Urban Tourism:

A comparative tale of two cities, Cape Town and Tshwane

by

Ruan Klerk Henning

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Supervisor: Prof. Karen L. Harris

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<u>Abstract:</u>

Urban tourism has become an important sector within the global tourism industry as it is able to serve a range of tourists and contribute to the local economy. The urban environment usually is seen as "standing alone" with regards to the operational aspects of tourism, however, it has become increasingly recognised as an integral part of the tourist experience. Within this context, this study set out to investigate the phenomenon of urban tourism and its impact in both the City of Cape Town, a coastal urban destination and legislative capital of South Africa, and the City of Tshwane, an inland urban destination and administrative capital of South Africa. Hence, this study will focus on both capital cities' respective tourism industries, initiatives and strategies. Through this, it aims to identify criteria and actions implemented in each local case study for comparison and evaluation in order to determine whether the City of Cape Town's approach to tourism development can be considered as a sustainable urban tourism development model for the City of Tshwane.

Key Words: Urban Tourism; Tourism; City; Tourism Development; Cape Town; Tshwane; South Africa

Content List

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<u>Abbreviations:</u>

CBD   Central Business Districts

CTICC   Cape Town International Convention Centre

GDP   Gross Domestic Product

MICE   Meetings, Incentives, Conferences, and Exhibitions

TALC   Tourism Area Life Cycle

UNESCO   United Nations Educational, Scientific and Cultural Organization

UNTWO   United Nations World Tourism Organisation

V&A Waterfront   Victoria and Alfred Waterfront

Chapter 1: Introduction

1.1.   Introduction

Tourism forms an indispensable element of many of the major cities throughout the world such as New York, London, Dubai, Hong Kong and Cape Town. These cities and their urban environments have had a marked impact on those who occupy and visit them.[1] In this context, in recent years, the complexity, size and socio-economic issues within these cities have received considerable attention, particularly as regards to aspects of life and the infrastructural organisation of these urban landscapes. However, until recently most cities have been evaluated for a variety of aspects, but often not paying specific attention to tourism itself.[2] In more recent years urban tourism has become a significant research topic within tourism scholarship, given the fact that most major cities include tourism as one of their main economic growth points. Incrementally more attention has been paid to the development of the tourism industry in the urban environment itself.[3]

It is no secret that the tourism industry is regarded as one of the biggest and fastest growing industries globally, and many countries in the global South use their tourism industry as a means to generate foreign investment and capital in assisting with development and employment as well as the promotion of their country.[4] Tourism has also been identified by the South African government as a key area that contributes to the South African economy as it has the potential to significantly sustain development in the future. The contribution of tourism to the GDP was estimated to be R425.5 billion in 2018 (8.6% of GDP).[5] According to the South Africa National Treasury *'Economic Transformation, Inclusive Growth and Competitiveness: Towards an Economic Strategy for South Africa'* paper, tourism is an important driver for economic growth and it is estimated that tourism accounted for 9.8% total employment in 2017.[6]

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[1] C.M. Law, *Urban tourism: The visitor economy and the growth of large cities*, 2nd edn. London: Continuum, 2002, p. 8

[2] C.M. Law, *Urban Tourism: Attracting visitors to large cities,* Mansell Publishing, London, 1993, p. xi

[3] C.M. Rogerson & J.M. Rogerson, Urban tourism destinations in South Africa: Divergent trajectory 2001-2012, *Urbani izziv* (25), 2014, p. 189; C.M. Law, *Urban tourism: The visitor economy and the growth of large cities*, 2nd edn. London: Continuum, 2002, p. 8

[4] C. M. Rogerson & J.M. Rogerson, Urban tourism destinations in South Africa: Divergent trajectory 2001-2012, *Urbani izziv* (25), 2014, p. 190

[5] Department of Tourism, '*State of Tourism Report 2017/18*', Republic of South Africa, 2019, p. 5

[6] Department of Tourism, *'State of Tourism Report 2017/18',* Republic of South Africa, 2019, pp. 5-43

Additionally, the National Treasury, in partnership with the Department of Tourism, aims to increase the total contribution of tourism to the GDP to R948 Billion while supporting 2.2 million direct and indirect jobs by 2026.[7] The Department of Tourism estimated that Gauteng received 36.1% of the international tourists visiting South Africa in 2018, while the Western Cape received only 16.5% of all international tourists visiting South Africa in that same year.[8] Related to this is the fact that O.R. Tambo International Airport in Gauteng serves as the main port of entry into South Africa and as the gateway to Africa and accounted for 72.2% of all international arrivals, while Cape Town International Airport only accounted for 25.7% of all international arrivals in 2018.[9]

Nevertheless, Cape Town, the legislative capital of South Africa, received approximately 5.3 million local and international visitors in 2018 which made a huge contribution to the city's economy and overall growth.[10] In contrast, Tshwane, the administrative capital city of South Africa, is regarded as the underdog within the South African tourism industry, only receiving a few thousand local and international tourists annually even though the city is rich in heritage and cultural diversity and closely located to O.R. Tambo International Airport.[11] Therefore unlike the City of Cape Town, the argument can be made that the tourism industry within the City of Tshwane has not necessarily been regarded as a significant commercial sector for growth, development and employment opportunities. It is apparent that Tshwane never intended to serve as a tourist destination, but rather as the administrative capital as well as the educational and political powerhouse of South Africa.[12] Furthermore, there appears to be a relatively limited amount of research, statistics and documentation available on the City of Tshwane's tourism industry by local government, academia and the media. This lacuna makes it necessary for research to be conducted within this context in order to understand what the position is in terms of the City of Tshwane

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[7] National Treasury, *'Economic transformation, inclusive growth, and competitiveness: Towards an Economic Strategy for South Africa',* Republic of South Africa, 2019, p. 43

[8] Department of Tourism, *'State of Tourism Report 2017/18',* Republic of South Africa, 2019, pp. 5-43

[9] Statistics South Africa, *'TOURISM 2018'*, Republic of South Africa, 2019, p. 5

[10] Cape Town Travel, *'Cape Town Tourism Annual Report 2017/2018'*, Republic of South Africa, 2019, pp. 1-10.

[11] W. Lishivha, 2018, <https://www.getaway.co.za/travel-ideas/destinations-travel-ideas/explore- tshwane/>, access: 1 April 2020; Anon, 2015, <http://www.tshwane.gov.za/sites/tourism/Pages/default.aspx>, access: 1 April 2020; No apparent statistics available.

[12] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences,* 19(1), 2015, p. 29-31; Anon, n.d., <http://www.visittshwane.co.za/about/>, access: 1 April 2020; Anon, 'Visit Pretoria', *Pretoria News* 39(6), 1987, p. 20

tourism, what the obstacles are, and whether a tourism industry is viable for the administrative city. It will be instructive to compare the City of Tshwane, an inland urban destination, with the City of Cape Town, a coastal urban destination, in order to assess what the differences are and whether these can be assessed in order to develop and advance a tourism sector in the capital city.

1.2. The aim of the Study

The National Government of South Africa provides various pieces of legislation that guide and encourage tourism development at local government level. The South African Constitution specifies the different roles that national, provincial and local governments have with regards to tourism development and management. Essentially, the role of local governments is to lead, manage and plan for development and according to Section 152 of the Constitution, the objectives of local government are to "provide democratic and accountable government for local communities, to promote social and economic development, to encourage the involvement of communities, and organisations in the matters pertaining to local government".[13] Municipalities are therefore responsible to exercise the developmental mandate across all functions that are delivered at local level, including the development and marketing of the tourism sector. Hence the aim of tourism as a tool for development is to increase local incomes, job creation and to enhance communities' ability to create enterprises.[14]

With this in mind, this study sets out to gain an understanding of how the City of Cape Town and the City of Tshwane developed their respective tourism industries, within the context of urban tourism, by examining the various initiatives and strategies embarked upon. The purpose of such an assessment will be to identify the criteria and actions implemented in each local case study for comparison and evaluation for developing a sustainable urban tourism development model within the City of Tshwane. Therefore the aim of this study is to conduct in-depth research using literature in the public

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[13] South African Government, *Constitution of the Republic of South Africa, 1996 - Chapter 7: Local Government*, Republic of South Africa, 1998, p. 74

[14] South African Government, *Constitution of the Republic of South Africa, 1996 - Chapter 7: Local Government*, Republic of South Africa, 1998, p. 74; City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 20-21

domain, in order to analyse, describe, interpret, evaluate and compare the tourism industry of the City of Cape Town with its capital city counterpart, the City of Tshwane.

The City of Cape Town is used as a "home-grown example" to benchmark how a local tourist destination has been successfully developed within South Africa. The use of the phenomenon of "urban tourism" as the foundation of this study, will allow for a greater understanding of tourism within the urban environment and whether it can contribute to a sustainable method of tourism development and economic growth within a city such as the City of Tshwane.[15] The purpose is thus to investigate how the City of Tshwane can possibly apply a similar approach to generating a viable tourist experience and rebrand itself in terms of tourism, in order for the city to go beyond just merely being regarded as the administrative capital of South Africa.

Attention will therefore be focused on understanding how the City of Cape Town approached the development of its tourism products by considering aspects such as leisure and recreational tourism, heritage and cultural tourism, eco-tourism and business tourism as a combined urban tourism product. In turn, attention will also be given to how the City of Tshwane has approached its urban tourism industry. Then in comparison with Cape Town, the study proposes to consider how the City of Tshwane could possibly adapt and improve its approach to generate a healthier sustainable urban tourism product and rebrand itself within this regard. Such developments could provide the City of Tshwane with an additional method of economic growth by considering its influence and capabilities within the tourism sector of South Africa. This is also supported by G. Richards, who argues that:

> "tourism becomes one means of finding external sources of income".[16]

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[15] D. Edwards, T. Griffin & B. Hayllar, 'Urban tourism research: Developing an agenda'. *Annals of Tourism Research* (35), 2008, pp. 1032-1037

[16] G. Richards, '*Cultural tourism; global and local perspectives',* Haworth hospitality Press, New York, 2002, p. 2

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1.3.   Definitions

It is important to understand the terminology and key concepts and tourism specific vocabulary that will form part of this study. These terms include: tourist; tourism; tourism product; tourism development; urban tourism; cities; sustainability; and sustainable tourism.

A **tourist** can be described as a "person who is travelling or visiting a place for pleasure, business or recreational purposes".[17]

A tourist is usually associated with looking for the "out of everyday life" experience where they can view and encounter something they consider different and out of the ordinary. This is typically motivated by interest, curiosity and pleasure.[18] In addition to this, in recent years it was found that the influence of business travellers has contributed greatly towards the tourism industry. In this case, people are motivated to travel, not for leisure, curiosity or a need to experience the unknown, but rather by professional and work-related motives.[19] However, the experience of a destination by any type of tourist is mostly influenced by an authentic experience and is something that becomes memorable. This is usually determined by the tourist's emotions that plays an important role in the level of satisfaction of their visit to the destination.[20] According to L. Varela, J. Ribeiro and P.C. Remoaldo, this satisfaction can be measured as follows:

> It is quite plausible that the satisfaction the tourist gets can be expressed through future returns to the destination or, at least, through recommendations to relatives and friends who seek living a similar experience.[21]

Consequently, tourists of all types generally seek destinations that they believe will provide them with an enjoyable experience. Their interactions with the destination's overall environment and their internalisation of what they encounter, influences their trip satisfaction and perception of the destination. It can also be acknowledged that

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[17] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary*', University Press, 2010, p. 1580

[18] I. Diaz-Soria, 'Being a Tourist as a Chosen Experience in a Proximity Destination', *Tourism Geographies* 19(1), 2017, p. 97

[19] J. Swarbrooke & S. Horner, '*Business travel and tourism*', Oxford: Butterworth-Heinemann, 2001, p. 3

[20] L. Vareilo, J. Ribeiro & P.C. Remoaldo, What Influences a Tourist to Return to a Cultural Destination?', *International Journal of Tourism Research*, 21(2), 2019, p. 280

[21] L. Vareilo, J. Ribeiro & P.C. Remoaldo, What Influences a Tourist to Return to a Cultural Destination?', *International Journal of Tourism Research*, 21(2), 2019, p. 280

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the aesthetic characteristic of the destination affects the tourists experience and satisfaction, which in turn contributes to their loyalty towards the destination and their potential to possibly return.[22]

According to the *Oxford Advanced Learners Dictionary*, **tourism** is defined as:

> The business activity connected with providing accommodation services and entertainment for people who are visiting a place for pleasure.[23]

Tourism has been viewed as an agent of development and modernisation due to its economic impact. Therefore, the tourism industry can contribute to a region's business, employment and local households as it increases sales, profits and revenue.[24] This multiplier process allows more consumption within the industry itself, which increases the disposable income and in turn, injects more income into the economy of a country. This allows for more employment opportunities to be created through accommodation, travel agencies, catering, transport and the manufacturing and industry sectors related to tourism.[25] Consequently, this has the knock-on effect of improving the living standards of the region and allows for an enhancement of "human capital formation" where skills are learned on the job or at tertiary institutions where people are able to improve their knowledge and know-how.[26] It is also worth noting that tourism can also have a negative effect on local communities due to an increase in prices as a result of higher demand, as businesses are sometimes inclined to take advantage of tourists by increasing the prices of goods, services and accommodation, which negatively affects local communities.[27]

In 2015 A. M. Benut and B. Bramwell argue that a **tourism product** is divided into primary and secondary tourism products. They define primary tourism products as the key pull factor and motivation for tourists to visit a destination. This normally depends on the destination's physical environment and/or socio-cultural attributes or

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[22] K. Kirillova, X. Fu, X. Lehto & L. Cai, 'What makes a destination beautiful? Dimensions of tourist aesthetic judgment'. *Tourism Management*, 42, 2014, p. 282

[23] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary*', University Press, 2010, p. 1580

[24] T. Binns & E. Nel, '*Tourism as a Local Development Strategy in South Africa',* 168(3), 2002, p. 235

[25] R. Garidzirai & B. Nguza-Mduba, 'Does tourism contribute to local economic development (led) in the city of Cape Town municipality? A time series analysis'. *African Journal of Hospitality, Tourism and Leisure, 9 (1)*, 2020, p. 2

[26] T. Binns & E. Nel, '*Tourism as a Local Development Strategy in South Africa',* 168(3), 2002, p. 235

[27] T. Binns & E. Nel, '*Tourism as a Local Development Strategy in South Africa',* 168(3), 2002, p. 235; R. Garidzirai & B. Nguza-Mduba, 'Does tourism contribute to local economic development (led) in the city of Cape Town municipality? A time series analysis'. *African Journal of Hospitality, Tourism and Leisure, 9 (1)*, 2020, p. 2

characteristics. Secondary tourism products on the other hand are less likely to provide substantial tourist draw such as accommodation, food services and transport.[28]

The tourism product is dependent on the socio-cultural attributes of a destination, and this usually includes art, the built environment, economic activities, history, individual structures, monuments, politics and the local way of life. These form part of the destination's cultural heritage and its legacy in which the physical features and environment, along with the socio-economic aspects thereof are inter-related.[29] It is therefore important to note that there is a growing interest regarding the desirability, uniqueness and satisfaction of tourism products as a method of attracting and retaining local populations, tourists, investment and government interest. Consequently, it is found that the quality of a tourism product has become more prominent due to the increased competition between tourist destinations for economic development in a fiercely competitive global economy.[30]

Tourism development is defined by A. M. Benut and B. Bramwell as a:

> …destinations desire in the long term, for such reasons as seeking a more balanced economy, due to the lack of infrastructure, or because of its limited local interest… [31]

While tourism has been viewed as an agent of development and modernisation due to its economic improvements, it has also faced criticism due to its potential exploitation of the labour force, foreign control of the tourism industry, its disruption to local culture and the developed tourism industry could become inequitable.[32] Nevertheless, F. Brown and D. Hall point out tourism's role in development as follow:

> …the potential advantages that tourism is considered to have for pro poor economic development are the fact that it highlights natural resources and culture, which may be among the few assets belonging to the poor; that it

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[28] A. Benur & B. Bramwell, 'Tourism product development and product diversification in destinations', *Tourism Management*, 50, 2015,p. 213

[29] A. Benur & B. Bramwell, 'Tourism product development and product diversification in destinations', *Tourism Management*, 50, 2015,p. 213

[30] B. Bramwell, User satisfaction and product development in urban tourism'. *Tourism Management*, 19(1), 1998, p. 35

[31] A. Benur & B. Bramwell, 'Tourism product development and product diversification in destinations', *Tourism Management*, 50, 2015,p. 213

[32] F. Brown & D. Hall, 'Tourism and Development in the Global South: the issue', *Third World Quarterly*, Vol. 29, No. 5, 2008, p. 842

thus provides an opportunity to diversify local economies possessing few other export and diversification options…[33]

However, tourism development also faces criticism as a result of potential exploitation of the labour force, foreign control of the tourism industry, its disruption to local culture and the developed tourism industry could become inequitable.[34]

The connection between tourism development and improved quality of life for local residents is an aspect within the tourism industry that should not be disregarded. The success of a tourist destination and its development is heavily dependent on the inclusion of local residents and the acknowledgement of their views and opinions. It is therefore imperative that they are also included and taken into account during the process of development. E. Woo, H. Kim and M. Aysal expressed this viewpoint in 2015 as follows:

> Understanding tourism development from the local resident standpoint will deepen our understanding of both the long-term success and sustainability of tourist destinations.[35]

Tourism development and the management thereof should therefore be integrated with local communities in order to ensure the success of the tourist product. Tourism development has the ability to affect a community's sense of well-being and as a result their support for tourism development is significant and should be acknowledged.[36]

A **city** is basically defined "as a large and important town", while the city centre is discribed as "the area where the public buildings are".[37] Cities therefore serve as major cores and are usually the gateways into countries and their financial and investment markets, tourism industry and/or political prominence.[38]

Additionally, cities serve as melting pots of different people, cultures and religions. The main purpose of cities is to enable communities to live and work within a particular

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[33] F. Brown & D. Hall, 'Tourism and Development in the Global South: the issue', *Third World Quarterly*, Vol. 29, No. 5, 2008, p. 842

[34] F. Brown & D. Hall, 'Tourism and Development in the Global South: the issue', *Third World Quarterly*, Vol. 29, No. 5, 2008, p. 842

[35] E. Woo, H. Kim & M. Uysal, 'Life satisfaction and support for tourism development', *Annals of Tourism Research*, 50, 2015, p. 84

[36] E. Woo, H. Kim & M. Uysal, 'Life satisfaction and support for tourism development', *Annals of Tourism Research*, 50, 2015, p. 84

[37] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary*', University Press, 2010, p. 254

[38] A. Orbasli, '*Tourists in Historic Towns: Urban Conservation and Heritage Management*', E & FN Spon, London. 2000. p. 1

space. As a result, the societies within urban areas are in constant change, and the urban form changes along with them as they respond to the growth of the cities themselves.[39] As H. Crevette claims:

> The city is and has always been throughout the ages at the root of our culture, history, arts and traditions. It has been the birth-place of a society in constant evolution.[40]

Cities, especially large cities, could be regarded as imperative tourist destinations as they are able to attract people throughout the world due to the development of facilities like theatres, arenas, shops, museums and monuments. These are meant to accommodate the needs and high standards of the local people, but as a result, attract more people from outside the city itself.[41] They contribute to a cultural interpretation of the physical environment through a personal identification and attachment by residents and visitors alike.[42]

Urban is defined as "connected with a town or city", while **urban tourism** is described as a tourism industry within cities that serve as the main destination, where multiple tourist activities take place and various places of interest are found.[43] Urban tourism products are defined as multi-functional and multi-used urban products. Their development depends on various groups of visitors and the benefits they seek, motivated by specific expectations and their eventual satisfaction of the products.[44]

The aim of urban tourism is to boost the city, revitalise and physically regenerate itself, to the benefit of all who occupy and use the space.[45] Urban tourism has always been part of our human existence in some or other way. According to D. Edwards, T. Griffin and B. Hayllar, the phenomenon of urban tourism and the process of urbanisation has

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[39] A. Orbasli, *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London. 2000. p. 1

[40] H. Cravatte, *''Introduction', Historic Town Centres in the Development of Present-Day Towns'*, Strasbourg: Council of Europe. 1977. p. 13

[41] A. Orbasli, *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London. 2000. p. 1

[42] C.M. Law, *'Urban Tourism: Attracting visitors to large cities'*, Mansell Publishing, London, 1993, p. 1

[43] A. Hornby, Oxford Dictionary, *'Oxford Advanced Learners dictionary'*, University Press, 2010, p. 1643; C.M. Law, *'Urban Tourism: Attracting visitors to large cities'*, Mansell Publishing, London, 1993, p. 1

[44] B. Bramwell, User satisfaction and product development in urban tourism', *Tourism Management*, 19(1), 1998, p. 36

[45] C.M. Law, *'Urban Tourism: Attracting visitors to large cities'*, Mansell Publishing, London, 1993, p. 1

subsequently been taking place ever since the days of Mesopotamia and Sumeria.[46] Consequently, people have always been enticed by cities and towns and as a result visited them to experience an array of cultural and historical events and attractions.[47] These metropolises subsequently serve as melting pots of art, literature, music, national culture, and various other imperative aspects of the city structure and identity. The concentration, quality and variety of activities and characteristics of specific urban areas have allowed them to become tourism "hotspots" and become attractions in themselves.[48]

In the twenty-first century we find that tourism utilises or occupies an extensive amount of space within the urban destination. Museums, theme parks, urban waterfronts, touristic-historic hubs and specialised precincts all play a contributing role within the tourism consumption of city spaces.[49] Yet, it is also found that many of the afore-mentioned functions are often taken for granted, consequently contributing to the misunderstanding of the requirements for a sustainable and profitable urban tourism industry. While the concept of urban tourism has been the subject of much research in recent years, it has, however, not always reflected on the degree of importance within the broader tourism sector.[50] Edwards, Griffin & Hayllar maintain that:

> …urban tourism is also distinguishable from other forms of tourism by a number of features which, while they are not applicable to all urban destinations and may be applicable to some non-urban destinations, characterise urban tourism destinations as a whole.[51]

Urban tourism is thus regarded as unique in various ways. Nevertheless, it remains a challenging type of tourism. An eminent characteristic of urban tourism is that it forms part of numerous economic activities within the urban spaces and therefore has to compete with a number of other industries for resources, such as land and labour. As a result, the awareness and perceived importance of issues related to the urban

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[46] D. Edwards, T. Griffin & B. Hayllar, 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1032

[47] N. Kotze, 'Cape Town and the Two Oceans Marathon: The Impact of Sport Tourism', *Urban Forum,* 17(3), 2006, p. 282

[48] D. Edwards, T. Griffin & B. Hayllar, 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1032

[49] C.M. Law, *'Urban Tourism: Attracting visitors to large cities',* Mansell Publishing, London, 1993, p. 1

[50] D. Edwards, T. Griffin & B. Hayllar, 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1032

[51] D. Edwards, T. Griffin & B. Hayllar, 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1032

tourism industry amongst the residential, business and government communities have to be made apparent. The variable levels of involvement in the tourism industry within urban areas is therefore influenced by the day-to-day operational management of tourism activities along with planning and policy-making processes. As a result, the necessary engagement between tourism and the multiplicity of public and commercial organisations within an urban space are more complex. Consequently, it is found that the implications for the consistency of marketing activities are a result of complex systems and processes. A multifaceted combination of limitations on development is found within the urban areas, with cultural heritage and residential factors being more substantial than other forms of tourism. For example environmental tourism factors that are regarded as being generally less significant than other forms of tourism.[52]

It has been consistently argued by urban policy makers in South Africa that the stimulation of economic growth and increase in job creation has been a major priority, especially after the period of democratic transition.[53] In order to address this issue, various cities in South Africa have pursued a range of different intercessions to galvanize economic expansion, to increase employment opportunities as well as to tackle continuing difficulties around poverty reduction. For cities like the City of Tshwane that are confronted by challenges of the information age and successfully implementing a vast network of service economy, tourism is regarded as an attractive potential economic sector for policymakers. This ultimately paves the way for redevelopment, reinvestment, and re-position and redefining the city's vital functions. According to Chris Rogerson, improving tourism attractiveness is also mostly regarded as a method of urban regeneration and bringing life back into the city.[54]

Leisure is defined as "time that is spent doing what you enjoy when you are not working or studying" and therefore **leisure tourism** refers to the recreational activities that tourists participate in to relax and to break away from their daily lives.[55]

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[52] D. Edwards, T. Griffin & B. Hayllar, 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1033

[53] C.M. Rogerson & J.M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 189

[54] C.M. Rogerson & J.M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 189; C.M. Law, '*Urban Tourism: Attracting visitors to large cities',* Mansell Publishing, London, 1993, p. 7

[55] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary'*, University Press, 2010, p. 850; Y. Shang, C. Wen, Y. Bai, & D. Hou, A Novel Framework for Exploring the Spatial Characteristics of Leisure Tourism

Consequently, **recreation** is defined as "people doing things for enjoyment, when they are not working", and **recreational tourism** is defined by B.B. Siti as:

> …voluntarily undertaken activities that people do with full desire and satisfaction during their leisure time, enjoyable and have no negative effects.

Therefore, leisure tourism refers to the time people spend relaxing and recreational tourism refers to the activities people participate in during their leisure time. Hence, leisure and recreational tourism are all-encompassing terms that include almost all tourism sectors as they are primarily focused on allowing people to voluntarily spend their time engaging in activities and experiences that allow them to relax outside their daily lives.[56]

Culture is defined as "the customs and beliefs, art, way of life and social organisation of a particular country or group".[57] **Heritage** is defined as "the history, traditions and qualities that a country or society has had for many years and that are considered an important part of its character".[58]

Therefore, **heritage and cultural tourism** is mostly aligned with physical (museums, heritage sites, monuments, tours, etc.) and/or intangible heritage or culture (art, stories, music, and culture that makes a destination unique) which is practiced and promoted in a sustainable manner.[59] Cultural and heritage tourism attractions include the arts and other cultural expressions, as well as historic sites. Cultural resources include both physical assets such as archaeology, architecture, paintings and sculptures and intangible culture such as folklore and interpretative arts, such as storytelling and drama.[60]

Using Multi-source Data: a Case Study of Qingdao, China, *IEEE Journal of Selected Topics in Applied Earth Observations and Remote Sensing,* 15, 2022, p. 1

[56] M. Chung-ki, R. Taek-seon & B. Sangmee, 'Growth effects of leisure tourism and the level of economic development', *Applied Economics*, 48 (1), 2015, 7; Y. Shang, C. Wen, Y. Bai, & D. Hou, A Novel Framework for Exploring the Spatial Characteristics of Leisure Tourism Using Multi-source Data: a Case Study of Qingdao, China, *IEEE Journal of Selected Topics in Applied Earth Observations and Remote Sensing,* 15, 2022, p. 1; L. Willemse, 'A class-differentiated analysis of park use in Cape Town, South Africa', *GeoJournal*, 83, 2018, p. 915

[57] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary*', University Press, 2010, p. 357

[58] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary*', University Press, 2010, p. 703

[59] T.J. Kaufman, *Cultural and heritage tourism and management,* New York: Business Expert Press, 2018, p. 1

[60] City of Cape Town, Cape Town Tourism Development Framework 2013-2017, Republic of South Africa, 2013, p. 47

Eco-tourism is defined as an economic and conservation strategy, which aims to conserve protected areas by providing local people economic opportunities and benefits which reduces pressure on the physical environment by lessening unsustainable resource practices. It should have a low impact on nature, with the goal of benefiting both the community and conservation efforts. It is therefore considered to be a responsible way for traveling to natural areas that conserve the environment and improves the well-being of the local communities.[61]

Business Tourism is focused on providing services and experiences for people who travel for work or business purposes.[62] In the 21st century it has become a significant constituent of the global tourism economy and is therefore considered to be a lucrative and fast-growing segment within the tourism industry.[63] Business tourism aims to meet the need for convenience, which is equated to saving of time. Time saving is achieved by providing conveniently located accommodation which is usually closely located to the airport and/or closely located to their places of business.[64] It is therefore found that business tourism is usually located in the financial or CBD of cities where there is easy access to MICE markets.[65]

Sustainability is defined as "involving the use of natural products and energy in a way that does not harm the environment, or that can continue or be continued for a long time".[66] As a result, **sustainable tourism** refers to tourism that is economically viable, and avoids damaging or destroying resources that the tourism industry relies on.[67]

The sustainability of a tourist product is required to meet the needs and aspirations for present demand, but at the same time not to compromise the same needs and aspirations for future generations.[68] J.R.B. Ritchie states that the sustainability of

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[61] R.A. Shoo & A.N. Songorwa, 'Contribution of eco-tourism to nature conservation and improvement of livelihoods around Amani nature reserve, Tanzania', *Journal of Ecotourism,* 12(2), 2013, p. 76

[62] D. Greenberg and J.M. Rogerson, Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 85

[63] D. Riddle, Business Tourism, *International Trade Forum*, 3(3), 1999, p. 4

[64] D. Greenberg and J.M. Rogerson, Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 85

[65] T.Y. Choi and R. Chu, Determinants of hotel guests' satisfaction and repeat patronage in the Hong Kong hotel industry, *International Journal of Hospitality Management*, 20(3), 2001. P. 293

[66] A. Hornby, Oxford Dictionary, '*Oxford Advanced Learners dictionary*', University Press, 2010, p. 1507

[67] E. Manning & T.D. Dougherty, Sustainable Tourism: Preserving the golden goose, *Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 1995, p. 30

[68] E. Manning & T.D. Dougherty, Sustainable Tourism: Preserving the golden goose, *Cornell Hotel and Restaurant Administration Quarterly*, 36(2), 1995, p. 30

tourism should be able to add, embrace and value the array of economic opportunities, without having a major impact on the structure of the economic activity.[69] It is further explained as a method in which the use of natural resources should support the economic activity without compromising the carrying capacity thereof. Ultimately, it is about finding a balance between economic activity, environmental protection and social equity, as well as facilitating the economic, environmental and social well-being of the tourism product. Put simply, this refers to a level of tourism activity that can be maintained in the long run for it to benefit the social, economic, natural and cultural environments of the tourism product.[70]

1.4.   Research Methodology

This study employs a case study-based research approach with a qualitative and comparative dimension. It uses documentation and literature (official reports, academic journals, books, websites and other electronic platforms) within the public domain and uses a collection of data about certain activities, events, occurrences and behaviours surrounding the topic of urban tourism in both the City of Cape Town and the City of Tshwane, followed by a comparison between both cities.[71]

Qualitative research is explained by L. Goodson and J. Phillimore (2004) as:

> methods employed to collect data about activities, events, occurrences and behaviours and to seek an understanding of actions, problems and processes in their social context.[72]

Hence, qualitative research is conducted through a series of methods in which it is considered as an alternative approach to research. Qualitative research allows for the conceptualisation and approach to social inquiry, where it enables researchers to consider different ways of approaching research topics.[73]

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[69] J.R.B. Ritchie, *The Competitive Destination: A sustainable tourism perspective*, CABI Publishing, Wallingford, 2003, p. 30

[70] J. Stoddard, M. Evans & D. Daves, 'Sustainable tourism: The case of the Blue Ridge national heritage area', *Cornell Hospitality Quarterly*, 49(3), 2008, p. 248

[71] L. Goodson & J. Phillmore, *Qualitative Research in Tourism Ontologies, Epistemologies and Methodologies*, London: Routledge, 2004, p. 3

[72] L. Goodson & J. Phillmore, *Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies*, Routledge: London, 2004, p. 3

[73] L. Goodson & J. Phillmore, *Qualitative Research in Tourism: Ontologies, Epistemologies and Methodologies*, Routledge: London, 2004, p. 5

Therefore, the research design of this study employs a qualitative research method in order to gain an understanding of the urban tourism environments in both the City of Cape Town and the City of Tshwane.[74] By using qualitative methods of investigation it is possible to analyse multiple documents, literature and statistics.[75] As a result, theory can be generated out of the research, and can emphasize an understanding of the world from the viewpoint of its participants. It therefore views social life as being the result of interpretations and interaction.[76] Furthermore, qualitative research offers a potential towards the understanding of the human dimensions of society, therefore emphasis is placed on the studying of entities in their natural settings, interpreting occurrences in terms of meanings people bring to them, along with humanising problems and gaining insider's perception.[77]

According to D.M. Zucker a case study can be defined as:

> a systematic inquiry into an event or a set of related events which aim to describe and explain the phenomenon of interest.[78]

Therefore, a case study seeks to explore a contemporary phenomenon in its real-world context, where the boundaries between phenomenon and context is ambiguous. A case study will also have more variables of interests and less data points.[79]

Throughout this study documents in the public domain and literature on the topic of urban tourism are consulted. Scholars like C.M. Rogerson, J. Rogerson and G. Visser have comprehensively examined urban tourism in Southern Africa and their work has provided much insight.

The overall aim for the use of a case study-based research methodology is to present a comparative analysis. In 2013 M. Lange defined the comparative-historical analysis as a long-standing research tradition in which it has four defining elements:

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[74] L. Goodson and J. Phillmore, *Qualitative Research in Tourism Ontologies, Epistemologies and Methodologies*, London: Routledge, 2004, p. 3

[75] M. Sorensen and J. Carman, *'Heritage studies: methods and approaches'*, London: Routledge. 2008, p. 320

[76] L. Goodson and J. Phillmore, *Qualitative Research in Tourism Ontologies, Epistemologies and Methodologies*, London: Routledge, 2004, p. 4

[77] L. Goodson and J. Phillmore, *Qualitative Research in Tourism Ontologies, Epistemologies and Methodologies*, London: Routledge, 2004, p. 4

[78] D.M. Zucker, 'How to do case study research', *Teaching research methods in the humanities and social sciences*, 2 (1), 2009, p. 12

[79] R.K. Yin, *Case study research: Design and Methods*, SAGE Publications: Los Angeles, 2014, p. 2

Two are methodological, as works within the research tradition employ both within-case methods and comparative methods. Comparative-historical analysis is also defined by epistemology. Specifically, comparative-historical works pursue social scientific insight and therefore accept the possibility of gaining insight through comparative-historical and other methods. Finally, the unit of analysis is a defining element, with comparative-historical analysis focusing on more aggregate social units.[80]

With this in mind, the comparative historical methodology makes use of at least one comparative method in which it seeks to gain evidence to its research question. The acquired evidence therefore contributes to the understanding of the case and seeks to compare cases and to explore the similarities and differences between them. The goal thereof is to highlight causal determinants by evaluating and analysing multiple cases.[81]

Hence, this study compares and analyses the results of both the City of Cape Town and the City of Tshwane respective tourism industries. This is done by making use of the evidence and data retrieved through both the qualitative and case study-based research processes. However, it is imperative to understand the tourism life cycle and the importance thereof, during the process of comparison between the City of Cape Town and the City of Tshwane. The renowned, but also critiqued TALC theorised by R.W. Butler (published first in 1980 and then later in 2006)[82] the argument is made that during the process of tourism planning the assumption is implicit that areas undergo various stages. He states that the hypothetical evolution of a tourist area goes through six stages. These include: exploration, involvement, development, consolidation, stagnation then rejuvenation or decline. At the stages of consolidation and stagnation it can be understood that the tourist destination has reached a critical range of elements of capacity which could then be followed by either rejuvenation or decline. The model described by Butler assists in understanding the tourist cycle in both cities and what allows a tourist destination to remain well-established and attractive.[83]

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[80] M. Lange, *Comparative-Historical Methods*, SAGE Publications: London, 2013, p.3

[81] M. Lange, *Comparative-Historical Methods*, SAGE Publications: London, 2013, p.4

[82] There are a number of studies that have critiqued the suitability of the TALC; R. W. Butler, The concept of a tourist area cycle of evolution: Implications for management of resources. *The Canadian Geographer*, 24 (1), 1980, pp. 5-12; R. W. Butler, *The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, pp. 9-11

[83] R. W. Butler, *The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, pp. 9-11

The application of the qualitative, case-based and comparative-historical research design makes use of social media, documentation and literature. In comparing the tourism industry and urban tourism environment of the City of Cape Town and the City of Tshwane, this study considers how urban tourism is able to become a feasible avenue for sustainable tourism development. It must be noted that the Covid-19 pandemic was a major limitation to this study and the results. Additionally, the lack of an equal amount of available official documentation on both cities also hindered access to complete data and information regarding their respective tourism industries.

1.5. Structure of Study

This dissertation comprises of 6 chapters. The primary purpose of each of these chapters are as follow:

Chapter one presented the introduction to the study in which the background was discussed as well as the basic outline. Additionally it defined key concepts that are related to the study. Finally the chapter included the research methodology.

Chapter two reviews a selection of literature on urban tourism in both the global North and global South. Chapter three then investigates urban tourism as a phenomenon again in both the global North and global South. Additionally, it explains the tourism area life cycle within the context of urban tourism.

Chapter four presents the research on the City of Cape Town. It seeks to gain an understanding of the various urban tourism sectors within this city and interpret them within the urban tourism context. This chapter also investigates the policies and strategies, along with the marketing strategies that the City of Cape Town implemented to develop its urban tourism industry. Additionally, it serve as the key counterpart.

Chapter five examines the City of Tshwane and its urban tourism sector. This seeks to gain an understanding of the various urban tourism sectors within this city and interpret them within the urban tourism context. This chapter also investigates the policies and strategies, along with the marketing strategies that the City of Tshwane has implemented to develop its urban tourism industry. Additionally, this chapter will serve as the other case study within the overall study.

Chapter six compares the results of the analysis of both the City of Cape Town and the City of Tshwane in order to come to an understanding of both cities urban tourism industry. It also reflects on whether the City of Cape Town can serve as a sustainable urban tourism development model for the City of Tshwane. This chapter then concludes the study.

1.6.   Conclusion

As indicated earlier, cities and their urban environments are complex in their size and socio-economic milieu. It is also apparent that cities have extensively been researched and evaluated, but often ignore tourism as a component within city spaces.[84] Even though urban tourism has become a significant research topic within the tourism industry, very little research on the topic has been conducted in the context of the City of Tshwane, the administrative capital of South Africa. The use of the City of Cape Town, the legislative capital of South Africa, as a counter-part case study within the context of urban tourism will serve as a comparative benchmark for the City of Tshwane.

As the Rogersons points out, the importance of tourism as an opportunity and a method for foreign investment and capital to assist with development, employment and the promotion of a country should not be ignored nor excluded.[85] It is apparent that tourism can have both positive and negative implications, therefore further research is required to understand how urban tourism could become a feasible avenue for tourism development for a city such as the City of Tshwane. This is what this study sets out to achieve. Examining and conducting in-depth research with use of a local case study on urban tourism sheds light on the advantages and disadvantages it could potentially hold for the City of Tshwane and its residents. In addition, as already indicated the relative lack of statistics, research and documentation of the City of Tshwane's tourism industry by local government, academia and the media further stresses the need for this research.

