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Tourism

It is an activity of people travelling to and stay in places outside their usual environment for no more than one year for leisure, business, conference, professional, cultural, education or seminar and treatment for a period of less than 360 days, without remuneration (not relying on remuneration money).

Tourism involves

- (a) A visit for a purpose.
- (b) No remuneration whilst in the place visited.
- (c) Period (one day to ≤ 360 days).
- (d) Length of stay is ≤ 360 days.
- (e) One must travel for 160km from the Tourist's home environment.

Important Concepts

- (a) Domestic Tourist: South Africans citizens travelling within SA boundaries.
- (b) Department of Tourism: It is the organisation that speeds the benefit of Tourism.
- (c) Inbound Foreign Tourists: Foreign Tourist who stay for more than 1 day and less than 360 days at a tourist place.
- (d) Outbound Tourist: SA citizens travelling outside to other countries as a tourist.
- (e) Foreign Tourist: Visit a foreign country as a destination.
- (f) Transit Tourist: Those tourist that travel through SA to other countries/destination eg using roads, rail, air, sea etc, through one country to the other.

Tourism enables people to experience the world.

The Purpose (Types) of Tourism

(2)

(1) Leisure and Recreation:

Its for holiday, eg play sport, visit friends and to see places of attractions, holiday and Leisure, as well as cultural events.

(2) Cultural Tourism: (eg) Venda Dance.

- It refers to tourists visiting museums and art galleries eg Robben Island and the Apartheid museum, attending festivals, sports and cultural events.

(3) Ecotourism: Its tourists visiting undisturbed natural areas eg Drakensberg mt.

- Kruger National park, Richtersveld cultural and Botanical landscape, the Cape Floral Region Protected areas etc.

Its visit that is done to enjoy climate, sea, sunshine or Lake (ie) Table mt.

(4) Business and Professional: visit that is done for business meetings and conferences, visit businesses for the sake of learning or incentive travel. eg If one performed well at work, one can be given an incentive to travel abroad and experience the world.

(5) Others: Its visit that is done for the following purposes: (meetings, incentives, conferences and exhibitions) [MICE] It can also Studies or medical reasons and for family Business eg weddings.

Measuring Tourism:

- (a) - There must be a purpose for the visit eg Business or leisure
- (b) No remuneration
- (c) Minimum period of stay must be one night
- (d) Maximum length of stay must be ≤ 360 days / 1 yr
- (e) Travelling distance must be ≥ 160 km from a person's residence.

Reasons for the growth of Domestic Tourism :

Tourism is increasing faster in developing countries (ie) 4,6% from 2010.

However, its more evident in developed countries than in developing ones.

Q4 Discuss 5 reasons for the growth of local Tourism in SA.

Local Tourism is booming in SA due to :

- (1) Increased disposable income of workers.
- (2) Less working time, enables people to travel eg Long holidays, study leaves and sporting time.
- (3) Increased awareness of leisure and recreation.
- (4) Improved transport, communication and accommodation facilities eg luxury business and Hotels.
- (5) Increased advertising and promotions eg on cellphones and promotions to go to, for example, China etc And pamphlets that show places of interest.
- (6) People do now enjoy the benefits of travel and holidays eg One will be relaxed, meet new friends; new way of understanding etc.
- (7) Easily obtainable foreign currency - Foreign currency is now readily available.
- (8) Improved infrastructures eg roads.

NB Outbound tourists have the same effect on the BOP, just

as imports.

If it increases in number, then there will be the BOP deficit. (ie) outflow > inflow of currency.

Foreign Tourism:

(i) Inbound International Tourists:

- Tourists from other countries into SA eg America visiting SA.

(ii) Outbound

- Tourists travelling to a destination outside the borders of their country eg South Africans visiting England.

Qn Discuss 5 reasons for the growth of foreign Tourism in SA (10).

Reasons for the growth of Foreign Tourism in SA:

- (i) Political transformation (The level of peace or stability in South Africa attracted many tourists into SA) = (ie) Safety.
- (ii) Increased international access; cheaper flights and favourable exchange rate, attracted many.
- (iii) Increase in MICE (meetings, incentives, conferences and exhibitions) attracted many.
- (iv) The world in one country (the removal of restrictions) integration attracted many.
- (v) Good climate (Favourable climate eg at Cape Town. The climate is good for all people of different race).
- (vi) Friendliness of South African people (Level of peace improved).
- (vii) The cleanliness of tourist destination (Improved health places attracted many).

Q11. What is the impact of Indigenous knowledge within SA context on Tourism?

- Tourists want to understand the culture, environment and history of SA.
- They want to see how local people live eg Khoikhoi and their work, for example at Mapungubwe.

Indigenous Knowledge System (IKS)

It is the knowledge passed from one generation to the next through trial and error/ Practices and ceremonies of SA's indigenous people.

- (i) They wanted to understand culture, history and environment of local people.

It refers to the practices and ceremonies of SA's indigenous people.

Each group has its own unique culture, religion, music and art; agriculture, justice, governance and health practice.

