Geography
of tourism

Only study guide for
GGH2606

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CONTENTS

LEARNING UNIT 0

Road map to GGH2606

This learning unit introduces you to the aim, structure and outcomes of GGH2606.

0.1 PREFACE

Welcome to *GGH2606: The geography of tourism* which is set on NQF level 6 for 12 credits. We hope that you will find this module and its approach interesting and that the insights you gain will not only find an application in your workplace, but also enrich your personal life.

Please note I am your partner in the learning process and I am not just here to answer your questions. Let's discuss aspects; together we can all grow while doing this module.

Details of lecturer:

The details of the lecturer for this module will be published on the myUnisa site for GGH2606. Therefore please ensure you view the announcements on the site to ensure you obtain the lecturer's information.

On the successful completion of GGH2606, you should be able to interpret tourism patterns, processes and issues within a geographical context and apply these insights to enhance the environmental sustainability of tourism destinations in a variety of contexts. Various economic, environmental and socio-cultural impacts are explored with regard to the development and management of sustainable tourism.

Please note that the myUnisa website plays a fundamental role in the learning experience of GGH2606. You need to visit and use the website for this module at least once a week. You will need to participate in the discussion forums that will be facilitated and interact with the lecturer and your fellow students. In other words, you will be learning through collaboration and not only on your own.

More about GGH2606

Aim

To enable students to be able to interpret tourism patterns, processes and issues within a geographical context and be able to apply these insights to enhance the environmental sustainability of tourism destinations in a variety of contexts.

Structure

Focus 1: The value of Geography (1 learning unit)
Focus 2: The environment within which tourism takes place (2 learning units)
Focus 3: The tourism resource environment (2 learning units)
Focus 4: Tourism development and sustainability (2 learning units)
Focus 5: Destination image (1 learning unit)

Learning outcomes

Specific outcome 1: Interpret the environment to be able to use it as a resource for tourism.
Specific outcome 2: Interpret the needs and behaviour of tourists in different spatio-temporal contexts.

Specific outcome 3: Predict, manage and monitor the interaction between tourists and the environment.
Specific outcome 4: Contribute to the sustainable management and utilisation of tourism destinations.

The eight learning units are the medium through which the aim, outcomes and focus areas of the module are integrated to form a well-designed, meaningful unit. These learning units are printed and combined as a study guide. A study guide is just a back-up of your study material and you do not need to use it if you have access to a computer and internet connectivity.

0.3   YOUR LEARNING EXPERIENCE IN THE ONLINE ENVIRONMENT

The online learning environment

After registration, you should have received the following study material in hard copy:

- Tutorial Letter 101 in printed format (it is also available on myUnisa, under "Official Study Material", where you can read it online.)
- A reader (Readings on the Geography of Tourism)
- A study guide which contains a duplication of the learning units that is available online on myUnisa.

This module relies partly on an online learning environment which means that some of your study material will be sourced online. You will be using myUnisa, email and other functions available on the internet to navigate in this environment. We will specifically make use of myUnisa to facilitate your online learning experience, and in doing so, a number of myUnisa tools will be available and they will be used on a regular basis.

0.4   ACKNOWLEDGEMENTS

The original concept and study guide for this module was developed by Mr RW Pretorius and his irreplaceable contribution is hereby acknowledged.

Some of the figures in this module have been drawn by Ms Laura Steyn and although she is no longer a staff member of the Department of Geography, we would like to thank her for the contribution she has made.

0.5   TO END IT OFF

I trust that with the completion of learning unit 0, you are in a position to conceptualise what module GGH2606 is about and how you will be working in the online learning environment. You should also understand what happens and when, and try to blend the schedule of activities for this module with your personal and professional schedules.

(x)

LEARNING UNIT 1

The value of geography

This is the only learning unit in focus area 1 of this module. The aim is to introduce you to the geography of tourism and to show you the value of geography in a tourism career.

1.1   ORGANISATION OF FOCUS AREA 1

More about Focus 1

Purpose
(1) To help you understand the relationship between geography and tourism
(2) To make you realise the value of geography in a tourism career.

Structure
Focus area 1 consists of only learning unit 1.
Learning unit 1 has eight subsections which you need to work through.

Expectations
You are expected to work through the entire learning unit and complete all activities, even those that do not contribute any marks.
The following are non-graded activities:
1.3.1 Activity: Examining tourist destination regions

Contribution to assessment
There one graded activity in focus area 1 which contribute to your marks for Assignment 01:
1.4 First graded activity: Blog

Tour guide. Source: Wikimedia commons

Two receptionists in a hotel in Jakarta Java.
Source: Wikimedia commons

1.2   INTRODUCTION

The geographer's interest in tourism

Geographers are generally interested in:

- the **interaction** between **humans** and the **environment**
- how this **interaction varies spatially** on the earth's surface (in other words, how it differs from place to place)
- how this **interaction changes** in the **course of time**

However, geographers' interest also extends to the phenomenon of tourism. Geographers study tourism on different scales (the whole world, specific contents, specific regions and/or countries, and also the local environment). They are interested in analysing the patterns related to tourism on different scales. Another interest is determining and analysing how these patterns vary in space and time. Tourism is known for the impact it can have on the environment – not just the physical environment, but also the human environment. Owing to their training and background, geographers are well positioned to make a contribution to solving and/ or managing the impact of tourism on the environment.

1.3   THE GEOGRAPHICAL ELEMENTS OF THE TOURISM SYSTEM

The tourism system

Leiper developed a tourism system framework in the 1970s accurately portraying the relationship between geography and tourism. The entire tourism system consists of 3 basic elements:

(1)   Visitors (the actual tourists)
(2)   Geographical elements (see figure 1.1)
(3)   The tourism industry (all organisations, firms and facilities which serve the needs of visitors)
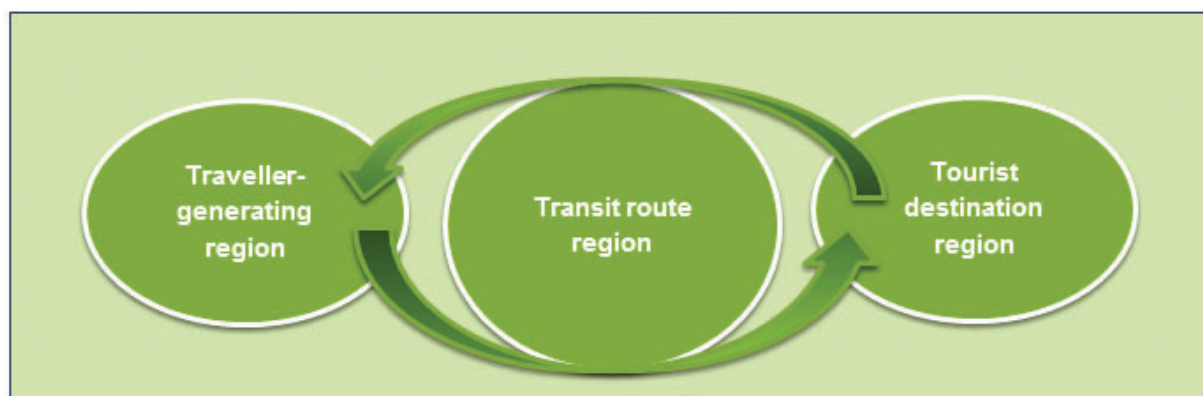
FIGURE 1.1

Geographical elements of Leiper's (1979) tourism system (Adapted from Fletcher et al. 2013)

This module is mainly concerned with the elements of the tourism system portrayed in figure 1.1. The traveller-generating region represents the origin of the visitor or tourist, therefore the place from where the tourist starts his/her journey. At the other end of the spectrum is the tourist destination region which represents the area to

which the tourist is travelling. While travelling from the traveller-generating region to the tourist destination region, the visitor needs to make use of some form of transport. The transport a tourist uses as well as the intermediate places he/she visits on route to the final destination represents the transit route region. This module is mainly concerned with the tourist destination region, but will unpack each of these regions and look at how tourism can possibly impact each of these regions. Career opportunities in tourism exist across all three of these geographical components of the tourism system. We will start by doing an activity focusing on two somewhat different destination regions.

1.3.1 Activity: Examining tourist destination regions

This activity does not contribute to your marks for this module, but it is very important that you complete this activity and also others of its kind. It will help you significantly with preparation for the examination. You are welcome to send all activities to the lecturer should you feel to do so. Just ensure you send them in accordance with the schedule and do not send all of the activities for feedback just before the examination.

In this activity you have to read two magazine articles focusing on two different destination regions in South Africa. After reading the articles try to answer the questions as well as you can at this stage.

(1) Read the article "Nothing like good coffee" by Dale Morris extracted from the December 2012 issue of *Country Life* magazine. It is located at the back of Tutorial letter 101 as Appendix A.

(2) Answer the following questions to the best of your ability:

    (a) Explain as well as you can where Coffee Bay is located.

    (b) How do you think the location of Coffee Bay influences it as a tourism destination?

    (c) Describe the environment (natural as well as human-made/altered) in which Coffee Bay is located.

    (d) Does the environment play a substantial role in Coffee Bay as a tourism destination? Explain your answer.

    (e) List some of the natural and human-made attractions found in Coffee Bay and the surrounding area.

    (f) Why do you think potential visitors to Coffee Bay will decide to visit the area or not to visit the area?

    (g) What type of tourist do you think would visit Coffee Bay and why?

    (h) How do you think most tourists will get to Coffee Bay? Are there any problems in this respect?

    (i) What kind of impacts can tourism activities have on the environment in the Coffee Bay area?

    (j) What do you think Dave and Belinda Malherbe can do at their back-packer hostel to encourage responsible tourism?

    (k) Who do you think plays a role in the tourism industry of Coffee Bay?

    (l) Is it important for the local community to be involved in Coffee Bay's tourism industry? Why do you think so?

(3) Now read the article "Republic of the Karoo" by Julienne du Toit extracted from the May 2014 issue of *Country Life* magazine. It is located at the back of Tutorial letter 101 as Appendix B.

(4) Answer the following questions to the best of your ability:

    (a) Are there distinct differences between the location of the Karoo and Coffee Bay areas?

    (b) What role does the location and environment (natural and man-made/altered) of the Karoo region play in its attraction as a tourism destination?

    (c) Where do you think most of the tourists who visit the Karoo region come from and/or where do you think the greatest potential market for tourists to this area is?

    (d) How would tourists or potential tourists travel to get to the Karoo area?

    (e) When do you think the most and the least of them would visit this area? What implications can this have for the tourism industry of the area?

    (f) What tourist attractions exist in the Karoo area?

    (g) What infrastructure exists here for tourists (hotels, restaurants, etc)?

    (h) How would you sum up the tourism potential of the Karoo region?

1.3.1.1 Reflecting on the activity

The questions you had to answer are relevant for more than just these two destination areas. With some alteration, the same questions can be applied to other tourism destinations. This set of questions therefore serves as a model for analysing other tourism destinations as well.

Let's now analyse the questions and how you could have possibly approached them.

Location

The first question in both cases is related to the location of the areas for a very good reason. Many of the other questions relate directly or indirectly to this question. When examining the location of a tourism destination, it is about much more than just the absolute location (latitudinal and longitudinal position) or relative location (where it is in relation to other places).

The location determines, among other things, what natural resources can be found at the destination area. Natural resources form the background against which tourism takes place in both these regions and may play an important role in making the tourism experience pleasant or unpleasant. These resources offer opportunities – an example would be the surfing waves at Coffee Bay – but can also create limitations – an example would be the very dry climate of the Karoo region. Did you think of factors such as these when you answered questions 2a–2f and questions 4a–4b?

Both of these destination areas are located quite remotely and the roads to get there can be quite bad. One could then expect the day visitors to mainly come from the surrounding areas, whereas the tourists who come from further away will rather stay overnight. Did you take this into account when answering questions 2h and 4c–4d?

Impact on the environment

Tourists in both Coffee Bay and the Karoo areas and the activities in which they participate have a wide array of impacts on the environment. There are, however, not only negative impacts, but also a range of positive ones. Tourism may have a negative impact on the natural environment at Coffee Bay, but it is generally not only the natural environment and facilities that suffer from negative tourism impacts. The local communities can be impacted as well.

An example of a positive impact on the surrounding communities that you could have included in your answer is definitely the economic benefit received from tourism. However, did you think about whether they could be negatively affected by tourism – for example unpleasant and inconsiderate tourist behaviour? Alcohol abuse, prostitution and child labour are other negative consequences that could arise. Members of the local communities may, for example, try to imitate tourists and/or develop feelings of low self-worth in the presence of affluent or arrogant tourists. The ultimate question would be whether the negative impacts exceed the positive impacts.

Community involvement

Hopefully you could see that there is indeed much potential for the surrounding communities to be positively affected by tourism activities in and around the Coffee Bay and Karoo areas. However, this potential can be realised only if the local communities are involved as much as possible. Their participation can be achieved in various ways and may take many forms. In your answers it was important that you understood that half-hearted attempts will not succeed. Success will depend on the amount of cooperation there is between all the role players at Coffee Bay and in the Karoo region. The issue of community involvement was touched on in question 2l.

Other role players

Apart from local communities, there are many other role players who have or in future may have an influence on tourism in these destination areas. How many role players did you identify? It is not just about individuals such as Dave and Belinda and the local communities, but also the role of the tourists, shareholders and authorities at local and national levels. The nature of tourism at Coffee Bay may be affected by national regulations or decisions made at a provincial level to encourage tourism. Did you think about things like these when you answered question 2k?

Improvements

The things that can be done to improve the situation in the Coffee Bay and the Karoo areas are of course very important. You are sure to agree that the establishment of responsible tourism can play an important role here. Well-thought-through management and planning also play an important role.

1.4   FIRST GRADED ACTIVITY: BLOG

Graded activity: Blog on your chosen area

After completing the previous activity, you should now select an area/place you will be focusing on in this module as your destination region. It is best if you work with an area/place you know very well, for example the place where you live. Do not work with too large an area, for example a whole province, but also do not make your focus too narrow, for example just a neighbourhood of a town.

(1)   Create your own Blog using the following guidelines:

    (a)   Go to the module site for GGH2606.
    (b)   Select the Blogs tool in the navigation bar on the left.
    (c)   To personalise your blog, first select the 'My blog settings' option in the top menu bar.

- In the 'My blog profile' editor box you can provide your name and any other information you wish to share on your profile, for example your place of work. If you have a picture of yourself that has an URL address you will be able to upload the picture onto your blog. Click on the 'Change settings' button to upload your information.

(d) In this module, the blog is used only for the first assignment. In order to create your blog entry, select the 'Add blog entry' option in the top menu bar.

- Now, type in a descriptive title for your blog, such as My chosen area in the 'Title' box. Start writing about the area you have chosen to work with. You will not be able to publish your blog if there is no text in the editor box.
- Decide whether you want your blog to be private or public, and select the appropriate option just below the editor box. If you want your blog to be private in the sense that only you and your lecturer will have access to your blog you would select the 'only site administrators and I can see this entry'. If you want to share your blog with your fellow master students you would choose the 'All members of this site can see this entry' and if you want your blog to be open for anyone to read and respond you would choose the option: 'This entry is publicly viewable'. Please make sure at least the lecturer can read your blog entry in order to be able to comment on it.
- If you are happy with your blog entry you can click on the 'Publish entry' button, or if you would like to work on it later before you publish it you would select the 'Save Draft' option.
- Your blog is now active and you can edit your entries and build on your reflection whenever you want. Other people will also be able to read your blog and leave comments if you made it public.

(e) By selecting 'All the blogs' option in the top menu bar you will see a list of all the other 'public' bloggers in the module. You will be able to see their profiles, read their blog entries and leave comments on their blogs.

(2) Identify the area/place you will be working with and briefly discuss it using the following themes:

(a) The location
(b) The environment (natural and/or human-made/altered)
(c) Tourist attractions found here or potential attractions
(d) Role players in the tourism industry and local community involvement
(e) The possible impacts of tourism in the area
(f) The existing infrastructure for tourism in the area

(3) This activity will contribute 15% towards your marks for Assignment 01.

(4) The Blog post should be a maximum of 500 words. Preferably the blog post should not be longer than about 300 words.

(8) Use the comments that will be provided on your blog post to revise your chosen area in order for you to start the module on the right track.

1.5 WRAP-UP: GEOGRAPHY'S CONTRIBUTION TO TOURISM

In the book, Tourism geography by Stephen Williams (a well-known British geographer) there is a clear indication of the contribution that geography can make to a better understanding of and more insight into tourism (Williams 2009:16-18).

According to Williams (2009:18) the following key questions offer a good definition of what is meant by a geographical approach to the study of tourism:

- *"Under what conditions (physical, economic, social) does tourism develop, in the sense of generating both demand for travel and a supply of tourist facilities?*
- *Where does tourism develop and in what form? (The question of location may be addressed at a range of geographical scales whilst the question of what is developed focuses particularly upon provision of infrastructure.)*
- *How is tourism developed? (This question will address not just the rate and character of tourism development, but also the question of who the developers are.)*
- *Who are the tourists (defined in terms of their numbers, characteristics, travel patterns, etc.) and what are their motives for travelling?*
- *What is the impact of tourism upon the physical, economic and socio-cultural environments of host areas (destination regions)?"*

These key questions present the core of what we will be focusing on in this module. Nelson (2013:19) expands on this issue and tries to explain who tourism geographers are. In essence he states that tourism geographers are geographers who specialise both regionally and topically in the study of tourism. Geography provides us with the flexibility to study an incredible diversity of topics from a variety of perspectives (Nelson 2013:19). This is confirmed by Boniface, Cooper and Cooper (2012) who claim that from a geographical viewpoint, the phenomenon of tourism can be studied on different scales (meaning local, national, continental and worldwide), depending on the extent of the detail that is required. As far as the operation of the tourism system is concerned, Boniface et al (2012) emphasise that the movement of tourists through this system is a fundamental aspect of the geography of tourism, with specific reference to the so-called "push" and "pull" factors that lead to this movement.

1.6 CONCLUSION

In this learning unit, by using case studies of tourism destination regions and your observations of tourism for the place where you stay, we led you to discover what the geography of tourism is about and also the value of the geography of tourism in a career in tourism. Hopefully you realised that the environment is not only an important resource, but also presents tourism with some realities.

One thing that became very clear was that the question "Where?" is particularly important in the geography of tourism. The answer to this question determines which natural resources occur at a place and in fact lays the basis for what type of tourism one can expect there. This also leads to realities such as the distance which has to be travelled to get to a place, the condition of access routes, what human-made attractions there might be, local communities who live there and phenomena such as crime.

We concluded this study unit by looking at a number of authoritative opinions on the role of geography in tourism. You should have found that what you have discovered accords largely with what experts such as Williams (2009), Nelson (2013) and Boniface, Cooper and Cooper (2012) have to say in this respect.

Now that you have been introduced to what the geography of tourism is about and how it can be of value to a tourism practitioner, we hope you are eager to proceed. In focus area 2 we will build on this by looking at the environment and what it offers for tourism (tourism resources).

1.7   SELF-EVALUATION

Focus area 1 helped you to get clarity on the role and value of a geographic perspective on tourism, with specific reference to a career in tourism. To ensure that you have achieved the learning outcomes for focus area 1, it would be a good idea to attempt to do the following questions. This will also help you with your preparation for the examination.

Question 1

Draw up a framework or plan to help you write an answer to the question of what geographers can bring to the study of the field of tourism.

Question 2

Geographical realities play an important role with regard to the tourism potential of any place. Draw up a list of at least ten geographical realities in the area where you stay. Then provide a brief explanation of how each one of these may affect the tourism potential of this area/place.

Question 3

Write notes on the value of geography for someone following a career in tourism and then present your ideas to a friend, family member or fellow student.

1.8   REFERENCES

Boniface, B, Cooper, C & Cooper, R. 2012. *Worldwide destinations: The geography of travel and tourism.* 6th ed. London: Routledge.

Fletcher, J, Fyall, A, Gilbert, D & Wanhill, S. 2013. *Tourism: Principles and Practice.* 5th ed. Harlow: Pearson Education Limited.

Nelson, V. 2013. *An introduction to the geography of tourism.* Maryland: Rowman & Littlefield Publishers Inc.

Williams, S. 2009. *Tourism Geography: A new synthesis.* 2nd ed. Oxon: Routledge.

LEARNING UNIT 2

The macro environment

This is the first learning unit of focus area 2 which deals with the environment in which tourism takes place. Learning unit 2 looks specifically at the macro environment and the aim of this learning unit is to expose you to the "larger" environment in which tourism takes place and the way in which the forces that operate in this environment affect tourism.

2.1   ORGANISATION OF FOCUS 2

More about Focus 2

Purpose

To expose you to the role of the environment as a geographical reality in the tourism system.

Key questions

- How does the macro environment in which tourism take place look and what forces can be distinguished in it?
- What do the spatio-temporal processes and interactions look like in the environment in which tourism takes place?

Structure

Focus area 2 consists of learning units 2 and 3.
Each of these learning units have the following number of subsections you need to work through:
Learning unit 2 has seven subsections
Learning unit 3 has six subsections

Expectations

It is expected that you should work through the entire learning units, read all the prescribed reading and complete all activities, even those that do not contribute any marks.

PRESCRIBED READING

Learning Unit 2
- Reader Contribution 13 ("Competition and the tourism destination")

Learning Unit 3
- Reader Contribution 1 ("Geography and tourism")
- Reader Contribution 2 ("An introduction to the geography of travel and tourism")

NON-GRADED ACTIVITIES

Learning Unit 2
2.3.1 Activity: A puzzle of forces and influences
2.4.1 Activity: Applying the global forces to your chosen area

Learning Unit 3
3.3.1 Activity: International tourism patterns and their underlying processes
3.5.1 Activity: The local picture

2.2 INTRODUCTION

The bigger system

"Events in one part of the world today can have consequences for tourist destinations in entirely different regions … These forces present a given destination with a number of special concerns, problems or issues that it must either adapt to or overcome if it is to remain competitive"

(Ritchie & Crouch 2003:62, 64).