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[84] C.M. Law, *Urban Tourism: Attracting visitors to large cities,* Mansell Publishing, London, 1993, p. xi
[85] C.M. Rogerson & J.M. Rogerson, "Urban tourism destinations in South Africa: Divergent trajectory 2001-2012", *Urbani izziv* (25), 2014, p. 190

Chapter 2: A Select Literature Review on Urban Tourism

> Despite growing international debate and scholarship focused on tourism in urban places in the North, the most undeveloped literature relates to that of the developing world as a whole and to Africa in particular.[86]

2.1.   Introduction

This select literature review considers both academic and popular works, on the topic of urban tourism. It is divided into three main sections. Firstly, it considers a selection of general literature on urban tourism, followed by South Africa as a region and then literature specifically focusing on urban tourism in the City of Cape Town and the City of Tshwane.

Research on urban tourism has been a topic of interest since the 1980s when a significant shift in attitude by cities towards their tourism industries took place. Since then, its importance has been persistently emphasised. According to a 2020 article by K. Koens, urban tourism has become the most important form of tourism. He argues that the number of visitors to cities has increased rapidly in recent years, which made urban tourism the fastest growing tourism niche.[87] C.M. Law also supports this view, where in his 1993 publication the point is made that urban tourism should be regarded as the most "stable type of tourism product".[88] He states that the aim of urban tourism is to improve and revitalise the urban environment, which allows for the economic development and growth of a city in order to benefit everyone that forms part of its physical construct.[89] Furthermore, in 2011 G.A. Ashworth and S.J. Page point out that the variety of attributes and attractions within the urban environment has made urban tourism attractive to international, domestic and local markets in which they use and consume urban facilities and services.[90] These authors are thus all in agreement about the significant importance of urban tourism.

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[86] C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 238

[87] K. Koens. 2020. <https://cgscholar.com/community/community_profiles/tourism-and-leisure-studies/community_updates/121338>, access: 20 June 2020

[88] C.M. Law, *Urban Tourism: Attracting visitors to large cities,* Mansell Publishing, London, 1993, p. 1

[89] C.M. Law, *Urban Tourism: Attracting visitors to large cities,* Mansell Publishing, London, 1993, p. 163 & 170;

[90] G.J. Ashworth & S.J. Page. 'Urban tourism research: Recent progress and current paradoxes'. *Tourism Management* (32), 2011, p. 1

In the 2002 book *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, A. Obasi argues that history is interpreted within the urban environment by various users.[91] He believes that the value of the townscape is not simply in the historic attribute of spatial characteristics and construct fabric, but rather in the life and perceptions of its modern-day resident community. Consequently Obasi differentiates urban tourism from other forms of tourism, as it allows people to interact with the urban environment in both a personal, professional and commercial day-to-day basis.[92]

In a similar vein, Edwards, Griffin and Hayllar make the point in their article, 'Urban tourism research: Developing an agenda' in 2008, that urban tourism could be regarded as one of many economic and social forces within the urban environment. They also mention that urban tourism has the capability to bring people, place and consumption together where cultures are able to mix, values can be exchanged and expectations and experiences are shared. This reasserts their viewpoint that it provides an exciting landscape for economic exploration. For them, urban tourism encompasses an industry that manages and markets a variety of products and experiences to people with a wide range of motivations, preferences and cultural perspectives.[93] G. E. Adamo, S. Ferrari and M. Gili also explain in their article, 'Creativity as a source of differentiation in urban tourism: The case of Torino city' in 2018, that:

> …as increasingly important tourist destinations, cities are in growing competition with one another attempting to differentiate themselves in terms of their image and tourist offerings emphasising their uniqueness and employing strategies such as city branding, flagship projects, and events to become more competitive.[94]

Urban tourism is therefore underscored as both competitive and of key economic and social importance.

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[91] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*. E & FN Spon, London. 2000. p. 1

[92] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*. E & FN Spon, London. 2000. p. 1

[93] D. Edwards, T. Griffin & B. Hayllar. 'Urban tourism research: Developing an agenda'. *Annals of Tourism Research* (35), 2008, pp. 1034-1038

[94] G. E. Adamo, S. Ferrari & M. Gilli. 'Creativity as a source of differentiation in urban tourism: The case of Torino city', *International Journal of Tourism Research*, 21(3), 2018, p. 302

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2.2. Urban Tourism Literature in the Global Context

The research and literature on urban tourism mostly appears to be focused on cities in the global North and written from a western perspective which usually excludes the global South. In the book, *Quality Management in Urban Tourism* published in 1997, P.E. Murphy argues that urban tourism research has been dominated mostly by cities in the global North. This has also been reiterated by C.M. Rogerson and J.M. Rogerson in their 2014 article, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', that the international scholarship on urban tourism is mostly focused on cities in the global North, making the research geographically uneven.[95]

The scholarly research within the global North has placed emphasis on the importance of understanding urban tourism and in using it as a means to generate income and create employment opportunities. Urban tourism researchers have also extended the research on this topic to understand how urban tourism can be used as a means for place promotion, reimagining and recreating a city's identity in the global tourism market.[96] Therefore, urban tourism research has focused on developing spatial models for the tourist city, in which the role of urban tourism has influenced urban regeneration and the behaviour of urban tourists.[97] Thus, the research has been focused on those cities that are located in what is considered as the 'developed' world. Research of urban tourism in the global North aims to understand how those cities change and react to change, in order to gain insight to tourism in a wider context.[98] This viewpoint is supported in another article published in 2016 by the Rogersons, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa' in which they state that North American and Western European urban tourism is regarded as a means of economic growth, a source of job creation and a method of diversifying a city's industrial sector.[99]

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[95] C.M. Rogerson & J.M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, pp. 191-192

[96] S. Williams, *'Tourism geography: a new synthesis'*, Routledge, Abingdon, 2009, p. 208

[97] P.E. Murphy, *'Quality Management in Urban Tourism'*, John Wiley & Sons, Chichester, 1997, p. 25

[98] C.M. Law, *'Urban Tourism, The visitor economy and the growth of large cities'*, Continuum, New York, 2002, p. 27

[99] C. Rogerson & J. M. Rogerson, Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa'. *Urbani Izziv*, 27(2), 2016, p. 127

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According to the Rogersons, the research on urban tourism in the global North has been partly motivated by economic crises that cities faced due to the decline of long-established economic activities, caused by globalisation and de-industrialisation in the 1980s. They argue that this contributed to urban tourism becoming recognised as a key service industry in which it has acquired a level of significance through its process of reinvention of cities in a post-industrial era.[100]

In addition to this particular viewpoint, S. Timur, in the 2009 article 'Sustainable tourism development: How do destination stakeholders perceive sustainable urban tourism?', points out that urban tourism in European countries has become a significant component in the different types of tourist attractions, which in turn accounts for major economic contributions to these cities.[101] B.E.M. King and L.K. Jago makes a similar point about Europe:

> …growing demand for urban tourism in European cities and the various challenges to achieving the appropriate balance between economic development and environmental control… [102]

In their 2014 article H. Fuller and B. Michel emphasise, "Stop being a tourist!" New dynamics of urban tourism in Berlin-Kreuzberg, that in current consumer culture, the feeling of an 'ordinary' and 'authentic' life of a city has become an important influence in the attraction of visitors. Therefore, they point out that it has become apparent that visitors are searching for this authentic and creative experience.[103] In addition to this, C.M. Law also mentions in the book, *Urban Tourism: Attracting visitors to large cities*, published in 1993 that urban tourism allows a city to become a more "authentic tourist product".[104]

However, B. Bramwell highlights the importance of acknowledging the impact of increased tourist demand and visitation to cities in the global North, more specifically in Europe. In the article 'User satisfaction and product development in urban tourism'

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[100] C.M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, p. 126

[101] S. Timur & D. Getz, 'Sustainable tourism development: How do destination stakeholders perceive sustainable urban tourism?', *Sustainable Development*, 17(4), 2009, p. 220

[102] B.E.M. King & L. K. Jago, 'A Tale of Two Cities: Urban Tourism Development and Major Events in Australia', *Research Gate*, 2015 p. 4

[103] H. Fūller & B. Michel, '"Stop being a tourist!" New dynamics of urban tourism in Berlin-Kreuzberg', *International Journal of Urban and Research*, 38(4), 2014, p. 1305

[104] C.M. Law, *Urban Tourism: Attracting visitors to large cities,* Mansell Publishing, London, 1993, p. 170

published in 1998 the point is made that this increased demand has caused a shift in the attitude of local residential communities.[105] This is often not always a positive response. In 2017 P. Schäfer and J. Hirsch also indicate that this has caused an increased demand which exacerbated the housing market and caused resentment among local residents in these cities.[106]

In 2013 R.V. Garba draws attention to the cultural importance and the experience of the urban environment of cities in the global North in which it has become a significant role player in the urban tourism market.[107] However, I. Daskalopoulou and A. Petrou also warn in their article, 'Urban Tourism Competitiveness: Networks and the Regional Asset Base' in 2009, that the global North tourism industry could lose its market share to the global South.[108]

Related to this shift to the global South is the assertion made by the Rogersons. They argue that the topic of urban tourism and tourism development in the global South has received little consideration in the past, but an increasing amount of research has been conducted in recent years.[109] This is further supported by their 2021 edited volume *Urban Tourism in the global South: South African perspectives* chapter 'The Other Half of Urban Tourism: Research Directions in the Global South' in which they argue that further focus should be placed on urban tourism in the global South. However, they also indicate that there is also far less attention extended to smaller towns within the global South.[110] T. Binns and E. Nel argue in their 2002 article, 'Tourism as a Local Development Strategy in South Africa', that the promotion of tourism could be used as a key strategy and can lead to community development, economic upliftment and poverty relief in developing countries of the global South.[111] This view is also supported

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[105] B. Bramwell, 'User satisfaction and product development in urban tourism'. Tourism Management, 19(1), 1998, p. 36

[106] P. Schäfer & J. Hirsch, 'Do urban tourism hotspots affect Berlin housing rents?', *International Journal of Housing Markets and Analysis*, 10(2), 2017, pp. 231-232

[107] R.V. Gârbea, 'Urban tourism between content and aspiration for urban development', Management & Marketing, 11(1), 2013, p. 197

[108] I. Daskalopoulou & A. Petrou, 'Urban Tourism Competitiveness: Networks and the Regional Asset Base', Urban Studies, 46(4), 2009, p. 779

[109] C.M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 407

[110] C.M. Rogerson & J. M. Rogerson, 'The Other Half of Urban Tourism: Research Directions in the Global South', in C. M. Rogerson and J. M. Rogerson (eds), *Urban Tourism in the Global South: South African Perspectives,* Springer International Publishing: Cham, 2021, p. 1

[111] T. Binns & E. Nel, 'Tourism as a Local Development Strategy in South Africa', *The Geographical Journal,* 168(3), 2002, p. 235

by F. Brown and D. Hall in their 2008 article where they identify the importance of tourism as tool for development in the global South in which it could potentially hold various advantages.[112] However, R. Musavengane, P. Siakwah and L. Leonard argue in their 2020 article, 'The nexus between tourism and urban risk: Towards inclusive, safe, resilient and sustainable outdoor tourism in African cities', that:

> …the global South still lags behind in attaining the desired sustainable tourism development in its cities.[113]

Research by A. Colantonio and R.B. Potter in 2006, K. Anbalagan & B. Lovelock in 2014 and E.K. Gedecho in 2015 have focused on the potential of tourism and urban tourism in parts of the global South.[114] In their article, 'The Rise of Urban Tourism in Havana since 1989', Colantonio and Potter highlight the pivotal impact that urban tourism had on the economy of the city of Havana, Cuba. They point out that urban tourism played an imperative part in the city's investment and tourism development initiatives.[115] Anbalagan and Lovelock's article, 'The potential for coffee tourism development in Rwanda - Neither black nor white', places emphasis on the important relationship between the coffee production industry and the tourism industry, in which they play a critical role in the county's economic development.[116] In Gedecho's article he mentions that urban tourism has had a positive impact on the socio-economic environment in cities in Ethiopia, such as the capital city, Addis Ababa and Hawassa City. He highlights that the economic contribution urban tourism has on these cities is huge, as more employment opportunities have been created and encouraged investment in infrastructure development programs.[117]

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[112] F. Brown & D. Hall, 'Tourism and Development in the Global South: the issues', *Third World Quarterly,* 29(5), 2008, p. 842

[113] R. Musavengane, P. Siakwah & L. Leonard, 'The nexus between tourism and urban risk: Towards inclusive, safe, resilient and sustainable outdoor tourism in African cities', *Journal of Outdoor Recreation and Tourism*, 29, 2020, p. 3

[114] A. Colantonio & R.B. Potter, 'The Rise of Urban Tourism in Havana since 1989', *Geography,* 91(1), 2006, pp. 23-24, K. Anbalagan & B. Lovelock, 'The potential for coffee tourism development in Rwanda - Neither black nor white', *Tourism and Hospitality Research*, 14(1-2), 2014, pp. 81-82, E.K. Gedecho, 'Urban Tourism Potential of Hawassa City, Ethiopia', *American Journal of Tourism Research*, 4(1), 2015, pp.25 & 27

[115] A. Colantonio & R.B. Potter, 'The Rise of Urban Tourism in Havana since 1989', *Geography,* 91(1), 2006, pp. 23-24

[116] K. Anbalagan & B. Lovelock, 'The potential for coffee tourism development in Rwanda - Neither black nor white', *Tourism and Hospitality Research*, 14(1-2), 2014, pp. 81-82

[117] E.K. Gedecho, 'Urban Tourism Potential of Hawassa City, Ethiopia', *American Journal of Tourism Research*, 4(1), 2015, pp.25-28

However, scholars like S. Abu-Khafajah, R. Al Rabady and S. Rababeh have argued in 2015 that development projects disaggregate integrated urban and social environments in the global South.[118] This in turn dissolves the contextual values of the historic urban structure. The argument is also made that tourism development can also generate emerging practices and urban restructuring of special order and engineering that could lead to urban geographies of inequality, exclusion and special and social displacement.[119] Their research pointed out that:

> Development projects that prioritise investment and tourism over local contexts: peoples' social, cultural, political, economic and historical specificities, often lead to spatial and social degradation.[120]

There is thus an emerging focus on select metropoles in the global South regarding urban tourism with mixed views on its potential.

2.3.   Urban Tourism Literature on the Southern African Region

Scholars throughout the global South, especially in Southern Africa, have conducted research on urban tourism as a tool for economic regeneration, economic restructuring, employment creation, for place promotion, for re-imaging cities and helping to create uniqueness in a more globalised system. This mirrors the research in the global North.[121] South African scholars consider urban tourism to be an important element of South Africa's tourism economy in which the promotion of South African cities as major urban tourism destinations has the ability to encourage investment and prompt the consumption of its integrated tourism industry.[122]

The pioneer, and one of the leading researchers on Southern African in this domain, is the above mentioned C.M. Rogerson. Rogerson's research, often in collaboration with other academic colleagues, focuses specifically on urban tourism in the South

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[118] S. Abu-Khafajah, R. Al Rabady & S. Rababeh, 'Urban heritage 'space' under neoliberal development: a tale of a Jordanian plaza', *International Journal of Heritage Studies*, 21(5), 2015, p. 443

[119] S. Abu-Khafajah, R. Al Rabady & S. Rababeh, 'Urban heritage 'space' under neoliberal development: a tale of a Jordanian plaza', *International Journal of Heritage Studies*, 21(5), 2015, pp. 443-444

[120] S. Abu-Khafajah, R. Al Rabady & S. Rababeh, 'Urban heritage 'space' under neoliberal development: a tale of a Jordanian plaza', *International Journal of Heritage Studies*, 21(5), 2015, p. 444

[121] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship'*, Urban Forum*, 25(4), 2014, p. 408

[122] C.M. Rogerson, 'Urban tourism and regional tourists: Shopping in Johannesburg, South Africa', *Tijdschrift Voor Economische En Sociale Geografie*, 102(3), 2011, p. 323.; C. M. Rogerson & G. Visser, *Urban tourism in the developing world: The South African experience*, Transaction, New Brunswick, 2007, pp. 21-22

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African context. According to the article, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', the tourism industry in South Africa is considered to be a relatively new phenomenon for economic promotion and development in which it has extended beyond its early development of 'sea, sun and sand tourism' destinations.[123] Furthermore, in the 2016 article, *Secondary cities and Tourism: The South African Record*, C.M. Rogerson argues that research on urban tourism in sub-Saharan Africa has gained mounting interest in recent years. Key issues investigated include various facets of urban tourism in major city centres where urban tourism could potentially contribute to place-based economic development and urban revival. Various forms within the tourism sector, such as leisure, cultural, volunteer, shopping, and architectural and slum tourism, within the urban context have been researched extensively as a potential method of attracting international visitors and to assist with urban revitalisation.[124]

In the 2016 article, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa' the Rogerson's examine the relationship between urban tourists and the urban spaces they engage within a city, particularly Johannesburg.[125] The Rogersons also extend the debate around urban tourism in Southern Africa by assessing the developmental challenges of historical urban tourism in Johannesburg in the article 'Historical urban tourism: Developmental challenges in Johannesburg 1920-1950'.[126] Emphasis is placed on the progress of scholarship around the topic of urban tourism in the African context in which the Rogersons highlight the corpus of urban tourism research in Africa stating that:

> The role of urban tourism in economic restructuring has been a core focus in the last decade of urban tourism scholarship in Africa.[127]

In the Rogerson and Visser 2014 similar article, 'A Decade of Progress in African Urban Tourism Scholarship', the point is made again that urban tourism scholarship in

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[123] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy,* 28(2),2013, p. 192

[124] C. M. Rogerson, 'Secondary cities and tourism: The South African record', *African Journal of Hospitality, Tourism and Leisure*, 5(2), 2016, p. 2

[125] C. M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, p. 125

[126] C. M. Rogerson & J. M. Rogerson, 'Historical urban tourism: Developmental challenges in Johannesburg 1920-1950', *Urbani Izziv*, 30, 2019, p. 112

[127] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship', *Urban Forum*, 25(4), 2014, p. 408

Africa has placed emphasis on the role which urban tourism plays in the process of economic restructuring. Academic scholars have therefore identified tourism, with the focus on urban tourism, as one of the leading 'growth poles'.[128] Their argument states that this particular academic research:

> …mirrors the global north in which tourism is regarded as an essential tool for economic regeneration and employment creation, a method of place promotion, for re-imagining a city and improving and/or creating an identity in the new global system.[129]

This is reiterated in their point where various cities and towns across South Africa have sought to galvanise the private sector into fostering economic growth, employment creation and the development of small businesses through the means of tourism promotion. Therefore, the linkages between the global North and South Africa are in part parallel with its use of tourism as a tool for economic development.[130] C.M. Rogerson reiterates in numerous articles that urban tourism has the ability to promote economic growth and job creation, in which it can potentially open a pathway for inclusive development.[131]

Other relevant scholarship on African urban tourism has been conducted in recent times by scholars such as M. Ivanovic (2014), G. Visser (2014) and A.K. Yankholmes (2014). The primary focus was on contemporary developments in urban tourism, while often ignoring or excluding the history as part of the urban environment. For example, Ivanovic examines the role cultural heritage sites such as Constitution Hill in Johannesburg have had during the process of urban tourism development.[132] Visser on the other hand places emphasis on the intersection between neighbourhood change influenced by urban tourism and sexuality in De Waterkant, Cape Town.[133]

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[128] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship', *Urban Forum*, 25(4), 2014, p. 408; C. M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', Urbani izziv (25), 2014, p. 191

[129] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship', *Urban Forum*, 25(4), 2014, p. 408

[130] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship', *Urban Forum*, 25(4), 2014, pp. 408-409

[131] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', Local Economy, 28(2), p. 192

[132] M. Ivanovic, 'The perceived authenticity of iconic heritage sites in urban tourism: The case of constitutional hill, Johannesburg, South Africa', *Urban Forum*, 25(4), 2014, p. 501

[133] G. Visser, 'Urban tourism and the de-gaying of Cape Town's De Waterkant', *Urban Forum*, 25(4), p. 469

Lastly, Yankholmes extends the conversation towards critically discussing the manner in which African scholarship towards tourism and hospitality is approached.[134]

2.4.   Urban Tourism Literature on Cape Town and Tshwane

C.M. Rogerson makes the telling point in a 2016 article that cities such as Cape Town, Durban and Johannesburg have dominated the discussion on urban tourism and cities like the City of Tshwane have, to a far lesser extent, been able to dominate the agenda of urban tourism.[135] This observation is of particular relevance to the study at hand.

In 2002 T. Binns and D. Hall state in their article, 'Tourism as a Local Development Strategy in South Africa', that the continuous popularity of tourist destinations like Johannesburg and Cape Town, are driven by various officials seeking to use tourism and the promotion thereof as a method of economic development. They add that the majority of urban centres have identified tourism promotion as an economic development strategy.[136] This is clearly the case in the City of Cape Town where tourism development extends beyond the marketing of existing attractions to the promotion of new assets. However, they also make the argument that not all localities are able to realistically aim to benefit from tourism-based development as the market is only able to sustain a limited number of similar tourist products, activities and/or attractions.[137]

Various scholars have conducted research on the tourism industry in and around the City of Cape Town, which appears as the most researched destination. This research is as diverse as it is wide. Scholars have considered a range of topics including iconic sports events, its position in relation to other destinations, how it has been branded, its accommodation as well as a number of niches.

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[134] A. Yankholmes, 'Publish or perish: African scholarship in the field of tourism and hospitality studies', *Tourism and Hospitality Research*, 14(1-2), 2014, p. 97

[135] C. M. Rogerson & J. M. Rogerson, Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, pp. 125-126

[136] T. Binns & D. Hall, Tourism as a Local Development Strategy in South Africa', *The Geographical Journal* 168(3), 2002, pp. 238-239

[137] T. Binns & D. Hall, Tourism as a Local Development Strategy in South Africa', *The Geographical Journal* 168(3), 2002, pp. 239-240

In the 2006 article, 'Cape Town and the Two Oceans Marathon: The Impact of Sport Tourism', N. Kotze emphasises how sport tourism in the City of Cape Town can be viewed as a broader tourism strategy aimed at enhancing the city's image. The success of a sporting event, like the Two Oceans Marathon, cannot be judged on the basis of financial success alone, but rather the event's linkage to the process of re-imaging the city, which is tied to strategies of tourism development and urban regeneration.[138]

In the 2014 article, 'Cape Town as Africa's gateway for tourism to Antarctica - development potential and need for regulation', M. Boekstein on the other hand has conducted research on how the City of Cape Town could become the access point for tourism to Antarctica. This research investigated how the city was able to sign an agreement with other gateway cities to Antarctica in which they would cooperate on various issues such as education, business opportunities, logistics, science and tourism.[139]

According to G. Prayag, in the 2009 article 'Brand image assessment: international visitors' perceptions of Cape Town', the success of a city is dependent on a compelling brand image, which could be quintessential for a city's tourism industry.[140] While the 2009 article 'Creating a City of the Tourist Imagination: The Case of Cape Town, 'The Fairest Cape of Them All'' by V. Bickford-Smith shows how cities, like the city of Cape Town, are able to reinvent and market themselves in pursuit of economic development and the incorporation of tourism as a vehicle thereof.[141] Both articles examine the marketing and promotional strategies for an improved brand and image for the City of Cape Town as a desirable tourism, trade and investment destination. Consequently, the city's success in the context of urban tourism could therefore be regarded as being

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[138] N. Kotze, 'Cape Town and the Two Oceans Marathon: The Impact of Sport Tourism'. *Urban Forum*, 17(3), 2006, p. 286

[139] M. Boekstein, 'Cape Town as Africa's gateway for tourism to Antarctica - development potential and need for regulation', *African Journal of Hospitality, Tourism and Leisure*, 3, 2014, p. 1

[140] G. Prayag, 'Brand image assessment: International visitors' perceptions of Cape Town', *Marketing Intelligence & Planning,* 28(4), 2009, p. 463

[141] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, 'The fairest cape of them all'', *Urban Studies*, 46(9), 2009, p. 174

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dependent on a brand image in which two or more products, attractions and/or natural or cultural compositions are represented.[142]

In a 2018 article, D. Greenberg and J.M. Rogerson have also researched the contribution of accommodation in the tourism sector within and around the city of Cape Town. Their findings point out that the V&A Waterfront received more international visitors and business travellers, therefore catering specifically to such a need. In contrast, they found that Century City mainly caters to the domestic business tourism market. They concluded that the accommodation sector between these two spaces within the City of Cape Town should not be viewed in a similar fashion, but rather view the geographical differences between these two different business nodes. The relevance of this lies within the context of business tourism, and more specifically urban tourism, as it shows how various spaces in cities can cater to a similar market, but with different demographics.[143]

In a number of articles published by G. Visser in 2002, 2007, 2008 and 2014 he conducted in-depth research on the effects and influences of the urban tourism and urban redevelopment within the city of Cape Town. He first examined how tourism and the leisure market are important components of identity consumption in the unfamiliar setting regarding gay tourism research and the contribution of such a tourism sector to urban tourism. Visser considers why Cape Town, having been proclaimed as the "gay capital of Africa", is known as a gay-friendly tourist destination.[144]

S. Ferreira and G. Visser also studied the effects of urban redevelopment of the V&A Waterfront in Cape Town, where it transformed from a shipping and heavy industry area into a space of residential, commercial and leisure activities. With that, heavy criticism is found in which identity politics around this topic play a key role in understanding how such developments could also influence place identity and not just

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[142] G. Prayag, 'Brand image assessment: International visitors' perceptions of Cape Town', *Marketing Intelligence & Planning,* 28(4), 2009, pp. 463-464; V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, 'The fairest cape of them all'', *Urban Studies*, 46(9), 2009, p. 174

[143] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, pp. 84-94

[144] G. Visser, 'Gay tourism in South Africa: Issues from the Cape Town experience', *Urban Forum*, 13(1), 2002, p. 88

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economic growth.[145] Following this, G. Visser and N. Kotze studied the processes of new-built gentrification in central Cape Town in a contemporary South African urban context which presents numerous opportunities for urban regeneration for other South African cities.[146] Finally, G. Visser extends the research to neighbourhood development and the uneven evolution between urban tourism and sexual identity in De Waterkant (once known as District 5), Cape Town, along with its influence on subsequent redevelopments that were closely associated with sexuality, leisure and urban tourism consumption.[147]

Johannesburg is another main metropole in South Africa that has been researched, but to a lesser degree. In their article, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', the Rogersons point out that Johannesburg is another major urban tourism destination in South Africa.[148] According to them in their 2019 article, 'Historical urban tourism: Developmental challenges in Johannesburg 1920-1950', the City of Johannesburg's urban tourism industry dates back to the 1920s where the city grew as the commercial and industrial centre of South Africa which was anchored by its wealth in gold. Hence the city has since become known as the "City of Gold".[149] In 2019 D. Greenberg and J. M. Rogerson also mention that the city of Johannesburg implemented key interventions to support its tourism development, isolating and maximising its competitive advantages for business, cultural, political and shopping tourism.[150] In 2011 C.M. Rogerson also argued that the city of Johannesburg has taken the lead in actively pursuing sport, heritage and cultural tourism, and turning these niche tourism industries into a collective urban tourism experience.[151]

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[145] S. Ferreira & G. Visser, 'Creating an African Riviera: Revisiting the impact of the Victoria and Alfred waterfront development in Cape Town'. Urban Forum -Johannesburg, 18(3), 2007, pp. 228-239

[146] G. Visser & N. Kotze, 'The state and new-build gentrification in central Cape Town, South Africa', 2008, p. 2589; *Urban Studies*, 45(12), p. 2589

[147] G. Visser, 'Urban tourism and the de-gaying of Cape Town's De Waterkant', *Urban Forum*, 25(4), p. 470

[148] C. M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, pp. 127-128

[149] C. M. Rogerson & J. M. Rogerson, 'Historical urban tourism: Developmental challenges in Johannesburg 1920-1950', *Urbani Izziv*, 30, p. 115

[150] D. Greenberg & J. M. Rogerson, 'The serviced apartment sector in the urban global South: Evidence from Johannesburg, South Africa', *GeoJournal of Tourism and Geosites,* 26(3), 2019, pp. 923-924

[151] C.M. Rogerson, 'Urban tourism and regional tourists: shopping in Johannesburg, South Africa', *Tijdschrift Voor Economische En Sociale Geografie,* 102(3), 2011, p. 323

In contrast to this, very little research on the topic of tourism in Pretoria has been conducted. Some scholars, like P. Labuschagne in 2011 and 2012 have done extensive research on the politics around heritage sites (such as Freedom Park, Paul Kruger's Statue at Church Square and the Voortrekker Monument) in Pretoria. However, the research mostly excludes the impact these sites have had on the tourism industry within Pretoria.[152] Labuschagne briefly discusses the differences in the number of visitors that Freedom Park (3000 visitors per month) and the Voortrekker Monument (17 000 visitors per month) received during the 2010 Soccer World Cup.[153] This research mostly focused on the politics and identity surrounding these heritage sites. Nevertheless, Labuschagne's research is informative in understanding the nature and context of the political consequences of Pretoria's past and how it influences the tourism industry within the city.[154]

In his 2014 article, 'Tshwane and spaces of power in South Africa', urban geography specialist A. Mabin does not allude to tourism, but rather points out that even though South Africa has multiple national capitals (Cape Town, Bloemfontein and Pretoria), the longest arm of the government is seated in Pretoria. He further argues that Pretoria remains an incomplete capital due to the dissonance and paradox of the city. [155] Mabin also makes the point that Pretoria is not:

> …an 'imperial' or 'monumental' planned capital, unlike Washington or Brasília. In the streets of the city, state power manifests only on few occasions.[156]

Nevertheless, Mabin does make the point that Pretoria is home to numerous buildings that contribute to the character of the city and its hidden skyline.[157] In the book *Hidden Pretoria* J. Swart conducted research on the architectural heritage of Pretoria in which

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[152] P. Labuschagne, 'Memorial complexity and political change: Paul Kruger's statue's political travels through space and time', *South African Journal of Art History*, 26(3), 2011, p. 142

[153] P. Labuschagne, 'Monuments and meaning making: Freedom Park and the bumpy road to reconciliation and nation-building in South Africa', *Journal for Contemporary History*, 37(1), 2012, p. 168

[154] P. Labuschagne, 'Monuments and meaning making: Freedom Park and the bumpy road to reconciliation and nation-building in South Africa', *Journal for Contemporary History*, 37(1), 2012, p. 168; P. Labuschagne, 'Memorial complexity and political change: Paul Kruger's statue's political travels through space and time', *South African Journal of Art History*, 26(3), 2011, p. 142

[155] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences*, 19(1), 2015, p. 31

[156] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences*, 19(1), 2015, p. 31

[157] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences*, 19(1), 2015, p. 31

the interaction between people, place and politics that is embodied throughout the city is highlighted and celebrated.[158] Both the work of Mabin and Swart is important in understanding the significance and the uniqueness of the city, which could in return be turned into a tourist product and or attraction.

In addition, P. Tauoatsoala researched the service quality for visitor satisfaction within Pretoria and emphasised the importance of the city's diplomatic power in Africa. He argues that the City of Tshwane finds itself competing with much bigger metropoles and therefore visitor satisfaction and preservation thereof is key to ensuring that the City of Tshwane is able to enjoy a share of the global tourism industry.[159] This argument contributes to the need for further research to be conducted with regards to an urban tourism industry within the City of Tshwane.

2.5.   Conclusion

It is evident that the literature around the topic of urban tourism is primarily embedded in the context of the global North. In recent years, the conversation around this phenomenon has been extending itself towards the global South and more specifically Southern Africa. Nevertheless, it is imperative to note that the urban tourism literature and research on other major cities in South Africa, besides Cape Town, is relatively limited. This highlights the need to conduct further research on other urban tourism destinations like the City of Tshwane. There is also an argument to be made for comparing an inland destination like City of Tshwane with its more established, and one might argue successful, coastal counterpart Cape Town. This is thus the rationale for this comparative case study.

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[158] J. Swart, '*Hidden Pretoria*', Penguin Random House Struik Lifestyle, Cape Town. 2019, p. 7

[159] P. Tauoatsoala, U. S. Henama & M. Monyane, 'Service quality as a fundamental cornerstone for visitor satisfaction: Lessons learned from Pretoria, South Africa', *African Journal of Hospitality, Tourism and Leisure,* 4(1), 2015, pp. 3-7

Chapter 3: Urban Tourism as a Phenomenon

> Cities represent some of the world's greatest tourism destinations in terms of both tourist arrivals and impact on gross domestic product.[160]

3.1.   Introduction to Urban Tourism

The urban environment has, as alluded to earlier, been with human civilisation since the days of Mesopotamia and Sumeria and has been amongst the most significant of tourism destinations. Since then people have been drawn to cities and their urban environments to experience an array of cultural and historical events and attractions.[161] Rural villages, towns and cities are made up of people who live and work within them, their urban form is influenced by how societies develop and change over time by responding to accommodate the change and growth thereof. Through the process of personal identification and attachment by residents, a city is considered to be a cultural interpretation of the physical environment by the visitors and users alike.[162] Put differently, the urban form and the spirit of place is influenced by past and present interaction of human beings, which brings together consumption, people and place, whilst mixing cultures, experiences, expectations and values which provide an exciting landscape for discovery.[163]

The perception of the urban environment is determined by its inherited natural characteristics which stem from its own natural form, sense of place, legacy of history, spirit, and ethos. A city's public image overlaps many individual images, it is interpreted differently by different people from all walks of life.[164] Consequently, urban tourism has become an important form of tourism in which it is able to serve various groups of people of all ages: elder people are likely to appreciate the historical and cultural heritage of cities along with general sightseeing; while younger people are usually attracted to the entertainment and excitement of the urban environment; business travellers, on the other hand, travel to the cities due to job related obligations,

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[160] G. E. Adamo, S. Ferrari & M. Gilli. 'Creativity as a source of differentiation in urban tourism: The case of Torino city'. *International Journal of Tourism Research*, 21(3), 2018, p. 302

[161] D. Edwards, T. Griffin & B. Hayllar. 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1032

[162] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London. 2000, pp. 1 & 8

[163] D. Edwards, T. Griffin & B. Hayllar. 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1034

[164] N. Giriwati, R. Homma & K. Iki. 'Urban tourism: designing a tourism space in a city context for social sustainability', *The Sustainable City VIII* (1), 2013, p. 165

conventions, exhibitions and meetings while a more educated population will appreciate heritage, history and culture.[165] In their 2013 article N. Giriwati, R. Homma and K. Iki maintain that: :

> This urban form shapes experiences as visitors can interact with attractions and the infrastructure can be generally developed for non-tourism purposes, local residents and economic activity. [166]

A number of key elements are outlined for urban areas to become and remain tourist destinations. Large populations are a given element of the urban environment, and in turn contribute to attracting visiting family and friends. These urban areas also lure tourists to the metropolis because of the much-improved development of infrastructure attractions and destinations. Cities are also easier to access due to their airports and other transport systems. Ample accommodation within these spaces is also evident, as they are built to serve businesses and the business traveller. Ultimately, urban destinations appeal to a variety of tourists as they offer infrastructure such as transport, services, communication, and various facilities which tourists need.[167]

Cities are therefore used by both local residents and tourists alike in which the satisfaction or dissatisfaction is influenced by their general experience. Over the years there has been growing interest in providing a desirable, satisfying and unique experience to the users of urban spaces and places in order to attract investment and government support. As a result, the quality of the urban tourism product has become a prominent topic of concern due to the fierce competition in the global economy for economic development.[168]

Nevertheless, it is important to understand that the urban landscape and its history are determined by the interaction of its inhabitants and their interaction with the past and present, along with its built environment and urban spaces. This produces an urban dynamism and creates a "spirit of place".[169] Through personal identification and

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[165] D. Edwards, T. Griffin & B. Hayllar. 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1033

[166] N. Giriwati, R. Homma & K. Iki. 'Urban tourism: designing a tourism space in a city context for social sustainability', *The Sustainable City VIII* (1), 2013, p. 165

[167] D. Edwards, T. Griffin & B. Hayllar. 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1033

[168] B. Bramwell, User satisfaction and product development in urban tourism', Tourism Management, 19(1), 1998, p. 36

[169] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London, 2000. p. 8

attachment to the physical fabric of the urban area, its residents and visitors are able to interpret and use it on a personal, professional and commercial day-to-day basis. As a result, the historic urban environment is a relic of past events, occupation and ownership. Contrastingly, its urban heritage is the interpretation of its history by a wide range of users and city managers that aim to attract more users, and specifically tourists.[170]

The urban heritage also includes culture as a significant identifier and essential part of the urban and human life, as it is a dynamic and evolving component of the community and serves as a continuous link from past to present as well as through to the future.[171] Historically, the cultural perspective of the urban environment was seen as "standing alone" with regards to the operational aspects of tourism. However, it has become increasingly recognised that it is an integral part of the tourist experience in which it is able to provide useful information on the social trends and long-term impact of tourism on the urban host communities and their culture.[172] By maintaining the structures within city spaces, the continuity and desirability of cultures within the urban area is preserved, as these (culture and structures within cities) go hand-in-hand with one another. Therefore, the conservation of the urban space, its culture and its surrounding environment is to ensure that it continues to remain a desired place to live in.[173] This is visually represented in Figure 1, below:

Figure 1: Urban Space Continuum.[174]

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[170] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London, 2000. p. 8

[171] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London, 2000. p. 1

[172] D. Edwards, T. Griffin & B. Hayllar. 'Urban tourism research: Developing an agenda', *Annals of Tourism Research* (35), 2008, p. 1038

[173] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London, 2000. p. 8

[174] Figure 1 developed based on A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*. E & FN Spon, London, 2000. pp. 1-8

The desire for urban conservation provides recognition to the historic background of the urban area, its culture, and its identity. This allows for long-term political, economic, and social guarantees, whilst providing a better quality of life for its residents. Conservation and the effective management of the urban environment, its culture and economy are dependent on an understanding of its history, special structures, social structures and community structures and showing an appreciation of both private and religious uses of the urban environment.[175] This ultimately allows a city to become an authentic tourist product in which it is critical to note that:

> It is very unlikely that visitors will want to travel to clone cities; hence the need for cities to develop something either distinctive or specialized. This can be based on something inherent in the place and its history, or a theme which has been identified.[176]

The authenticity of the city and its urban environment is therefore influenced by the motivation of society's identification and ownership of heritage. However, this is also dependant on the securing of financial support which enables the implementation for protection of the physical relics of urban history. The availability of funds, however, determines the conservation of cultural heritage, even though the identification thereof is a primary prerequisite. Tourism becomes an imperative contributor to the economic realisation of urban tourism development. Hence, it is important that there is a balance between tourism being a support to conservation and tourism becoming the reason for conservation.[177] L. Vareiro, J. S. Ribeiro and P. C. Remoaldo argue that:

> …based on the experience a tourist has at a destination, we can assume that the more memorable and authentic the experience is the more pleased the tourist will be…[178]

An authentic urban tourism product has the ability to fuel the growth and production, in participation with the associated investment of the city's infrastructure. This enhances and transforms the city into a desirable destination for visitors. It also becomes more attractive for the city's residents and potential new inhabitants, which

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[175] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London, 2000. p. 8

[176] C.M. Law, *'Urban Tourism: Attracting visitors to large cities',* Mansell Publishing, London, 1993, p. 170.

