

**LANDLOCKED LESOTHO:
SOUTH AFRICA'S TOURISM STRANGLEHOLD?**

by

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“Our difficulties stem from the fact that while it is easy to change friends, it is impossible to change neighbours especially if it is only one neighbour. Even if one disagrees with or dislikes one’s neighbour one cannot do anything about him unless one resorts to violence, but such alternative is doomed to fail if the neighbour is a hundred times stronger...”

Prime Minister Chief Leabua Jonathan – quoted in Thahane, 1973: 239

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Acronyms and Abbreviations

| | |
|-------|--|
| ANC | African National Congress |
| ANCYL | African National Congress Youth League |
| BAC | Basutoland African Congress |
| BCP | Basotho congress Party |
| BLS | Botswana, Lesotho and Swaziland |
| BPOA | Brussels Program of Action |
| CSs | Coastal states |
| DLC | District Liaison Committees |
| FDI | Foreign direct investment |
| GDP | Gross Domestic Product |
| IMF | International Monetary Fund |
| JBCC | Joint Bilateral Commission of Cooperation |
| ITB | International Tourism Bourse |
| IMF | International Monetary Fund |
| LHWP | Lesotho Highlands water Project |
| LLCs | Landlocked Countries |
| LNDC | Lesotho National Development Corporation |
| Ls | Lesotho |
| LTDC | Lesotho Tourism Development Corporation |
| MK | Umkhonto we Sizwe |
| MTEC | Ministry of Tourism, Environment and Culture |
| MoU | Memorandum of Understanding |
| NDT | National Department of Tourism |
| OFS | Orange Free State |

| | |
|--------|--|
| RETOSA | Regional Tourism Organisation of Southern Africa |
| RMA | Rand Monetary Area |
| SAHO | South African History Online |
| SACU | Southern African Customs Unions |
| SADC | Southern African Development Community |
| SONA | State of the Nation Address |
| SA | South Africa |
| SANNC | South African Native National Congress |
| TSP | Tourism Support Programmes |
| UNWTO | United Nation World Tourism Organisation |
| UNCTAD | United Nations Conference on Trade and Development |
| WTM | World Trade Market (London) |
| WTTC | World Travel and Tourism Council |

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Chapter One: Introduction

Tourism as a global industry has proven to be vital for the economy of many countries. It has been identified as a driving force for regional development, whereby the industry contributes to overall economic growth.¹ Therefore, due to its positive effects, tourism development is encouraged not only for developing countries but also developed countries. Like many other progressive countries on the African continent, the Kingdom of Lesotho and the Republic of South Africa have opened their doors to the world as they have also identified tourism as a key element of their development strategy directed specifically at poverty alleviation.²

The current President of the Republic of South Africa, Cyril Ramaphosa, says “Tourism is another area which provides the country with incredible opportunities to, quite literally, shine. We have the most beautiful country in the world and the most hospitable people”.³ The Republic of South Africa is an important destination for international tourism and in the last 25 years there has been a remarkable growth in tourist arrival. In contrast, the Kingdom of Lesotho whose independence was received in 1966 is still lagging far behind when it comes to tourism growth and development. In the words of Rethabile Stephen Morake who runs Leseli Tours in Lesotho, “we are often portrayed as a poor country but the truth is that we are in fact blessed and a rich country given the untapped tourism potential that we have”.⁴ Lesotho is an extreme example of a landlocked state as it is totally embedded within the Republic of South Africa. As such, it depends on South Africa for most of its economic affairs.⁵

¹United Nations World Tourism Organisation (UNWTO). 2006. Tourism. <https://www.unwto.org>. Accessed: 18 March 2017.

²Government Communications. n.d., Pocket Guide to South Africa 2011/2012. <https://www.gcis.gov.za/sa-info>. Accessed: 12 February 2019; Lesotho Government, 2012:102.

³South African Government, 4 October 2018. President Cyril Ramaphosa: Opening of Jobs Summit. <https://www.jobssummit.co.za/sona-20-summary-of-key-points-made-by-cyril-Ramaphosa>. Accessed: 13 February 2017.

⁴J.T. Steinmetz, 20 Sept 2018. Lesotho banks on Tourism after China Forgives Debt. <https://www.eturbonews.com>. Accessed: 13 March 2019.

⁵L. Schenoni. “Subsystem Unipolarities? Power Distribution and State Behaviour in South America and South Africa”, *Strategic Analysis* 41(10), 2016, pp. 74-86.

According to T. Shano, Lesotho's tourism was initially about its beautiful mountains.⁶ However, indicative of the growing demand to develop tourism, the late 20th century revealed another dimension with attention having been given to other forms of niche tourism like ecotourism, nature-based tourism, alternative tourism, small-scale tourism, sustainable tourism, community-based tourism and cultural tourism.⁷

Despite these pushes for the development of tourism, Lesotho's tourism still appears to be performing below its potential, whereas South Africa on the other hand is booming in its tourism growth. This is validated by the Travel and Tourism Competitive Index Rankings which covers 136 economies world-wide. Lesotho currently ranks at 128, whereas the country that entirely surrounds it, namely, South Africa, is ranked at 53.⁸

Even though there have been studies on landlocked countries in Africa, Lesotho is the one country that scholars seem almost to have disregarded. This is surprising given the capital town Maseru is only a five-hour drive from the Johannesburg metropole.⁹ This goes to prove that this country is the "forgotten kingdom".

1.1 Aims and Objectives of the Study

Due to a gap in the literature and research, this study sets out to investigate how South Africa was and still is strangling Lesotho as a land-locked country in terms of its tourism growth. Hence, the Kingdom of Lesotho is the central focus of the study. South Africa is a popular tourist destination, yet even though Lesotho is surrounded by it on all sides, it does not get a lot of tourists despite the fact that it is not short of destinations to visit. Lesotho has the potential for tourism growth, but currently a large number of tourism opportunities are untapped in terms of both scenic attractions and heritage sites.¹⁰ The Kingdom of Lesotho has tried to expand its tourism offerings so as to expand its profile of only being known and seen as just the "mountain kingdom" – a feature which is linked to the country's

⁶T.M. Shano. "Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome cave village". MHCS Dissertation, University of Pretoria, 2007.

⁷*Lesotho Review*. Maseru: Wade publications, 2014.

⁸World Economic forum, 2017. Index Results – the Travel & Tourism Competitive Report 2017/2018. <https://www.Reports.WorldEconomicForum.org/Travel-and-competitive-report>. Accessed: 04 March 2019.

⁹S. Gray, "Literature in Lesotho". *World Literature Today* 72(1), 1998, pp. 49-54.

¹⁰Lesotho Government. A Strategic Plan for Tourism Development in Lesotho. Maseru: Lesotho government, 2007.

physical and natural features.¹¹ As mentioned, the twenty-first century Lesotho has been giving attention to other forms of tourism. Despite these efforts Lesotho's tourism industry is still regarded as being in its infancy and has not been able to reach its full potential.¹²

In order to deliver on the above concerns, the study sets out to investigate, among others, the impacts of landlockedness on the tourism growth of the country; whether there are other factors inhibiting Lesotho's tourism from reaching its highest potential; Lesotho's overall image as a tourist destination; and how it is perceived and how it is marketed. In addition, it will analyse South Africa's domination of the tourism market. It also includes a comparative dimension by considering tourism and landlockedness in other global South and global North countries.

This study is important as it will attempt to address the knowledge gap of developing an understanding of the impact that landlockedness has on the tourism growth of a country. It will not only be informative to Lesotho, but also be of significance to other developing landlocked countries in the global South that are involved and are developing their tourism industries. The research aims to serve as a source of information in the broader tourism literature, since studies on landlockedness and tourism are limited. It is also important to note that there is a distinct difference between landlocked countries in the global North and the global South. This distinction will also be analysed in this study.

The study will conclude by wrapping up the analysis and findings and provide recommendations.

1.2 Definition of Key Concepts:

Key terms relevant to this research are defined in this section so as to make the specific meaning apparent in the context of this study. They include: tourism; global South; global North; landlocked; dependence; bilateralism; economy; border; destination image; destination competitiveness and destination marketing.

¹¹T.M. Shano. "Developing Heritage and Cultural Tourism in Lesotho; The case of Ha Kome cave village". MHCS Dissertation, University of Pretoria, 2007.

¹²Anon, n.d., Tourism in Lesotho. <http://fortuneofafrica.com/lesotho/tourism-in-lesotho>. Accessed: 12 January 2019.

Tourism

Tourism is essentially travel for recreational, leisure or business purposes. According to United Nations World Tourism Organisation (UNWTO), 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 not related to the exercise of an activity remunerated from within the place visited.¹³ This UNWTO tourism definition is mainly concerned “with political, commercial and normative principles and does not approach the conceptual aspects”.¹⁴ This definition has been adopted by several countries and organisations and has become the “official” standard definition of tourism.

Global South

The global South has for some time, been a preferred term for what used to be called the “Third World”.¹⁵ It is the latest term used to describe the non-Western or developing countries.¹⁶ The nations of Africa, Central and Latin America and most of Asia are collectively known as the global South and these are often regarded as economically backward countries. The nations are also referred to collectively as the poor world, the less-developed world, the non-Western world and the developing countries. M.L.F. Mingate argues that “the term is normally used to mean countries that are faced with social, political and economic challenges such as poverty, environmental degradation, human and civil rights abuses, ethnic and religious conflicts, mass displacement, hunger and disease”.¹⁷ J.A. Braveboy-Wagner argues that like the term Third World, the term global South, is not descriptively rigorous and must be “used elastically”.¹⁸

¹³United Nations World Health Organisation (UNWTO) n.d., Definition of Tourism. <http://www.tugberkurlu.com>. Accessed: 12 February 2019.

¹⁴A.P. Netto, “What is Tourism? Definitions, Theoretical Phases and Principles”, in: T. Tribe (ed.), *Philosophical Issues in Tourism*. Channel view Publication: Toronto. 2009, p. 18.

¹⁵J.A. Braveboy-Wagner, “Institutions of Global South”. Routledge, Global Institutions: United Kingdom. 2009.

¹⁶GSSC: GSSC – Global South Study Centre. 31 July 2017. Global South. <https://www.gssc.uni.den/node/452.2009>. Accessed: 01 February 2018.

¹⁷M.L.F. Mingate. The Global South: What does it mean to Kenya? In: A. Hollington, O. Tappe. T. Salverda & T. Schwarz (eds.), *Voices from Around the World: Concept of the Global south*, Study Centre, Cologne, Germany. 2015, p.115.

¹⁸M.L.F. Mingate. “The Global South: What does it mean to Kenya?” In: A. Hollington, O. Tappe. T. Salverda & T. Schwarz (eds.), *Voices from Around the World: Concept of the Global south*, Study Centre, Cologne: Germany. 2015, p.115.

Global North

In contrast, the global North represents the economically developed societies of Europe, North America, Australia, amongst others. While the global North countries are perceived as wealthy, technologically advanced, politically stable and aging as their societies tend towards zero population growth, the opposite is the case with the global South countries.¹⁹ L.E. Odeh holds that the global South countries are agrarian based, dependent economically and politically on the global North, and that the global North has continued to dominate and direct the global South in international trade and politics.²⁰ He mentions that definitions of the global North include the United States, Canada, Europe developed parts of Asia (Japan and the Four Asian Tigers: Hong Kong, Singapore, South Korea and Taiwan) as well as Australia and New Zealand.²¹

Landlocked

Landlocked means surrounded by land and having no borders with the sea. Landlocked countries are nations that are either entirely or almost entirely surrounded by other nations and have no coastline.²² In the global South, landlocked countries are referred to as developing countries and the majority of the landlocked developing countries are among the poorest in the world. Nonetheless, challenges are not the same for all landlocked countries because of their location, relationship with neighbouring states and level of development.²³ A case in point is Botswana which is more developed than say Swaziland or Lesotho. However, due to remoteness, landlocked countries are generally dependent on neighbouring transit countries for their external trade and other related matters.²⁴

¹⁹L.E. Odeh. "A Comparative Analysis of Global North and South Economics". *Journal of Sustainable Development in Africa* 12(3), 2010, pp. 338-348.

²⁰L.E. Odeh. "A Comparative Analysis of Global North and South Economics", *Journal of Sustainable Development in Africa* 12(3), 2010, pp. 338-348.

²¹L.E. Odeh. "A Comparative Analysis of Global North and South Economics". *Journal of Sustainable Development in Africa* 12(3), 2010, pp. 338-348.

²²Quora – Questions, Answers and More, n.d., what is the definition of landlocked Countries? <https://www.quora.com>. Accessed: 17 November 2018.

²³R, C. Paudel. "Economic Growth in Developing Countries: A Study of Dependency Relations". *Tjdschrift voor Economics Heensociale Geografie* 33 (4), 2015, p.11.

²⁴R, C. Paudel. "Economic Growth in Developing Countries: A Study of Dependency Relations". *Tjdschrift voor Economics Heensociale Geografie* 33 (4), 2015, p. 11.

Dependence

Dependence is defined as the state of relying on or needing someone or something for aid, support or the like.²⁵ Landlocked developing countries face structural challenges to accessing world markets as they are almost completely dependent on their transit neighbour's infrastructure for access to overseas markets. L.M. Faye *et al.*, hold the argument that "no matter the advancement of infrastructure or lack of geographic disturbance to a port, landlocked nations are still dependent on their neighbouring transit nations".²⁶ For example, Nepal is a landlocked country with extreme dependency on its transit neighbour India. The same is the case for Lesotho and Swaziland with their surrounding neighbour South Africa. R.C. Paudel argues that "while the landlocked country is usually very dependent upon its transit neighbour, in most cases, the neighbour does not need its landlocked country and may see a landlocked country's demand for transit rights as an infringement on its sovereignty".²⁷

Bilateralism

According to the *Oxford Research Encyclopaedia*, bilateralism is the conduct of political, economic or cultural relations between two sovereign states.²⁸ When states recognise one another as sovereign states and agree to diplomatic relations, they create a bilateral relationship.²⁹ States with bilateral ties will exchange diplomatic agents such as ambassadors to facilitate dialogue and co-operation.

Economy

Economy is held to be the wealth that the country generates from business and industry.³⁰ The tourism industry can contribute to the overall economic growth of a country. Due to

²⁵Collins English Dictionary. n.d., Dependence. <https://www.collinsdictionary.com>. Accessed: 12 January 2018.

²⁶L.M. Faye, J.W. McArthur, J.D. Sachs & T. Snow. "The Challenges Facing Landlocked Developing Countries". *Journal of Human Development* 5(1), 2007, pp.31-68.

²⁷R.C. Paudel. "Economic Growth in Developing Countries; Is Landlockedness a Destiny?" *A Journal of Applied Economics and Policy* 33(4), 2015, p.11.

²⁸Dirco, n.d., Politics: Multilateralism, Bilateralism and Unilateralism in Foreign Policy. <https://oxfordre.com/politics/view/10.1093/acrefore/97801>. Accessed: 03 May 2019.

²⁹Dirco, n.d., Politics: Multilateralism, Bilateralism and Unilateralism in Foreign Policy. <https://oxfordre.com/politics/view/10.1093/acrefore/97801>. Accessed: 03 May 2019.

³⁰Collins English Dictionary, n.d., Economy Definitions. <https://www.collinsdictionary.com>. Accessed: 15 June 2018.

positive effects of tourism such as supporting balance of payments by creating foreign currency inflow, tourism development is encouraged not only for developing countries but also developed countries. Many Third World countries use tourism as a development strategy to boost their economy.

Borders

A border is the dividing line between one or more countries.³¹ Borders are said to serve as markers dividing one or more nations. M. Baud argues that issues of boundaries were a direct consequence of the idea of exclusive and uncontested territorial state power that emerged in the nineteenth century.³² In Africa, borders are generally perceived of as arbitrary and artificial colonial constructs, drawn without any respect or regard to the existing patterns of ethnic and political organisations.³³ Baud argues that though borders appear on maps in deceptively precise form, they reflect, at least initially, merely the mental images of politicians, lawyers and intellectuals.³⁴ Borders create political, social and cultural distinctions, but simultaneously imply the existence of new networks and systems of interaction across them.³⁵

Destination Image

In simple terms, an image is the set of meanings by which an object is known and through which people describe, remember and relate to it. In the travel and tourism context, J.I. Crompton defines destination image as the “the aggregate sum of beliefs, ideas, impression, and expectations that a tourist has about a tourist destination area”.³⁶ W.H. Reynolds describes destination image as the development of mental construct based upon few impressions chosen from a “flood of information”. In the case of destination image, this “flood of information” has many sources including promotional literature like travel brochures, posters; the opinions of others like friends, family, travel agents; and the

³¹Collins English Dictionary. n.d., Border Definition. <https://www.collinsdictionary.com>. Accessed: 15 June 2018.

³²M. Baud. “Towards Comparative History of Borderlands”. *Journal of World History* 8(2), 1997, pp. 1-33.

³³I. Griffiths, “The Scrabble for Africa: Inherited Political Boundaries”. *Geographical Journal* 52(1), 1986, pp. 204-216.

³⁴M. Baud. “Towards Comparative History of Borderlands”. *Journal of World History* 8(2), 1997, pp. 1-33.

³⁵M. Baud. “Towards Comparative History of Borderlands”. *Journal of World History* 8(2), 1997, pp. 1-33.

³⁶J.I. Crompton. “An Assessment of the Image of Mexico as a Vacation Destination and Influence of Geographical Location Upon that Image”. *Journal of Travel research* 18, 1978, pp. 18-23.

general media like newspapers, magazines, television, books, movies.³⁷ Research suggests that those destinations with strong, positive images are more likely to be considered and chosen in the travel decision process.³⁸

Destination competitiveness

S. Hassan describes destination competitiveness as “the destination’s ability to create and integrate value-added products that sustain its resources while maintaining market position relative to competitors”.³⁹ On a practical level, destination competitiveness is linked to the ability of a destination to deliver goods and services that perform better than other destinations on those aspects of the tourism experience considered to be important by tourists.

Destination Marketing

Hassan stipulates that “as more and more areas of the world are developed for tourism, tourism marketers are faced with the task of influencing consumer decision-making in the destination choices available to consumers”.⁴⁰ Destination marketing is therefore a type of marketing that promotes a destination. For example, a town, city, region, country with the purpose to increase the number of visitors. In other words, destination marketing is tourism advertising for a specific location. R.J. Calantone *et al.*, maintain that “in order for a destination to be successfully promoted in the targeted market, a destination must be favourably differentiated from its competitors, or positively positioned, in the minds of the consumers”.⁴¹ He argues that a key component of this positioning process is the “creation and management of a distinctive and appealing perception, or image, of the destination”.⁴²

³⁷W.H. Reynolds. “The Role of the Consumer in Image Building”. *California Management Review* 7(3), 1965, pp. 69-76.

³⁸W.H. Reynolds. “The Role of the Consumer in Image Building”. *California Management Review* 7(3), 1965, pp. 69-76.

³⁹ S. Hassan. “Determinates of Market Competitiveness in an Environmentally Sustainable Tourism Industry”. *Journal of Travel Research* 38(3), 2000, pp. 239-245.

⁴⁰S. Hassan. “Determinates of Market Competitiveness in an Environmentally Sustainable Tourism Industry”. *Journal of Travel Research* 38(3), 2000, pp. 239-245.

⁴¹ R.J. Calantone, C.A. Di. Benetto, A. Hakam, & D, C. Bojaanik. “Multiple Multinational Tourism Positioning Using Correspondence Analysis”. *Journal Travel Research* 28(2), 1989, pp.25-32.

⁴²R.J. Calantone, C.A. Di. Benetto, A. Hakam, & D, C. Bojaanik. “Multiple Multinational Tourism positioning using Correspondence Analysis”. *Journal Travel Research* 28(2), 1989, pp.25-32.

1.3 Research Methodology and Sources

In general, secondary sources on Lesotho are relatively limited. Nonetheless, both primary research and secondary sources were used in this qualitative literature study. Primary sources include traveller accounts, tourism and travel pages on social media, brochures, newspapers, government reports and archival documents in the Lesotho repository. Secondary information consists mainly of books and journal articles and besides the studies referred to above, extensive use was made of popular publications. The various approaches, methods and lists of criteria utilised by a range of authors in different scenarios were analysed and adapted so as to devise a methodology suitable for the appraisal of the topic at hand.

Besides an analysis of these, the study also made use of semi-structured interviews as part of the primary research. Interviews are a systematic way of talking to and listening to people and are another way to collect data from individuals through conversations.⁴³ Interviews using open-ended questions are ways for participants to get involved and talk about their views. In addition, the interviewees are able to discuss their perception and interpretation as regards a given situation. L. Cohen *et al.*, explain "... the interview is not simply concerned with collecting data about life: It is part of life itself, its human embeddedness is inescapable".⁴⁴ This primary information was gathered from the Ministry of Tourism, Environment and Culture (MTEC), Lesotho and the National Department of Tourism (NDT), Republic of South Africa. These individuals were selected based on first-hand and expert knowledge of information relevant to the study. In compliance with research ethics the respective national departments were approached for permission and individuals were granted confidentiality in terms of identity. The findings will be analysed and evaluated.

For the purpose of the study, semi-structured interviews were conducted as a means of data collection. M. David *et al.*, stipulate that semi-structured interviews are non-standardized and are frequently used in qualitative analysis. The interviewer does not do the research to test a specific hypothesis, rather he or she maintains that the researcher

⁴³World Health Organisation, 2005. Interviews. <http://www.who.int.Interviews>. Accessed: 18 July 2018.

⁴⁴L. Cohen, L. Manion & K. Morrison. *Research Methods in Education*. Routledge Falmer: London, 2000.

has a list of key themes, issues and questions to be covered and that in this type of interview the order of the questions can be changed depending on the direction of the answers.⁴⁵ Moreover, additional questions can also be asked to further explore a discussion point.⁴⁶ Given the potentially sensitive nature of this research which probes the relationship between the two neighbouring countries over an extensive period of time, two separate sets of open-ended questions were devised so as to address the topic at hand. Lesotho needs to respond to the degree and impact of South Africa's hold on their position in terms of tourism, while South Africa needs to indicate to what degree this hold exists. (see Annexure One and Two).

As indicated, the strengths of the semi-structured open-ended interviews were that the researcher can prompt and probe deeper into the given situation. Additionally, the researcher can explain or rephrase the question if respondents are unclear about the question asked. However, the weaknesses in conducting semi-structured interviews lie in the fact that an inexperienced interviewer may not be able to prompt questions that may probe adequately into a situation.⁴⁷ This consideration was taken into account.

1.4 Chapter Outline

The study is divided into seven chapters. The first chapter is the introduction to the study which has explained the rationale and purpose and outlined the aims and objectives. It also defined the key terms relevant to the research and indicated the research methodology and sources.

The second chapter is the literature overview, covering the following domains: landlockedness in general and tourism literature on land-locked countries of Asia and Europe; SADC tourism literature including Lesotho and Swaziland; the economy of Lesotho and South Africa. The literature overview will also focus on other key aspects such as destination image; tourism promotion and competitiveness and cross border cooperation and tourism.

⁴⁵M. David & C.D. Sutton. *Social Research the Basics*. Sage Publications: London, 2004.

⁴⁶M. David & C.D. Sutton. *Social Research the Basics*. Sage Publications: London, 2004.

⁴⁷A.B. Karjornboon. "Using Interviews as a Research Instruments". *E Journal for Research Teachers*. Language Institute: Chulalongkorn University. 2005.

The third chapter discusses the Kingdom of Lesotho as a place. It considers its geography along with the country's history and discusses in particular the history of the relationship between the Kingdom of Lesotho and the Republic of South Africa. Chapter four presents a discussion of the history of Lesotho's tourism to-date, how it has evolved and what the status quo is. It also focuses on how it is marketed and perceived as a tourism destination. Lastly, it discusses Lesotho's tourism legislation and how it impacts the tourism sector.

Chapter five provides a brief overview on the position of South Africa tourism. It analyses further South Africa's stranglehold on Lesotho by comparing the two countries' tourism development respectively.

Chapter Six presents a comparative analysis between Lesotho and Switzerland (a global North landlocked country in Europe); Lesotho and Nepal (a global South landlocked country in Asia) and Lesotho and Zambia (a global South landlocked country in Africa). The literature concerning Switzerland, Nepal and Zambia is used to provide the best tourism practices analysis that Lesotho could possibly adopt and develop in order to enhance its future tourism endeavours.

The last chapter, the conclusion will wrap up the analysis and findings and provide recommendations.

Chapter Two: Literature Overview

A literature review can be defined as a critical synthesis of previous research on a specific topic.⁴⁸ The previous research may be published or unpublished as long as it is in the public domain. For the purposes of this study, the literature overview considers literature (in other words secondary sources) on four key themes: firstly, landlockedness in general and then landlockedness in Asia and Europe; secondly, on literature on tourism including SADC, Lesotho and Swaziland and then the South African and Lesotho economy. The third focuses on: destination image, tourism promotion and competitiveness and lastly cross-border cooperation and tourism.

2.1 Landlockedness

The literature on landlocked countries is limited. This is partly ascribable to the fact that there are few landlocked countries in the world. To be specific, of the 195 countries in the world recognised by United Nations, only 49 countries are landlocked.⁴⁹ Many of these countries, in both the global North and global South, do not perceive this geographical status as problematic or obstructive as far as tourism is involved. Hence the issue has not been raised as something noteworthy.

In a book on landlocked countries in Africa edited by Z. Cervenka, T. Thahane contributed a chapter entitled “Lesotho, the Realities of Landlocked”. He poses three questions: first, how did this anachronism of a country within a country occur; second, why has Lesotho not been incorporated into South Africa since it is virtually integrated in it economically; and last, the problems the location pose for the government and the people of Lesotho. In his chapter, Thahane attempts to provide answers to these questions, but not as an expert on the problems in Lesotho, but rather as someone who has to live with the problems daily and has to exercise his mind continuously in search of *modus vzendz*.⁵⁰

⁴⁸Royal Literary Fund. n.d., What is Literature Review? <http://www.rlf.org.uk/resources/what-is-literature-review>. Accessed: 16 March 2019.

⁴⁹ World Atlas. n.d., How many Countries are there in the World? [https:// www.worldAtlas.com](https://www.worldAtlas.com)>.Accessed; 23 August 2018.

⁵⁰ T. Thahane. “Lesotho, The Realities of Landlockedness”, In: H. Cervenka (ed.), *Landlocked Countries of Africa*, The Scandinavian Institute of African Studies, 1973a.

In another chapter entitled: “Lesotho, an Island Country: The problems of being Landlocked” in the same Scandinavian edited volume, T. Thahane analyses the problems of Lesotho as a landlocked country.⁵¹ He divides these problems into three parts. Part one reviews the development within the international community and raises an awareness of the problem of landlocked states. Part two, raises and explains Lesotho’s unique problems and part three focuses exclusively on Lesotho, its controversial past and the subsequent political and economic problems which it now faces. Thahane alleges that Lesotho’s problem could be better understood against the points raised in part one and part two. However, Thahane does not specifically consider the tourism sector.

In a 1980 article, “Africa’s landlocked Countries: A study of Dependency Relations”, H.J.A. Reitsma argues that geographers interested in the dominance-dependence approach to the study of under-development, have failed to recognise the importance of the difference in relative location between landlocked countries (LLCs) and coastal states (CSs).⁵² As a result of this omission, Reitsma shows that there are very good reasons for dividing the countries of the Third World into the dominant CSs and dependant LLCs. He mentions that LLCs are confronted with three disadvantages. LLCs are not located on the coast, they are situated relatively far from the sea and they need to make use of facilities in one or more neighbouring CSs in order to participate in international trade. Reitsma’s study explores the last-mentioned problem.

A chapter by J.H. Polhemus titled “Still South Africa’s hostages” in a 1994 publication, explores what changes during the last several years in South Africa may mean for the three states which are often referred to collectively as the “BLS States (Botswana, Lesotho and Swaziland)”.⁵³ Polhemus’s argument in this chapter is that the promise made by the then President of South Africa, F.W. de Klerk, to relieve a number of problems of Botswana, Lesotho and Swaziland was not achieved. He bases this on the fact that Botswana, Swaziland and Lesotho are so thoroughly dwarfed by and depend upon their neighbour,

⁵¹T. Thahane. “Lesotho, an Island Country: The Problem of Being Landlocked”, In: Z. Cervenka (ed.), *Landlocked Countries of Africa*. 1973a.

⁵²H.J.A. Reitsma. “Africa’s Landlocked Countries: A Study of Dependency Relations”. *Tijdschrift voor Economische en Sociale Geographie* 71(3), 1980, pp. 23-24.

⁵³J.H. Polhemus. “Still South Africa’s Hostages: The BLS States in a Changing Southern Africa”, In: P.B. Rich (ed.), *The Dynamics of Change in Southern Africa*. Macmillan: London. 1994, pp. 234-273.

South Africa. He holds rather prophetically that, regardless of what sort of regime eventually replaces the then Nationalist Party government of South Africa, the BLS problems may be there forever. In their 2000 study, "Economic Development Problems of Landlocked Countries", L. Mackellar *et al.*, pose a question whether landlocked countries face special economic development problems. They hold that with the more recent directions in trade theory on economic growth there are reasons why landlocked countries may be at a disadvantage.⁵⁴ Mackellar *et al.*, confirm the hypothesis that landlocked countries experience slower economic growth and they suggest reasons why landlocked countries might be at a disadvantage.⁵⁵

In a 2006 book by A. K. Chowdhury and S. Erdenebileg titled *Geography against Development: A Case for Landlocked Developing Countries*, the authors also attempt to analyse the impact of geographical handicaps on external trade and economic development of landlocked developing countries and identify practical solutions to address them.⁵⁶ The book is divided into four chapters. Chapter one, analyses factors that hamper the effective participation of landlocked developing countries in international trade and development.⁵⁷ Chapter two examines the corridor approach for establishing efficient transit systems and outlines the challenges faced and efforts made in different landlocked sub-regions. Chapter three describes major international conventions that are essential for securing freedom of transit and day-to-day transit operations.⁵⁸ Chapter four outlines international support measures for establishing efficient transit transport systems.⁵⁹

In an article titled "The Challenges Facing Landlocked developing Countries", L.M. Faye *et al.*, argue that in spite of technological improvements in transport, landlocked developing

⁵⁴L. Mackellar. A. Worgotter & J. Worz. *Economic Development problems of landlocked Countries*. Transitions Economics Series No.14. Institution of Advance Studies: Vienna. 2000.

⁵⁵L. Mackellar. A. Worgotter & J. Worz. *Economic Development problems of landlocked Countries*. Transitions Economics Series No.14. Institution of Advance Studies: Vienna. 2000.

⁵⁶A.K. Chowdhury & S. Erdenebileg, *Geography against Development: A Case for developing Countries*. UN-Ohrlls: New York. 2006.

⁵⁷A.K. Chowdhary & S. Erdenebileg, *Geography against Development: A Case for developing Countries*. UN-Ohrlls: New York. 2006

⁵⁸A.K. Chowdhary & S. Erdenebileg, *Geography against Development: A Case for developing Countries*. UN-Ohrlls: New York. 2006.

