



# CHAPTER 2 - CONTEXTUAL RELEVANCE

# Tshwane Tourism

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### 2.1 Introduction

The United Nations World Tourism Organisation (UNWTO) defines the following:

**“Visitor :** refers to any person traveling to a place other than his/her usual environment for less than 12 months and whose main purpose of the trip is other than the exercise of an activity remunerated from within the place visited.

**Tourist:** (overnight visitor) is a visitor who stays at least one night in collective or private accommodation in the place visited.

**Tourism:** comprises the activities of persons travelling to, and staying in places outside their usual environment, for not more than one consecutive year, for leisure, business and other purposes. The usual environment of a person consists of a certain area around his/her residence, plus other places he/she frequently visits” (Statistics South Africa 2008).

The above definitions set the stage for the contextual discussion that follows. It is clearly evident that as common as it is to be a foreign tourist, it is also possible to be a local one.

## 2.2 The Global Tourism Market

The world is currently facing an unprecedented economical crisis which has caused one of the harshest recessions ever experienced. The world's leading economies are officially in recession. While many of the emerging economies, who had initially proven more resilient, are now feeling the effects of this world-wide economic crisis. Although the tourism industry has taken a knock, interestingly enough, it has not deteriorated at the rate of so many of the other economic sectors. World-wide, international tourist arrivals declined by 8% (see fig.), since the beginning of the economic crisis that began half way through 2008.

A number of sources confirm this figure:

- Air traffic has decreased by 9% world-wide, and
- Hotel occupancy rates are down by around 10%

Europe, South Asia and the Middle East have been hit the hardest. Growth in the tourism sector has however increased by 3–5% in North Africa, Sub-Saharan Africa, Central America and South America. UNWTO forecasts that global tourism will decline by a further 2% during 2009, but will level off (0% growth) by the end of the current year.

The **World Tourism Organisation** is currently focusing on three pillars that aim at maintaining and re-instating the tourism market as a leading economic sector globally.

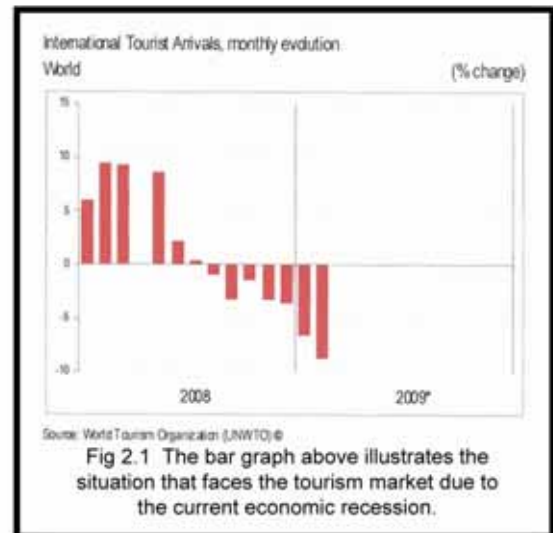


Fig 2.1 The bar graph above illustrates the situation that faces the tourism market due to the current economic recession.

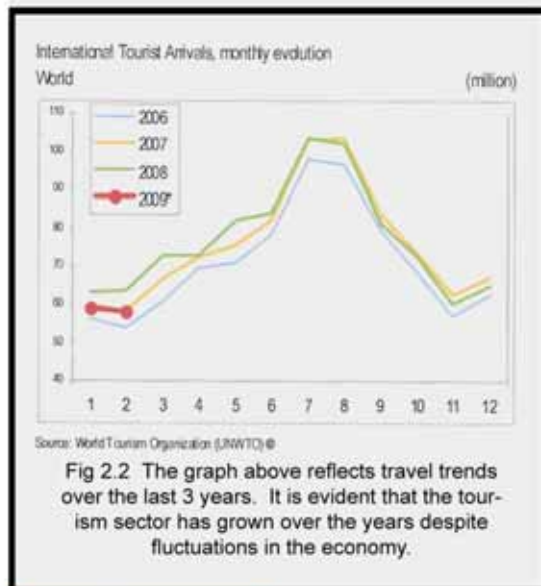


Fig 2.2 The graph above reflects travel trends over the last 3 years. It is evident that the tourism sector has grown over the years despite fluctuations in the economy.