[177] A. Orbasli. *'Tourists in Historic Towns: Urban Conservation and Heritage Management'*, E & FN Spon, London, 2000. p. 13

[178] L. Vareiro, J. Ribeiro & P.C. Remoaldo, 'What Influences a Tourist to Return to a Cultural Destination?', *International Journal of Tourism Research*, 21(2), 2019, p. 280

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leads to the urban tourism product being closely linked with the city's historical background and cultural amenities.[179]

Some cities are at the top of the hierarchy in their ability to attract tourists due to their vast resources and abilities to entice, accommodate, entertain, educate, and satisfy their visitors. These can be termed as "iconic cities" or primary cities in the context of tourism. Other cities which can be termed non-iconic, or secondary cities, find themselves lower in the hierarchy due to the lack of tourist resources, yet still have a desire to invest and develop their tourism industries. The hierarchy of cities as tourist attractions does exist and will continue to exist, as this hierarchy is influenced by a city's public image and the tourist resources a city has at its disposal. Yet, the hierarchy of urban tourist destinations is also influenced by their life cycle and the subsequent ability to adapt to change and the increase of competition.[180]

3.2. Urban Tourism and the Tourism Area Life Cycle

Cities are dynamic in their structure, culture and history. It is therefore obvious to understand that they are continuously evolving, transforming and changing over time. This is motivated by various factors within the city and what it has to offer. This includes the preferences and needs of its residents and its visitors, its gradual deterioration or regeneration, the change of its natural composition, cultural heritage and attractions. All of these aspects play a crucial role in its popularity. Some attractions may remain attractive, however, they may be utilised in different ways or may become less significant with growing global competition.[181]

Many tourist destinations and their managers assume that their tourist product will always remain attractive and relevant within the tourist consumer market. However, due to the constant change within the tourist consumer market, it is evident that tourist destinations will go through a hypothetical evolution. This evolution of a Tourist Area

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[179] C. Spirou. '*Urban tourism and urban change: cities in a global economy',* Routledge, New York, 2011, p. 139

[180] C.M. Law, *'Urban Tourism: Attracting visitors to large cities'.* Mansell Publishing, London, 1993, p. 14; C. M. Rogerson, 'Secondary cities and tourism: The South African record', *African Journal of Hospitality, Tourism and Leisure*, 5(2), 2016, p. 2

[181] R. W. Butler, *The Tourism Area Life Cycle'.* Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, p 3; P. Van Dyk, '*Introduction to Tourist Guiding'.* Izimpilo C&S Publishers, Pretoria, 2013, p. 19

Life Cycle, as theorised by R.W. Butler in his 1980 volume, *The concept of a tourist area cycle of evolution: Implications for management of resources*, and the updated 2006 volume, *The Tourism Area Life Cycle, Vol. 1: Applications and Modifications*, discusses the various stages the tourist destination goes through. As mentioned earlier, this enduring model includes six essential phases: exploration, involvement, development, consolidation, stagnation then rejuvenation or decline, which assesses the developmental stages of a destination.[182] This is visually represented by Butler in his graph below:
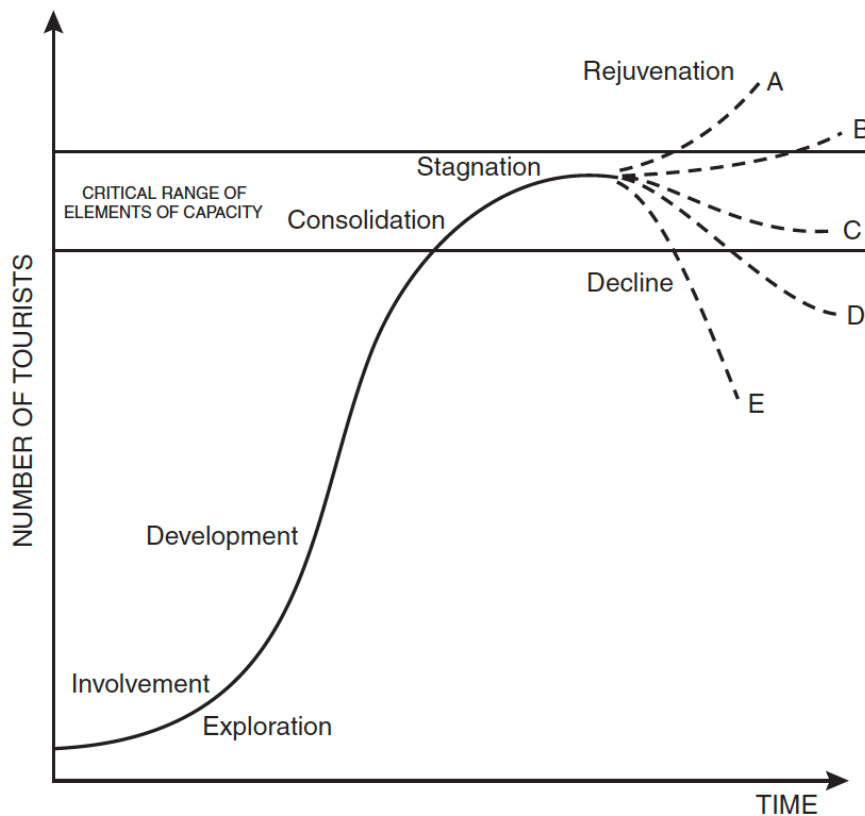
Figure 2: Tourism Area Life Cycle.[183]

The first stage in the TALC is the ***exploration*** stage which is characterised by the small amount of non-local visitors. These visitors are usually attracted to the area because of its unique natural, cultural or historical features that make up the urban fabric.[184]

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[182] R. W. Butler, 'The concept of a tourist area cycle of evolution: Implications for management of resources', *The Canadian Geographer*, 24 (1), 1980, pp. 5-12; R. W. Butler, *The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, pp. 5-11

[183] R. W. Butler, '*The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 5

[184] R. W. Butler, '*The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 3; P. Van Dyk, '*Introduction to Tourist Guiding'*, Izimpilo C&S Publishers, Pretoria, 2013, p. 20

These urban areas tend to be underdeveloped in their capacity to cater to its visitors and access to them tends to be difficult or limited. However, the beauty of the exploration stage is that the physical fabric and social milieu of the city would be unchanged by tourism and provides an authentic experience to its visitors without external influences.[185]

With an increase in the number of visitors, a destination can then enter the **involvement** stage in which its residents begin to provide facilities primarily or even exclusively to its visitors. As a result, the contact between visitors and local communities remains high or could even increase. During this stage, advertisements and other marketing campaigns are specifically used to attract visitors. A tourist season could also be expected to emerge, in which adjustments are made within the social pattern of local residents' involvement in tourism. During this stage, some level of organisation in tourist travel agreements can be expected, pressure could be put on governments and public agencies to provide the necessary infrastructure and facilities to accommodate the tourist market.[186]

Once a well-defined tourist market area has been established, the tourist destination enters the **development** stage which is endorsed by heavy promotion and advertising. The development of the destination usually starts with local entrepreneurship. However, as the destination becomes more popular and is believed to have potential, further development takes place, usually by bigger developers.[187] This usually leads to a decline in local involvement and control, where locally provided facilities are unable to compete against an increase in larger, more elaborate and up-to-date facilities that are provided by external organisations and investors, and therefore often disappear. During this stage the natural, cultural and historical attractions are developed and marketed specifically where they will be supplemented by man-made (human-made)

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[185] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, pp. 5-6

[186] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 6

[187] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 3; P. Van Dyk, '*Introduction to Tourist Guiding*'. Izimpilo C&S Publishers, Pretoria, 2013, p. 19

and/or imported facilities. This also often leads to a physical change in the appearance of the area, sometimes followed by some disapproval from local communities.[188]

The tourist destination then enters its *consolidation* stage where it still receives an increased number of visitors but at a slower rate. However, the tourist destination will still see an excess of visitors in comparison to the number of local residents. Therefore, a major part of its economy is tied to its tourism industry. This is followed by a wide-reaching effort to extend the tourist season by enlarging/expanding its marketing and advertising. Less additions to the tourist destinations will be made by major franchises and chains. The large number of visitors and increased facilities can lead to discontent by the local communities, especially among those who are not involved in the tourist industry. This is also followed by older facilities becoming less attractive and undesirable.[189]

Thereafter, the tourist destination enters what is termed a *stagnation* stage where it has reached its peak, in which its capacity for many variables have been attained or exceeded. This is also associated with economic, environmental and social problems. Even though the tourist destination has a well-established image, it will no longer be fashionable.[190] Therefore, a heavy reliance on repeat visitation is needed. This leads to an excess in capacity, which demands strenuous efforts to maintain its market share and its tourist industry. Its authentic natural, cultural and historical attractions will be considered out-dated and replaced by artificial imported facilities, which leads to a disconnect between its tourist industry and its physical environment.[191]

The tourist destination ultimately faces a *declining* stage where it will not be able to compete with newer and more fashionable destinations, and as a result see an increased decline in its market share of the tourist industry. This is usually the result of an unwillingness to redevelop, lack of funds or investment, flawed market research, or simply due to the nature of the attraction. Consequently, the tourist destination will no

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[188] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 6

[189] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 7

[190] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 3.; P. Van Dyk, '*Introduction to Tourist Guiding*'. Izimpilo C&S Publishers, Pretoria, 2013, p. 21

[191] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1, Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 7

longer be appealing to potential visitors. This leads to tourist facilities being replaced by non-tourist related establishments, causing more tourist facilities to disappear and making it less attractive.[192]

However, a tourist destination can take on another direction after the stagnation phase by entering the ***rejuvenation*** stage where a complete change to its tourist industry will be needed. This could be achieved by the addition of more man-made or artificial attractions, or by taking advantage of its previously untapped natural resources. Either way could lead to new development of facilities and serve as a means to revitalise its tourist industry.[193]

This tried and tested hypothetical evolution of the TALC indicates that each tourist destination can pass through these six stages.[194] Therefore, it could be argued that most iconic cities across the world already have existing urban tourism industries in which they find themselves in one of these six stages of the TALC. It should also be taken into account that not all cities have accessible, attractive or sufficient tourist attractions in order for them to develop a viable urban tourism industry. Thus, existing resources need to be promoted alongside other potential tourist attractions, which includes the city's high quality infrastructure, regional networks, events, natural, cultural and historic environments, without sacrificing the authenticity, diversity and originality.[195] As E. Aguilo, J. Alegre and M. Sard point out, the TALC is therefore not a real evolutionary model, but a hypothetical cycle in which it is not:

> …supported by the existence of empirical evidence to support the shape of the curve, but rather an implied waning to those responsible for tourism planning and development.[196]

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[192] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 7.; P. Van Dyk, '*Introduction to Tourist Guiding*', Izimpilo C&S Publishers, Pretoria, 2013, p. 21

[193] R. W. Butler, '*The Tourism Area Life Cycle*'. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 8

[194] E. Aguilo, J. Alegre and M. Sard, 'The persistence of the sun and sand tourism model', *Tourism Management*, Vol.26, 2005, pp.219-231

[195] A. P. Russo and J. van Der Borg, 'Planning considerations for cultural tourism: A case study of four European cities', *Tourism Management*, Vol.23, 2002, p. 631

[196] E. Aguilo, J. Alegre and M. Sard, 'The persistence of the sun and sand tourism model', *Tourism Management*, Vol.26, 2005, pp. 219-231

3.3. Urban Tourism and the Global North

Iconic cities such as London, Paris, and New York City, have always attracted tourists as they strive to accommodate and satisfy local residents with sites, museums, shops, theatres and sporting events. This became the norm as cities in North America and Western Europe saw the benefits of tourism promotion as a means to boost a city, revitalise its economy and regenerate the city itself.[197]

Due to the decline of long-established economic activities, caused by globalisation and de-industrialisation, the 1980s saw a growing need to find alternative ways for income generation in many European and North American cities.[198] The need to introduce new economic activities, in which tourism appeared to be a growth industry, was motivated by a contraction of urban economies and increased unemployment rates.[199] As a result, the run-down and closure of activities and establishments led to cities in the global North becoming underutilised resulting in dereliction of their inner-city centres and surroundings. These cities needed an alternative source to attract new and growing economic activities and industries which would allow job creation and support urban regeneration of inner-city centres and surroundings. Consequently, tourism appeared to be the solution in which the tourism product could make use of already existing infrastructures and have tourists consume the attractions, architecture, culture, heritage, history, sport and cultural events.[200]

In the response by these cities to the economic crisis they faced, it is evident that city planners and scholars alike became more interested and engaged in the potential which tourism could have on their respective city's economic regeneration. In response to the end of the industrial age, urban tourism became regarded as an integral part of the start of a post-industrial age of cities in the global North. Therefore, urban tourism has become recognised as a key service industry that is able to bring

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[197] C.M. Law, *'Urban Tourism: Attracting visitors to large cities',* Mansell Publishing, London, 1993, pp. 1-2

[198] C. M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, p. 126

[199] C.M. Law, *'Urban Tourism: Attracting visitors to large cities',* Mansell Publishing, London, 1993, p. 1

[200] C.M. Law, *'Urban Tourism, The visitor economy and the growth of large cities'*, Continuum, New York, 2002, p. 49

new life into cities faced by a decrease in industrial production.[201] As the eminent tourism scholars C.M. Rogerson and J.M. Rogerson point out:

> …urban tourism has acquired a level of significance through its newfound centrality in the processes of reinvention of cities under post-industrial, postmodern change and the related restructuring of urban economies and societies around consumption.[202]

Thus, urban tourism has evolved to become an important form of tourism worldwide, and has influenced and changed the significance of various cities. In the global North, tourist cities like Las Vegas and Venice have built large-scale infrastructures to help attract and accommodate tourists. This has led to the emergence of 'tourist bubbles' in which the commodification of urban culture took place and made certain places isolated from the larger urban milieu because of the uneven development of the urban environment. This placed emphasis on the fact that urban tourism and the impact thereof is often not confined to specific tourist cities or tourist precincts, but rather has an extensive influence on the city and its surroundings as a whole. However, it is also imperative to note that authenticity has become an important and growing concern in the process of urban tourism development in the global North. In current consumer culture, the feeling of an 'ordinary' and 'authentic' life of a city has become an important influence in the attraction of visitors.[203] H. Füller and B. Michel make the point that:

> Visitors are searching for 'alternative public spaces', 'creative urban areas' or 'ethnic precincts'. Wandering 'off the beaten track' is considered an important strategy to find these places. [204]

The development of urban structures and the increase in demand for urban tourism in recent years has been influenced by a greater global mobility, increased knowledge sharing between people and the information boom. Since the inception of the internet, a major shift took place in the manner in which people in the global North travelled and consumed tourism products. In comparison with other tourist attractions and offerings, tourism services that most cities offer have become highly standardised and are easily

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[201] C. M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, p. 126

[202] C. M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, p. 126

[203] H. Füller & B. Michel, '"Stop being a tourist!" New dynamics of urban tourism in Berlin-Kreuzberg', *International Journal of Urban and Research*, 38(4), 2014, p. 1305

[204] H. Füller & B. Michel, '"Stop being a tourist!" New dynamics of urban tourism in Berlin-Kreuzberg', *International Journal of Urban and Research*, 38(4), 2014, p. 1305

accessible for purchase since they became available on online booking search engines. The accessibility of most cities in the global North makes them ideal destinations for people who seek a short retreat as these cities are able to satisfy various expectations and needs.[205] I. Önder, K. Wöber and B. Zekan argue that:

> Many cities have also become more attractive through constantly developing new products, upgrading their quality of services and consequently enhancing their competitiveness.[206]

Many cities throughout Europe have started to adopt the 'smart city' model in which they aim to create an environment where innovation and technology are able to supplement various activities and services that will not only attract visitors, but also benefit local residents. This is also encouraged by the growth of business travel and shopping tourism becoming major motivational factors for tourists and their consumption of tourism products of cities through the growing development and support for urban tourism by city managers.[207]

It is also worth noting that the European Commission regards tourism as a foundation of urban development and regeneration. This is motivated by the positive impacts associated with tourism development and the manner in which cities are able to deal with problems related to lawlessness, pollution, traffic congestion and unemployment. This situation reasserts the competitive position those urban spaces have in the global tourism market of European cities.[208]

It is also imperative to acknowledge that the increased tourist demand and visitation to these cities in Europe have caused a shift in attitude of local residential communities, since both the positive and negative impacts of tourism development in their cities have directly affected and influenced their home environment and community.[209] In Berlin,

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[205] I. Önder, K. Wöber & B. Zekan, 'Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems – A partial model of destination competitivenes', *Tourism Economics,* 23(2), 2017, p. 244

[206] I. Önder, K. Wöber & B. Zekan, 'Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems – A partial model of destination competitiveness', *Tourism Economics,* 23(2), 2017, p. 244

[207] I. Önder, K. Wöber & B. Zekan, 'Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems – A partial model of destination competitiveness', *Tourism Economics,* 23(2), 2017, p. 244

[208] I. Daskalopoulou & A. Petrou, 'Urban Tourism Competitiveness: Networks and the Regional Asset Base', *Urban Studies,* 46(4), 2009, p. 779

[209] B. Bramwell, 'User satisfaction and product development in urban tourism', *Tourism Management*, 19(1), 1998, p. 37

urban tourism for example, tourism development and the massive inbound flow of tourists has generated approximately €11.65 billion gross revenue and created 235 000 tourism related jobs in 2019, which has made it an important player in the European urban tourism market.[210] However, the increased demand has also exacerbated the tight situation on the housing market in which many local residents face displacement and are unable to find affordable housing. Local residents also find themselves frustrated with crowded, rubbish-strewn and noisy neighbourhoods.[211] Moreover, local urban residents usually are expected to pay the same entrance fees that tourists pay to tourist sites and facilities also in their urban region, but are expected to subsidise facility costs through local taxation. Additionally, the tourist understanding, and interpretation of local communities heavily influences the way local residents, and their environment are perceived.[212]

Nevertheless, due to de-industrialisation, cities in the global North were able to rediscover their artistic, cultural and heritage resources and use them as means for economic regeneration.[213] The cultural importance and the experience of the urban environment in cities of the global North have made them significant, if not iconic, role players in the urban tourism market. Their heritage and cultural attributes are celebrated and enjoyed by people from all walks of life, making urban tourism an important economic sector in which it is able to support and embrace the culture, economy and society of cities and establish themselves as dynamic forms of tourism.[214] However, the argument can also be made that the global North tourism industry is losing its market share to other emerging destinations in the global South as it has reached the stagnation stage of the TALC. Therefore, innovation and improvement are critical for these cities to retain their competitive standing in the global tourist market.[215]

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[210] J. Siegmund-Born. 2020. <https://www.businesslocationcenter.de/en/tourism/>. access: 20 September 2020

[211] P. Schäfer and J. Hirsch, 'Do urban tourism hotspots affect Berlin housing rents?'. *International Journal of Housing Markets and Analysis*, 10(2), 2017, pp. 231-232

[212] B. Bramwell, 'User satisfaction and product development in urban tourism'. *Tourism Management*, 19(1), 1998, p. 37

[213] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy,* 28(2), 2013, p. 190

[214] R.V. Gârbea, 'Urban tourism between content and aspiration for urban development', *Management & Marketing,* 11(1), 2013, p. 197

[215] I. Daskalopoulou and A. Petrou, 'Urban Tourism Competitiveness: Networks and the Regional Asset Base', *Urban Studies*, 46(4), 2009, p. 779

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3.4.   Urban Tourism and the Global South

Numerous governments, alongside development agencies, in the global South regard tourism development and promotion thereof as an inexpensive strategy that is able to attract foreign interest and investment.[216] Its increasing importance as a tool for development in the global South holds advantages, as tourism is considered to be a tool for pro-poor economic development that highlights the cultural, heritage and natural resources of local communities. These are among the few assets that belong to local communities, providing them with opportunities to diversify their local economy.[217] According to C. Rogerson, investing in tourism sectors offers opportunities of shared growth in Africa, where tourism is able to contribute effectively to economic and social development and ensure poverty reduction.[218]

In the case of Havana, Cuba, it has been found that urban tourism has been pivotal in its economic and political reinsertion into the global economy following the collapse of communism in 1989. Since then and throughout the 1990s, Havana has undertaken major development projects and experienced unique urban change as urban tourism was an important component of the country's development strategy. The city experienced a significant increase in investment and tourism development initiatives which made it one of the major tourist destinations in the Caribbean.[219] A. Colantonio and R. B. Potter stated in their article The Rise of Urban Tourism in Havana since 1989 that:

> Havana's tourist redevelopment can be seen as a direct outcome of the national economic strategy embarked upon by the Cuban leadership at the beginning of the 1990s, which was grounded on the promotion of tourism.[220]

At first, the Cuban economic planning system and the tourism industry itself struggled to effectively compete against the already mature Caribbean tourism destinations and an increased global economic force, caused by a lack of experience and skills in the

[216] C.M. Rogerson, 'Urban tourism and regional tourists: shopping in Johannesburg, South Africa', *Tijdschrift Voor Economische En Sociale Geografie*, 102(3), 2011, p. 316

[217] F. Brown and D. Hall, 'Tourism and Development in the Global South: the issues', *Third World Quarterly,* 29(5), 2008, p. 842

[218] C.M. Rogerson, 'Shared Growth in Urban Tourism: Evidence from Soweto, South Africa', *Urban Forum,* 19(4), 2008, p. 395

[219] A. Colantonio & R.B. Potter, 'The Rise of Urban Tourism in Havana since 1989', *Geography,* 91(1), 2006, pp. 23-24

[220] A. Colantonio & R.B. Potter, 'The Rise of Urban Tourism in Havana since 1989', *Geography,* 91(1), 2006, p. 24

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tourism industry and thirty years of isolation from economic globalisation. However, the rise of Havana's tourism industry was initiated by: encouraging foreign investment in the tourism sector; extending its institutional capacity by creating a Ministry of Tourism, Environment, Science and Technology; establishing state holding companies and tour operators; and creating tourist zones at national and provincial levels (five were created in Havana). This allowed the tourism industry of Havana to become a major contributor to the Cuban GDP. Urban tourism played an important role in job creation, transfer of skills, capital gain and technology use, which created and improved the domestic productive capacity. As a result, urban tourism development led to an increase in manufacturing and production of goods, which contributed to a decrease in imports of goods from abroad that the tourism sector required.[221]

It is also maintained that tourism has the ability to play a substantial role in the development of the African continent, as its cities establish locations that include both production and consumption. However, primary exports are generally the biggest exchange earner for most African nations.[222] For example, tourism is a major foreign exchange earner for Rwanda, even though its coffee industry plays a critical role in its economic development in which it has contributed up to 60% of total exports in recent years. Therefore, both the tourism industry and coffee production industry are two of the most vital development sectors for the country. As a result, a collaboration between these two industries has the great potential to create more opportunities for coffee tourism as a niche market in Rwanda.[223] In 2014 K. Anbalagan and B. Lovelock explain that:

> Coffee tourism is related to the consumption of coffee, history, traditions, products and culture of a destination.[224]

This particular economic sector could therefore be regarded as a tool for tourism development in Rwanda, in which it could become a proposition for urban tourism development in the global South. Such a development could encourage improvement of tourism infrastructure, support a variety of industry creations, and provide tourism

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[221] A. Colantonio & R.B. Potter, 'The Rise of Urban Tourism in Havana since 1989', *Geography,* 91(1), 2006, p. 26

[222] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy*, 28(2), 2012, pp. 188-189

[223] K. Anbalagan & B. Lovelock, 'The potential for coffee tourism development in Rwanda - Neither black nor white', *Tourism and Hospitality Research*, 14(1-2), 2014, pp. 81-82

[224] K. Anbalagan & B. Lovelock, 'The potential for coffee tourism development in Rwanda - Neither black nor white', *Tourism and Hospitality Research*, 14(1-2), 2014, p. 82

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firms with residential sources, which in turn could contribute to the consumption of tourism products. Allowing Rwanda's urban environment to become an intersection between its tourism economy and tourism consumption, in which it can represent an essential component of the African and global South tourism experience. [225]

In the 2015 article "Urban Tourism Potential of Hawassa City, Ethiopia" by E. K. Gedecho, it is pointed out that Ethiopia's urban environment has continuously expanded throughout the country in the last two decades and since then has been regarded as an opportunity for economic development by the government of Ethiopia. This is supported by the positive impact of urban tourism on the socio-economic environment of Ethiopia's capital city, Addis Ababa. It is argued that the country's competitive tourism market and presence of unique cultural, natural and religious resources could be used as a tool for improved accessibility, infrastructural development and tourism development. However, an urban tourism product is only successful if the city and its tourism resources are accessible for consumption by an international market.[226]

It is therefore imperative to acknowledge that a tourism attraction or destination is more likely to develop if certain factors are present. The various factors include: accessibility; amenities; attractions; competition; destination image; government policy; infrastructure; marketing; and promotion.[227] The absence of the aforementioned can be regarded as barriers to the development of a tourism product. It could therefore be argued that the lack of these various factors is the biggest hurdle or obstacle for tourism development on the African continent as most countries have barely developed their tourism potential, resulting in its share of the international tourist market being extremely low. Nevertheless, the African continent has huge potential to develop and compete in the global tourism industry.[228]

Even though tourism and the development thereof has been identified as a key strategy that could contribute towards economic upliftment and poverty relief in the global

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[225] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy*, 28(2), 2012, pp. 188-189

[226] E.K. Gedecho, 'Urban Tourism Potential of Hawassa City, Ethiopia', *American Journal of Tourism Research*, 4(1), 2015, pp. 25 & 27

[227] K. Anbalagan & B. Lovelock, 'The potential for coffee tourism development in Rwanda - Neither black nor white', *Tourism and Hospitality Research*, 14(1-2), 2014, p. 83

[228] K. Anbalagan & B. Lovelock, 'The potential for coffee tourism development in Rwanda - Neither black nor white', *Tourism and Hospitality Research*, 14(1-2), 2014, pp. 82-83

South, it is also imperative to understand the impact of tourism development on local communities. In 2002 T. Binns argued that the development of tourism usually comes at the "expense of local communities". Therefore, he claims that the price and economic gains must be balanced against social and environmental costs. Questions concerning the economic expense and environmental impact should be asked, in order to understand whether urban tourism and tourism development can truly be an empowering development strategy for cities and local communities within the global South.[229]

Consequently, it is critical to acknowledge both the positive and negative attributes of urban tourism development in the global South. Tourism development should therefore be approached in a sustainable manner in which it relates to good governance, fair distribution of tourism proceeds, acknowledges the impact that tourism has on the environment and local communities. This in turn would allow urban tourism development to meet both present and future needs, where it will not displace the poor and ensure inclusivity and sustainability.[230]

3.5. Urban Tourism and South Africa

The modern South African tourism industry was established around the 1920s, although it was not initially taken seriously as a tool for economic development and growth. Additionally, South Africa's tourism industry stagnated due to the confinement of the 'white' domestic tourism market and the negative impacts of apartheid.[231] Since the transition from apartheid to democracy in 1994, the role of urban tourism has become a core focus of economic restructuring in South Africa. This has made its cities immediate beneficiaries of South Africa's re-integration into the international tourism market.[232] Subsequently, international tourism arrivals to South Africa have

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[229] T. Binns & E. Nel, 'Tourism as a Local Development Strategy in South Africa', *The Geographical Journal*, 168(3), 2002, p. 235

[230] R. Musavengane, P. Siakwah & L. Leonard, 'The nexus between tourism and urban risk: Towards inclusive, safe, resilient and sustainable outdoor tourism in African cities', *Journal of Outdoor Recreation and Tourism*, 29, 2020, p. 3

[231] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy,* 28(2), 2013, p. 192

[232] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship', *Urban Forum*, 25(4), 2014, p. 409; C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy,* 28(2), p. 192

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increased substantially, from approximately 3.9 million visitors in 1994 to 16.7 million visitors in 2019.[233]

Due to this dramatic increase of visitors to South Africa it has been found that local governments at metropolitan levels to small towns have pursued economic growth, employment creation and small business development through tourism promotion. As a result, all major cities within South Africa are involved in initiatives to create employment, promote economic growth and create an inclusive pro-poor tourism industry. The initiative to use tourism as a tool for local economic development is therefore parallel with cities in the global North in which tourism is viewed as an alternative for economic growth in the face of the decline of traditional economic industries.[234]

Even though the South African tourism industry is mostly associated with the big five and natural beauty, its cities have become major destinations in which urban tourism has gained more significance. This made way for major interventions which have led to the establishment of casino, convention centre, entertainment complex developments and the hosting of mega-events.[235] Academic scholars such as the Rogerson's have therefore identified tourism, with the focus on urban tourism, as one of the leading 'growth poles' because:

> …urban tourism has acquired a level of significance through its new found centrality in the processes of reinvention of cities under post-industrial, postmodern change and the related restructuring of urban economies and societies around consumption.[236]

Urban tourism is considered to be an important element of South Africa's tourism economy, in which tourism promotion has become a critical driver for local economic developments throughout the country.[237] Urban managers and policy makers of South

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[233] C.M. Rogerson, 'Urban tourism, economic regeneration and inclusion: Evidence from South Africa', *Local Economy*, 28(2), 2013, p. 192; S. Lock, 2020, <https://www.statista.com/statistics/300683/number-of-tourists-in-south-africa/>, access: 1 November 2020.

[234] C. M. Rogerson & G. Visser, 'A decade of progress in African urban tourism scholarship', *Urban Forum*, 25(4), 2014, p. 409

[235] C. M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 190

[236] C. M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 191

[237] C.M. Rogerson, 'Urban tourism and regional tourists: Shopping in Johannesburg, South Africa', *Tijdschrift Voor Economische En Sociale Geografie*, 102(3), 2011, p. 323

Africa's major cities have recognized the importance of urban tourism development in which it can be employed to stimulate local economies.[238] Various niche forms of urban tourism, including adventure, beer, creative, food, wine, heritage and volunteer tourism, have been analysed and researched in order to find numerous strategies that could be employed to further enhance and develop the tourism potential of South African cities.[239] Therefore, urban tourism research in South Africa is considered to be the "best documented" and makes it of growing importance throughout the global South.[240]

The promotion of South African cities as major urban tourism destinations has encouraged investment into their infrastructure that could potentially prompt the integration of the tourism industry. For example, the building of new international convention centres, hotel developments or waterfront redevelopments have made cities like Cape Town, Durban and Johannesburg major business, leisure and shopping tourism hotspots that have become interlinked with urban tourism in general. The tourism promotion of these cities is therefore designed to promote cultural, heritage and recreational activities.[241]

In the case of Cape Town, it has been found that it promotes itself as an inclusive and desirable tourist destination with a variety of tourist attractions: Table Mountain; Robben Island; Kirstenbosch National Botanical Gardens; Signal Hill; Camps Bay; De Waterkant; V&A Waterfront; that would attract a greater variety of tourists. The city has created a unique combination of products, characteristics and added value, in which it has brought together a variety of products and communities to form an overall urban tourism destination that is able to appeal to a wider audience.[242] Urban tourism has therefore become a key component of the City of Cape Town and its tourism

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[238] C. M. Rogerson & G. Visser, '*Urban tourism in the developing world: The South African experience'*, Transaction, New Brunswick, 2007, p. 20

[239] C. M. Rogerson, 'Secondary cities and tourism: The South African record', *African Journal of Hospitality, Tourism and Leisure*, 5(2), 2016, p. 1.; C. M. Rogerson and G. Visser, '*Urban tourism in the developing world: The South African experience'*, Transaction, New Brunswick, 2007, p. 20

[240] C. M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 199

[241] C. M. Rogerson & G. Visser, '*Urban tourism in the developing world: The South African experience'*, Transaction, New Brunswick, 2007, p. 21-22.; T. Binns and E. Nel, 'Tourism as a Local Development Strategy in South Africa', *The Geographical Journal*, 168(3), 2002, p. 239

[242] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1764.; G. Prayag, 'Brand image assessment: International visitors' perceptions of Cape Town', *Marketing Intelligence & Planning*, 28(4), 2009, p. 464

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industry, in which it is well established and well regarded.[243] This is supported by R. Garidirai and B. Nguza-Mduba where they also state that:

> …the City of Cape town is one of the top municipalities in Africa that attracts tourists.[244]

It has been found that this increase of Cape Town's tourism industry has grown year by year, where both the number of domestic and international visitors had continued to increase. This echoes the fact that tourism is an incentive for local economic development in which it has created jobs, increased manufacturing and supported various other industries and services.[245] Along with the strong growth of the city's tourism industry and its structural shift in its economic base towards finance and business services and logistics, the city centre has undergone major urban renewal projects which made it an attractive investment, business, recreational, tourist, creative and residential environment, mirroring that of numerous cities in the global North. This turned the city into an urban tourism destination which improved its perception and increased investment, positioning the City of Cape Town as a global city, where it could increase its competitiveness in the international market.[246]

Johannesburg, another major urban tourism destination in South African, initially identified tourism as a potential source for diversification, economic growth and job creation in the post-apartheid era. As the biggest city in South Africa, Johannesburg evolved from what was once a small informal gold mining establishment, shifting to an economy organized city, with emphasis on financial, insurance, real estate, and business services, to becoming the financial capital of the country. Hence, the city assumed its significant role as a global city, as it is considered to be the home for regional command and decision-making headquarters of major corporations in South Africa. This also allowed the city to develop its urban tourism industry. Johannesburg had therefore implemented key interventions to support its tourism development,

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[243] C. M. Rogerson & G. Visser, '*Urban tourism in the developing world: The South African experience*', Transaction, New Brunswick, 2007, p. 241

[244] R. Garidirai & B. Nguza-Mduba, 'Does tourism contribute to local economic development (LED) in the City of Cape Town Municipality? A time series analysis', *African Journal of Hospitality, Tourism and Leisure*, 9(1), 2020, p. 1

[245] R. Garidirai & B. Nguza-Mduba, 'Does tourism contribute to local economic development (LED) in the City of Cape Town Municipality? A time series analysis', *African Journal of Hospitality, Tourism and Leisure*, 9(1), 2020, pp. 2-3

[246] I. Booyens, 'Global–local trajectories for regional competitiveness: Tourism innovation in the Western Cape', *Local Economy*, 31(1-2), 2016, p. 147

isolating and maximising its competitive advantages for business, cultural, political and shopping tourism.[247]

In recent years the city of Johannesburg had taken the lead in actively pursuing sport, heritage, and cultural tourism, and turning these niche tourism sectors into a collective urban tourism experience. Sport tourism had become a crucial element in the process of developing an urban tourism market in South Africa. The city of Johannesburg hosted both the opening kick-off and closing final matches of major sporting events such as the 1995 Rugby World Cup and the 2010 FIFA World Cup. Its heritage and cultural tourism attractions have also become crucial for the city's urban tourism development. The city actively invested in the construction of heritage complexes such as the Apartheid Museum, Constitution Hill and Newtown cultural precinct. Johannesburg immersed itself in its history of apartheid and the struggle against it and made urban tourism development an imperative feature of urban entrepreneurialism, economic regeneration and stimulating employment creation.[248]

However, it is also important to consider the negative impacts that tourism had brought to these cities across South Africa. In some instances, not unlike the global North, it had been found that the living standards of local residents has been negatively impacted due to inflation and high demand. The growth in tourism coaxed businesses to take advantage of tourists, where they increase the prices of goods and services at the expense of local residents.[249] Additionally, the perception of inauthenticity and low experiential value of tourism products have become major issues for tourism development of certain tourism destinations in South Africa.[250] Garidzirai and Nguza-Mduba argue that:

> This calls for tourism authorities and government to enhance and improve the activities for local economic development. Therefore, the success of

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[247] C. M. Rogerson & J. M. Rogerson, 'Intra-urban spatial differentiation of tourism: Evidence from Johannesburg, South Africa', *Urbani Izziv*, 27(2), 2016, pp. 127-128.; D. Greenberg & J. M. Rogerson, 'The serviced apartment sector in the urban global South: Evidence from Johannesburg, South Africa', *GeoJournal of Tourism and Geosites,* 26(3), 2019, pp. 923-924

[248] C.M. Rogerson, 'Urban tourism and regional tourists: shopping in Johannesburg, South Africa', *Tijdschrift Voor Economische En Sociale Geografie,* 102(3), 2011, p. 323

[249] R. Garidzirai & B. Nguza-Mduba, 'Does tourism contribute to local economic development (LED) in the City of Cape Town Municipality? A time series analysis', *African Journal of Hospitality, Tourism and Leisure*, 9(1), 2020, pp. 2-3

[250] M. Ivanovic, 'The Perceived Authenticity of Iconic Heritage Sites in Urban Tourism: The Case of Constitutional Hill, Johannesburg, South Africa', *Urban Forum*, 25(4), 2014, p. 512

the tourism industries depends on economic functioning, climate and policies.[251]

Consequently, urban tourism has the ability to improve the livelihoods of South African if managed correctly and sustainably. It is also found that urban tourism in South Africa emulates the experience of cities in the global North. The expansion of a tourism industry and its contribution to urban economic development has become an integral part of strategic planning positioning to ensure that South African cities, like Cape Town and Johannesburg, become world-class cities in a global economy.[252] Nevertheless, it is imperative to note that, as indicated in Chapter 2, the urban tourism literature and research on other major cities in South Africa is limited, which highlights the need to conduct further research on other urban tourism destinations. These cities, such as the City of Tshwane, have a variety of tourist attractions that lack the consideration they need to become competitive urban tourism destinations and allow them to be ranked as part of the hierarchy of global cities.