⁵⁹A.K. Chowdhary & S. Erdenebileg, *Geography against Development: A Case for developing Countries*. UN-Ohrlls: New York. 2006.

countries continue to face structural challenges to accessing world markets.⁶⁰ As a result, landlocked countries often lag behind their maritime neighbours in development and external trade. They also point out, like Reitsma *et al.*, that the relatively poor performance of many landlocked countries can be attributed to the distance from the coast. The article argues that several aspects of dependence on transit neighbours are also important and discusses four such types of dependence: dependence on neighbour's infrastructure; dependence on sound cross-border political relations; dependence on neighbour's peace and stability; and dependence on neighbour's administrative practices.⁶¹ They point out that these factors combine to yield different sets of challenges and priorities in each landlocked country. The article concludes with a brief set of policy recommendations.⁶²

A United Nations-OHRRLLS paper entitled "The Development of Economics of Landlockedness: Understanding the Development Costs of Being Landlocked" published in 2013, also analyses the impact of landlockedness on the development prospects of landlocked developing countries.⁶³ In particular, the study assesses the impact of landlockedness on the overall development performances of landlocked developing countries (LLDCs) on a large number of economic, institutional, and social indicators. It assesses the development of being landlocked using an econometric approach, and based on the findings, proposes recommendations that can provide a more holistic strategy to the development of LLDCs.

In 2015 R.C. Paudel in an article titled "Economic Growth in Developing Countries: Is Landlockedness Destiny?", examines the determinants of economic growth in developing countries within the standard growth regression framework, with special attention being paid to the experience of landlocked developing countries. The results confirm that landlockedness hampers economic growth, but the magnitude of negative impact is sensitive to alternative estimation methods. However, the analysis suggests that the good

⁶⁰L.M Faye, J.W. Mcarthu. J.D. Sachs & T. Snow, "The Challenges Facing Landlocked Developing Countries". *Journal of Human Development* 5(1), 2007, pp.31-68.

⁶¹L.M Faye, J.W. Mcarthu. J.D. Sachs & T. Snow, "The Challenges Facing Landlocked Developing Countries". *Journal of Human Development* 5(1), 2007, pp 31-68.

⁶²L.M Faye, J.W. Mcarthu. J.D. Sachs & T. Snow. "The Challenges Facing Landlocked Developing Countries". *Journal of Human Development* 5(1), 2007, pp 31-68.

⁶³UN-OHRRLLS, 2013. The Development of Economics of Landlocked: Understanding the Development Cost of Being Landlocked. <https://www.ildconference.org>. Accessed: 12 July 2018.

governance, trade openness and coordinating infrastructure development with neighbours explain the significant aspects of the inter-country differences in growth rates among LLDCs. The results also suggest that African landlocked countries are not different from the other LLDCs and indicate that natural resources seem to contribute to the economic growth of LLDCs.⁶⁴

From this literature on landlockedness, it is made clear that the geographical structure of landlocked countries is problematic as it hampers the effective participation of landlocked countries developing in international trade and development. It is interesting to note however that landlocked countries in the global North do not face as many challenges as other landlocked countries in the global South. For example, Austria and Switzerland are landlocked, but are the countries in Europe (global North) which are performing well across most of the travel and tourism competitiveness dimension.⁶⁵

Lesotho and South Africa are the subject of this research and are found in the global South. It is important for this research to consider the literature of Asian landlocked countries as they are also part of the global South and are regarded as developing countries. The first of these is by J. Tie-Fei who in 2002 wrote an article entitled “Reflections on the Development of the Tourist business in Inner Mongolia”. Here he stipulates that Inner Mongolia is one of the provinces in China which is comparatively rich in tourist resources. Yet, compared with the advanced provinces in other regions, has a long way to go in developing its tourist business. The article makes a list of several factors that restrict the development of the tourist business in Inner Mongolia, an area which is essentially landlocked, but this is not mentioned. He argues that in order to find a solution to the problems, a close study of the development of the tourist business in Inner Mongolia must centre upon the present condition of the tourist resources; the situation of the market; the

⁶⁴R.C. Paudel. “Economic Growth in Developing Countries: Is Landlockedness Destiny?” *A Journal of Applied Economics and Policy* 33(4), 2015, p.11.

⁶⁵World economic Forum, 2017. Index results – The Travel and Tourism Competitive Report 2017/2018. <https://www.reports.worldeconomicforum.org/travel-and-competitiveness-report>. Accessed: 04 March 2018.

distribution of the resources; the manufacturing of the tourist product and the planning of tourist items.⁶⁶

In the 2007 article titled “Skills and Labour Markets in Transition: Tourism Skills Inventory of Kyrgyzstan, Mongolia and Uzbekistan”, T. Baum and K. Thompson discuss these three Asian countries, based on two surveys of the accommodation and wider tourism sub-sectors. The paper identifies the key structural features of these tourism labour markets and addresses current and predicted skills shortages with respect to each of them. It finally draws conclusions with respect to the key challenges facing tourism in the three countries, specifically in terms of their labour markets and skills requirements.⁶⁷

In another article entitled “Tourism in Nepal: Shangri-La’s Trouble Times”, which B. Thapa published in 2012 the state of tourism in Nepal is examined.⁶⁸ It also looks at the negative repercussions of the political instability and international conflict that have thwarted the potential for tourism growth. Again, this is a region that is landlocked by China and India.

Focussing on Azerbaijan, another landlocked destination in an article titled “Tourism as the Main Factor of Socio-Economic Development of Regions in Azerbaijan”, R. Mammadov shows the importance of the tourism industry in this country. In the article he describes the current position of tourism in Azerbaijan and the current policies and strategies for tourism.⁶⁹ In an article titled “Investment Opportunities of Tourism Industry in Azerbaijan and its Regions”, R. Karimov and V. Dargahof deal with the investments in the tourism industry of Azerbaijan Republic along with the current situation and dynamics of investing in tourism. They also consider the relevant role of governmental financial assistance.⁷⁰ Investments from various origins, their role, share and profitability are analysed in the study. The role and participation of the government, foreign investors and domestic

⁶⁶J. Ti-Fei. “Reflections on the Development of the Tourists business in Inner Mongolia”. *Journal of Inner Mongolia*, Normal University. 2002.

⁶⁷T. Baum & K. Thompson. “Skills and labour Markets in transition: A Tourism Skills inventory of Kyrgyzstan, Mongolia and Uzbekistan”. *Asian Pacific Journal of Human Resources* 45(2), 2007, p. 235.

⁶⁸B. Thapa. “Tourism in Nepal: Shangri-La’s Trouble Times”. *Centre for Tourism Research and Development*, 2012, pp.1-23.

⁶⁹R. Mammadov. “Tourism as the Main factor of Socio-Economic Development of Regions in Azerbaijan”. PhD Thesis, Qafqaz University, Azerbaijan. 2013.

⁷⁰V. Dargahof & R. Karimov. “Investment Opportunities of Tourism Industry in Azerbaijan and its Regions”. *EuropeanInternational Journal of Science and Technology* 3(7), 2014, pp. 1-8.

entrepreneurs in tourism activities as well as changes and tendencies, observed by this sector in recent years, are assessed in detail.⁷¹

From this Asian literature on tourism, it is clear how important this sector of the economy is for these countries as various endogenous factors that thwart tourism growth get analysed. However, it is interesting to note that the issue of landlockedness of these global South landlocked countries is ignored and not even mentioned by the authors. This phenomenon is also apparent in the literature on global North landlocked countries, like in the case of Austria, a landlocked country in Europe.

In a journal article by A. Muhar *et al.*, titled “Alpine Summer Tourism: The Mountaineers Perspective and Consequences for tourism Strategies in Austria”, the article specifically addresses issues of mountain tourism in the summer season.⁷² In another project “Trends and Needs of Action in Summer Mountain Tourism”, by the Tourism section of the Austrian Federal Ministry of Economy and Labour,⁷³ the current activities and behaviour patterns of the core group of mountain tourists, is identified. This is characterised by the activities of hiking and climbing and further detects significant needs for action and strives to provide basic information for the development of tourist strategies. In his book titled *Electronic Markets in Tourism*, B. Schmid outlines the concept of electronic markets and structure of the tourism industry respectively.⁷⁴ He portrays the status quo of electronic markets in the sector and then discusses the foreseen technological development, as well as possible architecture of future tourism.

Tourism literature of Austria, like the Asian counterpart, does not touch nor make mention of the geographical status as problematic or obstructive as far as tourism is concerned. In

⁷¹V. Dargahof & R. Karimov. “Investment Opportunities of Tourism Industry in Azerbaijan and its Regions”. *European International Journal of Science and Technology* 3(7), 2014, pp. 1-8.

⁷²A. Muhar, T. Scauppenlehne, C. Brandenburg & A. Arnberger. “Alpine Summer Tourism: The Mountaineers’ Perspective and Consequences for Tourism Strategies in Austria”. *Snow Landsc. Res* 81 (1/2), 2007, pp 7-17.

⁷³Austrian Federal Ministry of Economy and labour, n.d., Trends and Needs of Action in Summer Mountain tourism. <https://www.austria.org.economy>. Accessed: 12 March 2019.

⁷⁴B. Schmid. “Electronic Markets in Tourism”. Institute for Information Management: University of St. Gallen. 1994.

fact, Austria as a small land locked country in the global North is considered a “giant” with respect to tourism and ranked number seven in the world by the World Economic Forum.⁷⁵

2.2 SADC

It is important to look at the tourism literature of the Southern African Development Community (SADC) region, a region in which both Lesotho and South Africa are located and are member states. SADC’s objective is to achieve economic development, peace and security and growth, alleviate poverty, enhance the standard of living of the people of Southern Africa and support the socially disadvantaged through regional integration.⁷⁶ In the context of this study, it is important to note that SADC comprises sixteen-member states in the southern region of the African continent. These 16 SADC member states are: Angola; Botswana; Comoros; Democratic of Republic of Congo; Eswatini; Lesotho; Madagascar; Malawi; Mauritius; Mozambique; Namibia; Seychelles; South Africa; Tanzania; Zambia and Zimbabwe.⁷⁷ Of these, six countries in Southern Africa are landlocked. These are Botswana; Malawi; Zambia; Lesotho; Swaziland and Zimbabwe.⁷⁸

SADC has a body known as RETOSA, it stands for Regional Tourism Organisation of Southern Africa.⁷⁹ It is responsible for the development of tourism and regional destination marketing across the 16 Southern African countries which are SADC member states.⁸⁰ On the subject of RETOSA, S. Nyaruwata wrote a chapter in 2000 titled “RETOSA and Tourism Development Cooperation in Southern Africa”, which examines the importance that the member states attach to regional cooperation as a means of achieving sustainable tourism development in Southern Africa.⁸¹ He offers some perspectives on the future direction of RETOSA within the current (2000) political context. He believes that despite the short

⁷⁵World economic Forum 2017. Index results – The Travel and Tourism Competitive Report 2017/2018. <https://www.reports.worldeconomicforum.org/travel-and-competitiveness-report>. Accessed: 04 March 2018.

⁷⁶SADC Towards a Common Future, n.d., SADC Objectives. [https:// www.sadc.in.sadc-objective.org](https://www.sadc.in.sadc-objective.org). Accessed: 02 September 2018.

⁷⁷ SADC Towards a Common Future, n.d., SADC Member States. <https://www.sadc.int/member-states>. Accessed: 03 May 2019.

⁷⁸SADC Towards a Common Future, n.d., Countries in the SADC region that are landlocked. <https://www.google.com>. Accessed: 03 May 2019.

⁷⁹ Retosa Corporate, n.d., RETOSA Acronym. <https://www.google.com>. Accessed: 03 May 2019.

⁸⁰ Retosa Corporate, n.d., RETOSA Acronym. <https://www.google.com>. Accessed: 03 May 2019.

⁸¹S. Nyaruwata. “Retosa and Tourism Development Corporation in Southern Africa”. In: P. U.C. Dieke, (eds.), *The Political Economy of Tourism Development in Africa*. USA, 2000.

period it has been in existence, RETOSA has demonstrated the usefulness of pooling resources together and generating markets as a single holiday destination. For example, joint promotional activities were already undertaken with principals in the region's primary markets. He believes that given the commitment that the member states have shown toward the organisation and the growing involvement of the private sector in RETOSA, it has a future. This, he argues, has driven promotional activities and he concludes that organization has the potential of growing into a sound and viable promotional tourism organ of Southern Africa.⁸²

In an article titled "Competitiveness of Southern Africa Development Community as a Tourist Destination", H. Manwa's study reviews a selection of literature on SADC.⁸³ She indicates that there are a number of factors that militate against successful marketing of SADC as a unique tourist destination. She shows that there are multiple stakeholders with competing interests. She makes the point that countries in the SADC regions are at different stages of the destination life cycle. She also indicates that there is stiff competition among SADC countries for international tourists. She argues that other problems include the lack of resources; South Africa's domination of the tourism industry in the region; the lack of uniform standards, as well as the lack of uniformity in grading and classification of tourism facilities in the region. She is also of the opinion that the responsibility of marketing and developing regional tourism is highly ineffective and maintains that there are also exogenous factors that make the region uncompetitive.⁸⁴

In 2002 R.G. Cleverdon in a journal article entitled "Tourism Development in the SADC Region: The Opportunities and Challenges", presents an assessment of recent tourism performance in the countries of the Southern African Development Community region, as well as an evaluation of future prospects.⁸⁵ The article examines growth rates and source markets in developing a profile of current tourism to the region. It further assesses the

⁸²Nyaruwata, S. 2000. "Retosa and Tourism Development Corporation in Southern Africa". In: P.U.C. Dieke, (ed.), *The Political Economy of Tourism Development in Africa*, USA.

⁸³H. Manwa. "Competitiveness of Southern Africa Development Community as a Tourist Destination". *Department of Tourism and Hospitality, University of Botswana*, Gaborone, 2011.

⁸⁴H. Manwa. "Competitiveness of Southern Africa Development Community as a Tourist Destination". *Department of Tourism and Hospitality, University of Botswana*, Gaborone, 2011.

⁸⁵R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Journal Development Southern Africa* 19(1), 2002, pp.7-28.

current probable, future impact of a range of issues and problems, which are serving to either help or hinder tourism development.⁸⁶ He recommends necessary actions for facilitating the accelerated development of tourism. He also evaluates future growth prospects for the region by relating these various strands of analysis to the assessment made in the World Tourism Organisation's Tourism 2020 vision study.⁸⁷

In J. S. Crush and B.P. Wellings's article, "The Southern African Pleasure Periphery, 1966-83", direct attention is given to the periodisation of the spatial and temporal dimensions of tourist movement to Lesotho and Swaziland.⁸⁸ They examine the particular characteristics which emerged during the 1970s because of governmental commitment to foreign capital and the opportunities offered to white South Africans and tourism capital by the post-colonial social environment in Lesotho and Swaziland.⁸⁹ Finally, they seek reasons for the current decline of the industry in these two countries in the context of recent developments in the Southern Africa region generally. This study treats Lesotho and Swaziland as one, so common have been their roles in the pleasure periphery, although at certain points opportunity is afforded for comparison and contrast.⁹⁰

In a 1995 article entitled "Development of Tourism in Swaziland", D. Harrison analyses the development of tourism in this country with specific reference to Butler's concept of a tourism destination area life cycle.⁹¹ The article asserts that tourism evolved in five stages in Swaziland, namely: exploration; inactivity; transition; truncated development; decline and attempted rejuvenation. Its divergence from Butler's ideal type model or lifecycle is analysed in some detail and the reasons are attributed primarily to external factors beyond Swazi control. Initial tourism developments occurred, while Harrison states that expansion was conditioned by the country's position as a periphery of the Republic of South Africa.⁹²

⁸⁶R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Journal Development Southern Africa* 19(1), 2002, pp.7-28.

⁸⁷ R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Journal Development Southern Africa* 19(1), 2002, pp.7-28.

⁸⁸J.S. Crush & B.P. Wellings. "The Southern African Pleasure Periphery, 1966-83". *Journal of Modern African Studies* 21 (4), 1983, pp. 673-698.

⁸⁹J.S. Crush & B.P. Wellings. "The Southern African Pleasure Periphery, 1966-83". *Journal of Modern African Studies* 21 (4), 1983, pp. 673-698.

⁹⁰J.S. Crush & B.P. Wellings. "The Southern African Pleasure Periphery, 1966-83". *Journal of Modern African Studies* 21 (4), 1983, pp. 673-698.

⁹¹D. Harrison. "Development of Tourism in Swaziland". *Annals of Tourism Research* 22(1), 1995, pp.135-156.

⁹²D. Harrison. "Development of Tourism in Swaziland". *Annals of Tourism Research* 22(1), 1995, pp.135-156.

In a 1973 chapter entitled “Can Lesotho reduce its economic dependency on South Africa?” A. Strom provides measures on how this can be done.⁹³ Strom points out that Lesotho is in a serious situation, not only because it is landlocked, but also because it has been obliged to be economically integrated with the Republic of South Africa. He points out further that Lesotho and Swaziland, being economically underdeveloped states, are exposed to the usual disadvantages of an unequal relationship with a wealthy and powerful partner.⁹⁴

In an article titled “Tourism Dependency in South Africa: The prospects and Planning of Tourism in Lesotho”, P.A. Wellings also examines the development and character of tourism in Lesotho. He then makes an analysis of current trends within the industry in terms of the spatial and temporal movements of tourists over the last decade.⁹⁵ The article also studies the nature of the movements in the region which generally precede and invariably determine the volume of subsequent movements of tourists. The study further directs its attention towards the industry-specific implications of South African domination for the tourist industry in the peripheral states. He discusses Lesotho’s development planning for tourism and examines the prospects for the future of the industry.

In a study entitled “Conditions of Non-Development: The case of Lesotho”, S. Wallmann demonstrates that the economic facts of village life in Lesotho are perpetuated by their effect on the individual villager.⁹⁶ It analyses the theory of “aspiration effect”, the concept of “frustration gap” and adds a dimension to the cognitive map of migrant ideology. Wallmann indicates that a combination of social and economic factors, including the proximity of South Africa to Lesotho, creates a syndrome of non-development that may usefully be visualised as a vicious circle in three parts. These are described as poverty, migration and ideology.⁹⁷

⁹³A. Strom. “Can Lesotho reduce its Economic dependency on South Africa?”, in: Z. Cervenka (ed.), *Landlocked Countries of Africa*. The Scandinavian Institute of African Studies, 1973.

⁹⁴A. Strom. “Can Lesotho reduce its Economic dependency on South Africa?”, In: Z. Cervenka (ed.), *Landlocked Countries of Africa*. The Scandinavian Institute of African Studies, 1973.

⁹⁵B.P Wellings. “Tourism and Dependency in Southern Africa: The prospects and planning of Tourism in Lesotho”. *Applied Geography* 3(3), 1983, pp. 205-223.

⁹⁶S. Wallman. “Conditions of Non-Development: The Case of Lesotho”. *The Journal of Development Studies* 8(2), 1972, pp.251-261.

⁹⁷S. Wallman. “Conditions of Non-Development: The Case of Lesotho”. *The Journal of Development Studies* 8(2), 1972, pp.251-261.

In a chapter published in 2015 and entitled “Lesotho, a Tourism Destination: An Analysis of Lesotho’s Current Tourism Product and Potential for growth”, Yiu *et al.*, map and analyse the available tourism assets and products in the Kingdom of Lesotho.⁹⁸ The analysis includes an assessment on how to better improve the performance and sustainability of the tourism industry in Lesotho including greater utilization of existing tourism infrastructure and further development of Lesotho’s tourism products. The chapter also addresses further the strategic issue of tourism development and how Lesotho can increase the number of its tourists.⁹⁹

Evidently, the tourism industry is very competitive even within the SADC region. Despite Lesotho being a member of RETOSA, currently the state of the country’s tourism is still not on par at least with its neighbouring country, as far as this highly competitive if not cut-throat business is concerned. South Africa has power over tourism movement to Lesotho and this result in less growth in the industry due to Lesotho’s dependency on South Africa. This is also observed in the case of Swaziland which shares a similar dilemma as Lesotho.

2.3 Destination Competitiveness: Image and Promotion

Destination competitiveness is linked to the ability of a destination to deliver goods and services that perform better than other destinations. It is usually related to those aspects of the tourism experience considered to be important by tourists. Lesotho’s image as a destination in the tourism industry and how it is being promoted is regarded as being of utmost importance. This section considers literature on the aspect of destination competitiveness.

In an article entitled: “Towards a Model to Enhance Destination Competitiveness: A Southern African Perspective”, E. Heath focuses on the potential role of tourism and identifies Southern Africa’s key challenge as poverty alleviation. Based on the outcomes of the strategic planning processes facilitated in the South African destinations, Heath

⁹⁸L. Yiu. R. Saner & M.R. Lee. “Lesotho, a Tourist destination: An Analysis of Lesotho’s Current Tourism Products and Potential for Growth”, In: A.A. Camillo, (ed.), *Handbook of Research on Global Hospitality and Tourism Management*. 2015, pp. 312-333.

⁹⁹L. Yiu. R. Saner & M.R. Lee. “Lesotho, a Tourist destination: An Analysis of Lesotho’s Current Tourism Products and Potential for Growth”, In: A. A. Camillo (ed.), *Handbook of Research on Global Hospitality and Tourism Management*. 2015, pp. 312-333.

proposes a sustainable destination competitiveness model to be used as a frame of reference to enhance Southern African competitiveness.¹⁰⁰ He makes an analysis leading to an international tourism destination development and marketing strategy. He further identifies “best practice” trends and destination competitiveness success indicators. In addition, he evaluates key destination competitiveness models, including recent models developed by Crouch and Ritchie (2000) and Dwyer (2001) and where appropriate, elements of these were included in the proposed competitive model that he devised.¹⁰¹ Heath argues that refinement of this model, along with an associated set of indicators, could enable identification of the relative strengths and weaknesses of different destinations. Hence, he argues that this could be used by governments and the industry at large to increase tourism numbers, expenditure and have positive, social, economic and environmental impacts in Southern Africa.¹⁰²

In a more recent research article titled “Promoting Tourism Destination Image”, R. Govers *et al.*, examine the role of tourism promotion as a component of destination image formation.¹⁰³ It reports the findings of a study in which 1,100 respondents from around the globe described their pre-visit perceived image of seven sampled destinations, as well as the information sources they used. The findings suggest that tourism promotion does not have a major impact upon the perception of travellers, but rather other sources of information have a much greater bearing on the formation of a destination image. Consequently, they argue that tourism authorities need to understand that successful tourism promotion is dependent on a broad range of external influences. They argue that if a tourism product and the way it is communicated are not in line with the destination’s identity, it can create a tourism development strategy gap. Govers *et al.*, further hold that

¹⁰⁰E. Heath. “Towards a model to enhance Destination competitiveness: A Southern African perspective”. *Department of tourism Management*, University of Pretoria. 2003.

¹⁰¹E. Heath. “Towards a model to enhance Destination competitiveness: A Southern African perspective”. *Department of Tourism Management*, University of Pretoria. 2003.

¹⁰²E. Heath. “Towards a model to enhance Destination competitiveness: A Southern African Perspective”. *Department of Tourism Management*, University of Pretoria. 2003.

¹⁰³R. Govers, M. Frank. & k. Kumar. “Promoting Tourism Destination”. *Journal of Travel Research* 46(1), 2007, pp.15-23.

the impact of marketing communication decisions on measurable aspects such as revenue, market share and costs must carefully be considered.¹⁰⁴

The evolutionary nature of tourism destination image studies, from both theoretical and operational perspectives, is the focus of A.D.A. Tasci's *et al.*, article. In a study titled "Conceptualization and Operationalization of Destination Image", the authors in this study look at the evolutionary nature of tourism destination image studies from both a theoretical and operational perspective.¹⁰⁵ They further make necessary adjustments in the methodological rigor and the focus of inquiry for destination image research offered by using Echtner and Ritchie's review as a guide. Tasci *et al.*, also address several other important issues identified in the destination image literature.¹⁰⁶

In an article titled "Marketing Implications of the Destination Image of Mongolia", D. Mwaura *et al.*,¹⁰⁷ the destination image of Mongolia held by actual and potential tourists is explored. This includes how such images are formed and its implications in destination marketing.

This focus is of relevance, as brief survey on destination image held by actual tourists concerning Lesotho will be assessed. Moreover, how these images are formed and their implication in destination marketing is of relevance.

2.4 Cross Border Cooperation and Tourism

The only way to reach Lesotho by land is via South Africa. To be specific, there are a total of eleven border posts into Lesotho from South Africa. Therefore, since this study is about two countries sharing borders, issues on border relations are important to enable the success of the tourism industry of the concerned countries, as accessibility is of paramount importance.

¹⁰⁴Govers, M. Frank. & k. Kumar. "Promoting Tourism Destination". *Journal of Travel Research* 46(1), 2007, pp.15-23.

¹⁰⁵A.D.A. Tasci, W.C. Gartner & S.T. Cavusgil. "Conceptualization and Operationalization of Destination Image". *Journal of Hospitality and Tourism Research* 31(2), 2007, p. 194.

¹⁰⁶A.D.A. Tasci, W.C. Gartner & S.T. Cavusgil. "Conceptualization and Operationalization of Destination Image". *Journal of Hospitality and Tourism Research* 31(2), 2007, p. 194.

¹⁰⁷D. Mwaura, D. Acquaye & S. Jargal. "Marketing Implications of the Destination Image of Mongolia". *Worldwide Hospitality and Tourism Themes* 5(1), 2013, pp. 80-91.

D.J. Timothy in “Small and Isolated: The Politics of Tourism in International Enclaves”, discusses the nature of tourism in international exclaves (enclaves).¹⁰⁸ It examines the unique conditions associated with tourism development in enclaves, including problems created by small size and relatively isolated political locations. He argues that the small physical size of a destination country limits the potential number of tourism resources and the spatial expansion of the tourism infrastructure. Timothy argues further that enclaves are not sovereign, and therefore are not able to make independent tourism policy decisions. He maintains that conflicts can sometimes occur between the enclave and the host state over issues such as which one will provide roads and other basic services and restrictions on movement between the two. He concludes by stipulating that despite these problems many enclaves in Western Europe and North America enjoy a successful economy based largely on tourism.¹⁰⁹

W. Leimgruber in a journal article titled “Defying Boundaries: Transborder: Tourism in a Regional Context”, examines the specific case of Switzerland, a landlocked country with a long tradition of regional transborder collaboration.¹¹⁰ He makes a general introduction and then presents four examples to demonstrate the rich variety of local transborder attractions that are complementary to each other and thus help to create a system of regional tourism.¹¹¹

M.G. Moeletsi’s Master’s research thesis investigated the prospects of grassroots diplomacy as an option of dealing with border conflicts with specific reference to the case of Lesotho/South Africa border relations.¹¹² From 1985, the Lesotho and South African governments’ institutionalised the resolution of border conflicts at grassroots level through the establishment of the District Liaison Committees (DLC). Hence, the DLC consists of representatives of border communities in Lesotho and South Africa. Moeletsi’s thesis

¹⁰⁸D.J. Timothy. “Small and Isolated: The politics of Tourism in International Enclaves”. *ActaTuristica* 8(2), 1996, pp. 100-116

¹⁰⁹D.J. Timothy. “Small and Isolated: The politics of Tourism in International Enclaves”. *ActaTuristica* 8(2), 1996, pp. 100-116.

¹¹⁰W. Leimgruber. “Defying Political Boundaries: Transborder Tourism in a Regional Context”. *Visions in Leisure and Business* 17 (3), 1998, pp. 1-23.

¹¹¹W. Leimgruber. “Defying Political Boundaries: Transborder Tourism in a Regional Context”. *Visions in Leisure and Business* 17 (3), 1998, pp. 1-23.

¹¹²M.G. Moeletsi. “Grassroots Diplomacy between Lesotho and South Africa: The District liaison Committees”. Master’s Dissertation, Rhodes University. 2000.

critically evaluated the role the DLCs played in border relations between Lesotho and South Africa.

In another chapter by Timothy, "Borders and Tourism" he examines several relationships between tourism and political boundaries; the cause and effects; as well as the symbiotic relationship that exists. He examines a conceptual framework which has its foundations in the border research literature: borders as a barrier; borders as destinations; and borders as modifiers of landscapes. Timothy aims to bring together the scattered concepts and theories that help explain the relationships between borders and tourism into a single volume that will contribute to a better understanding of the subject in the mainstream tourism literature. This chapter in particular discusses the political boundaries and the development of international tourism. It also lays the groundwork for the rest of the book by examining the relationship between tourism and borders.¹¹³

In a 2012 journal article titled "Would a Single Regional Visa Encourage Tourist Arrivals in Southern Africa?", E.A. Kruger investigates the potential impact of the so called Univisa, a single visa for SADC region proposed by SADC and RETOSA.¹¹⁴ The article also examines the possible effect of visa requirements on a destination's accessibility and visitor numbers. Surveys conducted revealed that inbound and outbound tour operators were relatively positive about the benefits the proposed Univisa would bring but were concerned about other factors hindering tourism development in the region. The study revealed the problems a regional visa might resolve; but it was also concluded that it cannot be seen as an answer to the slow development of tourism in this region.¹¹⁵

In a chapter entitled "Cross- Border Cooperation and Tourism in Europe", Timothy and J. Saarinen examine the notion of supranational and cross-border cooperation in the context of tourism.¹¹⁶ This chapter approaches cross-border initiatives in the European Union and

¹¹³D.J. Timothy. "Borders and Tourism", In: D.J. Timothy (ed.), *Tourism and Political Boundaries*. 2001, pp. 1-10.

¹¹⁴E.A. Kruger. "Would a Single regional Visa Encourage Tourist Arrivals in Southern Africa". *Development Southern Africa* 29(3), 2012, pp. 239-245.

¹¹⁵E.A. Kruger. "Would a Single regional Visa Encourage Tourist Arrivals in Southern Africa?". *Development Southern Africa* 29(3), 2012, pp. 488-505.

¹¹⁶D.J. Timothy & J. Saarienen. "Cross –Border Corporation and Tourism in Europe", In: C. Costa, E. Panike, & D. Buhalis (eds.), *Trends in European Tourism Planning & Organisation*. Channel View Publications: United Kingdom, 2013, pp. 64-74.

considers structural funds and programmes that promote tourism growth and development. It also emphasises the importance of scale in how cross-border collaborative efforts play out in tourism.¹¹⁷

A. Stoffelen *et al.*, in a 2015 paper titled “Tourism Governance and Regional Development in the German-Czech Borderlands: An Interdisciplinary Perspective”, aim to identify complexities in cross-border governance processes by combining a tourism focus with insights from regional and political sciences.¹¹⁸ The paper uses the German-Czech borderlands as a case study and establishes that tourism is recognised by most respondents as one of the easier topics for establishing local cross-border projects. Moreover, comparison of the German-Czech border with the Inner-German Bavarian-Saxonian border shows that cross-border tourism cooperation is not automatically easier when the “vertical institutional mismatch is less pronounced”. They identify a layer of more “hidden” complexities related to planning structures, inward stakeholder orientation and lower persistence to cooperate. They argue that an interdisciplinary cross-border perspective on tourism shows that tourism is not such a “conflict free” sector after all. They maintain that several layers of complexities need to be overcome before tourism can be a successful regional development tool in border areas.¹¹⁹

In yet another chapter written by Timothy in 2016 entitled “Relationship between Tourism and International Boundaries”, holds that tourism is one of the most globalised of all industries and has many unique characteristics.¹²⁰ He argues that when the two, border and tourism, run together, several interesting and unique relationships become evident. These include boundaries as tourist attractions; borders as barriers to travel and the growth of tourism; boundaries as lines of transit; and the growth of supranational

¹¹⁷D.J. Timothy & J. Saarienen. “Cross –Border Corporation and Tourism in Europe”, In: C. Costa, E. Panyike, & D. Buhalis (eds.), *Trends in European Tourism Planning & Organisation*. Channel View Publications: United Kingdom, 2013, pp. 64-74.

