



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

t o u r i s m



3.1

THE SOUTH AFRICAN TOURISM INDUSTRY

South Africa's scenic landscapes, climate, cultural diversity and reputation for delivering value for money have made it one of the world's fastest growing holiday destinations. The number of foreign tourists visiting South Africa has more than doubled since 1994, from less than three million to a record 6.7 million in 2004.¹

Tourism is one of the fastest-growing industries in the country, contributing R93.6 billion to South Africa's gross domestic product in 2004¹ and receiving an increasing number of international accolades. Due to its unique historical past, South Africa generally has first-world infrastructure at third-world costs. The country is highly diverse¹ in terms of its climate, culture, tourist activities and infrastructure, catering for virtually every tourism niche from eco- and cultural tourism through to adventure and sport tourism.

South Africa is one of the world's most affordable holiday destinations.¹

The number of foreign tourists visiting SA has more than doubled in 10 years.¹

Tourists contribute almost **R1-billion** to South Africa's economy each month.¹

FIG 3.1: Wildlife experience



FIG 3.2: View from Table Mountain



FIG 3.3: Coast of South Africa



campaigns involving tourism in South Africa:

Poverty-relief funding

The Department of Environmental Affairs and Tourism's poverty-relief projects² promote the following:

"The development of community-owned tourism products and the establishment of tourism infrastructure, including roads, information centres and tourism signage. They are categorised into product development, infrastructure development, capacity-building and training, the establishment of small, medium and micro enterprises and business-development projects."

Welcome Campaign

The *Welcome Campaign*² encourages all South Africans to embrace tourism and share South Africa's rich natural and cultural heritage.

Sho't Left Campaign

This domestic marketing campaign² aims to increase the number of domestic tourists nationally. The campaign showcases accessible holiday opportunities in the provinces. In alignment with the Tourism Black Economic Empowerment Charter, this project also addresses unemployment and skills transfer.

1 International Marketing Council of South Africa (2007)

2 Department of Environmental Affairs and Tourism (2005)

FIG 3.4: Sho't Left Campaign's Logo



FIG 3.5: Welcome Campaign's Logo

INTERNATIONAL
TOURISM

3.2

The South African Cabinet has approved the International Tourism Growth Strategy.² The strategy not only aims to increase arrivals, but also to:

- _increase the duration of the time tourists spend in South Africa;
- _ensure that tourists travel throughout the country and not just to a few provinces;
- _facilitate transformation and B.E.E. in the local tourism industry.

South Africa has made its mark as a world meeting, incentive, conference and exhibition destination. The New Partnership for Africa's Development (N.E.P.A.D.)¹ identified tourism as an important sector to address the development challenges facing Africa. The N.E.P.A.D. Tourism Action Plan has been developed to provide a detailed framework that includes the following interventions in its focus areas:

- _the creation of an enabling policy and a regulatory environment;
- _institution building aimed at promoting the marketing of tourism;
- _research and development;
- _investment in tourism infrastructure and products;
- _human resource development and quality assurance.¹

Department of Environmental Affairs and Tourism² state that:

"South Africa hosted the 2004 Hotel and Tourism World Africa Conference in Sandton, Johannesburg, in June 2004. The Conference focused on a global and regional overviews of development in the hotel and tourism industry, the involvement and responsibility of the government regarding the industry, as well as the importance of a good transport infrastructure. South Africa Tourism spent R468 million in 2004 to market the country as the most preferred destination in the world, to retain existing markets, and to grow the country's share of the global tourism market to 2%."

FIG 3.6: (top) Children in front of the graffiti wall in Cape Town

FIG 3.7: Pretoria, Gauteng: night view with the Union Buildings



² Department of Environmental Affairs and Tourism (2005)

3.3 DOMESTIC TOURISM



FIG 3.8: (top)
Pretoria's jacaranda trees

FIG: 3.9:
Images from Department of Environmental Affairs and Tourism



Domestic tourism is particularly valuable¹ to the country because unlike foreign tourism, it is not seasonally based. It contributes R47 billion to South Africa's economy¹ and there is huge potential for growth. Some 49,3 million trips are made annually by South Africans within their own country. This comprises 46% of the country's total income from travel expenditure.¹

A study conducted by the department and South African Tourism, as part of developing the strategy¹, found that:

"Nearly two-thirds of trips were conducted to visit friends and relatives. Although holiday travel accounts for only 16% of trips, it accounts for 44% of all expenditure. Therefore, by focusing on holiday travel, the overall value of the domestic tourism market will be increased."

Some 64% of local people who travel reside in KwaZulu-Natal, Gauteng and the Eastern Cape. These three provinces, in turn, receive 60% of the domestic tourist trade. Some 60% of domestic travel is undertaken in the province in which people live (intra provincial travel), while only 40% of trips taken are to another province (inter provincial travel).