3.6. Conclusion

It is therefore apparent that urban tourism has the ability to improve and revitalise an urban environment. This could contribute towards the growth and economic development of cities, where local residents are able to enjoy the benefits that come along with this phenomenon.[253] It is evident that urban tourism has become a substantial participant in tourism development in both the global North and global South, including South Africa. Urban tourism destinations play a significant role in celebrating heritage and cultural attributes of cities, which makes this particular tourism industry an important economic sector in which it is able to support and embrace the culture, economy and society of cities.[254] It is therefore imperative to note that a tourism destination is only truly competitive when it is able to increase tourism expenditure, in order to attract more visitors whilst they are provided with a satisfying

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[251] R. Garidzirai & B. Nguza-Mduba, 'Does tourism contribute to local economic development (LED) in the City of Cape Town Municipality? A time series analysis', *African Journal of Hospitality, Tourism and Leisure*, 9(1), 2020, p. 3

[252] C.M. Rogerson, 'Urban tourism and regional tourists: shopping in Johannesburg, South Africa', *Tijdschrift Voor Economische En Sociale Geografie,* 102(3), 2011, p. 327

[253] C.M. Law, *'Urban Tourism: Attracting visitors to large cities'.* Mansell Publishing, London, 1993, p. 1

[254] R.V. Gârbea, 'Urban tourism between content and aspiration for urban development', *Management & Marketing,* 11(1), 2013, p. 197

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and memorable experience. This should be done in a profitable manner, but also enhance and maintain the well-being of local residents and ensuring the preservation of the destination for future generations.[255] Therefore, it is also important that local residents' views about tourism development of their respective cities should be acknowledged, even if they are only potential consumers of the tourism product. However, according to B. Bramwell:

> Urban government tends only rarely to research residents' views on local tourism products - perhaps partly because they underestimate tourism's importance - even though this ignores the resident perspective and may reduce the local legitimacy of a city's tourism policies.[256]

It is also worth noting that as a tool for development and a reimagining strategy, urban tourism has received its share of criticism. An example thereof is that cities that make use of urban tourism as a tool for development usually emphasize culture, entertainment and leisure and downplay the concern for social equality. The point is made that expanding resources for tourism development usually restricts the public sector to support and develop important services such as housing, schools, and transportation. The end result is a city divided into two, one part dedicated to the wealthy and middle-class and the other dedicated to the poor.[257]

Moreover, economic, environmental, and social threats also have the potential to jeopardise and prevent the successful tourism industry development of cities. Even though each city is faced with its own set of challenges, the biggest threat to its urban tourism product is a loss of its authenticity. The standardisation and transparency of tourism products and services of various urban tourism destinations make their tourism offering identical to other urban tourism destinations.[258] Önder, Wöber and Zekan have pointed out that:

> Crowding, congestion, waiting time at tourism attractions, emissions and pollution caused by mass tourism in cities are negative effects of uncontrolled tourism development in urban regions, which threaten the

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[255] J. R. B. Ritchie and G. I. Crouch, '*The Competitive Destination: A Sustainable Tourism',* CABI Publishing, Wallingford, 2003, P. 2

[256] B. Bramwell, 'User satisfaction and product development in urban tourism', Tourism Management, 19(1), 1998, p. 37

[257] C. Spirou, *'Urban Tourism and Urban Change: Cities in a Global Economy'*, Taylor & Francis Group, New York, 2010, p. 196

[258] I. Önder, K. Wöber and B. Zekan, 'Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems – A partial model of destination competitiveness', *Tourism Economics*, 23(2), 2017, p. 244

preservation of the environment, heritage, social and cultural values and maintenance of a quality of life for residents.[259]

However, understanding the urban tourism destination, its history and socio-economic background is imperative in ensuring the success of its tourism industry. The argument can be made that even if a tourism destination is bestowed with a variety of resources and wealth, it may not be as competitive as a destination that utilizes the little resources it has in an effective manner. This is what makes a tourism destination able to increase its share in the global tourism market and make it a true urban tourism competitor.[260] Urban tourism could then become a useful tool, as reiterated by Stephen Williams, for:

> …economic regeneration and employment creation, for place promotion, for reimaging cities and helping to create identity in the new global system.[261]

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[259] I. Önder, K. Wöber & B. Zekan, 'Towards a sustainable urban tourism development in Europe: The role of benchmarking and tourism management information systems – A partial model of destination competitiveness', *Tourism Economics*, 23(2), 2017, p. 244

[260] J. R. B. Ritchie &q G. I. Crouch, '*The Competitive Destination: A Sustainable Tourism'*, CABI Publishing, Wallingford, 2003, P. 23

[261] S. Williams, '*Tourism geography: a new synthesis'*, Routledge, Abingdon, 2009, p. 208

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Chapter 4: Urban Tourism in the Mother City – Cape Town

> Cape Town is reinventing itself, and the world is invited to its renaissance.[262]

4.1.   Introduction to Cape Town as an Urban Tourism Destination

The City of Cape Town[263] is unlike any other city in Africa and is considered the most European city on the continent. Its uniqueness is predominantly determined by its natural resources such as soaring mountain ranges, unique fynbos, glittering seas, and pristine beaches. Yet, the City of Cape Town is also regarded as a cultural metropolis with an urban edge, making it one of the most exciting tourist destinations in the world.[264] The tourism industry in the City of Cape Town has played a major part in its economic development and job creation, as well as in the broader Western Cape Province. The city has immersed itself into the tourism industry and in so doing became a world famous and "must visit" tourist destination.[265] This is also supported by the fact that the City of Cape Town has been voted as the "best city in Africa and the Middle East" in the latest edition of Travel + Leisure's World's Best Awards.[266]

Cape Town, also known as the 'Mother City', is the oldest urban environment in South Africa and one of the most historically important cities in southern Africa. Its historical development and processes influenced the shaping of the city, its tourist sites and tourism industry extensively. The city's history dates back millennia when the region was inhabited by the nomadic San and Khoikhoi. The year 1652 marks the date when the Dutch East India Company appointed Jan van Riebeeck to establish a trading post in the area.[267] The arrival of Jan van Riebeeck changed the face of southern Africa, where colonial expansion (1657) and the introduction of enslaved people (1658) from

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[262] S. Kahn, 2014, <http://www.nytimes.com/interactive/2014/01/10/travel/2014-places-to-go.html?_r=1>, access 29 July 2021

[263] Refers to the City of Cape Town Metropolitan Municipality, the city is situated in the Western Cape Province of South Africa

[264] R. Holmes, 2017, <https://edition.cnn.com/travel/article/insider-guide-cape-town>, access: 29 July 2021; P. De Bruin, 2020, <https://www.telegraph.co.uk/travel/destinations/africa/south-africa/cape-town/articles/cape-town-travel-guide/>, access: 29 July 2021; G. Pirie. *'Urban Tourism in Cape Town'*. In C.M. Rogerson & G. Visser. *'Urban tourism in the developing world: the South African experience'*. Transaction Publishers, New Brunswick, 2007. p. 230

[265] L.B. Bloom, 2019. <https://www.forbes.com/sites/laurabegleybloom/2019/09/04/bucket-list-travel-the-top-50-places-in-the-world/?sh=7ae9051e20cf>, access: 29 July 2021

[266] Business Insider SA, 2021, <https://www.businessinsider.co.za/cape-town-voted-as-the-best-travel-city-in-africa-2021-9>, access: 4 February 2022

[267] R. Elphick & H. Giliomee. *The shaping of South African society, 1652-1840.* Wesleyan University Press, Middleton, 2014. p. 3

outside the region soon followed.[268] The city's slave trade brought enslaved people from India, Indonesia, Madagascar and east Africa to work in the city and on the surrounding farms that would supply food, fuel, and water to the passing ships on route to the Far East.[269]

With the conquest of greater colonial power and supremacy over the seas, the British conquered the Dutch Cape Colony in 1795, but returned it to the Dutch in 1803. In 1806 the Cape Colony was recaptured by the British and they maintained colonial control which greatly affected the social and political relations within the colony and southern Africa.[270] The onset of British colonial rule eventually led to the freeing of enslaved people in the 1830s and the removal of the Dutch East India Company monopolies. As a result, Cape Town was incorporated into the British imperial network and commercial orbit of the world's first industrial empire. This contributed to an increase in the pace of economic activity which resulted in the construction of a harbour and railway lines that would further contribute to the economic and colonial expansion within southern Africa.[271]

Trade and immigration to and from the Cape Colony was further stimulated with the discovery of diamonds in Kimberley (1867) and gold on the Witwatersrand (1886), which contributed to further railway expansion. It also resulted in conflict between the British and the two independent Boer Republics that had been established in the interior in the mid-nineteenth century. The desire to control the gold fields ultimately led to the South African War which was fought by Britain and the Boer Republics from 1899 to 1902. This eventually resulted in the unification of South Africa (1910) which incorporated the two Boer Republics of the South African Republic and the Orange Free State with the British colonies of the Cape and Natal, resulting in Cape Town becoming the legislative capital of South Africa.[272]

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[268] C. Ernsten, 'Following the Ancestors: Six Moments in a Genealogy of Urban Design and Heritage in the City of Cape Town', *Archaeologies: Journal of the World Archaeological Congress*, 10(2), 2014, p. 113

[269] R. Ross, '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. pp. 23-37; V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1766.

[270] R. Ross, '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. pp. 23-37

[271] R. Ross, '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. pp. 23-37; V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1766

[272] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1766

In 1913, three years after the unification of South Africa, the controversial Natives Land Act was passed which marked the commencement of legislative territorial segregation in South Africa and established a clear legal divide between white farming areas and African reserves.[273] This was further entrenched by apartheid legislation in 1948 with the passing of the Population Registration Act of 1949 and the Group Areas Act of 1952 which bolstered spatial segregation throughout South Africa. In Cape Town, this led to the forced removal of the predominantly 'Coloured' communities (largely those deemed to be of enslaved, Khoi or 'mixed-race' descent) from their ancestral homes in District 6.[274] At the same time, Africans were also driven out of areas that were in close proximity to white areas. Ultimately this forced both African and 'Coloured' communities to settle in separate and controlled townships on the outskirts of the city.[275]

Apartheid was met with resistance in many forms, from non-violent demonstrations, protests, strikes, political action to armed resistance. By 1961, the draconian government had arrested and sentenced many of the prominent resistance leaders. This included Nelson Mandela whose sentence (1963-1990) was carried out in the Cape Town region, initially at the maximum-security prison on Robben Island in Table Bay. With his eventual release from prison in 1990, alongside various leading resistance leaders, Nelson Mandela addressed a massive crowd from the Cape Town city hall. This milestone signified the beginning of the transition process of South Africa from apartheid to democracy.[276]

The tourism industry within Cape Town dates to the early 1900s when the city council first commissioned a guidebook to advertise the city.[277] However, prior to the onset of democracy in 1994, the tourism industry of South Africa was of lesser importance. Within the context of apartheid and international boycotts, sanctions, and a lack of

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[273] R. Ross, '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. pp. 95-96

[274] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1766; C. Ernsten, 'Following the Ancestors: Six Moments in a Genealogy of Urban Design and Heritage in the City of Cape Town', *Archaeologies: Journal of the World Archaeological Congress*, 10(2), 2014, pp. 121-122; L. Willemse, 'A class-differentiated analysis of park use in Cape Town, South Africa', *GeoJournal*, 83, 2018, p. 915

[275] R. Ross, '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. p. 105

[276] R. Ross, '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. pp. 194-196; V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1773

[277] G. Pirie. '*Urban Tourism in Cape Town*', In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick 2007, p. 229

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investment, international tourism was underdeveloped. It is however important to note that the apartheid government was not oblivious to the importance of tourism and its resource potential.[278] It was however after 1994 that the need for tourism development became an imperative for economic development. The newly democratically elected government, at the time, saw it as an avenue for the country's re-integration into the global market. The growth of international tourism within South Africa is associated with its major cities, in which they have embraced the promotion of urban tourism, which encouraged economic regeneration.[279]

The City of Cape Town therefore saw the need to capitalise on its history and scenic beauty to become a "must visit" urban tourism destination and is therefore closely related to urban development. After the successful transition to democracy, the City of Cape Town saw an increased tourist demand, which also enhanced the need for service industry opportunities, creating various avenues for investment within the city and its tourism sector.[280] This included opportunities in accommodation, car rentals, coach transport, construction, facilitation services, holiday and trip planning, entertainment, marketing, tourist guiding and overall tourism development. As a result, this furthered the development of various tourist products within the urban environment of Cape Town. With the continued growth of the tourism sector and increased number of visitors, Cape Town's tourism product range expanded. This diversification within the tourism sector has further grown to include various concerts, cultural activities, drama, dance, events, exhibitions, fairs, festivals, sport tournaments, and various niche tourism markets like wine and food tourism.[281] According to Gordan Pirie, the city's easy access to a variety of activities and experiences contributed to it being a unique urban tourism destination where:

> Cape Town's natural beauty, amidst its urban space, is one of its most striking and unique characteristics.[282]

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[278] G. Pirie. *Urban Tourism in Cape Town*. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p.228

[279] C. M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 225

[280] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', *Urban Studies*, 46(9), 2009, p. 1765

[281] City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017*', Republic of South Africa, 2013, pp. 15-16

[282] G. Pirie. '*Urban Tourism in Cape Town*'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick. 2007. p. 229

This growth furthered investment within the city and encouraged further development and revitalisation of the V&A Waterfront and investments like the Cape Town International Convention Centre, to sustain growth and position the city in the global tourism market.[283] The City of Cape Town's economy has therefore become heavily reliant on tourism as it adds major value to its economy. This sector has directly contributed 2-3,5% annually to the city's economy and sustained 3-5% jobs directly. According to the *Cape Town Tourism Development Framework 2024*, the city's tourism industry employs approximately 45 000 people directly. Additionally, the city also estimates that the tourism sector indirectly sustains around 150 000 jobs, making it a vital industry.[284]

In post-apartheid South Africa, the tourism industry within the City of Cape Town has steadily grown at an annual rate of approximately 10.5%.[285] After 1994, overseas tourism to South Africa grew by another 30% and another 52% in 1995.[286] The City of Cape Town alone welcomed 505 000 tourists to the city in 1995, which further increased to 770 000 tourist in 2000.[287] By 2002, the city received almost a million international visitors, which made the city the most successful tourist destination in South Africa. In 2008-2009 tourism growth slowed down due to the global recession. However, this was also later countered by the hosting of the FIFA World Cup in 2010, which brought tourism growth back into the city.[288] Thereafter there was a decrease in tourist arrivals, from 18.3% in 2001 to 13.3% in 2012. However, in 2018, the city welcomed approximately 5 333 799 visitors, of which 1 125 705 were international tourists which reflected a 3% increase from 2017.[289]

[283] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, pp. 15-16

[284] City of Cape Town, '*Tourism Development Framework 2024*', Republic of South Africa, 2019, p. 15

[285] City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017*', Republic of South Africa, 2013, pp. 15-16

[286] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, "The fairest cape of them all"', Urban Studies, 46(9), 2009, p. 1773

[287] City of Cape Town, '*Cape Town Tourism Development Framework for the City of Cape Town Policy review and Situation analysis*', Republic of South Africa, 2002, p. 1

[288] City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017*', Republic of South Africa, 2013, p. 16

[289] C. M. Rogerson & J. M. Rogerson, 'Urban tourism destinations in South Africa: Divergent trajectory 2001-2012', *Urbani izziv* (25), 2014, p. 190; Cape Town Tourism, 2018, <https://www.capetown.travel/wp-content/uploads/2018/10/Annual-Report-20172018.pdf>, access: 1 April 2020

It should also be noted that in 2020 the global tourism industry saw a complete collapse due to the Covid-19 pandemic. International tourist arrivals to South Africa declined by 71% in 2020, with no international visitors from April to September 2020. This was mainly caused by lockdowns, stricter travel restrictions, safety concerns and the evolving nature of the pandemic.[290] Like many urban centres, the City of Cape Town's tourism industry came to a complete standstill because of the pandemic. Where the city welcomed 1 194 042 international tourists in 2019, it only welcomed 374 555 international visitors in 2020, a 68.6% decrease.[291]

According to the UNWTO, approximately 100 to 120 million direct tourism jobs are at risk as a result of the pandemic.[292] The pandemic therefore had a major impact on South African tourism related jobs in which it shed approximately 300 000 jobs.[293] This ultimately meant that the City of Cape Town and the Western Cape Province, which is heavily reliant on tourism for economic growth and employment opportunities, saw roughly 75 000 tourism related job losses.[294]

Despite these challenges, the Cape Town local government has subsequently placed considerable emphasis on making the city one of the best cities in the world in which it could become an internationally competitive city. Its success makes it a perfect case study for investigating a South African urban tourism destination. The remainder of this chapter presents an in-depth analysis and examination of the city's various tourism sectors and its policies and strategies for Tourism Development, along with its marketing and destination image. The purpose of this assessment is to identify the criteria and actions implemented in a local case study for comparison and evaluation for developing a sustainable urban tourism industry within the City of Tshwane, its capital city counterpart.

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[290] Statistics South Africa, 2021, <http://www.statssa.gov.za/?p=14281>, access: 24 September 2021

[291] Wesgro, 2020, <https://wesgro.co.za/uploads/files/Western-Cape-Tourism-Performance-2020.pdf>, access: 24 September 2021

[292] UNWTO, 2021, <https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>, access: 24 September 2021

[293] Seleka, N. 2021, <https://www.news24.com/news24/southafrica/news/tourism-sector-has-lost-billions-of-rands-shed-more-than-300-000-jobs-deputy-minister-20210210>, access: 3 August 2021

[294] South African Government, 2021, <https://www.gov.za/speeches/mec-david-maynier-affect-uk-travel-'red-list'-western-cape-tourism-20-sep-2021-0000>, access: 24 September 2021

4.2.   Tourism Sectors and Attractions in Cape Town

The City of Cape Town has various tourism sectors and an abundance of tourist attractions, experiences and facilities available to its visitors. As indicated, its unique geographical location as the southernmost city in Africa and its checkered history has had a significant influence on its tourism industry and contributed to the development of the various tourist attractions and experiences in and around the city. These various tourism sectors and attractions make up the composition of Cape Town's urban tourism industry and is examined and analysed throughout. These include: leisure and recreational tourism; heritage and cultural tourism; eco-tourism; and business tourism.

The City of Cape Town has developed a strong **leisure and recreational tourism** industry in which it was able to continuously increase its share of tourists to South Africa. Since the last quarter of the twentieth century, the leisure and recreational tourism industries in the City of Cape Town have been considered as a potential source for employment opportunities, economic expansion, and investment.[295] As a vibrant city with both an attractive natural and urban environment, that contributes to its uniqueness, it had developed a large variety of activities, attractions and experiences within its leisure and recreational tourism sector which include: beaches, shopping, food and wine, events, festivals, sport and adventure tourism.

The City of Cape Town is also home to some of the best and most beautiful beaches in South Africa, making the city a traditional coastal leisure destination. Many of these beaches are the most scenic in the world as they boast long stretches of white-gold sand along with the spectacular backdrop of the Cape Fold Mountain range.[296] Many of these beaches have also received Blue Flag status such as: Camps Bay, Clifton 4th, Fish Hoek, Llandudno, Mnandi Beach, Muizenberg Beach, Silwerstroomstrand, and Strandfontein Beach. Blue Flag status is given by the Blue Flag Organisation to beaches across the world that adhere to amenities, cleanliness, environmental standards, and safety.[297] Camps Bay, one of the most popular beaches in Cape Town, is a hub of tourist activity and is lined with a number of restaurants and shops.

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[295] J.M. Rogerson, 'Urban tourism and the changing structure of the hotel economy in South Africa', *African Journal for Physical, Health Education, Recreation and Dance,* 19(3), 2013, p. 43

[296] C. Wilbanks & B. Blond, 2021, <https://www.planetware.com/south-africa/best-beaches-in-cape-town-saf-1-33.htm>, access: 17 October 2021

[297] Cape Town Travel, 2021, <https://www.capetown.travel/a-guide-to-beaches-in-cape-town/>, access: 17 October 2021

Muizenberg Beach is the most popular surfing beach in Cape Town, with various surf schools. The West Coast Beaches like Milnerton, Bloubergstrand and Melkbosstrand are more popular for kite surfing.[298] These beaches play an important role in the local economy and tourism industry, as they create a combined experience of leisure, recreational and shopping tourism, allowing small businesses, shops, and restaurants to thrive.

Even though the city has traditionally been a coastal leisure destination in South Africa, since the redevelopment of the waterfront and regeneration of its CBD, Cape Town developed a strong shopping tourism industry.[299] With a wide range of shopping centres and experiences, Cape Town also regards itself as a shopping tourism destination which includes luxury boutiques, shopping malls and shopping tours.[300] For example, Canal Walk is a popular leisure, recreational and shopping tourism destination, especially among domestic travellers, and is considered to be Cape Town's largest shopping centre.[301] The centre has a wide selection of 400 retail stores which include a variety of both domestic and international brands that incorporate fashion, retail, leisure, and entertainment.[302] This shopping centre also welcomes approximately 20 million visitors annually.[303]

However, the very popular and most visited leisure, recreational and shopping tourism destination in Cape Town is the above-mentioned V&A Waterfront, which attracts 24 million visitors annually.[304] Covering 123 hectares, Cape Town's V&A Waterfront has undergone significant renovations since 1988, redeveloping its harbour and dilapidated warehouses. This revitalisation project was able to provide a safe and aesthetically pleasing heritage environment for upmarket retailing, entertainment, and accommodation. Its radical transformation turned the waterfront into a major leisure

[298] C. Wilbanks & B. Blond, 2021, <https://www.planetware.com/south-africa/best-beaches-in-cape-town-saf-1-33.htm>, access: 17 August 2021; Cape Town Travel, 2020, <https://www.capetown.travel/a-guide-to-beaches-in-cape-town/>, access: 17 October 2021

[299] I. Booyens & C.M. Rogerson, 'Creative Tourism in Cape Town: An Innovation Perspective', *Urban Studies,* 26, 2015, p. 409

[300] Cape Town Travel, 2016, <https://www.capetown.travel/shopping-in-cape-town/>, access: 21 October 2021

[301] G. Pirie. '*Urban Tourism in Cape Town*'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 239

[302] Canal Walk, 2021, <https://canalwalk.co.za/more/about-canal-walk>, access: 21 October 2021

[303] Buckle, L, 2016, <https://www.iol.co.za/business-report/companies/tills-jingling-all-the-way-in-cape-malls-7302879>, access: 21 October 2021

[304] D. Greenberg & J.M. Rogerson, Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 88

space, making it one of South Africa's most visited destinations.[305] It is located within walking distance of both the Cape Town city centre and CTICC, and was developed as a mixed-use complex that caters to both the domestic and international traveller. The V&A Waterfront offers more than 80 restaurants of both international and local cuisine, twelve hotels, over 450 retail outlets, 150 yacht moorings, 22 heritage sites and tourism landmarks, five museums and live entertainment.[306] With this there is a wide variety of tourist experiences and activities like sunset cruises, helicopter flights, free audio tours, the Two Oceans Aquarium and much more.[307] The V&A Waterfront employs 24 000 people directly and 66 000 people indirectly and in 2018 contributed R9.3 billion directly and R31.5 indirectly to the city coffers and makes up 1,6% of the Western Cape's economy. Its authenticity, creativity, and excitement underpin its success as a meeting place for people, city and ocean, and is therefore a good example of urban regeneration, positive economic impact, and further tourism growth specifically in leisure, recreational and shopping tourism sector.[308]

In addition to this, Cape Town is considered to be the food and wine capital of South Africa with a rich offering of culinary experiences. There is a large variety of excellent gastronomic experiences at restaurants such as Chefs Warehouse Beau Constantia, La Colombe, The Pot Luck Club, Tjing Tjing Torii and The Granary Café.[309] The city has a large variety of food and wine tour experiences offered by multiple agencies such as: City Sightseeing South Africa, Wine and Food Tours; Cape Food & Wine; Explore Sideways; The Constantia Wine Tour; Feast Africa; and Cape Town Foodie Tour. Many of these tours offer unique experiences which introduce guests to the city,

[305] G. Pirie. '*Urban Tourism in Cape Town*'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 238; S. Ferreira & G. Visser, 'Creating an African Riviera: Revisiting the impact of the Victoria and Alfred waterfront development in Cape Town', *Urban Forum -Johannesburg*, 18(3), 2007, p. 232

[306] D. Greenberg & J.M. Rogerson, Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 89; V&A Waterfront, 2019,<https://www.waterfront.co.za/wp-content/uploads/2019/10/Fast-Facts-on-the-VA-Oct-2019-FINAL.pdf>, access: 21 October 2021

[307] Cape Town Travel, 2021, <https://www.capetown.travel/member/va-waterfront/>, access: 21 October 2021

[308] V&A Waterfront, 2019,<https://www.waterfront.co.za/wp-content/uploads/2019/10/Fast-Facts-on-the-VA-Oct-2019-FINAL.pdf>, access: 21 October 2021; D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', Bulletin of Geography: *Socio-Economic Series*, 42(42), 2018, p. 89; V&A Waterfront, 2019,<https://www.waterfront.co.za/the-va/the-company/>, access: 21 October 2021

[309] N. Sorour, 2021, <https://www.theroyalportfolio.com/the-top-20-restaurants-in-cape-town-2/>, access: 21 October 2021

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its culture, history, wineries, and various cuisines.[310] Cape Town and its surroundings are also a world-renowned wine region with a wine-making tradition that is more than 300 years old. The Constantia Valley, in Cape Town, is the oldest wine-producing region in the Southern Hemisphere which still produces world class and award-winning wines. Some of Cape Town's top wine farms are: Groot Constantia; Steenberg; Constantia Uitsig; Beau Constantia; Durbanville Hills; Diemersdal; De Grendal; and D'Aria.[311] Additionally, the city has seen a surge in popularity for local community markets that bring a variety of cuisines, cultures, tastes, flavours, souvenirs and experiences together. The well-known food markets in the city are: Oranjezigt City Farmers Market; Mojo Market; V&A Food Market; The Old Biscuit Mill Neighbourgoods Market; and Bay Harbour Market.[312] Ultimately, the city acknowledged this as an internationally competitive leisure, recreational and shopping tourism sector that can attract tourists to the city year-round and therefore continue to develop and promote its food and wine industries.[313]

The City of Cape Town has also made strategic use of major events as opportunities to encourage further economic growth, investment, and trade, which further encouraged the conservation of the cultural, natural, and social environment.[314] Each year the city is host to a large variety of events that include different sports and cultural events, fairs, festivals, exhibitions, concerts, and creative experiences, of which many are involved with the performing arts, music, culture, heritage and functional art and design. This extensive range of events is used for promotion and destination marketing of the city and ultimately made the city event-driven.[315] Some examples of the city's plethora of events, festivals and sport events include: the Cape Town Minstrel Festival; Cape Town International Jazz Festival; the Cape Town Carnival; Summer Sunset Concerts in Kirstenbosch; Two Ocean Marathon; Cape Town Cycle Tour; and Cape

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[310] Cape Town Travel, 2017, <https://www.capetown.travel/unique-food-tours-in-cape-town/>, access: 21 October 2021

[311] Cape Town Travel, 2021, <https://www.capetown.travel/top-wine-farms-in-cape-town/>, access: 21 October 2021

[312] Cape Town Travel, 2021, <https://www.capetown.travel/food-markets-in-cape-town/>, access: 21 October 2021

[313] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, p. 88

[314] J. Hemmonsbey & T.M. Tichaawa, 'Brand messages that influence the sport tourism experience: the case of South Africa', *Journal of Sport & Tourism*, 24 (3), 2020, p. 180

[315] I. Booyens & C.M. Rogerson, 'Creative Tourism in Cape Town: An Innovation Perspective', *Urban Studies,* 26, 2015, p. 411

Town Sevens Tournament, and many more. Even though the city has a relatively well-developed infrastructure for events, festivals and sport events, the city emphasises the need to further invest and upgrade some facilities to become and remain internationally competitive.[316]

The Cape Town Minstrel Festival, better known as the "Kaapse Klopse", is the oldest and one of the best-known annual heritage and cultural events in Cape Town. The event takes place on 2 January every year and is the longest standing tradition in Cape Town and forms an integral part of the city's culture and history.[317] The tradition of this festival dates back to the city's history of slavery. Today the parade celebrates the culture and socio-political freedom and pays homage to the day on which enslaved ancestors were granted their freedom.[318] The Cape Town Minstrel Festival has approximately 45 troupes with more than 10 000 minstrels that sing and dance in brightly coloured costumes through the streets of central Cape Town to the Bo-Kaap and attracts more than 100 000 spectators.[319] The festival is therefore considered to be an important contributor to the city's economy even though it lacks international marketing which could attract even more tourists to the city.[320]

The Cape Town International Jazz Festival is a prime example of a well-known annual event which is the largest music event in sub-Saharan Africa and the fourth-biggest jazz festival in the world.[321] With over 40 local, international, and up-and-coming jazz artists that perform over a two-day period on five stages, and draws 35 000 attendees, the event is considered 'Africa's Grandest Gathering'.[322] The event is held at the

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[316] City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017*', Republic of South Africa, 2013, p. 44

[317] L. Collison, 2016, <https://theculturetrip.com/africa/south-africa/articles/history-cape-town-minstrel-festival/> access: 21 October 2021

[318] Q. Qukula, 2020, <https://www.capetalk.co.za/articles/370936/why-the-annual-klopse-parade-is-an-important-part-of-cape-town-s-fabric>, access: 24 October 2021

[319] V. Cruywagen, 2021, <https://www.dailymaverick.co.za/article/2021-10-25-kaapse-klopse-cape-towns-new-year-tradition-faces-an-uncertain-future-after-covid-19-forced-it-off-the-streets-for-two-years/>, access: 25 October 2021

[320] C. Geach, 2014, <https://www.iol.co.za/news/south-africa/western-cape/carnival-must-be-marketed-to-attract-tourists-1628239>, access: 25 October 2021

[321] Cape Town Travel, 2020, <https://www.capetown.travel/cape-town-international-jazz-festival/>, access: 21 October 2021

[322] Cape Town Travel, 2020, <https://www.capetown.travel/cape-town-international-jazz-festival/>, access: 21 October 2021

CTICC, with a free concert at Green Market Square.[323] The Cape Town International Jazz Festival contributes approximately R600 million to the local economy, therefore bringing various advantages to the city of Cape Town such as income generation and investment, destination marketing and promotion, cultural development, job creation and tourism growth.[324]

Both the Cape Town Carnival and Summer Sunset Concerts in Kirstenbosch are also popular events that take place within the city. The Cape Town Carnival is a street parade that showcases and celebrates the diversity of Cape Town and South Africa and is held annually in March. The carnival brings together some of the best performers and artists and cultivates and sustains local participation in the arts and culture. The aim of the carnival is to showcase creativity, encourage celebration and boost tourism, which in turn helps create employment opportunities, develop skills, and provides communities a voice and visibility. Approximately 45 000 people attend the carnival and 1 400 participate in the parade, which contributes R41 million to the Cape Town economy.[325] The Summer Sunset Concerts in Kirstenbosch start in November every year and take place every Sunday between November and April. They are considered to be a summer staple in Cape Town where friends and family enjoy the best music by both international and local acts, whilst relishing a picnic as the sun sets over the backdrop of Table Mountain. Approximately 143 000 people attend the concerts and help generate a further R14,3 million in ticket sales that goes towards maintaining the Kirstenbosch National Botanical Garden.[326]

Sport events have increasingly been regarded and incorporated as a broader leisure and recreational tourism strategy of the city of Cape Town and contribute to enhancing its profile as a sports tourist destination. In addition to this, the success of sporting

[323] Cape Town Travel, 2020, <https://www.capetown.travel/cape-town-international-jazz-festival/>, access: 21 October 2021; K. Williams & M. Saayman, 'Lessons in managing visitors' experience at the Cape Town International Jazz Festival', *Acta Academica*, 43(4), 2011, p. 62.

[324] K. Williams & M. Saayman, 'Lessons in managing visitors' experience at the Cape Town International Jazz Festival', *Acta Academica*, 43(4), 2011, p. 61; Invest Cape Town, 2018 <https://www.investcapetown.com/press_release/cape-town-is-the-worlds-best-destination-for-festivals-and-events/>, access: 21 October 2021

[325] Cape Town Travel, 2018, <https://www.capetown.travel/cape-town-carnival/>, access: 21 October 2021; Cape Town Carnival, n.d., <https://capetowncarnival.com/about-us/>, access: 21 October 2021; South African Cultural Observatory, '*Socio-Economic Impact of the 2017 Cape Town Carnival*', South African Cultural Observatory, 2017, p. 1

[326] Cape Town Travel, 2019, <https://www.capetown.travel/kirstenbosch-summer-sunset-concerts/>, access: 21 October 2021; SANBI. '*Annual Report 2014-15*'. Republic of South Africa. 2015. p. 27

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events and sport tourism in the city have contributed to its marketing and brought long-term economic and social benefits.[327] For example, since 1970 the Two Oceans Marathon is held annually on Easter weekend. It has earned the reputation as the world's most beautiful marathon and is one of the biggest running events in Africa. Over 26 000 participants take part in either the Ultra Marathon (56km) or Half Marathon (21km) and it contributes R672 million annually to the city's economy.[328] The Cape Town Cycle Tour began as a peaceful demonstration for safe and efficient cycle paths within the city in the 1970s. Today the event is the largest individually timed cycle race in the world with approximately 35 000 entrants that can partake in the 108km race. The Cape Town Cycle Tour adds R500 million to the city's economy every year and contributes millions towards welfare and improving the lives of those in need within the city and beyond.[329] The city also hosts the Cape Town Sevens Series Tournament which is part of the highly popular World Rugby Sevens Series. The tournament takes place at the iconic Cape Town Stadium over a three-day period and welcomes approximately 120 000 attendees. It is the second leg of a tournament series which kicks off in Dubai. It is also regarded as the most competitive tournament in the series and its contribution to the city's GDP in 2017 was R765 million.[330]

Cape Town is also known as a thrill seekers paradise and is the dominant adventure tourism destination, making it the adventure capital of South Africa.[331] There are an array of activities and experiences on offer within the city which include: hiking, trail running, helicopter rides, kayaking, mountain biking, paragliding, shark diving, snorkelling, skydiving, quad bike tours, surfing and kite surfing.[332] The unique and beautiful physical geography of Cape Town positioned the city to build, capitalise and develop its adventure tourism industry as an affiliate of the leisure and recreational

[327] N. Kotze, 'Cape Town and the Two Oceans Marathon: The Impact of Sport Tourism', *Urban Forum*, 17(3), 2006, p.287

[328] N. Kotze, 'Cape Town and the Two Oceans Marathon: The Impact of Sport Tourism', *Urban Forum*, 17(3), 2006, p.286; Two Oceans Marathon, n.d., <https://www.twooceansmarathon.org.za/about-two-oceans/history/>, access: 25 October 2021

[329] Cape Town Cycle Tour, 2021, <https://www.capetowncycletour.com>, access: 21 October 2021; Cape Town Trave, 2020, <https://www.capetown.travel/a-guide-to-the-cape-town-cycle-tour/>, access: 21 October 2021

[330] S. Writer, 2018, <https://businesstech.co.za/news/business/291316/cape-town-counts-rugby-sevens-riches/>, access: 21 October 2021; Cape Town TraveL, 2019, <https://www.capetown.travel/the-cape-town-rugby-sevens/> access: 21 October 2021

[331] T. McKay, 'The South African Adventure Tourism Economy: An urban phenomenon', *Bulletin Of Geography. Socio–Economic Series,* 37, 2017, p. 63

[332] Cape Town Trave, 2019, <https://www.capetown.travel/cape-town-adventure/>, access: 21 October 2021

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tourism sector. The city therefore found that 63% of international tourists engaged in adventure activities. The economic impact that adventure tourism brought to the city is undeniable and is a proven catalyst for economic growth, small, medium, and micro-enterprises development, and job creation as it attracts tourists to the city all year-round.[333]

The **heritage and cultural tourism** sector is arguably the most important tourism sector within Cape Town's urban tourism industry. This includes many archaeological sites in and around Table Mountain National Park and along the coastline, cultural events and festivals, as well as visual and performing arts. These experiences further include historical and contemporary cultural narratives that are shared at cultural heritage sites such as the Bo Kaap, District Six, Robben Island and Zeits Museum of Contemporary Art Africa.[334]

The Bo-Kaap is situated at the foot of Signal Hill and is one of Cape Town's most distinct neighbourhoods. Its steep cobbled roads and colourful houses that are a mix of Cape Dutch and Georgian architecture are one of its unique attributes. The history of the neighbourhood dates to the 1760s when the houses were constructed and leased to enslaved people who had been emancipated. The houses were also painted white and had to remain so. When this regulation was lifted and the descendants of these enslaved people were able to buy the properties, they painted the white houses in bright colours as an expression of their freedom. Today, the Bo-Kaap is home to descendants of those freed enslaved people and predominantly Muslims that still live in these houses. Their neighbourhood became a significant part of the cultural heritage within Cape Town and is home to the oldest mosque in South Africa.[335] Visitors to the Bo-Kaap are able to see and learn about its history, culture and cuisine and experience

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[333] R. Donaldson & T. McKay, *A Snap Review of Adventure Tourism (AT) Operators in Cape Town*, City Of Cape Town Tourism Department, pp.1-48; Wesgro, 2019, <https://www.wesgro.co.za/uploads/files/Research/Tourism-Niche-Study-2019_Adventure.pdf>, access: 21 October 2021

[334] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, p. 47

[335] Cape Town Travel, 2016, <https://www.capetown.travel/five-fascinating-facts-about-the-bo-kaap/>, access: 8 October 2021; Iziko Museums of South Africa, 2021, <https://www.iziko.org.za/museums/bo-kaap-museum> access: 8 October 2021

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the beautiful scenery by joining free walking tours and/or visit the Iziko Bo-Kaap Museum.[336]

District Six is another example of a cultural heritage site in Cape Town city centre. In 1966, the District Six community of 60 000 people was forcibly removed to the Cape Flats and saw their homes demolished by the then apartheid government under the above-mentioned Group Areas Act of 1952. Prior to its demise, District Six was a place where people crossed various religious, class racial and social boundaries. The community had a unique, diverse, and distinct culture which was also rich in architectural heritage. Today it stands as a prominent symbol of displacement and hurt.[337] By 1989, the District Six Museum Foundation was formed to work towards establishing a museum that would seek to tell the stories of those affected. By the year 2000, the District Six Museum had its first physical location in the historic Methodist Church building at 25A Buitenkant Street which to this day is the home to a permanent exhibition.[338]

Another popular cultural heritage destination in Cape Town is Robben Island. With the end of apartheid, Robben Island maximum security prison was turned into a museum which opened to the public in January 1997, and gained UNESCO World Heritage status in December of that year.[339] The Government spent approximately R38 million annually on this project, a further R40 million was spent to construct the Nelson Mandela Gateway to Robben Island at the V&A Waterfront, which was opened in December 2001.[340] Additionally, closely located to the gateway are statues at Nobel Square which pay tribute to the four South African Nobel Peace Prize Laureates: Nkosi Albert Luthuli, Archbishop Emeritus Desmond Tutu, former State President FW de Klerk and former President Nelson Mandela.[341] The Nelson Mandela Gateway to Robben Island includes a multimedia exhibition, museum shop and restaurant and

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[336] A. Tabak, 2018, <https://theculturetrip.com/africa/south-africa/articles/the-top-things-to-do-and-see-in-bo-kaap-cape-town/> access: 8 October 2021

[337] S. Jessa, J.P. Spencer & J.N. Steyn, 'Towards a Model for Cultural Heritage Tourism Development in District Six, Cape Town, South Africa', *African Journal for Physical Activity and Health Sciences*, 22(2.1), 2016, p. 463

[338] District Six Museum, 2021, <https://www.districtsix.co.za/about-the-district-six-museum/>, access: 8 October 2021

[339] G. Pirie, '*Urban Tourism in Cape Town*'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 233

[340] V. Bickford-Smith, 'Creating a city of the tourist imagination: The case of Cape Town, 'The fairest cape of them all'', *Urban Studies*, 46(9), 2009, p. 1764

[341] V&A Waterfront, 2021, <https://www.waterfront.co.za/attractions/nobel-square/>, access: 10 October 2021

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guests can take a ferry for a scenic trip to the island. Once on the island, tours are guided by former political prisoners, which gives a unique and incomparable insight into the island's history.[342]