¹¹⁸A. Stofflen, D. Ioannides & D. Vannest. “Tourism Governance and Regional Development in the German-Czech Borderlands: An Interdisciplinary Perspective”. *Ponencianpresentada en American Association of Geographers Annual Meeting*, Chicago: 21|25 de abril 2015.

¹¹⁹A. Stofflen, D. Ioannides & D. Vannest. “Tourism Governance and Regional Development in the German-Czech Borderlands: An Interdisciplinary Perspective”. *Ponencianpresentada en American Association of Geographers Annual Meeting*, Chicago: 21|25 de abril. 2015.

¹²⁰D.J. Timothy. “Relationship between Tourism and International Boundaries”, In: H. Wchowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies, and International Research*. International University of Applies Sciences Bad Honnef: Germany. 2016.

boundaries and tourism. Therefore, this chapter describes and examines some of these relationships between international boundaries and tourism. Since he has written extensively in the past about many of these issues, this chapter further re-evaluates processes based on his previous work, more recent observations and empirical material.

In another article by Stoffelen *et al.*, titled “Obstacle to Achieving Cross-Border Tourism Governance: A Multi-Scalar Approach Focusing on the German-Czech Borderlands”, identify distinctive obstacles facing the establishment of tourism destination governance in both transnational and within-country borderlands.¹²¹ Their analysis of the German-Czech borderlands, a region also incorporating “within-country borders” between three German federal states, indicates the multi-scalar and political contestations of cross-border tourism collaboration. They indicate that local tourism projects are generally successful, both on a transnational German-Czech level, and between the German states of Bavaria, Saxony and Thuringia. Nonetheless, structural cross-border destination management does not exist because of transnational multi-scalar institutional alignment problems and internal tourism specific destination level power contestations.¹²² They hold that understanding destination management processes in borderland requires: first, explicit multi scalar analysis; second, recognition of both transnational and within-country contexts; and lastly, more cross pollination between tourism planning and gross government research.¹²³

Although Timothy, who is the most renowned author on tourism and boundaries, and others maintain that many enclaves in Western Europe and North America enjoy a successful economy based largely on tourism, this is not the case for Lesotho as an enclave nor most if not all any other landlocked developing countries situated in the global South. Lesotho is a sovereign country, but it still finds itself in the dilemma of being hugely affected by some of the South African rules and regulations that govern borders that are shared

¹²¹A. Stoffelen, D. Loannides & D. Vanneste. “Obstacles to Achieving Cross Border Tourism Governance: A Multi Scalar Approach Focussing on the German-Czech Borderlands”. *Annals of Tourism Research* 64, 2017, pp. 126-138.

¹²²A. Stoffelen, D. Loannides & D. Vanneste. “Obstacles to Achieving Cross border Tourism Governance: A Multi Scalar Approach Focussing on the German-Czech Borderlands”. *Annals of Tourism Research* 64, 2017, pp. 126-138.

¹²³A. Stoffelen, D. Loannides & D. Vanneste. “Obstacles to Achieving Cross Border Tourism Governance: A Multi Scalar Approach Focussing on the German-Czech Borderlands”. *Annals of Tourism Research* 64, 2017, pp. 126-138.

between the two countries. The relationship between Lesotho and South Africa's boundaries pertaining to tourism issues is therefore worth being examined.

Chapter Three: Lesotho – Past and Present

As the southern-most landlocked country in the world, completely surrounded by South Africa from all sides, Lesotho naturally draws interest about its formation. Hence, this chapter discusses the Kingdom of Lesotho as a place; it considers its geography along with the country's history. The chapter further looks into Lesotho's South Africa interaction generally, politically and economically from the pre-colonial period to the colonial and apartheid period to the post-apartheid era.

3.1. Lesotho: Place

The Kingdom of Lesotho, also known as Lesotho, is a democratic, sovereign and independent country located in Southern Africa. The term "Lesotho" means "the land of Basotho".¹²⁴ According to J.E. Bardill and J. H. Cobbe, the common root "Sotho" is found in the name of the country, "Lesotho", the language, "Sesotho" and the word for a person, a "Mosotho", and the people, "Basotho."¹²⁵ J.H. Cobbe holds that the country is ethnically and linguistically very homogeneous.¹²⁶ Sesotho and English are the official languages.

The geography of Lesotho has an interesting location. The nation state is an enclave: it stands like an island, completely surrounded by South Africa (see Appendix A). It is bordered by three of the latter's provinces, namely, Kwazulu-Natal, Free State and Eastern Cape. In the words of Austin Coates, Lesotho "shares with the Republic of San Marino the distinction of being one of only three countries in the world to be entirely enveloped by another country, to have no access to the exterior except through that country, and thus by that country's grace and favour".¹²⁷ The Kingdom of Lesotho, Vatican City and the Republic of San Marino are the only independent countries in the world that are encircled by another country.¹²⁸

¹²⁴J. Machobane. "King's Knights: Military Governance in Lesotho 1986 -1993", Roma: Institute of Southern African Studies, 2001, p.70.

¹²⁵ J.E. Baardill & J.H. Cobbe. "Lesotho: Dilemmas of Dependence in Southern Africa". Westview Press: Colorado, 1985, p.2.

¹²⁶J.H. Cobbe. "Economic Aspects of Lesotho's Relations with South Africa". *The Journal of Modern African Studies* 26(1), 1988, pp.71-89.

¹²⁷S. Poulter. "The Common Law in Lesotho". *Journal of African Law*. XIII (3), 1969, p.127.

¹²⁸Lesotho Department of Foreign Affairs. n.d., Lesotho's profile. <https://www/dfat.gov.au/geo/lesotho/Pages/lesotho.aspx>. Accessed: 12 February 2018.

This country has a total land area of 30 355 square kilometres and a population of about 2, 2 million.¹²⁹ In comparison to South Africa (the country that completely surrounds Lesotho), according to L. le Roux, South Africa has a total area of about 1 220 000 square kilometres (about 40 times that of Lesotho) and a population of 58 million (about 27 times that of Lesotho).¹³⁰ He also stipulates that South Africa has per capita Gross Domestic Product (GDP) of \$1,160. While R.F. Weisfelder notes that Lesotho's GDP per capita is barely half that of South Africa's poorest province and that Lesotho has the weakest economy within South Africa's borders.¹³¹ These factors taken together prove that indeed Lesotho is a small state relative to its neighbour.

Lesotho is predominantly mountainous and has deep valleys. According to Team-Mzansi, more than 75% of the country is mountainous, with only 25% considered lowlands.¹³² The most popular geographic fact about Lesotho, apart from its status as an enclave, is that it is the only independent state in the world that lies entirely above 1,000 metres in elevation,¹³³ as it is mostly highlands. Due to its elevation, the country's climate is cooler than most other regions at the same latitude. As such, the country's climate zone is classified as continental.¹³⁴ According to climatologist Wladimir Koppen, this climate is "typified by large seasonal temperature differences, with warm to hot (and often humid) summers and cold (sometimes severely cold) winters".¹³⁵

Lesotho is divided into three geographic regions, namely, the lowlands; the highlands and the foothills that form a divide between the lowlands and the highlands. The lowest elevation in the country is at 1 400 metres which becomes the lowest highest point of any

¹²⁹CIA- The World Fact book, n.d., Lesotho. www.cia.gov/library/publications/the-world-fact-book. Accessed: 15 April 2019

¹³⁰L. Le Roux, "The Post- Apartheid South African Military: Transforming with the Nation", In: L. Le Roux. (ed.), *Evolution and Revolutions: A Contemporary History of Militaries in Southern Africa*, Pretoria: Institute of Security Studies.

¹³¹R.F. Weisfelder, "Why Lesotho Needs a Distinctive Diplomatic Strategy but hasn't Found an Appropriate Format", *Africa Insight* 27(1), p.32.

¹³²Mzanzitravel, n.d., LESOTHO – The Friendly Mountain Kingdom. <http://mzanzitravel.co.za/lesotho-the-friendly-mountain-kingdom>. Accessed:12 July 2019.

¹³³CIA – The World Fact book, n.d., Lesotho. www.cia.gov/library/publications/the-world-fact-book. Accessed: 15 April 2019

¹³⁴A. Murphy, *Southern Africa*. Lonely Planet: South Africa. 2007.

¹³⁵M. Belda, E. Holtanova, T. Halenka & J. Kalvova. "Climate Classification Revisited: from Koppen to Trewartha". *Climate Research* 59(1-3), 2014, pp. 1-13.

country.¹³⁶ The country is divided into ten districts with the capital Maseru located in the East side near the border of South Africa. As mentioned, there are eleven border posts into Lesotho from South Africa.

Though the economy of Lesotho is based on subsistence farming, animal husbandry, mining and manufacturing products mainly for the South African market,¹³⁷ the Commonwealth maintains that the economy of this landlocked and mountainous country is inseparably linked with that of its much bigger and more developed neighbour, South Africa.¹³⁸ Therefore, K. A. Acheampong indicates that Lesotho depends heavily on inflows of migrant worker's remittance and receipts from Southern African Customs Union (SACU). He also holds that income is generated by the supply of water to South Africa from the gigantic Lesotho Highlands Water Project.¹³⁹ Also, Lesotho's formal sector employment consists of mainly the female workers in the apparel sector, the male migrant labour, primarily miners in South Africa and employment in the Government of Lesotho (GoL).¹⁴⁰

According to S. Gray, in the Southern African region Lesotho is one of the most poverty-stricken countries and argues also that because of its intractable geographic position, it is one of the most isolated.¹⁴¹ Lesotho is thus an extreme example of a landlocked state as it depends on the Republic of South Africa for most of its economic affairs and its foreign policy is often aligned with that of Pretoria.¹⁴²

¹³⁶Country Profile, n.d., Kingdom of Lesotho – South Africa –nation. <https://www.nationsonline.org>>one world. Accessed: 12 April 2019.

¹³⁷Government of Lesotho n.d., Lesotho's Economy. <https://gov.ls/lesotho-economy>. Accessed: 09 May 2019.

¹³⁸The Commonwealth, n.d., Lesotho: Economy. <https://www.thecommonwealth.org/our-member-countries/lesotho/economy>.>Accessed: 09 May 2019.

¹³⁹K. A. Acheampong. 2004. Lesotho. <https://www.doi.org/10.1163/221160604x01313>. Accessed: 03 May 2019.

¹⁴⁰The Commonwealth, n.d., Lesotho: Economy. <https://www.thecommonwealth.org/our-member-countries/lesotho/economy>. Accessed: 09 May 2019.

¹⁴¹S. Gray. "Literature in Lesotho". *World Literature Today* 72(1), 1998, pp. 49-54.

¹⁴²L.L. Schenoni. 2016. "Subsystem Unipolarities? Power Distribution and State Behaviour in South America and Southern Africa". *Strategic Analysis* 41(1), pp.74-86.

3.2 Lesotho: Past

According to K. Pheko, Lesotho has existed as a country for nearly a hundred years and has recently celebrated 53 years of independence. He argues that Lesotho has survived against all odds to become a modern developmental state.¹⁴³

K. Shillington states that modern Lesotho emerged in the 1800s under the King Moshoeshoe I of the Mokoteli.¹⁴⁴ According to him, King Moshoeshoe I was the son of Mokhachane, a minor chief of the Bakoteli lineage and formed his own clan and became a chief around 1804. King Moshoeshoe I gathered various tribes who were scattered across Southern Africa and was able to unite the different groups reeling from the despotic reign of the Zulu. This was during the *Lifaqane*.¹⁴⁵ This was the period that led to the creation of formidable kingdoms ... “the Basotho under Moshoeshoe; the Zulu under Shaka and his successors; Mzilikazi’s Ndebele; the Swazi under Mswati and Sobhuza and the Pedi under Sekwati.¹⁴⁶ Shillington holds that these kingdoms permanently altered the face of Southern Africa”.¹⁴⁷ The scattered displaced people during the wars joined successful military leaders leading to the above mentioned kingdoms. M.T. Pitso points out that these wars became instrumental in the formation of what today is known as the Basotho of Lesotho. So present day Lesotho is as a result of mid-nineteenth century unification of several groups of the Bantu ethnicity under the lead of King Moshoeshoe I of the Basotho group.¹⁴⁸ Hence why King Moshoeshoe I is said to have laid the foundation for modern day Lesotho and is hailed as the founder of the nation.¹⁴⁹

According to J. Bainbridge *et al.*, around 1833, King Moshoeshoe I allowed French missionaries into his kingdom and so brought the Basotho in contact with Christianity. They maintain that these early missionaries included the likes of Thomas Arbousset, Constant

¹⁴³K. Pheko. “The Birth and Existence of Lesotho: A Diplomatic Lesson”. Master’s Dissertation, University of Malta. 2017.

¹⁴⁴K. Shillington. “Encyclopaedia of African History”. Massachusetts: CRC Press. 2005, p. 356.

¹⁴⁵This narrative is contested.

¹⁴⁶M.T. Pitso. “Stories of Origin of the Sotho People of Qwaqwa: The Construction and Maintenance of Society Through Narratives”. Master’s Dissertation, University of Tromso, Norway, 2009, p.11.

¹⁴⁷M.T. Pitso. “Stories of Origin of the Sotho People of Qwaqwa: The Construction and Maintenance of Society Through Narratives”. Master’s Dissertation, University of Tromso, Norway, 2009, p.11.

¹⁴⁸M.T. Pitso. “Stories of Origin of the Sotho People of Qwaqwa: The Construction and Maintenance of Society Through Narratives”. Master’s Dissertation, University of Tromso, Norway, 2009, p.11.

¹⁴⁹H. Ashton. “The Basotho: A Societal Study of Traditional and Modern Lesotho”. London: Oxford University Press. 1952.

Gosselin and Eugene Casalis and were permitted to go about their business in “Basutoland”, in exchange for their undertaking to be his subjects and to advise him, when called upon to do so, in respect of the matters affecting the nation.¹⁵⁰ Later the Roman Catholic missionaries arrived and also played a vital role in shaping the history of Basotho nation.¹⁵¹

From 1836, on the Western borders of “Basutoland”, Boer farmers¹⁵² who were from the Cape Colony began to arrive in “Basutoland”. They had no intention of becoming Moshoeshoe’s subjects or accepting his sovereignty and a series of conflicts erupted between the nation of the Basotho and the Boers as they claimed to have land rights and settled them in the fertile low veld west of the Caledon River (area today known as the Free State and before that the Orange Free State (OFS)).¹⁵³

In 1854 the OFS became an independent Boer republic,¹⁵⁴ and as with the British, border conflict broke out soon afterwards. There were a series of conflicts which resulted in wars in 1858. The wars like the Orange Free State – Basotho war, followed in 1865 by a second war between the Boers and the Basotho of which King Moshoeshoe gained an early victory. Nonetheless, King Moshoeshoe began to suffer setbacks and was ultimately forced to sign away much of his Western lowlands.¹⁵⁵ (see Appendix B).

After a Basotho defeat in 1868, with the Boers still determined to overrun the Basotho nation, King Moshoeshoe I, with the help of the French missionaries, managed to secure protection from the British and in the same year, “Basutoland” was declared a British protectorate, thus effectively halting the attempt of the Boers to take over

¹⁵⁰J. Bainbridge, K. Armstrong, B. Blond, M. Fitzpatrick, N. Luckham, H. Ranger & S. Richmond. “South Africa, Lesotho and Swaziland: The Most Comprehensive Guide to Africa’s Southern Most Trio”. Lonely Planet, 2009, p. 552.

¹⁵¹J. Bainbridge, K. Armstrong, B. Blond, M. Fitzpatrick, N. Luckham, H. Ranger & S. Richmond. 2009. South Africa, Lesotho and Swaziland: The Most Comprehensive Guide to Africa’s Southern Most Trio. Lonely Planet: USA, 2009, p.552.

¹⁵²Boer refers to European descendants of Dutch and other origins who generally were farmers.

¹⁵³K. Pheko. “The Birth and Existence of Lesotho: A Diplomatic Lesson. Master’s Dissertation”. University of Malta. 2017, p.8.

¹⁵⁴SAHO. 28 Feb 2018. King Moshoeshoe I. <https://www.sahistory.org.za/people/king-moshoeshoe-1>. Accessed: 24 July 2019.

¹⁵⁵J. Bainbridge, K. Armstrong, B. Blond, M. Fitzpatrick, N. Luckham, H. Ranger & S. Richmond. South Africa, Lesotho and Swaziland: The Most Comprehensive Guide to Africa’s SOUTHERN MOST TRIO. Lonely Planet. 2009, p.552.

“Basutoland”.¹⁵⁶ Even then, King Moshoeshoe I still managed to preserve his kingdom and his people’s existence.¹⁵⁷

After the British signed the Treaty of Aliwal North with the OFS, the border dispute was settled.¹⁵⁸ Two years later, on the 11th March 1870, King Moshoeshoe I died. Even long after his death, there were still squabbles over succession and increasing colonial infringements on Basotho autonomy.¹⁵⁹

In 1871 - 1884 Britain transferred direct administration of the territory to the Cape Colony, then on the point of being given control of its own affairs under a form of responsible government, and the colony embarked on a policy of “civilising” the Sotho. The ruling of the Cape Colony was not popular with the people. The leader of the opposition to the colonial rule in the Lesotho seized the opportunity and led the nation in revolt against the Cape administration and the government proved unable either to defeat the Sotho.¹⁶⁰ “Basutoland” was de-annexed from the Cape Colony, following the Gun-War of 1880-1881.¹⁶¹ After three years of increasing chaos, this led to “Basutoland” being placed under direct British rule in 1884 which instituted a form of indirect rule through the chiefs.¹⁶²

From 1910 through to the early 1960s, resistance to be incorporated into the Union of South Africa indicated Lesotho’s continuing preference for British protection over subjection to the policies of segregation.¹⁶³ Had the Cape Colony retained control over Lesotho, it would have become part of South Africa and later a homeland under the

¹⁵⁶SAHO. 28 Feb 2018. King Moshoeshoe I. <https://www.sahistory.org.za/people/king-moshoeshoe-1>. Accessed: 24 July 2019.

¹⁵⁷SAHO. 28 Feb 2018. King Moshoeshoe I. <https://www.sahistory.org.za/people/king-moshoeshoe-1>. Accessed: 24 July 2019.

¹⁵⁸SAHO. 28 Feb 2018. King Moshoeshoe I. <https://www.sahistory.org.za/people/king-moshoeshoe-1>. Accessed: 24 July 2019.

¹⁵⁹J. Bainbridge, K. Armstrong, B. Blond, M. Fitzpatrick, N. Luckham, H. Ranger & S. Richmond. South Africa, Lesotho and Swaziland: The Most Comprehensive Guide to Africa’s SOUTHERN MOST TRIO. Lonely Planet. 2009. p.552

¹⁶⁰SAHO. 28 Feb 2018. King Moshoeshoe I. <https://www.sahistory.org.za/people/king-moshoeshoe-1>. Accessed: 24 July 2019.

¹⁶¹SAHO. King Moshoeshoe I. 28 Feb 2018. <https://www.sahistory.org.za/people/king-moshoeshoe-1>. Accessed: 24 July 2019.

¹⁶²Quora. 12 March 2015. How Lesotho was Formed? <https://www.quora.com/How-Lesotho-was-Formed>< Accessed: 01 April 2019.

¹⁶³Quora. 12 March 2015. How Lesotho was Formed? <https://www.quora.com/How-Lesotho-was-Formed>< Accessed: 01 April 2019.

apartheid regime.¹⁶⁴ In 1968, a British proclamation declared “Basutoland” to be British territory, as thus was called a Territory of “Basutoland”.¹⁶⁵ As a result of Britain’s subsequent policy of decolonisation, the country is today the independent Kingdom of Lesotho.¹⁶⁶ “Basutoland” received independence on the 4th October 1966 and Jonathan Leabua became the country’s first Prime Minister. The country officially became known as the Kingdom of Lesotho.¹⁶⁷

Pheko points out that following independence in 1966, successive governments of Lesotho continued to protect their fragile sovereignty by playing external opponents against each other and or by attracting aid and support from the international community.¹⁶⁸ The country is today a member of the Commonwealth and the Southern African Development Community and is a constitutional monarchy, ruled by King as head of state and governed by a 33-member senate and a 120-member National Assembly.¹⁶⁹

3.3 Lesotho and South Africa’s Interaction.

S. Rosenberg and R.F. Veisfelder maintain that the Kingdom of Lesotho’s dependence on South Africa is an extreme and obvious one as the country’s geographic location makes Lesotho extremely vulnerable to political and economic developments in South Africa.¹⁷⁰ Hence, Lesotho and South Africa have much to gain from negotiation on a wide variety of issues which complicate their relationship, as geographically, the two countries are inseparable.¹⁷¹ According to the Department of International Relations and Cooperation South Africa, formal relations between South Africa and Lesotho were established in 1987 at Trade Representative Level, as from 1 December 1992 relations were upgraded to

¹⁶⁴Quora. 12 March 2015. How Lesotho was Formed?><https://www.quora.com/How-Lesotho-was-Formed>< Accessed: 01 April 2019.

¹⁶⁵Quora. 12 March 2015. How Lesotho was formed? <https://www.quora.com/How-Lesotho-was-formed>. Accessed: 01 April 2019.

¹⁶⁶Quora. 12 March 2015. How Lesotho was formed? <https://www.quora.com/How-Lesotho-was-formed>. Accessed: 01 April 2019.

¹⁶⁷K. Pheko. “The Birth and Existence of Lesotho: A Diplomatic Lesson. Master’s Dissertation”. University of Malta, 2017.

¹⁶⁸K. Pheko. “The Birth and Existence of Lesotho: A Diplomatic Lesson”. Master’s Dissertation. University of Malta, 2017.

¹⁶⁹The World Bank in Lesotho. The World Bank IBRD - IDA

¹⁷⁰S. Rosenberg & R.F. Veisfelder. “Historical Dictionary of Lesotho”. Leeds: Scarecrow Press, 2013.

¹⁷¹S. Rosenberg & R.F. Veisfelder. “Historical Dictionary of Lesotho”. Leeds: Scarecrow Press, 2013.

ambassadorial level and on 16 June 1994 relations were established at a High Commission level when South Africa was readmitted to the Commonwealth of Nations.¹⁷²

According to M.A Ramalepe, Lesotho and South Africa's strong political ties can largely be understood within the context of closer relationships between politics and economics.¹⁷³ He argues that Lesotho's comprehensive dependence upon South Africa leaves the country's political leaders with little, if any, alternative but to forge a policy of friendly and peaceful coexistence with South Africa.¹⁷⁴ Hence, the chapter consider the relation/interaction of Lesotho and its neighbour South Africa from the pre-colonial period to post-apartheid.

3.3.1 Pre-Colonial and Colonial Interaction

In this deepest part of Southern Africa, there were originally the aboriginal San, then called the "Bushmen" foragers who lived in small bands.¹⁷⁵ There were no borders during the pre-colonial period from the early centuries of the present era, Bantu-speaking peoples moved down into Southern Africa. Later the Basotho people led by King Moshoeshe I settled in the area and some of the San people were assimilated into the Basotho.¹⁷⁶ This small kingdom was later to be troubled by the Afrikaner (Boer) and British settlers. It was these settlers then that brought the concept of boundary-making into the area. As a result of this the Basotho lost a large portion of land to the settlers (see Appendix C). According to D.B. Coplan, Basotho royals could not defend the plains where their people farmed on the west bank of the Caledon, but only the foothills and mountains to its east. The plain represented two-thirds of Basotho agricultural lands and this lost patrimony has a name: the "conquered territory" to the Basotho.¹⁷⁷ He states that the settlers used the Caledon River to serve as a marker in boundary marking. Hence the border follows a line imposed upon

¹⁷²Lesotho (Kingdom of). Department of International Relation & Cooperation South Africa. www.dirco.gov.za/foreign/bilateral/lesotho.html.

¹⁷³M. A. Ramalepe & K.B. Shai. "Revisiting a Big Brother's Relationship in the Context of South Africa and Lesotho". *Journal of Public Administration and Development Alternative* 1(2), 2016, p. 95.

¹⁷⁴M. A. Ramalepe & K.B. Shai. "Revisiting a Big Brother's Relationship in the Context of South Africa and Lesotho". *Journal of Public Administration and Development Alternative* 1(2), 2016, p. 95.

¹⁷⁵R. Ross. "A Concise History of South Africa: Second edition". Cambridge University Press. 2008, p.8.

¹⁷⁶R. Ross. "A Concise History of South Africa: Second edition". Cambridge University Press. 2008, p.8.

¹⁷⁷D. B. Coplan. "First Meets Third: Analysing Inequality along the US-Mexico and South Africa-Lesotho Border's". *Journal of Borderlands Studies* 25(2), 2010, pp.53-64.

the weaker party by the stronger.¹⁷⁸ The South Africa-Lesotho borders are bitterly contested as the Basotho were not consulted as to where the border would ultimately run. Because the borders were established through a process of war, resistance and domination, the conquered local people ended up separated from their countrymen on their conquerors' side of the border. C. Chabana argues that South Africa and Lesotho family roots of inhabitants are still inherently linked.¹⁷⁹ Today, the people of Sotho origin live on both sides of South Africa and Lesotho border and still dispute its legitimacy. Coplan points out that family ties and cultural, ethnic and linguistic affinity give the Basotho of Lesotho regular access to the neighbouring country South Africa,¹⁸⁰ and vice versa.

3.3.2 Apartheid Interaction

Though the two countries differ vastly in relation to their GDP per capita, they are inextricably linked, hence a need to collaborate closely for the realisation of economic growth and poverty reduction is inevitable,¹⁸¹ particularly for the Kingdom of Lesotho. Although Basotho abhorred apartheid, because of their economic dependence, they had to retain good relations with South Africa in order to survive. Thus, they had to keep ties with their hostile neighbour South Africa during the apartheid era.

Cobbe and Bardill hold that "politics have been a strong influence on specific aspects of economic policy throughout the modern period ..."¹⁸² According to Cobbe, for these two countries, the earliest "main" formal institutions that tied Lesotho to South Africa were as follows: the Southern African Customs Union Agreement (SACU) which Lesotho became a member in 1969; the Labour Agreement in 1973; and the Rand Monetary Area Agreement

¹⁷⁸D.B. Coplan. "First Meets Third: Analysing Inequality along the US-Mexico and South Africa-Lesotho Border's". *Journal of Borderlands Studies* 25(2), 2010, pp.53-64.

¹⁷⁹C. Chabana. 2017. Lesotho's Territorial Integrity Should be Defended at All Costs. <https://www.news24.com>. Accessed: 15 April 2019.

¹⁸⁰D.B. Coplan. "First Meets Third: Analysing Inequality along the US-Mexico and South Africa-Lesotho Border's". *Journal of Borderlands Studies* 25(2), 2010, pp.53-64.

¹⁸¹SA and Lesotho Bilateral. 29 April 2005. Bilateral Meeting between Minister Trevor Manuel, Minister of Finance: South Africa and Minister Timothy Thahane, Minister of Finance and Development Planning: Lesotho. <http://www.treasury.gov.za>press>. Accessed: 16 April 2019.

¹⁸²J.E. Bardill & J.H. Cobbe. "The Dilemmas of Dependence in Southern Africa". West View Press, Colorado, 1985, p. 69.

(RMA) in 1974.¹⁸³ SACU is the oldest existing customs union in the world.¹⁸⁴ In Southern Africa, it is a customs union among five countries of Southern Africa: Botswana, Lesotho, Namibia, South Africa and Eswatini. Basutoland became part of it in 1969. Its primary aim is to maintain the free interchange of goods between member countries.¹⁸⁵ R. Kirk and M. Stern point out that the agreement also included a revenue sharing formula for the division of customs and revenue collected in the Union. They hold that BLS received a significant proportion of their government revenue through this formula.¹⁸⁶

As a result of the 1973 Labour Agreement, the government of Lesotho under the auspices of the Lesotho National Development Corporation (LNDC) was able to offer private investors an abundant supply of cheap labour and generous cheap tax concessions.¹⁸⁷ Therefore, at the time of independence in 1966, Lesotho was an example of an extreme labour-reserve economy as around half of the adult male labour force was employed at any one time in South Africa, with wages that were insufficient to provide full subsistence for both the workers and their families.¹⁸⁸ According to J. Spence, “the annual migration of Basotho to the Republic is the most telling index of their country’s subservience to the latter’s economy ...”¹⁸⁹

With regard to the RMA agreement which was formalised in 1974, X.P. Guma, indicates that RMA agreement served to ensure that “centripetal economic linkage was forged more strongly with South Africa than Britain”.¹⁹⁰ Within the RMA, the exchange rates between three currencies, namely, the Maloti of Lesotho, the Emalangeni of Eswatini and the Rand of South Africa have been maintained as a unity.¹⁹¹

¹⁸³J.E. Bardill & J.H. Cobbe. “Lesotho: Dilemmas of Dependence in Southern Africa”. West View Press, Colorado, 1985, p.69.

¹⁸⁴WTO. 25 April 2003. Trade Policy Review –Southern African Customs Union 2003. <https://www.wto.org>. Accessed: 6 April 2018.

¹⁸⁵WTO. 25 April 2003. Trade Policy Review –Southern African Customs Union 2003. <https://www.wto.org>. Accessed: 6 April 2018.

¹⁸⁶R. Kirk & M. Stern. 2003. The New Southern African Customs Union Agreement. <http://www.Worldbank.org/afr/wps/wp57.pdf>. Accessed: 14 August 2019.

¹⁸⁷J.E. Bardill & J.H. Cobbe. “The Dilemmas of Dependence in Southern Africa”. West view Press, Colorado. 1985, p.127.

¹⁸⁸J.H. Cobbe. “Economic Aspects of Lesotho’s Relations with South Africa”. *The Journal of Modern African Studies* 26(1), 1988, p. 72.

¹⁸⁹ J. Spence. “Lesotho: The Politics of Dependence”. Oxford: Oxford University Press, 1968.

¹⁹⁰X.P. Guma. The Rand Monetary Area Agreement. *South African Journal of Economics* 53(2), 1985, p.168.

¹⁹¹X.P. Guma. The Rand Monetary Area Agreement. *South African Journal of Economics* 53(2), 1985, p.168.

Another major agreement that Lesotho and South Africa entered into during this period was the treaty of the Lesotho Highlands Water Project (LHWP). According to V. Mashinini, it was signed in 1986 by the military government in Lesotho unilaterally with the apartheid regime of South Africa.¹⁹² He holds that the agreement was that Lesotho would sell water from its mountain areas to South Africa in return for financial gain.¹⁹³ Cobbe also maintains that the LHWP treaty proposed to create a profound economic, environmental, social and political impact on Lesotho and its relation with South Africa.¹⁹⁴ Hence, according to M.A. Ramalepe and K.B. Shai, for Pretoria, the LHWP is of strategic importance as Gauteng relies predominantly on the project's success. They point out that Pretoria's engagement with Maseru is highly influenced by the LHWP.¹⁹⁵

In summation, Lesotho has and is still able to make money for itself from the Republic of South Africa. As shown, it gets its money from the wages of Basotho nationals working in the Republic; it obtains a substantial proportion of its revenue from its share in the South African Customs Union; its currency is the South African rand along with the *loti*; and the most recent development is the money Lesotho obtains from the selling of the highlands water to South Africa.

