

1. EASTERN CAPE (week 1)

**The Addo Elephant National Park** – established in 1931 to protect elephants in the Eastern Cape which numbered only 11. Today there are over 450 elephants. Park also has Cape buffalo, Black Rhino and many other animal species. Also has a marine reserve and is home to the world's largest breeding populations of gannets and the second largest breeding ground of African penguins.

**The National Arts Festival in Grahamstown** – this festival is held annually and is a week of music, dance, drama, film, art exhibitions and craft markets. The Festival operates out of the 1820 Settlers National Monument and is organised by the Grahamstown Foundation.

**The Great Fish River** – this river flows through the Eastern Cape and offers nature and sports tourists the opportunity to canoe its length with overnight camping spots on the banks of this large river. It is very popular with many tour operators who offer canoeing trips in a package deal to tourists.

**The World's Highest Bungee Jump** – this takes place at the Bloukrans River Bridge in the Tsitsikama region. It was opened in 1997 and has become a popular attraction for visitors from all over the world, especially adrenaline junkies who thrive on adventure tourism. It is 216 metres high and is the world's highest fixed bungee jump.

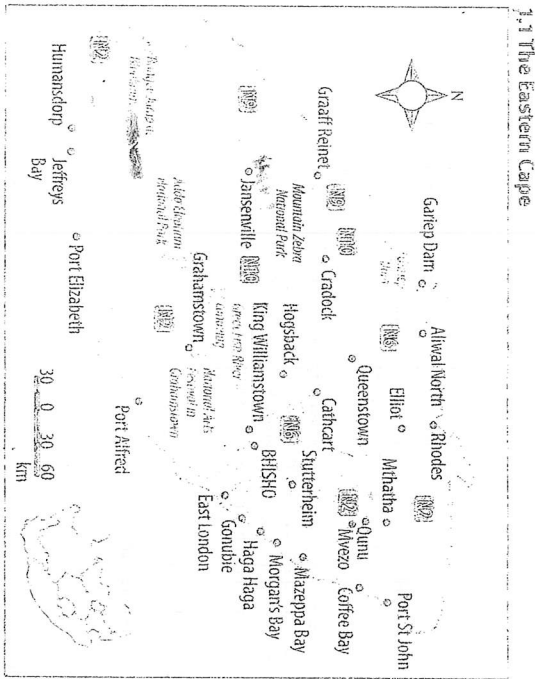


Figure 42 provides tourism information about the Eastern Cape

The Eastern Cape is the second largest province in South Africa. Its mountains, coastlines, and beaches make it an attractive destination for tourists.

About 18,9% of domestic tourists visit the Eastern Cape. They come mainly from the Western Cape and Gauteng. The main characteristics of these tourists are:

- Age: 25-44
- Gender: 58% male and 42 % female
- Reason for visit: VFR and holiday
- Income group: middle to high
- Preferred transport: own car
- Preferred accommodation: family, friends, hotels.

2. FREE STATE

**The Vredefort Dome** – this is a crater that was created by a meteorite that collided with earth over 2000 million years ago. A very popular attraction and has a variety of fauna and flora, hiking and mountain bike trails as well as canoeing on the Vaal river which flows through this area. This dome is so big that it also runs into the North West province. In 2005 it was declared a World Heritage Site (WHS)

**Golden Gate Highlands National Park** – this area is known for its beautiful scenery and massive, colourful sandstone formations which shine golden yellow in the evening sun. Tourists are welcome to go mountain biking, hiking and bird watching in the area.

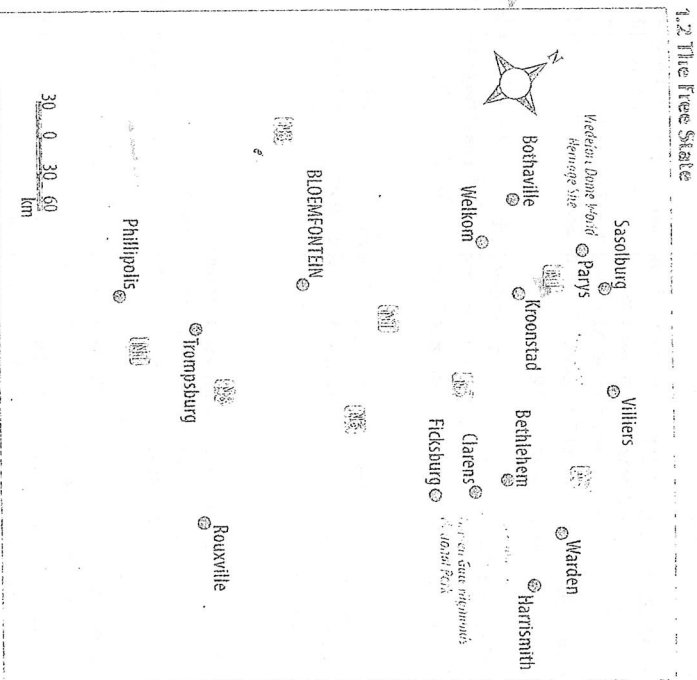


Figure 43 provides tourism information about the Free State

The Free State is a bean shaped province in the middle of South Africa. The province has a thriving agricultural industry and is known as South Africa's breadbasket. This province receives rain during the summer. Summers are hot, winter days are sunny with cold nights. On cold days temperatures can drop to below 0 °C, and frost often occurs. Occasionally it snows on the Drakensberg Mountains.