Tourism is an open system influenced by numerous forces originating outside of the system (Ritchie & Crouch 2003:62). These forces are mainly of a generic nature, influence numerous human activities (not only tourism) and may even be of a global extent – in this sense not only the whole world is involved, but also more than mere individuals or single organisations. The following are a few examples of these forces:

- changes in the relative costs to travel to or from destinations
- changes in patterns of wealth, which give rise to new tourist-generating regions
- changes in the attractiveness of destination regions
- the sourcing of relationships between cultures/nations

Forces like these mean that most destinations are constantly confronted with issues that have to be addressed. Often not much can be done about the realities associated with these forces. Nevertheless, some of these forces offer opportunities for innovation and the exploitation of the tourist market. Unfortunately, tourism practitioners at many destinations are not always aware of these forces and their implications.

In this learning unit we are going to look at the following:

- the "greater" environment within which tourism takes place
- forces in this environment and associated realities
- the way in which destinations are influenced by these forces
- the reasons why tourism practitioners need to be aware of this

We start off by looking at the theory on the macro environment and the forces within it that are of importance to tourism. We are going to introduce you to a theoretical model which you will be able to use in different situations and also when considering the role that forces in the macro environment play in tourism at your chosen area.

2.3 CONSIDERING THE DIVERSITY OF THE MACRO ENVIRONMENT

It is important to realise that tourism practitioners have little or no influence over most, if not all, of the forces operating in the macro environment and the realities associated with them. Bennett (2000:164) explicitly states that "the macro environment consists of the forces over which the organisation has virtually no control". However, the tourism organisation can decide how to react to and work with them as opportunities or limitations.

Below is a picture of damage caused by the Tohoku earthquake and tsunami in 2011. Natural disasters represent examples of environmental forces in the macro environment which cannot be controlled by the tourism industry.

Tohoku earthquake damage
(Source: Wikimedia Commons)

2.3.1 Activity: A puzzle of forces and influences

Below are a number of short articles on different facets of the macro environment in which tourism takes place. These articles were extracted from the Tourism Review.com website and were chosen to help you see how various facets relate to and affect tourism across the world. You can access these articles by clicking on the links under Learning Units on myUnisa or by accessing the document "Study guide links" under Additional Resources:

- More young Italians are budgeting for their summer holiday
- Russia plans to waive visas for tourists arriving by train
- Sediment dumping approved near the Great Barrier Reef
- Natural disasters attracting tourists to Japan, New Zealand and the USA
- High-risk destinations for Gays
- Civil war in Syria harms local heritage
- Thailand's tourism industry calls for peace
- Low-cost airlines impact the business travel market
- Increased use of mobile technology can benefit consumers and tourism businesses

Read all nine of the articles carefully and try to answer the following questions:

(a) Make a list of those forces in the macro environment which are mentioned in the articles and which you believe have implications (positive and/or negative) for tourism globally.

(b) Note those forces that you think would be of importance for Coffee Bay and write a paragraph per force setting out its implications for Coffee Bay.

(c) Write two or three paragraphs on how you think these forces must be taken into account in the management of tourism at Coffee Bay.

This activity gave you the opportunity to find out in a practical way how tourism is influenced by a variety of forces in the macro environment. This would also apply to tourism in South Africa as a whole and in the place/area you have chosen to work with.

Some of the key forces highlighted by the articles include the following:

Biophysical forces

The article focusing on the potential problem facing the Great Barrier Reef provides a limitation in terms of the biophysical forces in operation at the destination area. On the other hand, the article on natural disasters presenting an attraction in Japan, New Zealand and the USA provides an example of how biophysical forces can present an opportunity for tourism. However, the biophysical forces are not the only forces impacting the macro environment of tourism. Ritchie and Crouch (2003:64) support this idea with their viewpoint on the variety of forces in the macro environment which may influence tourism:

> *"Macro environmental forces are often categorized into six principal groups related to the economy, technology, ecology, political and legal developments, sociocultural issues and the changing demographic environment."*

We will now look at more of these forces which became evident from reading the articles.

Economic forces

The articles focusing on Italians budgeting for their summer holidays, Europeans choosing Asian destinations because of hotel prices and the influence of low-cost airlines on business tourism all portray the role economic forces can play in the macro tourism environment. In the case of South Africa, its relatively weak monetary unit makes it a favourable destination for many international tourists. Kelly and Nankervis (2001:28) have the following to say about the role of economic forces in tourism:

> *"The process of prioritisation in consumer spending must also take into account the prevailing costs of goods and services, which in turn are influenced by broader economic factors. Changes in the cost of living will impact levels of disposable income and hence the population's propensity to travel."*

Political forces

The articles focusing on Russia waiving visas for tourists entering the country via train, the protests influencing tourism in Thailand and the impact of the civil war in Syria on tourism all focus on political forces influencing tourism. In South Africa it can be argued that the political situation since 1994 has established a more open and free system with wealth being distributed more equitably and facilities being more accessible than before. Concerning the role of political forces in tourism, Boniface and Cooper (2005:24) have the following opinion:

> *"The political environment for deregulation and privatization also encourages tourism demand through such initiatives as the deregulation of transportation which can act to reduce fares and thus increase demand for travel; and the increased efficiency of the sector, which again acts to boost demand through lowered prices and higher quality."*

Sociocultural forces

The article focusing on destinations that are not gay-friendly presents a scenario of sociocultural forces playing a role in tourism. However, there is also an opportunity for sociocultural forces to encourage tourism in an area, for example areas where there are archaeological sites and local communities offer the opportunity for sociocultural tourism experiences. Ritchie and Crouch (2003:118) see the role of sociocultural forces in tourism as follows:

> *"Ironically, while destination culture is a major attraction, the way in which a visitor experiences or 'consumes' a given culture depends heavily on the visitor's own cultural background. Destination managers need to keep this reality in mind when providing travel products, services and experiences to a visitor."*

Technological forces

A force to be reckoned with in the modern tourism era is the technological force. The article on how the increased use of mobile technology can encourage tourism provides an opportunistic example of how technological forces can influence the tourism industry.

Management implications

In both the day-to-day functioning and the management of a destination, it is important to be aware of the role of forces and/or realities in the macro environment. Think of the marketing and positioning of Coffee Bay, which will not be successful unless the political, demographic and economic forces in the environment at large are taken into account.

Ritchie and Crouch (2003:64) hold the following view on the implications of the forces in the macro environment for destination managers:

> *"These forces present a given destination with a number of special concerns, problems or issues that it must either adapt to or overcome if it is to remain competitive. At the same time, these forces provide destinations with a whole new spectrum of opportunities for innovation and market exploitation."*

2.4　THE FULL SPECTRUM OF FORCES

You now have some idea of a number of forces in the macro environment which may influence tourism. The full spectrum of forces is even bigger and will now be investigated in depth. This will help you to get a better idea of the macro environment within which tourism takes place and also how it may affect the area/place you have chosen to work with.

There are different theories on the forces in the macro environment within which tourism takes place and the associated realities. However, all these theories agree that these forces have an important effect on the ability of any tourism destination to compete successfully in the market. These forces can be divided into three categories on the basis of their relative stability (Ritchie & Crouch 2003:80–81):

- Forces that can change relatively quickly within a short period of time and that are therefore difficult to predict – usually political, economic and/or technological forces
- Forces that are slightly more stable and therefore easier to predict – usually demographic and/or sociocultural factors

- Forces that are very stable under normal circumstances and which therefore generally can be predicted with a distinct degree of certainty – usually environmental, climatic and/or geographical factors
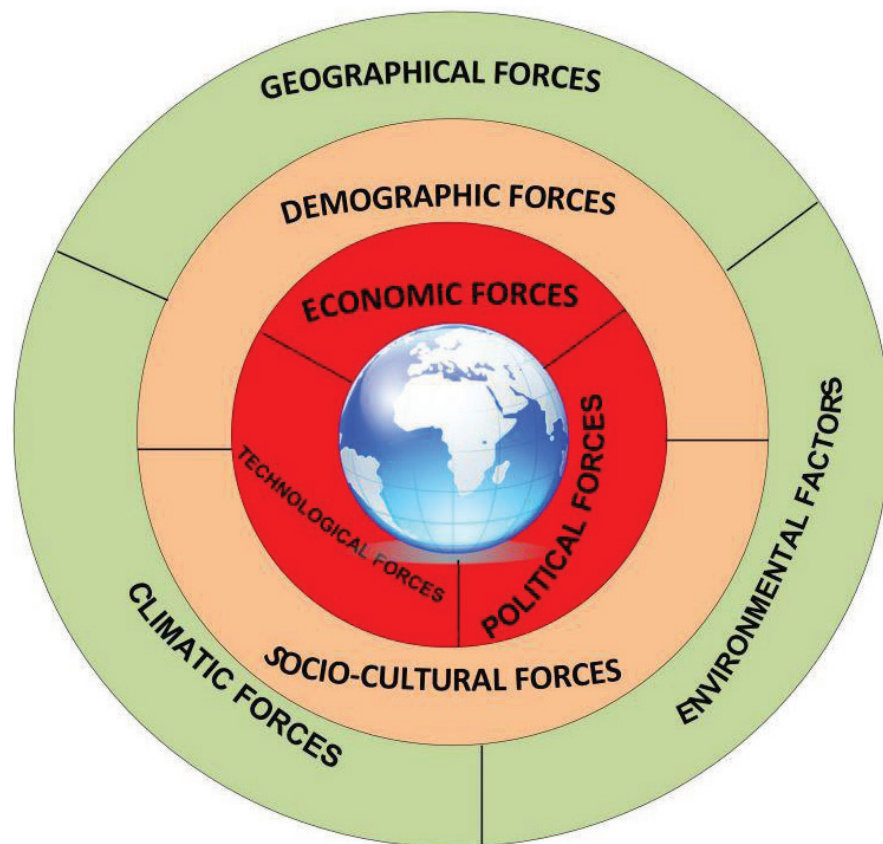
FIGURE 2.1

The onion-skin taxonomy: Forces in the macro environment that have an effect on the competitiveness of destinations

(Source: Adapted from Ritchie and Crouch (2003:80)

The inner layer

Many economic forces cannot be controlled or influenced by destination managers. These include forces such as interest rates, international exchange rates, the buoyancy of the world economy and the amount of savings potential tourists have available (Ritchie & Crouch 2003:85). However, the same forces also present opportunities for the destination to remain competitive.

Technological forces can refer to both the advancement in physical technologies, such as the advancement of mobile devices, and the technology of management, for example how a destination management organisation is structured (Ritchie & Crouch 2003:85). The internet has completely changed the tourism industry. Technological forces present both an opportunity for destinations to remain competitive and a constraint in the sense that all destinations may not be as technologically advanced. Technological forces are one of the most rapidly changing global forces and therefore they are found in the most unstable layer of the onion-skin taxonomy.

Global politics presents another rapidly changing force in the macro environment to take into consideration when trying to keep tourism destinations competitive. A change in governance can bring about distinct changes in, for example, the physical

environment and immigration policies (Ritchie & Crouch 2003:85). Governments at all levels have a significance influence on the management of tourism destinations.

The intermediate layer

Population demographics can determine a number of decisions in a broad range of areas. The decision to participate in leisure and travel activities is one of these decisions (Ritchie & Crouch 2003:83). The nature of leisure activities is bound to change as populations age. For example, matured tourists might not be as interested in adventure tourism activities as the younger group. Older tourists might be more interested in destinations offering health tourism facilities. Similarly, tourists with young children will also be interested in a specific type of tourism destination. These are all factors to take into account when marketing your tourism destination to make sure that it is aimed at the correct target audience.

Certain cultural characteristics of destinations are by their nature unchangeable, for example the history of a destination. Other sociocultural forces in operation are factors such as value systems, languages used for communication, the way in which certain cultures work, food preparation and delivery systems (Ritchie & Crouch 2003:84).

Watch this short video clip which shows a community based tourism initiative which the Department of Geography at Unisa is busy with in the Koffiekraal community of North West as part of our community engagement initiatives. This video clip illustrates the importance of the socio-cultural force in especially community-based tourism. Take note especially of the 6 H's of tourism which features in the video clip and think especially about their importance in terms of the socio-cultural force in operation in your chosen area.

The outer layer

Forces in the outer layer are very fundamental and mostly stable. In many instances, therefore, a meaningful measurement of these forces from a managerial perspective is not possible. Climatic factors play a very distinct role in tourism at a macro level. Because of its stability, tourism operators, investors and tourists themselves can plan ahead of time with reasonable confidence (Ritchie & Crouch 2003:82).

Climatic and environmental forces may be seen as the same thing, but in fact there is a distinct difference when it comes to their role in the macro environment. According to Ritchie and Crouch (2003:82), climatic challenges are those that exist "above ground", while environmental forces involve issues "on or below" the ground. Examples of environmental forces in operation include species diversity and protection, the maintenance of water quality and aquatic biodiversity, wildlife habitat preservation and hazardous waste disposal.

Geographical forces are generally seen to be very stable. The land on which tourism destinations are located is fixed (Ritchie & Crouch 2003:83). Globalisation may present a challenge in terms of the stability of the geographical force in operation in the macro environment.

2.4.1 Activity: Applying the global forces to your chosen area

(1) Compile a table or mind map summarising the forces in the macro environment which may have an influence on your chosen area/place. You can use the possible framework for such a table which has been provided in Appendix C of Tutorial letter 101. The electronic version of the table is also available under Learning Units or Additional Resources [Maps and Tables] on myUnisa, should you wish to complete it electronically.

(2)   If you prefer to rather draw a mind map, you will need to do it differently from the table. A mind map is a diagram used to represent tasks, ideas, words or other items linked to and arranged radially around a central keyword or idea. Here is an example of a mind map:
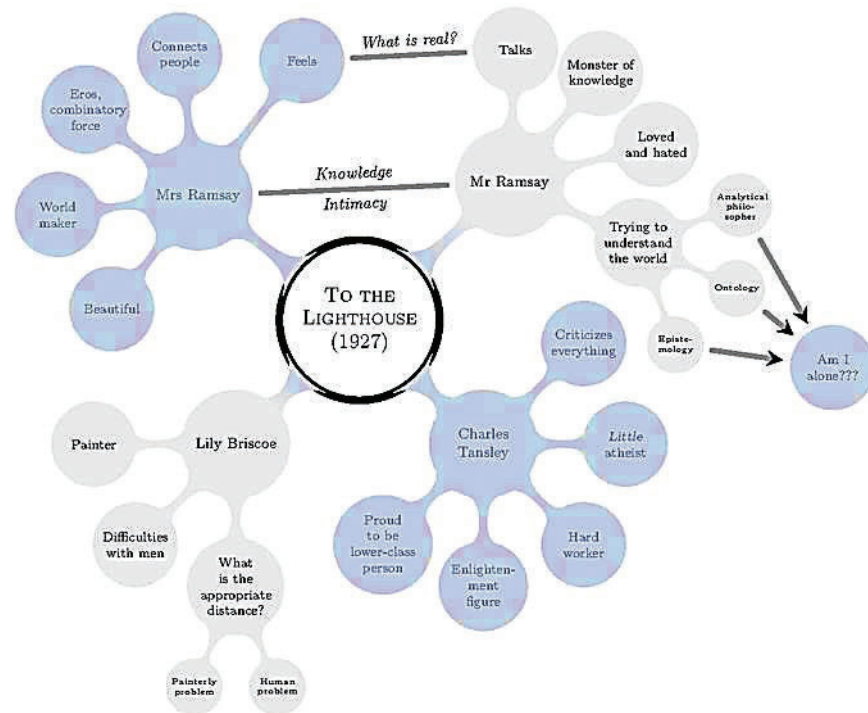
FIGURE 2.2

An example of a mind map

(Source: Wikimedia Commons)

2.4.1.1   *Reflecting on the activity*

Once you have done this activity, you should have an overview of the forces in the tourism macro environment. You have also looked at the realities associated with these forces – in other words, the implications (both positive and negative) they have for tourism, how stable or unstable they are, as well as the challenges and opportunities they offer tourism.

An important discovery that you probably made is that there is not necessarily a one-to-one correlation between a force's degree of stability and the importance of its effect on a tourism destination. Depending on specific circumstances (which may cover a range of aspects), any of these forces can play a far-reaching role at any destination at any stage.

In the case of some destinations, climate, which is a stable force, is a primary attraction, but political instability may deter tourists in the short term. In the case of other destinations, fast-changing sociocultural circumstances may well be the attraction, while the physical environment (such as climate, topography and vegetation) may be of less importance.

However, there is not necessarily just one primary force – in practice it is usually far more complex. Even where the human-made or altered environment is the primary attraction, the biophysical environment generally plays some or other role. In this respect, look at the success of the Disneyland theme parks which are human-made, but which also have water and vegetation that play an important role.

2.5 WRAP-UP: THE ROLE OF STABLE VERSUS UNSTABLE FORCES

An important aspect is the relative stability of the forces that you identified in the macro environment as having a particular impact on tourism in the area/place you are working with.

- If the most important forces are characterised by stability (such as physical environmental forces) or relative stability (such as sociocultural and demographic forces), you are in the fortunate position that advanced planning can be done because the effects of these forces are well known.
- In the case where the most important forces are characterised by instability (such as economic, technological and political forces), the situation is a lot more complicated with more uncertainty, making planning more difficult and presenting destination managers with many challenges.

Even if stable forces have the greatest impact on tourism in the area/place you are working with, it is important to understand that unstable forces (such as those related to economic and political circumstances) also play a role – even if only in the short term. Unstable forces can make a destination unattractive (as in the case of terror attacks, for example the London bomb blasts in 2005) or may serve as an attraction (if there had never previously been attacks like these at that destination).

Ambulances gather at Russell square in London which was one of the sites of the tube bombings in London in 2005

(Source: Wikimedia Commons)

Note that crime, which many experts see as a deterrent for potential tourists to South Africa, is not in the same category as terror attacks. While terror attacks are usually unpredictable, crime against tourists generally has a pattern that you can adapt to in order to counter it.

2.6   CONCLUSION

In this learning unit you were introduced to the larger environment in which tourism takes place. The forces in this environment often have a global impact and therefore destination managers may be able to do little or nothing to influence or change them. However, destination managers must constantly monitor them to keep up to date with changes in the tourism landscape.

Forces in the macro environment can be limiting or they can be seen to offer destinations opportunities and challenges. These forces as well as changes in them and their consequences must be taken into account by the managers of any destination. The framework for the assessment of the impact of forces in the macro environment on tourism destinations that we provided in this learning unit is useful in this respect.

It is important for destination managers to understand that both tourism supply and tourism demand may be affected by these forces:

- In the case of tourism demand, an example is that of demographic forces which can lead to changes in the characteristics of tourists, their price sensitivity and the types of places that they would like to visit.
- Similarly, the tourism offering, which refers to the key resources and attractions, is also affected by forces in the environment. This will be dealt with in focus area 3.

In order to be able to manage any destination in a sustainable and competitive manner, it is important to take into account forces in the macro environment.

2.7   REFERENCES

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LEARNING UNIT 3

Spatio-temporal perspectives on tourism

This is the first learning unit of focus area 2 which deals with the environment in which tourism takes place. Learning unit 2 looks specifically at the macro environment and the aim of this learning unit is to expose you to the "larger" environment in which tourism takes place and the way in which the forces that operate in this environment affect tourism.

3.1   INTRODUCTION

The movement of tourists

The study of the movement (or rather flow) of tourists between areas helps you understand that the different parts of the tourist system do not function in isolation and should not be viewed in this way. Therefore you must consider the flow of tourists between different areas as a fundamental aspect of the geography of tourism. A good understanding of the flow of tourism is also necessary to be able to manage the environmental and socio-cultural impacts of tourism, to ensure commercial viability in the context of the tourism industry and to plan for new tourism developments.

A valuable aid in research is to indicate the flow of tourists on maps, which emphasises the role of the geographer. The flow of tourists can be studied on different scales: worldwide, in a regional context and on a local level. The patterns on each resolution level (or spatial scale) and deductions which can be made about them, supplement one another. Geographers view the flow of tourists as a form of spatial interaction. This does not take place randomly, but according to various rules. These rules are related to, among other things, the distance between areas, connectivity and the presence of "push" and "pull" factors.

The time dimension is just as important as the spatial flow of tourists. From a historical point of view, people have always travelled – most of it, however, not with tourism in mind and not very pleasant either. The situation has changed completely in modern times and millions of people now travel as tourists with relative ease all over the world. Factors such as terrorism, crime and economic conditions may well give rise to variations over time with respect to the areas that are visited. There are also seasonal variations (linked to school holidays and the end of the year).

Therefore, the flow of tourists varies in space (in other words, the areas visited, where the tourists come from, etc) and over time (in other words, when, how often and at what times of the year places are visited). In this respect we can refer to spatio-temporal (or indeed time-in-space) variations, which is a speciality of the geographer.

This learning unit looks in depth at spatio-temporal interactions and variations in the context of tourism. We begin with an exercise on spatio-temporal interaction in the South African tourism system, which will introduce you to some of the realities about this. We then not only look at theory, but you also get the opportunity to analyse and graphically represent statistics on the flow of tourists. This will help you to better understand the flow of international tourists to and from South Africa and how the area you are working with fits into the picture.

3.2 CONSIDERING SPATIO-TEMPORAL REALITIES IN SOUTH AFRICA

Spatial interaction can take place only if there is a way to move from one place to another, with a type of infrastructure to make it possible. South Africa has a good infrastructure of roads, railways and air travel/airports, although its maintenance can be improved. Although this infrastructure was not purpose-built for tourism, it can obviously also be used by tourists.