The Kingdom of Lesotho has historically generally maintained close ties with the Republic of South Africa ranging from close family ties and political and economic relations. In this instance, a close tie that Lesotho has had is with the ruling party the African National Congress (ANC). This is important because S. Rosenberg and R.F. Veisfelder argue that the political activities of the banned ANC inside South Africa had an impact on the political developments in Lesotho and that this laid the foundation for future cooperation.¹⁹⁶ According to them, the relationship between the people of Lesotho and ANC dates back to

¹⁹²V.Mashinini. 2010. The Lesotho Highlands Water Project and Sustainable Livelihoods Policy Implications for SADC. <https://www.ai.org.za/wp-content/uploads/downloads/2011/11/No-22.-The-Lesotho-Highlands-Water-Project-and-Sustainable-livelihoods.pdf>. Accessed: 29 October 2019.

¹⁹³V. Mashinini. 2010. The Lesotho Highlands Water Project and Sustainable Livelihoods Policy Implications for SADC. <https://www.ai.org.za/wp-content/uploads/downloads/2011/11/No-22.-The-Lesotho-Highlands-Water-Project-and-Sustainable-livelihoods.pdf>. Accessed: 29 October 2019.

¹⁹⁴J.H. Cobbe. 2014. The Lesotho Highlands water Project. <https://www.global.britannica.com/EBchecked/topic/337126/Lesotho/273763/The-Lesotho-High-Lands-Water-Project>. Accessed: 2 May 2019.

¹⁹⁵M. A. Ramalepe & K.B. Shai. "Revisiting a Big Brother's Relationship in the Context of South Africa and Lesotho". *Journal of Public Administration and Development Alternative* 1(2), 2016, p. 95.

¹⁹⁶S. Rosenberg & R.F. Veisfelder. *Historical Dictionary of Lesotho*. Leeds: Scarecrow Press, 2013.

the formation of the South African Native National Congress (SANNC) in 1912.¹⁹⁷ For instance, Ntsu Mokhehle who became a prime minister of the Lesotho in 1993, studied at the University of Fort Hare in South Africa in the 1950's. He founded the Basutoland African Congress (BAC). He joined the ANC and as a student at Fort Hare University became instrumental in formation of ANC Youth League (ANCYL) and became a chartered member.¹⁹⁸ Upon his return to Lesotho, he continued with politics and formed the Basutoland African Congress (BAC) which he renamed Basotho Congress Party (BCP) after independence in 1966. As its founder, he served as its first party president until his resignation in 1997.¹⁹⁹

In 1960, when the ANC was banned in South Africa, it moved to establish its structures outside the country and many of its political activists went to Lesotho.²⁰⁰ Ramalepe and Shai hold that the presence of the ANC in Lesotho dates back to the early 1960s.²⁰¹ Hence, the two countries are united by the fact that they have "shed the same blood during apartheid South Africa".²⁰² Lesotho played a very important role in the anti-apartheid struggle by providing the South Africa freedom fighters with a safe space to organise and manage cross-borders attacks against the white minority rule.²⁰³ However, S. Morrow, B. Maaba and L. Pulumani argue that Lesotho and South Africa's political relationship was strengthened after the 1976 June student uprising in Soweto when hundreds of youth fled to Lesotho for political asylum.²⁰⁴ The government of Lesotho also made special provisions for the education of all young South African refugees in schools within their borders. University education was offered to South African refugees by the Lesotho government.²⁰⁵

¹⁹⁷S. Rosenberg & R.F. Veisfelder. *Historical Dictionary of Lesotho*. Leeds: Scarecrow Press, 2013.

¹⁹⁸S. Rosenberg & R.F. Veisfelder. *Historical Dictionary of Lesotho*. Leeds: Scarecrow Press, 2013.

¹⁹⁹University of Fort Hare. n.d., Dr Ntsu Mokhehle and Nelson R. Mandela School of Law. www.ufh.za. <law. Staff. Accessed: 15 July 2019.

²⁰⁰S. Ellis & T. Sechaba. 1992. *Comrades Against Apartheid: The ANC and the South African Communist Party in Exile*. Indiana: University Press.

²⁰¹M.A. Ramalepe & K.B. Shai. 2016. "Revisiting a Big Brother's Relationship in the Context of Africa and Lesotho". *Journal of Public Administration Alternative* 1(2), p.94.

²⁰²S. Morrow, B. Maaba & L. Pulumani. "Education in Exile: SOMAFSCO, African National Congress in Tanzania, 1978 to 1992". Cape Town: Human Sciences Research Council. 2004, p. 37.

²⁰³M.A. Ramalepe & K.B. Shai. 2016. "Revisiting a Big Brother's Relationship in the Context of South Africa and Lesotho". *Journal of Public Administration and Development Alternative* 1(2), p.94.

²⁰⁴S. Morrow, B. Maaba & L. Pulumani. "Education in Exile: SOMAFSCO, African National Congress in Tanzania, 1978 to 1992". Cape Town: Human Sciences Research Council. 2004, p. 37.

²⁰⁵J. Ferguson. "The Anti-Politics Machine. Development, Depoliticization and Bureaucratic Power in Lesotho". Pretoria: Institute for Security Studies. 2003, p.75.

According to C. Janet, in the early 1980's, Umkhonto we Sizwe (MK) the ANC military wing, mounted numerous attacks in South Africa from neighbouring state like Lesotho.²⁰⁶

The above proves how politically close Lesotho and South Africa have been with one another. Even Nelson Mandela, during the state visit in Maseru in 1995, said "the threads of history, language and daily experience hold Lesotho and South Africa's people so closely that the bond goes beyond friendship and alliance".²⁰⁷

3.3.3 Post-apartheid Interaction

Despite the seemingly long-term relationship that the two countries have been enjoying over time with one another during apartheid, it was only after 1994 that South Africa's influence in Lesotho grew more than ever before. It was during this period that a formal diplomatic relation with the governments of the two countries was established. As a result, the Kingdom of Lesotho maintains a High Commission in Pretoria. It has four other representations in South Africa, and these include consulates in Durban, Johannesburg, Klerksdorp and Welkom.²⁰⁸ South Africa, in turn, maintains a High Commission in Maseru.²⁰⁹

Due to the fact that Lesotho depends on South Africa for most of its economic affairs as a result of its geographic predicament, its foreign policy is often aligned with that of Pretoria.²¹⁰ The two economies have and continue to enter into diverse bilateral transactions that serve them both.

The former Minister of Foreign Affairs, Nkosazana Dlamini-Zuma, echoed these words during the Lesotho Prime Minister Pakalitha Mosisili's visit to Pretoria in 2001: "You can't be prosperous and have a big island of poverty inside South Africa and hope that it will be

²⁰⁶C. Janet. 2012. "Spear of the Nation: Umkhonto Wesiswe, South Africa's Liberation Army, 1960's-1990". Cleveland: Ohio University Press. p.120.

²⁰⁷SAHO Towards a People's History, 1995. Speech by President Nelson Mandela at a State Banquet hosted by his Majesty, King Moshoeshoe II of the Kingdom of Lesotho. <http://www.anc.org.za/show.php?id=3577>. Accessed: 22 October 2019.

²⁰⁸EmbassyPages.com. n.d., Lesotho Embassies and consulates. <http://embassypages.com/Lesotho>. Accessed: 10 July 2019.

²⁰⁹EmbassyPages.com. n.d., Lesotho Embassies and consulates. <http://embassypages.com/Lesotho>. Accessed: 10 July 2019.

²¹⁰L.L. Schenoni. 2016. "Subsystemic Unipolarities? Power Distribution and Staten Behaviour in South America and Southern Africa". *Strategic Analysis* 41(1), 2016, pp. 74-86.

a normal situation”.²¹¹ The former Minister maintained that Lesotho should be South Africa’s “special partner” by virtue of its location and history.²¹² Consequently, the two countries’ bilateral relations continue to grow. This is seen by the many agreements that South Africa-Lesotho have entered into in order to strengthen their relations after 1994. Additionally, both countries are member states of the Commonwealth of Nations, SACU and SADC.

²¹¹News24 archives. 10 September 2001. SA to Help Develop Lesotho. <http://www.news24.com>. Accessed: 15 April 2019.

²¹²News24 archives. 10 September 2001. SA to Help Develop Lesotho. <http://www.news24.com>. Accessed: 15 April 2019.

Table One

Various bilateral agreements that were entered into by Ls and SA post 1994

| Countries Involved | Types of Agreements | Entry of Force |
|---------------------------|--|-----------------------|
| Ls and SA | Double taxation and the prevention of fiscal evasion with respect to taxes on income. | 1997 01 09 |
| Ls and SA | Agreement concerning the status of armed forces in the Kingdom of Lesotho providing military assistance. | 1998 09 17 |
| Ls and SA | Agreement concerning the status of armed forces in the Kingdom of Lesotho providing assistance in the establishment of a sustainable training capacity within the Lesotho Defence Force. | 2000 03 31 |
| Ls and SA | Memorandum of Understanding (MoU) concerning defence cooperation. | 2000 03 31 |
| Ls and SA | Exchanged of notes to amend article 11(1) of the treaty on the Lesotho Highlands Water Project. | 2000 01 01 |
| Ls and SA | Agreement on the establishment of a joint commission of cooperation. | 2001 04 19 |
| Ls and SA | Declaration of intent on cooperation in the field of health; agreement regarding the co-ordination of search and rescue services. | 2003 07 22 |
| Ls and SA | MoU on bilateral cooperation in the field of sports and recreation. | 2003 11 27 |
| Ls and SA | Treaty on extradition; treaty on mutual legal assistance in criminal matters. | 2004 09 27 |

| Countries involved | Types of Agreements | Entry of Force |
|---------------------------|--|-----------------------|
| Ls and SA | Addendum to the bilateral monetary agreement of 1 April 1989. | 2004 08 10 |
| Ls and SA | MoU for the implementation of the geochemical mapping project. | 2004 10 09 |
| Ls and SA | Agreement on scientific and technological cooperation. | 2005 06 06 |
| Ls and SA | MoU on cooperation in the field of labour. | 2006 10 30 |
| Ls and SA | Agreement on the facilitation of cross border. | 2007 06 19 |
| Ls and SA | MoU on cooperation in the field of correctional services. | 2007 06 19 |
| Ls and SA | MoU on cooperation in the management of wildfires and other forests management issues. | 2007 06 19 |
| Ls and SA | MoU on cooperation in the field of agriculture. | 2007 07 12 |
| Ls and SA | MoU in respect of the Maloti-Drakensburg Transfrontier Conservation and Development Area. | 2008 12 01 |
| Ls and SA | MoU in respect of the Maloti-Drakensburg Transfrontier Conservation. | 2008 12 01 |
| Ls and SA | Agreement between the government of the Republic of South Africa and the government of the Kingdom of Lesotho on the award of the grant from the African Renaissance and International Cooperation Fund of the Republic of South Africa for implementation of the advance infrastructure component of the Metolong Dam and water supply programme. | 2010 08 12 |

| | | |
|-----------|---|------------|
| Ls and SA | Declaration of intent between the government of the Republic of South Africa and the Kingdom of Lesotho with respect to Phase 2 of the LHWP. | 2010 08 12 |
| Ls and SA | MoU between the government of the Republic of South Africa and the Government of Kingdom of Lesotho concerning cooperation in the legal field and MoU between the government of Republic of South Africa and the government of Lesotho on economic cooperation ²¹³ . | 2010 08 12 |

²¹³Dirco. n.d., Bilateral Agreements signed by South Africa between 01 01 1994 until 15 04 2011-
www.dirco.gov.za/foreign/bilateral04. Accessed: 18 April 2019.

In 2001, the two countries established the SA-Lesotho Joint Bilateral Commission of Cooperation (JBCC).²¹⁴ The key objective of JBCC was to promote economic integration between the two states, with the aim of uplifting Lesotho from her current status of least developed country to a developing country.²¹⁵ J. Ferguson indicates that areas for possible cooperation under which the desired results can be achieved are listed in the JBCC agreement.²¹⁶ The areas listed include: mutual economic integration; political; social; cultural; humanitarian cooperation; science and technology; good governance; peace and security and facilitating the movement of goods and services.²¹⁷ Ferguson argues that the JBCC constitutes an important basis for strengthening relationships between the two countries.

Additionally, Former Home Affairs Minister, Malusi Gigaba announced measures to improve movement between the Kingdom of Lesotho and South Africa. This was after bilateral negotiations between the Ministers of the two countries and their senior official in Lesotho during the officials visit September 2015.²¹⁸

One other key agreement relevant to the study that was signed by the two countries was that pertaining to cooperation on tourism. The agreement seeks to strengthen and deepen cooperation in the fields of tourism from both countries.²¹⁹ It was signed in May 2012 and was a five year agreement which is to be automatically renewable after every five years. It also acknowledges the contribution that tourism makes in growing the economies of both countries and creating employment opportunities. According to the agreement, a joint technical committee was established to monitor the implementation of the agreement

²¹⁴Media Management Online, 2001. 2001. BuaNews. <https://www.mediamanagement.co.za/media/bua-sedibeng-news>. Accessed: 25 September 2019.

²¹⁵J. Steinberg. "The Lesotho/Free State Border". Pretoria: Institute for security Studies. South African Press Association, 2005, p.7.

²¹⁶J. Ferguson. "The anti-Politics Machine, Development, Depoliicization and Bureaucratic Power in Lesotho". Pretoria: Institute for Security Studies. 2003, p.174.

²¹⁷J. Ferguson. "The anti-Politics Machine. Development, Depoliicization and Bureaucratic Power in Lesotho". Pretoria: Institute for Security Studies. 2003, p.174.

²¹⁸South Africa Yearbook 2015/16. International Relations. p.280.

²¹⁹National Department of Tourism. Media Statement to: All Date: 12 May 2012 for Immediate Release South Africa and Lesotho Sign Agreement to Cooperate on Tourism. <http://www.tourism.gov.za>> Publications. Accessed: 12 April 2019.

that would be working closely with the existing structures.²²⁰ The signed agreement contribute to the regional integration agenda of the SADC and the African Union and the broad areas of cooperation focus on the following: (i) Exchange of information: both countries share and exchange information and best policies in the field of tourism; (ii) marketing: promotion and investment, in this instance, the two countries jointly market and promote investments opportunities in the two destinations; they also ensure co-operation between the two destination marketing authorities; (iii) Study tours: both countries facilitate study tours to their respective tourism institutions; (iv) Cross border tourist movement: both countries closely work together to enhance tourist movement in between the countries and lastly (v) Cooperation in multi-lateral fora: the two countries collaborate and share information related to their achievements at multi-lateral forums. The NDT notes that “senior officials from both countries develop an implementation plan focusing on the areas of collaboration and regularly review progress in the implementation of this agreement”.²²¹

According to N. Lekhetho’s writing in 2014 many of these agreements between the two countries are dysfunctional. He gives examples of lists that are important under JBCC areas like cross border passengers, study permits and work permits. He argues that JBCC has lost its robustness compared to the time of its launch by former President of South Africa Thabo Mbeki.²²² On the one hand, A. Strom quotes T. Thahane, arguing that “South Africa’s economic influences are not consistent with Lesotho’s development and welfare and Lesotho being this “small” country, its influence on decisions that may have implications for its economy is very small”.²²³ As its size; geographic predicament, economic fragility

²²⁰National Department of Tourism. Media Statement to: All Date: 12 May 2012 for Immediate Release South Africa and Lesotho Sign Agreement to Cooperate on Tourism. <http://www.tourism.gov.za>> Publications. Accessed: 12 April 2019.

²²¹National Department of Tourism. Media Statement to: All Date: 12 May 2012 for Immediate Release South Africa and Lesotho Sign agreement to cooperate on Tourism. <http://www.tourism.gov.za>> Publications. Accessed: 12 April 2019.

²²²N. Lekhetho. 2014. Zuma Damages JBCC. <https://www.public.eyenews.com/site/2010/08/23/zuma-damages-jbcc>. Accessed: 21 November 2019.

²²³A. Strom. “Can Lesotho Reduce its Economic Dependency on South Africa?” In: Z. Cervenka (ed.), *Landlocked Countries of Africa*. The Scandinavian Institute of African studies. 1973, pp. 258.

and dependence, preclude it from playing a major role and as its economy is peripheral, so too is its influence.²²⁴

Though the signing of these diverse agreements (see Table One) “seems” like yet another expression of the good relationship that exists between the Kingdom of Lesotho and the Republic of South Africa, like Lekhetho and Thahane argue, the fact remains that the Kingdom of Lesotho is in a serious situation as it is an economically underdeveloped country and is exposed to the unusual disadvantages of an unequal relationship with a wealthy and powerful partner. M. A. Kapa, puts it very neatly using the old maxim in international relations and says “small states do what they must and the big and powerful do what they like”.²²⁵ He maintains that this fits very well into the analysis of Lesotho-South Africa relations.²²⁶

²²⁴D. Hirschmann. “Changes in Lesotho’s Policy Towards South Africa”. Faculty of Social Sciences Staff Seminar Paper No.14. The National University of Lesotho. 1978, p.18.

²²⁵M.A. Kapa. “Lesotho’s Policy Towards South Africa: Policy or Imperative? What has changed?” *Africa Insight* 37(1), 2 007, p.120.

²²⁶M.A. Kapa. 2007. “Lesotho’s Policy Towards South Africa: Policy or Imperative? What has changed?” *Africa Insight* 37(1), 2007, p. 120.

Chapter Four: Tourism in Landlocked Lesotho

The kingdom of Lesotho, like many other least developed countries in the world, especially, in the global South, has a tourism sector that does not live up to its full potential. Not only this, Lesotho as one of the world's least developed countries is not well represented in the global profile of scholarship on tourism geographies. As is also indicated in the literature review, it attracts relatively limited attention in scholarly research. However, despite its range of inherent setbacks this democratic, sovereign and independent country, is actually an enthralling destination in its own right.

The International Monetary Fund (IMF) as well as United Nations World Tourism Organisation (UNWTO) identify tourism development as a sector that can reduce poverty as well as absorb many low or semi-skilled labourers.²²⁷ This view is supported by the United Nations Conference on Trade and Development (UNCTAD) that indicates that the tourism sector in Lesotho has been promoted as a key element of the strategies for national development.²²⁸ UNCTAD holds that tourism has significant potential to contribute to economic growth and employment generation in Lesotho. It also argues that the labour-intensive nature of the sector means that it can create many direct and indirect jobs, and also that in turn, the sector boasts a number of backward and forward linkages with other economic sectors.²²⁹

This chapter's objective is to present a discussion of the history of Lesotho's tourism, how it has evolved and what the status quo is. It will also consider how it is marketed and perceived as a tourism destination and lastly it discusses Lesotho's tourism legislation and how it affects the tourism sector.

²²⁷L. Yiu. R. Saner & M.R. Lee. "Lesotho, a Tourist destination: An Analysis of Lesotho's Current Tourism Products and Potential for Growth", In: A.A. Camillo, (ed.), *Handbook of Research on Global Hospitality and Tourism Management*. 2015, pp. 312-333.

²²⁸United Nations Conference on Trade and Development, Services Policy Review. 2013. Lesotho. <https://www.unctad.org/PublicationsLibrary>. Accessed: 08 May 2019.

²²⁹United Nations Conference on Trade and Development, Services Policy Review. 2013. Lesotho. <https://www.unctad.org/PublicationsLibrary>. Access: 08 May 2019.

4.1 History of Lesotho's Tourism

Early Colonial

Historically, Lesotho's tourism has been based on its natural attractions, notably the country's spectacular mountain scenery and snow in winter. In her MA thesis titled "Developing Heritage and Cultural Tourism Lesotho: The Case of Ha Kome", M.T. Shano holds that travel accounts of Lesotho during the early colonial period included reports written by foreign explorers and early missionaries before 1868. Shano maintains that these accounts reveal the potential the country has as a natural tourism destination. She maintains that many of these explorers and missionaries were fascinated by the splendid views of Lesotho's mountain scenery. She quotes Andrew Smith's account, who was a medical doctor assigned by the British Army based in South Africa, in which he was fascinated by Lesotho describing the sight as "proving the superiority of this country over most of the other districts of South Africa".²³⁰

Shano further notes that one missionary by the name of Casalis who was invited by King Moshoeshoe I to the region, claimed to have expressed his positive view about the people of Lesotho. He believed that they were hospitable, warm and generous.²³¹ She indicates that Casalis was apparently fascinated by the "native's skin colour, stature, features and mannerisms" which he described as "good and in no way disagreeable". On the other hand, Casalis was disappointed about the poverty which prevailed throughout the country which he referred to as the aftermath of the Mfecane Wars.²³² These were violent wars that broke out between 1820 and 1835 as states wanted enough land and resources for their agricultural and economic activities.²³³ The wars tore apart Central and Southern Africa,²³⁴ and as these wars spread King Moshoeshoe I, now hailed founder of the Basotho nation, found himself and his people being troubled by the Zulu Kingdom led by Shaka Zulu. At the

²³⁰W.F. Lye. "Andrew Smith's Journal of his expedition into the Interior of South Africa 1834 -1836: An Authentic Narrative of Travels and discoveries, the Manners and Customs of the Native tribes, and the physical Nature of the country". Cape Town: A.A. Balkema, 1975, p. 63.

²³¹T.M. Shano. "Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome cave village". MHCS Dissertation, University of Pretoria, 2007.

²³²E. Casalis. "My life in Basutoland". Cape Town: C. Struik, (PTY) LTD, 1889, p.164.

²³³E.T. Mensah. 18 March 2016. The Mfecane and Its Effects. Munich, GRIN Verlag, <http://www.grin.com/document/317676>. Accessed: 29 June 2019

²³⁴E.T. Mensah.18 March 2016. The Mfecane and Its Effects. Munich, GRIN Verlag, <http://www.grin.com/document/317676>. Accessed: 29 June 2019.

time he emerged as a strong leader and was able to build a strong political kingdom that later developed into what is now Lesotho.²³⁵

Shano also notes that Casalis was apparently to have been disappointed with the absence of roads in the country which made travelling “difficult”.²³⁶ These early accounts generally demonstrate that the country’s natural landscape was what made the greatest impression on the early explores and the missionaries in Lesotho.

Colonial:

After Lesotho came under the British rule in 1959, it acquired the new name *Basutoland*.²³⁷ According to Shano, the missionaries were the main people who made contact with the Basotho people as they moved from village to village trying to spread the gospel.²³⁸ Amongst others, the missionaries tried to discourage some Basotho customs like the Sesotho custom of circumcision (*lebollo*). Shano also posits that their reports were “sympathetic to the inhabitant’s kindness, generosity and hospitality” which was displayed in the manner in which they were received and fed.²³⁹ Shano notes that they also remarked on the Basotho’s tidiness as regard to their organised and freshly painted huts they lived in and the manner in which they received guests. They could sleep in tents because they felt safe in the country. Moreover, they still admired generally the country’s natural beauty particularly the mountains and the rivers. The lack of roads and bridges made their travel difficult. Nonetheless the Basotho’s hospitality outweighed the negative comments on accessibility.²⁴⁰

²³⁵E.T. Mensah. 18 March 2016. *The Mfecane and Its Effects*. Munich, GRIN Verlag, <http://www.grin.com/document/317676>. Accessed: 12 August 2019.

²³⁶T.M. Shano. “Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome Cave Village”. MHCS Dissertation, University of Pretoria, 2007.

²³⁷J. Bainbridge, K. Armstrong, B. Blond, M. Fitzpatrick, N. Luckham, H. Ranger & S. Richmond. *South Africa, Lesotho and Swaziland: The Most Comprehensive Guide to Africa’s Southern Most Trio*. Lonely Planet. 2009, p.552.

²³⁸T.M. Shano. “Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome Cave Village”. MHCS Dissertation, University of Pretoria, 2007, p.38.

²³⁹T.M. Shano. “Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome Cave Village”. MHCS Dissertation, University of Pretoria, 2007, p.38.

²⁴⁰T.M. Shano. “Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome Cave Village”. MHCS Dissertation, University of Pretoria, 2007, p.38.

Lesotho's Tourism Development after Independence (1966)

As indicated earlier, Lesotho is a country that scholars seem to have wholly disregarded. There is thus also a dire lack of information on the origin and development of formal tourism in Lesotho before independence. Shano reckons that tourism development became an issue only after independence.²⁴¹

According to V. Mashinini, the first years of tourism development in Lesotho were focussed on planning.²⁴² He notes that the creation of a tourism organisation which included: the Department of Tourism assigned to prepare policies; the Lesotho Tourist Board entrusted to market the tourism product of Lesotho and the Lesotho National Development Corporation (LNDC) which was mandated to provide funds for the construction and management of two hotels of international standard in Maseru in 1970 and 1979 respectively.²⁴³ Mashinini alleges that these hotels were instrumental in facilitating international tourist's arrivals in the country that were keen to view apartheid from "close vicinity".²⁴⁴

Though early tourism development focused on the natural dimension of Lesotho's attractions, at the time attention was also given to gambling. The reason for this was that gambling had been made illegal in the neighbouring country of apartheid South Africa, and thus became a significant draw-card during this period 1960 -1970.²⁴⁵ In addition, besides gambling, pornography and interracial sex activities also became major tourism activities in Lesotho given that they were banned in South Africa. This gave Lesotho an advantage as the apartheid system in South Africa did not permit the practice of such activities for an extended period of time.²⁴⁶ Consequently, Lesotho targeted the niche market and promoted gambling as well as other activities not allowed in South Africa as an important

²⁴¹T.M. Shano. "Developing Heritage and Cultural Tourism in Lesotho; The Case of Ha Kome Cave Village". MHCS Dissertation, University of Pretoria, 2007, p.48.

²⁴²V. Mashinini. "Tourism Policies and Strategies in Lesotho". *Africa Insight* 33(1-2) 2003, pp. 87-92.

²⁴³V. Mashinini. "Tourism Policies and Strategies in Lesotho". *Africa Insight* 33(1-2), 2003, pp. 87-92.

²⁴⁴V. Mashinini. "Tourism Policies and Strategies in Lesotho". *Africa Insight* 33(1-2), 2003, pp. 87-92.

²⁴⁵V. Mashinini. "Tourism Policies and Strategies in Lesotho". *Africa Insight* 33(1-2), 2003, pp. 87-92.

²⁴⁶V. Mashinini. "Tourism Policies and Strategies in Lesotho". *Africa Insight* 33(1-2), 2003, pp. 87-92.

industry through the acquisition of casinos of high international standards to attract more visitors to the country.²⁴⁷

Z. Mda also emphasizes sex tourism as being an important draw-card alongside gambling making Lesotho an important destination for white South Africa. It was said that besides being a labour reserve for South Africa, Lesotho also hosted “the brothels of white South Africa”.²⁴⁸ J.S. Crush and B.P. Welling state that 86% of the visitors to Lesotho were of South African origin and the gambling business was controlled by the Holiday Inns that were based in South Africa.²⁴⁹ Wellings and Crush maintain that Lesotho’s tourism performance came crumbling down in the late 1970’s when South Africa legalised gambling and it became a preferred destination.²⁵⁰ Wellings and Crush, additionally point out that a mistake was made when Lesotho’s tourism expansion was only focussed on the capital Maseru and tourism prospects elsewhere were forgotten.²⁵¹ Shano argues that during this period, Lesotho had unfortunately ignored other attraction features, such as the natural attractions.²⁵² Understandably so, E. Moody also alleges that the Lesotho tourism value during the 1970’s was poor and maintains that “one can thus hardly speak of tourism as an industry in Lesotho”.²⁵³

Wellings and Crush claim that the 1980’s saw intensified efforts in tourism development as the government supported tourism as a part of an economic diversification programme by establishing linkages and securing support of the regional and international tourism organisations.²⁵⁴ For instance, Lesotho became a member state of SADC in 1980 and 1981 and a member of the World Tourism Organisation respectively.²⁵⁵ According to Shano,

²⁴⁷J. Molefi. “New Casino Boosts Tourism in Lesotho: Kingdom in the Sky”. Maseru: LNDC, 1981.

²⁴⁸Z. Mda. “The Plays of Zakes Mda”. Johannesburg: Ravan Press (PTY) LTD., 1990.

²⁴⁹J.S. Crush and B.P. Welling. “The Southern African Pleasure Periphery, 1966 – 83”. *Journal of Modern African Studies* 21 (4), 1983, pp.673 – 698.

²⁵⁰J.S. Crush and B.P. Welling. “The Southern African Pleasure Periphery, 1966 – 83”. *Journal of Modern African Studies* 21 (4), 1983, pp.673 – 698.

²⁵¹J.S. Crush and B.P. Welling. “The Southern African Pleasure Periphery, 1966 – 83”. *Journal of Modern African Studies* 21 (4), 1983, pp.673 – 698.

²⁵²T.M. Shano. “Developing Heritage and Cultural Tourism in Lesotho: The case of Ha Kome Cave Village”. MHCS Dissertation, University of Pretoria, 2007, p. 48.

²⁵³E. Moody. “The Big Project Approach to Development in Lesotho”. *South African Journal international Affairs* 1(2), 1975, pp. 115-120.

²⁵⁴J.S. Crush and B.P. Welling. “The Southern African Pleasure Periphery, 1966 – 83”. *Journal of Modern African Studies* 21 (4), 1983, pp.673 – 698.

²⁵⁵J.S. Crush and B.P. Welling. “The Southern African Pleasure Periphery, 1966 – 83”. *Journal of Modern African Studies* 21 (4), 1983, pp.673 – 698.

internally, the government also commissioned Tourism Development Plans to assist the country's tourism. Proposals made by such plans included a change in strategy to lessen dependency on South Africa, particularly the reliance on casinos as the tourism product. She maintains further that it also initiated new projects that promoted the landscape; established recreational areas; developed pony trekking centres; promoted fishing; and developed outdoor activities and heritage and culture for tourism.²⁵⁶

A major milestone in the Lesotho's tourism industry was observed in the twenty-first century. It saw the Lesotho government identifying the tourism sector as one of the "cornerstones" of Lesotho's economic growth and as such, earmarked the sector to drive the country's economy through the development of tourism products and increasing employment particularly among local communities.²⁵⁷ Despite this, almost 53 years since gaining independence from British rule in 1966, Lesotho's tourism retains the status quo of being dubbed at being at the "initial stages". Compared to the various Southern African neighbouring countries, including Botswana, Lesotho tourism's industry remains relatively underdeveloped.

Currently the sector has the following institutional bodies: Ministry of Tourism, Environment and Culture (MTEC) and Lesotho Tourism Development Corporation (LTDC) formerly known as the Lesotho Tourist Board. LTDC was established in 2004 by the Tourism Act of 2002 and it is governed by a board chaired by the Director of Tourism of MTEC.²⁵⁸ LTDC markets Lesotho as a "preferred tourism destination" both locally and internationally and promotes investment especially in tourism products while MTEC on the other hand, serves as the leading ministry ensuring a well-managed environment and preserved cultural heritage.²⁵⁹ This is intended to make Lesotho a quality eco-tourism destination for the betterment of the livelihood of the Basotho.²⁶⁰ Also as part of the LTDC's mandate, the law sets out protection of the environment and integration of local community

²⁵⁶T.M. Shano. "Developing Heritage and Cultural Tourism in Lesotho; The Case of Ha Kome Cave Village". MHCS Dissertation, University of Pretoria, 2007, p.48.