- Capital: Bloemfontein
- Main languages: isiXhosa, Sesotho, Afrikaans
- Airports: Bloemfontein

About 5,5% of domestic tourists, traveling in South Africa, visit the Free State. They come mainly from Gauteng. The main characteristics of these tourists are:

- Age: 25-44
- Gender: 58% male and 42 % female
- Reason for visit: VFR and holiday
- Income group: middle to high
- Preferred transport: own car

4. KWAZULU-NATAL (WKNLZ)

**iSimangaliso Wetland Park** – South Africa's first WHS (1999) in recognition of its natural beauty and unique global value. It is Africa's largest estuarine system. The name iSimangaliso means miracle and wonder which describes this place. It has beaches which stretch from Maphelane (south) to Kosi Bay (north). One can view game on the self-guided trails. This place was known as St. Lucia and is a common fishing spot.

**Durban Beachfront** – also known as the Golden Mile is along Marine parade and has many hotels and a wide range of activities including shopping, cinemas and theatres. Has a beautiful view of the beach from the tall hotels. It stretches from Minitown right down to uShaka Marine World. It has piers that feed into the ocean where people can stand to fish or take romantic walks.

**uKhahlamba Drakensberg Park** – this is one of SA's major tourism destinations and is also a WHS. It boasts exceptional natural beauty and contains many caves and rock shelters with the largest and most concentrated group of rock art paintings in Africa which were painted by the San people over a period of 4000 years. Fly fishing, guided hikes, mountain biking and rock climbing are popular in summer months while snow is the big attraction in winter.

**uShaka Marine World** – it is situated at the end of Durban's Golden Mile and is Africa's largest marine theme park. It covers 15 hectares of prime beach property and it has many restaurants situated inside a ship wreck with a window into the shark tank. Hosts many beach activities and sports and has many water slides for all ages.

**Comrades Marathon** – this ultra marathon of 90 kilometres run between Durban and Pietermaritzburg and vice versa on alternate years. It started in May 1921. It has attracted many foreign athletes and is now a much sought after race and enjoys much international coverage.

**The Sardine run** – the annual sardine migration off the wild coast towards the north in Durban creates a frenzy and a buzz of activity in winter along our coast. Every June/July, the run starts at the southern tip of the African continent and moves upwards. The sardines are chased by sharks, dolphins, gannets, seals, orcas, albatross and penguins who want to eat this silver fish. They swim in a huge mass and by the time they reach us they are so exhausted that the current brings the tired fish onto shore where we can just pick them from the beach. Their arrival of sardines also coincides with the annual migration of the Humpback whales that also come from the south and pass Hermanus in the Eastern Cape and then our coast as they move north to warmer waters to mate and calve.

**The various coasts on the east coast of SA**

- Golf coast** – north and south of Durban and has many golf courses.
- Sugar coast** – this area is along our coast in and around Durban/Verulam/Tongaat/Bailito/Stanger.
- Hibiscus coast** – along the south coast with many hibiscus plants and sea-side resorts.
- Sirelizza coast** – south of Durban that has many attractions like the Aliwal shoal coral reef.
- Holiday coast** – both north and south coast with warm and sunny beaches.
- Dolphin coast** – 100 km stretch from Umdloti River just north of Durban to the Tugela River.
- Elephant coast** – this is in upper KZN and is a variety of 21 ecosystems all existing at the iSimangaliso Wetland Park. Tembe Elephant Park and the Big 5 at Hluhluwe Umfolozi nature reserve are big attractions.

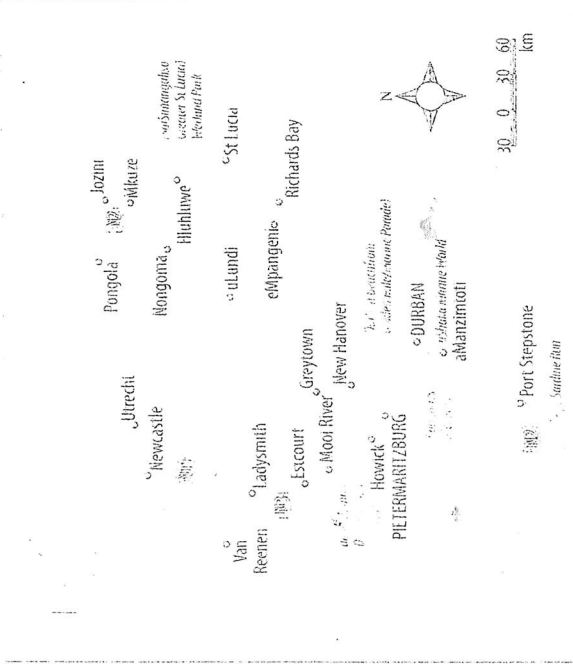


Figure 45 provides tourism information about KwaZulu-Natal

KwaZulu-Natal is South Africa's most popular domestic tourism destination. It offers a variety of attractions and activities. These include the warm Indian Ocean, the cultural heritage of the Zulu Kingdom, wildlife, battlefields and mountain ranges. Two of South Africa's eight World Heritage Sites are located in KwaZulu-Natal.