These include:

1. A committee has been established to strengthen the resilience of the market by conducting market related research.
2. National governments have be urged to use tourism as a stimulus in creating jobs and trade, encouraging consumer confidence and therefore promoting economic recovery.
3. The tourism industry is to be seen as a green economy through the use of carbon-clean operations, environmental management and sustainable building design.

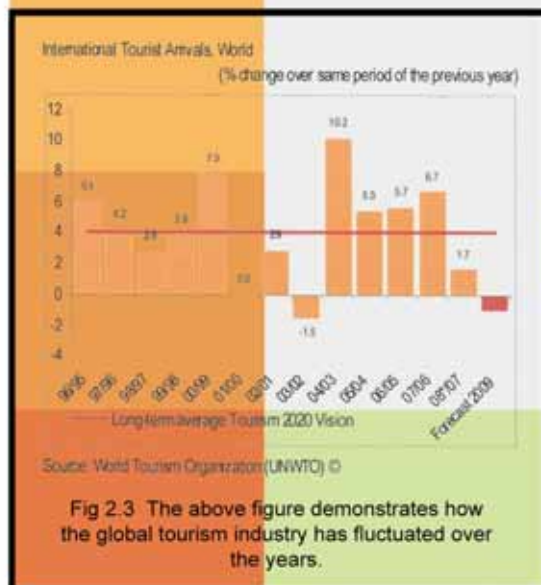


Fig 2.3 The above figure demonstrates how the global tourism industry has fluctuated over the years.

## Tourism Statistics



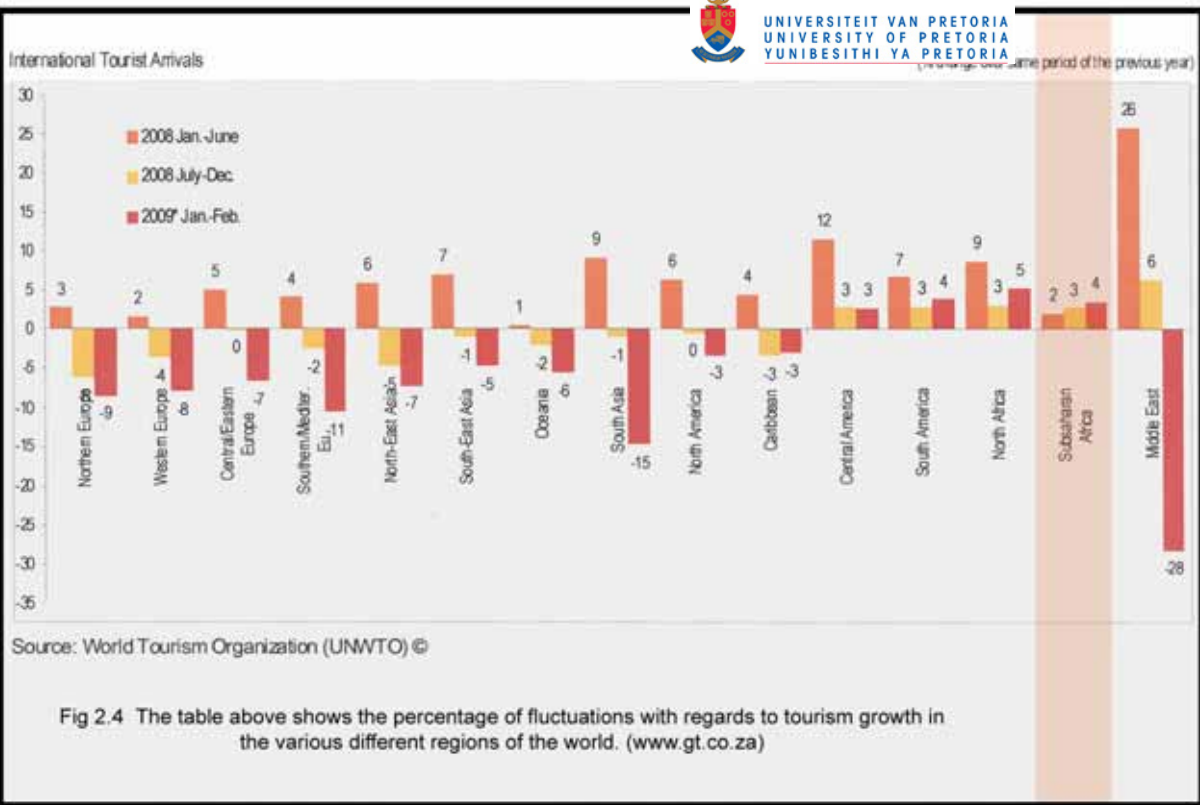
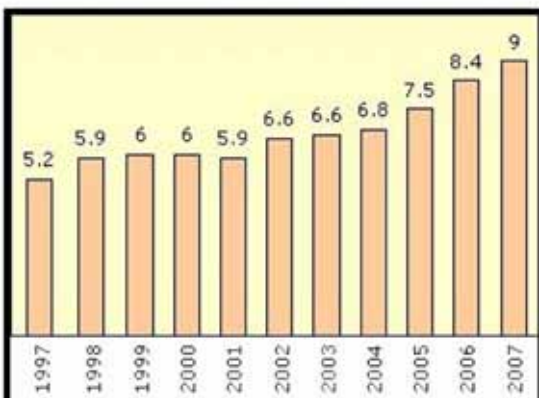