In September 2017, the Zeitz Museum of Contemporary Art Africa (Zeitz MOCAA), was opened and became Cape Town's newest heritage and cultural tourism attraction. The historic grain silo landmark at the V&A Waterfront was constructed in 1921 and was once the tallest building on the city skyline, with 42 concrete tubes, each one 33 meters tall with a diameter of 5,5 meters.[343] This impressive building is now a major not-for-profit cultural institution which houses the most significant collection of contemporary art from Africa and its diaspora. The Zeitz MOCAA collects, exhibits, preserves, and researches contemporary art and features temporary exhibitions and permanent collections. It also sets up and hosts international exhibitions, develops supporting educational, discursive and enrichment programmes, encourages intercultural understanding, strives for access for all, and provides space for emerging artists.[344]

Another unique site in the city is the Irma Stern Museum, the former home and studio of Irma Stern, the acclaimed South African artist. Her once eccentric home has been converted into a museum that displays her own artworks and collections of artefacts and furniture she collected throughout her lifetime. Some of the rooms are still presented as Irma Stern had left them, such as her studio. Other rooms in the museum are used as spaces that host temporary exhibitions. Additionally, the goal of the museum is to encourage and promote the fine arts in South Africa and internationally, as per Irma Sterns wishes before she passed away in 1966. Today the museum is administered by the University of Cape Town on behalf of the Trustees of the Irma Stern Trust.[345]

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[342] G. Pirie, '*Urban Tourism in Cape Town*'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 233

[343] Cape Town Travel, 2017, <https://www.capetown.travel/everything-you-need-to-know-about-the-zeitz-mocaa/>, access: 10 October 2021

[344] Zeitz MOCAA, 2021, <https://zeitzmocaa.museum/about-us/>, access: 10 October 2021; R. Bianchini, 2021, <https://www.inexhibit.com/mymuseum/zeitz-mocaa-museum-of-contemporary-art-africa-cape-town-heatherwick-studio/>, access: 10 October 2021

[345] Irma Stern Museum, 2022, <https://irmasternmuseum.co.za/our-story/the-museum/>, access: 19 September 2022

Iziko Museums of South Africa is an amalgamation of eleven museums, all situated across the City of Cape Town. Iziko sets out to promote, collect, conserve and research South Africa's unique combination of heritage collections, sites and services for the benefit of current and future generations. The name Iziko means 'hearth', in which it traditionally and symbolically represents the social centre of the home, where it is associated with the spirit of the ancestors, warmth and kinship. These museums, under the mandate of Iziko, are made up of its three collections, social history, art and natural history and include: Bertram House; Bo-Kaap Museum; Groot Constantia Manor House; Koopmans-de Wet House; Maritime Centre; Michaelis Collection at the Old Town House; Rust en Vreugd; Slave Lodge and Social History Centre; South African Museum and Planetarium; South African National Gallery and Annexe; William Fehr Collection at the Castle of Good Hope. Collectively, Iziko Museums welcomed approximately 540 000 visitors in 2018.[346]

Alternatively, there are various other cultural heritage sites and experiences in and around Cape Town which include museums, galleries, theatres, and other formal and informal spaces dedicated to culture and subculture of the city and its various communities. There are numerous large theatres and orchestra houses throughout the city, such as Baxter Theatre, Artscape, City Hall and various smaller privately run theatres. The city is also home to over 30 museums, however, many of them lack the necessary funding to maintain, protect, renew and/or update their displays. The city of Cape Town regards this as a missed opportunity to unlock the full potential of museums that could further encourage increased domestic and international visitor numbers. Consequently, the city believes that its rich heritage and cultural attractions have not received the necessary attention for development. Nevertheless, it also believes that further development is imperative to link its various heritage and cultural sites to make them more attractive for both the domestic and international visitor and to develop them into world-class attractions.[347]

Eco-tourism is another tourism sector that has been thriving within the Western Cape and which has continued to draw a large range of tourists to the city. It is considered

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[346] Iziko Museums of South Africa, 2022, <. >, access: 19 September 2022; Iziko Museums of South Africa, 'Annual Report 2017/2018', Department of Sports, Art and Culture, 2018, pp. 5-8

[347] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, p. 47

as an important avenue for conserving biological and cultural diversity. Eco-tourism has also created an increased awareness for responsible and sustainable practices and issues within the tourism sector of Cape Town and the region. This includes accommodation, festivals, nature-based, adventure tourism and leisure activities which embrace recycling, energy conservation and minimising environmental footprints. Some of the eco-tourism attractions in and around the city include Table Mountain, Kirstenbosch Botanical Gardens and Boulders Beach.[348]

Flanked by Devil's Peak and Lion's Head, Table Mountain forms part of the Cape Fold Mountain Range and Table Mountain National Park and is home to the smallest, yet richest, floral kingdom on earth. This distinct landmark is rich in biodiversity and is home to 1470 floral species which are mostly endemic to the area, some of which are critically endangered. It is also home to a variety of wildlife such as caracals, rock hyrax, porcupines, mongooses, snakes, tortoises, and a rare amphibian called the Table Mountain Ghost Frog.[349] It is arguably the most prominent tourist attraction for the City of Cape Town and has seen more than 29 million visitors reach the top of its summit by cableway. In 2011, Table Mountain was declared one of the New Seven Wonders of the World and in 2020 it was voted Africa's leading tourist attraction by the World Travel Awards.[350]

Another popular eco-tourism attraction in Cape Town is the Kirstenbosch National Botanical Garden which is situated on the slopes of Table Mountain. It is a 36-hectare garden that forms part of a 528-hectare estate of protected mountainside that supports the indigenous fauna and flora of the region and borders the Table Mountain National Park. Since Kirstenbosch's establishment in 1913, it set out to conserve, preserve, and promote the rich biodiversity of flora in the country and is home to over 7 000 species of indigenous plants.[351] It is also considered one of the greatest botanical gardens in the world. In 2004 the Cape Floristic Region was declared a UNESCO World Heritage Site, which includes Kirstenbosch, making it the first botanical garden

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[348] Brand South Africa, 2011, <https://www.brandsouthafrica.com/tourism-south-africa/travel/food/wine-ecotourism>, access: 10 October 2021

[349] Cape Town Travel, 2016, <https://www.capetown.travel/explore-cape-towns-iconic-table-mountain/>, access: 10 October 2021

[350] S. Fisher, 2020, <https://ewn.co.za/2020/11/10/table-mountain-voted-africa-s-top-tourist-attraction>, access: 10 October 2021

[351] South African History Online, 2021, <https://www.sahistory.org.za/place/kirstenbosch-national-botanical-gardens-cape-town>, access: 10 October 2021

in the world to be included within a World Heritage Site.[352] The popularity of the gardens is also related to the attractions and events which it has on offer, which include: summer sunset concerts, Centenary Tree Canopy Walkway, free guided tours, Botanical Society Conservatory, sculpture gardens, two restaurants and a touch and smell garden for the visual impaired.[353]

One of the most visited beaches and a popular eco-tourism attraction just outside Cape Town is Boulders Beach in Simonstown. It is home to a unique and endangered land-based colony of African penguins and forms part of the Table Mountain National Park Marine Protected Area.[354] Due to a loss of habitat, declining fish, and intruding neighbourhoods, these African penguins have become increasingly threatened which increased the need to protect them. Boulders Beach has a fenced boardwalk that welcomes approximately 60 000 visitors per year, and the income generated from the entrance fee is used to boost conservation efforts through the South African National Parks.[355]

There are various other eco-tourism attractions in and around the Cape Town region. The City of Cape Town believes that nature reserves and green spaces have the potential to be further developed into tourist areas that are also able to be accessed and used by local residents. The city also believes that the development of nature-based and eco-tourism development, specifically in poorer neighbourhoods, has the potential to redistribute the benefits of tourism to those areas. Furthermore, the city maintains that increasing its community engagement in nature-based projects could increase visitors to local attractions and that it holds benefits such as employment and educational opportunities. Eco-tourism is therefore an important sector within the City of Cape Town's tourism development programme.[356]

[352] SANBI, 2021, <https://www.sanbi.org/gardens/kirstenboch/garden-information/wildlife-and-biodiversity/>, access: 10 October 2021
[353] Cape Town Travel, 2016, <https://www.capetown.travel/kirstenbosch/>, access: 10 October 2021
[354] SANParks, 2021, <https://www.sanparks.org/parks/table_mountain/tourism/attractions.php>, access: 12 October 2021
[355] Cape Town Travel, 2017, <https://www.capetown.travel/headline-boulders-beach/>, access: 12 October 2021; South Africa, n.d., <https://www.southafrica.net/gl/en/travel/article/visit-the-boulders-beach-penguins>, access: 12 October 2021
[356] City of Cape Town, 'Cape Town Tourism Development Framework 2013-2017', Republic of South Africa, 2013, p. 83

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Property developers saw the need and opportunity to transform the work, residential and leisure spaces within the CBD of Cape Town, by capitalising on its spectacular heritage, natural beauty and is coastal locational advantage. According to D. Greenberg and J.M. Rogerson, this led to further investment that contributed to the construction of new buildings, renewal and regeneration of older buildings and public spaces, reconfiguring the city centre into a post-modern space for high-end production, service and consumption that is aestheticized, commoditised, and historicised.[357]

In relation to this, the City of Cape Town has developed three major business nodes which include Cape Town CBD, the already mentioned V&A Waterfront, and Century City, making **business tourism** a big contributor to its tourism industry, urban regeneration and investment.[358] This development ultimately led to the establishment of headquarters for several internationally recognised firms and the development of the CTICC.[359] The R566m CTICC was opened in 2003 with the aim of attracting more business tourists and increasing its share of the business tourism market. The CTICC has since then been used for various conferences, exhibitions, fashion events, musical and sport performances, and trade shows. This boosted the city's event hosting capacity and improved its image as a business tourism destination.[360]

Cape Town has also become the fifth busiest film production venue in the world.[361] The effect on the CBD has become increasingly visible as various studios, production units and film schools have been established and streets are regularly cordoned off for movie making. Today, the city is considered the eighth most creative city in the world, in which business tourism has contributed to numerous professional work-play visits that are also related to arts, crafts, design, filming, media and publishing.[362] The

[357] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 88

[358] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 88

[359] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', 42(42), 2018, p. 90

[360] G. Pirie, 'Urban Tourism in Cape Town'. in C.M. Rogerson & G. Visser. *Urban tourism in the developing world: the South African experience*. Transaction Publishers, New Brunswick, 2007. p. 239

[361] G. Pirie, 'Urban Tourism in Cape Town'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 238

[362] G. Pirie, Urban Tourism in Cape Town. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 238; D. Greenberg & J.M.

growth of the film industry within South Africa has also contributed to the popularity of the V&A Waterfront becoming an important destination for the local and international film industry.[363] However, the V&A Waterfront's contribution to the business tourism industry is mostly focused on providing accommodation for the business traveller.[364] The V&A Waterfront developed as a mixed-use complex in which it offers upmarket retailing, entertainment, accommodation, office space and four small conference centres. Its proximity to the CBD of Cape Town and the CTICC, along with its leisure spaces, have contributed to MICE tourism and its popularity among business travellers.[365]

An alternative business tourism destination within Cape Town is Century City, which is a large mixed-use development. It is strategically located along the N1 and N7 highways, adjacent to two railway corridors, and only 10km away from the Cape Town CBD and 12km away from the Cape Town International Airport. It is home to over 500 companies, which include the national and regional head offices of South Africa's blue-chip corporates. It is regarded as a post-modern urban space which combines retail, leisure, office, residential and ecological components which commodify the urban space and various services. It also has a wide variety of serviced apartments for the purpose of short to long term rentals, which do not tie down guests to hotel rules. Century City therefore mostly caters to the domestic South African business traveller with their international business counterparts. [366]

By 2015, Cape Town was ranked as South Africa's second most important business tourism destination after Johannesburg. However, this remains a relatively underdeveloped market within the city.[367] The business tourism industry within Johannesburg is also more competitive than that of Cape Town, because it has the

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Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 91

[363] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 91

[364] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 89

[365] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 89

[366] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, p. 89

[367] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, pp. 92-93

greatest capacity to accommodate larger numbers of delegates at venues in terms of conferences and exhibitions. Nevertheless, Cape Town remains the most popular business tourism destination for international conferences, conventions, and meetings in Africa due to its range of natural attractions. The City of Cape Town therefore regards this as a potential avenue to position itself as a choice destination for high-profile international conferences and events, with particular emphasis on the MICE markets.[368]

Even though the city had traditionally been a coastal leisure destination it is evident that it has furthered its investment in leisure and recreational tourism; heritage and cultural tourism; eco-tourism; business tourism. In doing so, it has made Cape Town increase its share of the global tourism industry and become a more attractive domestic and international tourist destination. The city capitalised on deepening local value chains that promote small, medium, and micro-enterprises; increasing employment opportunities and foreign investment; urban development, and destination marketing.[369] The immense diversity of Cape Town's urban tourism industry has contributed to its national and international popularity as a prime tourist destination.

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[368] City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017*', Republic of South Africa, 2013, p. 45

[369] City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, p. 83; I. Booyens & C.M. Rogerson, 'Creative Tourism in Cape Town: An Innovation Perspective', *Urban Studies,* 26, 2015, p. 409

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4.3. Policies and Strategies for Tourism Development

Both the Western Cape provincial government and the City of Cape Town regard tourism as an important avenue for economic development, job creation and investment. They also regard its cultural, natural, and urban environment as prominent and important tourism resources that should be utilised for further economic development that can contribute to poverty reduction and economic empowerment within local communities, and at the same time encourage urban redevelopment. [370] Therefore, multiple policies and frameworks have been developed with this in mind. These policies and strategies for tourism development for the Western Cape province and the City of Cape Town will be examined.

Through the *Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013,* Wesgro is legislated as a Schedule 3C Public Entity which provides for the:

> … establishment, appointment, powers and functions of the Western Cape Tourism, Trade and Investment Promotion Agency to promote and support the economic growth and development of the province, and to provide for matters incidental thereto.[371]

This Act established Wesgro as the official tourism, trade and investment promotion agency for the Western Cape province and the City of Cape Town and amended *Western Cape Investment and Trade Promotion Agency Act 3 of 1996* and to repeal the *Western Cape Tourism Act of 2004* which also disestablished the Destination Marketing Organisation of the Western Cape.[372]

The aim of Wesgro is to make the Western Cape province one of the world's leading regional economies where it facilitates the job creation for a broad range of skilled, semi-skilled and un-skilled workers and sustainable economic growth of the Western Cape province and the City of Cape Town.[373] The *Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013* also mandates Wesgro:

> (f) to furnish tourism, trade and investment marketing assistance and expert and specialised advice, information and guidance to any business, company or association of persons who so request it

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[370] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, p. 24
[371] Wesgro, *'Annual Report 2020/21'*, Republic of South Africa, 2021, p. 15
[372] Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013
[373] Wesgro, *'Annual Report 2020/21'*, Republic of South Africa, 2021, p. 14

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from the Agency or would assist the Agency in achieving its objects;

(h)   to act as a tourism, trade and investment promotion agent on behalf of the Province and to facilitate co-ordinated destination marketing activities for the Western Cape;

(l)   to develop, implement and promote a provincial tourism, trade and marketing strategy and implement any project that realises growth in the economy of the Western Cape;

(n)   to exercise such other powers which, in the opinion of the Minister are necessary for the achievement of its objects and which the Minister, in consultation with the Board, may confer upon the Agency by notice;

(o)   to promote the Province as a tourism destination;

(p)   to promote leisure and business tourism and events; and

(q)   to promote the alignment of provincial marketing activities in all tourism sectors in the Province in collaboration with private and public entities.[374]

Through this Act, Wesgro has the ability to promote and support the economic growth and development of the Western Cape province and the City of Cape Town, including tourism and to support and provide for matters related thereto.[375]

In the *Cape Town Tourism Development Framework: 2013 to 2017* the city developed an economic growth strategy that focused on economic growth and job creation specifically through tourism. This strategy departed from the city's previous approaches which worked in accordance with the city's overall development objectives. This economic growth strategy aimed at addressing the building blocks required to create an internationally competitive city, which is structured around five strategic areas. The strategy focused on building a globally competitive city, providing the correct basic services (transport and infrastructure), using work and skill programs that promote inclusive growth, leverage trade and sector development functions to maximum advantage, and ensure growth is environmentally sustainable. This is also visually represented in Figure 3.[376]

However, the policy framework and its strategies also considered the constraints that the city faces such as unemployment, poverty, competition from other domestic and

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[374] Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013

[375] Wesgro, *'Annual Report 2020/21'*, Republic of South Africa, 2021, p. 14

[376] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 24-25

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international markets, over regulation of the industry, and a lack of strategic focus for growth. It therefore acknowledged the role it needs to play in order to enable further economic growth which focused on promoting Cape Town through its external relations and strategic events programme, increase its competitiveness, provide funding to assist strategic initiatives, create partnerships with the private sector, and encourage collaboration between academia, businesses, and government.[377]
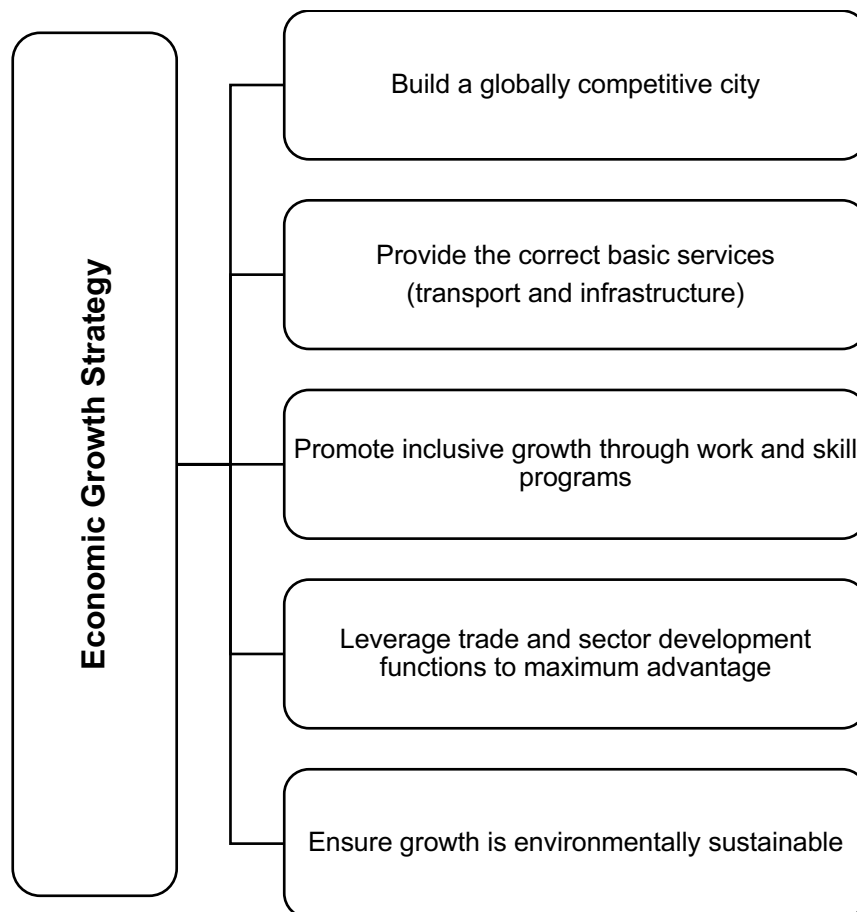

Figure 3: City of Cape Town Economic Growth Strategy.[378]

Since 2002, the City of Cape Town also embraced the concept of responsible tourism when it signed the *Cape Town Declaration*. This focused on creating 'better places for people to live in, and better places to visit' which encouraged the city to adopt the *Responsible Tourism Policy and Action Plan* which continued to promote responsible tourism to both public and private stakeholders within the industry. To adopt a

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[377] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 24-25

[378] Figure 3 developed based on City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 24-25

responsible tourism approach the city committed all of the resources and structures of the municipality under the *Responsible Tourism Policy*. It included planning for economic development, regulation, utilising buildings, and permanent property owned by the city, requiring responsible tourism practices in contractual agreements by organisations funded by the municipality, responsible management of the city's supply chain, and integrated responsible tourism principles within the city's Performance Management Framework. The city regards responsible tourism as a guiding principle and vision for tourism development within the city.[379]

The City of Cape Town then specifically identified key trends of its tourism industry. These trends were used to understand the global tourism performance, South Africa's position within the global tourism industry and how the City of Cape Town can either utilise or learn from these trends to develop tourism development strategies and improve and grow its tourism industry.[380] These key trends of the City of Cape Town's tourism industry are visually represented in Figure 4 and include: global economic uncertainty; local economic development; tourism development linked to urban development and redevelopment; Western Cape's tourism industry concentrated in Cape Town; Cape Town's tourism attractions; growth of creative industries in Cape Town; redistribution of tourism activity and benefits.

In Figure 4, global economic uncertainty referred to the then 2008 global economic crisis and the impact of the 2014 climate change policies, which both had a major impact on South Africa and Cape Town as long-haul destinations. Despite this, South Africa and Cape Town's tourist arrivals continued to grow. The next trend saw tourism as an important avenue for local economic development, which in turn contributed to local economies and job creation. Another trend was tourism development being closely linked to urban development, with particular emphasis on the urban regeneration of the city centre. The fourth trend that the city identified was that tourism in the Western Cape is spatially concentrated in the City of Cape Town city centre, with the exception of the winelands and the Garden Route. The next trend identified the main attractions to Cape Town as leisure and recreational tourism, heritage and

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[379] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, pp. 25-26

[380] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, p. 12

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cultural tourism, and eco-tourism. The continued growth of creative industries in the City of Cape Town and its increasing marketing as a creative city is another trend identified. The last trend recognised heritage and cultural tourism as an important opportunity to redistribute tourism activity and benefits throughout the city.[381] These trends ultimately gave further insight to developing and growing the Cape Town tourism industry and economy.

Global economic uncertainty

Redistribute tourism activity and benefits

Local economic development

Cape Town's Tourism Industry Trends

Growth of creative industries in Cape Town

Tourism development linked to urban development & redevelopment

Cape Town's tourism attractions

Western Cape's tourism concentrated in Cape Town

Figure 4: Cape Town's Tourism Industry Trends.[382]

Additionally, the *Cape Town Tourism Development Framework: 2013 to 2017* outlined guiding principles for the forming of strategic focus areas, key actions and projects in

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[381] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, pp. 12-18

[382] Figure 4 developed based on City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, pp. 12-18

order to target future tourism development throughout the city. This included growing the city's visitor numbers, conservation of heritage resources and to diversify the tourism markets and product development.[383] These directives are visually represented in Figure 5:

Figure 5: Cape Town Key Actions for Tourism Development.[384]

First, the city acknowledged the need to place greater emphasis on job creation through developing growth in the tourism sector, by 'growing visitor numbers' and per capita spend. With this in mind the city placed particular emphasis on attracting more domestic travellers. This was motivated by the fact that domestic travellers do not reflect seasonal fluctuations and also accounted for a greater proportion of tourism income in the Western Cape province. The city also saw the need to 'conserve heritage resources' through tourism development, where heritage resources are used as a tool for urban planning and regeneration. The city considered this as a creative way to transform heritage sites into a tourism product that is focused on providing unique visitor experiences and promoting responsible tourism development. Lastly,

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[383] Figure 5 developed based on City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 88-89

[384] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 88-89

the city also sought to 'diversify its source market and product development' that would help increase visitor numbers, with particular focus on the domestic tourism market and attracting visitors from emerging markets.[385] The *Cape Town Tourism Development Framework: 2013 to 2017* also reiterated that:

> Although it is not the role of local government to develop and own tourism products per se, local government can play a role in the coordination, stimulation, facilitation and support of tourism product development initiatives.[386]

According to the *Cape Town Tourism Development Framework 2024* (2019) the City of Cape Town's vision and mission for the future is to have its economy flourish and have consistent growth at an above-average rate in tourism revenues and employment opportunities This is also reinforced by environmental sustainability and community support for tourism. The framework also acknowledges that the City of Cape Town's tourism growth has been inconsistent over the past five years, therefore takes into consideration two broad scenarios, "moderate growth" or "high growth", that could unfold for its tourism growth over the next five years.[387]

The "moderate growth scenario" sees average growth from the past five years continuing. It predicts that the city's international arrivals will increase at 2% annually, domestic arrivals will increase at 1% annually, no change in the average length of visitor stays, and tourist expenditure per day will increase with inflation. These assumptions are also reinforced by the following: no major additional tourism marketing and product investment by the city; limited support and coordination from other sectors in city; perceptions and incidents of safety and water shortages not effectively addressed; limited collaboration and pooling of resources at provincial and local level; and demand for and sustainability of international air capacity tenuous and inconsistent.[388]

Its "high growth scenario" expects that the city's tourism will achieve exceptionally good growth. It predicts that its international arrivals will increase at 7% annually,

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[385] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, pp. 88-89

[386] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, p. 89

[387] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, pp. 20-21

[388] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, p. 21

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domestic arrivals increase at 4% annually, the average stay increase from eight days to nine days, and that the daily tourist expenditure will increase with inflation. The high growth scenario assumptions are reinforced by the following: the City of Cape Town substantially increases its investment in tourism human resources and funding; tourism has a strong mandate to coordinate with other sectors in the city and support is forthcoming; perceptions and incidents of safety and water shortages affectively addressed; high level of collaboration and pooling of resources within the city and between provincial and local tourism authorities; and demand for and sustainability of international air capacity increases consistently.[389] Hence, the City of Cape Town emphasised in the *Cape Town Tourism Development Framework 2024* that it committed to:

> …pursuing the High Growth scenario over the next five years, towards achieving the ambitious growth Vision 2023. Under the High Growth scenario, compared to the Moderate Growth scenario the industry will attract R10.3 billion p.a. more in tourist expenditure and sustain almost 8,000 more jobs.[390]

These growth scenarios led to the roll out and development of the City of Cape Town's strategic goals within the above mentioned *Cape Town Tourism Development Framework 2024* (2019) which is influenced by the city's current challenges, opportunities and its future growth, vision and ambitions.[391] Ultimately, it aims to pursue five strategic goals which include: ensuring visitor comfort; improving and diversifying products and experiences; stimulating demand, generating community involvement and support; organizing effectively for growth. These strategic goals are visually represented in Figure 6.

As illustrated in Figure 6, the strategic goals are set to 'ensure visitor comfort' by focusing on safety and security; transport and mobility; facility quality and maintenance; internet connectivity; and visitor information. It also seeks to 'improve and diversify products and experiences' which include iconic sites; spatial development priorities; new tourism products and destinations; regional linkages; and sustainable/responsible tourism. 'Stimulating demand' is another strategic goal which includes brand and reputation management; air access; domestic marketing;

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[389] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, p. 21
[390] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, p. 21
[391] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, pp. 27-28

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international marketing; MICE marketing; and seasonality. Another strategic goal is to 'generate community involvement and support' by focusing on youth/women's groups; employees; cultural interaction; and entrepreneurship. 'Organising effective growth' is the last strategic goal and it includes a coordinated strategy; maximising/pooling resources; inter-departmental synergy; sustainable funding; public-private collaboration; performance monitoring and research; and local level execution.[392]
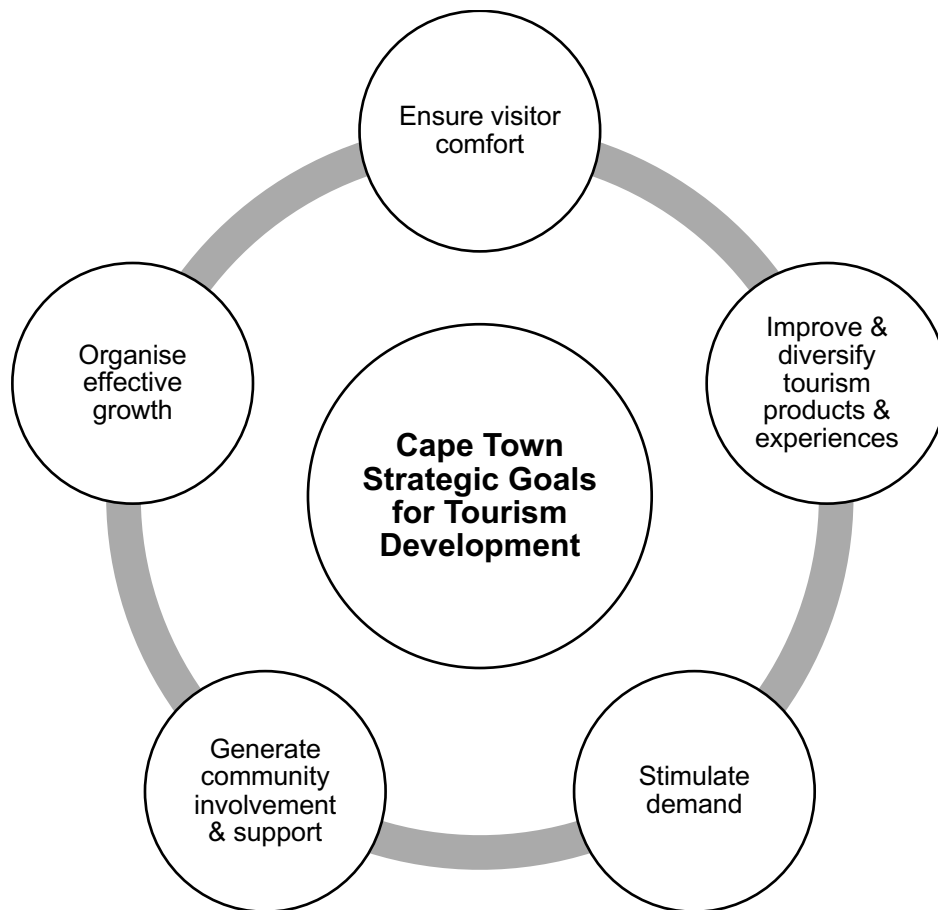

Figure 6: City of Cape Town Strategic Goals for Tourism Development.[393]

Finally, the City of Cape Town had also recently announced a ten-point tourism strategy that aims to assist its tourism sector recover from the Covid-19 pandemic. The city acknowledges that its survival and success is dependent on consistent reinvention that incorporates its uniqueness, authenticity, and experiences within a

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[392] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, pp. 27-28

[393] Figure 6 developed based on City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, pp. 27-28

safe environment. Its ten-point plan aims to bring the tourism sector back to life, which also contributes to economic recovery.[394] This is visually represented in Figure 7:
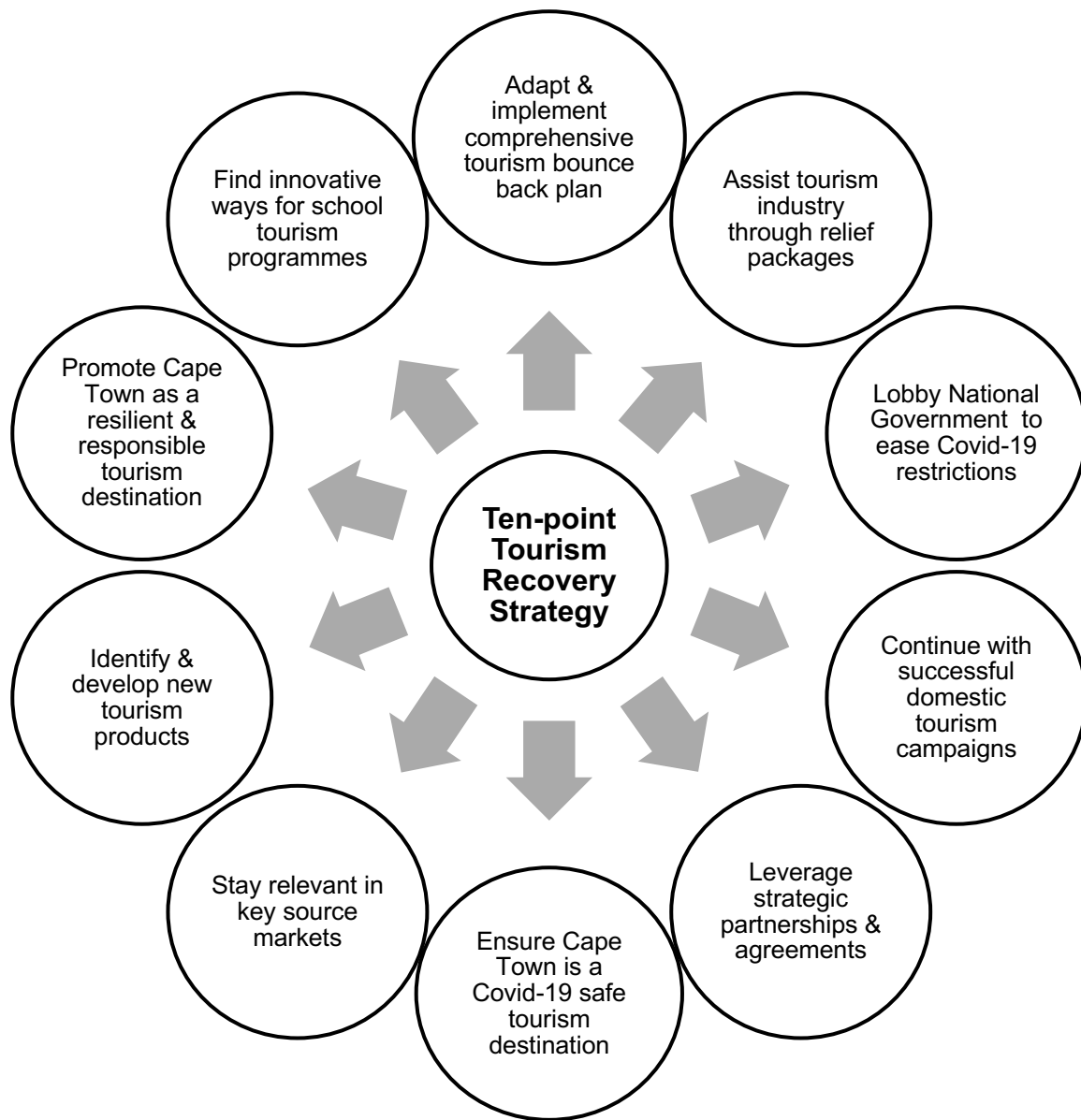

Figure 7: The City of Cape Town Covid-19 Ten-point Tourism Recovery Strategy.[395]

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[394] Cape Town Travel, 2021, <https://www.capetown.travel/cape-towns-ten-point-tourism-strategy/>, access: 1 November 2021; City of Cape Town, 2021, <https://www.capetown.gov.za/Media-and-news/City's%20ten-point%20tourism%20strategy%20to%20get%20the%20sector%20back%20on%20its%20feet>, access: 1 November 2021

[395] Figure 7 developed based on Cape Town Travel, 2021, <https://www.capetown.travel/cape-towns-ten-point-tourism-strategy/>, access: 1 November 2021; City of Cape Town, 2021, <https://www.capetown.gov.za/Mediaandnews/City's%20ten-point%20tourism%20strategy%20to%20get%20the%20sector%20back%20on%20its%20feet>, access: 1 November 2021

The first strategy is to adapt and implement a 'Comprehensive Tourism Bounce Back Plan' developed by the City of Cape Town, the city's Official Destination Marketing organisation, and Cape Town Tourism. The next strategy aims to assist the tourism industry by unlocking relief measures that address the severe cash flow crisis many tourism businesses face. Thirdly, it aims to continuously lobby National Government to responsibly ease Covid-19 restrictions that hinder the tourism industry. The strategy also encourages the continued success of domestic tourism campaigns, driven by Cape Town Tourism, that further generate local demand. It also aims to continue leveraging its strategic partnerships and agreements that ensure connectivity and demand. Its sixth strategy is to ensure that Cape Town is a safe tourism destination that communicates, informs, and empowers tourism establishments to implement safe Covid-19 protocols and regulations. The tourism recovery strategy also sets out to ensure that the city stays relevant in key source markets through its campaigns through social media messaging and social media monitoring. It also sees the City of Cape Town working alongside Cape Town Tourism to identify and develop new tourism products which will diversify its overall tourism offerings. The strategy essentially wants to promote Cape Town as a resilient and responsible tourism destination through the City of Cape Town's Responsible Tourism strategy. Lastly, the city will continue to find innovative ways to roll out its school of tourism programmes that foster a tourism mind-set among the youth.[396]

This ten-point plan addresses the need for the tourism sector within Cape Town to work and thrive in order to support local businesses and create more employment opportunities through the use of innovation and technology of product development and destination marketing. The need for the recovery of the tourism sector within the city is motivated by the fact that it is regarded as a significant and integral driver for employment and economic benefits.[397]

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[396] Cape Town Travel, 2021, <https://www.capetown.travel/cape-towns-ten-point-tourism-strategy/>, access: 1 November 2021; City of Cape Town, 2021, <https://www.capetown.gov.za/Media-and-news/City's%20ten-point%20tourism%20strategy%20to%20get%20the%20sector%20back%20on%20its%20feet>, access: 1 November 2021

[397] Cape Town Travel, 2021, <https://www.capetown.travel/cape-towns-ten-point-tourism-strategy/>, access: 1 November 2021; City of Cape Town, 2021, <https://www.capetown.gov.za/Media-and-news/City's%20ten-point%20tourism%20strategy%20to%20get%20the%20sector%20back%20on%20its%20feet>, access: 1 November 2021

It is evident that both the Western Cape provincial government and the City of Cape Town have developed legislation and multiple policies and strategies that encourage tourism development. As an urban tourism destination with multiple tourism sectors, it is evident that its tourism industry has become an integral part for economic development, job creation and investment. The embracement of responsible tourism contributes to its sustainable growth and management of its cultural, natural, and urban environment. The city regards this as imperative for further economic development that can contribute to poverty reduction, economic growth, and economic empowerment within its local communities.