To continuously support the growth of the domestic industry, the following have been implemented:

- _greater promotion of the domestic tourism brand;
- _promotion of a set of experiences that relate to South African consumers;
- _distribution of appropriate information in specific places;
- _facilitation of the development of co-operative product packages;
- _development of marketing and distribution channels;
- _promotion of repeat visitation.

¹ Department of Environmental Affairs and Tourism (2005)

The domestic market currently provides the following value to the South African economy:²

"The Domestic tourism market is comparable with the International tourism Market in terms of size and value – even with only a small proportion of the domestic population currently taking trips for holiday purposes. This domestic market is currently valued at some R47 Billion, and research indicates there is definitely opportunity for growth."

The domestic market has untapped value and potential for growth. The opportunity exists to grow the domestic market, increase the value of the market and combat issues of seasonality, geographic spread and limited trip expenditure.

The domestic tourist provides the base load for the International Market.² Support of the local industry by South Africans can realise improved quality in product and services, maintenance of occupancy levels and ultimately the confidence of international visitors. This reduces the exposure of the tourism industry to fluctuations in international demand, which is extremely sensitive to global, political and economic issues.

It is established by the Department of Environmental Affairs and Tourism and South African Tourism¹ that 64% of people who are travelling reside in KZN, Gauteng and the Eastern Cape. These three provinces similarly receive 60% of the domestic tourist trade.¹

The 60% of domestic travelling is within the province in which people live (or INTRA provincial travel). Only 40% of trips taken are to other provinces (INTER provincial travel).¹ The need to improve geographical spread of domestic tourism is obvious.

why focus on the domestic market?

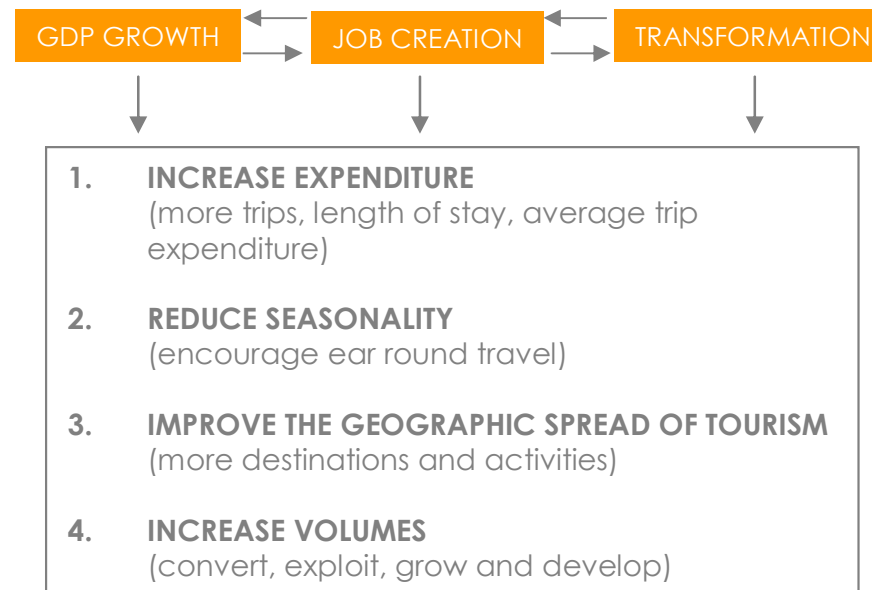


FIG 3.10:
Domestic Tourism Objectives

<p>INTER-PROVINCIAL TRAVEL 40% of domestic trips in SA 19.5 million</p>
<p>INTRA-PROVINCIAL TRAVEL 60% of domestic trips in SA 29.7 million</p>

FIG 3.11:
Geographic spread
of domestic tourism

² Department of Environmental Affairs and Tourism and SA Tourism (2007:3)

3.4 TOURISM SOUTH AFRICA 2010

Tourism Organizing Plan

Based on research into opportunities and challenges,¹ SA Tourism has developed a Tourism Organizing Plan to maximize tourism value in 2010. This includes measures to increase the number of graded establishments, develop a database of tourism products in the country and address poor service levels and skills shortages.

The Tourism Organization Plan¹ is concerned with ensuring tourism-friendly transport at focal points. South Africa is to invest R170-million into its Tourism Enterprise Programme, an initiative designed to stimulate small, medium and micro enterprise development in the tourism sector.