Fig 2.4 The table above shows the percentage of fluctuations with regards to tourism growth in the various different regions of the world. (www.gt.co.za)

South Africa falls under the region classified as 'Sub-Saharan' Africa. The figures indicated that although tourism in the region is not growing as rapidly as prior to the beginning of the economic crisis in 2008, it is however gradually rising. South Africa itself shows an increase of 6% in tourism since January 2009.

### 2.3 The South African Tourist Market

Since the end of apartheid in 1994, South Africa has seen a steady increase in tourism, each year bringing more visitors than the previous year. 2008 Tourism Minister Marthinus van Schalkwyk predicts that by 2010 South Africa will have reached the 10-million tourist arrivals mark (www.southafrica.info/business/economy/sectors/tourism-overview.htm). The South African Tourism economy is one of the country's fastest growing sectors, as is evident by the steadily rising contribution that this sector makes to the Gross Domestic Product (GDP). The tourist market provides employment for around 7% of the country's employment. The tourism sector has been ear-marked by government for development of jobs and the enhancement of South Africa's diverse natural and cultural resources.



Source: Department of Tourism

Fig 2.5 The figure above shows how South Africa's tourism industry has grown exponentially over the past year since 1994. (www.gt.co.za)

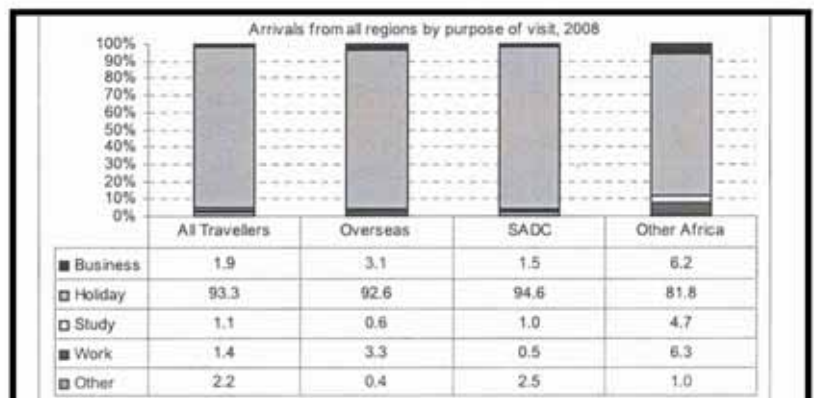


Fig 2.6 The adjacent figure show the purposes for which tourists visit South Africa. It is evident that the large majority of people visit the country for leisure purposes. (www.gt.co.za)