In spite of the infrastructure, not all destinations are equally easy to reach in South Africa. Take, for example, a trip between Cape Town and Johannesburg and compare this to the situation for Coffee Bay and the Karoo region. A variety of related variables play a role in the flow (or interaction) of tourists between different places, making it more complex than you would initially anticipate. It is also not something that can be understood merely by thinking or reading about it. It needs to be researched, which may mean collecting information on how many tourists are involved, where they are going and why they choose to go to a particular place at a particular time. This information can then be visually represented in different ways and/or statistically analysed. Have a look at the route maps of the Kulula and Mango airlines in figure 3.1. Kulula and Mango are the main domestic airlines in South Africa, but Kulula also operates in partnership with ComAir and British Airways to include flights to nearby African destinations.
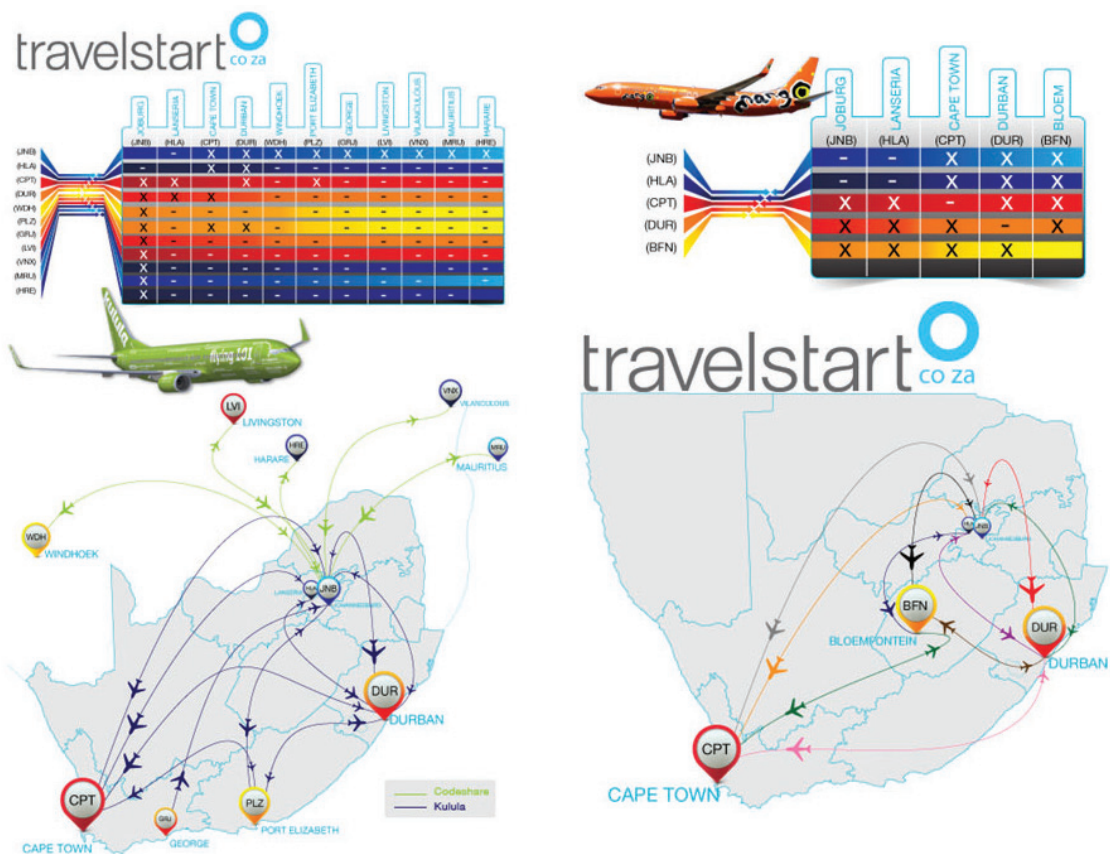

FIGURE 3.1

Route maps of the Kulula and Mango airlines

Source: Adapted from Travelstart.co.za

The role of distance, time and cost

The distance which tourists are prepared to travel between the place where they live and/or work and a rest/recreation destination is directly related to things such as available time and disposable income. The general rule is that less interaction takes place as the distance between the person's place of residence or work and the destination becomes greater. The arrival of "low cost" airlines has dramatically changed the possibilities in this respect. It is now possible to slip away for a quick weekend to Cape Town or Durban. However, especially in the case of large families, costs remain something of an obstacle.

Considerations with respect to the spatial pattern

The cartographic representation of the route maps of the Kulula and Mango airlines clearly reveals a spatial pattern. It becomes clear that Kulula operates more flights to more destinations. These maps illustrate the potential contribution of geography, a discipline in which maps are a basic tool.

In this case it appears that Johannesburg is much better connected to Cape Town and Durban than it is to George, East London and Port Elizabeth. Note that this pattern is not only the consequence of the flow of tourists, but it is related to the general demand for transport between the cities involved. It is therefore not very useful to determine only the total number of travellers involved, you should specifically determine who the tourists are. You could do this by means of questionnaires or other surveys because, as you have already realised, not everyone who flies is a tourist.

As a matter of interest, have a look at this video clip which was designed by the Zurich University of Applied Sciences. The map uses data from Flightstats.com to show real-time distribution patterns of flights across the world. See if you can observe some spatial patterns regarding the number of flights which are taking place at the moment.

Forces that drive the flow of tourists

Attractions (those elements of a destination that attract tourists) are the key forces for tourists. An example is the presence of the sea (and everything that goes with it) at destinations such as Port Elizabeth, East London and Cape Town, which is definitely a drawcard for tourists from the interior. Aspects such as the facilities at destinations, the costs associated with a visit, accessibility and marketing are also pull factors. In contrast, push factors are related to things such as the urge and the ability to escape from your everyday work and living environment. Note that a sophisticated level of economic development not only provides you with the means to become a tourist, but also creates the stress that makes holidays so important.

3.3 PATTERNS AND PROCESSES IN THE TOURISM SYSTEM: WORLD ↔ SOUTH AFRICA

Our point of departure is Leiper's model which represents the tourism system in a spatial context as the flow of tourists along transit/connection routes between generating and destination regions. This flow of tourists is deliberately measured worldwide by counting the number of tourists who travel to and from most countries at certain points of access (e.g. at customs posts). This information can be represented graphically and/or analysed statistically in order to reveal trends which may be used for planning and management purposes. The reasons for travelling and the characteristics of tourists are equally important, but this information is not generally available and must be ascertained by means of surveys and/or questionnaires.

3.3.1 Activity: International tourism patterns and their underlying processes

The following activity focuses on international tourism patterns and the processes which underlie them. The aim is to guide you to be able not only to analyse these patterns but also to explain them. This will require you to look at both the primary and secondary factors that motivate tourists and to integrate them with the principles of spatial interaction. In this regard you are going to learn about concepts such as the complementarity of and transferability between areas, as well as the role that intervening opportunities may play. You are also going to get the opportunity to establish how South Africa fits into the international patterns by doing graphic representations of data about this and analysing them.

(1) Read the following material in the reader:

- Contribution 1: pages 1 to 17 ("Geography and tourism") taken from Nelson (2013:3–13; 17–22)
- Contribution 2: pages 18-23 ("An introduction to the geography of travel and tourism") taken from Boniface, Cooper and Cooper (2012: 6–11)

(2) While reading these contributions, take note of the following:

- aspects of the flow of tourists that are of interest to the geographer
- the geographic meaning and implications of "location" and "time"
- the elements of the definition of tourism
- the role of push and pull factors in the flow of tourists
- primary as opposed to secondary destinations and the different types of tourism that can be distinguished
- how to go about measuring the flow of tourists

Component 1

After all of this reading we are sure that you are curious to know how South Africa fits into the international tourism system, so we will look at some information that sheds light on this. You are going to have to represent this information graphically and interpret it in terms of the theory.

Study table 3.1 (number of international tourist arrivals to a few countries, including South Africa) and table 3.3 (generating regions of the international tourists visiting South Africa).

Now complete each of these tables by using the following guidelines:

Table 3.1

(1) The ranking of the countries in terms of the number of international tourist arrivals in 2012 and 2011 has already been determined and filled in. You must do the same for 2010 and enter the rankings in the table. See the copy of table 3.1 in Appendix D of Tutorial letter 101 or under Additional Resources [Maps and Tables] on myUnisa.
(2) Determine the percentage increase or decrease in the number of international tourist arrivals for each country if the data for 2010 and 2012 is compared. Do this as follows:
Determine the difference between the number of tourist arrivals in 2010 and in 2012 (for a specific country). Example: ln 2010, 77 676 100 international tourists arrived in France. ln 2012, the number increased to 83 168 500. Therefore, the difference is +5 492 400.

Express this difference for the particular country as a percentage of the arrivals for that country in 2010. For France in our example it is 5 492 400 ÷ 77 676 100 × 100 = 7% (rounded).

TABLE 3.1

International tourist arrivals for the top 40 countries in the world in 2012

Rank 2010	Rank 2011	Rank 2012	Country	2010	2011	2012	%change
		1	France	77,676,100	82,467,400	83,168,500	%
	2	2	USA	59,792,000	62,711,000	66,482,000	%
	4	3	Spain	52,590,600	56,592,200	57,732,300	%
	3	4	China	55,664,600	57,580,700	57,033,700	%
	5	5	Italy	43,590,800	44,678,600	44,866,900	%
	6	6	Turkey	28,448,700	31,105,100	31,481,400	%
	8	7	Germany	26,875,300	28,371,000	30,533,200	%
	7	8	United Kingdom	27,760,900	28,938,300	28,839,000	%
	12	9	Russia	20,261,900	22,674,100	25,705,100	%
	9	10	Malaysia	24,577,200	24,714,300	25,032,700	%
	13	11	Hong Kong, China	20,085,200	22,316,100	23,770,200	%
	11	12	Austria	22,009,800	22,848,700	23,743,300	%
	10	13	Mexico	23,289,800	23,403,300	23,057,900	%
	15	14	Thailand	16,184,900	19,541,000	22,459,200	%
	14	15	Singapore	18,362,200	19,930,300	21,302,400	%
	18	16	Saudi Arabia	13,613,700	14,957,600	16,473,100	%
	17	17	Canada	15,879,100	15,715,900	16,009,100	%
	16	18	Greece	15,007,500	16,427,300	15,567,300	%
	20	19	Poland	12,530,800	13,404,900	14,831,400	%
	21	20	Ukraine	13,190,700	13,223,700	14,399,200	%
	23	21	Czech Republic	12,278,500	13,073,100	14,030,400	%
	19	22	Portugal	12,978,900	13,589,100	14,002,400	%
	24	23	Macau	11,926,000	12,925,000	13,360,800	%
	22	24	Switzerland	13,644,700	13,115,900	12,686,700	%
	25	25	Netherlands	10,905,000	11,299,500	11,710,300	%
	32	26	South Korea	8,780,500	9,084,400	11,362,900	%
	26	27	Sweden	10,756,700	10,925,000	10,988,100	%
	27	28	Hungary	9,510,000	10,250,500	10,617,700	%
	33	29	Egypt	14,125,300	8,964,800	10,485,400	%
	28	30	Croatia	9,110,700	9,926,700	10,369,200	%
	29	31	United Arab Emirates	9,055,500	9,652,700	10,355,200	%
	30	32	Denmark	8,878,200	9,626,000	9,586,600	%
	31	33	Morocco	7,281,100	9,260,100	9,364,800	%
	35	34	South Africa	8,073,500	8,339,400	9,188,368	%
	34	35	Australasia	8,406,400	8,475,700	8,757,100	%
	42	36	Japan	8,611,200	6,218,800	8,329,600	%
	36	37	Indonesia	6,915,100	7,649,700	8,283,300	%
	37	38	Romania	7,498,800	7,611,200	7,996,300	%
	38	39	Belgium	7,254,600	7,491,600	7,475,200	%
	39	40	India	5,805,500	6,550,300	7,273,600	%

Component 2

(1) Examine the main source markets of tourist arrivals for South Africa in figure 3.2. Figure 3.2 shows a bar graph indicating the change in source markets of South Africa's tourist arrivals from 2011 to 2012.
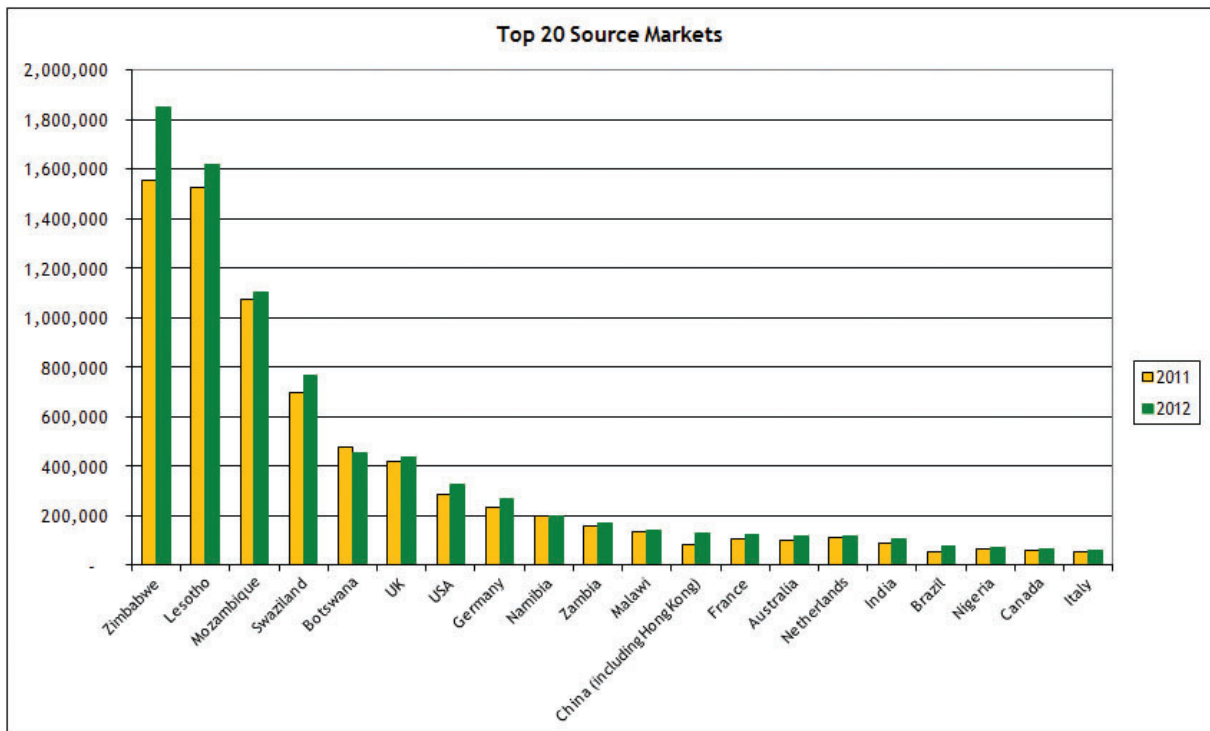
(2) Use table 3.1 and draw a graphic representation of the data in the form of a bar graph that represents change over time.

You can draw your graph/diagram on the graph paper included in Appendix E of Tutorial letter 101 or you can download it from the Learning Units or Additional Resources [Maps and Tables] on myUnisa. Alternatively, you are also welcome to use the graph function in Microsoft Office Word or Microsoft Office Excel if you are familiar with its use.

Component 3

What can you deduce about the flow patterns of international tourists to South Africa from table 3.1 and figure 3.2 as well as from the graphic representation that you compiled? What explanations do you think can be offered for these deductions? Base your explanations on the theory you familiarised yourself with in the first section of this activity. Why do you think it is important for tourism practitioners to be aware of this type of information?

An analysis of table 3.1, figure 3.2, as well as the graphic representation that you compiled may or may not have produced a few unexpected deductions (it depends on how familiar you are with trends in terms of international tourist arrivals for South Africa).

Perhaps you were surprised by the fact that Africa is the most important generating region of tourists to South Africa. The comparison of South Africa with other countries in respect of the number of international tourist arrivals was probably also insightful. Although you may not have expected these deductions, the theory on the spatial interaction in the tourism system offers logical explanations for most of them.

3.4 THEORETICAL EXPLANATIONS OF THE SPATIAL INTERACTION IN THE TOURISM SYSTEM

The effect of distance (≈ costs ≈ time ≈ effort)

Africa is the most dominant generating region of international tourists who visit South Africa, with Europe coming second. The concept of distance decay is clearly operating here. The costs, distance and time associated with travelling from generating regions such as North America and Asia all the way to South Africa probably put tourists off. A trip from Africa or Europe to South Africa is far more direct and not so expensive, and it also does not take so long.

Therefore it is not strange that Zimbabwe, Lesotho, Mozambique, Swaziland and Botswana are the top five generating regions of international tourists who visit South Africa. If we look more closely at the ranking of importance, the sixth to the tenth positions are held by the United Kingdom, the United States of America (USA), Germany, Namibia and Zambia.

Remember that it would be an oversimplification to look only at distance. The push and pull factors that influence tourism and the type of tourism at stake also need to be considered. For people who are visiting family or who are travelling exclusively for business reasons, the distance-cost-time-effort factor is not of such great importance as for people who are travelling primarily with the aim of doing shopping (as is the case with a great percentage of tourists originating from Africa).

The influence of complementarity and transferability

Complementarity is regarded as the driver of interaction in the tourism system (Kelly & Nankervis 2001:20). It means that there must be a demand for something (e.g. a certain type of tourism experience) in one area, which can be satisfied by offering exactly what is wanted in another area. Complementarity functions together with transferability: the way in which it is possible to move between areas. Distance, time and costs also play a role.

In the activity that you have just completed, this means that the need of many residents of African countries to do shopping is satisfied by a large variety of shops in South Africa which have enough stock at competitive prices. Tourists who come from South Africa's neighbouring states generally travel by road, while those who come from further afield would rather travel by air.

The popularity of South Africa as a holiday destination for people from Europe, especially during our summer (their winter), is another example of complementarity. The cold, wet European winters create a demand for an escape to places with warmer, sunnier climates. This movement is known as the snowbird phenomenon and is facilitated by the good air links between South Africa and Europe.

The influence of intervening opportunities

It is clear that complementarity and transferability are prerequisites for spatial interaction in the tourism system. The volume as well as the patterns of movement and flow of tourists are, however, often influenced/determined by the presence of intervening opportunities. By intervening opportunities we are referring to alternative areas that also offer tourism experiences and therefore choices to tourists. Another way of looking at this is that these areas in actual fact have to compete with one another to draw tourists.

For tourists from the USA, South Africa is definitely not the only destination to choose. They can just as easily travel to other countries in North and South America instead of making the long trip to South Africa. Something that you must bear in mind is that the role of intervening opportunities depends on the type of tourism. For example, tourists from Africa who primarily travel to South Africa for shopping are not affected by the same intervening opportunities as those who travel primarily for holiday purposes.

The influence of accessibility

Although accessibility is closely related to transferability, it involves a lot more than mere transport. It also involves location factors (especially in respect of transport routes) which may contribute to the success of a destination, as well as connectivity (the extent to which generating and destination areas are connected). In this case, think further than merely transport. In other words, think about other forms of interaction such as communication networks. The cultural, political and socio-economic factors that have an effect on the accessibility of tourist destinations are also relevant.

Accessibility in respect of important tourist-generating areas is a critical factor for the successful development and maintenance of a healthy tourism industry. South Africa is reasonably well off in this respect, especially regarding international air and communication links. The local infrastructure is well developed, although maintenance sometimes is a problem. With English being in general usage, costs which are not too high, relatively few limitations on tourists and a diverse cultural milieu, South Africa is as accessible as can be! However, should crime get completely out of control, this will limit accessibility.

Push and pull factors

As explained by Boniface, Cooper and Cooper (2012:8–9), push factors are largely concerned with the stage of economic development in the tourist-generating regions and relate to things such as level of income, mobility and the right to a holiday. In contrast, pull factors are related to destination areas and refer not only to tourist attractions but also to facilities and cost implications, as well as accessibility.

It is important to understand that apart from the obvious attractions which are found at many destinations and attract millions of tourists worldwide, there are also many less obvious attractors which entice tourists to visit destinations (which they would otherwise ignore). These will be discussed further in the rest of this module.

In top international tourist-generating regions for South Africa, such as the USA and Germany, economic prosperity is a push factor, with the exceptional South African attractions and a beneficial exchange rate acting as pull factors. In contrast, in the African generating regions, poor economic conditions are a push factor with the opportunity to do shopping in South Africa acting as a pull factor.

The motivation to travel and the demand for tourism in generating regions

Up to now we have emphasised the consistencies that regulate interaction in the tourism system. What is less obvious but also of importance to destination managers, are the motivations which drive tourists and the attitudes, values, preferences and expectations which lie behind them. Numerous sociological theories have been developed in an attempt to explain exactly what motivates tourists.

In his investigation of what motivates tourists, Pearce (1988) found that motivations are changeable and dynamic, and vary depending on the person's age and stage in the life cycle. They may also be influenced by other people. Pearce, who relies heavily on Maslow's (1954) work on a hierarchy of needs, distinguishes between the following five categories of motivations for tourists:

- leisure
- excitement and ecstasy
- social interaction
- self-regard and development
- fulfilment

Patterns and processes in the tourism system: conclusion

It is clear that interaction in the tourism system is more complex than what you might have expected, with many factors playing a role. These factors vary from aspects such as distance, time and connections, to less obvious aspects such as the attitudes, values and motivations that drive tourists. However, these patterns and processes should not be looked at in a deterministic manner and should allow destination managers the choice to take the initiative to better their situation within the framework that is offered.

3.5 INTERNATIONAL AND LOCAL TOURISM IN SOUTH AFRICA AND YOUR CHOSEN AREA

You now have a considerable background on the flow of international tourists to South Africa, including the factors that influence it and also the most important countries of origin.

However, we have not looked at the picture in South Africa – in other words, exactly where international tourists to South Africa stay, how much they spend and also what they do here. An analysis of this nature will give you a good idea of the extent to which the area you have chosen to work with in this module is involved in international tourism to South Africa and whether there is any potential in this regard.

The value of local (domestic) tourism (although not considered up to until now) must also be taken into account. During 2012 a total of 12.5 million South Africans took a domestic trip with an average of approximately 2.1 trips throughout the year. The average spending per trip was R850 making the contribution of domestic tourists in South Africa something to be reckoned with (2012 Annual Tourism Report).

In the activity that follows we provide information on tourism activity in South Africa (both of international and domestic origins), and you must map and/or represent this information graphically. By doing this activity you will understand the tourism picture in the area you have chosen much better.

3.5.1 Activity: The local picture

In this activity you are going to study tables of statistics on tourism in South Africa and then represent it on a map and/or with the help of graphs or diagrams. You must then use the information derived from this to interpret the place where you stay in terms of international and domestic tourism.