KwaZulu-Natal has 600 km of coastline, washed by the warm Indian Ocean. Durban harbour is the busiest in South Africa and one of the ten largest in the world. Subtropical climate along the coast – hot, humid summers and mild winters; summer rainfall (mostly thunderstorms). In the mountains – warm summers and sunny but cold winters, with some snow.

- Capital: Pietermaritzburg
- Main languages: isiZulu, English
- Airports: King Shaka International, Richard's Bay, Margate, Pietermaritzburg
- Harbours: Durban, Richard's Bay

- Statistics:
- Reason for visit: VFR and holiday
- Income group: middle to high
- Preferred transport: own car
- Preferred accommodation: family, friends, hotels.



One of South Africa's major attractions is the wide variety of plants, birds, sea life, and wild animals. Tourists from all over the world visit our country to view the fauna and flora.

**1 Concepts**

The table below explains some of the key concepts used by people who work in the natural environment.

| Concept       | Explanation and examples  |
|---------------|---|
| ecosystem     | All the living and non-living things that are found in an area, and the way they interact or relate to each other. The area can be small, such as a pond, or large, such as a forest.   |
| species       | A group of living things which look similar, behave similarly and are genetically similar, for example, all Springbok belong to the same species of antelope. Ecosystems consist of many different species that interact with each other.                               |
| biodiversity  | The number of different species in an ecosystem. Healthy ecosystems usually have a large biodiversity.  |
| wildlife      | The name for all mammals, reptiles, birds, and sea-life that live in the wild (their natural environment).  |
| fauna         | The animals living in an area, for example, lions, monkeys, and elephants.  |
| environment   | The environment can be divided into four main categories: natural, man-made, physical and cultural.   |
| flora         | The plants that grow in an area, for example, fynbos, proteas, daisies.   |
| indigenous    | Something that occurs naturally in a particular area. Leopards and impala are indigenous to the Kruger Park, and fynbos and proteas are indigenous to the Western Cape.   |
| alien         | Plants and animals that have been brought from another region to an area where they do not naturally occur. For example, black wattle trees were brought to South Africa from Australia. Alien species can become a problem when they overpopulate or 'invade' an area. |
| extinct       | This term is used when a species has been totally wiped out and no longer exists. The quagga is an extinct species.   |
| threatened    | If the population of a species keeps decreasing, either through being killed/hunted, or because of disease, the species will be endangered. Threatened species are given extra protection, and breeding programmes may be started to increase the population.           |
| endangered    | An endangered species is at risk of becoming extinct. Wild dogs are endangered.   |
| red data list | A list of endangered species drawn up by conservationists and scientists. Red data species are all protected and no hunting or gathering of these species is allowed.   |
| habitat       | The area where a population of a species lives. Invasion or destruction of the habitat causes the species numbers to drop and can lead to extinction.   |
| culling       | Reducing the numbers of a certain species of animal when there are too many of them in an area. Culling, normally by shooting, is done when the numbers of a species have increased to the point where the ecosystem is no longer in balance.                           |

|                  |   |
|------------------|---|
| legal hunting    | Hunting for which a permit has been granted by provincial authorities. A permit is issued if the authorities believe that the hunting is sustainable and properly managed. Legal hunting usually takes place on private game farms where a professional hunting guide assists the hunter and ensures that a strict code of conduct is followed. |
| poaching         | Hunting and taking plants or wildlife from a reserve illegally. Poachers may use the plant or the meat of the animal themselves, but usually they sell the fauna or flora to foreign buyers for large sums of money. Rhino poaching is a serious problem in South Africa.   |
| mass tourism     | When an attraction is very popular and large numbers of tourists visit it often in busloads. It is often not sustainable as too many people have a negative impact on the natural environment of the area.  |
| over-consumption | Using too much of a particular resource, resulting in a negative impact on the natural environment. When tourism results in over-consumption it is not sustainable. For example, if the demand for wood carvings is high it may result in too many trees being cut down.  |