²⁵⁷Visit Lesotho, May 2016. Lesotho, The Kingdom in the Sky: Lesotho Tourism News. Explore the Kingdom in the Sky. <https://www.visittlesotho.travel>. Accessed: 12 May 2019.

²⁵⁸A. A. I. Baweh, C. LO, B. Snow & J. Werner. An Analysis of the Policy Framework for Investments in Infrastructure of the Kingdom of Lesotho and Impact on Tourism-Related Infrastructure: Capstone Project Final Report. Master of Public Affairs, Sciences Po, Paris, SciencePO. 2011, p.72.

²⁵⁹ The Lesotho Review, n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 09 May 2019.

²⁶⁰ The Lesotho Review, n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 09 May 2019.

members.²⁶¹ So LTDC and its mother ministry (MTEC) have plans to facilitate the industry in different “set routes and circuits”.²⁶² The 2002 Tourism Act also states that LTDC also has the authority to provide financial and technical assistance to these ends, and engages other government and foreign businesses to develop tourism in Lesotho.²⁶³

As a result of the efforts of these two government bodies, there have been ranges of initiatives for the development of Lesotho’s tourism. In the twenty-first century, Lesotho, like any progressive country, gave more attention to other forms of tourism such as ecotourism, nature-based tourism, alternative tourism, small-scale tourism, sustainable tourism, community-based tourism and cultural tourism.²⁶⁴ However, at this time, Lesotho’s high altitude still remains one of its main tourism draw-cards.

Additionally, a tourism strategy was developed, leading to a number of accommodation facilities being built at major tourism destinations. These new hotels, mountain lodges and national parks developed in recent years also contribute to the promotion of Lesotho’s tourism.²⁶⁵ The government of Lesotho is also making an effort of putting up for privatization some tourism facilities such as Molimo Nthuse, Bokong and Liphofung chalets, Thaba-Chitja Island and Sehlabathebe chalets to aid job creation and improve the upkeep of these facilities.²⁶⁶

Moreover, grading of tourism facilities is ongoing in order to uphold international standards of services. Thus the standard of accommodation facilities has also been improved as a regulated grading and classification system has been introduced.²⁶⁷ Furthermore, according to the Lesotho Tourism Review, the cost of obtaining visas is also being reviewed.²⁶⁸ Again, having realised the importance of tourism to the economy, the

²⁶¹Tourism Act. 2002. Maseru: Government Printers. p.73.

²⁶²Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009, p. 16.

²⁶³A. A. I. Baweh, C. LO, B. Snow & J. Werner. An Analysis of the Policy Framework for Investments in Infrastructure of the Kingdom of Lesotho and Impact on Tourism-Related Infrastructure: Capstone Project Final Report. Master of Public Affairs, Sciences Po, Paris, SciencePO. 2011, p. 72.

²⁶⁴Lesotho Review. Maseru: Wade publications, 2014.

²⁶⁵Lesotho, 22 February 2017. Tourism/Export.gov. <https://www.export.gov/article?id=Lesotho-Tourism>. Accessed: 08 May 2019.

²⁶⁶Lesotho, 22 February 2017. Tourism/Export.gov. <https://www.export.gov/article?id=Lesotho-Tourism>. Accessed: 08 May 2019.

²⁶⁷Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009, p. 16

²⁶⁸The Lesotho Review n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 09 May 2019.

Ministry of Education has introduced travel and tourism into Lesotho's education curriculum in the form of a pilot project in nine schools across the country's various districts.²⁶⁹

Following international trends in destination marketing, a number of recent achievements under the auspices of the MTEC took place. These included the completion of the Sani Top and Semonkong Tourism Development Areas; the development of a tourism destination brand and communication strategy; developing a tourism business barometer; celebrating the arts, innovation and introducing a culture week; completing the documentation of oral histories and more than 65 rock art sites at Sehlabathebe National Park World Heritage Site; and developing of the creative industries empowerment programme which has created access to an international market for 50 local producers, with US \$97 000 generated for the 2016/2017 financial year.²⁷⁰

At present under the auspices of the MTEC, Lesotho is building a National Museum and an art gallery, which is expected to open in 2020. The museum will include displays on the history of Lesotho and the Basotho people up to the present day, including their attire; norms and values; beliefs; food; animals and more. The design of the museum is in the shape of a spiral aloe, one of Lesotho's endemic species traditionally known as "*lekhala-kharetsa*".²⁷¹

The Department of Culture has also done much work in ensuring that Lesotho's cultural history is preserved, supported and publicised.²⁷² It has made a concerted effort to document heritage sites; construct information boards; visitor centres and shelters for preserving dinosaur footprints and also engaged in community mobilisation.²⁷³ For instance, Liphofung Heritage Centre has been built and rural homesteads established.²⁷⁴ To further preserve culture and couple it with tourism development the government of

²⁶⁹The Lesotho Review n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 09 May 2019.

²⁷⁰Lesotho, 22 February 2017. Tourism/Export.gov. <https://www.export.gov/article?id=Lesotho-Tourism>. Accessed: 08 May 2019.

²⁷¹The Lesotho Review, n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 10 May 2019.

²⁷²Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009, p. 16.

²⁷³Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009, p. 16.

²⁷⁴Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009.p. 16.

Lesotho built a cultural village at the foot of Thaba-Bosiu Mountain where Moshoeshoe I, the founder of the Basotho nation was buried. Presently, Mahlasela AfriSki Resort and Sehlabathebe National Park World Heritage Site are renowned developments in the country.²⁷⁵

In addition, the year 2017/18 saw the following measure being adopted: the introduction of a regulatory regime to promulgate sound legislation which will regulate the tourism sector for the benefit of domestic investors.²⁷⁶ Other policies and programme to be finalised in the near future include the revised Tourism Master Plan, Tourism Investment Policy and Tourism Promotion Strategy and the Community-Based Tourism Blue Print.²⁷⁷ The Lesotho Tourism Review further state that with the help of World Bank finances, there is going to be funding towards the construction of Tourism and Handicraft Information Centre that will be serve as an information point and retail centre for both tourists and locals.²⁷⁸

Though tourism is officially the second largest sector of export in service in value, accounting for LSL 277 million in 2008 (USD 36.9 million),²⁷⁹ in Lesotho, it has not contributed substantially to the overall economy.²⁸⁰ Despite the country's efforts in developing its tourism, a standard statistical framework for economic measurement of tourism estimates the sector is only currently contributing about 2.5 percent to the GDP.²⁸¹

The bottom line is that the Kingdom of Lesotho is endowed with abundant natural beauty and a unique and intriguing history and culture, however the country remains largely unexplored by both South African and overseas travellers. Tourism is largely concentrated around a limited range of activities and a few locations. UNCTAD points out further that the tourism service sector, in its recent performance was characterised by stagnating growth and has been constrained by limited progress in diversifying source markets of

²⁷⁵Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009.p. 6

²⁷⁶ The Lesotho Review, n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 10 May 2019.

²⁷⁷ The Lesotho Review, n.d. Tourism. www.lesothoreview.com/contents/tourism. Accessed: 10 May 2019.

²⁷⁸The Lesotho Review. n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 10 May 2019.

²⁷⁹Word Stream, 25 April 2011. Market Conversion rate. <https://www.wordstream.com/conversion> - rate. Accessed: 22 April 2019.

²⁸⁰Lesotho Statistics Yearbook. 2010:45.

²⁸¹Lesotho Statistics Yearbook. 2016:50.

arriving tourists, as the country continues to rely heavily on the South African market.²⁸² Consequently, Baweh *et al.*, dubs Lesotho as “a land of missed opportunities”.²⁸³

4.2 The Status quo of Lesotho’s Tourism

As indicated the tourism industry in Lesotho is being actively promoted by the Lesotho Government through a body known as LTDC.²⁸⁴ In 2016 LTDC launched a new tourism brand identity and slogan for Lesotho.²⁸⁵ According to LTDC, this was to show-case the country’s high altitude, unique landscape and culture.²⁸⁶ The LTDC Public Relations Manager, Ms Mot’soeneng, states that Lesotho’s new positioning statement is “The Unexpected High” while the tourism slogan is “The Kingdom in the Sky”.²⁸⁷ The Lesotho Tourism Review holds that the new brand identity incorporates the country’s four signature attributes: “welcoming, majestic, energetic and authentic”.²⁸⁸ According to Ms Mot’soeneng, LTDC would no longer use multiple slogans such as “mountain kingdom”, “real people, real culture”, “real mountains” and “be challenged by nature”. She holds that LTDC aims at aligning itself to international best practices through the use of a single tagline or the slogan “the Kingdom in the Sky”.²⁸⁹

In promoting Lesotho’s tourism products to international markets, both print and electronic articles in magazines and brochures are used. Lesotho now also takes part in international tourism fairs such as: Germany’s International Tourism Bourse (ITB Berlin) and London’s World Trade Market (WTM London). The ITB Berlin is the world’s largest tourism trade fair which allows, amongst others exhibitors, from different countries to

²⁸²UNCTAD Service Policy Review Lesotho

²⁸³A. A. I. Baweh, C. LO, B. Snow & J. Werner. An Analysis of the Policy Framework for Investments in Infrastructure of the Kingdom of Lesotho and Impact on Tourism-Related Infrastructure: Capstone Project Final Report. Master of Public Affairs, Sciences Po, Paris, SciencePO. 2011, p.11.

²⁸⁴Lesotho, 22 February 2017. Tourism/Export.gov. <https://www.export.gov/article?id=Lesotho-Tourism>. Accessed: 08 May 2019.

²⁸⁵Lesotho Times, 8 October 2015. LTDC to Launch Lesotho’s Tourism Brand Identity.www.lestimes.com/ltdc-to-launch-lesothos-tourism-brand-identity. Accessed: 20 May 2019.

²⁸⁶Lesotho Times, 8 October 2015. LTDC to Launch Lesotho’s Tourism Brand Identity.www.lestimes.com/ltdc-to-launch-lesothos-tourism-brand-identity. Accessed: 20 May 2019.

²⁸⁷Lesotho Review. n.d., Tourism. www.lesothoreview.com<tourism. Accessed: 21 October 2019.

²⁸⁸Lesotho Review. n.d., Tourism. www.lesothoreview.com<tourism. Accessed: 21 October 2019.

²⁸⁹Lesotho Times, 8 October 2015. LTDC to Launch Lesotho’s Tourism Brand Identity.www.lestimes.com/ltdc-to-launch-lesothos-tourism-brand-identity. Accessed: 20 May 2019.

display their tourism products and services to the world,²⁹⁰ while the WTM London is the leading global event for travel industry to meet industry professionals and conduct business deals.²⁹¹ The country is also well represented at the African Travel Show (formerly known as Tourism Indaba), which is one of the largest tourism marketing events on the African calendar and one of the three “must see” events of its kind on the global calendar.²⁹² It showcases the widest variety of Africa’s best tourism products and attracts international buyers and media across the world.²⁹³

LTDC does not only promote Lesotho internationally but also promotes domestic tourism. Therefore LTDC puts in place a campaign known as “visit your country first” campaign.²⁹⁴ According to the LTDC’s chief executive officer, Mr Mpaiphele Maqutu, the campaign is aimed at encouraging Basotho to travel locally and experience tourism products and to reduce the exposure of the local tourism industry to fluctuations in international demand or seasonality, particularly because international tourism can be extremely sensitive to global political and economic factors.²⁹⁵ The “*Lesotho Haeso*” campaign (loosely translated “Lesotho – My Home”) has also been introduced to promote domestic tourism by targeting tourism front-liners.²⁹⁶

Additionally, according to the Brussels Program of Action (PBOA), Lesotho continues to cooperate with the Republic of South Africa and other regional members for tourism promotion and marketing, especially through the Maloti Drakensburg Tourism Route joint

²⁹⁰IT BERLIN, n.d., The History of ITB Berlin. <https://www.itb-berlin.com/ITBerlin/FactsFigures/History>. Accessed: 21 May 2019.

²⁹¹Wtm London. n.d., International Travel Trade Show. <https://london.wtm.com>. Accessed: 21 May 2019.

²⁹²Welcome| Africa’s Travel Indaba. n.d., Africa’s Travel Indaba. <http://indaba-southafrica.co.za/about/default.aspx>. Accessed: 21 May 2019.

²⁹³Welcome| Africa’s Travel Indaba, n.d., Africa’s Travel Indaba, <http://indaba-southafrica.co.za/about/default.aspx>. Accessed: 21 May 2019.

²⁹⁴The Lesotho Review, n.d., Tourism. <https://www.lesothoreview.com/contents/tourism>. Accessed: 27 September 2019.

²⁹⁵The Lesotho Review, n.d., Tourism. <https://www.lesothoreview.com/contents/tourism>. Accessed: 27 September 2019.

²⁹⁶Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 200, p. 16.

bilateral marketing initiative with South Africa.²⁹⁷ The Transfrontier Park has been established to help spread the benefits of tourism in South Africa into Lesotho.²⁹⁸

Lesotho further acknowledges the importance of website marketing of tourist attractions. Hence, in an attempt to keep up with the digital world as digital technology has become a key element for visitors in planning and booking their holidays, this national tourism body, revamped its online presence at the LTDC tourism website and created a new standalone website: visitlesotho.travel.²⁹⁹ It has also introduced the mobile app which is available at iStore or Play store serving as a travel guide for anyone intending to explore new destinations in the country and has an interactive map with GPS coordinates and directions.³⁰⁰ These were done with the aim of helping to provide tourists with ample information about the travel and tourism services offered by businesses in the country.³⁰¹

Moreover, accommodation facilities and activities in different parts of the country also play an important role of providing comprehensive tourism information on Lesotho's attractions through use of brochures. LTDC maintains that with the help of further research, coupled with their planned marketing strategies and partnership with relevant key stakeholders, together with the new brand, all the pieces will come together to create a strong image for Lesotho so that it stands out from the crowd of regional competitors.³⁰²

4.3 Perception of Lesotho as a Tourism Destination: Literary Survey

In "The Tourist Gaze", J. Urry states that when we go away and become tourists, "we look at the environment... we gaze at what we encounter... and the gaze is socially constructed".³⁰³ As indicated earlier, Lesotho promotes itself as the "Kingdom in the Sky," but tourists have their own way of viewing a destination. This section identifies the

²⁹⁷Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009.p. 16. & NDT Interviews, August 2018.

²⁹⁸Final Review of the Implementation of the Brussels Programme of Action (BPOA) 2001 – 2010. Government of Lesotho, December 2009.p.16. & NDT Interviews, August 2018.

²⁹⁹VisitLesotho. n.d., Lesotho Tourism News 2017. <https://visitlesotho.travel/custom/flipping/ltdc-Newsletter>. Accessed: 12 May 2019.

³⁰⁰VisitLesotho, n.d., Lesotho Tourism News 2017. <https://visitlesotho.travel/custom/flipping/ltdc-Newsletter>. Accessed: 12 May 2019.

³⁰¹VisitLesotho, n.d., Lesotho Tourism News 2017. <https://visitlesotho.travel/custom/flipping/ltdc-Newsletter>. Accessed: 12 May 2019.

³⁰²VisitLesotho, n.d., Lesotho, The kingdom in the Sky. <https://visitlesotho.travel>. Accessed: 20 May 2019.

³⁰³J. Urry. "The Tourist Gaze". London: Sage. 1990.

perceived image of Lesotho by actual international tourists. It focuses on the limited amount of literature that describes the destination image of the Kingdom of Lesotho and then considers the views of actual tourists who have visited Lesotho and ends with a short interim conclusion. The study collected data using a travel blog (<https://www.travellerspoint.com<blogs>),³⁰⁵ which is in the public domain to determine the general image held by tourists in Lesotho.

An extract by Kami written in 2017 titled, “Lesotho: A trip to the Remote Village of Lesotho (and my thoughts on the ethical sides of tourism)” indicates that Lesotho is generally regarded as an “unknown country”.³⁰⁶ The writer states that she was an international tourist in South Africa and ended up on the other side of the border in a country she did not know existed. She maintains that Lesotho has spectacular mountains and scenery, however, argues that due to the location, “the place is beautiful yet forgotten by most and the place looked like time has stopped there”.³⁰⁷ Kami notes further that Lesotho is poor. Her German group that she was travelling with did not care much about the guide’s work but were keen to make themselves feel better by the illusion of helping “poor little kids from Africa”, by throwing out sweets and fruits to children randomly.³⁰⁸

In another travel blog by The Corn Flake Traveller titled “3 Days in Lesotho”, a similar view is evident. Like Kami, the Cornflake traveller indicates that he had never heard of Lesotho before travelling to the southern end of Africa, even though it was a British colony until

³⁰⁴Lesotho-Travel Blogs, n.d., Travellers point. <https://www.travellerspoint.com < blogs>. Accessed: 23 May 2019.

³⁰⁵Lesotho-Travel Blogs, n.d., Travellers point. <https://www.travellerspoint.com < blogs>. Accessed: 23 May 2019.

³⁰⁶Kami & the Rest of the World, 2017. A trip to the Remote Village of Lesotho (and my Thoughts on the Ethical Sides of Tourism). <https://www.mywonderlust.pl/a-trip-t0-the-remote-village0f-lesotho>. Accessed: 21 May 2019.

³⁰⁷Kami & the Rest of the World, 2017. A trip to the Remote Village of Lesotho (and my Thoughts on the Ethical Sides of Tourism). <https://www.mywonderlust.pl/a-trip-t0-the-remote-village0f-lesotho>. Accessed: 21 May 2019.

³⁰⁸Kami & the Rest of the World, 2017. A trip to the Remote Village of Lesotho (and my Thoughts on the Ethical Sides of Tourism). <https://www.mywonderlust.pl/a-trip-t0-the-remote-village0f-lesotho>. Accessed: 21 May 2019.

1966.³⁰⁹ He maintains that when looking at the map, he assumed that Lesotho was a province of South Africa.³¹⁰

French girl round the world, another travel blogger in “Experiencing life as a Basotho: 1 Week in Lesotho”, makes note of the hospitality of Basotho people in Lesotho and how beautiful the country is due to its mountains and canyons.³¹¹ Nonetheless, she complains of the difficulty of getting from one point to the next due to poor transportation and poor road infrastructure. Like Kami, she holds that Lesotho is quiet and remote.³¹²

The perceptions of Lesotho as a destination by these few travel bloggers relate to one another. From their experiences, it is observed that tourists regard Lesotho as an isolated country that is hidden from the world as it is unknown. They also see the country as poor, lacking in infrastructure and untouched by the modern world. Nonetheless, the country’s natural beauty seems to stand out as they view the landscape as spectacular and rank the hospitality of the Basotho people as being a top notch. It is worth noting though, that most of these actual tourists, if not all, were only made aware of the existence of the country Lesotho when they were in South Africa. This affirms the point that Lesotho continues to rely heavily on the South African market as it has on its own been unable to diversify its source markets for tourist arrivals.³¹³

4.4 Lesotho’s Tourism Policy

This sub-section discusses how Lesotho’s tourism legal framework has been operating to address the issue of tourism in Lesotho. It considers how Lesotho tourism policy has affected change and its influence in the tourism industry.

The government of the Kingdom of Lesotho, having recognised the importance of developing the tourism industry in the country in a controlled manner decided to set forth

³⁰⁹The Corn Flake , 14 Nov 2014. Country 73-3 Days in Lesotho.
<https://www.travelblog.org/Africa/Lesotho/blog-875562.htm>. Accessed: 22 May 2019.

³¹⁰The Corn Flake, 14 Nov 2014. Country 73-3 Days in Lesotho.
<https://www.travelblog.org/Africa/Lesotho/blog-875562.htm>. Accessed: 22 May 2019

³¹¹Frenchgirlroundtheworld, n.d., Experiencing Life as a Mosotho: 1 Week in Lesotho.
<https://travelblog.org/Africa>. Accessed: 22 May 2019.

³¹²Frenchgirlroundtheworld, n.d., Experiencing Life as a Mosotho: 1 Week in Lesotho.
<https://travelblog.org/Africa>. Accessed: 22 May 2019.

³¹³UNCTAD, Lesotho SPR Report 2012.

a National Tourism Policy in the year 2000.³¹⁴ It is worth noting that prior to the implementation of this policy, there had been hardly any traceable key policy, legislation or plan governing the tourism industry of Lesotho.³¹⁵ So a “Full-fledged tourism policy” was announced only in the year 2000. According to MTEC, when this policy came into play, it brought about some form of stability and direction in the tourism sector of Lesotho.³¹⁶ The National Tourism Policy’s objective was to establish guidelines and a framework for the growth and development of tourism as a key economic sector to contribute effectively to GDP growth.³¹⁷ Amongst others, its aims are to advocate for sustainable tourism development with government taking the role of a facilitator and monitoring agent of the industry. It also aimed at stimulating private sector entrepreneurship and community participation and also to recognise that Lesotho had escaped the adverse impacts of mass tourism and so could embark on a programme of sustainable and responsible tourism.³¹⁸

Moreover, with the implementation of the said policy, the assumption was that the necessary and appropriate resources and funding mechanisms would be forthcoming and great care would be paid to improve participation and benefits to rural communities,³¹⁹ but there has been little evidence of such.

Amongst others, the Policy fails to observe some of SADC protocols such as prioritising tourism in the region as a means of promoting its goal of economic development and regional integration.³²⁰ SADC also suggests member states improve their quality of service, safety standards and physical infrastructure as a means of attracting tourists and investments into the region.³²¹ Lesotho as a SADC member state has not fully observed these protocols, for example, the tourism sector in comparison with other sectors in the

³¹⁴The Kingdom of Lesotho: Background to the National Tourism Policy (LES/OO/002) Volume II, Final Report Madrid, 2000. United Nation Development Programme, World Tourism Organisation.

³¹⁵MTEC Interviews. 02 August 2019.

³¹⁶ MTEC Interviews. 02 August 2019.

³¹⁷The Kingdom of Lesotho: Background to the National Tourism Policy (LES/OO/002) Volume II, Final Report Madrid, 2000. United Nation Development Programme, World Tourism Organisation.

³¹⁸The Kingdom of Lesotho: Background to the National Tourism Policy (LES/OO/002) Volume II, Final Report Madrid, 2000. United Nation Development Programme, World Tourism Organisation.

³¹⁹The Kingdom of Lesotho: Background to the National Tourism Policy (LES/OO/002) Volume II, Final Report Madrid, 2000. United Nation Development Programme, World Tourism Organisation.

³²⁰Southern African Development Community Towards a Common Future, n.d., Themes, Infrastructure and Tourism. <https://www.sadc.int>. Accessed: 06 August 2019.

³²¹Southern African Development Community Towards a Common Future, n.d., Themes, Infrastructure and Tourism. <https://www.sadc.int/> Accessed: 06 August 2019.

country has not been awarded top priority. For instance, the government has not prioritised or sufficiently budgeted for the development of the industry. To name a few, there are some areas that are still inaccessible due to a lack of roads and there is still a huge lack of tourism infrastructure in the country. Moreover, quality of service offered by the industry is still not on par with international standards.

Other than these irregularities observed in comparison with SADC standards, the 2000 Policy is silent on some tourism matters such as tour operations; tourist guiding; grading and classification systems. This affirms how totally outdated the policy is. Tour operations play a vital role in the tourism industry and have been identified as one of the weaknesses of the Lesotho tourism industry. In addition, tourist guiding is also not yet catered for as there are also no measures in place for the training and regulation of tourist guiding in the country.³²² A grading and classification system for accommodation facilities has also been lagging behind and where it does exist in order to uphold international standards of services is implemented incorrectly.³²³ This is further affirmed by J. McKeeman and Z. Rogza who maintain also that the current classification system in Lesotho is not a standard international system.³²⁴ Furthermore, facilitation and practical support to the efforts/endeavours of the private sector is insufficient, lacking supporting programmes. As a result of lack of attractive incentives, private sector has become hesitant to provide tourism investments and services in the Lesotho's tourism industry.

All in all, it can be argued that the Tourism Policy of the year 2000 has proven to be average as it has hardly been able to deal with the practical challenges embedded within tourism industry of Lesotho. Hence, in view of global and national developments and given that the existing National Tourism Policy is 19 years old and that much has changed since 2000, the government of Lesotho through the MTEC, recently consulted with KEIOS. KEIOS is a multidisciplinary consulting firm providing services including planning, design and technical assistance based in Rome (Italy). They were required to engage in developing a new tourism policy that, unlike the Policy of 2000, will be implementable and stimulate some

³²²MTEC Interviews. 02 August 2019.

³²³NDT Interviews. 16 August 2019.

³²⁴J. McKeeman & Z. Rozga. Private Sector Competitiveness Project, Strengthening the Tourism Market in Lesotho: A Content Collection and Market Readiness Audit Exercise. GeoSavvy Development, 2007, p.12. World hotel-link.com in Africa.

form of transformation towards the tourism industry growth. This policy is currently near completion and a workshop has already been set up. The policy awaits the Basotho government's cabinet approval and then implementation follows. The prospects of Lesotho tourism appear thus to be set to change.

Chapter Five: South Africa's Tourism Stranglehold?

As has already been pointed out, Lesotho's geographical situation results in a close collaboration with South Africa in areas including, but not limited to, economic development, resource allocation, transportation infrastructure as well as tourism development.³²⁵ It was also shown that as a result of this, the two countries enjoy a long-standing diplomatic relationship with one another. For example, from the tourism perspective, at a national level, South Africa and Lesotho have a five-year renewable agreement for cooperation in the field of tourism,³²⁶ which was signed in 2012. As shown earlier, the overall focus of the agreement was for the two countries to (i) focus on human resource development (ii) exchange information (iii) participate in each other's events such as African Travel Show and attend Best Practice Workshops.³²⁷

Interestingly, despite this "seemingly good relationship", the tourism growths of these two economies are not even closely comparable in terms of successes - South Africa takes the trophy while Lesotho lags far behind. To be specific, as indicated earlier, the Travel and Tourism Competitive Report covering 136 economies, indicates that the Republic of South Africa ranks at 53 while the Kingdom of Lesotho is at 128 globally in 2017/2018.³²⁸

As a result of the difficulty in finding any aspect of life in Lesotho that is not in some way influenced by South Africa due to the inevitable influence of geography, this chapter presents a comparison between South Africa's tourism and that in Lesotho. It uses eleven criteria adapted and developed from R.G. Cleverdon's article titled "Tourism Development in the SADC Region: The Opportunities and Challenges",³²⁹ to consider the development of tourism in the respective countries. These include: size and location (geography); conducive business environment and privatization; an investor friendly land-acquisition policy; government support of the sector; tourism service infrastructure such as air and

³²⁵J.E. Bardill & J.H. Cobbe. "Lesotho: The Dilemmas of Dependence in Southern Africa". Westview Press: London. 1985.

³²⁶Bojanala. Edition 02-May/June 2012. New Challenges Lie Ahead in Growing and Developing Tourism. Tourism Department: Tourism Republic South Africa. p.9.

³²⁷NDT Interviews. 16 August 2019.

³²⁸World economic Forum. 2017. Index results - The Travel & Tourism Competitiveness Ranking Report 2017/2018. <https://www.reports.Worldeconomicforum.org/Travel-and-competitive-report>. Accessed: 04 March 2019.

³²⁹R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

ground transport; immigration and access formalities; developed tourism human resources/education; product development and diversification of tourism resources; marketing campaign; technology and safety and security.³³⁰

5.1 South Africa's Tourism

Historically, the isolationism of apartheid delayed South Africa's entry onto the world stage in many areas, including tourism.³³¹ For instance, prior 1994, South Africa's tourism potential to enhance economic growth largely remained untested and ignored. The 10 Year Reviews indicate that at the time the existing tourism products were exclusively in the hands of white owners and the pass laws and influx control made domestic leisure travel all but impossible for the majority of the population.³³² Apartheid divided and discriminated restricting access to amenities to the white minority.

However, upon the country's political transition to a democracy in 1994, South Africa's tourism sector has evolved from a relatively small and exclusive safari holiday destination to a competitive and diverse tourism offering for a broader global and domestic market.³³³ The end of the apartheid system also signalled the end of stagnant foreign arrival growth which had prevailed during sanctions, and marked the start of a continuing period of consistent strong growth.³³⁴ This has thus led to the dramatic growth of tourism and has since been a key feature of the South African economy.

In terms of tourism resources, South Africa is comparatively well-endowed with world-class tourism resources and has well-developed tourism facilities and services. Many of South Africa's tourism products are in the ecotourism sector, linked to biodiversity and wildlife conservation. These include game reserves, bird sanctuaries, freshwater reserves, health spas and natural heritage sites. It also boasts nine World Heritage Sites. Further linked to

³³⁰R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

³³¹Anon, n.d., 10 Years Reviews. Tourism. Star Attraction. <https://www.environment.gov.za>. Accessed: 26 July 2019.

³³²Anon, n.d., 10 Years Reviews. Tourism. Star Attraction. <https://www.environment.gov.za>. Accessed: 26 July 2019.

³³³Anon, n.d., 10 Years Reviews. Tourism. Star Attraction. <http://www.environment.gov.za>. Accessed: 26 July 2019.

³³⁴HSRC Press, 2014. Twenty Year Review South Africa 1994- 2014: Background Paper: Economy and Development. www.poa.gov.za/news, Accessed: 25 November 2019.

these, are tourism activities including walks, game drives and hiking as well as more adventure-oriented products like mountain climbing, mountain biking and bungee jumping.

Archaeological or historical tourism resources represent 11% of all tourism resources.³³⁵ They include archaeological and paleontological sites, historical buildings, battle fields, statues and cemeteries. South Africa is also known for being rich in cultural tourism resources and many people consider this as South Africa's greatest strength, namely the diversity of its people and the richness of their cultural heritage.³³⁶ For example, cultural attractions include festivals, dances and music, traditional architecture, cultural villages, cuisine, films, theatre and music. There are also tourist attraction themed routes such as the Mandela and Gandhi routes. C.D. van der Merwe points out that this rich cultural tourism is the reason why South Africa is hailed as the "the rainbow nation" by Archbishop Desmond Tutu, for the cosmopolitan and multicultural nature of its people and history.³³⁷ Also important are its arts and crafts which are tourist magnets and their importance are increasingly being emphasized. These include traditional and modern African art and craft, leatherwork, paintings or sketches, weaving and knitting, pottery and jewellery.

As a result of the fierce competition between tourist destination proponents as global tourism constantly increases, B.Lubbe argues that destination competitiveness is critical.³³⁸ E. du Plessis indicates that factors that are most important for South Africa's competitiveness are safety and security, quality service, value for money, geographical features and attitudes towards tourists.³³⁹ Also a team led by Lubbe at the University of Pretoria did research by approaching South African tourism professionals asking which

³³⁵HSRC Press. 2014. Twenty Year Review South Africa 1994- 2014: Background Paper: Economy and Development. www.poa.gov.za/news. Accessed: 25 November 2019.