South Africa's tourist market is divided by the Department of Environmental Affairs and Tourism, into different categories:

• **Cultural tourism:**

South Africa is known for its cultural diversity. This is attributed to the many different ethnic groups that have made their own mark throughout the country's history. Each ethnic group brings with it, its own arts and traditions, therefore giving rise to a great variety of cultural experiences. Many culturally significant areas have been deemed by UNESCO as World Heritage Sites. (Fig 2.7)

• **Eco-tourism:**

South Africa also boasts a great diversity of natural landscapes. The country's wildlife is supported by this rich diversity and offers great exposure to nature. Many ecologically significant areas have also been deemed by UNESCO as World Heritage Sites. (Fig 2.8)

• **Paleo-tourism :**

Some of the world's richest concentrations of hominid fossils are found at archaeologically significant sites throughout South Africa. These sites, particularly those within the 'Cradle of Humankind' are visited regularly by both tourists and researchers. Many of these sites are UNESCO World Heritage Sites. (Fig 2.9)

• **Business tourism:**

Business visitors account for around 7% of foreign visits to the country. The South African tourism sector is currently targeting business visitors as they on average spend longer amounts of time in the country. They too are found to spend leisure time exploring the country either before or after conducting their necessary business. Business visitors are also more likely to return for leisure purposes in following years. (Fig 2.10)

• **Adventure tourism:**

South Africa's vast and diverse topography, from coastline to mountain range, offers many opportunities to take advantage of the great outdoors. (Fig 2.11)

• **Sports tourism:**

Over 10% of tourists visit South Africa to experience and participate in sporting events. 60–80% of this number is spectators. The South African sports culture is a huge attraction, and will becoming increasingly so with the hosting of the Confederations Cup in 2009 and the FIFA World Cup in 2010. (Fig 2.12)

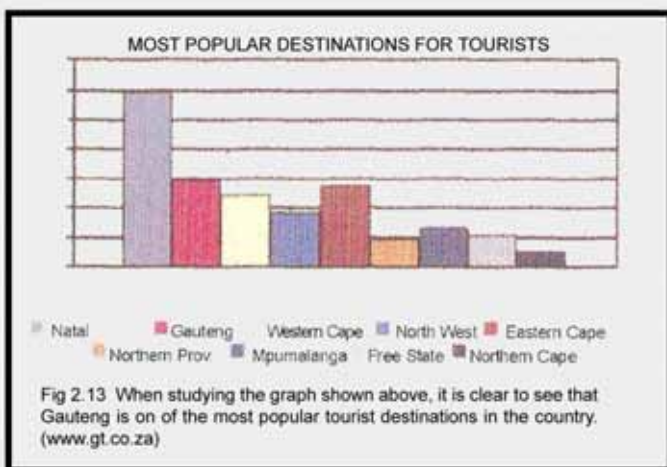


## South Africa's Tourism Categories



The improvement of travel facilitation, by removing obstacles that a tourist may be faced with when visiting, is one way of creating a stimulus that promotes recovery within the tourism sector. The World Tourism Organisation states that, "tourism means jobs, infrastructure, trade and development" (UNWTO 2009:5). This is particularly the case being experienced in South Africa currently, with the preparations for the Confederations Cup and FIFA World Cup well under way. These preparations include the development and upgrading of accommodation, stadiums, road networks and public transport facilities, of which the Gautrain development is prominent. These developments are so important, specifically with regard to road infrastructure. According to Statistics South Africa, travel to and from the country is dominated by road transport. 71.5% of tourists use roads, 26% air travel, only 0,02% use seaports and even less, 0.01%, railways (See Addendum for detail Statistics). South African has a well established and widespread rail network. It is clear to see from the percentages shown, that rail as a mode of transport needs to be promoted in South Africa as an alternative means of transport.