**South African Fauna and Flora as a tourist attraction (WEEK 5)  
Basic Environmental Concepts**

- 1. Fauna and Flora** – Fauna refers to animals living in a particular region and Flora refers to plants living in a particular region.
- 2. Habitat** – this is the specific area in which it lives. Many animals are threatened due to the loss of habitat. Animal's homes are being destroyed due to pollution or development. Tourism development can sometimes result in habitat destruction.
- 3. Biodiversity and ecosystems** – it is sometimes called biological diversity and is a term that describes the variety of life forms (plants and animals). The place where certain groups of organisms live and thrive is often called an ecosystem. All the plants, animals and bacteria that live in the same area and interact with each other, make up an ecosystem. We are also part of this process and need to preserve our planet so that future generations can enjoy it.
- 4. The Environment**

**The Natural Environment** – this is the reason why so many people come to visit SA. We need to look after our natural environment as it is well visited by eco-tourists and also look after our people and their cultural heritage. The natural environment can simply be described as all our natural resources, like plants, animals, birds, water and the air around us. The Big Five / Big Seven attract many eco-tourists to our country. Lion, Leopard, Elephant, Rhinoceros and Buffalo make up the Big Five. Added to that, the Whale and Shark make up the Big Seven.



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*The Physical Environment* – this includes the natural environment but also extends to the climate of a country, its geographical location and geographical features as well as tourism infrastructure. It also includes the man-made environment. So everything around us makes up the physical environment.

*The Cultural Environment* – this consists of our culture and heritage and the ways of life that we traditionally follow. Examples include: the food we eat, the religion we believe in, the clothes we wear, the stories we tell, the attitudes we hold and the dances we perform.

*The Man-Made Environment* – this is everything that was made by people. Examples include: hotels, swimming pools, guest lodges, visitor centres, cars, buses, boats, shopping malls, cinemas. Many attractions fall in this category viz: the Palace of the Lost City, the Cable Cars on Table Mountain, The V&A Waterfront, uShaka Marine World and the Apartheid Museum.

5. Species – a species is a group of plants or animals that are similar. They share similar characteristics and traits.

6. Wildlife – this refers to any animal or bird species that lives in the wild. These animals are not domesticated like a pet dog/cat. These are like lions, hyenas, giraffe etc.

7. Endangered – this means that something is close to not existing anymore. It is so few in number that if we do not start protecting it, it will cease to exist. Example: the Black Rhino. Poaching has led to the number of Rhino decreasing very fast. They are being killed for their horns. The SA government has put them on an endangered species list to protect their numbers and survivability.

8. Red Data List – this list was compiled by the International Union for the Conservation of Nature (IUCN). Any animals on this list are in trouble and need to be conserved and protected.

Extinct (EX) – no individuals remaining

Extinct in the wild (EW) – known only to survive in captivity

Critically Endangered (CR) – in extremely high risk of extinction in the wild (Black

Rhino) Endangered (EN) – high risk of extinction in the wild

Vulnerable (VU) – high risk on endangerment in the wild

Near Threatened (NT) – likely to become endangered in the near future

Least concern (LC) – lowest risk. Species is widespread and abundant.

9. Extinct – when a plant or animal no longer exists, it is said to be extinct. This means that there is not one specimen left anywhere in the world. Example: the Dodo was a flightless bird from Mauritius. It was hunted by sailors and it does not exist anymore.

10. Indigenous and exotic/alien – if a plant/animal is from another country, it is said to be indigenous to that country. Example, the the Baobab Nightfighter (butterfly) are indigenous to SA. The opposite of indigenous is exotic/alien. Plants and animals that do not naturally belong in a country or region are exotics/aliens. Example, gum trees in SA were brought here from Australia.

11. Threatened – animals and plants that are in danger of extinction or that face habitat destruction are often referred to as threatened.

12. Culling – this is a game management method used mainly in game reserves to keep animal populations under control. It involves killing a certain number of animals in an area so as to ensure that the area is not overpopulated. Usually it is the oldest, sicke animals that are killed ensuring the fittest ones survive to keep the species alive

13. Poaching – this is the illegal hunting and killing of wild animals by poachers who enter game reserves illegally and kill animals so that they can sell their kills on the black market. Most of the time the animals are killed in cruel way, eg, shot or back (chopped) to death. We need to stop all poaching as our animals are decreasing in number.

14. Legal Hunting – many reserves allow for this. This may seem cruel, but controlled hunting can keep animal populations healthy and controlled. Legal hunting also bring in large sums of money into SA with Americans paying up to 40000 US Dollars to shoot a Lion in the wild. Money generated from legal hunting can then be used towards nature conservation. The Professional Hunters Association of South Africa (PHASA) attempts to regulate legal hunting activities in our country by encouraging visitors to use PHASA registered operators.

15. Mass Tourism – this occurs when a large number of tourists visit a certain area or attraction all at the same time. These huge numbers has a positive effect on business in the area but the natural environment can suffer because there is just too many people visiting and they damage the environment.

16. Over-consumption of Resources (in the tourism context) – we need to use our resources sparingly to ensure sustainability (survival). When we use more before it be replaced, we term this practice OVER-CONSUMPTION.



