PORTFOLIO OF EVIDENCE

ASSIGNMENTS & SECTIONS

Surviving a Pandemic

### *The case of the South African Tourism Industry*

On 5 March 2020 South Africa announced the first Covid-19 case. Later in that month Pres. Cyril Ramaphosa announced a Nationwide lockdown which started on 26 March 2020 as an effort to reduce the rapid growth in numbers of the positive Covid-19 cases: to flatten the curve. This lockdown had to effect that the whole country had to shut down all economic activity, except for essential services. People were not allowed to travel, or even leave their homes if it was not necessary. This lockdown especially forced the closure of many small businesses specifically in the tourism sector (CGTN Africa, 2020).

In 2018 the travel and tourism sector contributed 1.5 million jobs and a total of R245.8 billion to the South African economy. Prior to the Covid-19 pandemic, this was considered to be the largest tourism economy in Africa (Smit, 2019). The Covid-19 pandemic enforced the decrease of tourism income by means of tourist accommodation by 98% and more than R68 billion has been lost (CGTN Africa, 2020). What is more, CGTN Africa predicts an excess of 600 000 direct tourism jobs will be lost during 2020 due to the national lockdown.

On 15 August 2020 Pres. Ramaphosa announced that the country will move to Level 2 of the lockdown. Although some relieve is expected as inter-provincial travel will be allowed, some restrictions are still in place that will halt the recovery of the tourism industry. Hotels, game parks and many tourist attractions mainly depend on tourists from outside their home province, and although inter-provincial travel will now be allowed, the ban on international travel still remain in place. For restaurants the good news was that they are allowed to serve alcoholic beverages for onsite consumptions, however, the number of visitors at any given time is still restricted. Furthermore, sporting and music events also played a big role in the tourism industry before covid-19, but no spectators are allowed during level 2 for sporting events and again the number of people attending music shows are restricted (Business Tech, 2020).

All of us were impacted by and experienced the good and the bad of the Covid-19 pandemic and the nationwide lockdown. By keeping the scenario and information provided above in mind, use the Creative Problem Solving (CPS) process to identify the main problem and generate solutions to solve your problem. During the semester you will be guided to apply the steps of the CPS process.

Please take note:
The FINAL submission date for the PoE is 27 November 2020
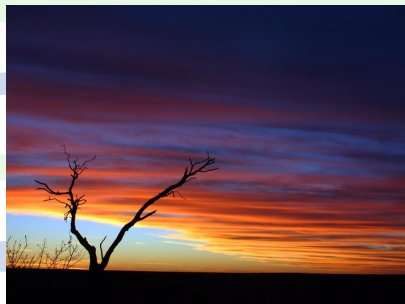
What do you have to complete?

Use the scenario provided to identify any aspect of the tourism industry that you think will struggle to recover from the nationwide lockdown. It is important that you do proper research regarding this aspect (accommodation, restaurants, tourist attractions, sporting events, music events artists, game parks, etc.) to be able to list the main problems identified within this area of the tourism industry. You will use this information to be able to complete your Portfolio of Evidence.

Give attention to the sections explained below:

1. Introduction

Write a paragraph which explains the aspect of the tourism industry you have identified to help recover from the impact of the Covid-19 pandemic of the South African economy. It is important that you provide enough information regarding the context, and the different problems this specific aspect of the tourism industry has experienced, or are still experiencing. Use the examples of the scenario's provided in your study guide, to guide you in this process.

2. Trends

Provide a short overview of the trends that exist in this market (can be current trends, or trends prior to the Covid-19 pandemic). You can review Study Unit 1 on eFundi and in your Study Guide to assist you with this section.

3. PESTE Environments

Describe the PESTE environment in which the main problem that you have identified that you want to solve, fall. It is important to review Study Unit 2 to assist you with this section.

4. The Problem Solver/s

Describe yourself and the rest of your team members as creative problem solvers. Here you need to refer specifically to each team member's own personal blocks to creativity (Study Unit 3), their affective skills (Study Unit 4) and their unique problem solving style (Study Unit 5).

Hint: for this section, persona's or infographics might work best. Even hal page cv's. Visit canva.com for some great ideas and templates...it is free!

5. Understand the challenge

In this section you need to determine the goal (Step 1 of the CPS Process), gather more information about the problem (Step 2 of the CPS Process) and determine the root problem (Step 3 of the CPS Process). Review Study Unit 7 carefully to assist you in completing this section.

6. Generate Ideas

Use any applicable idea generation technique to generate at least 5 ideas that will help solve the root problem identify in the previous section. Review all the techniques for Step 4 of the CPS Process in Study Unit 8 to help you complete this section.

7. Develop Solutions

Use either the PPCO technique or the Evaluation Matrix to evaluate the 5 ideas generated in the previous section in order to determine which idea would best solve the root problem identified in Section 5 of the Portfolio of Evidence.

8. Conclusion

Write a concluding paragraph where you use the results of your evaluation in Section 7 to indicate which idea would best solve the problem. Please explain this idea/solution in detail and why do you think this solution will make a positive difference in the business/market in their recovery from the Lockdown.

FINAL PoE SUBMISSION: 27 November 2020 @ 12:00