4.4.   Marketing and Destination Image

Cape Town's destination image is quintessential for its success as an urban tourism destination. Marketing therefore plays an essential role for Cape Town's destination image which influences its popularity among both international and domestic travellers. As mentioned, Cape Town Tourism is the city's official tourism marketing organisation for Cape Town and is in partnership with the City of Cape Town municipality. Where the City of Cape Town manages the city's mandate through its Tourism Department, Cape Town Tourism is responsible for tourism marketing, visitor, and industry services. Today Cape Town Tourism serves over 1 300 tourism businesses and provides them with accreditation, brochure displays at its visitor centres, networking sessions, market insights, and marketing and promotional opportunities, making the tourism industry within the city a more inclusive space. Cape Town Tourism is overseen and guided by a Tourism Board that comprises of 14 Cape Town Tourism industry members and local government representatives. The organisation's public-private partnership model is regarded as a best practice example by many international tourism leaders. In 2018, Cape Town Tourism was invited to serve on the UNWTO Destination and Business Council and presented its tourism models at the UNWTO's annual general meeting for two years in a row.[398]

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[398] City of Cape Town, 'Tourism Development Framework for the City of Cape Town: Situation analysis', Republic of South Africa, 2002, p. 139; G. Prayag, 'Image, Satisfaction and Loyalty – The Case of Cape Town', Anatolia, 19(2), 2008, p. 206; World Tourism Cities Federation, 'Cape Town South Africa', UNWTO, 2019, p. 5

Based on an assessment of how the City of Cape Town has marketed its tourism, the following five criteria can be deduced: websites; social media; tourism information centres; promoting partnerships; and travel awards. This is visually represented below in Figure 8:
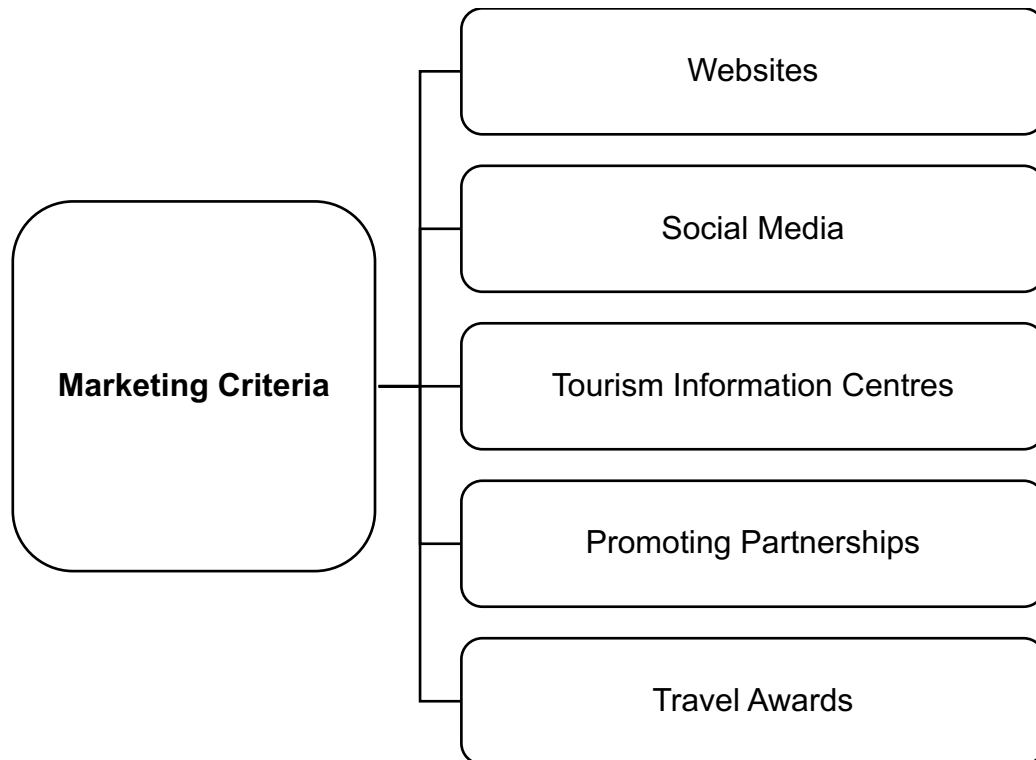

Figure 8: Marketing Criteria

The use of the internet has become a fundamental part of our society, which allows people to connect with friends, family, and businesses, as well as access information and content easily and effectively. It is therefore evident that the use of websites is vital for modern day success. With this in mind, the City of Cape Town and Cape Town Tourism developed the www.capetown.travel website which has become the most important baseline marketing and information tool for the city's tourism industry. It is also utilised as a basis for capturing and communicating Cape Town's status as being the "most beautiful city in the world". This website is highly rated and focuses on providing content with experiential stories and information of the various attractions and experiences the city has on offer, making it the official guide to Cape Town.[399]

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[399] Figure 8 developed based on City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, p. 32

In addition to this, the city has a large social media presence on various platforms including Facebook, Instagram, Pinterest, Twitter, and YouTube. The City of Cape Town and Cape Town Tourism therefore adopted "Love Cape Town" as its destination branding, which combines the city's attractions, local communities, and its people to form a unique connection with visitors to the city. The goal thereof is to encourage an authentic and immersive holiday experience. The strategy was developed around the hashtag #lovecapetown, with the goal to encourage Cape Town residents and visitors to the city to create and share content about the city on social media platforms, ultimately providing potential visitors and customers peer-to-peer information and reviews of experiences and attractions the city has on offer. This particular campaign is regarded as a major success which encouraged visitor engagement, and which also generated over 545 000 Facebook likes, 164 000 Twitter followers and 105 000 followers on Instagram by end 2021.[400]

The city also set up multiple tourism visitor centres and mobile information centres throughout the city in partnership with Cape Town Tourism. These visitor centres offer visitors local and regional information, booking services for accommodation, activities, events, South African National Parks, tours, and transport. The visitor centres also provide a range of products including brochures, city maps, local crafts, and post cards. They are all situated at strategic locations throughout the city for example: Canal Walk, Cape Town International Airport, Cape Town City Centre, Kirstenbosch, Simon's Town, Somerset West, Table Mountain Aerial Cableway, and V&A Waterfront.[401]

Another marketing strategy that the city embarked on was a promotion partnership between Cape Town and New York City. This promoting partnership was a co-marketing agreement between Cape Town Tourism and New York City and Company. The agreement had both destinations collaborating by using their respective resources to advertise and market one another. In New York City many of Cape Town's attractions were displayed on bus shelters and kiosks with the goal of introducing Cape

[400] World Tourism Cities Federation, *'Cape Town South Africa'*, UNWTO, 2019, p. 10; Love Cape Town Facebook, 2021, <https://www.facebook.com/CapeTown.Travel/>, access: 3 November 2021; Love Cape Town Twitter, 2021, <https://twitter.com/lovecapetown>, access: 3 November 2021; Love Cape Town Instagram, 2021, <https://www.instagram.com/lovecapetown/>, access: 3 November 2021

[401] World Tourism Cities Federation, Cape Town South Africa, UNWTO, 2019, p. 6; Cape Town Travel, 2021, <https://www.capetown.travel/visitor-centres/>, access: 4 November 2021

Town to local Americans and the city's visitors. In Cape Town, New York City was promoted to Capetonians and visitors through the visitor centres, mobile information centres and at Cape Town International Airport.[402]

Lastly, the city has won numerous awards and accolades within the tourism sector, which it also makes use of in its marketing campaigns. These awards and accolades include: World's Best City – 2018 & 2019 Telegraph Travel Awards survey; One of World's Friendliest Cities and Top Ten Spot In Global Bucket List of Places To Visit – Big 7 Travel; Best City in Africa & Middle East – Travel & Leisure World's Best Awards; World's Leading Festival & Events Destination – World Travel Awards; Africa's Leading City Break Destination – World Travel Awards; Africa's Leading City Destination – World Travel Awards; Cape Town International Airport best airport in Africa - Skytrax World Airport Awards; Africa's Leading City Destination - World Travel Award.[403] This highlights the immense influence the city has as an urban tourism destination within South Africa and the global South.[404]

It is therefore evident that Cape Town Tourism plays a vital role in the marketing campaign of Cape Town's overall tourism industry and its importance as the city's official marketing organisation has had tremendous success in recent years. Its contribution towards marketing of the city through websites, social media, tourism information centres, promotional partnerships and the city's achievements and accolades highlight the importance and impact a well-managed tourism campaign can have on a destination's tourism success.

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[402] City of Cape Town, 'Cape Town Tourism Annual Report 2017/2018'. Republic of South Africa. 2019. pp. 1-10

[403] Cape Town Travel, '*Cape Town Tourism Annual Report 2018/2019*', Republic of South Africa, 2020 pp. 1-10; City of Cape Town, 2019, <https://www.capetown.gov.za/Media-and-news/Cape%20Town%20scoops%20Africa's%20leading%20destination%20award%20as%20City's%20marketing%20campaign%20ramps%20up>, access: 5 November 2021; City of Cape Town, 2020, <https://www.capetown.gov.za/Media-and-news/Cape%20Town%20International%20Airport%20voted%20best%20in%20Africa%20for%20the%20fifth%20time>, access: 5 November 2021

[404] Cape Town Travel, '*Cape Town Tourism Annual Report 2018/2019*', Republic of South Africa, 2020 pp. 1-10; City of Cape Town, 2019, <https://www.capetown.gov.za/Media-and-news/Cape%20Town%20scoops%20Africa's%20leading%20destination%20award%20as%20City's%20marketing%20campaign%20ramps%20up>, access: 5 November 2021; City of Cape Town, 2020, <https://www.capetown.gov.za/Media-and-news/Cape%20Town%20International%20Airport%20voted%20best%20in%20Africa%20for%20the%20fifth%20time>, access: 5 November 2021

4.5.   Conclusion

With the assessment of the city's history, tourism sectors, tourism development frameworks and policies, and marketing strategies, it is evident that the city serves as a unique and ideal local case study for investigating urban tourism within the South African context. The aim of this analysis of Cape Town's tourism sector was to identify the criteria and actions that it implemented in order to become a successful and acclaimed tourism destination. These can then be used for comparing and evaluating the development of a possible sustainable urban tourism industry within the City of Tshwane, its capital city counterpart.

Chapter 5: Urban Tourism in the Capital – Tshwane

History and culture in Pretoria reveal a lot about the character of this city.[405]

5.1.   Introduction to Tshwane as an Urban Tourism Destination

Pretoria is a vibrant cosmopolitan city with a diverse population and its history embedded in South African politics, culture, and heritage, which is integrated into its everyday life. The city is situated in the Gauteng province of South Africa and forms part of the City of Tshwane Metropolitan Municipality, where it serves as the administrative capital and diplomatic hub of the country.[406] When measured by land area, the City of Tshwane is considered to be the largest municipality domestically and the third largest in the world, with a population over three million residents.[407] As indicated, as an urban tourist destination, the City of Tshwane's tourism industry receives less attention in comparison to the City of Cape Town and City of Johannesburg by academia, media and potential visitors. However, the city still regards tourism as an important industry that can address the challenges of inequality, poverty, and unemployment.[408]

Pretoria, also known as the 'Jacaranda City' - for its approximate 70 000 Jacaranda trees that line the streets of the city, is situated on the quartzite rim that forms the Magaliesberg range which separates the Highveld grasslands from the Bushveld savannahs.[409] This area is home to some of the oldest geological formations and was once a sanctuary full of water and natural shelter that attracted people and various animals. Hence, for centuries the landscape of the region was home to hunter-gatherers and Iron-Age communities and was later originally inhabited by the Batswana, a western Sotho tribe.[410]

The powerful AmaKhumalo chief Mzilikazi, founder of the Ndebele Kingdom, occupied the Magaliesberg region in an attempt to evade the obit of Zulu attacks and

[405] South Africa, n.d., <https://www.southafrica.net/gl/en/travel/article/walk-through-south-africa-s-history-in-pretoria-the-capital-city>, access: 5 December 2021

[406] South Africa, n.d., <https://www.southafrica.net/gl/en/travel/article/walk-through-south-africa-s-history-in-pretoria-the-capital-city>, access: 5 December 2021

[407] Discover Tshwane, 2021, <https://discovertshwane.com/wp-content/uploads/2021/08/Discover-Tshwane-Visitors-Guide.pdf>, access: 5 December 2021

[408] Discover Tshwane, 2021, <https://discovertshwane.com/tourism-month/>, access: 5 December 2021

[409] P. Van Dyk, 'Exploring Gauteng'. Izimpilo C&S Publishers, Pretoria, 2013, p. 133

[410] J. Swart, 'Hidden Pretoria', Penguin Random House Struik Lifestyle, Cape Town. 2019, p. 9; P. Van Dyk, 'Exploring Gauteng'. Izimpilo C&S Publishers, Pretoria, 2013, p. 131

subsequently drove out most of the Batswana tribe and established his important royal settlement, Kungwini.[411] From 1832, the Ndebele kingdom was centred in the headwaters of the Limpopo River in modern day North-West Province. Here Mzilikazi was able to temporarily dominate the Southern Transvaal. By 1835, large groups of Voortrekkers (white farmers who left the Cape colony in resistance to British colonialism)[412] began to coalesce in the region of the Vaal River and moved further north, ignoring the warnings that they should ask Mzilikazi for permission before crossing the Vaal. This led to clashes between Mzilikazi's impis and the Voortrekkers. Attacks launched by the Voortrekkers allied with the Griquas, Korana and Batswana, followed by a major raid launched by the AmaZulu, ultimately drove Mzilikazi and the Ndebele out of the Southern Transvaal in the mid 1830s, as they were unable to maintain their position, and settled in South-west (present-day) Zimbabwe. This led to a power vacuum to the north of the Vaal.[413] As a result, a small number of the earlier Sotho-Tswana inhabitants moved back into the Magaliesberg vicinity. By 1839/40, two white farmers settled next to the Apies River and were awarded the farms Elandspoort (Pretoria Central) and Groenkloof (southern regions and Fountains Valley).[414]

During the Sand River Convention of 1852, the British recognised the independence of the Zuid-Afrikaanse Republiek, later known as the Transvaal. However, factions and conflict occurred among the white settlers which made the institutions of government weak.[415] In 1853, Marthinus Wessel Pretorius, a leader of one of the factions, tried to unite the Zuid-Afrikaanse Republiek with the establishment of a more central capital for the Republic. Ultimately, he acquired parts of the farms, Daspoort and Elandspoort, and on the banks of the Apies River he established the town of Philadelphia in 1855. Philadelphia was later renamed Pretoria in honour of Andries Pretorius, the father of Marthinus Wessel Pretorius, who died in 1853. By 1860, Pretoria was recognised as the capital of the Zuid-Afrikaanse Republiek which would later become the heart of Afrikaner nationalism.[416]

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[411] P. Van Dyk, '*Exploring Gauteng*'. Izimpilo C&S Publishers, Pretoria, 2013, p. 131; R. Ross. '*A concise history of South Africa*'. Cambridge University Press, Cambridge, 1999. p. 32

[412] R. Ross. '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. p. 42

[413] R. Ross. '*A concise history of South Africa*', Cambridge University Press, Cambridge, 1999. p. 43

[414] P. Van Dyk, '*Exploring Gauteng*'. Izimpilo C&S Publishers, Pretoria, 2013, p. 131

[415] R. Ross. '*A concise history of South Africa*'. Cambridge University Press, Cambridge, 1999. p. 52

[416] P. Van Dyk, '*Exploring Gauteng*'. Izimpilo C&S Publishers, Pretoria, 2013, pp. 131-132; A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences,* 19(1), 2015, p. 30

As mentioned in the previous chapter, the discovery of gold in the mid 1880s in the Witwatersrand, situated 80km south of Pretoria, led to turbulence and insecurity for the Boers as the British had an eye on the goldfields. This immersed the region into the devastating South African War (1899-1902) which saw Pretoria being occupied by the British in June 1900. With the capture of Pretoria, the then president of the Zuid-Afrikaanse Republiek, Paul Kruger, fled through Maputo to exile in the Netherlands. Eventually, as mentioned earlier the two Boer Republics and two British colonies of Cape and Natal were brought together with the unification of South Africa (1910), where Pretoria was declared the administrative capital of South Africa.[417]

Pretoria was regarded as a civil servants' city for most of the twentieth century and particularly during apartheid and served as the bureaucratic headquarters of South Africa. Most of the government offices of the country were stationed within the city. Consequently, a large percentage of the white population in Pretoria during that time worked for the government. The black population in the region was also highly dependent on the government. It was an extremely pro-government region in terms of the white population and Pretoria itself because the centre of an extremely strong Afrikaner nationalism.[418]

Today Pretoria, now known as the City of Tshwane, is regarded as the greatest impress of government that moved away from the 40-year monopoly of power by mostly Afrikaans-speaking white men.[419] The departments throughout the city have reorganised and were even renamed in some cases, and are now led by people from other demographics, but mostly black elite figures that are affiliated with the present leading ANC government. However, the social constructs, networks and practices that have deep roots in the past remained relatively unaltered, and the persistent apartheid landscape of commerce, residence and social interaction remains reflected throughout the city.[420] With the onset of democracy in 1994, government departments were reorganised and in some cases were renamed. However, not all changes were unilateral since many forms, practices, and networks with roots deep in the past

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[417] R. Ross. '*A concise history of South Africa*' Cambridge University Press, Cambridge, 1999. pp. 70-79 & 88

[418] J. Joffe, '*The state v. Nelson Mandela: The trial that changed South Africa*' Oneworld, Oxford, 2007. p. 21

[419] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences,* 19(1), 2015, p. 30

[420] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences,* 19(1), 2015, p. 30

remained relatively unaltered, and thus much of the landscape throughout the City of Tshwane remained relatively unaltered.[421]

It is evident that the City of Tshwane's history and position as the administrative capital of South Africa contributes to its significance and offers a potential avenue for urban tourism development. The tourism sector is the City of Tshwane's sixth largest economic contributor, after government services, finance, transport, manufacturing, and trade.[422] The city believes that the tourism industry could contribute to job creation and help achieve further inclusion within the city's tourism industry with extensive emphasis on skills development and entrepreneurship. The City of Tshwane's tourism sector could therefore support the growth of related sectors and could have a positive impact on its economy.[423]

In the City of Tshwane's *Sustainable and Inclusive Growth Strategy* of 2015 it prioritised education and the knowledge economy, agricultural production and agricultural processing, the green economy, and tourism as its four main sectors. With tourism being one of the four main sectors, the city believed that these sectors could potentially contribute 490 000 employment opportunities and add R125 billion to its economy by 2030. In order to achieve this, the city stated that it wanted the growth thereof to be sustainable and inclusive and that it would require "focus, proactive actions, and collaboration with stakeholders."[424]

In 2004, the City of Tshwane's tourism industry accounted for an estimated R1,38 billion in visitor spending and saw approximately 550 000 foreign visitors. The tourism sector therefore supported 8 000 direct and 18 000 indirect employment opportunities. With this in mind, the city aspired to further grow its share of the global tourism market to 6,9 million visitors by 2010, which they believed would account for further economic growth.[425] Additionally, the City of Tshwane believed that the FIFA World Cup in 2010 would contribute to growth within its tourism sector.[426] However, by 2013 the City of

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[421] A. Mabin, 'Tshwane and spaces of power in South Africa', *International Journal of Urban Sciences,* 19(1), 2015, p. 30

[422] E. Heart & E. Kruger, '*Branding and Positioning an African Capital City: the Case of Tshwane in South Africa'* In R. Maitland and B. Ritchie. '*City Tourism : National Capital Perspectives'*. CABI, Wallingford, 2009, p.63

[423] City of Tshwane, '*Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 4

[424] City of Tshwane, '*Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 17

[425] E. Heart and E. Kruger, '*Branding and Positioning an African Capital City: the Case of Tshwane in South Africa'*, In R. Maitland and B. Ritchie. '*City Tourism : National Capital Perspectives'*. CABI, Wallingford, 2009, p.63

[426] FIFA 2010 World Cup Legacy Audit

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Tshwane's tourism sector only had a 5% share of its overall economy, indicating that the city was unable to see exponential growth within its tourism sector.[427]

However, it should be noted that understanding the City of Tshwane's overall tourism industry is a challenging feat. This is due to an apparent lack of available up-to-date official data, statistics, and information, along with limited reference or discussion thereof in the municipality's various development policies. This further hinders the understanding of the Covid-19 pandemic's impact on the city's tourism sector. It could be argued that this can be ascribed to the city not falling into the mainstream tourist destination category and where tourism in an important or vital economic sector. [428] This could be ascribed to the fact that the City of Tshwane is largely regarded as the knowledge hub of South Africa, where it leads the way in science, technology, innovation and industry.[429]

The City of Tshwane does however recognise that a well-developed tourism industry holds further opportunities and potential for economic growth, job creation and investment.[430] The City of Tshwane's well-developed infrastructure for example, the N1 Highway connecting the City of Tshwane and Johannesburg and the Gautrain high speed train linkage, and the city's close proximity to Africa's largest international gateway, O.R. Tambo International Airport in Johannesburg, allows the city to be easily accessible and could be a must-visit destination.[431]

In this chapter, an in-depth analysis is conducted on the city's various tourism sectors and attractions, policies and strategies, along with its marketing and destination image. The purpose of this assessment is to understand the City of Tshwane as a potentially viable urban tourism industry. The results thereof will be compared to and evaluated with the City of Cape Town's urban tourism industry in order to determine whether the City of Tshwane can develop a sustainable urban tourism industry.

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[427] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 174
[428] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 70
[429] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 8
[430] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 70
[431] E. Heart and E. Kruger, *'Branding and Positioning an African Capital City: the Case of Tshwane in South Africa'*, In R. Maitland and b. Ritchie. *'City Tourism : National Capital Perspectives'*. CABI, Wallingford, 2009, p.63

5.2. Tourism Sectors and Attractions in Tshwane

The location of the City of Tshwane and its historical and political significance makes it a potentially unique urban tourist destination with various tourist attractions, experiences, and facilities that are available throughout the city. In order to understand the significance of the City of Tshwane's urban tourism industry, various tourism sectors and attractions that make up the composition of the City of Tshwane's urban tourism industry will be examined and analysed. These include: leisure and recreational tourism; heritage and cultural tourism; eco-tourism; and business tourism.

A significant tourism sector within the City of Tshwane is the **leisure and recreational tourism** industry. This sector is considered to hold great potential for economic growth and could provide visitors with a world-class travel experience that is unique to the city. The City of Tshwane believes its well-developed infrastructure can grow, support and encourage investment within this tourism sector.[432] The city is home to a number of leisure and recreational tourism activities, attractions, and experiences which include: shopping, food and night life, events, festival, sport and adventure tourism.

The city had developed a strong retail sector and is home to some of the largest and most modern shopping centres in the Southern Hemisphere. Hence the City of Tshwane wants to further develop a more tourist-oriented shopping experience within the city that would be able to encourage its visitors to stay longer.[433] A good example of a major shopping venue within the city is Menlyn Park Shopping Centre. This Centre first opened in 1979 and is situated right next to the N1 highway in Pretoria East. In 2016, the shopping centre completed its R2,5 billion redevelopment project that expanded its retail capabilities from 300 stores to over 500 stores, increasing the shopping centre's share of customers. This redevelopment made Menlyn Park Shopping Centre a key driver for economic expansion and development within the city and is currently able to employ over 3 000 people. Menlyn Park Shopping Centre also welcomes approximately 1,3 million visitors per month.[434]

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[432] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 41 & 71; Discover Tshwane, 2021, <https://discovertshwane.com/wp-content/uploads/2021/08/Discover-Tshwane-Visitors-Guide.pdf>, access: 30 December 2021

[433] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 153

[434] Menlyn Park, 2018, <https://www.menlynpark.co.za/about-menlyn>, access: 2 January 2022; Property24, 2016, <https://www.property24.com/articles/menlyn-park-in-pretoria-to-be-sas-new-biggest-

Another major shopping, leisure and recreational development project in the City of Tshwane is the R8 billion Menlyn Maine "green city" development. This project is a mix-use development that integrates corporate offices, retail, residential, entertainment and hospitality spaces into one holistic precinct. In 2016, the R1,8 billion Menlyn Maine Central Square was opened, which includes luxury boutique shopping, a day spa, gym, multiple restaurants, a 240-room hotel, trampoline venue, and kids' emporium.[435] The Menlyn Maine "green city" development also opened its R4 billion Times Square Casino in 2017, ultimately becoming South Africa's second largest casino with 2 000 slot machines and 60 casino table games. Additionally, this development also includes a hotel and an 8 000-seater entertainment arena. This major development has become an increasingly popular destination for both tourists and locals and has created an additional 10 000 direct and indirect employment opportunities.[436]

In addition to this, Tshwane has multiple food markets, unique restaurants, and cafés scattered throughout the city. Many of the food markets are generally found closer to suburban areas in the city where they offer both fresh and local produce and local craftmanship. An example thereof is the outdoor pop-up Hazel Food Market which has become a popular attraction where friends and families are able to meet up and experience various cuisines. Another popular market is the Pretoria Boeremark which has been in existence for the past 28 years, where farmers are able to sell their produce directly to residents of the city. One of the most unique markets is the Market @ The Sheds where the goal is to revitalise the city centre and bring residents back into the city. This market not only showcases a variety of food experiences, but also includes art, design, and music. There are also a variety of unique restaurants and cafés throughout the city such as 23 @ Hazelwood, Alfies, Hemingway's Restaurant & Wine Cellar, Aroma, Goddess Café, Chocolat et Café, Pachas and De Kloof.[437]

mall/24852>, access: 2 January 2022; News24, 2016, <https://www.news24.com/Fin24/giant-mall-helps-make-menlyn-one-of-gautengs-fastest-growing-regions-20161121>, access: 2 January 2022

[435] Central Square, n.d, <https://www.centralsquare.co.za/about/>, access: 2 January 2022; S. Writer, 2016, <https://businesstech.co.za/news/business/137685/r1-8-billion-pretoria-mall-open-for-business/>, access: 2 January 2022

[436] Central Square, n.d, <https://www.centralsquare.co.za/time-square-to-create-thousands-of-jobs/>, access: 2 January 2022; News24, 2016, <https://www.news24.com/News24/sa-to-get-r4-billion-time-square-in-pretoria-20161201>, access: 2 January 2022

[437] C. Villadóniga, 2018, <https://theculturetrip.com/africa/south-africa/articles/top-10-restaurants-in-pretoria-fine-dining-and-local-eats/>, access: 2 January 2022

The City of Tshwane believes that festivals and events are able to create employment opportunities and encourage economic growth.[438] One of the popular festivals/events among residents in the city is Park Acoustics. This is an outdoor music festival that takes place on the first Sunday of each month at the Voortrekker Monuments' Fort Schanskop. It usually accommodates between 800 to 2 000 attendees, depending on the festivals line up. Park Acoustics has therefore become a must-attend festival where it celebrates and supports local talent.[439]

The Africa Aerospace Defence Expo is another major event that the city hosts every two years, which is attended by both trade representatives and the general public. This major event is held at the Waterkloof Airforce Base over a five-day period, which includes a 3-day trade exhibition and a 2-day air show.[440] The Expo welcomes approximately 93 000 attendees and is rated among the top six exhibitions in the world and includes over 450 participating companies in the defence and aerospace industry from over 30 countries.[441] The event is also considered to be one of South Africa's largest contributors to its GDP during its bi-annual showcasing, in terms of major trade agreements and attendee spending. It therefore ranks as a major tourist attraction for both the business and leisure travellers.[442]

Residents of the City of Tshwane are known for their love of sport such as rugby, cricket, soccer and athletics. It is therefore no surprise that the city is home to world-class sport facilities and venues including Loftus Versfeld Stadium, which is located close to the CBD and SuperSport Park located in Centurion. These venues host matches for various sporting events which attract thousands of spectators annually. The city hosted some of the major sporting matches such as the 1995 Rugby World Cup, the 2003 Cricket World Cup and the 2010 FIFA World Cup. It is therefore evident that the city has invested in its sport tourism industry and infrastructure as this sector holds many opportunities and benefits. However, the city acknowledges that there

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[438] City of Tshwane, *City of Tshwane 2021-2026 Integrated Development Plan*, Republic of South Africa, 2021, p. 64; City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 41

[439] L. Welthagen, 'Comparing the Satisfaction Level of Park Acoustics Live Music Festival Attendees', *African Journal of Hospitality, Tourism and Leisure*, 9(4), 2020, p. 535

[440] J. Stupart, 2014, <https://www.dailymaverick.co.za/article/2014-09-23-op-ed-in-defence-of-africa-aerospace-and-defence-2014/>, access: 2 January 2022

[441] ADD Expo, 2022, <http://www.aadexpo.co.za/about-aad/history>, access: 2 January 2022

[442] ADD Expo, 2022, <http://www.aadexpo.co.za/about-aad/history>, access: 2 January 2022

remains an active need to embrace and support this sector in order to fully benefit from it.[443]

Furthermore, the city also enjoys a large variety of adventure tourism offerings, mostly situated on the outskirts of the city and has become a rapidly growing leisure and recreational tourism sector in recent years. There are an array of activities and experiences on offer which include: hiking, trail running, abseiling, fly fishing, hang gliding, horse riding, climbing, paragliding, quad biking, rally driving, skydiving, zip lining and many more. The city's unique geography and close proximity to exceptional natural resources such as the Magaliesberg Mountain Range, Tswaing Crater, and multiple nature reserves, provides nature lovers and thrill seekers with a large variety of adventure activities to choose from. The City of Tshwane considers adventure tourism to be a critical focus area for further development and believe it could be used in its marketing as a "must-see experience" tourist destination.[444]

A significant avenue for urban tourism development within the City of Tshwane is its **heritage and cultural tourism** industry. These sites reflect on the relationship of South Africa's past with oppression, liberation, and democracy and are unique to the city and its history. These heritage sites include Church Square; Freedom Park; Voortrekker monument; Union Building; Melrose House and Ditsong Museum of South Africa.

The most inspiring and architecturally imposing parts of the urban environment are usually in the city centre. These spaces generally represent the birth of the city along with the city's architectural gravitas, enabling political aptitude to be displayed in the buildings within the environment.[445] The City of Tshwane is no exception. In the centre of the CBD is Church Square which is a perfect example of political symbolism and supremacy of the previous powers of South Africa, with the square having served as the heart of the city. It is here where the city was born and grew to become the administrative capital of South Africa. The square is surrounded by some of the city's

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[443] U. Pillay, R. Tomlinson, & O. Bass, *'Development and Dreams: The Urban Legacy of the 2010 Football World Cup'*, HSRC Press, Cape Town, 2009, pp. 108-109; City of Tshwane, *City of Tshwane 2021-2026 Integrated Development Plan*, Republic of South Africa, 2021, p. 97

[444] Dirty Boots, 2022, <https://www.dirtyboots.co.za/adventures/town/pretoria-adventures>, access: 4 January 2022; City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 72

[445] P. Labuschagne, 'Memorial complexity and political change: Paul Kruger's statue's political travels through space and time', *South African Journal of Art History* (26), 2001, pp. 151-153

most imposing architecture dating to the end of the nineteenth and beginning of the twentieth centuries, namely the Palace of Justice, the Ou Raadsaal, and the Tudor Chambers. Church Square also holds symbolism of the apartheid era as it was also host to the Rivonia Treason Trial of ANC activists that took place at the Palace of Justice. Originally in the mid-nineteenth century various churches occupied the middle of the square. The first church was constructed in 1855 and later replaced by a larger one that could occupy the growing Christian population of Pretoria. In 1882, this second church burnt down and was replaced by a gothic-style church. However, the church was then demolished in 1904 and replaced by a large ornate fountain donated by an entrepreneurial Jewish immigrant, Sammy Marks. The fountain was then moved to the Pretoria National Zoological Gardens and was then replaced by the statue of Paul Kruger in 1954.[446]

One of the most recognisable and remarkable heritage landmarks in the City of Tshwane is the Union Buildings. This impressive neo-classical building was designed by Sir Herbert Baker and constructed between 1909 and 1913 to mark the union of the new British–South African union, particularly the reconciliation between the Boer and Briton. This reconciliation is represented through the two identical office blocks that are connected by a semi-circular colonnaded building and amphitheatre.[447] The Union Buildings has been the backdrop of some of South Africa's most pivotal moments, including the 1956 Woman's March and the inauguration of former President Nelson Mandela, South Africa's first democratically elected President in 1994.[448] Initially, the Union Buildings were meant to house the entire public service of the Union of South Africa, however, today it houses the offices of the South African President and is the official seat of the South African National Government. More recently a colossal statue of Nelson Mandela was added to the foothill gardens.[449]

Perhaps one of the most iconic visual symbols in the City of Tshwane is the Voortrekker Monument, which is an infamous site of memory that is linked to the Great

[446] P. Van Dyk, 'Exploring Gauteng', Izimpilo C&S Publishers, Pretoria, 2013, p. 142; South Africa, n.d., <https://www.southafrica.net/za/en/travel/article/church-square-explore-one-of-the-oldest-gathering-places-in-pretoria>, access: 9 December 2021

[447] A. Duffey, 'J.H. Pierneef and the Union Buildings', De Arte 45(82), 2010, 8-9

[448] SAHRA, 2020, <https://www.sahra.org.za/union-buildings/>, access: 9 December 2021

[449] The Presidency, n.d., <https://www.thepresidency.gov.za/content/union-buildings>, access: 9 December 2021

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Trek and Afrikaner nationalism.[450] The Voortrekker Monument is considered to be more than a heritage conservation site, but also the cultural home of the Afrikaner.[451] This particular monument commemorates the thousands of Voortrekkers who left the Cape Colony from 1834-1854.[452] The monument houses the world's biggest granite frieze that depicts the history of the Great Trek and incorporates aspects of everyday life, work, beliefs and culture of the Voortrekkers. It was officially opened on 16 December 1949. Today the monument is one of the most visited heritage sites throughout the City of Tshwane, welcoming over 200 000 visitors per year and is one of the top ten cultural attractions in South Africa.[453]

On the neighbouring hilltop to the Voortrekker Monument is a modern monument called Freedom Park that celebrates all South Africans that played a role in the struggle against apartheid. It stands as a counter monument where the relationship between nation, memory, and landscape are reconfigured. This modern monument is located on top of Salvokop Hill.[454] Unlike the neighbouring Voortrekker monument that dominates the city skyline, Freedom Park is built into its environment with the only exception of its semi-circle series of metal columns that surround the main monumental element of Freedom Park which lights up the city skyline at night.[455] Freedom Park is a multi-faceted heritage precinct that addresses freedom and human rights through five common themes: culture; heritage; history; indigenous knowledge; and spirituality. Despite its aesthetic beauty and vision, the heritage site only receives between 50 000 to 90 000 visitors per annum.[456]

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[450] R. K. Autry, 'The Monumental Reconstruction of Memory in South Africa: The Voortrekker Monument', *Theory, Culture & Society*, 29(6), 2015, p. 147

[451] Voortrekker Monument, 2021, <https://vtm.org.za/en/the-voortrekker-monument/>, access: 9 December 2021

[452] South Africa, n.d., <https://www.southafrica.net/gl/en/travel/article/remembering-the-past-at-the-voortrekker-monument>, access: 9 December 2021

[453] R. K. Autry, 'The Monumental Reconstruction of Memory in South Africa: The Voortrekker Monument', *Theory, Culture & Society*, 29(6), 2015, pp. 149-157; SAHRA, 2020, <https://www.sahra.org.za/voortrekker-monument/>, access: 9 December 2021

[454] R. K. Autry, 'The Monumental Reconstruction of Memory in South Africa: The Voortrekker Monument', *Theory, Culture & Society*, 29(6), 2015, p. 157; P. Labuschagne, 'Monument(al) Meaning Making in the 'new' South Africa: Freedom Park as a Symbol of a New Identity and Freedom?', *South African Journal of Art History*, 25(2), 2010, p. 114

[455] R. K. Autry, 'The Monumental Reconstruction of Memory in South Africa: The Voortrekker Monument', *Theory, Culture & Society*, 29(6), 2015, p. 157

[456] South Africa, n.d., <https://www.southafrica.net/gl/en/travel/article/freedom-park-pretoria-monument-to-south-africa-s-liberation-struggle-in-gauteng>, access: 9 December 2021; Freedom Park, *Annual Report 2020/2021,*. Department of Sports, Art and Culture, 2021. p. 50

Situated in the CBD of the City of Tshwane is the Victorian-style Melrose House. This mansion was commissioned by George Jesse Hey and designed by the English architect W.T. Vale and was built in 1886. Melrose House is regarded as the city's best-known residence, with its striking Victorian ornamentation and its association with the signing of the Treaty of Vereeniging that ended the South African War.[457]

The Ditsong: Museums of South Africa is an amalgamation of eight museums of which seven are located in the City of Tshwane and one in Johannesburg. Ditsong's mandate is to safely collect, conserve and manage South Africa's heritage resources whilst conducting research and conveying its information to the public for cultural, social, and economic uses nationally and internationally. Ditsong stems from the Tswana word Ditso, and means 'a place of heritage'. Hence these museums under Ditsong's mandate encompasses a large diversity of South African anthropology, archaeology, cultural history, fauna and flora, geology, military history, and palaeontology. These museums are: Museum of Natural History; Museum of Cultural History; Museum of Military History; Willem Prinsloo Agricultural Museum; Sammy Marks Museum; Tswaing Meteorite Crater; Pioneer Museum; and the Kruger Museum. Collectively the Ditsong welcomes 240 000 visitors and between four and five million virtual visitors per annum.[458]

Eco-tourism is another prominent tourism sector within the City of Tshwane, where conservation of its natural resources takes centre stage. This particular tourism sector has developed a mature market in which it is used as a means to promote game-lodges in and around the City of Tshwane.[459] The major eco-tourism destinations include: Dinokeng Game Reserve, Rietvlei Nature Reserve, National Zoological Gardens of South Africa, and Pretoria National Botanical Gardens.

In 2011 Dinokeng Game Reserve started through strategic initiatives between the Gauteng Provincial Government and 170 landowners in the effort to develop a world-class eco-tourism destination that can serve as a model for future conservation, develop tourism and boost economic development. It was officially opened on 22

[457] J. Swart & A. Proust, '*Hidden Pretoria*', Struik Lifestyle, Cape Town. 2019, p. 9; P. Van Dyk, '*Exploring Gauteng*'. Izimpilo C&S Publishers, Pretoria, 2013, p. 152

[458] Ditsong: Museums of South Africa, 2021, <https://ditsong.org.za/en/about-us/>, access: 9 December 2021; Ditsong, '*Annual Report 2019/2020*', Department of Sports, Art and Culture, 2020, pp. 38-39

[459] City of Tshwane, '*Sustainable Inclusive Growth Strategy*', Republic of South Africa, 2015, p. 4

September 2011, the game reserve is 18 500 hectares and is situated within the boundaries of the City of Tshwane Metropolitan Municipality and is the only residential big five game reserve globally. This initiative has become a source for upliftment of rural communities by providing sustainable employment opportunities to over 800 people that live in the adjoining communities.[460] The Dinokeng Game Reserve is also marketed as an alternative urban tourism destination that is able to bring the wild to the city, with 57 lodging establishments and a 3 000 bed capacity.[461]

As a multi-functional green space located in the City of Tshwane, Rietvlei Nature Reserve serves as a conservation area of 4 000 hectares, over 2 000 different animals (including rhinos and cheetahs) and 240 different bird species. The reserve consists of both grasslands and wetlands that provide a buffer between urban development and water sources. It also provides space for electrical and water infrastructural networks, as well as recreational areas and healthy ecosystems that support natural processes. Construction on the reserve's Rietvlei dam started in 1929 and was completed by 1934, and still provides 15% of the City of Tshwane's water.[462]

One of the most popular eco-tourism destinations in the city is the National Zoological Garden in the City of Tshwane which is the largest zoo in South Africa and the only one with national status. It was established in 1890s and ranks as one of the oldest in the world. It also prides itself as being a research institute facility. The zoo is home to 3 117 specimens of 209 mammal species and 1 358 specimens of 202 bird species. It also includes an aquarium that houses 3871 specimens of 190 fish species and a reptile park with 309 specimens of 93 reptile species. With cable cars, restaurants, kiosks, braai facilities and a zoo train, the zoo welcomes more than 600 000 visitors

[460] Dinokeng Game Reserve, 2021, <https://www.dinokengreserve.co.za/our-story/>, access: 10 December 2021; S. Oberholzer, 2021, <https://www.sowetanlive.co.za/s-mag/2021-10-06-dreamy-bush-escape-close-by-for-city-slickers/> , access: 10 December 2021
[461] C. Burton, C.M. Rogerson & J.M. Rogerson, 'The making of a 'big 5' game reserve as an urban tourism destination: Dinokeng, South Africa'. *African Journal of Hospitality, Tourism and Leisure*, 9(6), 2020, pp. 899-903
[462] A.E. De Jager & M.D. Nicolau, 'Opening the Door for Wider Application of the Tourism Area Life Cycle Model with Application to the Rietvlei Nature Reserve, Tshwane, South Africa', *African Journal of Hospitality, Tourism and Leisure*, 9(6), 2020, p. 914; South Africa, n.d., <https://www.southafrica.net/za/en/travel/article/rietvlei-nature-reserve-a-land-of-water>, access: 10 December 2021

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annually and is considered to be one of the 10 best zoos in the world.[463] It has a specific indigenous section which showcases South Africa's wide range of fauna.