A skills audit performed by the Department of Environmental Affairs and Tourism, prior to 2010 FIFA World Cup preparations reflects that the local tourism industry needs and additional 80 000 employees, three years prior to, and for duration of the event, as well as following it. Currently around 650 000 foreigners visit South Africa monthly. It is expected that an additional 450 000 tourists will arrive in South Africa during the six weeks during which the FIFA World Cup is to take place. Grant Thornton (www.gt.co.za), a consulting company, estimates that the three million visitors to the country for the FIFA World Cup will bring roughly R21.3-billion into the South African economy. R12.7-billion is estimated to be as a result of direct spending and therefore responsible for generating around 159 000 new jobs. It is clear to see from these figures why the tourism industry possesses such incredible opportunities for human resource development. Pieter de Bruin, Head of FNB for Tourism 2007, states that *"2010 is just 30 days, but tourism growth goes way beyond the event itself"* (www.southafrica.info/business/economy/sectors/tourism-overview.htm). It is believed that in the years following the events, initial tourists will return to South Africa, therefore increasing its reputation as a world class destination within the market.



## 2.3 Tourism in Pretoria

Pretoria is a highly accessible city as it lies approximately 60km North of OR Tambo International Airport. It is geographically en route to popular destinations in Northern Gauteng, Northern Province, the North-West Province (Hartebeestpoort Dam and Sun City) and Mpumalanga (The Kruger National Park). Pretoria therefore forms a central gateway to the Northern part of South Africa as is very regularly frequented by visitors (see Fig 2.16 on the next page).

ITEM	GAUTENG	S.A.
Airline tickets	7400	7391
Prepaid Holiday expenses	5040	4443
Accommodation	2692	2567
Local Transport	749	696
Food & drink	1688	1788
Recreation	540	526
Shopping/ gifts/ curios	1855	1697
Other	1138	964
<b>TOTAL</b>	<b>21102</b>	<b>20072</b>

Fig 2.14 The above table clearly reflects that tourists spend more money in Gauteng than throughout the rest of the country. Pretoria, located within the Gauteng Province, should encourage tourists to contribute financially to its tourism sector. (www.gt.co.za)



Fig. 2.15 A MAP OF THE MAJOR ROADS OF SOUTH AFRICA showing the ways in which tourists enter Gauteng, and therefore the City of Pretoria. (AA RSA 2001)

