

SYSTEMS APPROACH TO COASTAL AND MARINE TOURISM – CHALLENGES AND OPPORTUNITIES: UGU DISTRICT, KWAZULU-NATAL

VB ZULU

Founder & Chief Executive Officer: S84 Learnovate

ABSTRACT

Coastal and Marine Tourism has the potential to lift many rural and coastal communities out of poverty. The Coastal and Marine Tourism industry characterised by complexity, uncertainty, interdependency and connectedness to a number of systems. To address this complexity, uncertainty, interdependency and connectedness, this paper argues for a systems thinking approach to coastal and marine tourism. The author will discuss systems thinking concepts, the structure of coastal and marine tourism and their related systems. Four causal loop diagrams and systems thinking archetypes are used to discuss coastal and marine. The Ugu District, KwaZulu-Natal will be used as a case. By engaging in the practice of systems thinking, stakeholders can identify and collaborate towards addressing structural weaknesses, avoid unsustainable solutions and avoid unintended consequences that undermine coastal and marine tourism potential. Success in developing coastal and marine tourism ecosystem can result in increased job creation, income and local development.

Keywords: Coastal and marine tourism, systems thinking, complexity, systems thinking archetypes, systems structure, causal loop diagrams.