Pretoria National Botanical Gardens is another one of South Africa's pristine sanctuaries located in the eastern suburbs of the City of Tshwane. This is a 76-hectare urban oasis that was established in 1946 and opened in 1958. The gardens are devoted to preserving 279 of South African flora species, including 50% of the county's trees, and is also home to an internationally acclaimed National Herbarium. The gardens also offer visitors a glimpse of the various biomes found throughout the country and is also home to over 220 bird species.[464] Visitors are welcome to enjoy a picnic on the sprawling lawns and eat a meal at its restaurant or tea garden. Additionally, the gardens also host various events throughout the year, for example the Pretoria Park Run which attracts approximately 60 000 people and the Banting Market that attracts approximately 4 000 people.[465]

The prominence of eco-tourism is a vital industry that has the capability to further attract and increase the visitor numbers in the City of Tshwane. This particular industry is regarded as a core tourism sector in South Africa where 80% of all tourism products depend on nature and wildlife. Supporting this tourism sector within the City of Tshwane is vital for further economic growth and tourism development as the ecotourism sector is growing an estimated three times faster than any other tourism sector.[466] The City of Tshwane's strategic location and its access to well-developed transport links allows the city to become a gateway to the eco-tourism sector and other eco-tourism destinations in the North-West, Limpopo and Mpumalanga provinces.[467]

The City of Tshwane, the administrative capital of South Africa, is also the home to over 130 embassies and is regarded as the country's knowledge capital with its

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[463] SANBI, 2021, <https://www.pretoriazoo.org/about/>, access: 10 December 2021; Discover Tshwane, 2021, <https://discovertshwane.com/wildlifenatur/>, access: 10 December 2021

[464] SANBI, 2021, <https://www.sanbi.org/gardens/pretoria/visitor-information/information/>, access: 10 December 2021

[465] Z. Fareed & P. Gozo, 'Pretoria National Botanical Garden: Not Too Far from the Madding Crowd,' *Veld & Flora*, 97(1), 2011, pp. 14–15

[466] L. Menzies & P. Van Der Merwe, 'An ecotourism model for South African National Parks.' *Southern Africa Institute for Management Scientists,* 2013, pp. 876-878

[467] City of Tshwane, *'Growth and Development strategy For The City Of Tshwane',* Republic of South Africa, n.d, p. 20

concentration of academic, medical, scientific, and technological institutes.[468] ***Business tourism*** is therefore the fastest growing tourism sector in the City of Tshwane and is regarded as the most important tourism sector for the city. With this in mind, the city aspires to become Africa's top global business tourism destination by 2030. In 2013 the city saw that its business tourism sector contributed R4 billion to its economy. This encouraged the city to further grow its business tourism sector from R4 billion in 2013 to R17 billion in 2030 which could further grow its economy and increase job opportunities within the city's tourism sector from 38 000 to 105 000.[469]

In order for the City of Tshwane to achieve this growth, the city focused on leveraging the growth in the number of MICE held by diplomatic missions and company headquarters within the city. The city also aimed to focus on further developing hotels and other supporting infrastructure to ensure its business tourists also sleep in the city, which will further increase the spend per visitor through its access to leisure activities the city has to offer. [470] The city has a large variety of state-of-the-art venues for MICE with more than 400 conference facilities (for example: CSIR International Conference Centre; Menlyn Square Conference Centre; The Venue Summit Place; and Sun Arena at Time Square Casino) and over 7 000 hotel rooms (for example: Sheraton Pretoria Hotel; The Regency Apartment Hotel Menlyn; The Maslow Hotel Time Square; and Protea Hotel Fire & Ice! by Marriott Pretoria Menlyn).[471] Additionally, the city also wants to improve the relationship between tourism organisations in order to further grow the tourism skills base within the city, that will drive further tourism development and entrepreneurship.[472]

The City of Tshwane believes that it has the necessary destination appeal and highlighted the importance of its urban tourism industry as a key avenue of investment, job creation, economic development, and urban redevelopment.[473] As such, the city is home to a variety of tourism sectors within its urban environment. However, it also noted that continued emphasis should be placed on continued investment and

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[468] Statistics South Africa, 2021, <http://www.statssa.gov.za/?page_id=993&id=city-of-tshwane-municipality>, access: 9 December 2021; Anon, 'Remarkable Tshwane: Destination – Tshwane', *Meetings*, (69), 2016, p. 37

[469] City of Tshwane, '*2016/21 Integrated Development Plan*', Republic of South Africa, 2016, p. 105

[470] City of Tshwane, '*Sustainable Inclusive Growth Strategy*', Republic of South Africa, 2015, p. 4

[471] Anon, 'Remarkable Tshwane: Destination – Tshwane', *Meetings*, (69), 2016, p. 37

[472] City of Tshwane, '*Sustainable Inclusive Growth Strategy*', Republic of South Africa, 2015, p. 4

[473] City of Tshwane, '*Sustainable Inclusive Growth Strategy*', Republic of South Africa, 2015, p. 70

development of these tourism sectors, enabling the city to become an attractive and competitive urban tourism destination.[474]

5.3.   Policies and Strategies for Tourism Development

As pointed out, the tourism industry in the Gauteng province and in the City of Tshwane is regarded as a key sector that could contribute to job creation and economic growth.[475] The policies and strategies for tourism development are therefore key to understanding its significance in the Gauteng province and the City of Tshwane. Throughout this subsection, some of the available policies and strategies within the public domain will be examined.

Through the *Gauteng Tourism Act 10 of 2001,* the Gauteng Tourism Authority was established as a Schedule 3C Public Entity.[476] The Gauteng Tourism Authority steers the tourism industry and aims to position the Gauteng province as a globally competitive tourism destination. The Gauteng Tourism Authority ultimately aims to develop programmatic interventions structured around destination marketing, visitor services and the events industry to enhance Gauteng's attractiveness as a business and leisure tourism destination.[477] The *Gauteng Tourism Act 10 of 2001* also sets out the powers and duties of the Gauteng Tourism Authority and its legislative mandate, in which its mandate requires the Gauteng Tourism Authority to:

(1)   promote, foster and develop tourism in the Province;
(2)   encourage the sustainable development, provision and improvement of tourist amenities;
(3)   establish guidelines for tourism development;
(4)   initiate and implement activities and actions nationally and internationally intended to attract tourists to the Province;
(5)   develop strategic and business partnerships and other co-operative activities with tourist organisations in civil society and other countries;
(6)   co-ordinate, support and interact with organisations and institutions aimed at promoting and developing tourism;

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[474] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 70; City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 33
[475] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 8
[476] Gauteng Tourism Act 10 of 2001
[477] Gauteng Tourism Authority, *'Annual Report 2019/20'*, Republic of South Africa, 2020, p. 7

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(7) solicit membership with and become a member of organisations for tourism development and marketing;

(8) provide finance for any project which will develop tourism in the Province with approval of the MEC;

(9) receive donations;

(10) function properly as a juristic person within the laws of the Republic of South Africa, possess all the powers necessary for the Authority to function as such; and to

(11) register tourist guides in accordance with the Tourism Act, 1993 (Act No. 72 of 1993).[478]

Through this Act, the Gauteng Tourism Authority has the ability to develop, promote, coordinate and facilitate responsible and sustainable tourism in the Gauteng Province, that will attract tourists, benefit the provinces' residents, contribute to job creation and economic growth.[479]

In the *Sustainable and Inclusive Growth Strategy* of 2015, the City of Tshwane committed itself to achieving a growing economy that is competitive, diverse and inclusive. This growth strategy aimed at identifying and nurturing the best growth opportunities in the city and its prosperity. It focused on: making the city resilient and resource efficient; enabling the city's growing economy to be competitive, diverse and inclusive; developing quality infrastructure that improves resident's livelihoods; creating an equitable city; promoting excellence as an African capital city; and to be South Africa's capital city with an active citizenry. This is visually represented in Figure 9.[480]

However, the city also acknowledges that this growth strategy requires the consideration of the constraints of its economic growth which has slowed down in recent years, where unemployment remains one of its biggest concerns. Even though the City of Tshwane is one of the major economic hubs in South Africa, from 2003 to 2013 its economic performance and development has been minimal, where only a few sectors have experienced substantial growth which include its finance, insurance, health and telecommunication sectors.[481]

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[478] Gauteng Tourism Act 10 of 2001
[479] Gauteng Tourism Authority, 2022, <https://www.gauteng.net/pages/about-us>, access 20 January 2022
[480] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 17
[481] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 17
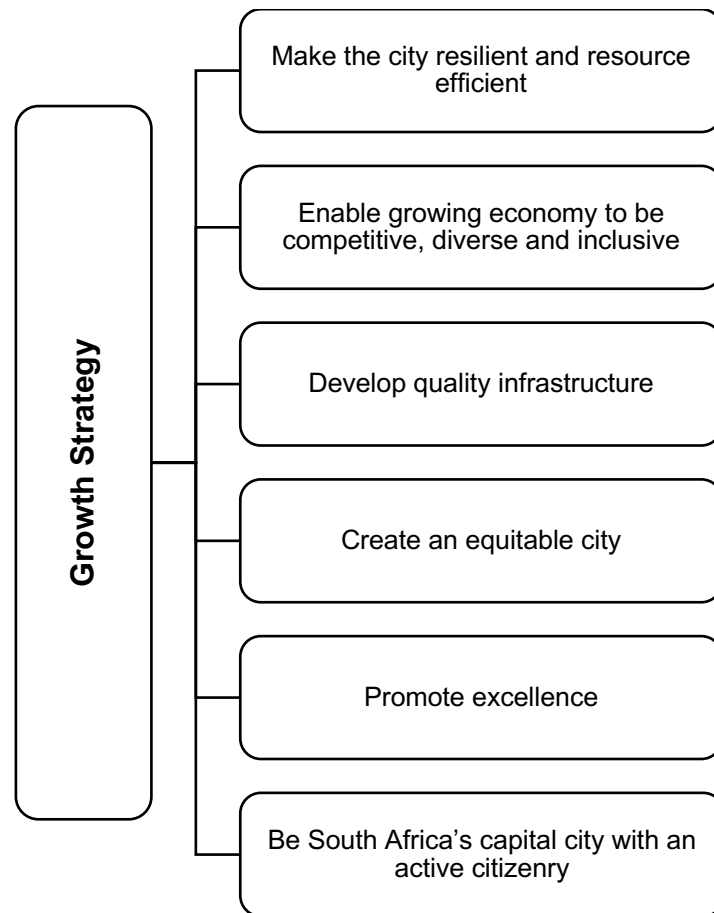
Figure 9: The City of Tshwane's Growth Strategy.[482]

Where the *Sustainable and Inclusive Growth Strategy* does consider tourism development in the City of Tshwane, it places significant emphasis on further business tourism development. The city saw this business tourism as its fastest-growing tourism sector, with an annual growth rate of 6,2% between 2003 and 2013. This strategy also continued to see leisure tourism as an opportunity for further growth and job creation within the city in a sustainable manner.[483] The *Sustainable and Inclusive Growth Strategy* reiterated that the city could capitalise on the business tourism sector where it can:

> differentiate itself as the seat of national government, home to multinational and local corporate headquarters, and location for one of Africa's largest diplomatic hubs and offices of major international organisations such as the United Nations and the World Bank.[484]

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[482] Figure 9 developed based on City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44

[483] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 41

[484] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 41

The City of Tshwane legislation regulations indicate that they identified major trends that were under way in the global tourism industry. The city saw these trends as an opportunity to encourage growth in its tourism industry, with particular focus on its business tourism sector in order to become an African destination of choice.[485] These six growth trends in the global tourism industry are visually represented in Figure 10 and include: regionalisation; direct customer access and distribution; new centres of gravity; 'asset-light' business models; speciality travel outpaces classic sun/beach holidays; and the emergence of 'bleisure' (business and leisure) tourism.
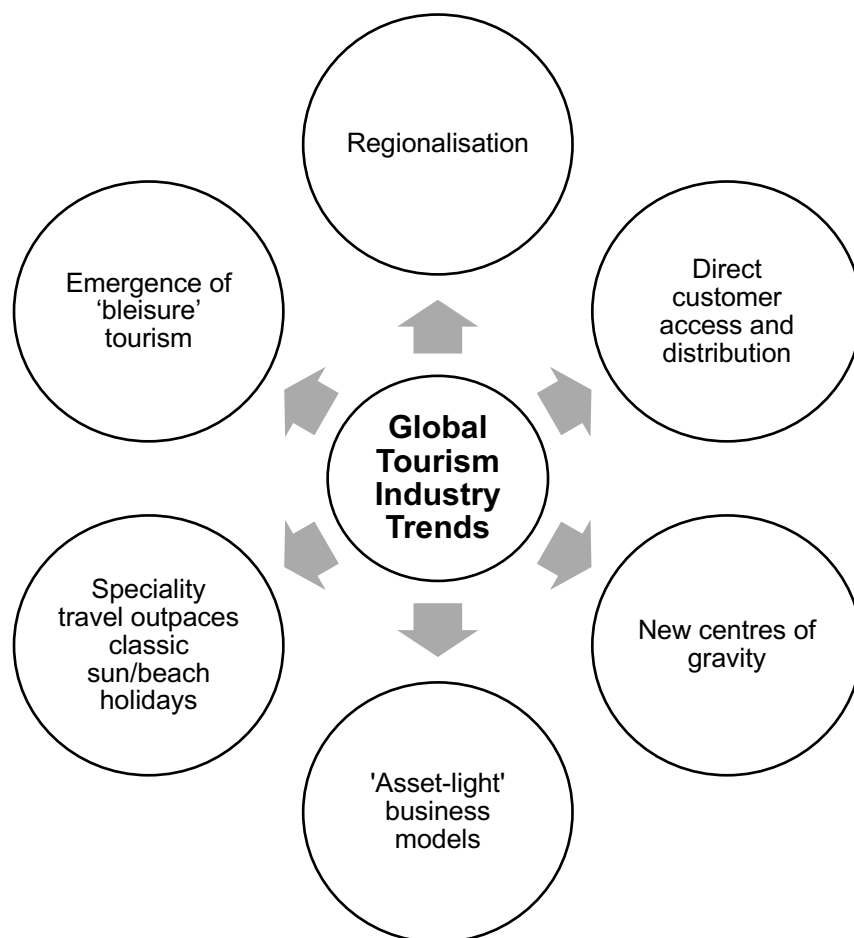
Figure 10: Global Tourism Industry Trends.[486]

In Figure 10, regionalisation focused on the rapid growth of intra-regional business visits. The city wanted to capitalise on Africa's development as an increasingly interconnected economic and political region through regionalisation. Hence the city

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[485] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44

[486] Figure 10 developed based on City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44

highlighted the need to address the direct customer access and distribution trends considering the booming online travel industry in which online platforms informed potential customers. The City of Tshwane recognised the importance of well executed branding and marketing strategies that could assist the city to become a top destination. The new centres of gravity trend saw Africa as an increasingly important region for travel and business flow, of which the developing markets became tourism centres. Through this trend the city wanted to ensure that is provided the best experiences for its visitors through excellent customer service skills.[487]

In line with the 'asset-light' business models trend (the reduction of investment in assets and transference to public investors),[488] the tourism industry saw a shift away from owning hotels towards operating them under franchises and management contracts. Hence, the city wanted to attract local and/or global real-estate developers to develop the necessary hotel infrastructure. According to the *Sustainable and Inclusive Growth Strategy* speciality, speciality travel outpaces the classic sun/beach holidays trend and was seen as a particular opportunity for the City of Tshwane to become a unique tourism destination, even though adventure tourism, eco-tourism, and heritage and cultural tourism displayed the strongest growth for mature markets. Lastly, the emergence of the 'bleisure' tourism trend, the city came to understand that business travellers engage in leisure activities and wish to explore the cities to which they travel and sometimes stay longer in. This trend motivated the city to develop the necessary infrastructure support to attract this type of traveller.[489] The City of Tshwane therefore saw these trends as an opportunity to have a greater impact on developing and growing their tourism industry and economy.

Additionally, the *Sustainable and Inclusive Growth Strategy* also highlighted the need for a strategic focus on a number of key drivers for its business tourism industry. First, the city acknowledged the need to leverage the growth of meetings and conferences held by companies and diplomatic missions. The city also saw the need to generate leads to ensure various business events take place in the city. The building of hotels and investment in infrastructure for accommodating the needs of the business traveller

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[487] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44
[488] G. Varadarajan, J. Schlosser, & A. Ahuja, 2021, <https://www.ey.com/en_gl/strategy-transactions/how-asset-light-strategies-and-models-can-boost-business-growth>, access: 20 January 2022
[489] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44

and encouraging the increased spend of these visitors through the city's leisure and recreational tourism sector was also highlighted. Lastly, this policy also sought to strengthen coordination among tourism organisations, collaborate with the private sector and build a tourism skills base.[490]

In the *Sustainable and Inclusive Growth Strategy*, the city of Tshwane also identified eight initiatives in which it wanted to address its tourism development challenges. By addressing these challenges, the city could attract more visitors and would allow the city to become a world-class travel experience, improve its economy and see consistent growth.[491] This included defining and communicating a clear value proposition for the city to; promote Tshwane as a viable business tourism destination; ensure easy accessibility to Tshwane; ensure easy accessibility within Tshwane and develop flexible transportation within the city; focus on product development – develop high quality infrastructure; brand, organise and provide leisure tourism activities; structure and streamline tourism institutions for maximum impact and support; and develop the right hospitality and service skills. These eight initiatives are visually represented in Figure 11.

First, the city considered to 'define and communicate a clear value proposition for the city', by leveraging its business potential and conducting research on customer segments, needs and requirements, and tourism assets. The city also saw the need to 'promote Tshwane as a viable business tourism destination', where the initiative sought to create a strong, recognisable brand for the city. The goal thereof was to support its marketing efforts and collaborate with the private sector a clear, concise, and feasible message that would be created to ensure that potential tourists understand the city's value proposition. The city also wanted to ensure easy accessibility to Tshwane, where the city lobbied the Department of Home Affairs to simplify and fast track visa procedures for international travellers. Another initiative they included was to 'ensure easy accessibility within Tshwane and develop flexible transportation within the city'. Here the city reviewed its existing infrastructure and analysed the transportation needs of tourists to the city. This initiative was followed by 'product development to develop high quality infrastructure', where the city wanted major investment project plans in order to achieve these goals and new tourism

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[490] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44

[491] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 45

products. The next initiative was to 'brand, organise and provide leisure tourism activities' where existing leisure offerings would be branded and publicised, promote the city, expand investment incentives, and develop an outreach plan. Additionally, the city wanted to 'structure and streamline tourism institutions for maximum impact and support', where the city aimed to integrate existing tourism organisations into a single tourism organisation with adequate funding and decision-making power. Lastly, the city wanted to 'develop the right hospitality and service skills', where it could ensure that it is able to develop high-quality skills and create a culture of superior service delivery among tourism service providers.[492]
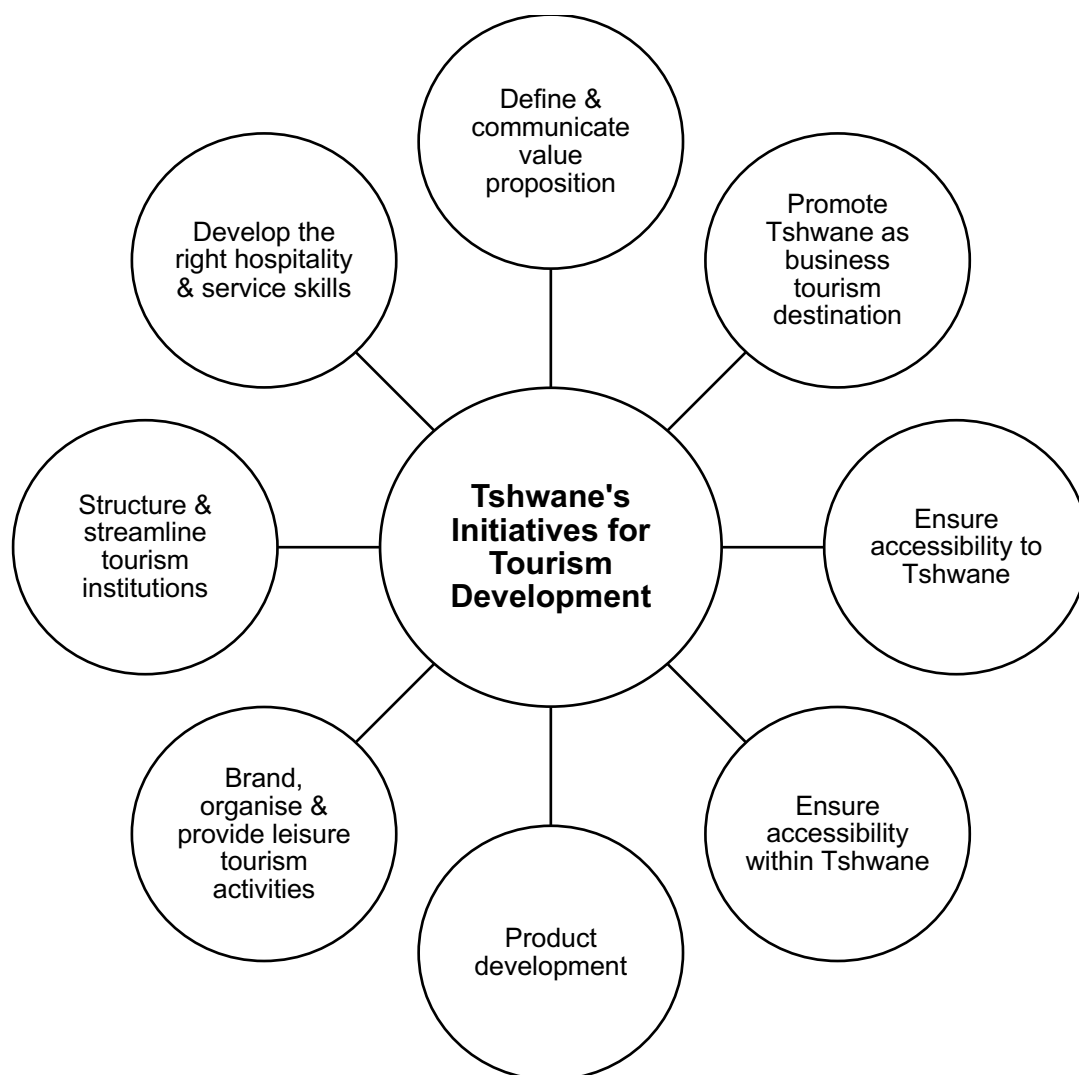

Figure 11: City of Tshwane Initiatives for Tourism Development.[493]

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[492] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 46-48

[493] Figure 11 developed based on City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 46-48

According to the *Tshwane Tourism Strategy* of 2018, the City of Tshwane's vision, mission, and values is to grow its tourism industry in an inclusive manner which will allow its economy to grow. The city's vision indicates that it aspires to continuously grow its tourism economy through the use of its tourism assets. However, the city also acknowledges that it requires professional products and services that are able to reinforce its visitor experience. This can be achieved through innovation that encourages the on-going requirement for consistent upgrading of tourism offerings and the need to remain relevant in the global tourism market.[494] The City of Tshwane's mission was to make its vision a reality, where the city can progressively grow its economy through increasing its visitor numbers, length of stay and tourism in all the regions within the metro. [495] By taking this into consideration the City of Tshwane set up strategic pillars along with action plans for tourism development in the city, where the city set out short- and long-term interventions that would help the city to realise its tourism potential. Ultimately, the city aimed to peruse five strategic action plans which included: destination marketing; facilitating ease of access; visitor experience; best practices; and transformation.[496] These strategic pillars are visually represented in Figure 12.

The 'destination marketing' set out to effectively promote the city through a close collaboration between the City of Tshwane's tourism department and key role players in the tourism industry, in order to attract visitors from prioritised markets. The strategic pillars also sought to 'facilitate ease of access' by focusing on providing access to potential investment opportunities and to create a conducive business environment for tourism businesses throughout the city. The 'visitor experience' included enhancing the tangible and intangible experiences of visitors by making the city safer, cleaner and more comfortable with world-class facilities and infrastructure. Another strategic pillar focused on 'best practice' where a competitive tourism destination requires effective and proactive destination management. 'Transformation' is the last strategic pillar where the city regards transformation as an important avenue for social cohesion, inclusive growth and the lessening of inequality and poverty in the city.[497]

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[494] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 17
[495] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 17
[496] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, pp. 20-21
[497] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, pp. 20-31

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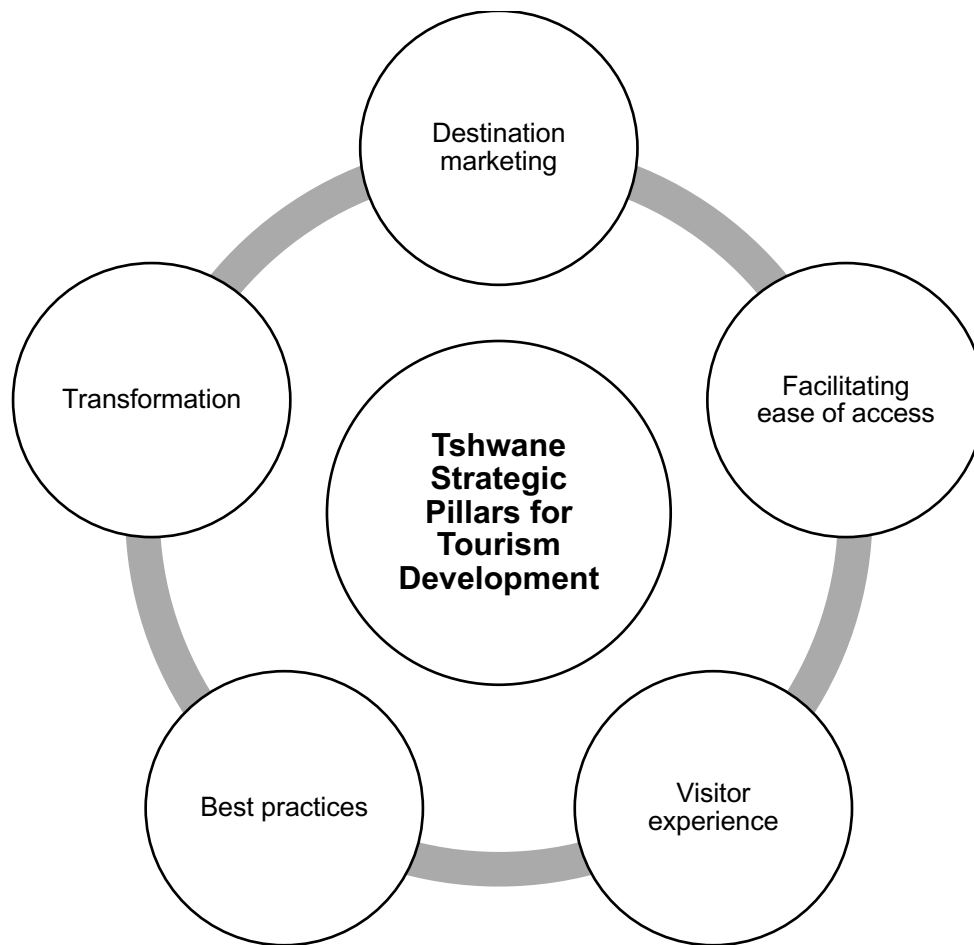YUNIBESITHI YA PRETORIA

Figure 12: City of Tshwane Strategic Pillars for Tourism Development.[498]

Finally, the City of Tshwane had also announced a 5-pillar economic recovery plan that aims to assist the city's overall economy. This economic plan aimed to cushion businesses and the city's residents, and at the same time safeguard its economy. The goal thereof was to respond appropriately to the shock of the Covid-19 pandemic and find avenues to mitigate any future shocks.[499] This 5-pillar economic recovery plan is visually represented in Figure 13.

The first plan aimed to facilitate 'access to Covid-19 support' for small-businesses, through the National Covid-19 Relief Fund Programme. The next plan, 'Enterprise development & Support', sought to offer preferential procurement opportunities to small businesses. Thirdly, the 'investment aftercare/business retention services' plan focused on honouring infrastructure service delivery and maintenance in key industrial

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[498] Figure 12 developed based on City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, pp. 20-21

[499] City of Tshwane, '*City of Tshwane Economic Recovery Response (ERR) Plan'*, Republic of South Africa, 2020, p. 12

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areas throughout the city in order to retain existing investors. The economic recovery plan also focused on 'job creation and reskilling' where the city would facilitate job creation and provide virtual reskilling programmes. Through the last economic recovery plan, 'financial relief', the City of Tshwane saw the need to financially assist the informal sector and small businesses that faced financial difficulty throughout the pandemic. [500]
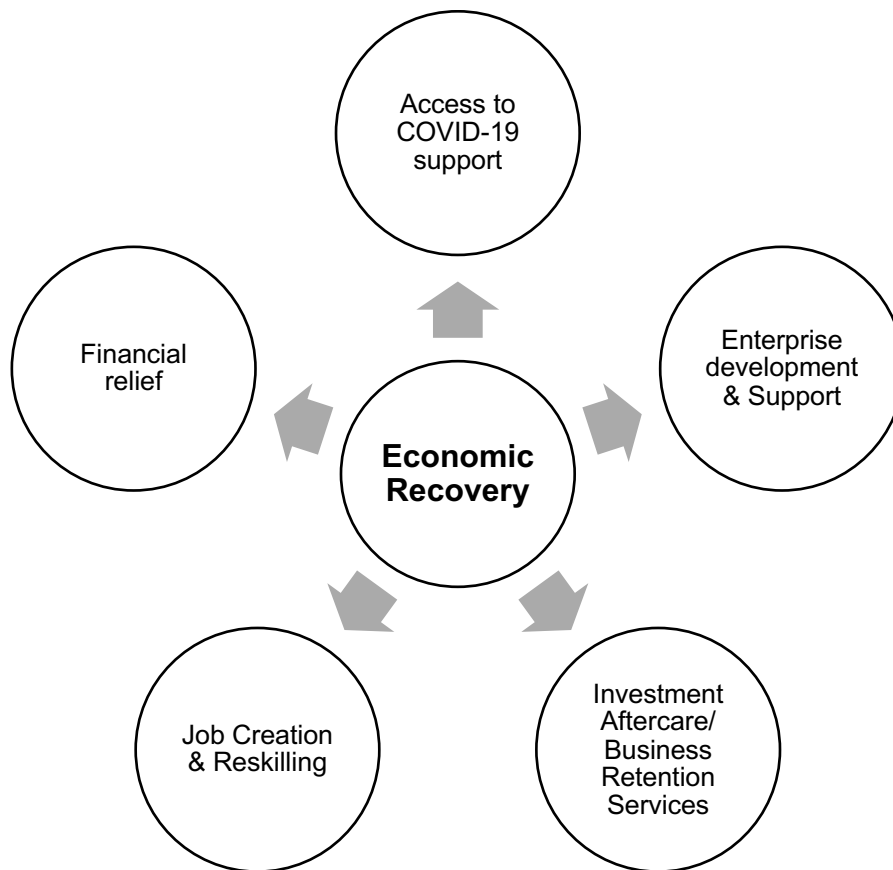
Figure 13: The City of Tshwane Covid-19 5-Pillar Economic Recovery Plan.[501]

Additionally, the Gauteng Tourism Authority also stressed that the Covid-19 pandemic continued to pose a risk to the tourism industry and was of great concern. This hindered the Gauteng Tourism Authority's ability to deliver on its mandate. This was largely due to the collapse of the supply and demand within the industry itself and

[500] City of Tshwane, '*City of Tshwane Economic Recovery Response (ERR) Plan*', Republic of South Africa, 2020, p. 13-15

[501] Figure 13 developed based on City of Tshwane, '*City of Tshwane Economic Recovery Response (ERR) Plan*', Republic of South Africa, 2020, p. 12

global travel restrictions.[502] This exacerbated business continuity within the sector due to continued budget cuts. Ultimately, the Gauteng Tourism Authority had to:

> consider innovative ways of doing business to ensure continued operations post Covid-19. This will require revision of the Annual Performance Plan targets with a focus on domestic travel and driving tourism recovery when the tourism sector re-opens.[503]

Ultimately, it is evident that the policies, strategies, and annual reports that are available in the public domain emphasise the importance of the tourism industry and its associated opportunities in both the Gauteng Province and the City of Tshwane. It is also evident that the available policies, strategies, and annual reports give some insight into the approach towards tourism development and the management of the Covid-19 pandemic.

5.4. Marketing and Destination Image

According to the City of Tshwane, its destination image is an important facet that must be considered for its tourism industry to succeed and continuously grow sustainably. In the *Tshwane Tourism Strategy* of 2018, the city sets out a marketing strategy that aims to assist the city to achieve its tourism potential. Through its marketing strategy the City of Tshwane could promote itself, encourage investment, attract leisure tourists, and host sport tourism events.[504] The City of Tshwane also understands that effective marketing and enhanced brand management requires persuasive campaigns that attract tourists. In order to achieve this, there is an awareness that there must be collaboration between the City of Tshwane's Department of Tourism, key stakeholders, association representatives, both national and provincial bodies responsible for tourism marketing and heritage and cultural institutions throughout Tshwane.[505]

The first facet of the city's marketing strategy is to identify potential tourism markets within the domestic, regional, and international target markets. Some of the identified target markets include: visiting friends and family; business travellers; sport tourists;

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[502] Gauteng Tourism Authority, *'Annual Report 2019/20'*, Republic of South Africa, 2020, p. 115
[503] Gauteng Tourism Authority, *'Annual Report 2019/20'*, Republic of South Africa, 2020, p. 115
[504] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 20
[505] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 21

and leisure travellers. By attracting these travellers, the city is able to enjoy a larger share of the tourism market within and outside South Africa.[506]

Additionally, potential marketing platforms for the City of Tshwane were to place considerable emphasis on business and trade relations, leisure tourism, and sports events tourism. The city regards itself as an attractive destination for events within these tourism sectors and sees the benefits of hosting events that are able to promote the city on the domestic, regional, and international stage. The hosting of these events are seen as an effective tool to promote, position, and brand the city as an attractive tourism destination. The hosting of events is also considered as a means to improve the geographic and seasonal benefits of tourism and encourage potential visitors to travel and experience the city.[507]

The City of Tshwane's marketing strategy also highlights the need for an improved destination image. Through the development of a strategy for destination marketing, the city aims to create a destination logo, set up a website and improve its social media platforms. Through this, the city intends to create a strong and integrated brand with a clear position as a tourist destination. The city also wants to improve its market and segment prioritisation by identifying priority tourism markets. With the implementation of comprehensive marketing campaigns, in partnership with industry stakeholders, the City of Tshwane is keen to increase the effectiveness of its marketing campaigns. By investigating the impact of potential major events that could enhance the city's position as a tourist destination and improve its economy, the city wants to ensure that major events are used as a means of promotion and marketing of the city. Lastly, the City of Tshwane also wants to increase its share of the sport and leisure tourism sector through investigating the return on investment, skills development, opportunity development, and improve private partnerships within this tourism sector.[508]

Through the Tshwane Tourism Association, the City of Tshwane's tourism industry is able to be marketed and managed for the benefit of both industry stakeholders and the city itself. The Tshwane Tourism Association is a not-for-profit company that is coordinated by the private sector and disseminates information and connects businesses, government, residents and visitors on tourism related matters. The vision

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[506] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 21

[507] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, pp. 21-22

[508] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, pp. 22-24

of the Tshwane Tourism Association is to provide tourism businesses in the city the opportunity to promote their tourism offerings and grow their businesses in a strategic and responsible manner.[509]

With this in mind, the City of Tshwane, and a number of industry stakeholders such as the Tourism Grading Council of South Africa and the Tshwane Tourism Association held an event with 120 tourism business owners in September 2018. The aim of the event sought to increase the number of graded properties in the city and improve the city's appeal to tourists. Additionally, the goal was to enable new and small businesses to benchmark themselves and improve their tourism products, which could in return contribute to improving the City of Tshwane's destination image and make it a more desirable tourism destination.[510]

It is therefore evident that a well-developed destination image is quintessential for the success of the City of Tshwane's urban tourism industry. Through the implementation of these tourism marketing strategies, the City of Tshwane should be able to sustainably promote itself, encourage investment, attract leisure tourists, and host sport tourism events.[511] The continued engagement with the private sector will also be essential for the city to continuously grow its share of the global tourism market in a sustainable manner.

5.5. Conclusion

The evaluation of the city's history, tourism sectors, policies and strategies for tourism development, and marketing and destination image, has given valuable insight into the urban tourism industry within the City of Tshwane. The findings provide a clear picture of what the tourism industry within the City of Tshwane looks like. The criteria give further insight into whether an urban tourism industry could contribute towards continued sustainable tourism development and economic growth within the city, that could contribute to job creation, youth employment and skills development.

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[509] Tshwane Tourism Association, 2022, <https://www.tshwanetourism.com/about>, access: 20 January 2022
[510] City of Tshwane, 'City of Tshwane Annual Report 2018/2019', Republic of South Africa, 2019, p. 121
[511] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, p. 20

Chapter 6: Conclusion - Urban Tourism Comparison

> It must be concluded that urban tourism in South Africa is now an established aspect of the larger national tourism economy.[512]

6.1. Introduction

Tourism is a complex product that has economic, political and social influences.[513] This has become apparent throughout this study that sought to analyse and compare the urban tourism industry of the City of Cape Town with its capital city counterpart, the City of Tshwane. The purpose thereof was to identify the criteria and actions implemented in a local case study for the comparison and evaluation of these two cities' urban tourism industries. By doing this, the study sought to determine whether the City of Cape Town's approach to tourism development could be used as a sustainable urban tourism development model in the City of Tshwane.

In assessing the existing literature on urban tourism it became apparent that the bulk of urban tourism scholarship is centred on the global North. It was also found that the dialogue around this phenomenon that has been extended towards the global South, and more specifically southern Africa, was mainly focused on the City of Cape Town and the City of Johannesburg. This highlighted the need to conduct further research on other urban tourism destinations like the City of Tshwane to understand its position. Moreover it sought to finally compare and contrast the City of Tshwane, an inland destination, with its more established and one might argue successful counterpart, the City of Cape Town, a coastal destination.