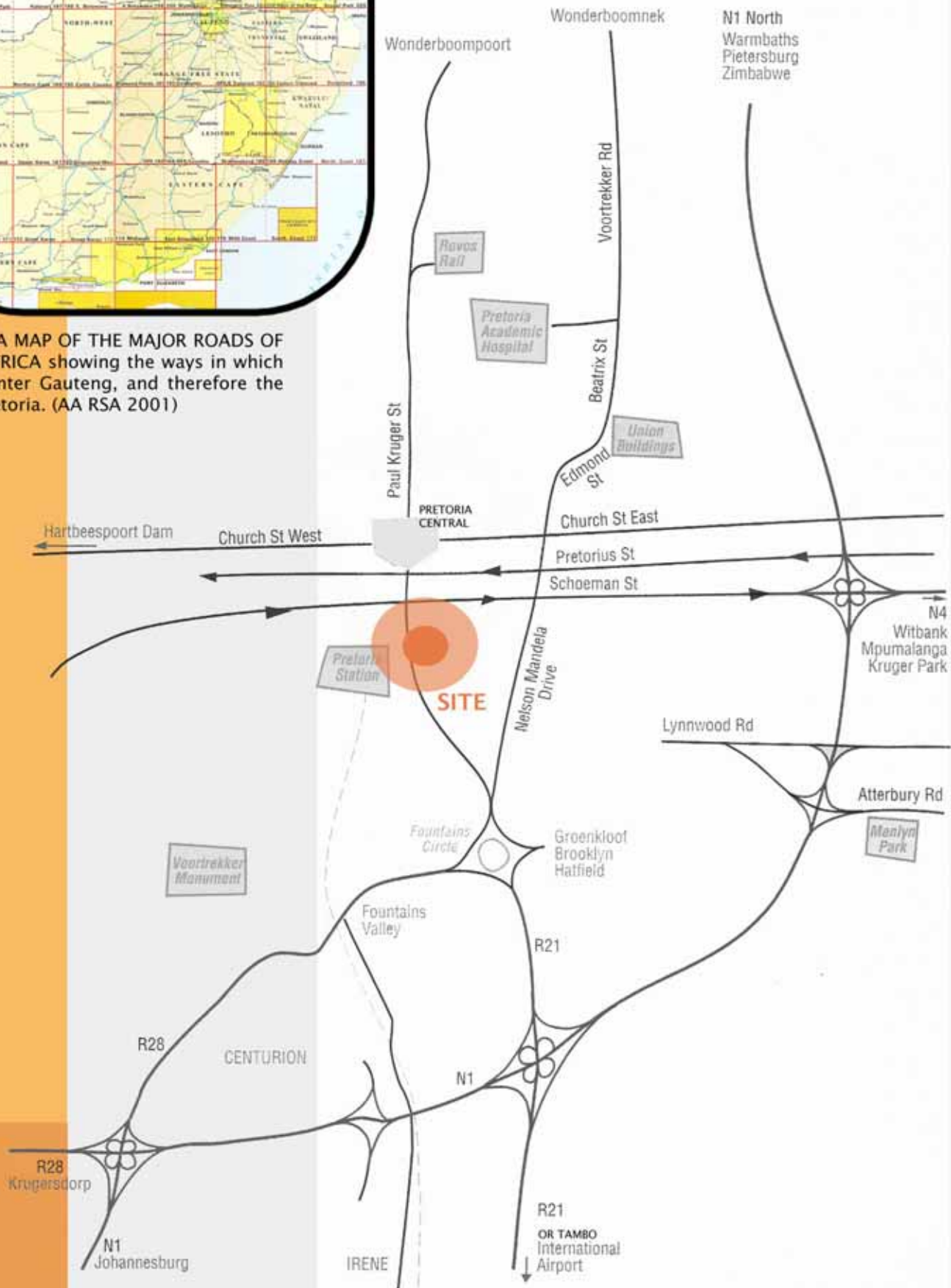
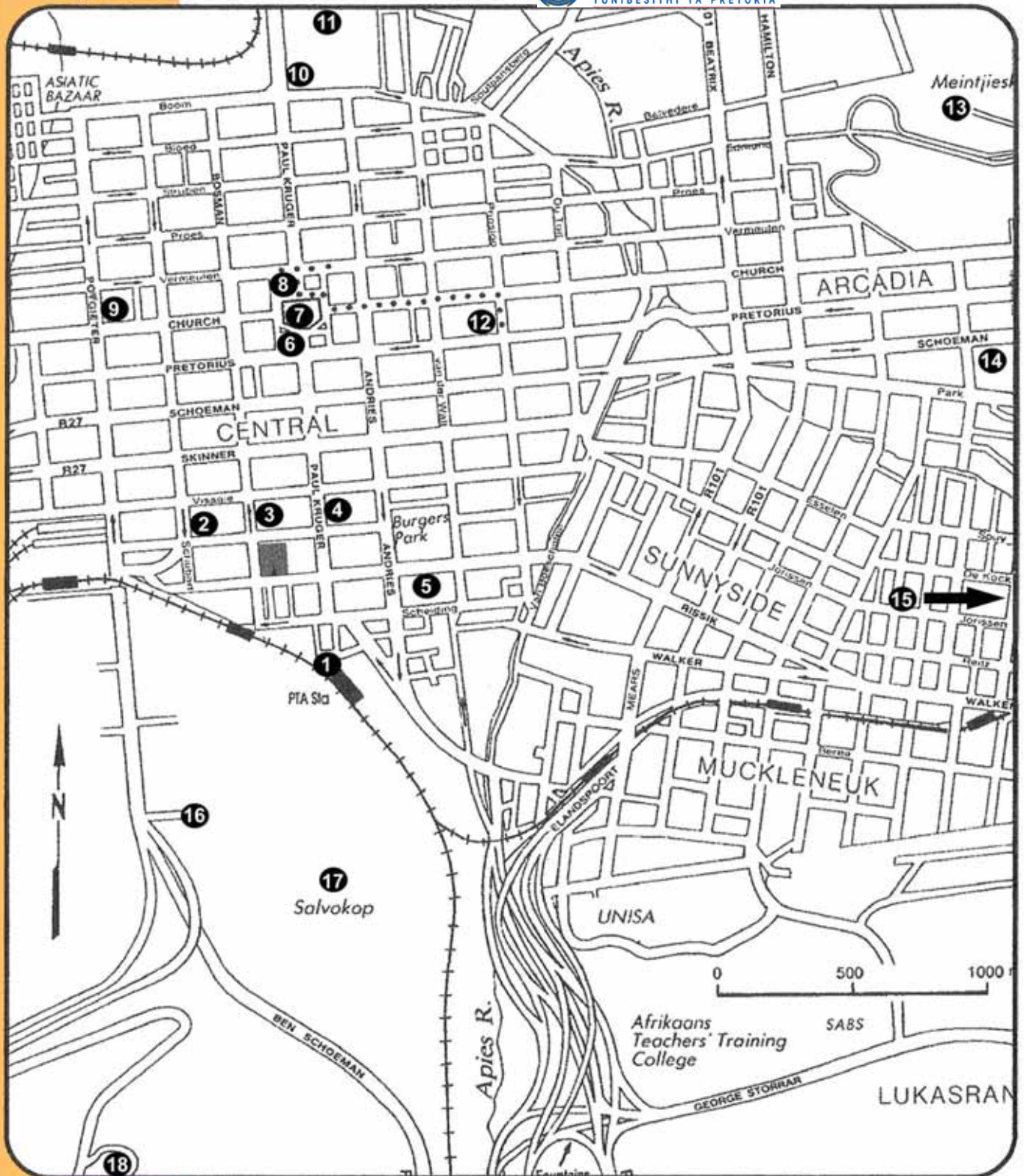