Study Tables 3.2 – 3.3.

TABLE 3.2

Distribution of international and domestic tourists to South Africa on the basis of the provinces they visit (2012 Annual Tourism Report 2013: 55; 2012 Annual Tourism Report: 66)

Province	% of tourists*	
	International	Domestic
Gauteng	44.6	17
KwaZulu-Natal	9.7	24
Western Cape	14.7	8
Mpumalanga	15.2	11
Free State	7.8	4
North West	5.4	5
Eastern Cape	3.2	9
Limpopo	13.1	20
Northern Cape	7.8	1

* Since tourists may visit more than one province, the total for all the provinces will be more than 100%

TABLE 3.3

Amount (in billions of rand) spent by international and domestic tourists respectively, divided per province (2012 Annual Tourism Report 2013: 57; 2012 Annual Tourism Report: 70)

Province	Amount spent in billions of rand	
	International	Domestic
Gauteng	30	3.7
KwaZulu-Natal	6.7	5.3
Western Cape	18.5	1.8
Mpumalanga	5.7	2.4
Free State	4.7	0.9
North West	2.4	1.1
Eastern Cape	3.0	2
Limpopo	3.8	4.4
Northern Cape	0.5	0.2

Component 1

Compile the following two cartographic and graphic representations of the data. The map of South Africa can be found as Appendix R in Tutorial letter 101 or you can download the electronic version from the Learning Units or Additional Resources [Maps and Tables] on myUnisa.

- A map of South Africa plus bar graphs

  Present the information in Table 3.2 with the aid of bar graphs on a map of South Africa. lnstead of simply indicating the bars for the provinces on graph paper, you must draw them within the borders of the relevant provinces.

  You will therefore have two bars for each province: one for international and one for domestic tourists. lt will work best if you use colour to distinguish between the two types of bars: one colour for all the bars representing international tourists and another colour for domestic tourists.

  Remember to provide a key for the map: in other words, this is a block in the corner of the map in which you indicate what is being represented by the two colours.

- A map of South Africa indicating a phenomenon by means of colour distinction

  Present the information in Table 3.3 by means of colour on a map of South Africa. You can divide each province into two equal parts with a vertical line and indicate the information related to international tourists on the left-hand side and that for domestic tourists to the right.

  Use the category divisions for the amount (in billions of rand) that is spent by international and domestic tourists respectively, and choose appropriate colour schemes to represent the information.

  Example: use colours like red, brown, orange and yellow for international tourists, as opposed to colours like blue, pink, purple and black for domestic tourists. Also use colour intensity so one can easily see what provinces have the highest and lowest spending.

Division of amount in billions of rand) spent by international tourists:

0.5 to 3

3.1 to 4

8-9

14 and more

Division of amount in billions of rand) spent by domestic tourists:

1 and less

1.1 to 2

2.1 to 3

5 and more

Remember to provide your map with a key that shows how international spending is distinguished from domestic spending and what the different colours mean.

Once you have done this activity you will certainly have a good idea of how the area you have chosen to work with fits into the "bigger" tourism picture of South Africa. It is reasonably obvious that not all parts of South Africa benefit to the same extent from tourism (both of a domestic and international origin). You are welcome to look at the 2012 Annual Tourism Report online for further interesting facts and figures on domestic and international tourism to South Africa. The link to the report is provided in the Learning Units on myUnisa.

3.6   CONCLUSION

This learning unit introduced you to the rules underlying the interaction that takes place in the tourism system. This interaction does not consist of the arbitrary flow of tourists between generating and destination areas, but is driven on a psychological level by what motivates tourists. Push factors (in generating regions) and pull factors (in destination regions) also play a role. Push factors involve things such as income level, the right to a holiday and mobility. In contrast, pull factors refer not only to attractions but also to available facilities, accessibility and cost implications.

If we look at interaction in the tourism system on a basic level, factors such as distance, time and costs play an important role. These factors in some way have to do with the location of a destination and everything that is associated with it. Questions that arise include: How can you reach the destination (road/rail/air)? Are there different routes? Where do the routes go? In what condition are they? How safe are they? Does more than one airline service this particular destination? How far is it and how much time will it take to get there? What other destinations are nearby or can be visited along with or instead of this destination?

You must take note of the wealth of information that is tied up in the statistics on tourism. The flow of tourists between originating and destination areas is "measured" in terms of the number of tourists who move past certain points such as custom offices or border posts. Apart from being interested in the number of tourists, where they come from and where they are going, tourism practitioners also want to know how much tourists spend, what the aim of their visit is, how long they stay and where they go to in the destination regions. However, this type of information is not always readily available and has to be gathered through questionnaires.

In conclusion, you analysed and graphically represented tourism statistics for South Africa. You uncovered various patterns related to tourism in South Africa and could also have fitted the area/place you chose to work with into the bigger picture and then evaluated it. This analysis revealed not only differences, but also similarities in the patterns for international and domestic tourists. Among other things, the focus points for tourism in South Africa became clear. This was the last learning unit for focus area 2 which concentrated on the environment within which tourism takes place. We will now be moving on to focus area 3, in which we look at tourism resources and their geographic distribution.

3.7   REFERENCES

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LEARNING UNIT 4

A geographical perspective on tourism resources

This is the first learning unit of focus area 3. Learning unit 5 also forms part of focus area 3. Learning unit 4 focuses on the geographic aspects of tourism resources, in other words, where these resources are found and their exact nature.

4.1   ORGANISATION OF FOCUS 3

More about Focus 3

Purpose
To expose you to the geographical distribution of tourism resources and the reason(s) for their location.

Structure
Focus 3 consists of learning units 4 and 5.
Each of these learning units have the following number of subsections you need to work through:
Learning unit 4 has six subsections
Learning unit 5 has six subsections

Expectations
You are expected to work through the entire learning unit, read the prescribed material and complete all activities, even those that do not contribute any marks.

PRESCRIBED READING

Learning Unit 4
- Reader Contribution 3 ("The geography of resources for tourism")

Learning Unit 5
- Reader Contribution 6 ("The physical geography of tourism: Resources and barriers")
- Reader Contribution 7 ("The human geography of tourism: Resources and barriers")
- Reader Contribution 4 ("Cultural and International Tourism for Life's Enrichment")
- Reader Contribution 5 ("Destinations")

NON-GRADED ACTIVITIES

Learning Unit 4
4.3.1 Activity: Using the viewpoint of various scales
4.4.1 Activity: Marketing your chosen area

Learning Unit 5
5.2.1 Activity: Classifying tourism resources
5.3.1 Activity: World physical characteristics and tourism
5.4.1 Activity: World cultural characteristics and tourism

4.2   INTRODUCTION

Why a geographical perspective?

"For many tourist destinations around the world, it is their attractions that often serve as the catalyst for tourist visits. Attractions are numerous, diverse, fragmented geographically and often have limited resources at their disposal for purposes of management" (Fletcher et al 2013:314).

In spite of the fact that today's technology makes it possible for tourists to visit virtually any part of the world, only a small section of the world's potential resource base has been developed for tourists. The combination of this relatively small resource base and a growing demand for tourism has meant that there is more and more pressure on tourism destinations.

The fact that tourism is not equally distributed in time and space contributes to this pressure: tourism focuses mainly on specific places and is also often seasonal in nature. Therefore it is necessary to pay particular attention to the management of tourism resources. It is also important to bring tourists into contact with those resources that directly address their needs, as much as possible.

You should also bear in mind that different types of tourists have different requirements. Similarly, certain places, regions and countries are more suitable for tourism development than others. In all these instances, the nature of tourism resources, whether human-made or natural, plays an important role.

Look at the video "Tourism in Kenya (Old GCSE Video – Managing Resources)" on YouTube depicting tourism resources on a national scale in Kenya. What are the main tourism resources of Kenya as identified in the video? What problems does the country face in terms of tourism resource availability?

The aim of this learning unit is to look at where resources are found and what their exact nature is. We are going to do this on the basis of the following three resolution levels (or spatial scales):

- globally
- in a national context (a specific country)
- at a local level (your immediate environment)

You are going to discover how this way of thinking about tourism resources works by investigating a number of tourism destinations (and the resources for tourists that are found there) from a geographical perspective. This will be supplemented with a theoretical discussion of tourism resources from the viewpoint of different scales, as well as the opportunity to evaluate the situation in your chosen area.

4.3   TOURISM RESOURCES ON DIFFERENT SCALES

Global → National → Local

The "lenses" that geographers use to look at the world make it possible to focus in on and out of the different tourism resources at destinations. These lenses can be compared to a microscope which, if required, can be adjusted to distinguish fine detail (in this case, parts of the earth's surface). As the intensity is increased, the area that is being investigated becomes smaller and smaller. Therefore, different lenses are needed, depending on whether you are looking at tourism resources in the context of the whole world, a country or the local situation.
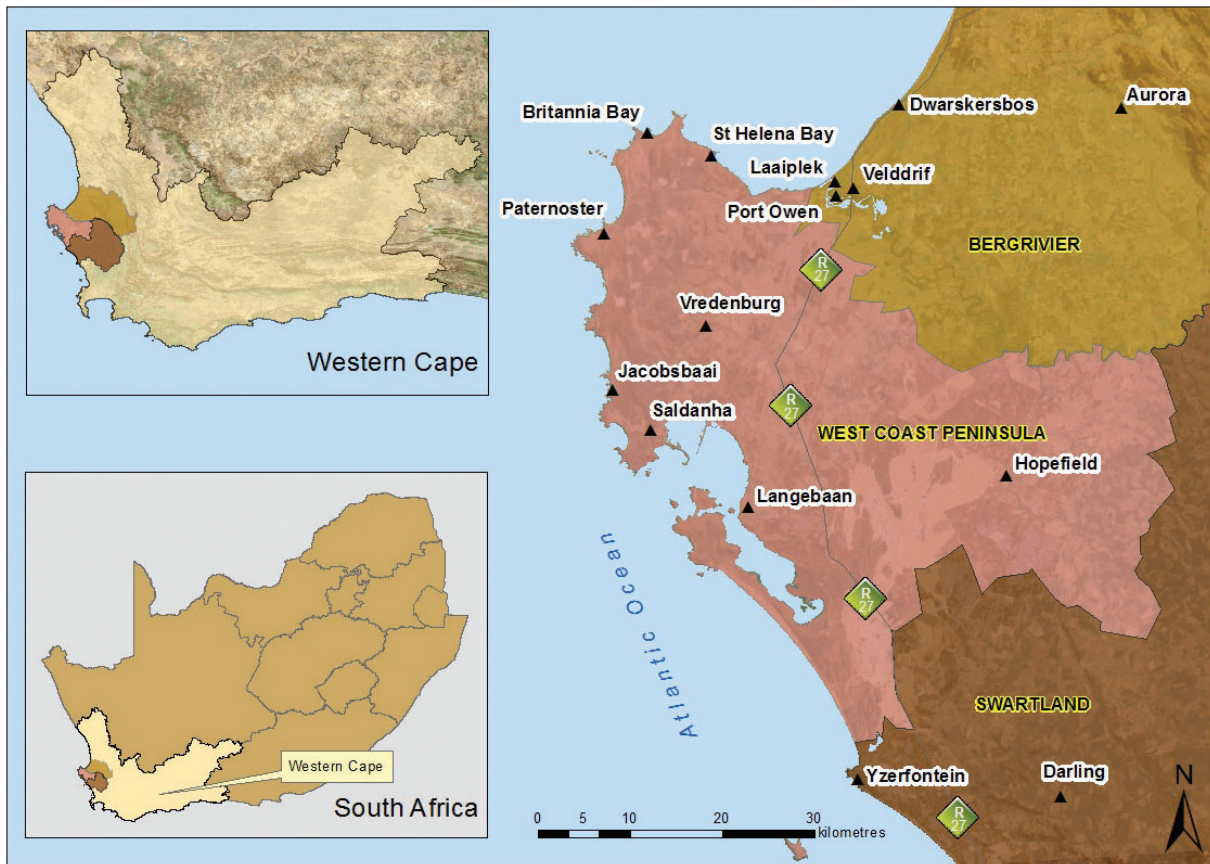
FIGURE 4.1

Example of a local, provincial and national scale perspective – West Coast region in South Africa

(Source: Lombard 2013)

Each of these lenses (which we conveniently call "scale lenses") allows us to look at tourism resources and the role they play at particular destinations from a new perspective and with new insight:

- If you are investigating a destination in the local context, you need strong scale lenses to look very closely. This will give you the kind of detail necessary for this level of analysis.
- To look at a destination in a national context, your scale lenses need not be so strong – you see a bigger area, but in less detail.
- If you are looking at a destination in the context of the whole world, you will need wide-angle scale lenses – the area under investigation is enormous, but the detail is out of focus.

Scale is therefore really important – it helps you to focus on the place/region that you are investigating. At the same time it allows you to evaluate the study area within the context of the bigger picture. If you are interested in more specific detail, you must look at smaller areas and you will need increasingly stronger scale lenses. In the following activity we will look at differences in scale and their implications for tourism, first in a theoretical and then in a practical way.

4.3.1 Activity: Using the viewpoint of various scales

You first need to study the theory on tourism resources from the viewpoint of various scales. Then you will apply this theory to an analysis of a few destinations.

(1)   Read the following material in your reader:

- Contribution 3: pages 24–39 ("The geography of resources for tourism"), which was taken from Boniface, Cooper and Cooper (2012:41–56)

(2)   While reading Contribution 3, take note of the following:

- Global scale

  - physical as opposed to cultural characteristics and why they are important to tourism
  - the distribution of land and water across the globe and how this affects a wealth of phenomena, including tourism
  - the world's cultural regions (that do not necessarily correspond to continental divisions)
  - the role played by language, religion and traditions in tourism
  - cultural heritage and contemporary culture as attractions

- National scale

  - the classification of tourism resources and attractions and why this is useful
  - the concept of a hierarchy of destinations, with some having more appeal than others
  - the requirements for a potentially successful tourism product

- Local scale

  - the role of different interest groups in the development of tourism resources
  - the importance of tourism resorts and centres (also known as tourism spaces) and their direct and indirect effect on the local environment
  - the cycle of tourism resort development and its implications for tourism development

(3)   Read the article "10 things to do in Storms River" by Dale Morris extracted from the April 2012 issue of *Country Life* magazine. It is located at the back of your Tutorial letter 101 as Appendix F.

(4)   Consider the resources available in the Storms River area against the global, national and local scales.

What do you look at in terms of the global scale?

On the global scale, we look in a broad, undetailed way at the location of the destination in the world. This includes the natural physiography (e.g. climate, topography, water, vegetation and animals). We also look at where in the world it is located and at things such as culture and history. Although the picture we get from this should not be seen too deterministically, it gives us the background against which tourism takes place and it can often have a dominant influence in this regard.

What do you look at in terms of the national scale?

To analyse a specific country, we need sharper scale lenses in order to see more detail. For example, we need to be able to establish how important/well known/popular a destination is in comparison to other destinations. You can usually distinguish a

pyramid of destinations in a country, with a few exceptional destinations at the apex. Tourists are prepared to travel from very far to visit such places. At the base of the pyramid are a large number of less important (or less well known or less popular) destinations. A viable destination does not develop merely on the basis of its tourism potential – factors such as accessibility, support facilities, suitable opportunities for development and marketability are all part of the tourism product.

What do you look at in terms of the local scale?

On this scale we need very sharp scale lenses to look at the very specific details of a destination in the local context. Here you need to consider the availability of land, physical attributes (soil, topography, pollution, etc), the planning and management environment, the amount of congestion, as well as the development that has taken place at the destination over time. Communities ought to be involved in tourism development at the local level. The development of tourism resources often has either a positive or a negative impact on the local environment. This particularly applies to tourist resorts and centres, such as those often found in developed countries.

4.4 TOURISM RESOURCES IN YOUR CHOSEN AREA

In the next activity we are going to go a step further by showing you how to classify the tourism resources where you stay in a comprehensive way and how to evaluate their suitability for different types of tourism. You are also going to look at the elements of the tourism product where you stay (in other words, the most important reasons why tourists would want to come here).

"At the business unit level, a resource analysis should begin by creating an inventory of the tourism offerings of the region. Although the word 'inventory' implies a quantitative approach, it is important also to adopt a qualitative perspective and to consider the key variables confronting each of the industry sectors" (Kelly & Nankervis 2001:97).

4.4.1 Activity: Marketing your chosen area

lmagine that your local authority appoints you as a consultant to advise them on how to market the area/place you have chosen to work with as a tourism destination. You are instructed to establish the most important reasons why tourists would want to come here (in other words, what the core tourism product is). This information is required to develop a meaningful tourism marketing plan.

(1) Draw up a list of the tourism resources in the area/place you have chosen.
(2) Divide these resources firstly into the three groups used in Clawson's classification system (see p 50 of the excerpt from Boniface, Cooper and Cooper (2012), which is in Contribution 3 of the prescribed reader).
(3) Now look separately at each of the three groups of resources that you have identified and subclassify each of the resources according to Swartbrooke's system (see p 48 of the excerpt from Boniface, Cooper and Cooper (2012), which is in Contribution 3 of the prescribed reader).
(4) Summarise your findings in a table for which the framework is provided in Appendix G of Tutorial letter 101. The electronic version of the table can also be downloaded here.
(5) lndicate one or two of the most important tourist activities associated with each of the resources.

(6)   Indicate whether each of the resources can be replaced/substituted or not.

(7)   Determine how important each of the resources is to attract tourists by rating them from 1 (unimportant) to 5 (very important).

(8)   Use the information in this table to write an information item of 250–300 words on the core tourism product of your chosen area/place. To be able to do this you need to read page 34 and 35 of the Reader (pages 51 to 52 of contribution 3 by Boniface, Cooper & Cooper). Take note that the core tourism product is synonymous to the core destination product of an area.

4.4.1.1   Reflecting on the activity

Congratulations! You have just completed a very challenging exercise to identify the core tourism product in your chosen area.

It is a challenge because you had to make many choices and you were probably not always sure whether you completed the table for your chosen area altogether correctly. For example, it is not always easy to decide whether a resource is human-made/altered or natural. Would you agree that owing to human intervention there are currently very few things that can be regarded as completely natural?

However, it is not necessary to worry too much about this: tourism practitioners may well disagree over the core tourism product for an area. The methodology that you used makes provision for this and is focused on giving you a comprehensive overview of the tourism resources found in your chosen area/place. You may even have decided that the core tourism product consisted of more than one element, which is fine. However, the core tourism product is not just a list of attractions found in a specific area, but should refer to the "umbrella" elements of tourism in the area.

"Perhaps the most difficult problem confronting destination managers is deciding which elements of the locale have a role to play in tourism and which do not, given that a general definition of tourism itself is problematic" (Kelly & Nankervis 2001:97).

It is important for you to realise that although you may have been able to identify the core tourism product for your chosen area, things such as a favourable climate, an attractive environment and hospitable community are not necessarily enough to ensure that tourists will visit. To realise tourism potential, the following are also necessary (as explained on p 51 of the excerpt from Boniface, Cooper and Cooper (2012) – Contribution 3 in the prescribed reader):

• at least one attraction that can be prompted as a unique selling proposition (USP)
• support facilities (e.g. accommodation)
• accessibility in respect of important tourist-generating regions
• favourable preconditions for development (e.g. the provision of a basic infrastructure, the existence of a tourism organisation and a degree of political stability).

These four elements provide the comprehensive tourism product for a place or area. It is this comprehensive tourism product that is eventually used in marketing and that determines whether tourists will visit this place/area or not.

The elements of the comprehensive tourism product are also highlighted on page 51 of the excerpt from Boniface, Cooper and Cooper (2012) – Contribution 3 in the prescribed reader. Figure 4.2 represents the core resources and attractors that motivate people to travel and that "pull" or attract them to destinations.
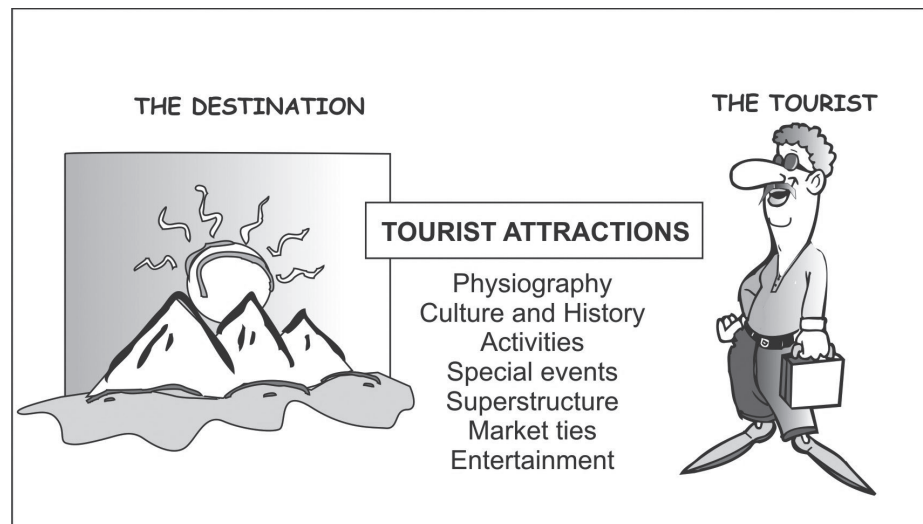
FIGURE 4.2
Core resources and motivators for travelling
(Source: Adapted from Ritchie and Crouch (2003:III))

4.5   CONCLUSION

This learning unit introduced you to the nature of tourism resources and particularly focused on their geographic aspects – in other words, where they occur and what exactly it is that occurs there. You had the chance to look at tourism resources from the perspective of the following three spatial scales:

- globally
- in a national context
- at a local level

You learnt that scale is of particular importance, since it helps you to focus on the tourism resources of the place or region which is being investigated. At the same time it allows you the opportunity to evaluate these tourism resources within the context of the bigger picture. The geographer's "scale lenses", which work like a type of microscope, are of great help in this respect. If you are interested in a specific detail, you need to investigate ever smaller areas with stronger and stronger scale lenses.