For the first time in its history, F.I.F.A. will be contracting non-hotel accommodation such as national park accommodation, bed and breakfasts, lodges and guesthouses during the 2010 World Cup. It is stated that this will help to achieve the dual objectives of spreading tourism benefits beyond cities where matches are taking place and of providing spectators with an even wider range of accommodation options. Business people are cautioned against focusing only on accommodation when looking for opportunities ahead of the World Cup.¹

¹ Administrator: World Cup Web (2007)

² Adfero Ltd (2007)



FIG 3.12:
Loftus Versveld Stadium in Pretoria

FIG 3.13:
Artist's impression of the Nelson Mandela Stadium in Port Elizabeth

South Africa's Hospitality sector moving confidently towards 2010. The boost in the country's tourism levels, as well as its knock-on effect on hotel accommodation, shows that the hospitality industry is moving confidently towards the 2010 F.I.F.A. World Cup South Africa.¹ Overall growth of tourism's contribution to the South African economy has had a predictable knock on effect on hotel performance.¹

The South African World Cup in 2010 will provide a huge opportunity for tourism in Africa as a whole, experts have argued. The 2010 World Cup boasts the slogan "Win in Africa with Africa" and officials are hopeful it will help to build a lasting legacy for South African football. The world is still awaiting the first African winner of the World Cup but many pundits see the 2010 tournament as a great chance to banish this statistic.²



The boost in the country's tourism levels

According to BauNews³, the hospitality industry is moving confidently towards the 2010 F.I.F.A. World Cup South Africa. "We are moving confidently towards 2010 and beyond and will be focusing on skills development and our staff to ensure a consistent world class delivery" said Helder Pereira, Managing Director of the Southern Sun³, Tuesday.

The 'BnB Sure Team' responds to F.I.F.A. 2010 directive

All accommodation will need to be graded by the Tourism Grading Council of South Africa (TGCSA)⁴ to meet the requirements of Match, the F.I.F.A. mandated company responsible for accommodation and information technology for the 2010 World Cup.

It was also decided that Match⁴ will consider non-hotels as an accommodation option for the first time in F.I.F.A. history. This will include guesthouses and B&Bs. Following this decision, BnB SURE has decided to assist its policyholders, both new and existing, with an additional 5% premium discount if they are graded by TGCSA⁴. This will in some way assist establishments insured by BnB SURE to meet the cost of grading.

2010 not disabled friendly.

"I think it's highly unlikely unless the industry, government and 2010 planners catch a big wake-up," said Fadila Lagadien,⁵ trustee of the Disability Empowerment Concerns Trust, and disability representative on the SABC board. She estimated that about one million of the aimed-for 10 million 2010 visitors would be disabled.⁵ They would need access to hotels, public buildings and stadiums, suitably trained hospitality staff and guides, space for their helpers and access to transport. It was estimated that about seven million people (15%)⁵ of South Africa's population of 47 million were disabled.

Many of Johannesburg's top hotels are already fully booked for the 2010 World Cup.⁶

According to the 2010 organising committee's latest progress report released last week, 18 584 hotel rooms⁶ have already been contracted for the event. Match Event Services, the company contracted by F.I.F.A. to look at the World Cup's accommodation requirements, is working towards a target of 55 000 contracted rooms.⁶ In addition to hotels, Match is also looking to contract non-hotel accommodation such as lodges, guesthouses, national park accommodation and bed-and-breakfasts.⁶

3 BauNews Administrator (2007),

4 The BnB Sure Team (2006)

5 South African Press Association (2007)

6 Gifford, Malwedi, Craig (2006)

3.5 TOURISM IN TSWHANE

The Jacaranda City¹ (so nicknamed after its blossoming jacaranda trees) offers an ideal location for tourist experiences. Pretoria boasts a strategic location, within easy reach of Johannesburg International Airport, and is a gateway to many tourist destinations, from the Kruger National Park and other game lodges to the beaches of Kwa-Zulu Natal.

FIG 3.14:
Streets of Pretoria with
jacaranda trees



FIG 3.15:
View from Pretoria Square



The city enjoys a warm climate, with an average of nine hours¹ of sunshine per day for 300 days a year. Pretoria offers many options for entertainment and recreation. The city hosts both local and international sporting events. World-class stadiums cater for a variety of sports, health clubs, gyms, swimming pools and golf courses. The city is renowned, both locally and internationally, for having some award-winning restaurants.¹

It is home to a variety of nature reserves, including the National Botanical Gardens and the National Zoological Gardens. Hiking trails are within easy reach, and several game lodges are located within a short distance from Pretoria, offering opportunities to view the big five in their natural habitat.

As the seat of executive power in South Africa¹, Pretoria also displays examples of the country's cultural heritage. The culturally minded visitor has a choice of 35 museums.¹ Art routes, galleries and art museums feature a selection of both local and international works of art.

Pretoria has some 200 conference facilities¹ that range from formal auditoriums to intimate venues. A variety of accommodation options is available to the overnight visitor, from quality hotels to guest houses and lodges, furnished apartments, resorts and youth hostels.