**SOUTH AFRICA'S LUXURY PRIVATE GAME RESERVES**

SA has many private game reserves all over the country and they cater mostly for the international market. Their prices are high and not affordable for the locals. Let us examine 4 of the top privately owned reserves.

1. **SHAMWARI GAME RESERVE** – this is the ultimate luxury big five African safari adventure and conservation effort coupled with responsible tourism. Shamwari Private Game Reserve is home to the Big 5, is malaria free and is situated in the Eastern Cape Province. The reserve has won many awards over the years. Shamwari has 7 different lodges and is home to 5 eco-systems so it can support many forms of plant, animal and bird life. When you visit Shamwari, you get your personal game ranger to a group of 6 and he together with your lodge manager will plan your daily program.

2. **MADIKWE PRIVATE GAME RESERVE** – situated in the North West Province, this reserve is malaria free which makes it perfect for family getaways. Game drives or night drives will give you the opportunity to view the big 5. Madikwe is a reserve born out of community participation. Madikwe has many eco-lodges where tourists could stay. It also has conference facilities so it can be a enjoyed whilst you are at work. The activities at Madikwe range from open vehicle game drives, exciting night drives, guided bush walks, bird watches paradise and offers unique conferencing.

3. **PHINDA PRIVATE GAME RESERVE** – situated in Kwa-Zulu Natal, Phinda offers the big 5, the endangered black rhino and 415 bird species. Phinda is described as the "Seven Worlds of Wonder" with its 7 distinct habitats. Phinda is also located near the iSimangaliso Wetland Park (WHS). Phinda is also an award winning eco-tourism destination. The activities at Phinda range from birding, bush skills, leopard research, rhino capture and research, animal tracking, photographic safaris and luxury walking adventures.

4. **SABI SABI PRIVATE GAME RESERVE** – situated in Mpumalanga in the south western section of the Kruger National Park (KNP). The big 5 roam freely here and a tourist can go on a day/night game drive with a very experienced game ranger and tracker. It has the largest bird population in the world during the summer. The activities at Sabi Sabi range from morning guided bush/game drives, evening game drives, bush weddings, theme dinners, the Amani spa and the Elefun centre.

(5)

**SOUTH AFRICA'S BOTANICAL GARDENS** – this is usually a park which is well looked after and which contains a variety of different plant species. The plants are usually labelled and visitors can undertake tours, visit displays, attend concerts. There are 9 national botanical gardens in SA. These gardens are managed by the Conservation Gardens and Tourism division of the South African Biodiversity Institute (SANBI). The most famous botanical garden in SA is the Kirstenbosch Garden. It is often called the "Garden of Africa". It is located in Cape Town (Western Cape) on the slopes of Table Mountain. It is the largest of our botanical gardens and is the first botanical garden to be included in a WHS (Cape Floral Kingdom). Visitors can shop at the garden centre, the gift shop, the botanical society bookshop and the sculpture garden. The other 8 botanical gardens are listed below:

- Free State Botanical Garden (Free State)
- Hartam Botanical Garden (Northern Cape)
- Harold Porter Botanical Garden (Western Cape)
- Karoo Desert Botanical Garden (Western Cape)
- Kwa-Zulu Natal Botanical Garden (Kwa-Zulu Natal)
- Lowveld Botanical Garden (Mpumalanga)
- Pretoria Botanical Garden (Gauteng)
- Walter Sisulu Botanical Gardens (Gauteng)

**SOUTH AFRICAN NATIONAL PARKS (SANParks)**

| Name of National Park  | Location   | Brief description of park  |
|--|--|--|
| 1. Addo Elephant Park  | Sundays River Valley, Eastern Cape   | Home to the largest elephant population on earth. The park boasts the big 7. Home to the world's largest Cape gannet breeding population.  |
| 2. Garden Route National Park (Tsitsikamma, Knysna and the Wilderness National Park) | Starts in the Eastern Cape at Storms River and stretches to the Western Cape at Helderberg | At Tsitsikamma, whale watching, dolphins and deep sea fish are big attractions here. Bloukrans River bridge has the highest bungee jump in the world. Knysna hosts the Pick n Pay Knysna Oyster festival in July and Wilderness is covered in flowers in spring. |
| 3. Mountain Zebra National Park  | Cradock, Eastern Cape  | It is home to the endangered Cape mountain zebra. Park is rich in plant and animal life  |