Tourism resources and associated attractions can be regarded as the raison d'être of tourism – without them there would be no tourism. There is a simple way in which to identify and evaluate tourist attractions in a region. It firstly involves drawing up an inventory of the attractions that occur and then analysing them by means of the different classification systems that are available.

The reality is that the mere presence of a unique tourist attraction or even a number of attractions is not enough to realise the tourism potential of a place or region. Factors such as support facilities, accessibility and existing favourable conditions for development are very important in ensuring that tourists will indeed go there. Therefore, it is the comprehensive tourism product for a place or region that is important.

The following learning unit further expands on the theme of tourism resources. It deals specifically with patterns in the occurrence of the world's tourism resources.

These patterns help you make sense of the massive amount of information on tourism resources. Fortunately, the geographer has an aid that makes it easy to remember (and understand) these patterns. We introduce you to this aid, referred to as the geographer's "pattern guide", in the following learning unit.

4.6   REFERENCES

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LEARNING UNIT 5

World patterns of tourism resources

This is the second learning unit of focus area 3. Learning unit 5 offers a geographic overview of what the world can offer tourists. It also focuses on how to create some order in the abundance of information on what tourists can expect in various parts of the world.

5.1   INTRODUCTION

Regional demarcations of tourism resources

*"All places on earth have distinctive tangible and intangible characteristics that give them
meaning and character, and distinguish them from other places"*
(Hudman & Jackson 2003:5).

The practice of artificially dividing the world into regions in terms of certain unique characteristics is a well-established element of the field of geography. It is a way to arrange and classify what would otherwise be an unmanageable amount of information required to establish the exact characteristics of every place on the planet. However, the price paid for this is high in that detail is sacrificed and generalisations are made.

Kelly and Nankervis (2001:12) note that this "compromise" makes it possible, for example, to describe a part of the earth's surface as a plateau in spite of all its many variations in topography. Another example is an area's climate which may be described as Mediterranean, although this may not necessarily be reflected in the temperature and the rainfall data for some of the places found there. And agricultural regions are defined in terms of the dominant crops or farming activities found there.

From a tourism perspective, destination regions are of particular importance. These regions are defined in terms of combinations of the following elements (Kelly & Nankervis 2001:14):

- internal homogeneous natural characteristics such as topography and climate
- functionality in terms of a central location or as an access point from which tourists travel
- existing borders of an administrative nature

A destination region may be particularly small, such as a country town with its markets and historical buildings. However, it may just as well be a widely dispersed area such as the Karoo with far-flung attractions. Some regions may have subregions, although these may not necessarily have official status. All destination regions can be regarded as subdivisions of larger regions and range from a local to a global scale.

The aim of this learning unit is to look at some of the regional demarcations which can be made of the world and the resulting patterns that can be distinguished. We focus on those regional divisions that are important to tourism and that can be employed by tourism practitioners to organise the wealth of information available on the world's destinations. These patterns are of particular value, because they provide an alternative to having to memorise information on numerous destinations.

We begin by analysing a selection of different types of destinations all over the world. The aim is to make you aware of the patterns of occurrence of certain types of tourism resources. The theoretical study that follows deals with the patterns of physical and cultural characteristics that can be distinguished in the world and that we can use as a guide to draw conclusions about destination regions. To conclude the learning unit, you will characterise the place where you stay in terms of this "pattern guide".

5.2 PATTERNS IN THE OCCURRENCE OF CERTAIN TYPES OF DESTINATIONS

There is a number of ways in which destination areas can be classified. The classification can be done either based on the physical characteristics and location of the area, for example coastal destinations, urban destinations and rural destinations, or according to the travel experience they offer, for example cultural tourism and environmental tourism. Contributions 4 and 5 in your reader Readings on the Geography of Tourism offer insight into the classification of tourism destinations.

5.2.1 Activity: Classifying tourism destinations

You first need to study the theory on tourism destinations. Then you will apply this theory to an analysis of a few destinations.

(1) Read the following material in your reader:

- Contribution 4: pages 40–63 ("Cultural and international tourism for life's enrichment"), which was taken from Goeldner and Brent Ritchie (2012:212–235).
- Contribution 5: pages 64–78 ("Destinations"), which was taken from Fletcher et al (2013:118–132).

(2) Analyse five destinations:

- Use table 5.2.1 to analyse five different destinations of your choice (global and local). Include your chosen area for this module as one of the five destinations. The first example has been completed for you. Table 5.2.1 can be opened using this link or you can use the copy in Appendix H of Tutorial Letter 101.
- Use an atlas or Google maps to look at the location of the destination.

5.2.1.1 *Reflecting on the activity*

In completing this activity, you will discover what we mean when we refer to patterns of tourism resources. You had to describe the five destinations of your choice in terms of their location and what attractions are found there. Here are some examples of destinations relying on their location for specific types of tourism.

Ski holidays

It is relatively easy to distinguish geographic patterns for conditions conducive to ski holidays. Cold conditions (snow) and steep slopes (mountains) are essential. The key is a world map showing prominent mountain regions, as well as knowledge of weather and climate. Take into account that there is a drop in temperature with a rise in altitude and that it is hot at the equator, while the temperature drops the

closer one moves towards the poles. Seasonality is also important, with the winter months especially suitable. Some destinations suitable for ski holidays are the Alps (Switzerland), parts of the Rocky Mountains (North America), the Andes (South America) and certain parts of the Drakensberg (Southern Africa).

Visits to the Artic/Antarctic

Taking visitors to regions north of 60°N and south of 66°S is an example of tourism accompanied by extremes – the geographic pattern is obvious. In these regions the sun barely rises above the horizon for six months of the year, temperatures plummet in winter and summers are very short. A trip to this type of destination is very expensive and not within reach of the average tourist. Trips to Greenland, Iceland and the north of Finland, Sweden and Norway also fall in this category.

Urban tourism

Many tourists choose to spend their holidays in cities, participating in the activities offered there and visiting important sights. There is a clear geographic pattern in the distribution of cities. There are more cities in the northern than in the southern hemisphere, and more in developed than in developing countries. Note that not all cities, including industrial cities, cities with a high degree of poverty and cities with high crime rates, are necessarily tourist destinations. Cities that are popular tourist destinations include New York (USA), Sydney (Australia), Buenos Aires (Argentina) and London (United Kingdom).

Cultural tourism

Culture, among other things, refers to the customs, religion, art forms and language which distinguish different communities and it is an important tourism resource. Culture has a strong geographic component in that people who live close to one another tend to share the same language and preferences. Think of the attraction of the exotic cultures of Asia (e.g. Japan, China and India) for Westerners. This experience would differ completely from the cultural experience associated with the rural parts of Germany, France, Austria or any other European country, or with a visit to Africa including contact with local communities.

"Sun, sea and sand" tourism

This type of destination is typically not very far north or south of the equator, with a sunny climate and obviously on the coast. Cool to cold and wetter climate conditions (generally found in the mid-latitudes) are unsuitable for this type of holiday. An example of a sun, sea and sand holiday destination in South Africa would be the south coast of KwaZulu-Natal with the well-known coastal resorts of Ramsgate, Margate, Uvongo, Shelly Beach and St Michaels-on-Sea.

Safaris

Safaris that offer tourists the chance to see natural wonders and the "big five" are associated with visits to Africa. Exposure to the indigenous culture/traditions of local communities adds further value to the safari experience. Other safari destinations include East Africa (especially Kenya), Zimbabwe, Botswana (especially the Okavango Delta) and the Amazon in South America. The geographic context is clear: these regions occur within 23.5° of the equator and are characterised by a tropical to subtropical climate.

The aim of this activity was to make you aware of patterns in the occurrence of tourism resources in the world. If one is aware of these patterns, it becomes quite

easy to get a general idea of the tourism resources at virtually any destination in the world. This kind of analysis is second nature to a geographer who looks at the world in terms of patterns. Dividing the world into regions with similar characteristics is a useful aid in this respect. In the following two sections of this learning unit we look at what this "pattern guide" entails, first in terms of the world's physical characteristics and then in terms of cultural characteristics.

5.3 WORLD PATTERNS OF PHYSICAL CHARACTERISTICS

Getis, Getis and Fellman (1998:8) suggest that the physical characteristics of a place or a region refer to natural aspects, including the:

- climate conditions
- types of soil
- nature of hydrology (water)
- mineral resources found there
- nature of the terrain

Physical resources are the basis on and setting against which human activities take place. Although physical characteristics do not dictate in absolute terms how people have to live and what they may/can do, they do have a considerable influence in this regard. From a tourism perspective, physical characteristics are very important and often form the key component of the core tourism product offered by a destination. Note that although the nature of physical resources is fixed by the laws of nature, people's perception of them is wholly determined by culture.

As a result of natural laws dictating physical characteristics, it is reasonably easy to make regional demarcations on this basis. These serve as a "pattern guide" for tourism practitioners, whether in planning, marketing, managing or offering advice. In the following activity we focus on the patterns of physical characteristics on a global scale. By using stronger scale lenses, it is also possible to distinguish patterns on a regional as well as a local scale. The simple laws of nature on which these patterns are based, make it easy to remember and use them. Accordingly, we focus on global climate, vegetation and topographic patterns.

5.3.1 Activity: World physical characteristics and tourism

In this activity you will look at global climate, vegetation and topographic patterns and how they relate to tourism.

(1) Read the following material in your reader:
- Contribution 6: pages 79–100 ("The physical geography of tourism: Resources and barriers"), taken from Nelson (2013:115–136).

(2) Study maps 5.1–5.5. If you wish to, you can also use National Geographic's Mapmaker Interactive following the link provided in the Learning Units on myUnisa.

(3) Use the knowledge you have gained from working through the material in the reader and by studying the maps to advise a travel agency about destinations all over the world where each of the following physical conditions occur:
- Mediterranean climate conditions
- marine west coast climate conditions

- desert conditions
- savannah vegetation
- tropical rainforests
- needle-leaf forests
- volcanoes
- majestic mountains

Provide at least one destination for each of the conditions. Use the world map template in Appendix I of Tutorial Letter 101 to indicate where the destinations you have identified can be found. On each of maps 5.1–5.5, also identify your chosen destination area in order to classify it according to its physical characteristics. Use an atlas in addition to maps 5.1–5.5 if you are uncertain about the location of your destination area.
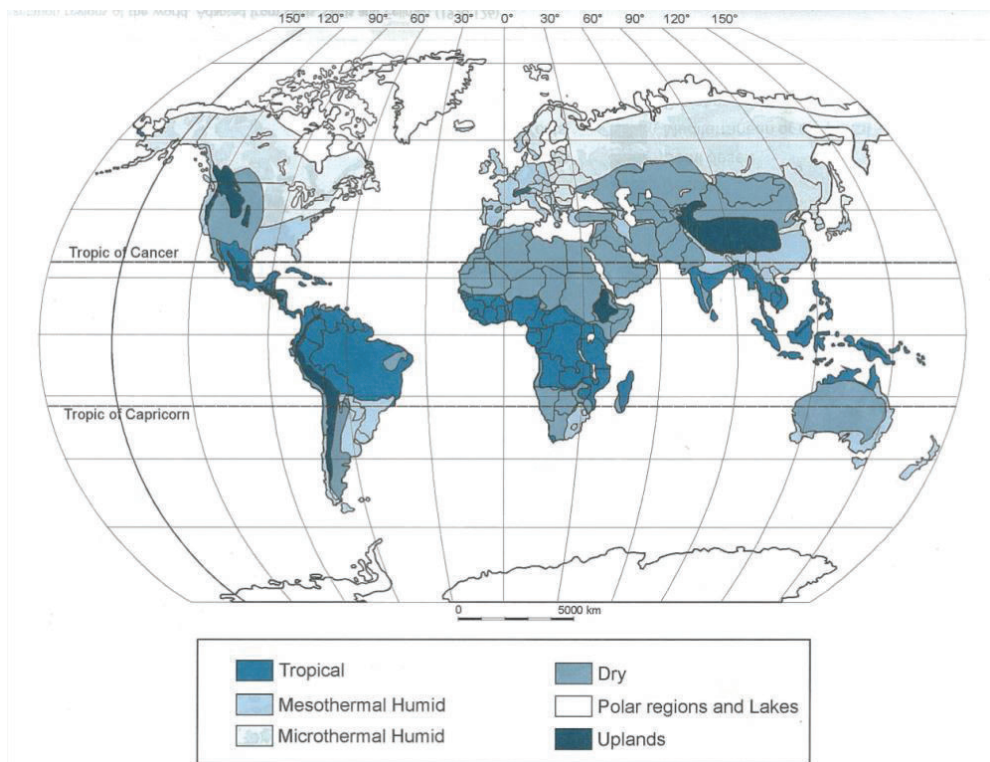
MAP 5.1
Climate regions of the world
Source: Adapted from Hudman and Jackson (2003)
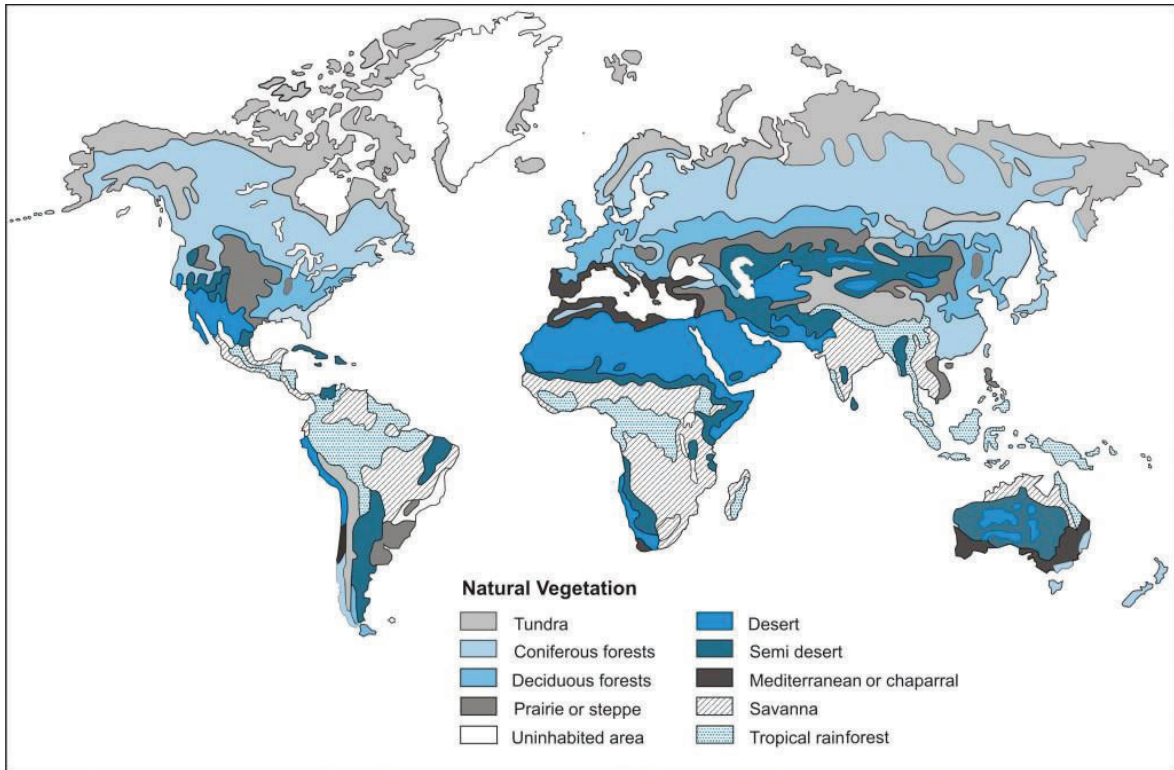
MAP 5.2
Vegetation regions of the world
Source: Adapted from Getis, Getis and Fellman (1998:126)
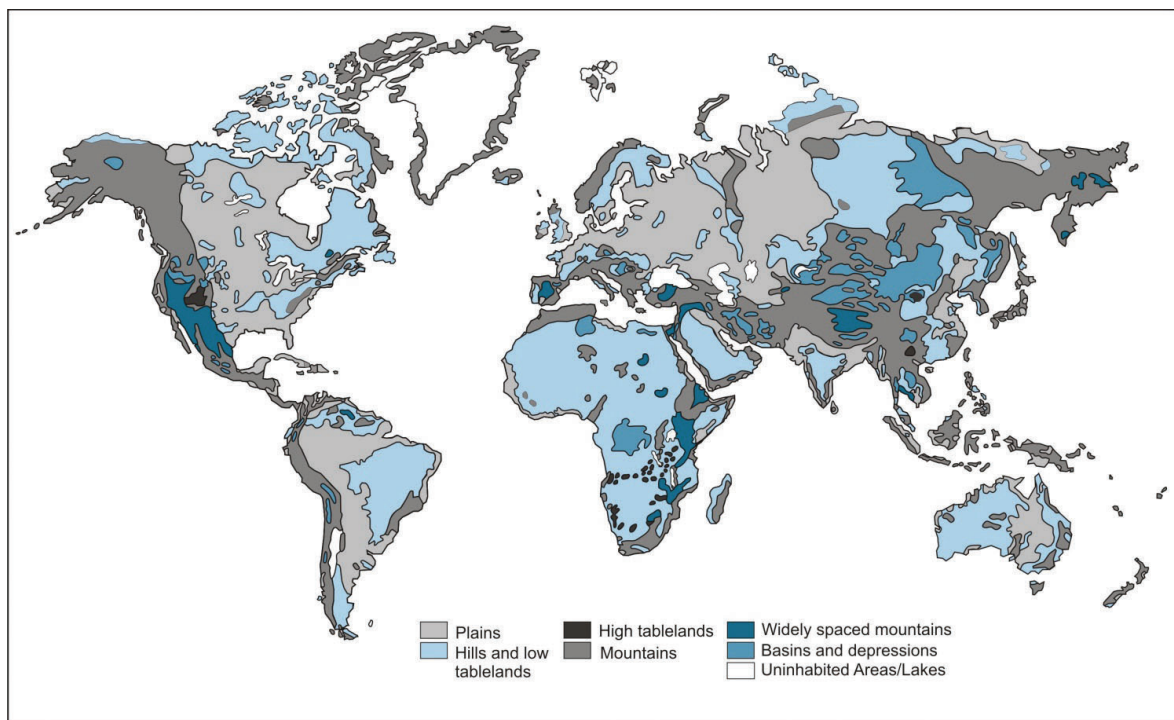
MAP 5.3
Topographic regions of the world
Source: Adapted from Getis, Getis and Fellman (1998:map insert at the beginning of the book)
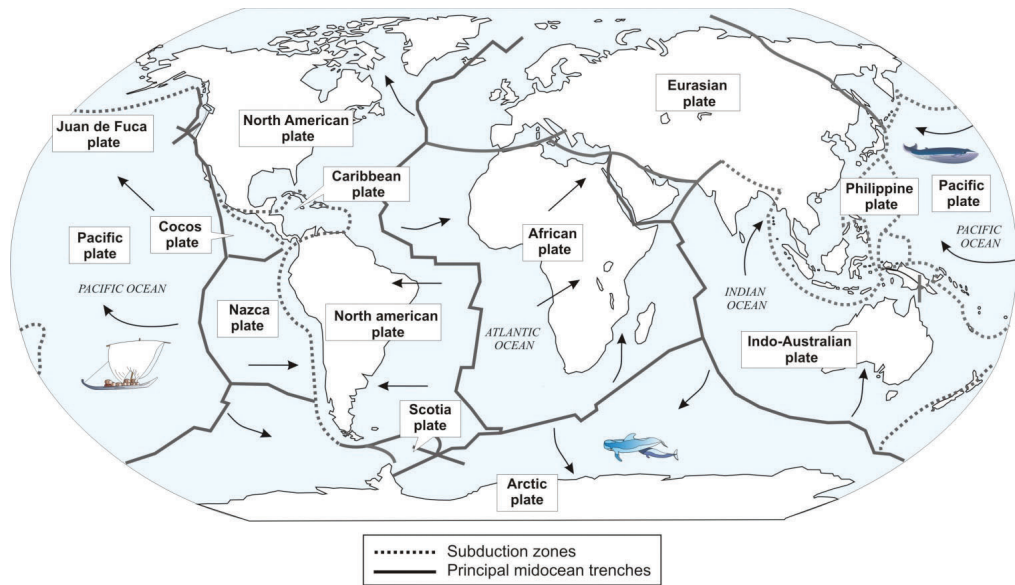
Figure   The major plates of the earths crust move relative to one another, generally at rates of a few millimeters per year. These motions cause earthquakes that are concentrated along plate boundaries. Ridges with rift valleys at their centres are formed where plates are moving away from each other, generally in ocean areas. Mountain ranges are created where plates converge , sometimes with deep ocean trenches on the seaward side of the convergence area.

MAP 5.4

World patterns of earthquakes

Source: Adapted from Bergman and Renwick (2002:100)

MAP 5.5

Global volcanic patterns

Source: Adapted from Getis, Getis and Fellman (1998:63)

5.3.1.1   Reflecting on the activity

A general knowledge of global climate patterns, as well as the relationship between climate and vegetation will make this activity very easy to complete. Although it is less obvious, the world's important topographical characteristics also form a pattern. Therefore we provide guidance as to how an understanding of these patterns will help you to identify certain types of destinations.

Climate patterns and tourism destinations

Here we look specifically at the climate conditions in Activity 5.3.1 for which you have to identify examples of destinations.

Mediterranean climate conditions occur in the transitional region between the dry subtropics and wetter mid-latitudes. Wet winters and dry summers are a characteristic of this climate – the result of the global wet and dry belts that move closer to the equator in winter and then further towards the poles in summer. A well-known South African destination with this type of climate is Cape Town. You could choose other examples from destinations in southern Europe and California.

Marine west coast climate conditions occur in the western parts of continents in the mid-latitudes. The temperate influence of the ocean is very important, the seasonal variation is relatively small and there is precipitation throughout the year. Because South Africa does not fall in the mid-latitudes, we do not have this type of climate. Examples of destinations with this kind of climate include London (England), Paris (France) and Seattle (Washington).

Deserts are the result of, among other things, the subsidence of air in the subtropics, but can also occur in the mid-latitudes in areas deep in the interior, far from the sea (source of moisture) or where areas are cut off from any source of moisture by high mountains. Tourist attractions in deserts include unpolluted air, wide, open spaces and magnificent landscapes. A few examples of desert destinations are Luxor (Egypt), Swakopmund (Namibia) and Palm Springs (USA).