In addition, this study sought to gain an in-depth understanding of urban tourism as a phenomenon where it was further established that urban tourism has the ability to improve and revitalise an urban environment. It was found that this phenomenon could contribute towards the growth and economic development of cities, where local residents are able to enjoy the benefits thereof.[514] Furthermore, urban tourism has become a key tourism industry that embraces heritage and cultural attributes of cities due to its ability to reinforce the city's authenticity. Hence, urban tourism could be

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[512] C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 28

[513] F.A. Garcia. 'A comparative study of the evolution of tourism policy in Spain and Portugal'. *Tourism Management Perspectives,* (11), 2014, p. 34

[514] C.M. Law, *'Urban Tourism: Attracting visitors to large cities'.* Mansell Publishing, London, 1993, p. 1

regarded as an important economic development enabler in which it is able to support and embrace the culture, economy and society of cities.[515] The study also highlighted the need for an equitable approach to its implementation where the well-being of local residents should always be considered in ensuring the preservation of the urban destination's heritage and cultural resources.[516]

The key concern was thus to gain an understanding of the urban tourism phenomenon in both the City of Cape Town and the City of Tshwane. Consequently, particular emphasis was given to both of these cities respective tourism sites and attractions, policies and strategies for tourism development, and marketing and destination image.

Tourism sites and attractions (the products) for both cities were considered at length as they serve as the main motivator that attracts potential visitors, which is key to the development of the tourism industry.[517] In order to understand both cities' approaches towards tourism development, this study extended its focus towards the policies and strategies for tourism development as they determine the efficiency, effectiveness and ability for achieving tourism development objectives.[518] The marketing and destination image of both cities were also evaluated as they influence possible tourists' travel-related decision-making and choice, which ultimately determines the success of the city's urban tourism industry.[519] These focus points will therefore be used throughout the remainder of this analysis as the main criteria and actions for comparing and evaluating both cities in order to determine how urban tourism can be utilised for job creation, economic expansion, and investment with specific reference to the potential of city urban tourism development in the of Tshwane.

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[515] R.V. Gârbea, 'Urban tourism between content and aspiration for urban development', *Management & Marketing,* 11(1), 2013, p. 197

[516] J. R. B. Ritchie & G. I. Crouch, '*The Competitive Destination: A Sustainable Tourism',* CABI Publishing, Wallingford, 2003, p. 2

[517] P. Benckendorff & J. Jafari, 'Attraction, tourism', *Encyclopedia of Tourism*, 2014, p. 1

[518] M. Velasco, 'Tourism Policy', *Global Encyclopaedia of Public Administration, Public Policy, and Governance,* 2017, p. 5

[519] K. Sonnleitner, *'Destination image and its effects on tourism marketing and branding: A case study about the Austrian national tourist office - with a special focus on the market Sweden'.* LAP Lambert Acad. Publ, Saarbrücken. 2011, p. 8

6.2. Comparison and Evaluation

Since a city's urban tourism industry is made up of a variety of tourism sectors and products that attract potential visitors, both cities' tourism offerings were evaluated. The evaluation considered both city's tourism sectors and products' quality, accessibility, proximity, desirability, and image. Additionally, the tourism policies and strategies were also considered by focusing on the respective provinces' tourism acts and regulations along with a discussion of each city's growth strategies, tourism industry trends, tourism development frameworks, and their Covid-19 recovery strategies. This was motivated by the fact that these policies and strategies formed the guidelines for their tourism development and economic growth, and reflect their position on tourism. As mentioned, the marketing and destination image of a destination promotes a city to the global stage and attracts potential visitors. Therefore, both cities marketing and destination images have been examined where emphasis had been placed on the global image of both cities, their marketing strategies and marketing success. Finally, the results of these comparisons and evaluations have been discussed in order to establish whether the City of Cape Town's approach to tourism development could be used as an urban tourism development model in the City of Tshwane in order to develop a more sustainable urban tourism industry, where their tourism offerings are desired by a global market. This evaluation model is visually represented in Figure 14:
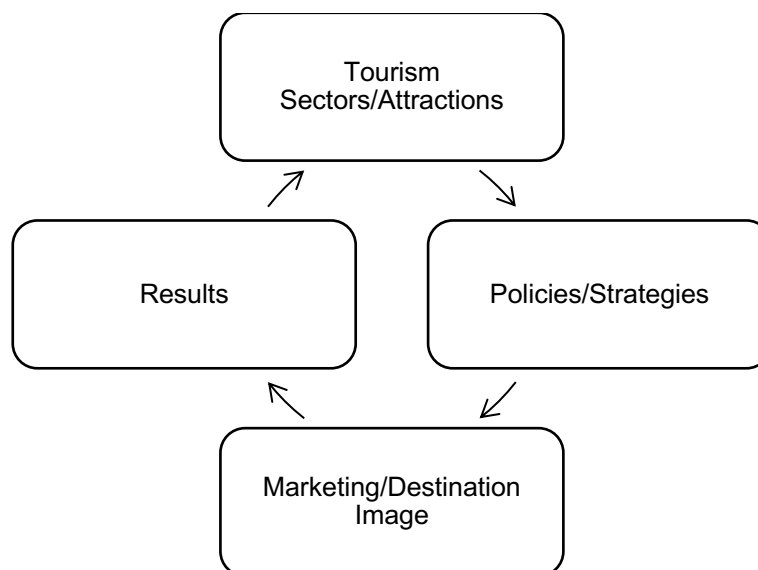

Figure 14: Urban Tourism Evaluation Model.

6.2.1. Tourism Sectors and Attractions

When analysing both cities tourism sectors and attractions, it becomes evident that both the City of Cape Town and the City of Tshwane have leisure and recreational tourism, heritage and cultural tourism, eco-tourism, and business tourism in common. The examination of these tourism sectors and attractions provide insight into the stark differences between these two cities and their ability to attract potential visitors. The analysis of both cities' tourism sectors and attractions follows using the categories of leisure and recreational tourism, heritage and cultural tourism, eco-tourism and business tourism.

This analysis highlights that the City of Cape Town's attractive natural and urban environment has made it a well-established unique urban tourism destination and has seen its leisure and recreational tourism sector become one of its main tourism drawcards that attracts visitors from across the world. This is motivated by the fact that the city's offerings within this sector include some of the best and most beautiful beaches in South Africa, unique shopping complexes, world renowned food and wine experiences, exciting events, amazing festivals and exhilarating sport and adventure offerings. With this in mind, the city invested much of its resources and support to continuously develop, improve and grow this sector and its attractions. This was done to ensure that the city is able to keep up with the growing demand and maintain visitor satisfaction, along with creating employment opportunities and constantly growing its economy.[520] Another benefit for the City of Cape Town within this industry is not only its natural assets as a coastal and mountainous destination, but rather the close proximity between its leisure and recreational tourism attractions, major transport networks and accommodation throughout its CBD with Table Mountain and the Atlantic ocean as their backdrop. This further reinforces the city's global desirability, access and destination image, enabling the city to take advantage thereof and benefit economically.

In contrast to this, the City of Tshwane's leisure and recreational tourism sector does not enjoy the same benefits. Even though the city is also home to a variety of similar types of attractions and experiences within this sector, similar to its coastal city

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[520] J.M. Rogerson, 'Urban tourism and the changing structure of the hotel economy in South Africa', *African Journal for Physical, Health Education, Recreation and Dance,* 19(3), 2013, p. 43

counterpart, it has been found that the city is not capable of competing with the City of Cape Town, purely based on the natural assets and beauty alone. It is after all an inland destination with no coastal and little mountains. This sector needs continued investment and support from both the local government and the private sector in order for it to develop.[521] It is however noted that the City of Tshwane has identified its leisure and recreational tourism sector as a potential avenue for economic growth and job creation. Nevertheless, it should be noted that it has become prevalent throughout this study that the City of Tshwane's leisure and recreational attractions are located at a distance from major transport networks, and accommodation destinations, ultimately limiting potential visitor experiences and therefore limiting the city's ability to benefit from this aspect economically.

The contrast between both the City of Cape Town and the City of Tshwane's leisure and recreational tourism attractions are represented in Table 1:

Table 1: Leisure and Recreational Tourism	
City of Cape Town	**City of Tshwane**
Beaches	
• Coastal city: 10 Blue Flag Beaches situated across the city.	• Inland city: no beaches
Shopping Tourism	
• Canal Walk: 20 million visitors annually, mixed-use complex and located along N2 outside the Cape Town CBD. • V&A Waterfront: 24 million visitors annually, mixed-use complex and located close to the CBD.	• Menlyn Park Shopping Centre: 16 million visitors annually and is located next to N1. • Menlyn Maine: Mixed-use complex and is located next to Menlyn Park Shopping Centre.
Food and Wine Tourism	
• Numerous unique culinary experiences. • World-renowned wine experiences. • Large variety of food markets.	• Numerous restaurants throughout the city. • Multiple food markets throughout the city.

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[521] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 41 & 71; Discover Tshwane, 2021, <https://discovertshwane.com/wp-content/uploads/2021/08/Discover-Tshwane-Visitors-Guide.pdf>, access: 30 December 2021

• Situated across the city and usually in close proximity to one another and other tourist attractions.	
Events Tourism	
• Cape Town International Jazz Festival: 35 000 attendees and takes place at CTICC in the CBD and close to the V&A Waterfront. • Cape Town Minstrel Festival: 100 000 spectators and takes place throughout the CBD. • Cape Town Carnival: 45 000 attendees and takes place throughout the CBD. • Summer Sunset Concerts: 143 000 overall attendees and takes place in Kirstenbosch Botanical Gardens.	• Park Acoustics: 800-2 000 attendees per event and is usually held at the Voortrekker Monuments' Fort Schanskop. • Africa Aerospace Defence Expo: 93 000 attendees and is held at the Waterkloof Airforce Base.
Sport Tourism	
• Two Oceans Marathon: 26 000 participants and takes place throughout city. • Cape Town Cycle Tour: 35 000 participants and takes place throughout the city. • Cape Town World Rugby Sevens Series: 120 000 attendees and takes place at Cape Town Stadium close to the CBD and V&A Waterfront.	• World-class sport facilities: Loftus Versfeld Stadium located close to the CBD and SuperSport Park located in Centurion.
Adventure Tourism	
• Large variety of activities and experiences throughout city. • Thrill seekers paradise and adventure capital of South Africa. • 63% of international tourists engage in adventure activities.	• Large variety of adventure tourism offerings outside the city.

A further focus of this study under tourism sectors and attractions was around heritage and cultural tourism. This analysis also found that the heritage and cultural tourism sector in the City of Cape Town is arguably one of its most important tourism attractions. It is estimated that 90% of tourists to the City of Cape Town spend some

of their time in the central city to experience the heritage and cultural tourism attractions and experiences.[522] The city's history has had an extensive and lasting influence on its heritage and cultural composition, which gave rise to some of the most notable heritage and cultural tourism sites, attractions and experiences. Additionally, the declaration of Robben Island as a UNESCO World Heritage Site has further placed the city on the global stage. Nevertheless, it was found that the most notable and easily accessible sites tend to be the most popular heritage and cultural tourism attractions, whilst many smaller and less known sites faded into the background and continuously needed support from both the local government and the private sector. It is for this reason that the city aims to further develop and support this sector and link it with many of the other more well-known sites.[523]

In comparison, the City of Tshwane regards its heritage and cultural tourism sector as a valuable existing tourism asset that should be utilised more in order to attract more visitors.[524] The uniqueness of these heritage and cultural resources are specific to the city and its history. This tourism sector has the ability to grow and become a popular avenue for further urban tourism growth within the city itself. Even though the city has a well-developed infrastructure for the heritage and cultural tourism sector and that heritage and cultural tourism products are heavily desired by tourists, it is evident that this sector remains underdeveloped and underperforming within the city.[525] In order for the heritage and cultural tourism sector to grow and become 'must-visit' attractions in the City of Tshwane, more investment in marketing, maintenance and tourism development is required as many of these attractions lack the necessary funding to do so themselves.

The contrast between both the City of Cape Town and the City of Tshwane's heritage and cultural tourism attractions are represented in Table 2.

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[522] G. Pirie, '*Urban Tourism in Cape Town*'. In C.M. Rogerson & G. Visser. '*Urban tourism in the developing world: the South African experience*'. Transaction Publishers, New Brunswick, 2007. p. 231

[523] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017',* Republic of South Africa, 2013, p. 47

[524] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 222

[525] Department of Tourism, *'National Heritage And Cultural Tourism Strategy'*, Republic of South Africa, 2012, p. 16

Table 2: Heritage and Cultural Tourism	
City of Cape Town	**City of Tshwane**
Bo-Kaap	**Church Square**
- Distinct neighbourhood. - Rich history and culture. - Legacy of slavery. - Located close to the CBD and V&A Waterfront.	- Political symbolism/supremacy. of the previous powers. - Beautiful architecture. - Unique history. - Located in the CBD.
District Six	**Union Building**
- Legacy of apartheid. - Diverse community and history. - Located in the CBD and close V&A Waterfront.	- Beautiful architecture. - Backdrop to much of South Africa's historical moments. - Located close to the CBD.
Robben Island	**Voortrekker Monument**
- UNESCO World Heritage Site. - Legacy of apartheid. - Distinct History. - V&A Waterfront serves as gateway to the island.	- Strongest visual symbol in the city. - Unique history. - Located close to the CBD.
Zeitz Museum of Contemporary Art Africa	**Freedom Park**
- Unique architectural history. - Collects, exhibits, preserves, and researches contemporary African art. - Located at the V&A Waterfront.	- Legacy of apartheid. - Multi-faceted heritage precinct. - Located close to the CBD.
Irma Stern Museum	**Melrose House**
- Once home and studio of Irma Stern. - Unique collection of art, artefacts and furniture. - Located close to the University of Cape Town	- Unique history. - Beautiful architecture. - Located close to the CBD.
Iziko Museums of South Africa	**Ditsong Museum of South Africa**
- Collect, conserve and manage South Africa's heritage resources in the Western Cape. - Sites located across the city.	- Collect, conserve and manage South Africa's heritage resources in Gauteng. - Sites located across the city.

In focusing on eco-tourism, it was found that in the City of Cape Town, eco-tourism has become an important avenue for conserving biological and cultural diversity, where it has created an increased awareness for responsible and sustainable practices.[526] Its most notable attraction is its imposing geographical feature, Table Mountain, which has become synonymous with the city. With the declaration of the Cape Floristic Region as a UNESCO World Heritage Site, the city has further gained a spot on the global stage and is able to attract a global audience. Hence it has been found that alongside Table Mountain, many other eco-tourism attractions throughout the city are visited and are popular sites. It is for this reason that the city considers eco-tourism as an imperative tourism sector that that continuously needs its support.[527]

The City of Tshwane, in comparison, also regards its eco-tourism sector as a vital tourism industry and understands that many other tourism products depend on the eco-tourism industry. Hence the city regards this tourism sector as a key avenue for economic growth, investment and job creation.[528] However, this study found that the City of Tshwane has an abundance of eco-tourism destinations and attractions, such as the very popular National Zoological Garden and Botanical Gardens. However, many of them are relatively unknown by both the domestic and international tourist. Hence, it is imperative that the city takes advantage of its well-established eco-tourism sector to encourage further growth of its urban tourism industry and attract both domestic and international visitors. Additionally, the City of Tshwane also needs to try and develop these eco-tourism sites to attain international recognition.

The contrast between both the City of Cape Town and the City of Tshwane's eco-tourism attractions are represented in Table 3.

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[526] Brand South Africa, 2011, <https://www.brandsouthafrica.com/tourism-south-africa/travel/food/wine-ecotourism>, access: 10 October 2021

[527] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, p. 83

[528] City of Tshwane, *'Growth and Development strategy For The City of Tshwane'*, Republic of South Africa, n.d, p. 20

Table 3: Eco-tourism	
City of Cape Town	**City of Tshwane**
Table Mountain	**Dinokeng Game Reserve**
• Smallest, yet richest, floral kingdom on earth. • Most prominent tourist attraction in the city.	• World-class eco-tourism destination.
Kirstenbosch National Botanical Garden	**National Zoological Garden**
• UNESCO World Heritage Site. • Conserve, preserve, and promote the rich biodiversity.	• Conservation area. • Multi-functional green space.
Boulders Beach	**Pretoria National Botanical Gardens**
• Conserve, preserve, and promote endangered land-based colony of African penguins.	• One of the 10 best zoos in the world. • Most popular eco-tourism destination in the city.

In evaluating business tourism, the study also found that the City of Cape Town has become a desired business tourism destination due to its large variety of facilities alongside tourism attractions and experiences. This is largely attributed to the fact that the business traveller usually will spend their free time interacting with other tourism offerings and experiences throughout the city. The City of Cape Town has sought to leverage this sector to encourage further investment, create job opportunities and support its economic growth. Hence, the city has become South Africa's second most important business tourism destination. Nevertheless, it was also established that the city sees this tourism sector as underdeveloped and highlighted the need for continuously supporting and promoting the city as an internationally desired business tourism destination.[529] The collaboration with New York City is a case in point to create international awareness.

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[529] D. Greenberg & J.M. Rogerson, 'Accommodating business travellers: The organisation and spaces of serviced apartments in Cape Town, South Africa', *Bulletin of Geography: Socio-Economic Series*, 42(42), 2018, pp. 92-93; City of Cape Town, '*Cape Town Tourism Development Framework 2013-2017*', Republic of South Africa, 2013, p. 45

Finally, as regards the City of Tshwane's business tourism sector, this study also found that the business tourism sector in the City of Tshwane has the ability to become a major business tourism destination. This is mainly supported by the fact that the city is the administrative capital of South Africa, is home to over 130 embassies and boasts a well-developed infrastructure that would be able to set the city apart from the City of Cape Town and City of Johannesburg. Nevertheless, this tourism sector remains relatively underdeveloped. It is therefore imperative that the city invests in further developing this industry and ensures that it develops a strong marketing campaign that would promote and set it apart from other business tourism destinations.[530]

The contrast between both the City of Cape Town and the City of Tshwane's business tourism attractions are represented in Table 4:

Table 4: Business Tourism	
City of Cape Town	**City of Tshwane**
CTICC	**400 conference facilities throughout the city**
• MICE market suited. • Located in the CBD and close to the V&A Waterfront.	• CSIR International Conference Centre • Menlyn Square Conference Centre
V&A Waterfront	**7 000 hotel rooms**
• Mixed-use complex • MICE market suited. • Located close to the CBD and CTICC.	• Sheraton Pretoria Hotel in CBD • The Regency Apartment Hotel in Menlyn
Century City	**Menlyn Maine**
• Mixed-use complex. • MICE market suited.	• Mixed-use complex and is located next to Menlyn Park Shopping Centre.

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[530] City of Tshwane, '*2016/21 Integrated Development Plan*', Republic of South Africa, 2016, p. 105

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6.2.2. Policies and Strategies for Tourism development

In the examination of the policies and strategies for tourism development for these two cities, this study aimed to evaluate the approach each city has taken in the past to develop their urban tourism industries and how they plan on continuously developing this aspect. Both the City of Cape Town and the City of Tshwane emphasised the importance thereof and the opportunities a well-developed urban tourism industry holds for job creation, economic growth and investment. This study therefore focused on assessing both city's respective provinces' tourism acts as well as assessing both cities growth strategies, tourism industry trends, tourism development frameworks, and their Covid-19 recovery strategies in order to determine the efficiency, effectiveness and ability for achieving their tourism development objectives. The analysis of both cities policies and strategies for Tourism development are represented in Table 5:

Table 5: Policies and Strategies for Tourism development	
City of Cape Town	**City of Tshwane**
• Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013	• Gauteng Tourism Act 10 of 2001
• Economic Growth Strategy	• Growth Strategy
• Tourism industry trends	• Global tourism industry trends
• Key actions for tourism development	• Initiatives for tourism development
• Strategic goals for tourism development	• Strategic pillars for tourism development
• Covid-19 Ten-point Tourism Recovery Strategy	• Covid-19 5-pillar economic recovery plan

Both the Western Cape and the Gauteng province have legislated tourism acts that aim to develop, foster, promote and support the tourism industry, in order to make way for economic growth, job creation and investment. The *Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013* established Wesgro, an

organisation incorporated to not only support the tourism industry within the province, but also assist, promote and develop trade and investment opportunities which make way for sustainable economic development throughout the Western Cape province.[531] Similar to this, the *Gauteng Tourism Act 10 of 2001* established the Gauteng Tourism Authority, an organisation responsible for the development of programmatic interventions that are focused on destination marketing, visitor services and the events industry within the Gauteng province.[532]

Even though both Acts allow for tourism development and the promotion of their tourism industries, the *Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013* encapsulates a much broader spectrum for the development and promotion of the Western Cape's tourism industry. In contrast to this, the *Gauteng Tourism Act 10 of 2001* places specific focus on its tourism industry as opposed to the broad spectrum of trade and investment which could enable the sustainable development of tourism industries.

An analysis of the City of Cape Town and the City of Tshwane's growth strategies established that both cities sought to grow their economies and create employment opportunities. It was found that the economic growth strategy for the City of Cape Town placed particular emphasis on addressing the building blocks required to create an internationally competitive city.[533] The growth strategy of the City of Tshwane on the other hand, aimed at identifying and nurturing the best growth opportunities for the city.[534] These growth strategies identified the importance of creating inclusive and competitive cities where continued infrastructure investment and development takes place that would improve local residents' livelihoods. However, the key difference of both cities' growth strategies is what set them apart. The City of Cape Town's economic growth strategy sought to have the city become a globally competitive city, where it also leverages trade and sector development for economic advantage, and to ensure that the city remains environmentally sustainable.[535] In contrast to this, the City of Tshwane's growth strategy sought to make the city resilient and resource

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[531] Western Cape Investment and Trade Promotion Agency Amendment Act 6 of 2013
[532] Gauteng Tourism Act 10 of 2001
[533] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 24-25
[534] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 17
[535] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 24-25

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efficient, where it ensures that it is equitable as promoted through excellence as an African capital city and to be South Africa's capital city with an active citizenry.[536] It was therefore found that the City of Cape Town's economic growth strategy is more focused on economic development, whilst the City of Tshwane growth strategy identified the importance of developing its image as a capital city of South Africa as a tool for continued growth.

A further focus of this study under policies and strategies for tourism development was around the key tourism trends identified by both cities since these trends influence and determine the policy and strategy outcomes. The City of Cape Town sought to make use of these trends to understand the global tourism performance and South Africa's position within the global tourism industry. This enabled the City of Cape Town to further improve and develop their tourism strategies and industry by utilising and learning from these trends.[537] The City of Tshwane, on the other hand, identified major trends that were underway globally and saw them as an opportunity for growing its tourism industry and economy, particularly through its business tourism sector.[538] This further highlighted the difference between each city's approach to tourism development, where the City of Cape Town focused on using these trends to determine and utilise its position in the global tourism market for continued tourism development, whereas the City of Tshwane pursued opportunities for tourism development according to global trends.

In order to encourage the continued development of the urban tourism industry in the City of Cape Town, the city outlined directives for tourism development. Through this, the city wanted to form strategic focus areas, key actions and projects that would target tourism development. This highlighted that the growth of visitor numbers, conserving heritage and diversifying source markets and products were essential for the development of the city's tourism industry.[539]   In contrast, the City of Tshwane identified multiple initiatives in order address its tourism development challenges. These challenges were identified as attracting more visitors, creating a world-class

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[536] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 17

[537] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 12-18

[538] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, pp. 43-44

[539] City of Cape Town, *'Cape Town Tourism Development Framework 2013-2017'*, Republic of South Africa, 2013, pp. 88-89

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experience, improving the city's economy and encouraging consistent growth.[540] This reinforces the case that the City of Cape Town understands and aspires to continuously grow, improve and develop its tourism industry by addressing avenues for its tourism development. In contrast, the City of Tshwane wanted to find avenues to address its tourism development challenges and encourage growth of its urban tourism industry.

The City of Cape Town stressed the importance of addressing its economic growth and ensuring the sustainability thereof. This study therefore established that the city developed two broad scenarios, "moderate growth" or "high growth", that could unfold for its tourism growth. This was largely motivated by the inconsistent growth thereof in the past and the need to ensure that the economy could flourish and enjoy consistent growth. By considering these growth scenarios the city developed its strategic goals that sought to influence its current challenges, opportunities and its future growth, vision and ambitions.[541] In contrast to this, the City of Tshwane only sought to continuously grow its tourism economy through the use of its tourism assets. For the city to be able to achieve this, it encouraged innovation and required consistent upgrading of tourism offerings in order to remain a relevant global tourism destination. Therefore, the City of Tshwane developed its strategic action plans, where the city set out short- and long-term interventions for tourism development.

The City of Cape Town's strategic goals for tourism development included ensuring visitor comfort; improving and diversifying products and experiences; stimulating demand, generating community involvement and support; and organising effectively for growth.[542] This indicates that the city focused on continuously developing and improving its approach to tourism development strategies that would benefit both the city and its residents, along with its visitors. The City of Tshwane's strategic action plans included destination marketing; facilitating ease of access; visitor experience; best practices; and transformation.[543] It could therefore be argued that the city is still in the exploration phase of its tourism industry and lagged largely behind the City of Cape Town as a global urban tourism destination.

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[540] City of Tshwane, *'Sustainable Inclusive Growth Strategy'*, Republic of South Africa, 2015, p. 45

[541] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, pp. 27-28

[542] City of Cape Town, *'Tourism Development Framework 2024'*, Republic of South Africa, 2019, pp. 27-28

[543] City of Tshwane, *'Tshwane Tourism Strategy'*, Republic of South Africa, 2018, pp. 20-21

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Finally, as part of policies and strategies for tourism development, this study also assessed both cities response to the Covid-19 pandemic and the impact thereof on its tourism industry. The City of Cape Town announced a ten-point tourism strategy that aimed to specifically assist its tourism industry and underscored the importance of preserving this sector, since it became one of the city's key industries. The city's approach focused on addressing the challenges surrounding the Covid-19 pandemic, economic growth and the influence thereof on its tourism industry, in order to ensure its survival as a global tourism destination. The City of Tshwane, on the other hand, announced its 5-pillar economic recovery for the city's overall economy. The goal thereof was to respond appropriately and ensured businesses, residents and its economy was safeguarded from the pandemic. The analysis thereof once again highlighted the difference between both cities approach to addressing the pandemic's impact with regards to their tourism industries. It could therefore be argued that the City of Cape Town specifically sought resolutions to preserve its tourism industry, whilst the City of Tshwane approached the preservation of its economy and industries as a whole.[544]

6.2.3.   Marketing and Destination Image

As indicated, the marketing and destination image of a city is quintessential to the success of a tourist destination. The importance thereof is also supported by the fact that through successful marketing strategies and a remarkable destination image, people's perceptions of those cities are influenced.[545] Hence, it has become evident that both the City of Cape Town and the City of Tshwane emphasised its significance. This study therefore considered both cities approaches and strategies within this regard.

In the case of the City of Cape Town, it was found that a well designed and implemented marketing strategy through public-private collaborations has become key to the city's success as a global urban tourism destination. Through the City of Cape

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[544] City of Tshwane, *'City of Tshwane Economic Recovery Response (ERR) Plan'*, Republic of South Africa, 2020, pp. 13-15

[545] K. Sonnleitner, *'Destination image and its effects on tourism marketing and branding: A case study about the Austrian national tourist office - with a special focus on the market Sweden'*, LAP Lambert Acad. Publ, Saarbrücken. 2011, p. 8

Town's public-private partnership with Cape Town Tourism, the city's official tourism marketing organisation, the city has seen considerable success in its marketing campaigns. It has therefore been established that the City of Cape Town's public-private collaboration with Cape Town Tourism has been tremendously successful. This partnership is regarded as a best practice example by many international tourism leaders. The success thereof is evident as indicated in the fact that the UNWTO invited Cape Town Tourism to serve on the Destination and Business Council and present this tourism model at its annual general meeting in 2018 and 2019. Additionally, Cape Town has also been selected as one of 15 top global destinations as ideal subjects for a case study by the UNWTO and the World Tourism Cities Federation. This highlights Cape Town's global status as an urban tourism destination that has the potential to influence world travel. [546] Additionally, Cape Town Tourism played a significant role in the marketing of the city through websites, social media, tourism information centres and promotional partnerships. Owing to this, the City of Cape Town has been awarded with numerous achievements and accolades which contributed to the city's popularity and profile and made the city a desired global urban tourism destination.[547]

In contrast to this, the City of Tshwane highlighted the need for effective marketing and enhanced brand management that would contribute to its ability to attract more visitors. With this in mind, the city identified potential tourism markets in order to directly target them. The city also identified business and trade relations, leisure tourism, and sports events tourism as potential marketing platforms. However, the city also highlighted the need for an improved marketing strategy and destination image through the development and improvement of its websites, social media pages, destination logo and public private relations. Through this, the city believes that it could create a stronger and more integrated brand with a clear position as a tourist destination.[548] Nevertheless, through the Tshwane Tourism Association, the City of Tshwane's tourism industry is able to be marketed and managed for the benefit of both

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[546] City of Cape Town, 'Tourism Development Framework for the City of Cape Town: Situation analysis', Republic of South Africa, 2002, p. 139; G. Prayag, 'Image, Satisfaction and Loyalty – The Case of Cape Town', Anatolia, 19(2), 2008, p. 206; World Tourism Cities Federation, 'Cape Town South Africa', UNWTO, 2019, p. 5

[547] City of Cape Town, 'Tourism Development Framework for the City of Cape Town: Situation analysis', Republic of South Africa, 2002, p. 139; G. Prayag, 'Image, Satisfaction and Loyalty – The Case of Cape Town', Anatolia, 19(2), 2008, p. 206; World Tourism Cities Federation, 'Cape Town South Africa', UNWTO, 2019, p. 5

[548] City of Tshwane, 'Tshwane Tourism Strategy', Republic of South Africa, 2018, pp. 21-24

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industry stakeholders and the city itself. Tshwane Tourism Association therefore seeks to assist and promote tourism businesses in the city.[549]

6.2.4. Results

The analysis of both the City of Cape Town and the City of Tshwane's urban tourism industries have revealed their respective successes and shortfalls. Through this it has become evident that their approaches to tourism development has determined the evolution and growth of their tourism industries. Among the aspects examined throughout, a few of these stand out as key insights to determining whether the City of Cape Town's approach to tourism development could be used as a sustainable urban tourism development model in the City of Tshwane.

Firstly, both cities enjoy a vast amount of tourism sectors and attractions. It has been found that proximity, location, accessibility, authenticity and uniqueness play an integral part in the success of these sites. This study has highlighted the clear differences between the tourism offerings between the coastal City of Cape Town and the inland City of Tshwane. Even though both cities share tourism sectors within their urban environment, it has become apparent that the City of Cape Town has effectively made use of its geographical composition, resources and investment opportunities to set itself apart from other cities throughout South Africa. It has also been established that the tourism sites and attractions need continued support from both the public and private sector and that continued investment, development and marketing thereof is integral to their future success and ability to sustainably attract visitors. It has therefore been found that the City of Cape Town's tourism products enjoy more investment and global recognition due to the city's ability to utilise them as a means to deepen local value chains that promote a multitude of businesses, creating more employment opportunities and as a result enjoying more investment.

Even though the City of Tshwane highlighted the importance of embracing its tourism sectors and attractions as a means to encourage investment, job creation, economic development and urban redevelopment, it still lags behind the City of Cape Town in this regard. This is largely motivated by the need for investment and development of

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[549] Tshwane Tourism Association, 2022, <https://www.tshwanetourism.com/about>, access: 20 January 2022

these tourism sectors and attractions in order to make them more attractive and competitive. Additionally, the city does not have the added benefit of a scenic natural asset that is globally recognisable. With this in mind, the City of Tshwane could gain valuable insights from the City of Cape Town's approach into developing and maintaining its urban tourism industry, along with its tourism sectors and attractions. The more preserved, accessible and authentic the tourism product, the more successful the tourism site will be. Additionally, the City of Tshwane could also encourage continued redevelopment and revitalisation of the CBD in order to have it become a more integrated tourism destination in which its visitors could safely enjoy the city's unique offerings. This strategy enabled the City of Cape Town to withstand urban decay and stop the dilapidation of unique tourism assets throughout the city centre.

The analysis of the tourism sectors in both cities offers in-depth insight into the composition of the urban tourism industry, where tourism policies and strategies further played a role in their development, determining the growth and success of their tourism industry. Where the City of Cape Town has placed considerable attention on tourism as a key economic sector, the City of Tshwane has considered it to be an additional economic sector that forms part of its overall economic structure. This has extensively influenced both cities approach to tourism development.

The tourism development frameworks for the City of Cape Town continuously consider avenues for continued investment, policy guidance and strategies of key tourism assets to ensure their persistent growth and success. These clear and concise tourism policies assist the city in maintaining its global presence as an urban tourism destination that has appeal among a large tourist market and is home to unique experiences. The City of Tshwane has also developed policies, strategies and development frameworks, however, the majority of these generally place emphasis on the overall economy in which tourism is included. This study found that these policies, strategies and development frameworks do set out avenues for tourism development. However, it has also been established that the city could ensure the sustainable development of the city's tourism industry by a more focused and targeted approach.

These policies and strategies are essential in the development of a tourism industry. It could therefore be argued that the City of Cape Town has constantly sought to

develop and update its approach to tourism development in order for the city to benefit sustainably and effectively from its urban tourism industry. Alternatively, it could also be reasoned that the City of Tshwane needs to develop more coherent and clear tourism development policies and strategies if it wishes to nurture its share of the global tourism industry. Nevertheless, both cities highlighted the importance of such policies in order for them to sustainably develop and grow their urban tourism industries.

This study also found the immense influence marketing has on the success of an urban tourism destination. A well-executed marketing campaign, along with unique and authentic tourism offerings, have extensive influence on the destination image of a city. It has therefore been established that the City of Cape Town has taken this into consideration and has enjoyed the success thereof. It could therefore be argued that this reinforces the City of Cape Town's global status as an urban tourism destination that has the potential to influence world travel. This is largely attributed to their public-private partnership with Cape Town Tourism and their marketing campaigns and providing industry and visitor services.

This unequivocal difference between both cities approach to marketing and its destination image has therefore become apparent throughout this study. Where the City of Cape Town's public-private partnership with Cape Town Tourism has become an industry leader and case study, the City of Tshwane still lags behind. Hence it can be argued that the City of Tshwane still needs to develop concrete marketing strategies and implement them more efficiently. The City of Tshwane therefore still needs to invest more in marketing its urban tourism industry if it wishes to see more success within the industry.

However, the study also found that the marketing approach by the city of Tshwane is essential and will extensively influence the city's destination image. The implementation of these tourism marketing strategies is therefore crucial if the city wishes to increase its share of the global tourism market and advance its destination image. With this in mind, the City of Tshwane could learn from the practice public-private partnership of Cape Town Tourism and the City of Cape Town, where websites, social media, tourism information centres and promotional partnerships could help with promoting the city, encourage investment and attract tourists.

As is evident from these results, it has become apparent that both cities are going through the hypothetical evolution of a TALC, as theorised by R.W. Butler. With this in mind it could be argued that the City of Cape Town is positioned in the consolidation stage and the City of Tshwane is positioned in the exploration stage of the Tourist Area Life Cycle. This is visually represented in Figure 15 below:
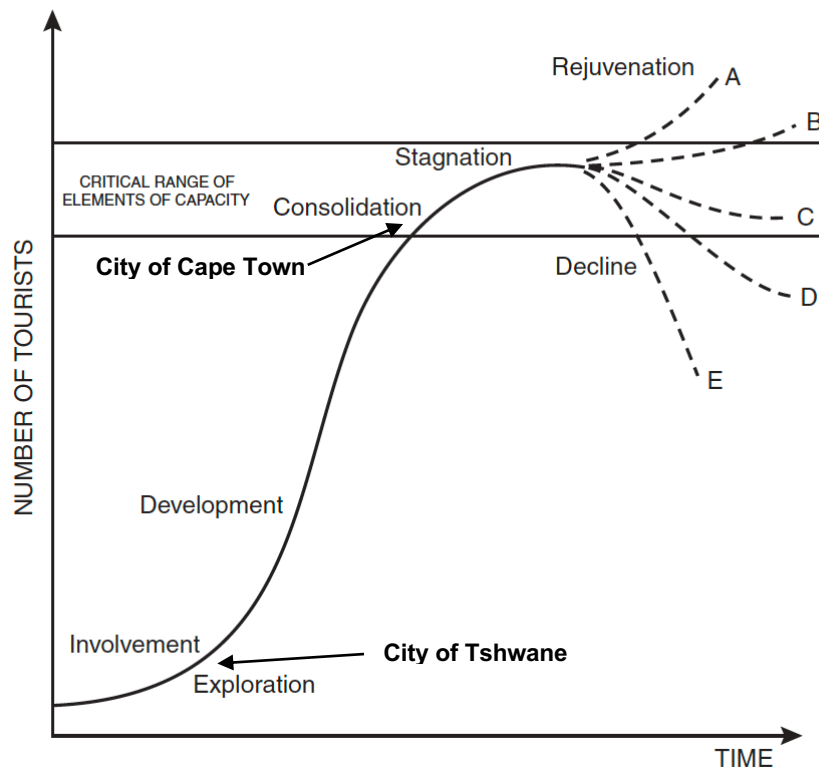

Figure 15: Tourism Area Life Cycle.[550]

The City of Cape Town's position in the *consolidation* stage is motivated by the fact that it still receives a significant number of visitors, however, this has slowed down in recent years largely due to the Covid-19 pandemic. The city's economy has also become increasingly tied to its tourism industry and the continuous efforts to extend the tourist season. The City of Tshwane's position in the *exploration* stage is supported by the city's need for further tourism development and marketing to attract more tourists. Additionally, the city is home to unique natural, cultural and historical attractions, yet many of these attractions have not been adequately developed or marketed and thus do not enjoy large tourist numbers.[551]

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[550] Adapted from R. W. Butler, *The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, p. 5

[551] R. W. Butler, *'The Tourism Area Life Cycle'*. Volume 1. Applications and Modifications, Channel View Publications, Clevedon, 2006, pp. 5-6

6.3.   Conclusion

Cities and their urban environment are complex in their size and socio-economic milieu.[552] The complex nature of urban tourism has been made apparent in this study, where it has extensive economic, political and social influence. Particular emphasis was given to urban tourism as a phenomenon in both the coastal City of Cape Town and the inland City of Tshwane. Its main purpose was to establish whether the City of Cape Town's approach to tourism development could be used as a sustainable urban tourism development model in the City of Tshwane.

In conclusion, it could be argued that this study has established that the City of Cape Town's approach to tourism development can be considered as a sustainable urban tourism development model. Despite the fact that they are both capital cities, it found that the City of Cape Town has done much to sustainably develop it urban tourism industry and could therefore serve as a guideline for tourism development in other cities throughout southern Africa, such as the City of Tshwane. This is supported by the City of Cape Town's use of its geographical location, natural beauty, history, culture and authenticity to develop its tourism attractions and sectors, create and implement policies and strategies for tourism development, collaboration between the public and private sectors and its use of effective marketing strategies to remain relevant on the global stage. It can therefore be concluded that the City of Tshwane could learn much from its capital city counterpart to become a major urban tourism destination.

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[552] C.M. Law, *Urban Tourism: Attracting visitors to large cities,* Mansell Publishing, London, 1993, p. xi

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