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| 4. Golden Gate Highlands National Park | Clarens, Free State                            | Found in the Maluti mountains. The park is home to many animal species and gets its name from the brilliant shades of gold cast by the sun on the parks sandstone cliffs.  |
| 5. Augrabies Falls National park       | Augrabies, Northern Cape                       | The name is derived from the Khoi people who called it "Aukoerebis" or place of great noise due to the powerful flow of water from the 56 metre Augrabies Falls. Has a huge diversity of plant and animal life.  |
| 6. Bontebok National Park              | Langeberg Mountains, Western Cape              | The smallest park and is part of the Cape Floral Region which is a WHS. This park was created to protect the Bontebok.   |
| 7. Table Mountain National Park        | Cape Town, Western Cape                        | Also part of the Cape Floral Region (WHS). Home to some very rare and endangered plants. Proteas which are one of the most famous fynbos plants are found in this park. Southern right whales, Humpback whales and occasionally jackass penguins can be seen in the ocean surrounding the park.  |
| 8. West Coast National Park            | Langebaan, Western Cape                        | The Langebaan lagoon is a Ramsar (internationally protected wetland) birds such as Flamingoes, black harrier, cape gannets, white pelicans and African Penguins are all found here.  |
| 9. Kruger National Park                | Located in 2 provinces, Mpumalanga and Limpopo | Home to the Big 5 and is one of SAs best known parks. Attracts thousands of visitors annually. Home to the largest variety of species and also has rock paintings from the bushman. This is the most bio-diverse park in the world. There are many rest camps, for example at Skukuza which is the largest camp. KNP also has 5 bushveld camps. There are all types of accommodation to suit all types of people and budgets. A hide is a concealed structure from which people can observe animals. Some of |

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|---|-----------------------|--|
| the activities that visitors can enjoy include  |                       |  |
| <ul style="list-style-type: none"> <li>Overnight wilderness walking trails</li> <li>Adventure 4x4 driving trails</li> <li>The Olifants river Back Packing Trails</li> <li>Guided walks</li> <li>Game drives</li> <li>Bush braais</li> <li>And golf can be played at Skukuza golf course.</li> </ul> |                       |  |
| 10. Namaqua National Park   | Garies, Northern cape | During August and September, the dusty valleys of the Namaqualand are transformed into a wonderland, carpeted with wild flowers. The park was formed to protect this wild display. A large amphibian and reptile population is found in this area. |

**TRANSFRONTIER PARKS**

These parks, formerly known as peace parks refer to cross border wildlife conservation areas where the responsible authorities agree to manage those areas as an integrated unit. They also agree to remove where possible all human barriers so that animals may follow their natural migratory patterns. The main aim behind the formation of Transfrontier Parks is to:

- Encourage sustainable economic development by way of ecotourism
- Creating harmony between people and nature
- Redress poverty caused by unemployment
- Minimise the dependence on natural resources for survival
- Use of natural resources to the economic benefit of the people living in these areas without destroying biodiversity
- To reduce the impact that national borders had on tribe and clan groupings of indigenous people as well as on animal migration

SA has already been successful in forming a few of the parks with other such planned parks in the developmental stages. We will look at 3 Transfrontier Parks: Ai-Ai Richtersveld TP, Kgalagadi TP and the Great Limpopo TP.



## TRANSFRONTIER CONSERVATION AREAS

### 1. LIMPOPO/HASHHE TRANSFRONTIER CONSERVATION AREA (TFCA)

This is a proposed plan to build this conservation area and it will extend through the borders of Botswana, South Africa and Zimbabwe.

### 2. MABOTI-DRAKENSBERG TRANSFRONTIER PROJECT (MDTP)

This is a partnership between SA and Lesotho and includes all the land in the Drakensberg and Maloti mountain regions.

## SUSTAINABLE TOURISM

What is sustainable mean? It means to look after resources now so that they *survive* and we still have them in the future.

Sustainable practices in tourism businesses.

We must protect, preserve and conserve natural resources, (PPC). When an area is developing because of tourism, the impact on the environment is often negative. The aim is to conserve the environment at all costs. Tourism can be a good contributor to conservation in the following ways:

- Nature reserves and game parks have been created for tourists to visit as well as to conserve plants and animals. If tourism did not exist, it is possible that fewer parks will exist.
- By visiting these areas, eco-tourists bring money into an area and this money can be used for conservation.

What is the need for sustainable practices in tourism businesses?

- Sustainable tourism development means that resources used for tourism should be conserved.
- Tourism development that occurs should be compatible, not clash with the society and culture of an area.
- He people of our country are hoping for an improvement in their living standards.
- Sustainable tourism makes sure that destinations remain attractive to tourists.
- Our tourism resources should be properly maintained, looked after and improved.
- Attractions should make sure that they do not cause pollution and damage to the natural environment or cause social problems.
- Sustainable tourism development means that local communities play a role in planning tourism in their areas and they also benefit directly from it.

## THE THREE PILLARS OF SUSTAINABLE AND RESPONSIBLE TOURISM

The White Paper on the Development and promotion of Tourism in South Africa, 1996 has made it very clear that responsible tourism should guide tourism development in our country. The 3 pillars of sustainable and responsible tourism are referred to by different terms.