Vegetation patterns and tourism destinations

The physical conditions for which you had to identify destinations in Activity 5.3.1 included three vegetation regions. We now briefly look at how you could have done this.

You already know that savannah vegetation is characteristic of parts of Africa and South America, and you also know what the associated climate is like. A destination where one will definitely come across savannah vegetation is Bonjala, which is north of the Soutpansberg in Limpopo Province. The same applies to the Kruger National Park. There is also savannah vegetation at the Great Zimbabwe Ruins, the Matobo National Park and the Mutirikwe Lake and resort, all three of which are in Zimbabwe.

Tropical rainforests occur in the vicinity of the equator where it is hot and wet all year round. The discomfort level associated with this kind of climate does not make places here particularly popular tourism destinations. Those parts of Africa with tropical rainforests are inaccessible to tourists owing to political instability. However, the most famous tropical rainforest, the Amazon forest in South America, can be visited. One may also visit tropical rainforests on the islands of South East Asia.

Needle-leaf forests occur in subarctic climatic conditions (latitudes of 50 to 70 degrees). Because there is little land in this zone in the southern hemisphere, extended

needle-leaf forests are limited to the northern hemisphere. Nature lovers, adventurers and ecotourists enjoy the national parks in this zone. An example of one such park is Yellowknife, situated in the north-west of Canada. When visiting old-world towns such as Dawson and Whitehorse in Canada (Yukon district), one also travels through needle-leaf forests.

Topography and tourism destinations

We now look at the topographic characteristics that were mentioned in Activity 5.3.1 and for which you had to identify examples of destinations. Both volcanoes and mountains can be classified as second-order topography. You already know that volcanoes occur almost exclusively in areas where tectonic plates collide. However, mountains are not limited to these areas.

Hawaii is an example of a destination associated with volcanoes. Each of the Hawaiian islands is nothing other than a dormant shield volcano. There is one active volcano, Mauna Loa (on the main island of Hawaii). In the USA (Washington), Mt St Helens, which erupted in 1980, is worth a visit. Another example of such a destination is the remains of the city of Pompeii in Italy, which was destroyed in 79 BC during an eruption of Mt Vesuvius.

Mountains are definitely included in tour programmes more often than volcanoes. The Alps are a popular destination and the Swiss ski resorts (e.g. Gstaad, Wengen, Klosters and Grindelwald) are world famous. The Himalayas in Asia (with destinations in Tibet such as Namche Bazaar and the Mt Everest base camp) offer a completely different type of tourism experience.

If we look at South Africa, there is definitely no lack of mountains – think of the Drakensberg range, with destinations such as the Royal Natal National Park, Cathedral Peak and Giants Castle.

The "pattern guide" of physical characteristics: in conclusion

You now have an idea of the world patterns of some physical characteristics that are important from a tourism point of view. You should be able to remember these patterns easily, because you are aware of the natural laws on which they are based. Remember that world-scale patterns are not inherently very accurate. There are many exceptions and if one uses stronger scale lenses and looks at smaller regions, these exceptions become very clear. However, the detail must always be evaluated in the context of the bigger picture.

In the previous activity you had to identify destinations that are associated with certain physical characteristics. For some destinations, the physical characteristics act as prime attractions for tourists. But for many destinations the cultural milieu is just as important, if not more so. In some cases, physical characteristics may even recede into the background.

5.4   WORLD PATTERNS OF HUMAN ACTIVITY AND CULTURE

Wherever people live, they make their mark on the environment. The way in which this happens depends on the customs, standards and structures of the culture to which people belong. Culture plays an important role in determining how people think about the environment, how they use and adapt the environment and how they

deal with one another in the environment. The world can be viewed as a mosaic of cultural groups and human landscapes (Getis, Getis & Fellman 1998:189).

This is not a fixed mosaic and is the result of, among other things, movement and settlement, economic activities, political dynamics, historical realities and the flow of ideas and technology. One may distinguish certain consistencies/patterns in the interaction between people as well as between people and the environment which lead to this mosaic. However, these patterns and interactions are characterised by a greater degree of unpredictability than those in respect of the physical (natural) environment.

Obviously, the different cultural landscapes that can be identified have implications for tourism. Depending on their nature, they may to a greater or lesser extent act as attractors for tourism. In some cases, they may even discourage rather than attract tourists. They may also contribute to facilitating and supporting tourism or may make the life of a tourist quite uncomfortable. Therefore tourism practitioners need to have knowledge of the nature of the different cultural landscapes as well as the patterns of their occurrence in the world. We now look at the worldwide occurrence of a number of cultural elements and the ways in which they affect tourism.

5.4.1 Activity: World cultural characteristics and tourism

In this activity you will look at the world patterns of a number of cultural elements and how they are linked to tourism.

(1) Read the following material in your reader:

- Contribution 7: pages 101–116 ("The human geography of tourism: Resources and barriers"), which was taken from Nelson (2013:137–152).

(2) Study maps 5.6–5.10. If you wish to, you can also use National Geographic's Mapmaker Interactive following the link provided in the Learning Units on myUnisa.

(3) Use the knowledge you have gained from working through the material in the reader and by studying the maps to advise a travel agency about destinations all over the world where each of the following elements of the cultural landscape occur:

- a Germanic language is generally spoken
- exotic spicy cuisine
- the Islamic faith is practised
- there is still a monarchy in place
- cities with over 5 million inhabitants
- architectural examples from the past
- indigenous cultural villages

(4) Provide at least one destination for each of the elements. Use the world map template in Appendix I of Tutorial Letter 101 to indicate where the destinations you have identified can be found or open the world map under Additional Resources [Maps and Tables] on myUnisa. On each of maps 5.6–5.10, also identify your chosen destination area in order to classify it according to its physical characteristics. Use an atlas in addition to maps 5.6–5.10 if you are uncertain about the location of your destination area.
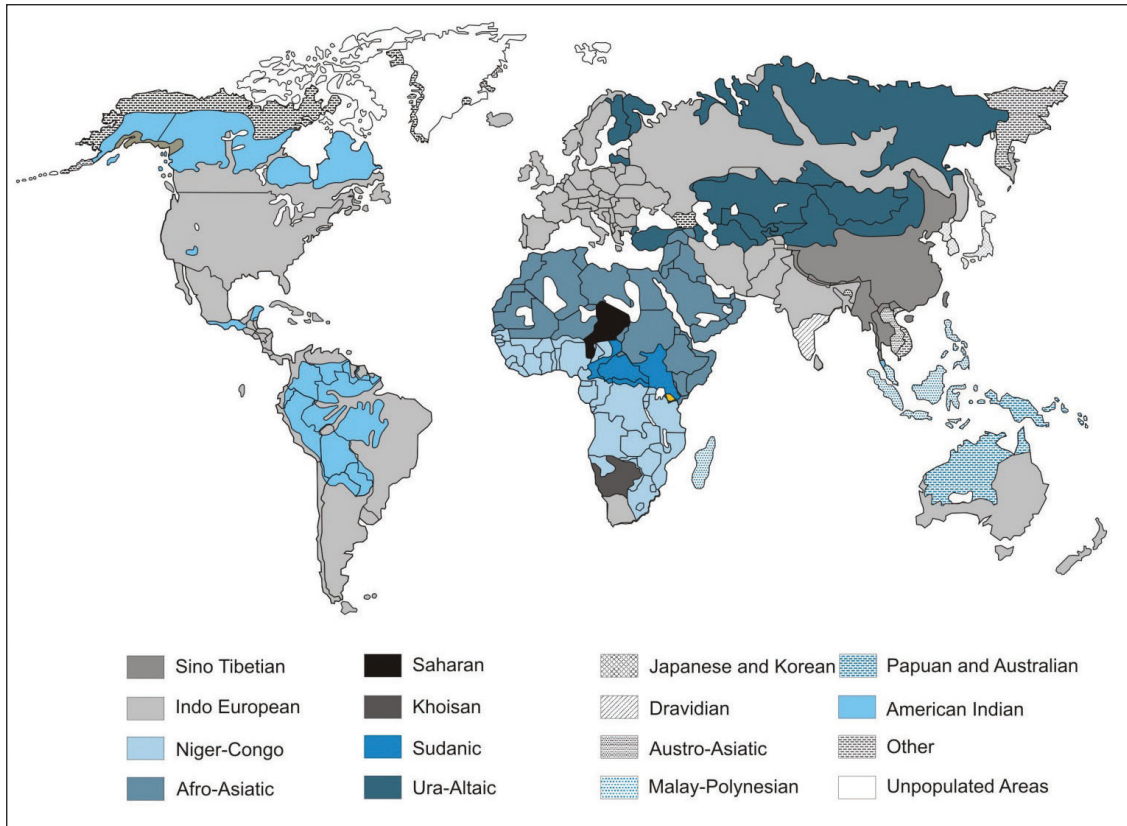
MAP 5.6

World pattern of important language families

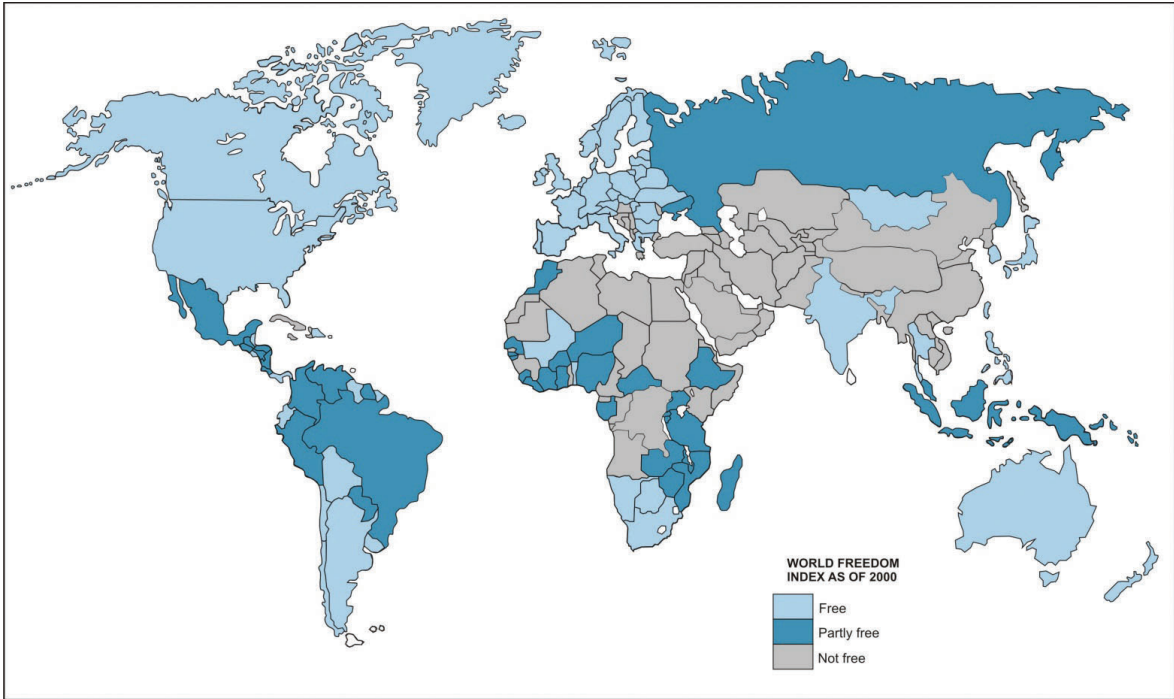**Source:** Adapted from Hudman and Jackson (2003)
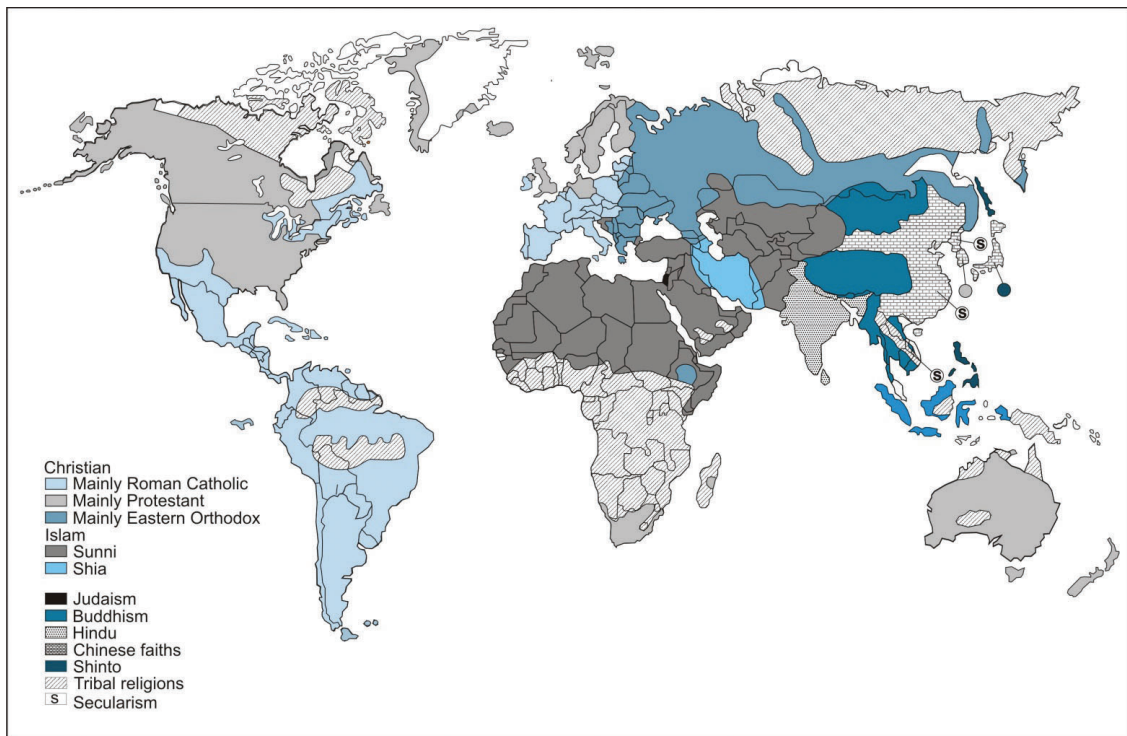
MAP 5.7
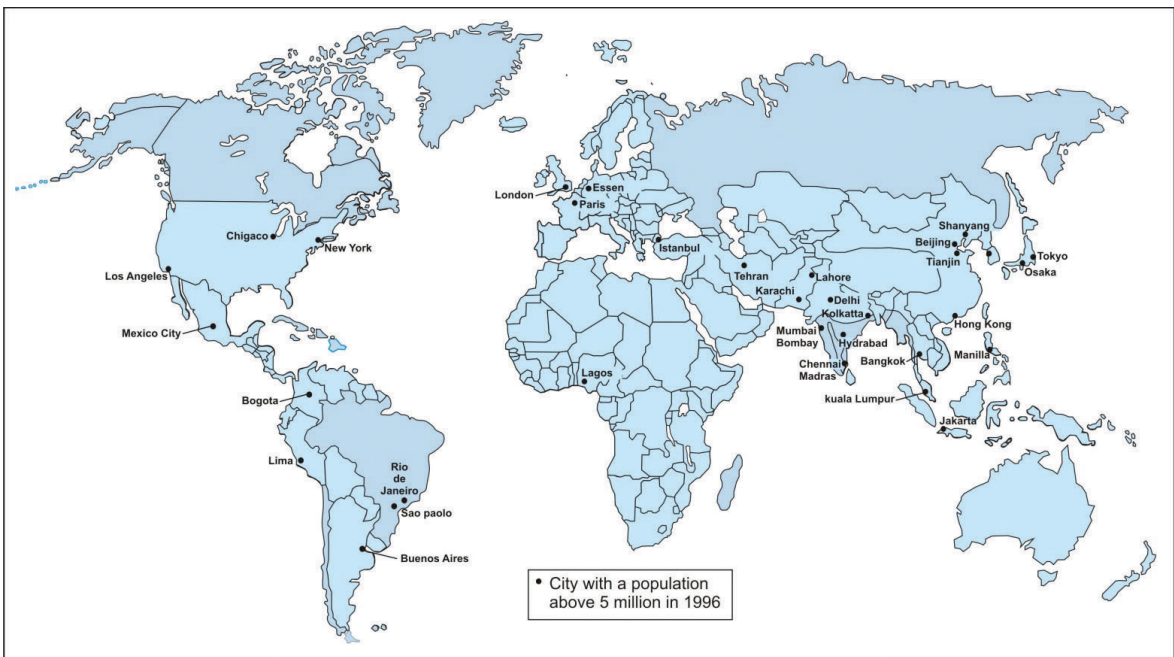
World pattern of important religions

Source: Adapted from Getis, Getis and Fellman (1998:260)

MAP 5.8

The world pattern of freedom

Source: Adapted from Bergman and Renwick (2002:451)

MAP 5.9

Metropolitan areas of the world with five million inhabitants or more

Source: Adapted from Bergman and Renwick (2002:374)
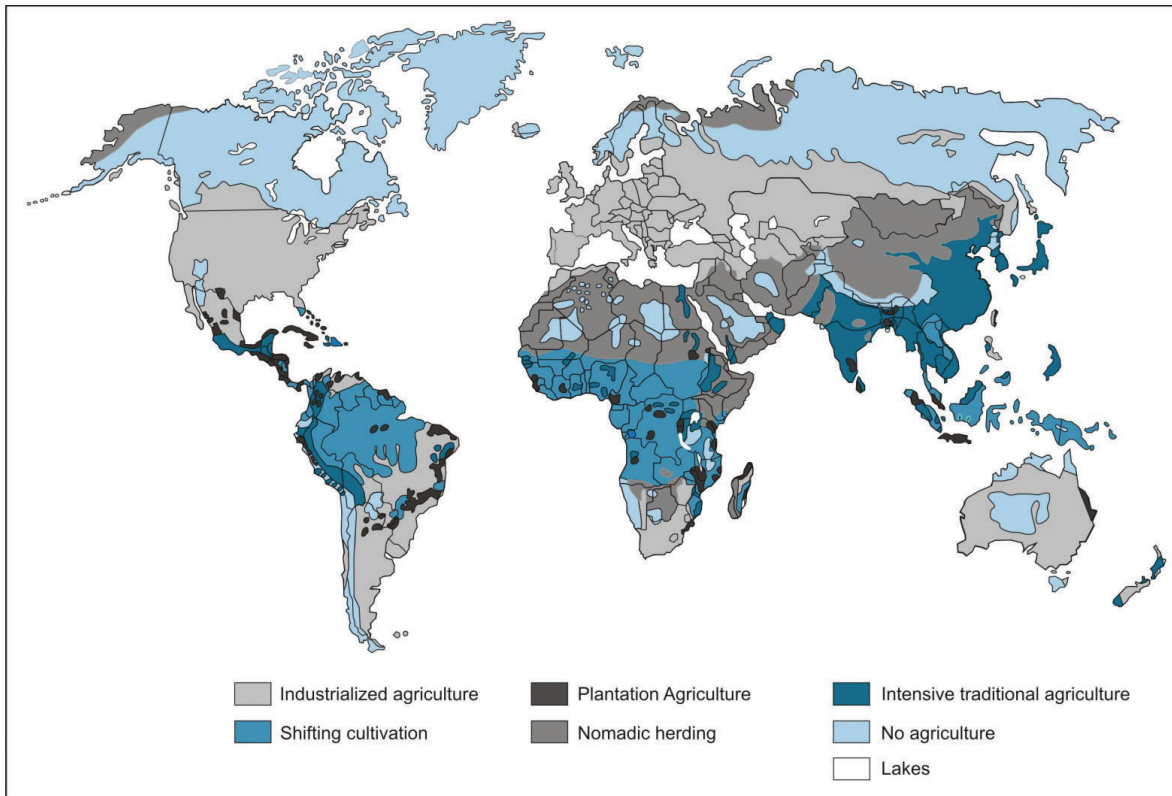
MAP 5.10
The world pattern of agricultural activities
Source: Adapted from Miller (2005:275)

5.4.1.1   Reflecting on the activity

Unlike destinations associated with physical characteristics (see Activity 5.3.1), it is not always easy to identify destinations associated with specific elements of the cultural landscape. Certain cultures do indeed hold a dominant position in certain parts of the world (e.g. the Western culture of countries in Europe and North America and the exotic cultures of countries such as China, Japan and Thailand in Eastern Asia). If one is aware of this, other things fall into place reasonably easily. We now look at the specific cultural elements mentioned in Activity 5.4.1 and how you could have identified relevant examples of destinations.

Language and tourism destinations

The Germanic languages form a subfamily of the Indo-European family of languages (see map 5.6). Examples of Germanic languages are English, German, Dutch and Swedish. Destinations where one would hear these languages include Salzburg (Mozart's birthplace in Austria), holiday resorts such as Baden-Baden in the Black Forest (Germany), Copenhagen (the capital of Denmark) and Amsterdam (the capital of the Netherlands).

Cuisine and tourism destinations

One would typically find exotic food with a lot of spices in South and South East Asia. An example of such a country is India, with possible destinations including Calcutta (a large city with many museums, parks, temples and mosques in eastern India), Madras (a port city on the south-east coast of India – Bay of Bengal), New

Delhi (capital of India, situated more to the north) and Bombay/Mumbai (port city on the west coast). Tourists visit these destinations not only for their exotic cuisine, but as part of a comprehensive cultural tourism experience, which includes visits to museums, temples and other holy places.

Religion and tourism destinations

As with the most important language families, there is a reasonably clear distribution pattern of the world's most important religions (see map 5.8). This pattern indicates the dominant religions in certain regions, but does not imply that these particular religions are the only ones practised there. You had to identify destinations where Islam is practised. It is dominant in North Africa, the Middle East and Western Asia. Muslims like to visit cities in these places as part of religious pilgrimages, but also for business purposes. Typical destinations include cities such as Damascus (Syria), Cairo (Egypt) and Mecca (Saudi Arabia). Owing to conflict in these areas, these destinations are not always accessible, particularly to Westerners.