³³⁶HSRC Press. 2014. Twenty Year Review South Africa 1994- 2014: Background Paper: Economy and Development. www.poa.gov.za/news. Accessed: 25 November 2019.

³³⁷Van der Merwe, C.D. "Tourist Guides' Perceptions of Cultural Heritage Tourism in South Africa". In: Szymanska, D. & Biegaska, J. Editors, *Bulletin of Geography. Socio-economic Series*, No.34, Torun: Nicolaus Copernicus University, 2016, pp 117-130. DOI: <http://dx.doi.org/101515/bog - 2016 - 0039>. Accessed: 12 October 2019.

³³⁸A. Heryl. "South Africa's Competitiveness as a Tourist Destination Examined". *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

³³⁹du Plessis, E. "What Makes South African Tourism Competitive?" *African Journal of Hospitality, Tourism and Leisure* 4(2), 2015, p.1-14.

indicators they believed determine potential tourist's decision to visit South Africa.³⁴⁰ The indicators were grouped under the following six factors: uniqueness of the product offering; safety and security; mobility and infrastructure; ease of access; public perception and value for money.³⁴¹ The team's findings, amongst others, were that the quality of the local services has a positive influence on the country's overall competitiveness.³⁴² The team also found out that overall safety and security, especially crime, emerged as detrimental to South Africa's competitiveness as a tourist destination.³⁴³

Wilkofsky Gruen Associates indicate that in terms of international tourist arrivals, South Africa ranked second in the leading African countries in 2019. They claim that South Africa only had around one million less international tourist arrivals than the most visited country, Morocco.³⁴⁴ They indicate further that in 2019, the number of tourists in South Africa amounted to 16.65 million.³⁴⁵ These stats indicate that South Africa's tourism is generally healthy.

Despite the challenges that South Africa tourism has endured prior to democracy, presently, the tourism sector directly contributed 2.9% to South Africa's total GDP in 2017, and the sector out-performs other key industries in terms of job creations according to the Stats SA's Annual Tourism Satellite Account for South Africa Report.³⁴⁶ According to the World Travel and Tourism Council (WTTC), today, South Africa has the largest travel and tourism economy in Africa.³⁴⁷

³⁴⁰A. Heryl. "South Africa's Competitiveness as a Tourist Destination Examined". *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

³⁴¹A. Heryl. "South Africa's Competitiveness as a Tourist Destination Examined". *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

³⁴²A. Heryl. "South Africa's Competitiveness as a Tourist Destination Examined". *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

³⁴³A. Heryl. "South Africa's Competitiveness as a Tourist Destination Examined". *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

³⁴⁴Stats sa. Department: Statistics South Africa: Republic of South Africa. Tourism. <https://www.statssa.gov>. Accessed: 14 August 2019.

³⁴⁵Stats sa. Department: Statistics South Africa: Republic of South Africa. Tourism. <https://www.statssa.gov>. Accessed: 14 August 2019.

³⁴⁶Stats sa. Department: Statistics South Africa: Republic of South Africa. Tourism. <https://www.statssa.gov>. Accessed: 14 August 2019.

³⁴⁷Getaway Guide. n.d., <https://www.getaway.co.za/travel-news/sa-has-travel-and-tourism-economy-in-africa>. Access: 18 July 2019

5.2 South Africa and Lesotho's Tourism Compared.

J. Saarinen *et al.*, mention that the geographical pattern of tourism across Africa is markedly uneven.³⁴⁸ Naude & Saayman point out further that at the level of individual countries, tourism in Africa is strongly concentrated on the continent's 'big four' destinations, namely, Egypt, South Africa, Tunisia and Morocco.³⁴⁹ In Sub-Sahara, V. B. Teye, indicates that the industry is concentrated in South Africa,³⁵⁰ with the country being far more advanced than the others in the region. Teye maintains however that tourism is hardly an industry since the tourism infrastructure is weak, tourism organization is poor and net revenue is meagre.³⁵¹ In terms of tourism development indicators,³⁵² Lesotho, which like South Africa is in the SADC region, occupies the bottom place of the regional league table. South Africa is thus the giant when it comes to tourism on the African continent, particularly in the SADC region where both countries are situated.

The remainder of this chapter will use the criteria adapted and developed from Cleverdon's article as the main features that contribute to South Africa having overwhelming control, or, put more bluntly, a stranglehold on Lesotho's tourism.

5.2.1 Size and Location (Geography)

Unlike Lesotho, whose total land area is 30 355 square kilometres and has no coastline, South Africa has a total area of about 1220 000 square kilometres which is about 40 times that of Lesotho.³⁵³ Not only is South Africa huge in terms of size but also has a coastline stretching more than 2 850 kilometres from the desert border with Namibia on the Atlantic

³⁴⁸J. Saarinen, F. Becker & H. Manwa. "Introduction: Call for Sustainability", In: J. Saarien, F. O. Becker, H. Manwa & D. Wilson (eds.), *Sustainable Tourism in Southern Africa: Local Communities and Natural Resources in Transition*. Channel View Publications. 2009

³⁴⁹W.A. Naude & A. Saayman. "The Determinants of Tourists Arrivals in Africa: A Panel Data Regression Analysis". Paper prepared for the International Conference, Centre for Study of African Economics, St Catherine's College, University of Oxford, 2004, 21-22 March.

³⁵⁰V. B. Teye. "Prospects for Regional Tourism Cooperation in Africa". *Tourism Management*, 1988, pp. 221-224.

³⁵¹V. B. Teye. "Prospects for Regional Tourism Cooperation in Africa". *Tourism Management*, 1988, pp. 221-224.

³⁵²C. Rogerson. "Tourism Development in Southern Africa: Patterns, Issues and Constraints" In: J. Saarinen, F.O. Becker, and H. Manwa. & D. Wilson (eds.), *Sustainable Tourism in Southern Africa: Local communities and natural resources in transition*. Channel view Publications. 2009.

³⁵³L. Le Roux, "The Post- Apartheid South African Military: Transforming with the Nation", In: L. Le Roux, (ed.), *Evolution and Revolutions: A Contemporary History of Militaries in Southern Africa*, Pretoria: Institute of Security Studies.

(western) coast southwards around the tip of Africa and the northeast to the border with Mozambique on the Indian Ocean.³⁵⁴ Having ports on both the Atlantic and Indian oceans provides the country with easy access to world markets globally. Conversely, Lesotho lacks access to the sea and is bordered on all sides by one country. This limits Lesotho's access to a significant market and one can argue to trade and tourism. This also results in the country not only being isolated from the world market at large, but it also leads to higher transportation and transaction costs. This therefore results in major constraints on the country's tourism market to flourish as there is limited exposure to the world and any form of mobility – either in or out becomes costly. Not only this, during an interview with MTEC, it was indicated that as a result of Lesotho being bordered on all sides, South Africa tends to subject Lesotho to stringent border policies which eventually restricts mobility.³⁵⁵

5.2.2 Conducive Business Environment and Privatization

M.M. Sandretto holds that "South Africa is an important market in its own right, much more than simply a headquarter location for overseeing activities elsewhere on the continent".³⁵⁶ Therefore, amongst others, this enables investors to see investment in the country as not a high risk as the environment is conducive for business and results directly in entrepreneurial opportunities for start-up and small businesses.³⁵⁷ On another positive note, in the SADC region, South Africa is one of the few countries that has a legal framework that enables private investments to take place.³⁵⁸ Sandretto mentions that in South Africa, in areas that the government is struggling with, there is plenty of room for the private sector to play a role in delivering critical services and products, whether it is mobile communication, internet, health care and countless other industries such as tourism.³⁵⁹ This means the country is able to provide unlimited cooperation between the public and private sectors in tourism development. Yet although Cleverdon maintains that

³⁵⁴The Times Comprehensive Atlas of the World. Times Books Group, London. 1999, pp.88-89.

³⁵⁵ MTEC Interviews. 02 August 2019.

³⁵⁶M.M. Sandretto. "South Africa: Still the Gateway to Africa?" 8 Nov 2016.

<https://www.howemadeinafrica.com>. Accessed: 15 August 2019.

³⁵⁷M.M. Sandretto. "South Africa: Still the Gateway to Africa?" 8 Nov 2016.

<http://www.howemadeinafrica.com>. Accessed: 15 August 2019.

³⁵⁸R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

³⁵⁹M.M. Sandretto. "South Africa: Still the Gateway to Africa?" 8 Nov 2016.<http://howemadeinafrica.com>. Accessed: 15 August 2019.

privatization is not a guarantee for economic growth, he argues that the private sector has to be attracted as political, economic and social impediments can slow down the privatization process.³⁶⁰

Unlike South Africa, legal or financial infrastructure in Lesotho does not have the endowments to attract significant amounts of market-seeking foreign direct investment (FDI). Moreover, its internal market is small.³⁶¹ Furthermore, as Cleverdon points out, private investments require stable political and economic climates and Lesotho's image in the international investment community has suffered from politics and social instability in the past.³⁶² For example, the 1993 and 1998 elections in Lesotho were followed by widespread disturbances, the latter with loss of life, damage to property and temporary closure of operations. This kind of situation handicaps investments in the tourism of a country as investors may consider it as a high risk to invest in a politically unstable country like Lesotho. Nonetheless, despite the current climate, the government of Lesotho continues to make an effort in putting some of its tourism facilities such as Molimo Nthuse, Bokong and Liphofung chalets, Thaba-Chitja Island and Sehlabathebe chalets up for privatization with the aim of improving the upkeep of these facilities.³⁶³

5.2.3 An Investor Friendly Land-Acquisition Policy

Land issues in South Africa are a sensitive subject. However, commercially, South Africa does not have a significant number of regulatory restrictions on foreign investments on its land, and nearly all business sectors are open to foreign investors.³⁶⁴ X.M Peter alleges that unlike other countries in the SADC region, South Africa is a relatively open economy, only "moderately" protected by tariffs and compared to its partners, the country's tariff regime is transparent and not overly complex.³⁶⁵ According to the Department of Trade and

³⁶⁰R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

³⁶¹United Nations Conference on Trade and Development (UNCTAD). Investment Policy Review Lesotho. Unedited Advance Copy, United Nations. Geneva. December 2002, p.51.

³⁶²United Nations Conference on Trade and development (UNCTAD). Investment Policy Review Lesotho. Unedited Advance Copy, United Nations. Geneva. December 2002.

³⁶³Tourism/Export.gov, 22. 2.2017. Lesotho-Tourism. <https://www.export.gov/article?id>. Accessed: 08 May 2019.

³⁶⁴PWC. March 2018. Investments Decisions: Why South Africa, and Why now? Forward-Looking Scenarios for Ramphosa Presidency (2018-2022). <https://www.pwc.co.za>. Accessed: 23 August 2019.

³⁶⁵X.M. Peter. South Africa's Trade and Investment Policy. Presentation to the Parliamentary Portfolio Committee on Trade and Industry. Department: Trade and Industry, Republic of South Africa. 22 July 2015.

Industry, the South Africa government adopted a new investment policy framework in July 2010 which was aimed at modernizing and strengthening its investments regime.³⁶⁶ The policy implemented a series of measures that ensure that South Africa remains open for foreign investment; provides adequate security and protections to all investors; preserves the sovereign right to regulate in the public interest and pursue developmental policy objectives.³⁶⁷ It is also alleged that the country has the most open FDI in the world and provides strong protection to investors in line with high international standards.³⁶⁸

However, in the case of Lesotho the land system is problematic for business in general and foreign investors in particular. According to UNCTAD, the land system has not permitted a sensible land market to develop in which investors and others requiring land are able to freely purchase and encumber titles from others and use the land to improve commercial use.³⁶⁹ UNCTAD stipulates that foreigners may only sub-lease land and every such transaction requires ministerial approval. In addition, there is maximum lease tenure for business use of up to 30 years.³⁷⁰ Therefore, lack of attractive incentives in Lesotho affects the development of the tourism industry as the private sector becomes unwilling to provide tourism investments and services and tourism industry requires entrepreneurs, investing in all facilities such as hotels, airlines, travel and tour operations, shopping facilities etc. UNCTAD argues that the current land system in Lesotho is “archaic and cumbersome” and therefore not suited to a modern business environment.³⁷¹

5.2.4 Government Support of the Sector

The South African government has Tourism Support Programmes (TSP) which are a reimbursable cash grant operating outside the National Department Tourism. TSP’s are used for the development of tourism through the reimbursement of a cash grant that aims

³⁶⁶X.M. Peter. South Africa’s Trade and Investment Policy. Presentation to the Parliamentary Portfolio Committee on Trade and Industry. Department: Trade and Industry, Republic of South Africa. 22 July 2015.

³⁶⁷X.M. Peter. South Africa’s Trade and Investment Policy. Presentation to the Parliamentary Portfolio Committee on Trade and Industry. Department: Trade and Industry, Republic of South Africa. 22 July 2015.

³⁶⁸X.M. Peter. South Africa’s Trade and Investment Policy. Presentation to the Parliamentary Portfolio Committee on Trade and Industry. Department: Trade and Industry, Republic of South Africa. 22 July 2015.

³⁶⁹United Nations Conference on Trade and development (UNCTAD). Investment Policy Review Lesotho. Unedited Advance Copy, United Nations. Geneva. December 2002.

³⁷⁰United Nations Conference on Trade and development (UNCTAD). Investment Policy Review Lesotho. Unedited Advance Copy, United Nations. Geneva. December 2002.

³⁷¹United Nations Conference on Trade and development (UNCTAD). Investment Policy Review Lesotho. Unedited Advance Copy, United Nations. Geneva. December 2002.

to support the development of tourism enterprises that stimulate job creation, black economic empowerment and increases the geographic spread of tourism investment.³⁷² This grant is for the establishment or expansion of tourism operation such as: (i) accommodation services (ii) passenger transport services (iii) tour operators (iv) cultural services and (v) recreational and entertainment services.³⁷³ There are other countless initiatives put in place by the government that promote South Africa's tourism such as the Africa Travel Show; Heritage Month; National Tourism Career Expo and Tourism Month.³⁷⁴ Additionally, the government of South Africa works closely with the private sector in a partnership to facilitate tourism development. There are also other forms of cooperation and support from other ministries.

For example, the Immigration Authority works hand in hand with the Department of Tourism. In Lesotho, the tourism sector could to a large extent be said that it is largely ignored as more often than not there are not enough funds to support the country's tourism endeavours. In some instances, support from other ministries is not forthcoming like in the case of road construction and maintenance as some places in Lesotho are still inaccessible. The appropriate ministry does not prioritize the provision of good roads throughout the country and this matter is indispensable to tourism. All in all, Lesotho is faced with low public sector investment. Also, the MTEC indicates that the Ministry of Foreign Affairs does not sufficiently ensure that border policies between Lesotho and South Africa are relaxed so as to not become burdensome to international tourists wanting to visit the Kingdom of Lesotho.³⁷⁵ From these instances it can be safely said that the tourism sector obviously lacks support and forms of cooperation from other ministries.

³⁷²South African Government, n.d., Tourism Support Programme. <http://www.gov.za/services/business-incentives/tourism-support-programme>. Accessed: 22 August 2019.

³⁷³South African Governmen, n.d., Tourism Support Programme. <http://www.gov.za/services/business-incentives/tourism-support-programme>. Accessed: 22 August 2019.

³⁷⁴Department: Tourism, Republic of South Africa, n.d., Tourism Incentive Programme. <http://www.tourism.gov.za/CurrentProjects/PastProjects/Tourism-Support-Projects>. Accessed: 22 August 2019.

³⁷⁵ MTEC Interviews. 02 August 2019.

5.2.5 Tourism Service Infrastructure: Air and Ground Transport

For air transport, South Africa has outstanding local and international airports with numerous departures to cities across the continent and beyond.³⁷⁶ Therefore, the availability of airfreight links leads to an increase of tourism in the country. Moreover, South Africa provides tourists with a wide consumer choice and convenience of travel due to a number of different airlines and numerous flights available per week and this in turn leads to lower airfares.³⁷⁷ Lesotho on the other hand has access to only one airline, namely, South African Air Link which provides three flights a day, except on Saturday and Sunday when there is only one flight.³⁷⁸ The flight duration from Johannesburg International to Moshoeshoe I International Airport in Maseru is approximately 55 minutes.³⁷⁹ Another key issue for Lesotho's tourism industry is the lack of inbound and internal airline seats which would otherwise also prove beneficial for travellers wanting to reach deep into the highlands of Lesotho – these are areas that are hard to reach by road due the country's rugged terrain. This lack of air access disadvantages Lesotho's tourism industry. Moreover, the constrained international air access and with a lack of competition makes air travel costly. When it comes to ground transport, South Africa boasts of well-developed networks of roads and railways for moving people and goods within the country. For Lesotho, the major means is travelling by road, and because of the poor condition of infrastructure, some places are still inaccessible and thus very difficult to reach by tourists.

5.2.6 Immigration and Access Formalities

South Africa serves as an entry point to Lesotho. There are, as mentioned, 11 border-posts offering entry into Lesotho by road and one by air through the only international airport in Lesotho. Although Lesotho is a sovereign country, but because it is an enclave, it still finds itself in the dilemma of being hugely affected by some of the South African rules and regulations that govern borders that are shared between the two countries. For visitors in

³⁷⁶M.M. Sandretto. 8 Nov 2016. South Africa: Still the Gateway to Africa? <http://howemadeinafrica.com>. Accessed: 15 August 2019.

³⁷⁷Comair, 26 July 2006. Airlift Strategy. <https://www.comair.co.za/files>. Accessed: 12 April 2019.

³⁷⁸SA Airlink, n.d., SA Airlink Flights to Maseru. <https://www.southafrica.to/transport/Airline/Airlink/SA-Airlink>. Accessed: 14 October 2019.

³⁷⁹Travel Start, n.d., Book Cheap Flights to Lesotho. <http://travelstart.co.za/lp/lesotho/flights>. Accessed: 14 October 2019.

South Africa wanting to go to Lesotho, visas are required except by citizens of countries which have visa abolition agreements with Lesotho and citizens of some Commonwealth countries.³⁸⁰ This implies that other visitors are obliged to visit the Lesotho Embassy in South Africa in order to get visas in order to cross over to Lesotho. This becomes burdensome for tourists who want to enjoy Lesotho as a tourism destination particularly if they are not anywhere near Lesotho's Embassies in South Africa (Johannesburg; Durban; Klerksdorp and Welkom). Though Lesotho Tourism Review maintains that visa costs are being reviewed,³⁸¹ MTEC points out that as a result of stringent policies, obtaining visas becomes problematic and taxing to international tourists wanting to cross over to Lesotho as the embassies are not evenly spread out throughout South Africa.³⁸²

Also due to the lack of regulations governing tourist guiding across the two countries – handling of travellers coming from South Africa into Lesotho becomes problematic as South Africa's tourists guides fail to hand over tourists to the Lesotho's tourist's guides once they are on the Lesotho's side of the border. This yields no rewards for Lesotho as it fails to fully reap benefits from such tourists' visitation.³⁸³

5.2.7 Developed Tourism Human Resources /Education

Cleverdon argues that one of the biggest challenges for any destination seeking to develop its tourism sector is the provision of manpower with suitable skills and in sufficient volume.³⁸⁴ He points out that this problem is well acknowledged in South Africa, and many initiatives to address this are already in place.³⁸⁵ For example, in South Africa tourism education is growing at both secondary and tertiary level, as the country has been able to provide a trained workforce and in the process has been able to provide tourism establishments with quality services. Moreover, tourism research that contributes to its developmental nature and impacts has increased. Also, educational programmes and

³⁸⁰Visit Lesotho Travel Guide. n.d., How to Get to Lesotho. <https://visitlesotho.travel/travel-guide/50-how-to-get-to-lesotho>. Accessed: 22 August 2019.

³⁸¹The Lesotho Review, n.d., Tourism www.lesothoreview.com/contents/tourism. Accessed: 10 May 2019.

³⁸²MTEC Interview, 02 August 2019.

³⁸³MTEC Interviews. 02 August 2019 & NDT Interviews.16 August 2019.

³⁸⁴R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

³⁸⁵R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

courses have evolved in tourism and related fields.³⁸⁶ Today, tourism has emerged as an expanding field of academic study in universities and other institutions of tertiary education.³⁸⁷

Cleverdon points out that the shortage of suitably qualified and experienced personnel affects all aspects of the tourism sector,³⁸⁸ and Lesotho is faced with such a dilemma. MTEC indicates that leadership skills for decision makers in the Ministry are selected on the basis of their political affiliation rather than on the basis of specialised knowledge and performances,³⁸⁹ and as Cleverdon points out, this negatively affects all aspects of the tourism sector. In addition, when it comes to tourism education, Lesotho attracts relatively limited attention in scholarly research, and this is as a result of low travel and tourism literacy among the population. As mentioned, the country is only presently introducing travel and tourism through the Ministry of Education into Lesotho's education curriculum in the form of a pilot project in nine schools across the country's various districts.³⁹⁰ This implies that it will take a while before Lesotho could on its own produce a qualified and trained workforce to provide tourism establishments with quality services.

5.2.8 Product Development and Diversification of Tourism Resources

The size of South Africa in comparison with Lesotho also means that the country possesses vast diversification of tourism resources. South Africa is well-endowed with world-class tourism resources and as a result of its financial muscle together with the country's skilled workforce, well-developed tourism facilities and services are provided. Currently, South Africa's attractiveness and its recent success are attributed to its incredible diversity. According to the White Paper of Development and Promotion of Tourism South Africa 1996, the attractiveness of the region is based on relatively "accessible wildlife, beautiful scenery, unspoiled nature, diverse traditional and township cultures and pleasant

³⁸⁶J. Saarinen, F. Becker & H. Manwa. "Introduction: Call for Sustainability", In: J. Saarinen, F.O. Becker, H. Manwa & D. Wilson. Sustainable Tourism in Southern Africa: Local Communities and Natural Resources in Transition. *Channel View Publication*, 2009.

³⁸⁷J. Saarinen, F. Becker & H. Manwa. "Introduction: Call for Sustainability", In: J. Saarinen, F.O. Becker, H. Manwa & D. Wilson (eds.) Sustainable Tourism in Southern Africa: Local Communities and Natural Resources in Transition. *Channel View Publications*, 2009.

³⁸⁸R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

³⁸⁹MTEC Interviews, August 2019.

³⁹⁰The Lesotho Review, n.d., Tourism. www.lesothoreview.com/contents/tourism. Accessed: 10 May 2019.

climate”.³⁹¹ Also, across its nine provinces, South Africa alone has 11 official languages and 13 main cultural groups.³⁹² South Africa is thriving today in its tourism endeavours because amongst others, it recognizes its diverse people and embraces each group’s culture and heritage, an aspect that has become South Africa’s greatest strength.

In the case of Lesotho, the country is “famously” depicted as being homogeneous, yet there are a number of minority groups such as Baphuthi, Xhosas and the Ndebele people situated in the South of the country. These are the people that Lesotho hardly recognizes. Unfortunately, in failing to embrace the concept of multiculturalism, Lesotho is sitting on its diverse heritage and culture which otherwise would make it colourful and attractive like South Africa and thus attract more visitors. More so, a large number of tourism opportunities in terms of attractions, culture, heritage and geography currently remain untapped in Lesotho.

5.2.9 Marketing Campaign

T. Nzima contends that that the role of South Africa Tourism is to position South Africa as a tourism destination and business event destination.³⁹³ South Africa Tourism, markets South Africa to both domestic and international visitors. Nzima argues that the marketing approach rests on the five pillars of: consumer communication; innovation; availability, visibility and accessibility; and last trade engagement.³⁹⁴ Cleverdon also argues that South Africa has a properly funded and professionally executed marketing strategy and programmes in place with the added support of the private sector.³⁹⁵ Other than South Africa Tourism marketing at a national level, South Africa has created countless marketing opportunities for its tourism.³⁹⁶ Examples of such are: African Travel Show; Meeting Africa; International Platforms such IT Berlin. The country also has offices outside of the country

³⁹¹Government of South Africa (1996) White Paper: Development and Promotion of Tourism in South Africa. Department of Environmental Affairs and Tourism, June 1996, pp.72.

³⁹²M.M. Sandretto.8 Nov 2016. South Africa: Still the Gateway to Africa?
<https://www.howemadeinafrica.com>. Accessed: 15 August 2019.

³⁹³T. Nzima. “South African Tourism: Marketing South Africa as a Competitive Tourism Destination”. Local Government Conference. 30 March 2015.

³⁹⁴T. Nzima. South African Tourism: Marketing South Africa as a Competitive Tourism Destination. Local Government Conference. 30 March 2015.

³⁹⁵R.G. Cleverdon. “Tourism Development in the SADC Region: The Opportunities and Challenges”. *Development Southern Africa* 19 (1), 2002, pp.1-28.

³⁹⁶NDT Interviews. 16 August 2019.

in places such as the United Kingdom, China, and Nigeria that promote South Africa tourism in those regions.³⁹⁷ Also, domestically, South Africa has introduced initiatives such as “Shot ‘Left” campaigns which encourage South Africans to travel their country.

For Lesotho, this is one area that the country falls short of due to a lack of finances and private investments promoting the country’s tourism to the world. On this point, Lesotho relies mainly on South Africa for its tourism market, despite LTDC being in place to promote Lesotho. Regarding this issue of tourism marketing, MTEC points out that in marketing its tourism, South Africa also markets Lesotho, particularly areas such as the Sani Pass and Clarens as its niche market.³⁹⁸ The issue then arises when it comes to packages, South African tour operators design them in such a way that Lesotho receives only day visitors, thus preventing money from being spent in Lesotho. Although this does advantage Lesotho to a limited degree, but it also becomes a disadvantage as the country fails to benefit adequately from such visitations from international travellers.

5.2.10 Technology

The World Bank argues that digital technologies are facilitating the inclusion of new and young firms in the global economy notably through e-commerce and social media platforms and enhancing the efficacy of production.³⁹⁹ This aligns with Cleverdon’s argument that computers have revolutionised tourism through, *inter alia*, online reservation systems the internet/World Wide Web, electronic databases and interactive marketing.⁴⁰⁰ South Africa is among the few countries in Africa whose adoption of technology is high and has in its tourism institutions good computerised information systems. For instance, the Old Fort on Constitutional Hill precinct now allows the use of technology and innovative design to showcase South Africa’s history and journey to democracy.⁴⁰¹ On another level, South Africa has and is automating its border-control for citizens and also introducing biometric scanning at the airports. These processes generally

³⁹⁷NDT Interviews. 02 August 2019.

³⁹⁸MTEC Interviews. 02 August 2019.

³⁹⁹The World Bank. *Unlocking the Potential of Lesotho’s Private Sector: A Focus on an Apparel, Horticulture, and ICT*. World Bank Group. Washington, DC. 2018, p.7

⁴⁰⁰R.G. Cleverdon. “Tourism Development in the SADC Region: The Opportunities and Challenges”. *Development Southern Africa* 19 (1), 2002, pp.1-28.

⁴⁰¹IOL, 27 February 2019. How to Use Technology to Enhance SA Visitor Attractions. <https://www.iol.co.za>. Accessed: 22 August 2019.

save time for any tourist. According to S. Zameer, the tourism sector is in need of accessing fast-moving technological developments that have the potential to change expectations and create new opportunities.⁴⁰²

While South Africa is busy upping its game, many countries in the SADC region remain characterised by their low level of adoption of technology and Lesotho is no exception. When it comes to the introduction of technology, Lesotho has only gone as far as creating a tourism website and introducing a mobile app. The aim of the website is to provide tourists with ample information as far as Lesotho tourism is concerned,⁴⁰³ and the mobile app serves as a travel guide for anyone intending to explore new destinations in the country and has an interactive map with GPS coordinates and directions.⁴⁰⁴

But this adoption still does not put Lesotho on par with South Africa whose adoption of use of technology is advanced. This therefore results in Lesotho's planning capacity with regard to tourism still being weak. The World Bank argues that the development of the digital economy in Lesotho is constrained by the low penetration of smart phones and grid electricity, and low digital literacy among the population, slow developments of e-government services, low number of Information and Communication Technologies graduates, and a small local Information Technology industry.⁴⁰⁵

5.2.11 Safety and Security

Safety and security are of paramount importance to any destination. More often than not, safety and security concerns are one of the primary reasons given by tourists for not visiting a country.⁴⁰⁶ Though South Africa has proven to be attractive by all means, unfortunately its image in the tourists market is marred with uncertainty as safety of visiting is questioned. Crime rates are skyrocketing in South Africa, particularly with regard to recent

⁴⁰²S. Zameer, 2019. IT NEWS AFRICA: How Technology is revolutionizing the Tourism Industry. <https://www.itnewsafrika.com>. Accessed: 22 August 2019.

⁴⁰³The Lesotho Review, n.d., Tourism. <http://www.lesothoreview.com/contents/tourism>. Accessed: 10 May 2019.

⁴⁰⁴Visit Lesotho, 2017. Lesotho Tourism News. <https://visitlesotho.travel/custom/flipping/ltdc-Newsletter>. Accessed: 12 May 2019.

⁴⁰⁵The World Bank. Unlocking the Potential of Lesotho's Private Sector: A Focus on an Apparel, Horticulture, and ICT. World Bank Group. Washington, DC. 2018, p.7.

⁴⁰⁶A. Heryl. South Africa's Competitiveness as a Tourist Destination Examined. *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

repetitive attacks on foreign nationals in the country. Cleverdon stipulates that this problem is fundamental as tourists will not visit a destination where they feel insecure or physically unsafe.⁴⁰⁷ Even study led by Lubbe confirmed that the overall safety and security, especially crime, is emerging as detrimental to South Africa's competitiveness as a tourist destination.⁴⁰⁸ They argued that lack of safety and security in a destination area results in huge losses in opportunities, since safety and security concerns are one of the primary reasons given by tourists for not visiting the country.⁴⁰⁹ Unfortunately, this adversely impacts on Lesotho as South Africa serves as an entry point to the country. Also, the fact that Lesotho is more often than not, "mistakenly identified" as one of the South Africa's provinces by travellers from overseas due to its geographical position.⁴¹⁰

⁴⁰⁷ R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

⁴⁰⁸A. Heryl. South Africa's Competitiveness as a Tourist Destination Examined. *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

⁴⁰⁹A. Heryl. South Africa's Competitiveness as a Tourist Destination Examined. *Research Matters*. University of Pretoria. 5 October 2015. Tourism Month Launch University of Venda.

⁴¹⁰ MTEC Interviews. 02 August 2019.

Table Two

Ls and SA compared using criteria adapted and developed from Cleverdon's article.

| SA (scale 1 to 3) | Criteria | Ls (scale 1 to 3) |
|------------------------------|--|------------------------------|
| 3 | Size and Location (Geography) | 1 |
| 3 | Conducive Business environment and Privatization | 1 |
| 3 | An Investor Friendly Land-acquisition Policy | 1 |
| 3 | Government Support of the Sector | 1 |
| 3 | Tourism Service Infrastructure: Air and Ground Transport | 1 |
| 3 | Immigration and Access Formalities | 2 |
| 3 | Developed Tourism Resources/Education | 1 |
| 3 | Product Development and Diversification of tourism Resources | 1 |
| 3 | Marketing Campaign | 1 |
| 3 | Technology | 1 |
| 1 | Security and Safety | 2 |

3 - Excellent

2 - Average

1 - Poor

Despite this one negative aspect of safety and security regarding high crime rate in South Africa which in turn tarnishes its image as a destination, the rest of the above factors indicate how far more advanced South Africa is than the country that it completely encircles when it comes to the latter's tourism development and growth. Hence, South Africa could be perceived as overpowering if not having a stranglehold on the small landlocked country, Lesotho, in the industry. E. Holm-Peterson also confirms that societies such as South Africa, with a high local and national spending power, a high level of education, a well-developed transport, infrastructure and communication network, and an experienced private tourism sector, the general entrepreneurial skills, the competition and the availability of a range of financial resources do ensure a "healthy tourism development".⁴¹¹ He points out further that most African countries unfortunately lack these general resources thus resulting in the private tourism sector being mostly weak and fragmented.⁴¹² Such a scenario is apparent in Lesotho's tourism industry.