### TRIPLE BOTTOM LINE

- Environmental Impact (Planet)
- Social Impact (People)
- Economic Impact (Profit)

### THE 3 P's

- Planet (Environment)
- People (Social)
- Profit (Economic)

### The Impact of Tourism Businesses on The Natural Environment (Planet/Environmental)

#### Negative impacts:

- Pollution
- Wastage of water
- Wastage of electricity
- Destruction of plant/animal habitats

### The Social Impact of Tourism Businesses on Local Communities (People/Social)

#### Positive Impacts:

- Improving the infrastructure of the area for locals and visitors
- Helping local communities with education and training facilities
- Encouraging communities to become involved in tourism
- Holding sponsored events and offering sponsorships
- Involving local stakeholders in your planning and management

#### Negative Impacts:

- Ignoring the local community in which their business operates
- Using local resources in an unsustainable way

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The Economic Impact of Tourism Businesses on Local Communities (Profit/Economic)

Positive Impacts:

- Set targets to increase the number of local people employed and provide skills development
- Encourage guests to buy goods made locally.
- Create contracts with local entrepreneurs who provide good service
- Market local products in brochures and on websites
- Help coordinate training programmes to develop local business skills
- Employ people from the local community instead of bringing staff in from other areas.

The Effect of Tourism on Local Communities

Positive effects:

- Job creation
- The multiplier effect
- Infrastructure development
- Goodwill and understanding
- Funding for conservation and other community projects

Negative effects:

- Crime
- Prostitution
- Cultural pollution
- Low level job creation
- Cultural degeneration

RESPONSIBLE TOURISM

Responsible tourist behaviour towards the environment

Tourism can have a very bad impact on the natural environment. Many people visiting an area can cause the following bad impacts: Pollution and litter, destruction of habitat and noise. All of these things can harm the natural environment.

Rules for tourist behaviour in the natural environment

- Take nothing with you but tour memories and your photographs
- Leave nothing behind but your footsteps
- Respect other visitors
- Respect the animals and do not destroy plant life.

Good environmental practices

- Always control the amounts of litter and dirt in your environment
- Try and save energy wherever possible
- Use water wisely and never leave taps dripping/open
- Use all other resources carefully

How can tourism benefit from these good environmental practices?

We must all learn to take care of our environment and so must tourists, and tourist attractions. The common term used to describe this is "going green" this means that we are becoming more environmentally conscious. Some of the ways we can do this is by:

- Recycling glass, plastic and paper
- Use water-saving showers and appliances
- Use energy-saving bulbs
- Use solar heating for hot water
- Landscape gardens with indigenous plants
- Buys fresh produce from responsibly grown sources and organic farms.



# MARKETING

## 1 Marketing of tourism products, services and sites

### 1.1 Concepts

Marketing involves more than just sales or advertising; it includes everything that a tourism organisation does to place their products and services in the hands of the target market. To do this, the tourism business has to first identify the needs and wants of its customers, and then meet these.

In the tourism industry, products include holiday packages, accommodation, flights, cruises, and tours, and services include bookings and reservations. Tourists pay for these products and services.

Different tourism products, services, or destinations often share the same target market and compete for the business of the tourist. Market share is the portion of a market controlled by a particular company or product.

Tourism businesses use market share information to determine how well they are doing compared to their competitors. It also informs the tourism business of the number of potential customers they could convince to buy their products or services instead of those of their competitors.

Because tourism businesses compete against one another for a tourist's business, they need to find a way of standing out from their competitors. To do this, a tourism business should offer customers something special or unique. This will be their competitive edge. For example, the Green Cab company in Cape Town offers environmentally friendly transport. As they are the only taxi company to do this, their service is unique.

A number of different market segments make up the target market of a tourism business. Some of these market segments may be more important than others. The market segments that provide the most business to a tourism business or destination are the core markets.

Niche markets are smaller groups of people within a larger target market with similar interests, for instance, birdwatchers, backpackers, sports tourists, or stargazers. Niche markets are easy to identify because they are made up of special interest groups. Specific tourism products can thus be targeted at them. Niche tourism is also sometimes referred to as special interest tourism (SIT).

### 2 The purpose for marketing tourism products and services

The main purpose for marketing tourism products and services is to satisfy the needs and wants of the target markets. There are specific purposes for marketing tourism products and services:

- to identify the needs of the target market
- to develop tourism products and services to meet the needs and wants of the target market

- to set an affordable and competitive price for the products or services
- to consider which channels the target market will use to buy the product or service, for example the Internet, magazines, or travel agencies
- to inform the target markets of products and services
- to ensure that products and services are supported by the people who provide the services
- to determine the competitive edge that the tourism business has over its competitors.

**The potential customer**

How big is the potential market?  
 What are their needs and wants?  
 What are they willing to pay for the service or product?  
 What is the best way to reach them? (for example, TV, radio, or Internet)  
 What is the best way to get the product or service to them?

**Competition**

What products or services do they offer?  
 What prices do they charge?  
 What is their market share?

**Financing**

What will the marketing activities, for example, advertising, cost?  
 Are there any support organisations, for example, South African Tourism or the Tourism Enterprise Programme, that could provide additional funds or marketing support?