Political systems and tourism destinations

You had to identify destinations with fully functional monarchies. These are not very common today. Often monarchies perform a purely ceremonial role, with little influence on the political or legal system of the particular country. However, the rituals, residences and newsworthiness of members of monarchies are often in themselves tourist attractions. Think, for example, of the British royal family with Buckingham Palace, the Palace of St James and Windsor Palace in and around London, which are all well-known attractions. Monarchies still exist today in countries such as Thailand, Nepal, Monaco, Belgium, the Netherlands, Denmark, Norway, Sweden and Luxemburg.

Cities as tourism destinations

Paris, Tokyo, Rio de Janeiro, New York, Sydney, Hong Kong, London and Rome are examples of world cities well known to potential tourists. Most of these cities have five million inhabitants or more (map 5.10). Let us take a closer look at Hong Kong, which is situated off the south-east coast of China in a special administrative region. Hong Kong is a local and international aviation and shipping node and is an important Asian destination. It offers international tourists a mixture of Western business culture and Eastern traditions. Attractions include floating restaurants, an ocean park and space museum, numerous shopping opportunities and exhibitions of Chinese history. Hong Kong has one of the world's highest population densities and the carrying capacity of this destination has probably already been exceeded.

Architecture and tourism destinations

Examples of historical architecture act as an important attractor for tourists. Think of cathedrals, city halls, castles, forts, city walls and even ordinary houses that are hundreds of years old. Our chosen destination is Katmandu, the capital of Nepal. Katmandu is situated on the route used by Himalayan adventurers, but is also well known for its many Buddhist temples. Durbar Square is the focal point with its twisting streets and stone buildings, which remind one of Europe in the Middle Ages. Interesting temples include the Kasthmandap (wooden temple), Swayambhunath (where monkeys live) and Taleju (golden pagoda style).

Rural areas as tourism destinations

Because the combination of nature and culture is never precisely the same, the world's rural areas differ considerably from one another. They offer a variety of

unique attractions, including indigenous cultural villages. South Africa has plenty of examples with Shakaland (north of Eshowe) being one of them. The Zulu families who live in Shakaland give demonstrations of traditional practices such as spear making, hut building, beer brewing, pottery and weaving. Traditional Zulu dishes can be enjoyed in an open-air restaurant and visitors can sleep over in traditional beehive huts. Another local example the colourful Ndebele villages at the Botshabelo mission station near Middelburg (Mpumalanga).

The "pattern guide" of cultural characteristics: in conclusion

You now have a good idea of the elements of the cultural landscape that contribute to or detract from the attractiveness of destinations. Some of these elements reveal clear patterns of occurrence, while the resolution level at which others occur makes it impossible to identify them on a world scale. Here we refer to the unique integration of culture and nature in virtually every part of the world. One needs really strong scale lenses to see this. However, world patterns of elements such as religion, language, agriculture, political systems, population distribution, settlements and economic activity offer a useful point of departure to get a sense of the cultural landscape.

5.5 CONCLUSION

This learning unit dealt with the fact that certain parts of the world (which may be located closely together or far apart) have similar or reasonably similar physical and/or cultural characteristics. This also applies when these characteristics act as tourism resources. If tourism practitioners are aware of this, they can use the resultant consistencies/patterns to make sense of what occurs/happens in the world. In this respect the different regional demarcations of tourism resources that can be made are of particular help.

We introduced you to the "pattern guide" of the world's most important physical and cultural characteristics. Most of these patterns can be indicated on world maps in terms of regions. The patterns are also reasonably easy to remember, because they are based on natural laws, cultural realities or the interaction between these two. The physical pattern guide includes climate, vegetation and topography, while the cultural pattern guide includes language, food, clothing, political systems, religion, architecture, cities and rural areas.

This pattern guide can be used to make deductions about destination regions, although they may be quite generalised. As a result of this generalisation, there may be places in a region which do not exactly fit in with the description of the region – as you probably came across in the analysis of the place where you stay. We hope that you will now be able to look at the world with new eyes and that the patterns you see will make your job as a tourism practitioner easy. In the following learning unit, we look at the interaction between people, places and processes in the environment within which tourism takes place, thereby concluding this part of the study material.

5.6 REFERENCES

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LEARNING UNIT 6

The impacts of tourism

This is the first learning unit of focus area 4. Learning unit 7 also forms part of focus area 4. Learning unit 6 deals with the different types of impacts (environmental, economic and socio-cultural) that are associated with tourism and how to identify these types of impacts in practice.

6.1 ORGANISATION OF FOCUS AREA 4

More about Focus 4

Purpose

To expose you to the impacts of tourism on the environment and sustainability of tourism development. The impact of tourism on physical, economic and socio-cultural environments is highlighted and we also consider how this impact can be managed and what a sustainable tourism destination looks like.

Structure

Focus 4 consists of learning units 6 and 7.
Each of these learning units have the following number of subsections you need to work through:
Learning unit 6 has nine subsections.
Learning unit 7 has seven subsections.

Expectations

You are expected to work through the entire learning units, read the prescribed material and complete all activities, even those that do not contribute any marks.

PRESCRIBED READING

Learning Unit 6
- Reader Contribution 8 ("The economic geography of tourism")
- Reader Contribution 9 ("The economic impact of tourism")
- Reader Contribution 10 ("The environmental impact of tourism")
- Reader Contribution 11 ("The socio-cultural impact of tourism")

Learning Unit 7
- Reader Contribution 12 ("Sustainable tourism")
- Reader Contribution 13 ("Competition and the tourism destination")

NON-GRADED ACTIVITIES

Learning Unit 6
6.3.1 Activity: A case study of tourism impacts
6.4.1 Activity: The economic impacts of tourism
6.5.1 Activity: The environmental impacts of tourism
6.6.1 Activity: The socio-cultural impacts of tourism
6.7.1 Activity: A balance sheet of tourism impacts

Learning Unit 7
7.2.1 Activity: Sustainability of the Trappist monuments under pressure
7.3.1 Activity: Sustainable tourism
7.4.1 Activity: Tourism destination models
7.5.1 Activity: Determining the tourism sustainability of your chosen area

6.2   INTRODUCTION

What do the impacts of tourism entail?

"Most positive comments about the impact of tourism are economic, although other benefits can and do occur from tourism. Most negative comments about the impact of tourism are socio-cultural and environmental. Environmental negative impacts will occur unless good planning occurs" (Hudman & Jackson 2003:35).

In the last fifty years, tourism has expanded into a significant form of human activity, with an accompanying drastic increase in the number of people who are tourists. The fear that these masses of people and everything that they do may have extensive negative consequences appears to be justified, as has often been seen in practice. However, tourism does not have only negative effects and is welcomed for the impetus that it can give to appropriate long-term developments and the economic benefits that are usually derived from them.

The impacts of tourism, whether positive or negative, are clear in destination areas where tourists interact with the community, culture, economy and environment. It has become the convention to consider the impacts of tourism in the respective categories of socio-cultural, economic and environmental impacts. Although we are also going to follow this convention in this learning unit, you need to realise that in practice the different facets of people's living world that are affected by tourism are completely interwoven.

An example is to decide where the natural environment stops and the human-made or altered environment starts: it is impossible to indicate a fixed border in this regard. In addition, human activities are not only affected by the environment, they also affect the environment. Research on this theme must take into account that the impacts of tourism often:

- have more than one facet (there are negative and positive impacts)
- can be problematic (people think and feel differently about them for various reasons)
- cannot be as easily compartmentalised as it may appear

It is clear that an analysis of the impacts of tourism could benefit from a holistic approach (Williams 2009:100–101). The environment in which tourism takes place comprises complicated and interwoven systems (biophysical, economic and social/cultural) in which impacts are the result of accumulation and interaction rather than a linear process of cause and effect. Accumulation means that secondary processes not only strengthen the extent of impacts, but may also set them off in unpredictable directions. Looking at problems in isolation ignores the prevalence of collective impacts (which are greater than the sum of the individual parts).

In this learning unit, we start by looking at a case study of a tourism experience in a comprehensive way and focus on identifying and anticipating the different impacts that are associated with it. In the sections that follow, we look at the separate impacts (environmental, economic and socio-cultural) in order to expose you to the necessary theoretical background. Thereafter we bring everything back together again so that you can look at the impacts of a tourism activity/attraction/business in the area you have chosen to work with in this module.

6.3 IMPACT OF A TOURISM EXPERIENCE: A CASE STUDY

Focus on the Chobe River

Appendix J of Tutorial Letter 101 contains a magazine article from the March 2012 issue of Country Life entitled "Water safari: chilling out on the Chobe River surrounded by fish-eagles, hippo and baby elephant is seriously good for the soul". Activity 6.3.1 focuses on this article as a case study and also provides you with some general guidelines on how to analyse tourism case studies.

6.3.1 Activity: A case study of tourism impacts

(1) Study the article on the Chobe River experience. The focus of the activity is on the analysis and identification of the impacts of tourism at the Chobe River.

(2) Note the impacts of the different types of tourism at the Chobe River while you read through the article. Try not only to identify the individual impacts, but also to determine how these impacts fit into the bigger picture and how the different impacts affect and strengthen one another.

(3) Once you have read the article and carefully thought about all the aspects mentioned, answer the following questions:

   (a) Use an atlas to establish where the Chobe River is and describe the relative location of this attraction in a paragraph of no more than 50 words.
   (b) What types of tourism occur or are implied in this case study? (List at least two types.)
   (c) What influence do you think the environment (natural, economic and socio-cultural) has on tourism at the Chobe River?
   (d) What do you think are the impacts of different types of tourism that are described in the case study? Think of positive and negative impacts. You can present your answer in the form of a table in which you distinguish between positive and negative impacts.
   (e) Do you think that these impacts, whether positive or negative, have a mutual effect on one another? If so, briefly describe this relationship among the different types of impacts.

6.3.1.1 *Reflecting on the activity*

The preceding activity introduced you to the realities of tourism. You first saw that different types of tourists can be found at one and the same destination and interact with it differently. You also came into contact with the factors that determine the impacts of tourism. The list below summarises these factors and you should be able to give examples from the case study for each of them:

- Where is the tourism destination located?
- On what scale does tourism take place here?
- Who are the tourists and what motivates them?
- In what kinds of activities do the tourists take part?
- What infrastructure and other services are already on offer to tourists?
- How long has the destination been there?
- When is the tourist season and how important is this?

What positive impacts could be distinguished in the article?

Although not everyone's list of positive impacts will look the same, it is useful to bear the following in mind when analysing a tourism case study:

- Positive economic impacts usually involve contributions to the local community and also job creation.
- Positive socio-cultural impacts may involve a regeneration of traditional culture which is related to a tourist demand, for example for traditional artefacts, artworks and food.
- Positive environmental impacts may occur if the income earned from tourism is used to maintain/preserve/restore the attractions involved.

What negative impacts could be distinguished in the article?

Research shows that the negative impacts of tourism weigh more heavily than positive impacts. Nevertheless, local communities generally welcome tourists and the more, the better! In practice the situation is that local communities often appear to be prepared to live with the negative impacts because they want to enjoy the positive impacts of tourism (especially those of an economic nature).

Let us look at a few aspects to bear in mind when analysing a tourism case study and trying to establish whether negative impacts have already occurred or can be expected soon:

- An increase in the price of commodities such as food and property may be regarded as a negative economic impact.
- Negative socio-cultural impacts are associated with a loss of cultural identity and occur especially in situations where tourists come from developed countries, while the host communities are in developing countries.
- Negative environmental impacts may include the dumping of rubbish, damage caused by motor vehicles, the disturbance of natural habitats and damage to elements of the landscape (e.g. trees, buildings and facilities).

The "lenses" that you use to look at the impact of tourism and how these affect your judgement

The observer's value system and judgement largely determine whether the impacts associated with tourism will be seen as positive or negative. Hypothetically, take for example the building of a hotel where there is relatively little tourism activity at the moment. People have different opinions about it:

- Some observers may believe that it is a beneficial development owing to positive economic impacts such as job creation during the construction of the hotel and the day-to-day operation of it afterwards.
- Others might feel that although jobs are created, they are only of a part-time, semi-skilled and poorly paid nature without offering any career path. They feel that what is most significant is that the development will alienate people from their traditional forms of employment and will have a negative impact in the long run.

Who is right? It is difficult to say. In fact, each party has a point and only time will tell which one of them was right. These two differing opinions illustrate that one must be careful when identifying the impacts of tourism. It is preferable to look at them in an all-encompassing or holistic way and from as many perspectives as possible. Geographers are particularly qualified to do this because they are trained to look at the "bigger picture" and not get trapped in detail.

In the following three sections we will look at the theory developed on the impacts of tourism and what we can learn from it. For the sake of convenience, we will look at each of the three key types of impacts separately – first the economic, then the environmental and finally the socio-cultural impacts (known collectively as the impact trilogy). While we are doing this, you need to remember that in practice it is not always easy to identify particular impacts and assign them to mutually exclusive categories.

6.4   ECONOMIC IMPACTS

Although there are numerous reasons for the phenomenon of tourism development, it is generally accepted that the main impetus is associated with its economic impacts (Fletcher et al 2013). In this regard, earning foreign exchange, generating income and creating job opportunities are seen to be the most important considerations. Tourism is increasingly regarded as an essential part of development strategies. It is also part of a global trend in terms of which the service sector is playing a more and more important role in the economy.

The economic value of tourism is not only determined by the number of tourists involved. The characteristics of the economy which is involved also have to be taken into account. In developing countries, the foreign exchange earned by tourism is usually very important. In contrast, in developed countries tourism is looked at from a different perspective. For these countries the ability of tourism to support diversification and to address regional imbalances is more important. In addition, the economic impacts of tourism manifest in different ways when considered in terms of a global, regional or local scale.

It is important for managers, planners and entrepreneurs in the tourism industry to be aware of the total economic picture, as well as the implications that it has for the industry. To be able to make meaningful decisions, they must also be aware of all the advantages and disadvantages associated with the economic impacts of tourism. The goal is to maximise the economic benefits of tourism, while minimising costs and negative impacts.

6.4.1   Activity: The economic impacts of tourism

You will start off by making a study of a selection of theoretical aspects of the economic impacts of tourism and then answer some questions related to these theoretical aspects.

(1)   Read the following material in your reader:

- Contribution 8: pages 117–135 ("The economic geography of tourism"), which was taken from Nelson (2013:159–177).
- Contribution 9: pages 136–140 ("The economic impact of tourism"), which was taken from Fletcher et al (2013:153–157).

(2)   While studying these contributions in the reader, make sure that you pay particular attention to the following aspects of the economic impacts of tourism:

- important influences on these impacts
- typical positive and negative economic impacts
- imbalances in tourism on different scales and their economic implications
- differences between developed and developing countries

- the concept of pro-poor tourism
- direct, indirect and induced economic impacts of tourism
- implications for planning and management in the tourism industry

6.4.1.1   Reflecting on the activity

Completing the reading and the reflective questions should have made it clear to you that the economic impact of tourism is much more than just the spending of tourists. It is very important to analyse the full picture of economic impacts, taking into account leakages that might occur out of the local economy, indirect and induced effects, displacement and opportunity costs.

Factors that may erode positive economic benefits

When tourists spend money in an economy, the amount of money released into that economy is affected by the degree of leakage. For example, there is little or almost no leakage in the case where ornaments are manufactured locally and sold to tourists. However, if the ornaments are manufactured elsewhere but sold locally, the tourists buy only the added value, in other words, the cost of transporting them to the area and the profit the seller has added. Study figure 6.1.
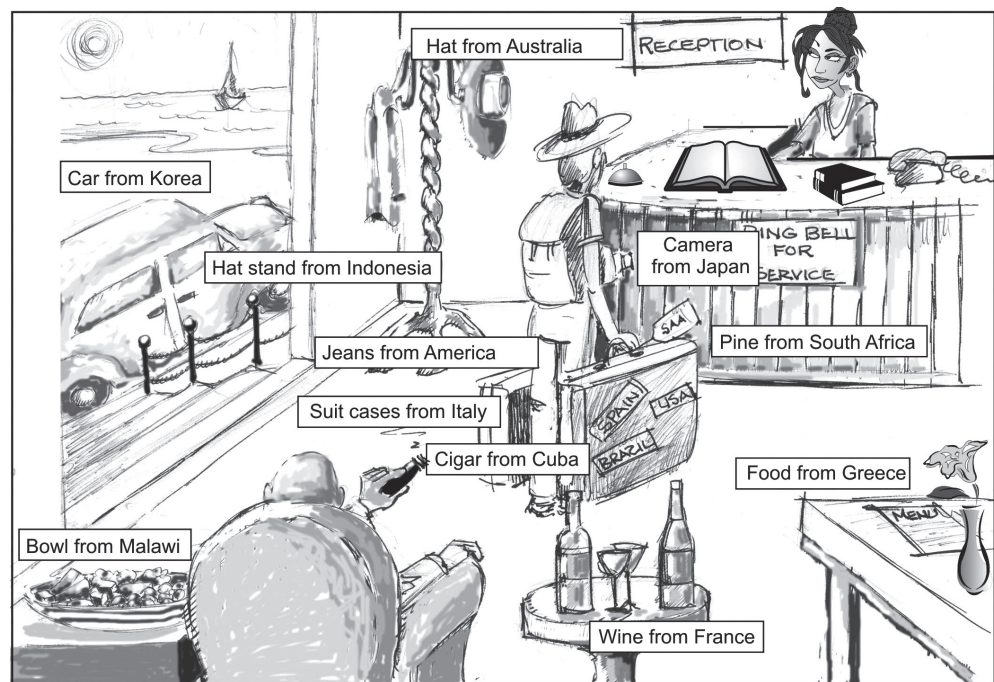

FIGURE 6.1

Imports lead to leakages from the economy

Source: Adapted from Fennell (1999:164)

The construction of a hotel or guest house, especially if it is owned by foreigners, may also give rise to the leakage of tourist expenditure from a regional economy. Even more so if imported products and even imported labour are used.

Planning and management implications

From an economic perspective, the following useful guidelines for planning and management should be borne in mind, especially from the viewpoint of sustainable tourism (Swarbrooke 1999:66):

- Emphasise the development of forms of tourism that maximise the economic benefits associated with them while minimising the economic costs.
- Ensure that the benefits of tourism are distributed as widely as possible across the local community and that the economically most disadvantaged are reached as well.
- Make sure tourists pay a fair price for their holidays.
- Take steps to ensure that the costs to attract tourists and to provide for their needs are divided in a fair way between the tourism industry and government agencies in the destination area.
- Protect local tourism businesses from unfair competition by large companies that have external ownership and are actually less involved with the destination.
- Try to limit leakage from the local economy.

However, in implementing the above one should not go too far – there should be a healthy balance between local control, the free market system and the free choice of consumers. There is also a clear connection between the economic dimension of tourism and its accompanying environmental impacts. Therefore, it is time that we focus on the second component of the so-called impact trilogy, namely the impacts of tourism on the human-made/altered environment, with the emphasis on the role of local communities.

6.5   ENVIRONMENTAL IMPACTS

The environment, whether natural or human-made/altered, is a basic element of the tourism product. However, once tourism activities take place, it is inevitable that the environment will be adapted or experience change either to facilitate tourism or by the tourism production process. This environmental impact of tourism is often negative and has been researched in considerable detail since the 1990s. This has been in reaction to the United Nations Conference on the Environment and Development which took place in 1992 in Rio de Janeiro and which gave rise to Agenda 21. Agenda 21 is an international policy document which, although it is not legally enforceable, aims to make development more sustainable worldwide.

The environmental impacts of tourism have interested geographers for many years and therefore it is essential to consider them in this module as well. This forms part of a strong tradition developed in geography to study the interaction between human activities and the environment. The emphasis is not only on how humans influence the environment, but also on how the environment influences humans. The geographer's interest in tourism is related to the fact that tourism is an important means of generating an economic profit from the environment. However, a basic requirement that the development of any tourism facility must meet is that environmental resources have to be protected and used wisely.

Although tourism is impossible without having some sort of environmental impact (see figure 6.2), it is generally held that the correct approach to planning may lead to tourism being managed in such a way that the negative impacts are minimised and the positive impacts maximised. Figure 6.2 provides a summary of the range of environmental benefits and costs of tourism to the environment.

ENVIRONMENTAL BENEFITS	ENVIRONMENTAL COSTS
Improvement - cleaning up the environment (cleaning up litter) - reclamation and redevelopment of abandoned facilities (such as mines, factories) - landscape reclamation	**Resource consumption** - tourism demand for resources is likely to be in competition with other local economic activities and/or residential uses - costs of land, construction resources, water, fuel, power supplies, etc.
Maintenance - infrastructure development - using tourism revenues to maintain environmental quality (e.g. planning nature trails to limit erosion)	**Pollution** - water and air pollution considered most severe - mainly related to transport (e.g. planes, cruise ships) - noise pollution caused by tourists
Preservation - environmental preservation is one of the most significant arguments for tourism development - tourism is a viable economic alternative to industrial, commercial and residential development in many instances (for example protected areas) - landscape preservation	**Landscape destruction** - changing fundamental nature and appearance of landscapes - habitat disruption, ecosystem fragmentation, reduction in biodiversity

FIGURE 6.2

The environmental impacts of tourism

Source: Adapted from Nelson (2013:202–216)

In the following activity you get the opportunity to further unravel these impacts in order to obtain a better understanding of the complexity of this topic.

6.5.1 Activity: The environmental impacts of tourism

You will first need to study the theoretical contribution on the environmental impacts of tourism and then reflect on a few questions.

(1) Read the following material in your reader:

- Contribution 10: pages 141–156 ("The environmental impact of tourism"), taken from Fletcher et al (2013:176–191).

(2) After reading this contribution, reflect on the following:

(a) What is meant by the concept "environment"?
(b) List three positive and three negative environmental impacts of tourism at the (i) direct, (ii) indirect and (iii) induced levels of impact.
(c) What made Agenda 21 so unique?
(d) Explain the different meanings attached to the concept "carrying capacity".
(e) Discuss the different techniques to support the planning and management of environmental impacts.

6.5.1.1 Reflecting on the activity

In the above activity, you have been presented with a number of key perspectives on the impact of tourism on the environment. You should now be well aware of a number of positive and negative impacts that are associated with tourism. You should also know that the analysis of these impacts must be carried out in a balanced and comprehensive way.