¹ Go24 Online (2006)

attractions in Tshwane

G024 Online¹ describes Pretoria as the following:

"Pretoria offers all the attractions of a main city. Burgers Park is Pretoria's first park, established in 1882. The Fountains Nature Reserve was proclaimed in 1895, claimed to be the first in Africa. Around Church Square are several buildings built in the late 1800s style: Raadsaal (Council Hall of the Zuid-Afrikaanische Republiek), Palace of Justice, now home of the Supreme Court, Post Office, old Reserve Bank. Sammy Marks Museum is a Victorian period house of a sumptuous lifestyle. Paul Kruger museum is in the house of President Paul Kruger of the Zuid-Afrikaanische Republiek. Melrose House, built in 1886, is an example of Victorian lifestyle. Pretoria Art Museum hosts paintings of South African artists. The Pierneef Museum has an exhibit of the artist Pierneef. Van Wouw House was the home of sculptor Anton van Wouw, and exhibits some of his work. The Museum of Science and Technology has exhibits in which visitors can participate. Pretoria Zoo (the National Zoological Gardens) is the largest zoo in South Africa and with an aquarium. At the State Theatre, consisting of several theatres, productions range from opera and jazz to ballet, drama and cabaret. In the Wonderboom Nature Reserve, just north of the Pretoria Zoo, is a giant fig tree of about 1'000 years old, and which grows over an area of 0,5Ha."

LIST OF MAIN ATTRACTION OF TSWHANE
ACCORDING TO THE LONELEY PLANET:²

- UNION BUILDINGS
- PRETORIA ART MUSEUM
- STATE THEATRE
- CHURCH SQUARE
- PIERNEEF MUSEUM
- PALACE OF JUSTICE
- OLD RAADSAAL
- KRUGER HOUSE MUSEUM
- AQUARIUM AND REPTILE PARK
- NATIONAL ZOOLOGICAL GARDENS
- MUSEUM OF SCIENCE AND TECHNOLOGY
- MELROSE HOUSE MUSEUM
- TRANSVAAL MUSEUM
- CITY HALL
- AFRICAN WINDOW
- VOORTREKKER MONUMENT

FIG 3.16:
Melrose House



FIG 3.17:
Union Buildings



² Fitzpatrick *et al.*
(2006:432)

tourism industries in Tshwane



FIG 3.18:
Image of Pretoria

FIG 3.19:
Silhouette image of Pretoria

FIG 3.20:
City Hall of Pretoria



1A City of Tshwane
Metropolitan
Municipality (2007)

1. Natural Heritage Tourism in Tshwane:

The natural features of Tshwane range from 2 000 million year-old granite rocks to grassy highveld plains and the shrub lands of the African savannah.¹

2. Tshwane welcomes the Physically Impaired Traveler:

The City of Tshwane makes provision for the physically impaired traveler who wants to experience the capital city's tourism treasures.¹

3. Business Tourism and MICE industry in Tshwane:

Conferences present the platform for learning and information exchange. The City of Tshwane is perfectly geared to be in the best position to do South Africa proud.¹

4. Sport Tourism:

The City of Tshwane plays host to numerous local, national and international sporting events. Major sporting facilities in the city.¹

5. Heritage, Arts and Culture Tourism in Tshwane:

The City of Tshwane is a progressive city whose charm lies in its harmonious blend of African roots and European traditions. The city is a cultural city with a variety of museums, monuments, historic buildings and art centers.¹

tourism forum of Tshwane

The Tourism Forum² is an informal grouping of people in the tourism industry, meeting on a regular basis to share strategic information and ideas, focus on local tourism products, support viable tourism initiatives and in general, to develop and promote tourism business in the capital city.

The Tourism Forum: Vision and Aims

It is the aim of the Tourism Forum² to strive towards a common vision for tourism in Pretoria and for Tshwane Metropolitan area to become a preferential tourism destination. The development of shared tourism products and/or a family brand of products will have common benefits for all participants.²

The whole region has to work together in promoting the city as a whole. In order to minimize duplication, co-ordination needs to be addressed in marketing efforts, products and activities. the development of a common slogan and identification of common target markets. Cross marketing techniques and strategies would optimize the sustainable and economical use of facilities and resources.²



MUSEUM PARK'S MISSION:²

"To passionately and in a sustainable way develop and promote the unique experience in our capital city, thereby becoming a preferential tourism destination to the benefit of all."

FIG 3.21:
Touri Bird, logo and mascot
of the Tourism Forum

Tourism development projects and ideals:²

- "_promotion of heritage routes
- _tourism training to staff in industry
- _development of information centres or services
- _development of the tourism potential of areas
- _rejuvenation of inner city
- _trauma support
- _tourism expo
- _networking
- _sharing of information and development
- _support Wednesday Parades at Church Square
- _development of a year programme of tourism events
- _introduction of local tourism products
- _busking in the inner city."

² Museum Park (2006)