Figure 63 Marketing aspects which could be researched

(The marketing mix consists of five elements (the five 'P's'): product, promotion, price, place and people.) These five elements form the foundation of a tourism business' marketing efforts.

The tourism business needs to gather information (i.e. do market research) about each of the elements:

| Element   | Description  | Example  |
|-----------|--|--|
| Product   | The service or product that the tourism business offers.   | Tours, accommodation, transport.   |
| Price     | The cost of the product or service.  | The price of a tour, a hotel room, or airline ticket.  |
| Place     | How the product or service will reach the target market.   | Tourists could buy tourism products through a travel agency, via the Internet, or directly from the company. |
| Promotion | The communication about products and services of the tourism business to potential customers.        | Advertising, sales promotions, sponsorships and public relations.  |
| People    | Providing good customer service and ensuring staff are well trained and able to provide the service. | An air hostess serving passengers or a receptionist at a hotel.  |

Figure 64 provides a brief description and examples of each element

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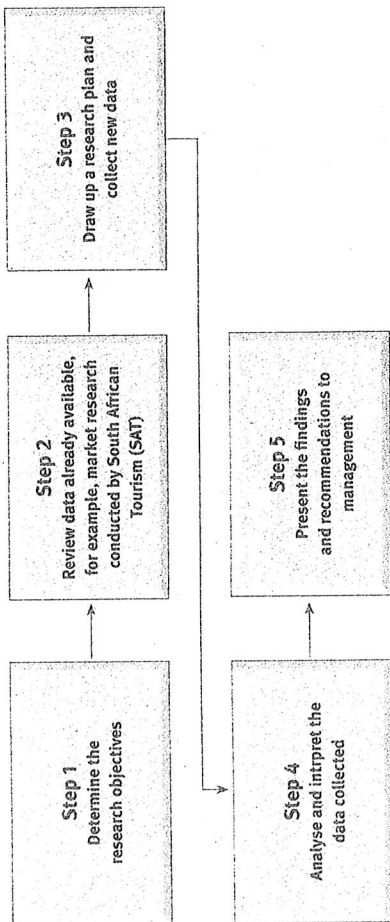


3 MARKET RESEARCH

(Tourism businesses need information to make good decisions about marketing.)  
 (To find this information they use market research. This is an organised way of collecting, analysing, and interpreting information. Figure 62 lists the steps in the process of market research.)

**(3.1 The process of market research)**

When conducting market research a tourism business may want to collect information about a number of different aspects. These aspects are the research objectives, i.e. what it is that the tourism organisation needs to find out.



**3.2 Resources required for market research**

(Few tourism businesses can afford to employ market researchers on a full-time basis to conduct research. Market research companies are often called in to conduct the required research. This is called **outsourcing**. If a tourism business uses its own staff to conduct research, it is called **in-house** research. It is more expensive to use research specialists (outsourcing) and tourism businesses will have to budget for this cost.)

Research can either be conducted individually, or jointly with a number of organisations. These could include tourism businesses, government organisations, and universities. These are called **cooperative** research groups, and they enable participating tourism organisations to save money as they share the costs of the research.

**3.3 Managing market research**

(Before conducting market research it is important to draw up a research plan (Step 3, Figure 62). This needs to include a time frame with **target dates** and **implementation dates**. It is important that the research is completed within a reasonable time period or the information will be out of date before it can be used.) For example, if a research project starts in January, the collection of the data may be completed by the end of March, the analysis by the end of May, and the final report by July. These dates would all be target dates. Once management has reviewed the report, they would implement changes to their marketing plans for the following year (the implementation date). If the report is only received in December, it is too late to use the information to make changes for the following year as some of these, such as changes to brochures, can take a long time.

**Activity 10 Marketing tourism products**

Read the case study below and answer the questions that follow.

**Zipho's township tours**

Zipho operates township tours in the Cape Town area. He has found that his tours are popular with international tourists from Germany, the United Kingdom, the United States of America and the Netherlands.

He charges R350 per person for a half day tour and R500 for a full day tour. He uses comfortable busses with air conditioning and reclining seats. His prices are slightly higher than those of his competitors because he offers a better quality service.

Zipho is a registered guide and makes sure he employs well qualified and friendly staff to assist him in running his business. His staff includes guides who can speak German and Dutch, and all his staff can speak English.

Zipho has high quality brochures which he distributes to hotels and guesthouses in the Cape Town area. He also has a website that contains information about his tours. People make bookings either on his website or by phoning him. His business is a member of the local tourism information bureau and tourists are also able to book tours through the bureau.

- 1 How would you describe Zipho's target market?
- 2 Describe Zipho's product.
- 3 How does Zipho promote his business?
- 4 What has Zipho done to ensure that the 'people' element of the marketing mix meets the needs of the target market?
- 5 How does Zipho make his product accessible to the target market?
- 6 Describe the 'price' element of Zipho's marketing mix.

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