Consequently, the above reasons indicate how South Africa, being the giant that it is in the tourism industry on the African continent, particularly, in the SADC region, plays a role in making the Kingdom of Lesotho "less visible" to the world market. It thus contributes in playing a hand in the latter's underdevelopment as far as its tourism is concerned. Nevertheless, it is also worth noting that South Africa is not solely responsible for hindering tourism growth in the Kingdom of Lesotho. Lesotho is a country with rich opportunities but at the same time, seriously handicapped and hampered by a host of problems, many of which are also of its own making. For example, Lesotho faces the following issues: human resource development deficiencies; need to expand and upgrade the country's tourism product range; upgrade marketing; weak institutional capacity at national and local level; high degree of fragmentation among operators; polarisation of the sector; political and economic instability; weak tourism policy; low public sector investment; inadequate physical infrastructure; constrained international air access; lack of user-friendly migration

⁴¹¹E. Holm-Peterson. "Institutional Support for Tourism Development in Africa" In: P.U.C Dieke, (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p. 198.

⁴¹²E. Holm-Peterson. "Institutional Support for Tourism Development in Africa" In: P.U.C Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p. 198.

policy between South Africa and Lesotho and low relative level of uptake of electronic technology.

Chapter Six: Comparative Analysis

This chapter presents a comparative analysis between Lesotho and Switzerland (global North landlocked country in Europe); Lesotho and Nepal (global South landlocked country in Asia) and Lesotho with Zambia (global South landlocked country in Africa). The study concludes this comparative analysis with the aim of possibly applying Switzerland, Nepal and Zambia's good practices in tourism development, marketing and policy practices in the field of tourism in the Kingdom of Lesotho.

6.1 The Kingdom of Lesotho and Switzerland

Interestingly, Switzerland has a similar geographic terrain as the Kingdom of Lesotho. It is also mountainous and like Lesotho, is also landlocked. While Lesotho is landlocked by only one country, Switzerland is landlocked by five countries, namely, Austria, Liechtenstein, France, Italy and Germany.⁴¹³ Additionally, like Lesotho, Switzerland is known for its small land mass.⁴¹⁴ E. Rosenthal indicates that Lesotho covers 11 720 square miles, while Switzerland covers 15 940 square miles.⁴¹⁵ Unlike Switzerland whose standard of living is high, Lesotho is recognized by the World Bank as one of the poorest country in Sub-Saharan Africa,⁴¹⁶ with half of its population living below the international poverty line.⁴¹⁷

Switzerland's tourism industry is one of the most important economic sectors serving as one of the main drivers of the Swiss economy.⁴¹⁸ The Swiss tourism industry generated around 2, 8% of the country's gross domestic product and more than 170, 000.00 people work in the tourism industry.⁴¹⁹ Conversely, the Kingdom of Lesotho's tourism sector is

⁴¹³Atlapedia, n.d., Switzerland.<https://atlapedia.com/online/contries/Switzerland.htm>. Accessed: 12 March 2019.

⁴¹⁴Schweizerische Eidgenosenchaft, n.d., Discover Switzerland <https://www.eda.admin.ch/aboutswitzerland/en/homewirts>. Accessed: 15 May 2019.

⁴¹⁵E. Rosenthal. African Switzerland: Basutoland of Today. Cape Town: Juta & Co. LTD.1948.

⁴¹⁶GoL. National Strategic Development Plan, 2013; World Bank. Lesotho: Systematic Country Diagnostic (2016).

⁴¹⁷AFRICAW: AFRICA AND THE WORLD. n.d., Major Problems Facing Lesotho Today. <https://www.africa.com/major-problems-facing-lesotho-toady>. Accessed: 21 October 2019.

⁴¹⁸Schweizerische Eidgenosenchaft, n.d., Discover Switzerland.<https://www.eda.admin.ch/aboutswitzerland/en/homewirts>. Accessed: 15 May 2019.

⁴¹⁹Schweizerische Eidgenosenchaft, n.d., Discover Switzerland. <https://www.eda.admin.ch/aboutswitzerland/en/homewirts>. Accessed: 15 May 2019.

small in absolute size,⁴²⁰ and as such considered weak and hardly seen as an industry.⁴²¹ With an estimated population of 2.13 million,⁴²² Lesotho Tourism Review maintains that the travel and tourism industry only directly supported 43 000 jobs in 2017.⁴²³ In 2015, the sector contributed 2.5% of Lesotho's GDP.⁴²⁴

In 2017/2018, the Travel and Competitiveness Report which selects the best tourism destinations and evaluates the attractiveness and development potential of approximately 136 economies, rated Switzerland an outstanding 10th in the world,⁴²⁵ while Lesotho lowly ranked at 126.⁴²⁶ This report therefore indicates that Switzerland leads the world in terms of their travel and tourism industry competitiveness. Despite the different living standards and tourism achievements of the two countries, Lesotho's altitude which is at 1,000 meters above sea level has led to the Kingdom of Lesotho being dubbed amongst others as the "African Switzerland".⁴²⁷ Hence, this sub-section presents a comparative approach regarding the possibility of applying Swiss good practices in development, marketing and good policy practices in the field of tourism to the Kingdom of Lesotho.

Due to Switzerland's exceptional geographic location and its assets, both natural and man-made, the annual Travel and Tourism Competitive Report released by the World Economic Forum stated that Switzerland is the most attractive environment for developing the travel and tourism industry in the world.⁴²⁸ Although the World Economic Forum indicates that

⁴²⁰Lesotho Review, n.d., Tourism. <https://www.lesothoreview.com/contents/tourism>. Accessed: 21 October 2019.

⁴²¹V. B. Teye. "Prospects for Regional Tourism Cooperation in Africa". *Tourism Management*. 1988, pp.221-224.

⁴²²World Population Review, 2019. Lesotho Population.

<https://worldpopulationreview.com/countries/Lesotho-population>. Accessed: 21 October 2019.

⁴²³ Lesotho Review, n.d., Tourism. <https://www.lesothoreview.com/contents/tourism>. Accessed: 21 October 2019.

⁴²⁴The Post, 21 November 2016. Mountain Tourism in Lesotho. www.thepost.co.ls/insight/mountain-tourism-in-lesotho. Accessed: 21 October 2019.

⁴²⁵World Economic Forum. 2017. Index Results – The Travel & Tourism Competitive Report 2017/2018. <https://www.reports.worldeconomicforum.org/travel-and-competitive-report>. Accessed: 04 March 2019.

⁴²⁶World Economic Forum. 2017. Index Results – The Travel & Tourism Competitive Report 2017/2018. <https://reports.worldeconomicforum.org/travel-and-competitive-report>. Accessed: 04 March 2019.

⁴²⁷J.H., Polhemus. "Still South Africa's Hostages: The BLS States in a Changing Southern Africa", In: P.B. Rich (eds.), *The Dynamics of Change in Southern Africa*. Macmillan, London. 1994, pp. 234-273.

⁴²⁸World Economic Forum. 2009. Index Results – The Travel & Tourism Competitive Report 2009. <https://www.reports.worldeconomicforum.org/travel-and-competitive-report>. Accessed: 04 March 2019.

the Alps are still the main attraction in recent years, urban tourism and convention-related tourism have become more important.⁴²⁹

In the early years of tourism development in Switzerland, there was an obvious barrier posed by geography. J.T. Rothwell holds that the forbidding nature of Switzerland's terrain caused it to make a late entry into international itineraries.⁴³⁰ Then travel in the Alps was by foot, mule or horseback until wheeled vehicles began ascending the mountain passes late in 1700s.⁴³¹ Having recognized the importance and increasing demand of mountain tourism, the Swiss answered this challenge by developing mountain rail transportation.⁴³² As a result, many of Switzerland's notoriously twisty mountainous main lines have been upgraded and modernized in recent years.⁴³³ To illustrate this, the Swiss have equipped the small country by penetrating the mountains with tunnels and by constructing bridges through gorges. They built railways which include cliff railway, funicular railway and as well as the emergence of the aerial cable-cars and chair-lifts.⁴³⁴ Due to these inventions, interest in mountain tourism arose and more tourists are being able to be transported higher in the Alps and mountain regions. In addition, this development of transport connections was accompanied by the construction of hotels and leisure industry infrastructure in the countryside.⁴³⁵ These pioneering developments in mountain tourism that took place over time in the Swiss Alps enhanced the quality of these mountains as tourism assets in Switzerland.⁴³⁶

Apart from mountain tourism, the country has also many cultural attractions such as museums and galleries; historic buildings and renowned music festivals in cities such as

⁴²⁹B.M. Schorner. "Sustainable Mountain Tourism Development Illustrated in the Case of Switzerland". *SPNHA Review* 6(1), 2010, p.91.

⁴³⁰J.T. Rothwell. *Reaching for the Sky: The Growth of Mountain Tourism in Switzerland*. National Council for the Social studies 63(5), 1999, pp.274 – 279.

⁴³¹J.T. Rothwell. *Reaching for the Sky: The Growth of Mountain Tourism in Switzerland*. National Council for the Social studies 63(5), 1999, pp.274 – 279.

⁴³²J.T. Rothwell. *Reaching for the Sky: The Growth of Mountain Tourism in Switzerland*. National Council for the Social studies 63(5), 1999, pp.274 – 279.

⁴³³ Anon, n.d., Swiss Tilting Trains-Railways. <https://www.railway-technology.com/projects/sbb>. Accessed: 21 October 2019.

⁴³⁴J.T. Rothwell. *Reaching for the Sky: The Growth of Mountain Tourism in Switzerland*. National Council for the Social studies 63(5), pp.274 – 279, 1999.

⁴³⁵Anon, n.d., The Development of Tourism in the Countryside of Central Switzerland. www.lebendige-traditionen.ch. Accessed: 23 October 2019.

⁴³⁶J.T. Rothwell. *Reaching for the Sky: The Growth of Mountain Tourism in Switzerland*. National Council for the Social studies. 1999.

Zurich, Geneva and Lausanne.⁴³⁷ However, B.M. Schorner and the World Economic Forum show that mountain tourism is still the sector representing an important asset for Switzerland's tourism.⁴³⁸ V. Andonovski therefore points out that much of the total sales in Switzerland tourism are generated by the Alpine tourism industry.⁴³⁹ As of present, Switzerland is equipped with the finest technology in the form of transportation and as a classical country of tourism, the Swiss infrastructure of this branch of the economy is near perfect.⁴⁴⁰

According to the Switzerland Tourism Annual Report 2017, the marketing model for Switzerland Tourism is based on the four pillars of marketing.⁴⁴¹ These main tools for this communication approach are: digital marketing; key account management; key media management; and promotion.⁴⁴² As part of digital marketing, Switzerland Tourism develops its digital communication for all devices and channels. For instance, it has website such as MySwitzerland.com which is available in 16 languages; it also make use of social media platforms; and has the biggest YouTube success to date with more than million views.⁴⁴³ Key account management maintains regular contact with tour operators and develops business plans with them to boost their online and offline presence.⁴⁴⁴ As for key media management, it involves interaction with media and this includes press trips and, increasingly, proactively suggesting topics for journalists.⁴⁴⁵ It is stated that as part of key media management, Switzerland tourism supports opinion leaders with research,

⁴³⁷K. Hastings & D. Bocco, 9 Sep 2019. 15 Top-rated Tourist-Attractions in Switzerland.

<https://www.planetware.com/tourist-attraction-switzerland>. Accessed: 21 October 2019.

⁴³⁸B.M. Schorner. "Sustainable Mountain Tourism Development Illustrated in the Case of Switzerland". *SPNHA Review* 6(1), 2010, p.91.

⁴³⁹V. Andonovski. Tourism and Mountain Development. International Symposium on Mountain Economy Guihou University of Finance and Economics (GUFE) Guiyang – PRC 6-8 May 2014.

⁴⁴⁰Schweizerische Eidgenosenchaft, n.d., Discover Switzerland.

<https://www.eda.admin.ch/aboutswitzerland/en/homewirts>. Accessed: 15 May 2019.

⁴⁴¹Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴²Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴³Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴⁴Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴⁵Switzerland Tourism. 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

organizes trips and conferences for the press and suggests topics for stories.⁴⁴⁶ Lastly, Switzerland Tourism makes the most of the opportunities offered by the promotion to market globally the many faces of Switzerland.⁴⁴⁷ For example, the promotion uses campaign ads, brochures, live actions, inserts, special offers and trade fair appearances. One example of this is live campaign such as the summer launch at the Swiss embassy in Berlin which becomes one of the creative ways to promote Switzerland, “Vacationland”.⁴⁴⁸ According to the Tourism Switzerland Annual Report, these four pillars in combination, achieve the best possible impact for generating overnight stays.⁴⁴⁹

E. Byers mentions that mountain environments deserve special consideration in framing development policy.⁴⁵⁰ He maintains that mountains need to be firmly integrated into the conservation and development agendas.⁴⁵¹ But unfortunately, mountain tourism in many parts of the world has been characterized by unregulated, uncontrolled and haphazard development.⁴⁵² However tourism in the European Alps has become increasingly restricted, with strict regulations and control of the quality of services and facilities, and environmental measures such as emission and pollution standards and appropriate measures for solid waste disposal and treatment of sewage.⁴⁵³ To illustrate this, Switzerland has legislation regarding developments in mountain areas known as the Swiss Mountain Law of 1974, which was revised in 1998. This legislation aims at improving

⁴⁴⁶Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴⁷Switzerland Tourism, 2017. Annual Report <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴⁸Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁴⁹Switzerland Tourism, 2017. Annual Report. <https://report.stnet.ch/en/2017/en-segment-und-erlbnisstrategy>. Accessed: 21 October 2019.

⁴⁵⁰E. Byers. “Mountain Agenda: Environmentally Sustainable and Equitable Development Opportunities. The Mountain Institute”, West Virginia, USA. 1995, p.97.

⁴⁵¹E. Byers. “Mountain Agenda: Environmentally Sustainable and Equitable Development Opportunities. The Mountain Institute”, West Virginia, USA. 1995, p.97.

⁴⁵²V. Andonovski. Tourism and Mountain Development. International Symposium on Mountain Economy Guihou University of Finance and Economics (GUFE) Guiyang – PRC 6-8 May 2014.

⁴⁵³V. Andonovski. Tourism and Mountain Development. International Symposium on Mountain Economy Guihou University of Finance and Economics (GUFE) Guiyang – PRC 6-8 May 2014.

mountain conditions through investment in infrastructure, equipment projects and land acquisition intended for industry (tourism), crafts and trade.⁴⁵⁴

Like Switzerland, the Lesotho's Visitor Exit Survey conducted by LTDC in 2013 indicates that Lesotho's most visited areas are the mountains (see Appendix C). So the mountains are the most sought after touristic asset in Lesotho. Unfortunately, this has not yielded the country as much tourism earnings as Switzerland. Due to Lesotho's hostile terrain, the means of transport in the highlands is still mostly made by foot, mule or horseback. Therefore, due to lack of infrastructure such as transportation and telecommunication, most areas of Lesotho hardly feature on itineraries.

Mountains serve as magnets for tourists in Switzerland: their clean air; unique landscape and wildlife; scenic beauty; rich cultural heritage and recreational opportunities they offer are huge draw-cards. Mountains continue to be primary attractions as they are able to provide opportunities to escape from the stressful, urban world. Lesotho with its natural landscape, water resources, snowy mountains, rich and unique culture, also possesses development potential for tourism. If all of these could be cultivated properly, like Switzerland, this "forgotten Kingdom" could earn foreign exchange and tourists from across the world. Hence, it is important that Lesotho follows on Switzerland's measures when it comes to development of its tourism resources, particularly its mountains; marketing and adoption of tourism policy as far as this industry is concerned.

6.2 The Kingdom of Lesotho and Nepal

Lesotho need not only look to Switzerland in the global North for what it can do in order to develop its tourism and attract many more tourists and with this, the income they generate, but could also look towards a comparatively poorer country, Nepal, in the global South. Not only is Nepal one of the least developed nations of the world,⁴⁵⁵ like Lesotho, but also roughly 75 percent of Nepal's land is covered by mountains and contains some of

⁴⁵⁴G.F. Maggio & J.L. Owen. "Mountain Laws and People: Moving Towards Sustainable Development and Recognition of Community-Based Property Rights". Mountain Forum. *Centre for International Environmental Law*. Washington DC, USA. 2000, p. 94.

⁴⁵⁵Encyclopaedia Britannica, n.d., Nepal. <http://www.britannica.com/place/Nepal>. Accessed: 27 August 2019.

the most rugged and difficult mountain terrain in the world.⁴⁵⁶ Of the world's 14 snow-topped high mountains over 800m in height, 8 peaks are located in Nepal, so mountains of Nepal are the main source of attraction for tourists, trekkers and mountaineers.⁴⁵⁷ The Travel and Competitiveness Report rates Nepal at 88 out of the 136 economies of world in 2017/2018.⁴⁵⁸

Nepal is a small Himalayan Kingdom officially known as the Federal Democratic Republic of Nepal. It is a landlocked country in South Asia,⁴⁵⁹ lying along the Southern slopes of the Himalayan mountain ranges.⁴⁶⁰ It is wedged between two giant economic powers of Asia, India and China. Nepal seeks to keep the balance between the two countries in its foreign policy and thus to remain independent.⁴⁶¹ Nepal has a land area of about 55,348 square miles,⁴⁶² and the country's population is estimated to be at 26.4 million.⁴⁶³

This country first opened its doors to foreigners in the 1950s, after restoration of its democracy. At first, tourism of Nepal was initiated by adventure tourists between 1950 and 1960 but was soon overwhelmed by conventional tourists who came for pleasure and sightseeing. Since then, tourism in Nepal has been increasing.⁴⁶⁴ A. Baral *et al.*, stipulate that tourism in Nepal is the major foreign currency earner, as well as accounting for a substantial portion of the country's GDP and provides a range of employment opportunities.⁴⁶⁵

⁴⁵⁶M.K. Agarwal & R.P. Upadhyay. "General Features of Nepalese Economy in Tourism and Economic Development in Nepal". Northern Book Centre: The University of Michigan, 2006.

⁴⁵⁷P. Upadhyay, n.d., Mountain Tourism and Tourism Policy of Nepal. <https://www.academia.edu/36542893>. Accessed: 15 November 2019.

⁴⁵⁸World Economic Forum, 2017. Index results – The Travel & Tourism Competitive Report 2017/2018. reports. world economicForum.org/travel-and-competitive-report. Access: 04 March 2019.

⁴⁵⁹Central Intelligence agency – The World Fact book. <https://www.cia.gov/library/publications/the-world-fact-book>. Access: 27 August 2019.

⁴⁶⁰ Encyclopaedia Britannica, n.d., Nepal. <http://www.britannica.com/place/Nepal>. Accessed: 27 August 2019.

⁴⁶¹Encyclopaedia Britannica, n.d., Nepal. <http://www.britannica.com/place/Nepal>. Accessed: 27 August 2019.

⁴⁶²Central Intelligence Agency, n.d., The World Fact book. <https://www.cia.gov/librsry/publications/the-world-fact-book>. Accessed: 27 August 2019.

⁴⁶³Central Bureau of statistics, n.d., Nepal. <http://cbs.gov.np>. Accessed: 27 august 2019.

⁴⁶⁴ L.R. MacLellan, P. U.C. Dieke & B.K. Thapa. "Mountain Tourism and Public Policy in Nepal". In: P. Godde, (eds.), *Tourism and Development in Mountain Regions*. Business Economics, CABI. 2000, p.173.

⁴⁶⁵A. Baral, S. Baral & N. Morgan. "Marketing Nepal in an Uncertain Climate: Confronting Perceptions of Risk and Insecurity". *Journal of Vacation Marketing* 10(2), 2003, pp. 186-192.

Besides mountains, Nepal has a mystical atmosphere: Hindu and Buddhist pilgrim sites; beautiful country side; and lush Southern jungles.⁴⁶⁶ As a result, the country has been able to draw global tourists.⁴⁶⁷ With the government realizing the country's touristic potential and in an effort to upscale Nepal's tourism capabilities and its contribution towards its economy since 1991, the Nepalese government instituted a number of economic reforms to benefit the sector.⁴⁶⁸ This included simplified investments procedures and privatization of state industries.⁴⁶⁹ In addition, a huge budget from the government was allocated for upgrading several airports in the region,⁴⁷⁰ and presently, there are more than 30 international airlines connecting Nepal to various other destinations in Asia, Europe and the Middle East.⁴⁷¹ There are also dozens of domestic air flights operating daily from Nepal covering all the major cities of the country including some remote areas such as Jumla and Rakum.⁴⁷²

The country's tourism offering includes major tourism activities such as mountain climbing; trekking; bird watching; mountain flight; rock climbing; canyoning; hot air ballooning; bungee jumping; paragliding; ultra-light aircraft; mountain biking and jungle safari.⁴⁷³ It is from almost all these major tourism activities in Nepal that one can observe the many roles of mountains as an important component of the country's tourism product. Even though mountains also serve as the main attraction in Lesotho as shown in Appendix C, currently, there are hardly any such activities such as these present in Nepal in the Kingdom of Lesotho for tourists to engage in.

⁴⁶⁶Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

⁴⁶⁷Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

⁴⁶⁸A. Baral, S. Baral & N. Morgan. "Marketing Nepal in an Uncertain Climate: Confronting Perceptions of Risk and Insecurity". *Journal of Vacation Marketing* 10(2), 2003, pp. 186-192.

⁴⁶⁹A. Baral, S. Baral & N. Morgan. "Marketing Nepal in an Uncertain Climate: Confronting Perceptions of Risk and Insecurity". *Journal of Vacation Marketing* 10(2), 2003, pp. 186-192.

⁴⁷⁰Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/Dolpe/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

⁴⁷¹Tibet Tour. N.d., Airport in Kathmandu and How Many International Flights Available in Kathmandu. <http://tibettour.org>. Accessed: 28 August 2019.

⁴⁷²Airlines Nepal, n.d., Domestic Airlines. <http://www.exploredolpotrekking.com>. Accessed: 28 August 2019.

⁴⁷³Government of Nepal, Ministry of Culture, Tourism and Civil Aviation, n.d., Department of Tourism: Major Tourism Activities. <http://www.tourismdepartment.gov.no/major-tourism-activities>. Accessed: 27 August 2019.

According to L.R. MacLellan *et al.*, Nepal established the Nepal Tourism Board with its key objective to establish more effective partnerships between government and the private sector to strengthen the overall development of tourism in Nepal.⁴⁷⁴ The Nepal Tourism Board was assigned the primary responsibility for marketing and promotional activities while the Ministry of Tourism and Civil Aviation has the responsibility for regulatory and policy making functions.⁴⁷⁵

In 1998, the Tourism Board introduced “Visit Nepal 1998”. A. Baral *et al.*, points out that this was a successful joint government-private sector promotional campaign venture which greatly enhanced Nepal’s tourism image and tourism performance. This campaign’s success encouraged and motivated both new investors and existing service providers to expand. Also, after the success of the 1998 campaign, “Visit Nepal 2011” was introduced. *Travel Front Page* points also that the “Nepal Tourism Year 2011” campaign helped to revive Nepal’s image and boost its tourism industry which was plagued by decade-long political turmoil and civil war.⁴⁷⁶ Baral *et al.*, hold that after these campaigns, Nepal’s position in the international market place in terms of tourist arrivals and its destination image was extremely promising.⁴⁷⁷

Currently, the Board is working on promoting “Visit Nepal 2020” and the main aim of the campaign is to attract two million foreign visitors in Nepal each year in order to provide unforgettable experiences.⁴⁷⁸ *Travel Front Page* indicates that the government has in place various promotion and development activities to support the campaign.⁴⁷⁹ Amongst others, the Nepal Tourism Board hosted special road shows in the United Kingdom during January 2019 in order to make foreigners aware of the campaign. In an effort to market and promote Nepal to the international market, the Tourism Board has also been running

⁴⁷⁴L.R. MacLellan, P.U.C. Dieke & B.K. Thapa. Mountain Tourism and Public Policy in Nepal. In: P. Godde, (ed.), *Tourism and Development in Mountain Regions. Business Economics*, CABl. 2000, p. 176.

⁴⁷⁵Ministry of Tourism and Civil Aviation (1995) *Tourism Policy Final Draft*. His Majesty’s Government, Kathmandu, Nepal.

⁴⁷⁶Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

⁴⁷⁷A. Baral, S. Baral & N. Morgan. “Marketing Nepal in an Uncertain Climate: Confronting Perceptions of Risk and Insecurity”. *Journal of Vacation Marketing* 10(2), 2003, pp. 186-192.

⁴⁷⁸Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

⁴⁷⁹Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

several “Visit Nepal” campaigns outside of Nepal in various countries like Germany, Denmark, Dubai, Thailand and, the United State of America.⁴⁸⁰ In addition, local events are organized to popularize the campaign locally.⁴⁸¹

Despite Nepal having mountains as the main source of attraction for tourists, the 2008 new Tourism Policy fails to address the vital areas of mountain tourism.⁴⁸² As a result of this, P. Upadhyay recommends the implementation of a separate mountain tourism policy encompassing an integrated approach which will enable mountain tourism to be sustainable, responsible and sensitive ecologically and culturally.⁴⁸³

Despite Nepal’s shortfall on its tourism policy of 2008, it has been evident on how the government of Nepal, together with the private sector, is playing a role in seeing that the country’s tourism facilities are upgraded as well as its tourism is promoted in order to make it accessible to the world at large. One other strength that Nepal has is that even though it is a developing country and typically relies on international aid to support developments, when it comes to its tourism development, it is exercising a considerable control in overseeing that there is no major foreign domination of the tourism sector.⁴⁸⁴ In fact the Ministry of Tourism and Civil Aviation stipulates that no tourist facilities may be completely owned by foreign companies, but many are in joint foreign-Nepalese ownership.⁴⁸⁵

As a result of this equal participation of the Nepalese government and the private sector, Nepal tourism’s development, particularly upgrades of facilities and tourism promotion worldwide are able to take place. This is hardly the case for Lesotho as the country faces low investment particularly from private sector. So, more often than not, the government of Lesotho with hardly any financial muscle is faced to develop the sector alone. The reason the private sector is unwilling to invest in this sector is mainly attributed to lack of attractive

⁴⁸⁰Travel Front Page, 2 February 2019. Visit Nepal 2020 – How it evolves after Visit Nepal 1998, Nepal Tourism Year 2011. <http://travelfrontpage.com/visit-nepal-2020-how-it-evolve>. Accessed: 27 August 2019.

⁴⁸¹Visit Nepal 2020 Campaign, n.d., Experience of a Lifetime. <https://www.excitinghimalya.com/visit-nepal-2020>. Accessed: 12 October 2019.

⁴⁸²P. Upadhyay, n.d., Mountain Tourism and Tourism Policy of Nepal. <https://academia.edu/36542893>. Accessed: 15 November 2019.

⁴⁸³P. Upadhyay, n.d., Mountain Tourism and Tourism Policy of Nepal. <https://academia.edu/36542893>. Accessed: 15 November 2019.

⁴⁸⁴L.R. MacLellan, P.U.C. Dieke & B.K. Thapa. “Mountain Tourism and Public Policy in Nepal”. In: P. Godde, (ed.), *Tourism and Development in Mountain Regions*. Business Economics, CABI. 2000, p.182.

⁴⁸⁵L.R. MacLellan, P.U.C. Dieke & B.K. Thapa. “Mountain Tourism and Public Policy in Nepal”. In: P. Godde, (ed.), *Tourism and Development in Mountain Regions*. Business Economics, CABI. 2000, p.182.

incentives in the country. As a result, this affects the development of the tourism industry as private sector becomes unwilling to provide tourism investments and services in Lesotho's tourism industry.

6.3 The Kingdom of Lesotho and Zambia

Zambia is another landlocked country in the global South that the study uses to compare Lesotho's tourism development, marketing and policy formulation with. It is worth noting though that in comparison to Switzerland, Nepal and Lesotho, Zambia possesses a totally different geographic terrain. Zambia is not mountainous, and its tourism is described as being predominantly wildlife in character.⁴⁸⁶ However, Zambia is endowed with water resources like Lesotho. For example, it is a home to the Victoria Falls and the Zambezi River. Consequently, a range of action activities are located around these water areas.⁴⁸⁷ These activities include: river boarding; kayaking; flights over the Falls; bungee jumping; abseiling; river rafting and gorge swing. Due to the abundance of wildlife, the country is also known for its incredible National Parks, game reserves and scenery. It also has the renowned Livingstone Museum which was established in the 1934 as the David Livingstone Memorial Museum. The Museum provides an important insight into the national and cultural heritage of Zambia.⁴⁸⁸ It has exhibits of artefacts related to the local history and prehistory, including photographs, musical instruments and possessions of David Livingstone, the well known explorer and colonial missionary.⁴⁸⁹

The marketing and promotion of the country's tourist attractions continues to be the responsibility of the Zambian National Tourism Board.⁴⁹⁰ The Board is charged with the mandate of marketing Zambia's tourism potential both locally and abroad through its

⁴⁸⁶M.K. Sheba. "Marketing Zambia as a Tourism Destination: e-challenges, e-strategies and opportunities for the Zambia National Tourist Board". Master of Philosophy (Information and Knowledge Management) Thesis, University of Stellenbosch. 2005, p.23.

⁴⁸⁷Lonely Planet, n.d., Zambia is Known For. <http://lonelyplanet.com/zambia/planning/Zambia-is-known-for>. Accessed: 24 October 2019.

⁴⁸⁸Lonely Planet, n.d., Zambia is Known For. <http://lonelyplanet.com/zambia/planning/Zambia-is-known-for>. Accessed: 24 October 2019.

⁴⁸⁹Victoria Falls Guide, n.d., David Livingstone Museum Tour. <https://www.victoriafalls-guide.net/david-livingstone-museum-tour>. Accessed: 19 November 2019.

