasa  Tour & Safari Association	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.	http://www.tasa.na/	
Hospitality Association of Namibia	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.	http://www.hannamibia.com/	
AMIBIA AMIBIA	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.	http://www.natron.net/napha/	
NATH	Namibian Academy for Tourism and Hospitality is the official academy for tour guide training.	http://www.nathnamibia.org/	
NWR namibia wildlife resorts	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.	http://www.nwr.com.na/	

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

FEDATA  Federation of Namibian Tourism Associations	The Federation of Namibian Tourism Associations - FENATA is the umbrella organization for tourism associations in the private sector in Namibia.	http://www.fenata.org/
TAN	Tourist Guide Association of Namibia which promotes, supports, protects and develops all tour guide interests.	http://www.natron.net/tan/
CAMPA	Association of Namibian Travel Agents is a representative forum in the retail travel industry to promote professional travel management service.	
CARAN	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.	
Nacso	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.	http://www.nacso.org.na

#### 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.