- (ii) The tourists also want to see local people as to how they live and work.
- (iii) The Khoisan are among the world's oldest people and their way of life is of interest to many foreign tourists eg at Mapungubwe (Limpopo) and the Big Tree.
- (iv) The Indigenous knowledge system policy stimulated and strengthened the contribution of (IKS) to social and economic development in SA.

World heritage Sites (Historical Areas/sites)

- Mapungubwe (Limpopo)
- Vredefort Dome (Free State and North West)
- Sterkfontein Caves

- Robben Island
- Richtersveld Cultural and Botanical landscape.

Environmental World Heritage Sites:

- (a) Isimangaliso Wetland Park (ecosystem)
- (b) Cape Fynbos Region
- (c) Ukhahlamba Drakensberg Park.

THE EFFECTS OF TOURISM:

(A) Employment:

- 1 - It employs almost 7% of SA workforce [That is 1,2m people.]
- 2 - It is the largest provider of jobs because:
 - (a) Its labour intensive. (It uses more people than machines.)
 - (b) It offers different kinds of skills (It involves many kind of skills eg Tourist guides, hotel staff, taxi drivers, cleaners, laundry staff. etc.
 - (c) It provides immediate employment (ie) once established, there will be need for people who serve the tourists.
 - (d) It provides entrepreneur opportunities (ie people will start their small projects for a living as they meet the needs of tourists. (eg) providing artworks, selling items and fruits to them. etc.
- (3) Tourism is the largest earner of foreign currency because:
 - (a) Foreign tourist pay for services in foreign exchange (in their currency) (eg) Americans use American dollars.
 - (b) Foreign tourists often spend more than local tourists.

Questions:

- 1) Give the Trend of Tourists visiting SA (ie) It can be upward or downward trend.
- 2) Give any 2 purposes of Tourism? (4)
- 3) How do South African contribute to the number of people visiting H? (8)
(ie) by its friendliness, cleanliness, cheap flights, peace, decreased restrictions and easy access at border and easy to get foreign currency.

B) Gross Domestic Product (GDP)

- i) Tourism has the biggest impact on the service industry.
- ii) Indirect contribution: It is a service based industry.
- It contributes 65% of the GDP in developed economies and 40% of the GDP of developing countries.

Direct contribution: It contributes 7,0% of GDP in South Africa compared to 12% worldwide.

C) Poverty

Poverty is more evident in rural areas because there is lack of job opportunities.

Tourism will reduce poverty in the following ways:

- a- Tourism is a fast and effective mechanism for distributing resources to rural areas, that will be developed as tourist sites.
(eg) Big Tree in Limpopo.
- (b) Many prime tourist attractions are located in rural areas.
- (c) Tourist developments in rural areas will result in more jobs in rural areas; where there are no many jobs.
- (d) Tourism promote a balanced and sustainable form of development.

- (c) It enables a more balanced distribution of the population as less people will stop moving to urban areas. For they now earn income in their home areas.

D. Externalities:

It relates to the costs and benefits that result from a specific activity.

There are positive and negative externalities.

Positive externalities:

- 1 (i) It attracts large amount of revenue (eg Hotel fees)
- (ii) It leads to infrastructural development eg roads and stadiums are build.
- 2 (iii) It stimulates employment indirectly eg people are hired to serve them in hotels and restaurants.
- (iv) It helps to conserve cultural and natural assets and alleviate poverty.

Negative externalities:

- (i) It may cause environmental damage if poorly managed. (eg) When infrastructure is developed, gravel may be needed which can cause damage to the environment.
- (ii) It can also lead to a lot of waste and damage to sensitive tourist sites. at the beach of Cape Town.
- (iii) Infrastructure at tourist sites can be damaged, as tourists increase in number.
- (iv) It can results in increased prices for locals.

Q11 Discuss Tourism activities that contribute towards environmental stress (2015 Q 4,4) (eg) Artifacts from Trees; Pots from clay; birds

from trees; Mats from baobab trees; chairs and tables from Sankaranda Trees.

The Environment.

It can result in environmental stress due to:

- (a) It can result in permanent restructuring of the landscape eg construction work on highways eg roads.
- (b) Additional waste products eg biological (sewage) and non biological (Litter) waste eg plastic etc can damage the environment.
- (c) Direct environmental stress eg the loss of wildlife species due to safari hunting or poaching eg Rhinos.
- (d) Effects on population dynamics eg migration and changes in population density in response to the needs of tourist sites.

Others: Noise pollution, Increased water shortage, Depletion of fish stock, Traffic congestion, Air pollution, Better protection and constructions of roads.

F. Investment:

- (i) Tourist needs adequate physical investment (ie) Hotel rooms, ATMs, Banks, fuel stations, service infrastructure eg shops at their destinations.
- (ii) Transport infrastructure eg Improved roads, rail, sea etc to access tourists sites.
- (iii) Communication Infrastructure: eg Hotels need telephones for bookings to be done.
- (iv) Energy Infrastructure: eg electricity is needed at tourist sites.
- (v) Basic Services eg: Clean water, and refuse removal.
- (vi) Social Infrastructure: Ambulance, medical clinics, Police protection services and information services etc.