Fig. 2.16 above shows, diagrammatically, the routes into, through and around Pretoria. It is these routes that transport tourists to the various destinations not far out of Pretoria. Tourists moving through Pretoria come from the OR Tambo International Airport, or by road from South Parts of the country. These tourists stop in Pretoria en route to destinations further North. Sun City to the North-West and The Kruger National Park to the North-East are the most popular destinations for which tourists head.



Fig 2.29 PRETORIA'S MAIN TOURIST ATTRACTIONS



## Pretoria's Tourist Attractions

The proposed site is situated at the heart of these tourist attractions. The Pretoria Station and the proposed development serve as an arrival and departure point, a place at which to orientate oneself before exploring the city and its many attractions. From this point, many tourist attractions can be found in close proximity. These are illustrated graphically above (Fig 2.29), as each would be experienced when departing from Pretoria Station and travelling in a ring towards the North East and back towards the South West.





Fig 2.17

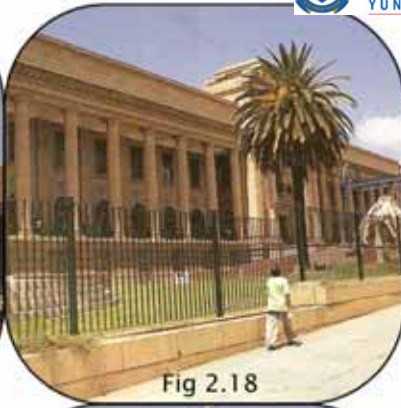


Fig 2.18



Fig 2.19



Fig 2.20



Fig 2.21



Fig 2.22

## Pretoria's Scenic Attractions



Fig 2.23



Fig 2.24



Fig 2.25



Fig 2.26



Fig 2.27



Fig 2.28

The images above (Fig 2.17 to Fig 2.28, Heydenrych, 1999), show a few of the many tourist attractions found in and around the City of Pretoria .