⁴⁹⁰M.K. Sheba. "Marketing Zambia as a Tourism Destination: e-challenges, e-strategies and opportunities for the Zambia National Tourist Board". Master of Philosophy (Information and Knowledge Management) Thesis, University of Stellenbosch. 2005, p.23.

brand name of “Zambia – the real Africa”.⁴⁹¹ Currently Zambia’s ranking in the Travel and Competitiveness Report is 118 out of the 137 economies,⁴⁹² and although this is low, Lesotho still is below it at 131.⁴⁹³ This low ranking is not surprising though, as it has already been pointed out that in the region (Sub-Saharan) tourism is hardly an industry since the tourism infrastructure is weak, tourism organization is poor and net revenue is meagre.⁴⁹⁴

The reason that makes Zambia stand out in comparison with other African countries even though its tourism is weak like Lesotho, is ascribed to the formulation of the country’s tourism policy. P.U.C. Dieke points out that Zambia is among the very few countries in the African continent that is “transparent”,⁴⁹⁵ in terms of its tourism policy and the sector as a whole. Though M.K. Sheba holds that tourism development policies in Zambia are currently private sector driven, Dieke indicates that in the formulation of Zambia’s tourism policies everything is openly aired and openly debated to garner inputs to the process from as wide a range of spectrum of members of government and industry as possible.⁴⁹⁶ Dieke cites the following three reasons taken from Jenkins as important in the formulation of tourism policy: the need to empower the people in the formation process; the need to give them a sense of ownership, especially on completion of the policy document; and last, the need to stimulate a dialogue and cooperation between government and the private sector bodies.⁴⁹⁷ He points out that this process enables at least all participants to be involved in

⁴⁹¹M.K. Sheba. “Marketing Zambia as a Tourism Destination: e-challenges, e-strategies and opportunities for the Zambia National Tourist Board”. Master of Philosophy (Information and Knowledge Management) Thesis, University of Stellenbosch. 2005, p.23.

⁴⁹²World Economic Forum, 2017. Index Results – The Travel & Tourism Competitive Report 2017/2018. <https://www.reports.worldeconomicforum.org/travel-and-competitive-report>. Accessed: 04 March 2019.

⁴⁹³World Economic Forum, 2017. Index Results – The Travel & Tourism Competitive Report 2017/2018. <https://www.reports.worldeconomicforum.org/travel-and-competitive-report>. Accessed: 04 March 2019.

⁴⁹⁴ V. B. Teye. “Prospects for Regional Tourism Cooperation in Africa”. *Tourism Management*. 1998, pp. 221-224.

⁴⁹⁵P.U.C. Dieke. “The Nature and Scope of the Political Economy of Tourism Development in Africa”, In: P. U.C. Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p.22.

⁴⁹⁶P.U.C. Dieke. “The Nature and Scope of the Political Economy of Tourism Development in Africa”, In: P. U.C. Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p. 22.

⁴⁹⁷P.U.C. Dieke. “The Nature and Scope of the Political Economy of Tourism Development in Africa”, In: P.U.C. Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p. 22.

the formulation of the tourism policy to have an equal share in any corresponding consequences arising from these collective responsibilities and partnerships.⁴⁹⁸

Dieke therefore argues that when it comes to policy formulation in the tourism sector in Africa, Zambia, like South Africa, represent an example of the “best practice” in the participative model.⁴⁹⁹ So for a country like Lesotho, such procedures are not even observable as there is never any indication as to how a policy formulation comes about. In an interview with MTEC, it was pointed out that even groups such as hoteliers; tour operators; transporters (air and ground); tourist guides; immigration officers and many others when called forth to participate in the decision making of tourism endeavours of the country, they do not show up for such meetings.⁵⁰⁰ Consequently, the apathy and lack of coordination results in an authoritative kind of an outcome which eventually results in not serving the intended purpose.

In summation, this chapter has presented three scenarios on the above discussed landlocked countries from the global North and South: Switzerland, Nepal and Zambia. This is carried out in accordance with their Travel and Tourism Competitive Rankings by the World Economic Forum 2017- 2018 (see Table Four). This chapter has considered their respective good practices in tourism development, tourism marketing and tourism policy formulation methods, (see Table Three). The Kingdom of Lesotho would do well to adopt and develop some of the good measures shown and enhance the country’s current tourism condition. Then like these countries, it could possibly eventually excel in all its future tourism endeavours.

⁴⁹⁸P.U.C. Dieke. “The Nature and Scope of the Political Economy of Tourism Development in Africa”, In: P.U.C. Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p. 22.

⁴⁹⁹P.U.C. Dieke. “The Nature and Scope of the Political Economy of Tourism Development in Africa”, In: P.U.C. Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde, United Kingdom. 2000, p.22.

⁵⁰⁰ MTEC Interviews. 02 August 2019. Maseru, Lesotho.

Table Three

Best Tourism Practices from Three Selected Landlocked Countries in the World for Ls.

| Criteria | Tourism Development: Infrastructure and Tourism Resources | Marketing | Tourism Policy |
|--------------------|--|--|---|
| Switzerland | <p>In equipping its mountains Switzerland combines the various forms of transportation and high technology infrastructure:</p> <ul style="list-style-type: none"> • Main-lines railways; funiculars; chairlifts; aerial cable-cars; lake steamers and local transport. • Various winter sports activities. | <p>Switzerland relies on four pillars of marketing:</p> <ul style="list-style-type: none"> • Digital Marketing. • Key Account Management. • Key Media Management and Promotion. | <p>The Swiss Mountain Law of 1974. Which was revised in 1998: Aims to improve mountain conditions through investments in infrastructure, equipment projects and land acquisition intended for industry (tourism), crafts and trade.</p> |
| Nepal | <p>Upgrade of several airports: 30 International airlines connecting Nepal to Asia, Europe and Middle east.</p> | <p>Nepal Tourism Board and Private Sector launches several “Visit Nepal” Campaigns</p> | <p>Tourism Policy of 2008: Not adequately addressing vital areas of</p> |

| | | | |
|----------------|---|---|---|
| | <p>Provision of domestic air flights within Nepal.</p> <p>Activities centering on mountains: hot air ballooning, ultra-aircrafts.</p> <p>Simplified investments procedures and privatization.</p> | <p>outside of Nepal in countries like Germany, Denmark, Dubai, Thailand and USA.</p> <p>Organizes local events to popularize the campaign locally.</p> <p>Road shows in the United Kingdom.</p> | <p>mountain tourism in Nepal.</p> |
| Zambia | <p>Various water sports activities.</p> | <p>Zambia National Tourism Board.</p> | <p>Transparent in its tourism formulation</p> |
| Lesotho | <p>Low technology infrastructure.</p> <p>Means of transportation: by road (poor); one airline connecting Ls to SA; and on horse backs.</p> <p>Limited water sports activities.</p> <p>Limited winter sports activities.</p> | <p>Lesotho Tourism Development Corporation.</p> | <p>Weak tourism policy and no mountain law.</p> |

Table Four

Travel and Tourism Competitive Rankings by World Economic Forum 2017-2018

| Landlocked Countries | Rankings |
|------------------------------------|-----------------|
| Switzerland (global North: Europe) | 10 |
| Nepal (global South: Asia) | 88 |
| Zambia (global South: Africa) | 118 |
| Lesotho (global South: Africa) | 126 |

Chapter Seven: Unlocking Lesotho's Tourism Stranglehold.

It is generally accepted that landlocked countries usually lag behind their maritime neighbours in overall development and external trade.⁵⁰¹ So, landlocked countries are generally known to face relatively low development levels,⁵⁰² particularly landlocked developing countries situated in the global South. This view has been apparent in this study with the Lesotho - South Africa case, regarding the tourism performance and successes of the two countries. In the light of this, it is not surprising that despite Lesotho's efforts in trying to improve on its tourism endeavours since 1966 (independence) to date, the country's tourism is still referred to as being at an "infancy stage", while the country that totally surrounds it, is prospering or mature. Evidently, Lesotho is being met by persistent difficulties in realising the full gains associated with its tourism.

The purpose of this study was to investigate the following:

- How South Africa was and still is strangling Lesotho as a landlocked country in terms of its tourism growth.
- Whether there are other factors inhibiting Lesotho's tourism from reaching its full potential.
- Lesotho's overall image as a tourist destination in the market and how it is perceived.
- Analyse South Africa's domination of the tourism market.
- Analyse the distinct difference of tourism of the landlocked countries in the global North and the global South and focus on their best tourism practices that Lesotho could possibly develop and adopt in order to excel in all its future tourism endeavours.
- To analyse the findings and provide some recommendations.

⁵⁰¹L.M. Faye, J.W. McArthur, J.D. Sachs & T. Snow. "The Challenges Facing Landlocked Developing Countries". *Journal of Human Development* 5(1), 2007, pp.31-68.

⁵⁰²L.M. Faye, J.W. McArthur, J.D. Sachs & T. Snow. "The Challenges Facing Landlocked Developing Countries". *Journal of Human Development* 5(1), 2007, pp.31-68.

7.1 Findings:

The research examined South Africa's stranglehold on Lesotho's tourism. It used Cleverdon's criteria adopted and developed from his article titled "Tourism Development in the SADC Region: The Opportunities and Challenges",⁵⁰³ to consider the development of tourism in the respective countries. They included: size and location (geography); conducive business environment and privatization; an investor friendly land-acquisition policy; government support of the sector; tourism service infrastructure such as air and ground transport; immigration and access formalities; developed tourism human resources/education; product development and diversification of tourism resources; marketing campaign; technology and safety and security.⁵⁰⁴

The results revealed that apart from the issue of safety and security, which is tarnishing South Africa's image, the rest of the factors discussed, indicated how far more advanced South Africa is than other countries in the continent, as it took a lead in its tourism development measures, particularly in comparison to Lesotho. As Holme-Peterson argues, South Africa is perceived as having "healthy tourism development,"⁵⁰⁵ (see Table Two). While on the one hand, Lesotho proved to lack general resources thus resulting in the tourism sector being weak and fragmented and therefore "hardly seen as an industry".⁵⁰⁶

In assessing whether there are other factors inhibiting Lesotho's tourism from reaching its highest potential, apart from issues discussed in chapter five, sub-section 5.2, the study brought to light that Lesotho also has weak tourism policy. To give an example, the policy is silent on some tourism matters such as tour operations; tourist guiding; grading and classification systems. In addition, it provides insufficient or lack of supporting programmes for the private sector. With this being the case, the Lesotho tourism policy has hardly been

⁵⁰³R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

⁵⁰⁴R.G. Cleverdon. "Tourism Development in the SADC Region: The Opportunities and Challenges". *Development Southern Africa* 19 (1), 2002, pp.1-28.

⁵⁰⁵E. Holm-Peterson. "Institutional Support for Tourism Development in Africa" In: P.U.C Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde: United Kingdom. 2000, p. 198.

⁵⁰⁶V. B. Teye. "Prospects for Regional Tourism Cooperation in Africa". *Tourism Management* 1998, pp. 221-224.

able to deal with the practical challenges embedded within the tourism industry of Lesotho.

The study also focused on Lesotho's overall image as a tourist destination in the market and how it is perceived. With the use of a literary survey, the study uncovered that many tourists viewed Lesotho as an "isolated country" that is hidden from the world as it is unknown. This was attributed to the fact that the majority of the tourists that visited Lesotho "claim" that they got to know of Lesotho when they were in South Africa. As mentioned, this got to affirm the point that Lesotho continues to rely heavily on the South African market as it has on its own been unable to diversify its source markets for tourist arrival. Nonetheless, the country has been acknowledged for its spectacular scenic beauty and the incredible hospitality of the Basotho people appears to have been appreciated by these tourists.

The research further analysed South Africa's domination of the tourism market. In this regard, it was ascertained that in the Sub-Saharan region, South Africa, if not the whole continent, is indeed a giant as it is counted among the continent's "big four" destinations that include Egypt, South Africa, Tunisia and Morocco.⁵⁰⁷ Amazingly, unlike Lesotho, South Africa only fully opened its doors to foreigners in 1994, after democracy was installed. But even prior to this, the WTTC pointed out that, it has the largest travel and tourism economy in Africa, with the sector out-performing other key industries in terms of job creation.⁵⁰⁸

The study also analysed the distinct difference in tourism among a number of landlocked countries in the global North and the global South. The focus was on the best tourism practices of the following landlocked countries: Switzerland, Nepal and Zambia with regard to their tourism development, tourism marketing and tourism policy formulation methods. In this instance, Timothy indicated that many enclaves in Europe enjoy a successful economy based largely on tourism.⁵⁰⁹ This has been evident in the case of Switzerland. It is

⁵⁰⁷W.A. Naude & A. Saayman. "The Determinants of Tourists Arrivals in Africa: A Panel Data Regression Analysis". Paper prepared for the International Conference, Centre for Study of African Economics, St Catherine's College: University of Oxford, 21-22 March 2004.

⁵⁰⁸Getaway Guide, n.d., SA Travel and Tourism Economy. <https://www.getaway.co.za/travel-news/sa-has-travel-and-tourism-economy-in-africa>. Accessed: 18 July 2019

⁵⁰⁹D.J. Timothy. "Small and Isolated: The politics of Tourism in International Enclaves". *ActaTuristica* 8(2), 1996, p.100.

a landlocked country and in the past its terrain was regarded as an obstacle thus causing it to make a late entry into the global tourism itinerary. Ultimately it overcame its challenges and today Switzerland is rated an outstanding 10th in the world,⁵¹⁰ with its tourism industry serving as one of the main drivers of the Swiss economy.⁵¹¹

Likewise, Nepal though not in Europe, but in Asia, and like Lesotho, also relatively poorer, has been able to attract many more international tourists. It has proven to have capabilities to have its tourism assets/facilities upgraded and with the aid of the private sector it has been able to take promotion of its tourism almost world-wide.

The third country considered was Zambia in Africa which was proven to be among the few countries on the continent that has excelled in its tourism policy formulation. This, according to Dieke, has been proven to be “transparent”.⁵¹²

Unfortunately, in this instance, Lesotho exhibited a shortfall with regard to its tourism development, tourism marketing and tourism policy formulation methods. For instance, it has shown to fail to diversify its tourism resources despite its potential. Its marketing does not have a worldwide reach and Lesotho continues to “seem” to be unknown. Its tourism policy has also failed to meet the day-to-day struggles of the industry as it lacks important elements in it that caters for the industry.

7.2 Conclusion and Recommendations:

This study set out to make a contribution to the literature on tourism and landlockedness by integrating existing research and adjusting it where possible, thus benefiting academics and tourism practitioners of developing landlocked countries, notably situated in the global South. The study provides evidence on how landlockedness, along with a host of other problems impacted on tourism growth and development of a country that is an enclave.

⁵¹⁰Travel & Tourism Competitive Report 2017/2018. reports. world economicforum.org/travel-and-competitive-report. Accessed: 04 March 2019.

⁵¹¹Discover Switzerland, n.d. <https://www.eda.admin.ch/aboutswitzerland/en/homewirts>. Accessed: 15 May 2019.

⁵¹²P.U.C. Dieke. “The Nature and Scope of the Political Economy of Tourism Development in Africa”, In: P. U.C. Dieke (ed.), *The Political Economy of Tourism Development in Africa*. University of Strathclyde: United Kingdom. 2000, p.22.

In conclusion, the issue of the country's structural/geographical challenge plays a major role in a country's tourism development and successes and as such cannot be ignored. This issue results in geographical remoteness which in turn ultimately hinders an enclave country - such as Lesotho - from accessing global markets. Unfortunately, this condition brings along with it many other issues, to name a few: dependence upon peace and stability of the maritime nation; administrative processes associated with border crossing; distance resulting in high transportation costs which also disadvantage a landlocked country when competing in the global market. Another issue that Timothy raises regarding an enclave is that, the small physical size of a destination country limits the potential number of tourism resources and the particular expansion of the tourism infrastructure.⁵¹³

It is therefore clear that geography matters, and if the Kingdom of Lesotho as a landlocked country is to lift itself from this issue of tourism underdevelopment, a catalyst force is needed for its tourism potential to be fully realized. The following are therefore recommendations that the country could embark on in order to find itself performing better when it comes to its tourism in the future:

- There are landlocked countries in the world that are succeeding in their tourism endeavours, for example, Switzerland, Nepal and Zambia, (see Table Three). Lesotho must develop and adopt their best tourism practices so that, like them, despite its structural/geographical challenges could still excel in all its future tourism endeavours.
- South Africa's tourism has proven to represent a major component of the country's economy; Lesotho must therefore collaborate with it in a more meaningful (practical) way in order to tap into its tourism successes. More importantly, it must successfully work on the law-and-order situation concerning border issues between them, in order to ease movement of incoming tourists.
- Lesotho lacks financial muscle to sufficiently work the tourism industry on its own, so it must make the country's climate favourable for private investors by changing their legal framework to enable private investments to take place. In future Lesotho's government could then jointly, with the private sector, work on putting

⁵¹³D. J. Timothy. "Small and Isolated: The politics of Tourism in International Enclaves". *Acta Turistica* 8(2), 1996, p.100.

more effort into expanding, diversifying and upgrading the country's tourism assets/facilities, and with this public-private sector partnerships, improve on the tourism marketing of the country world-wide.

- In order to overcome the issue of less openness to the outside world so as to enable tourism flows, Lesotho as a landlocked country, must develop transport networks (air and ground) within the country and also with the neighbouring country (South Africa) and other countries to increase the number of incoming tourists.
- Lesotho must make use of suitably qualified and experienced personnel. Along with this, set training institutes to create basic tourism awareness in order to improve on the calibre of the services it provides.
- In order to capitalize on the huge possibility of mountain tourism, as mountains have proven to be prominent tourism products for the country, there is a need for an appropriate, specific and separate mountain tourism policy to adequately address the appropriate development of mountain tourism.
- Finally, while South Africa's apparent stranglehold on Lesotho cannot be denied it needs to obviate these limitations by turning them around to its advantage. This can be achieved by developing more bilateral agreements and greater corporation, (see Table One).

Some of these issues, if not all, can be transposed into similarly landlocked countries within Southern Africa such as neighbouring Eswatini, Botswana and Zimbabwe as well as others across the global South. Finally, landlockedness need not be a deterrent, it needs to be addressed and overcome with more proactive persistency.

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Appendix A

A map of the Kingdom of Lesotho and the Republic of South Africa.

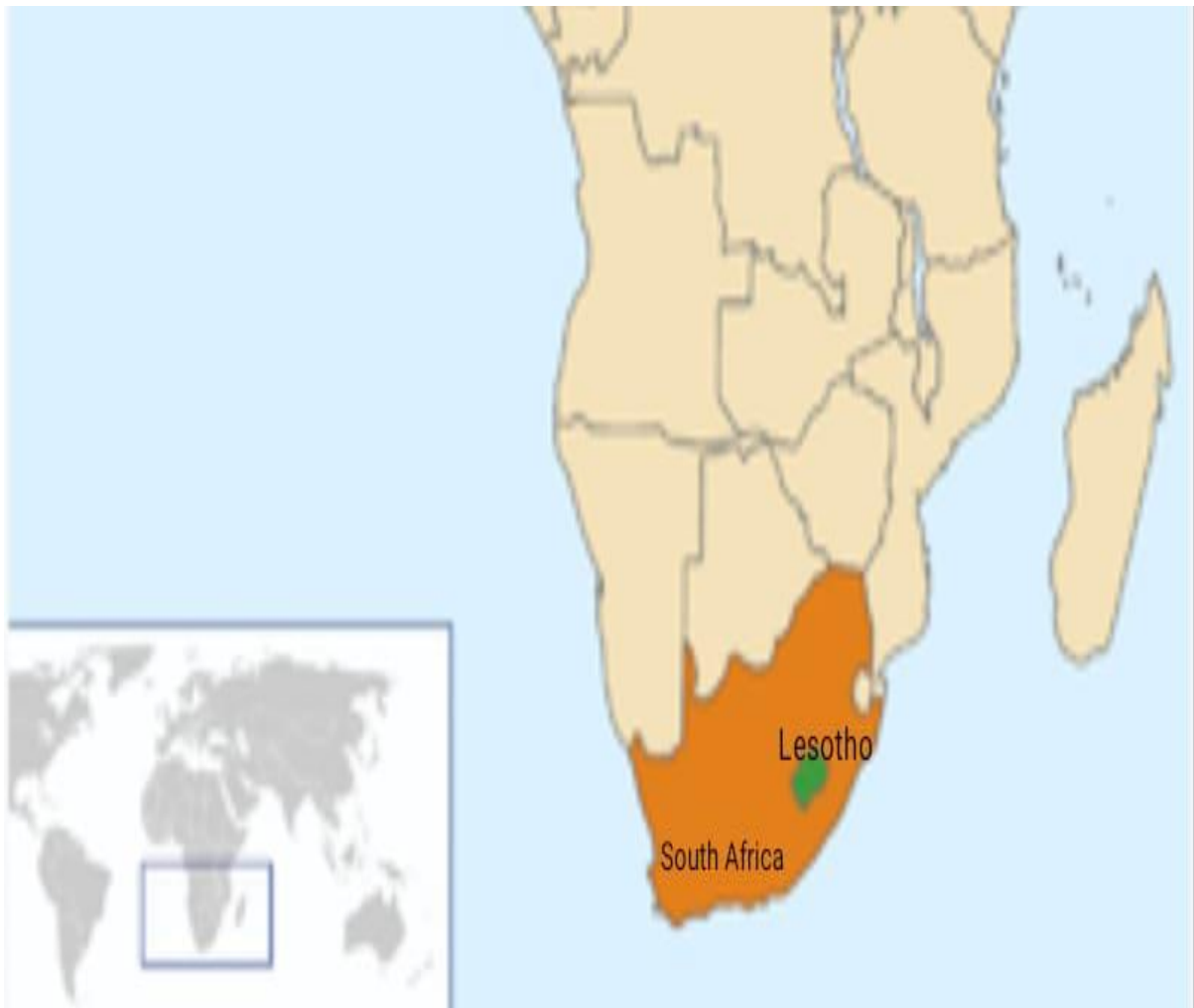


Figure 1: Lesotho enclosed by South Africa

Source: <https://www.en.m.wikipedia.org/wiki/Lesotho-SouthMap>. Accessed: 24 April 2018.

Appendix B

Historic Boundaries of Lesotho.

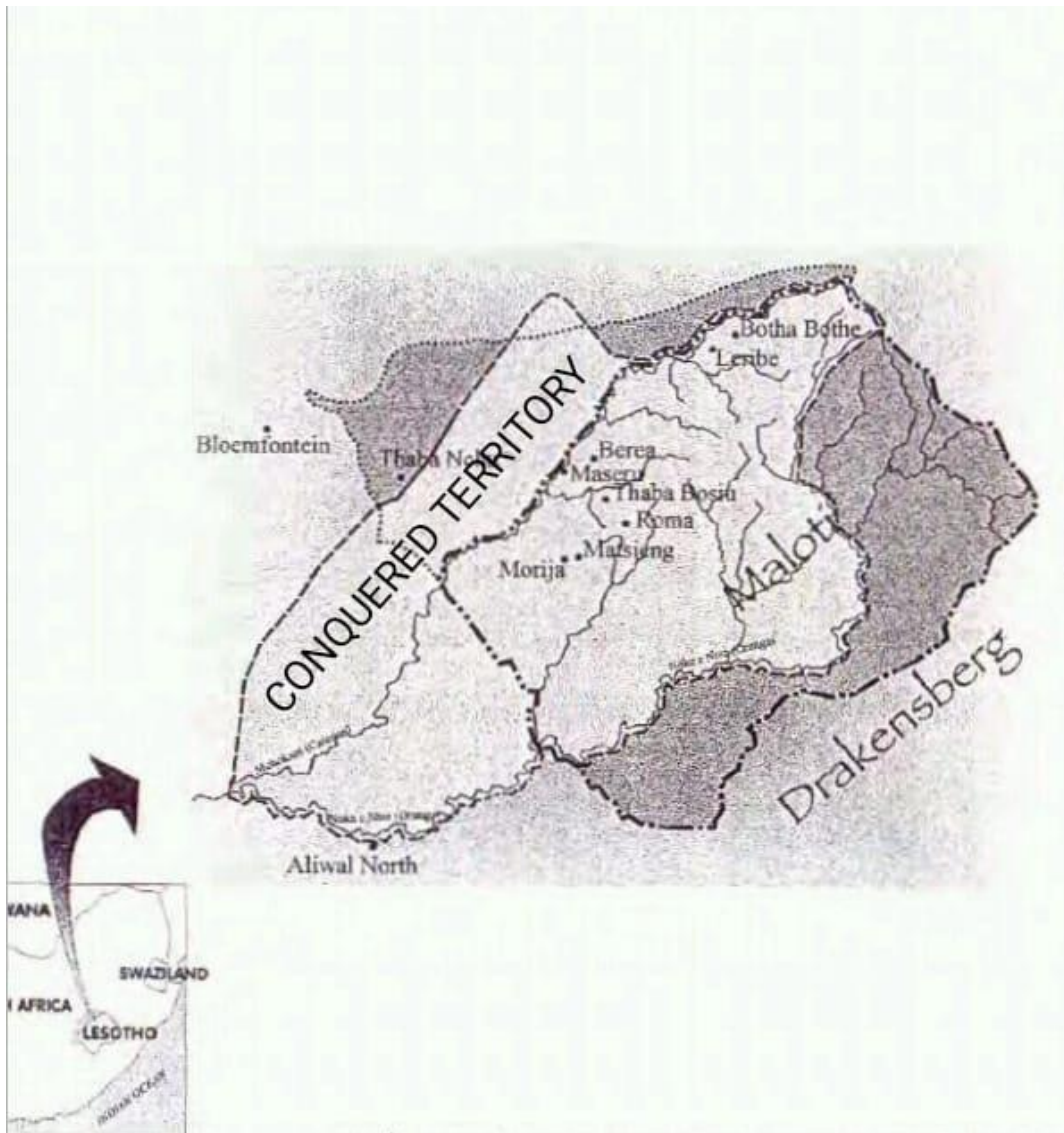


Figure 2: Conquered territory of Basotho in Lesotho

Source: Heritage Vault Group (Celebrating Lesotho Heritage) on Face book Page

Appendix C

What attracts leisure and other visitors to Lesotho (top five).

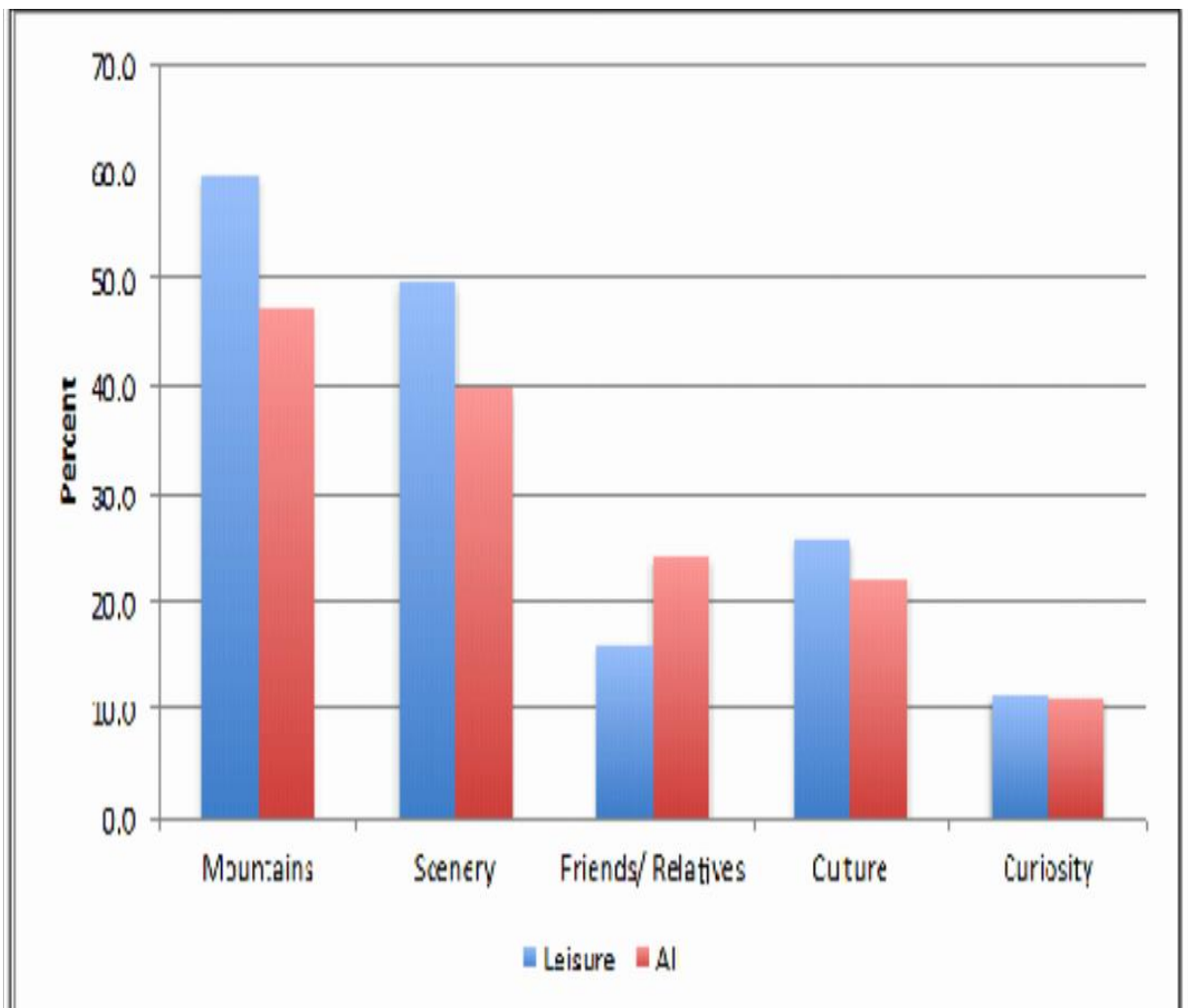


Figure 3: Lesotho's Top 5 Attractions

Source: Lesotho, 2013. Tourism/Export.gov. <https://www.export.gov/article?id=Lesotho-Tourism>. Accessed: 08 May 2019.

Annexure One

The research questions devised for the Ministry of Tourism, Environment and Culture (MTEC), Lesotho are as follows:

1. What relationship is there between Lesotho and South Africa when it comes to tourism?
2. Do tourists see Lesotho as a destination in its own right or do tourists visit SA and see Lesotho as an add-on?
3. What are the benefits gained by Lesotho, in sharing tourists with South Africa (considering that SA is the only entry point to Lesotho)?
4. What disadvantages are faced by Lesotho in sharing tourists with South Africa's?
5. Does South Africa's tourism have an influence on Lesotho's tourism?
6. What are the challenges and constraints faced by Lesotho in having a relationship with South Africa when it comes to tourism?
7. What measures are put in place by the tourism departments of both Lesotho and South Africa in ensuring a smooth relationship between the two countries?
8. Has the Lesotho tourism policy affected transformation? If yes, how?
9. Does landlockedness affect the tourism growth rate of GDP of Lesotho?
10. Does the Lesotho tourism industry have the potential of growing given its state currently and what can be done to facilitate the growth?
11. How can Lesotho latch onto successes of SA's tourism industry?

Annexure Two

For the National Department of Tourism (NDT) of Republic of South Africa, the research questions are the following:

1. What relationship is there between South Africa and Lesotho when it comes to tourism?
2. Considering SA proximity to Lesotho, do tourists that come to visit SA, see Lesotho as an add-on destination?
3. What advantages and disadvantages are there for SA in having its tourists visiting Lesotho as well? (If any)
4. What are the challenges and constraints faced by South Africa in having a relationship with Lesotho when it comes to tourism?
5. What measures are put in place by South Africa and Lesotho's tourism departments to ensure a smooth relationship?
6. How can Lesotho make exploitation of South Africa's tourism successes/ how can Lesotho latch onto successes of SA's tourism industry?
7. What bilateral agreements are there between the two countries as far as tourism is concerned?