BENEFITS OF TOURISM:

(A) GDP : Service Industry produce more

- (a) Direct impact : Drivers earn more income, as well as nurses, tourist guides etc
- (b) Indirect impact : Drivers etc spend more, hence production will increase.

(2) Employment (more people are employed)

- (3) Infrastructural development : more roads, stadium and hotels are build.
- (4) Increase in foreign exchange earnings; As more tourists come to SA, then more foreign currency is earned.

Q4 Discuss the benefits of Tourism to the Households (2013) 95,6

(B) HOUSEHOLDS BENEFIT WITH WEALTH AND INCOME.

- (a) Many people will earn salaries and wages as more jobs are created.
- (b) Infrastructure build for Tourists also benefit the locals.
- (c) Skills : A variety of skills are needed in the tourism industry, hence many acquires skills.

(C) BUSINESS :

- (a) The economic and basic infrastructure will be provided by the public sector and some by private sector.
- (b) Business will provide superstructure such as accommodation, transport, retailing and recreation services etc (And earn revenue)

- (c) It earns profit from such superstructures.
 - (d) Public and private partnership (PPP) is used to develop tourists destination, which benefit business in the process.
 - (e) Employment opportunities developed for the once disadvantaged eg entertainment, laundry, transport etc
- ⇒ Entrepreneurship opportunities ⇒ Business opportunities in car rental, art craft and curio sales etc increase.

(D) Government

- (i) It enables the government to collect revenue through taxes; through hotel tourism levies and airport departure taxes etc
- (ii) It enables government to recover the external costs. It can compensate the host community for providing infrastructure eg Gauteng train (ie) people were moved and disturbed, hence can be compensated.

E INFRASTRUCTURAL DEVELOPMENT

Transport infrastructure eg road

Communication - Telephone

Energy - fuel (Petro)

Basic infrastructure - water, refuse removal, Stadium etc.

Service infrastructure - Banks, ambulance, clinics, police protection etc.

All the Infrastructure built to support tourism, becomes

SA's assets or infrastructure and all benefits SA -

- (a) All residents and visitors enjoy and well maintained

(12)

physical and basic infrastructure eg stadiums (Benefits all).

- (b) The department of transport prioritises economic infrastructure.
- (c) Tourists require social infrastructure eg Ambulance, medical Clinics, Information services, which all become national assets.

Business Within the Tourism Industry

- (i) Travel agents
- (ii) Local and foreign airline
- (iii) Taxi and shuttle service eg Hotels, transport etc, retailers, boat riders etc.
- (iv) Accommodation eg Hotels eg Sun I
- (v) Restaurants and bars
- (vi) Car rental
- (vii) Souvenir shops and informal tourist markets eg clay pots, traditional cloths, beads etc, mats from trees.

Tourism Policy Suggestions

- Department of Tourism leads and directs tourism policy.
- It is also supported by the tourism forum.

(1) It also involves marketing local and international (Tourism).
It persuades locals and attracts foreigners to visit.

(2) It ensures proper distribution of tourists in different tourist sites.
It is possible through:

- Improve supporting services: Standard of transport, accommodation and information about prices and other services are world class.
- Improve marketing: Tourists receive accurate product description and information about prices.
- Create representative bodies that give tourists knowledge and information about all tourist destinations eg Agents.

Department of Tourism also Implement Taxation.

- The tax system is done in such a way that it promotes the flow of tourists (ie)
 - It is equitable done: It is fair eg air tickets tax.
 - Efficiency: It is done as a way of regulating flow of tourists eg taxes at game reserves.
 - Simplicity: A flat tax is used, to make it easy to pay and administer.

⇒ The Department of Tourism ensures that there is infrastructure.

Infrastructure:

- The Department of Tourism ensures that there is:

- (a) Transport Infrastructure eg road and Taxis eg Bolt taxi and shuttle.
- (b) Communication eg telephone/Cellphone.
- (c) Energy eg electricity
- (d) Basic Infrastructure eg Water, sewage removal
- (e) Social Infrastructure eg Ambulance, clinics etc.

- (i) These must be readily available
- (ii) They need to be well maintained to benefit all (ie) domestic, local and international.
- (iii) Existing Infrastructure must be up graded eg Stadium at Matwarek in Thohoyandou is being upgraded. Roads need to be tarred or resurfaced eg Block & extension roads.
- (iv) New technology must be used eg in Hotels such as venting machines must be placed and continuously serviced.
OR Gauteng train (ie) An upgrade of train (railway lines, or its now electrified.

Negative Factors associated with Tourism:

- (i) Crime: prostitution; women trafficking, child kidnapping.
- (ii) HIV/Aids, malaria and other health problems eg flu, Ebola etc. - And COVID-19.
- (iii) Cumbersome visa requirements, registration of cellphones.
- (iv) High road accidents, inadequate money in banks.
- (v) Difficulties in accessing travelling documents eg VFs

officers keep on referring issues for later dates-

At times they delay in offering services to clients (ignore calls).

(vi) Loss of species: Some trees such as hard wood, had since been lost, for its no longer in existence eg Mukwa Tree.

(vii) Environmental stress: more dumping of Litter and top soil is being lost as and when roads are being made.