- 1 **OLD STATION BUILDING:** Designed by Sir Herbert Baker and built in 1914, serves as a reminder of Pretoria's colonial past. (Fig 2.17 Heydenrych, 1999)
- 2 **NATIONAL CULTURAL HISTORY MUSEUM:** Showcases the various different cultural identities, past and present, of the country. (Fig 2.18 Heydenrych 1999)
- 3 **CITY HALL:** Designed by J Lockwood, showcases Pretoria's architectural heritage.
- 4 **TRANSVAAL MUSEUM:** The museum consists of natural science, zoological and paleontology exhibits, all relevant to the history of South Africa, in particular, the old Transvaal.
- 5 **MELROSE HOUSE MUSEUM & BURGERS PARK:** This historic residence, built for an affluent Pretoria businessman, showcases the rich use of late Victorian/Edwardian architecture in the city at the turn of the century. (Fig 2.19 to 2.20 Heydenrych 1999)
- 6 **OLD RAADSAAL:** This legislative council chamber served as the parliament buildings of the old Transvaal Republic. It shows the various different international influences on Pretoria's architectural legacy.
- 7 **CHURCH SQUARE:** The historical center of Pretoria sits at the heart of the city. The Paul Kruger Statue is orientated at its centre. The square is surrounded by historical buildings. (Fig 2.22 Heydenrych 1999)
- 8 **PALACE OF JUSTICE:** Designed by Sytze Weirda, this building housed the supreme court of South Africa. (Fig 2.21 Heydenrych 1999)
- 9 **KRUGER HOUSE MUSEUM:** Former President Paul Kruger of the old Transvaal Republic resided here. Artifacts collected during his travels can be seen here. (Fig 2.23 Heydenrych 1999)
- 10 **AQUARIUM AND REPTILE PARK:** Showcases both local and international specimens.
- 11 **NATIONAL ZOOLOGICAL GARDENS:** A host of local and world-wide animal species reside at the zoo, including the well known 'big five'. (Fig 2.24 Heydenrych 1999)
- 12 **THE STATE THEATRE:** This complex houses 5 theatres that set the stage for some of the country's leading stage performances. (Fig 2.25 Heydenrych 1999)
- 13 **THE UNION BUILDING AND GARDENS:** Designed by Sir Herbert Baker, this building complex houses members of the National Government, including the President of South Africa. Its gardens are often the location of large public and governmental events. (Fig 2.27 Heydenrych 1999)
- 14 **PRETORIA ART MUSEUM:** Showcases the works of many historical as well as contemporary South African artists. The collection includes paintings, sculpture, tapestries and ceramics, amongst others. (Fig 2.26 Heydenrych 1999)
- 15 **LOFTUS VERSVELD:** This sports stadium hosts some of the country's top sporting events. It will be one of the stadiums used in the Confederations Cup in 2009 and the 2010 FIFA World Cup in 2010.
- 16 **GROENKLOOF NATURE RESERVE:** Offers a visitor the chance to walk amongst South African Wildlife and experience a bush setting just outside of the city.
- 17 **FREEDOM PARK:** Serves as a tribute to the progress made in Post-apartheid South Africa. There is talk that it may indeed become the burial place of the first democratic president of South Africa, Mr. Nelson Mandela.
- 18 **THE VOORTREKKER MONUMENT:** This monument forms an integral part of Pretoria's skyline when approaching the city from the South. It serves as a tribute to the Voortrekkers, who participated in the 'Great Trek'. (Fig 2.28 Heydenrych 1999)