The knowledge and insight that you now have will be useful when you are expected to analyse tourism case studies or if you become a consultant and have to conduct a study of the environmental impacts of a tourism activity. It is unforgivable to know about the environmental impacts of tourism and not do anything with this information.

It is therefore important to understand the implications of this information for the planning and management of tourism. The concept of carrying capacity (including its various meanings) may be very useful in this respect. So too are the techniques developed to determine the extent of environmental impacts and the boundaries of acceptable change.

Planning and management implications

When considering the environmental impacts of tourism, it is important to take into account the fact that tourism and the environment are completely interwoven and exist in a co-dependent relationship with each other. The implications of this for the planning and management of tourism can briefly be summarised as follows (Swarbrooke 1999:54–55):

- Never look at the environment in terms of independent elements such as a mountain, a museum town, a building, etc. Rather apply an ecosystem approach with humans being only one of the possible role players.
- Although negative impacts may be controlled, they do little to stimulate positive impacts.
- Be proactive in encouraging positive environmental practices rather than merely making judgments about bad practices.
- Make sure that there is a balance between the scale and extent of a problem and the type of action used to solve it.
- Try to specifically improve the environmental awareness of tourists, but also the tourism industry in general.
- Prices charged in the tourism industry must be high enough to cover the environmental costs of tourism.
- Make sure that there is a balance between conservation and preservation.

We believe that at this stage you have enough background knowledge and guidelines to be able to do a thorough, holistic, balanced and well-grounded evaluation of the environmental impacts of most of the tourism activities that you will encounter in practice. We now move to the third and final component of the tourism impact trilogy, namely the socio-cultural impacts.

6.6   SOCIO-CULTURAL IMPACTS

The socio-cultural impacts of tourism are evident in many things ranging from works of art and crafts to the fundamental behaviour of people (collectively or individually). These impacts may be positive as in the case of a revival of or an improvement in the skills of a local community to create works of art and crafts or when cultural contact is promoted among people who are not familiar with one another's customs and practices. However, the impacts may also be negative as in the case of the commercialisation and hybridisation of a host community's works of art and crafts and ceremonies/rituals. Something that should be remembered is that the socio-cultural impacts of tourism affect not only host communities but also tourists.

6.6.1   Activity: The socio-cultural impacts of tourism

You will first need to study the theoretical contribution on the socio-cultural impacts of tourism and then reflect on a few questions.

(1)   Read the following material in your reader:

- Contribution 11: pages 157–178 ("The socio-cultural impact of tourism"). This contribution was taken from Fletcher et al (2013:198–219).

(2)   After reading this contribution, reflect on the following:

    (a)   Which aspects of culture are regarded as tourist attractions?
    (b)   What are the important influences on these impacts?
    (c)   What models have been created to explain the development of tourism and its impacts on the local population?
    (d)   Identify three direct positive socio-cultural impacts of tourism and three indirect negative socio-cultural impacts of tourism.
    (e)   What is the demonstration effect?
    (f)   Explain the commodification of culture.

6.6.1.1   Reflecting on the activity

Figure 6.3 represents a summary of well-known socio-cultural impacts of tourism. It remains a considerable challenge to strengthen positive socio-cultural impacts and limit negative impacts.

	LARGELY BENEFICIAL	LARGELY NEGATIVE
HERITAGE	• Improvement in the quality of museums • Greater attention paid to conservation by local communities and public sector bodies	• Construction of buildings using non-traditional architectural styles • Theft of artifacts by tourists • Censorship of heritage stories so as not to upset tourists
LANGUAGE	• Greater interest in conserving traditional languages if they are seen as an attraction for tourists	• Introduction of foreign words into vocabulary • Pressure on local languages if tourists are unable or unwilling to converse with staff in these languages
RELIGION	• Growth in respect for the host community's religion from tourists	• Loss of spirituality at religious sites that become dominated by tourists
TRADITIONAL ARTS	• Development of new markets for traditional crafts and art forms • Renaissance of traditional art forms	• Pressure to replace traditional crafts with other products which tourists demand • Trivialization/modification of traditional art forms to meet desires of tourists
TRADITIONAL LIFESTYLES	• Increased awareness of lifestyles elsewhere in the world	• Danger of move from self-sufficiency to dependancy • Growing influence of foreign media • New eating habits, e.g. fast food
VALUES AND BEHAVIOUR	• Adopt positive aspects of tourist values and behaviour such as in the case of the treatment of animals	• Growth in crime • Loss of dignity as forced to behave in a servile manner towards tourists • Reduce level of personal morality
HOST POPULATION	• In-migration of dynamic people to live and/or work in the community reduce depopulation.	• Domination of the community by immigrants from outside the community.

FIGURE 6.3

Summary of the most important impacts of tourism on host cultures and communities

Source: Adapted from Swarbrooke (1999:72)

The balance of socio-cultural impacts: positive or negative?

A number of factors determine whether the balance of socio-cultural impacts of tourism at a destination will be positive or negative. Swarbrooke (1999:71) outlines these factors as follows:

- internal forces and the cohesion of the local community and culture
- nature of tourism at the destination involved
- level of social and economic development of the host community in comparison to that of the tourists
- measures, if any, taken at the destination by the public sector to manage tourism in such a way that socio-cultural costs are minimised

The greatest problems are experienced in developing countries, especially where the governments of these countries have little engagement in the nature of tourism development and its relationship with local communities and where the largest numbers of tourists come from developed countries.

Planning and management implications

Sustainable tourism not only applies to the natural, human-made/altered and economic environments, but requires that the socio-cultural needs of people (tourists as well as host communities) are seen to as well. If the preservation of certain environmental elements means that the human rights of certain communities are infringed, there can be no talk of sustainable tourism. Therefore, when it comes to sustainable tourism, the principle of fairness is of the utmost importance, with the following implications that can be highlighted (Swarbrooke 1999:78):

- All interested parties must be treated fairly.
- All employees in the tourism industry must have equal opportunities.
- Improve opportunities for everybody in the world who would like to go on holiday to enable them to do so.
- Local people and staff should be treated as equals and not as inferiors or servants in comparison to tourists.
- Tourism should be managed in such a way that local people retain their own sense of self-worth and pride in their community.
- Tourism should be boycotted in countries where the human rights of local communities are infringed.
- The price that tourists pay for their holiday must be fair and the benefits that are derived must be distributed among the local communities as widely and as fairly as possible.

This concludes your theoretical investigation of the impacts of tourism. The general conclusion that we can draw is that the balance of impacts on the natural and human-made or altered environment is negative, the economic impacts are positive and the socio-cultural impacts are a combination of both. At the same time, it is important to realise that there is a clear relationship between these three aspects of tourism, as illustrated in figure 6.4.
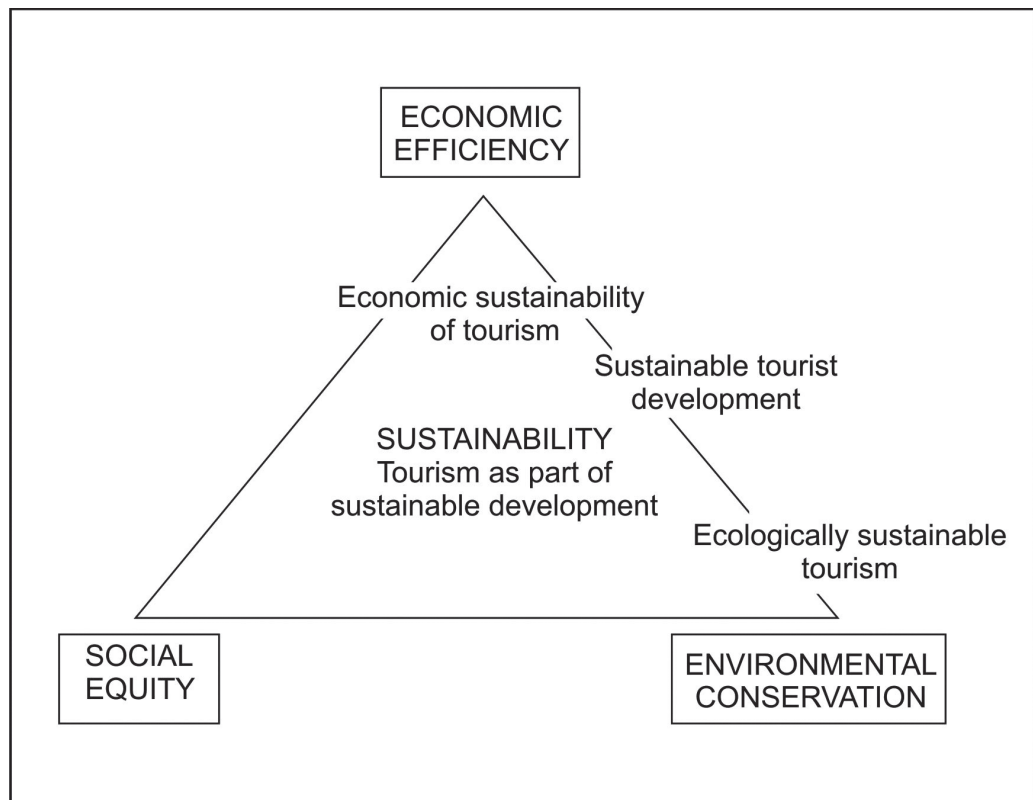
FIGURE 6.4

Sustainable tourism and the relationship between environmental, economic and socio-cultural impacts

Source: Adapted from Swarbrooke (1999: 83)

6.7   APPLICATION TO YOUR CHOSEN AREA FOR THE MODULE

What you have learnt thus far in this study unit provided you with a key to an enormous pool of information on the impacts of tourism. We therefore feel that you are now well equipped to do your own investigation of the impacts of tourism in the area where you stay. This will give you the opportunity to use your own initiative to apply your theoretical knowledge in a holistic way. By doing this activity, you will be moving closer to the ideal of having a complete understanding of the tourism picture of the place you have chosen to work with in this module.

6.7.1   Activity: A balance sheet of tourism impacts

Choose any tourism activity, attraction or business in the area you have chosen to work with. Note that it has to be a specific tourism activity, attraction or business – here we are not looking at tourism in general, but at something specific and concrete. This activity requires you to investigate and evaluate the associated impacts of tourism carefully and critically.

Compile a balance sheet of tourism impacts

Compile a balance sheet of the tourism impacts associated with this tourism activity, attraction or business. Note: Focus on the observable, real impacts and not on impacts which may or may not occur in the future.

Remember that your judgement is affected by the lenses through which you observe the impacts and that you must therefore consciously try to remain as objective as possible. The framework for the balance sheet is available in your Tutorial Letter 101 as Appendix K.

Assign weights to the various impacts

Assign a weight out of five to each impact depending on how significant you think it is (1 = minimal, almost negligible; 2 = a slight effect; 3 = a medium effect; 4 = a great effect; 5 = an extensive, far-reaching effect). If you are unsure about the weights that you have chosen, test your opinions against those of people who are familiar with the tourism activity, attraction or business that you have chosen.

Evaluate the situation

Determine the sum of the weights that you assigned to each of the impacts and evaluate the situation:

- Do the positive impacts outweigh the negative ones?
- Do the negative impacts outweigh the positive ones?
- Are they about the same?

What explanations can you offer for your answers to the above three questions and what are the implications for planning and management?

6.8 CONCLUSION

In this learning unit you were introduced to the impacts of tourism development. This is currently one of the focus points of research in the field of tourism. What is important is not only to maximise the positive impacts of tourism, but also to minimise its negative impacts. Many experts view the latter as a synonym for the process of sustainable tourism development. The emphasis on the impact of tourism forms part of a global reaction against people's misuse and even destruction of resources (especially in nature), which have taken place over many years and in which tourism also played a role, especially in the form of uncontrolled mass tourism.

It is important to apply a holistic and balanced approach in analysing and evaluating the impacts of tourism. This means, among other things, that no single type of impact should be overemphasised at the cost of another. In practice, it really means that one needs to look at all three types of impacts or the so-called trilogy of impacts. In the case of environmental impacts, one needs to consider the natural as well as the human-made or altered environment. One must also not overemphasise negative impacts at the cost of positive impacts.

The approach that we followed in studying tourism impacts in this learning unit was largely qualitative and descriptive. This kind of approach recognises the fact that people have different viewpoints on the impacts of tourism, depending on their attitudes and values. You worked qualitatively in the impact study that you conducted on a tourism activity, attraction or business in the area where you stay. The impacts of tourism can also be monitored in a quantitative way (in terms of numbers), especially in respect of the economy and the environment. This data can then be statistically analysed and will reveal trends over time. Socio-cultural impacts, which are more relative, are less easy to quantify.

It is important not to fall into the trap of blaming mass tourism for all negative tourism impacts. The fact is that any type of tourism has the potential to be damaging, even small-scale tourism which is supposed to be environmentally friendly. Good planning and management are essential, along with sensitivity to economic, environmental and socio-cultural impacts. In the following study unit we look at the sustainability of a tourism destination and what it entails to be able to lay claim to the tag of sustainability.

6.9   REFERENCES

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LEARNING UNIT 7

The sustainable tourism destination

This is the second and final learning unit of focus area 4. Learning unit 6 also forms part of focus area 4. Learning unit 7 deals with the characteristics that a sustainable tourism destination should have and how to go about (in terms of planning and management) achieving this ideal.

7.1   INTRODUCTION

Sustainability and tourism

"The fact that tourism activity impacts on the social, cultural, environmental and economic aspects of a destination brings with it certain implications for sustainability" (Fletcher et al 2013:243).

Sustainable tourism can be regarded as a direct outcome of the idea of sustainable development and as such it is not a new idea. However, it is a broad field of study touching on most elements of the tourism system. It emphasises the sustainability of environmental resources, the local economy and local communities. In the case of existing tourism destinations, sustainability is about maintaining destinations and preventing them from falling into disrepair and disuse. In the case of new destinations, it is about long-term sustainability that must be taken into account in their planning and management.

Analyses of the sustainability of tourism destinations usually rely heavily on information on the different types of impacts that are associated with tourism. This was already covered in learning unit 6 and is the point of departure for this learning unit. However, looking at the sustainability of destinations involves a lot more than only weighing up the impacts of tourism. It involves the whole spectrum of elements comprising the tourism experience and has a clear organisational dimension. As with the impacts of tourism, a combination of environmental, economic and socio-cultural considerations also plays a role.

The different perspectives on the sustainability of tourism destinations and the lack of agreement on its definition make matters quite difficult. The different ideas about the above can often be traced back to the values and attitudes of observers. A holistic (comprehensive) approach will lead to conclusions that differ from those of an approach where certain elements are emphasised at the cost of others. It is also important to take into account the geographic milieu. In some milieus the emphasis may be on managing the pressure that tourism brings to bear, while in others the focus is on developing and growing tourism.

This learning unit begins by looking at a real tourism destination and focusing on issues that result in its sustainability being under pressure. In the following sections we first consider sustainable tourism in a theoretical way, then from the perspective of a few models and lastly from a planning/management perspective. This will equip you to better understand the case study at the beginning of the learning unit. It will also give you the necessary knowledge and insights to evaluate the sustainability of

a tourism activity/attraction/business in the area you have chosen to work with in this module.

7.2 FOCUSING ON A DESTINATION WHERE SUSTAINABILITY IS UNDER PRESSURE

Touring the battlefields

Appendix L of Tutorial Letter 101 contains a magazine article from the December 2011 issue of Country Life entitled "The many sounds of silence". Activity 6.3.1 focuses on this article as a case study looking at the sustainability of a tourism destination. The area under scrutiny in this article is the southern parts of KwaZulu-Natal, including the towns of Mariannhill, Underberg, Creighton, Ixopo and Umzimkulu.

7.2.1 Activity: Sustainability of the Trappist monuments under pressure

(1) Study the article on the crumbling Trappist monuments and think about how tourism can contribute to the sustainability of this heritage-rich area.

(2) Once you have read the article and carefully thought about all the aspects mentioned, you should try to answer the following questions:

   (a) Use an atlas to establish where the towns mentioned in this article (southern KwaZulu-Natal) are and describe the absolute location of this attraction.
   (b) Briefly describe your viewpoint of the core tourism product of this area.
   (c) What do you think are the main reasons for the deterioration of the monuments and historical buildings?
   (d) Do you agree with the article that an influx of tourism is going to be positive for the upkeep of these structures?
   (e) What consequences can be associated with the deterioration of these historical structures?
   (f) Do you think this is a sustainable or unsustainable destination area? Give reasons for your answer.
   (g) What do you think should be done to halt the decline of this destination? List at least three steps that can be taken.

7.2.1.1 Reflecting on the activity

The preceding activity introduced you to the realities of sustainability and tourism. You need to realise that no individual issue alone contributed to the decline of the southern KwaZulu-Natal region, but that its deterioration has been the result of numerous issues. These issues impact on one another, which makes matters even more complicated. When analysing a case study like this, remember that what applies to one destination may not necessarily apply to another. In spite of this, one can still learn a lot from analysing case studies like these. Therefore, the more case studies you have contact with, the better you become at doing this kind of analysis. Note that you can use the questions that you had to answer about southern KwaZulu-Natal as a model of how to go about studying the sustainability of a destination if you are required to do this. Of course, you will have to make small adjustments depending on the given situation.

7.3 CONCEPTUAL AND THEORETICAL PERSPECTIVES ON SUSTAINABLE TOURISM

Today, it is generally accepted that sustainability is of key importance to ensure that tourism destinations become competitive and retain this competitiveness. However, the concepts of sustainability and sustainable tourism have numerous dimensions and experts have many opinions on them. There is also no agreement on a definition of sustainable tourism. There is even a belief that a definition would be too limiting and would lead to an oversimplification of what is actually a very complex issue.

However, the lack of a clear definition contributes to the confusion about what exactly sustainable tourism entails. As a result, practitioners do not have a clear vision of what sustainability implies and how to implement it. Another complication is that there are many examples in practice that contradict the theory on sustainable tourism. Therefore, there is a valid fear that the idea of sustainable tourism may simply remain a theoretical ideal.

The aim of this section is to give you some clarity on what sustainable tourism means at a conceptual level. Although there may still be some debate and uncertainty about this issue, it is important that you develop your own viewpoint on sustainable tourism. In the following activity you are going to get to grips with the evolution of the concept of sustainable tourism, including some of the opinions on it.

7.3.1 Activity: Sustainable tourism

You are first going to look at the theory that has developed on the concepts of sustainability and sustainable tourism, and then reflect on some questions related to the theoretical aspects.

(1) Read the following material in your reader:

- Contribution 12: pages 179–206 ("Sustainable tourism"), which was taken from Fletcher et al (2013:225–252).

(2) While studying this contribution in the reader, make sure that you pay particular attention to the following aspects of sustainable tourism:

- the origins and history of the concept "sustainable tourism"
- the shift that has taken place in the emphasis on the environment
- what is meant by the term "carrying capacity"
- the relation between climate change and tourism

7.3.1.1 Reflecting on the activity

What appears to be clear is that a successful approach to sustainable tourism should be integrated in a tangible way at all levels in the management of a destination. This should have become clear to you while working through the case study of the southern parts of KwaZulu-Natal and taking note of the contribution Ingwe Municipality is making to the sustainability of the Trappist monuments. Furthermore, the case study on page 240 of Contribution 15 in your reader provides a different perspective on the role of various management organisations in a tourism area of Cambodia. Sustainable tourism must address all the dimensions of sustainability (the economy, the host community and the environment) in a balanced way. Where necessary, criticism on sustainable tourism must be taken into account and the

necessary adjustments must be made to suit the local conditions. All of this must be done in such a way that the competitiveness of the destination is supported and not undermined. Fortunately, there is a number of useful models which can help in this regard and we are going to look at these models in the next section.

7.4 MODELS OF THE DIFFERENT DIMENSIONS OF SUSTAINABILITY

Clearly, the management of a destination is not a simple task, and destination managers and destination management organisations face many challenges. The reasons for this include the fact there is a huge number of interested parties, there is more than one product or service, the destination management is often in the hands of the public sector as opposed to the relevant tourism businesses in private ownership and, finally, destinations function on different levels. Although destinations vary a lot, they have certain things in common and there are general principles that apply to them all. As a result, researchers have been able to develop models of certain aspects of the functioning of destinations.

In the following activity we are going to look at a selection of these models and evaluate their application value in the context of southern KwaZulu-Natal. Before we continue, we want to emphasise that models are simplifications of the reality and are usually based on assumptions. The disadvantage of this is that models cannot be applied precisely to all situations. In spite of this, models are useful aids in planning and managing, and provide destination managers with an idea of what to expect in the future (in other words, they can be used to predict trends) and also enable managers to better understand the current situation.

7.4.1 Activity: Tourism destination models

You are first going to do a theoretical study of approaches and models that apply to the functioning and management of destinations. After you have worked through a few case studies, you can try to apply one of the models to a real-life situation.

(1)   Read the following material in your reader:

- Pages 123–126 of Contribution 5 ("Destinations"), taken from Fletcher et al (2013:118–132).
- Contribution 13 ("Competition and the tourism destination"), taken from Vanhove (2011:169–176).
- Pages 203–207 of Contribution 11 ("The socio-cultural impact of tourism"), taken from Fletcher et al (2013:198–219).

(2)   After reading the contributions, reflect on the following:

- the complexity of destination management
- Doxey's "Irridex" model (figure 7.1)
- the concept of carrying capacity as a tool (figure 7.2)
- different approaches to visitor management
- the influence of destination competitiveness on destination management

7.4.1.1   *Reflecting on the activity*

Different models are used in different destination management contexts. In the reading matter, you were exposed to models of destination competitiveness to expose you to different destination management contexts, but at this stage the models shown in figure 7.1 play the most important role in terms of the outcomes you need to achieve in this module.

Figure 7.1 represents a combination of Doxey's "Irridex" model (1975), Plog's theory on categories of tourists (2004), Smith's typology of tourism (1989) and Butler's Tourist Area Life Cycle model (1980). These four models represent some of the most widely used and criticised models in tourism destination management studies. It makes it easier to understand them if they are combined into one figure.
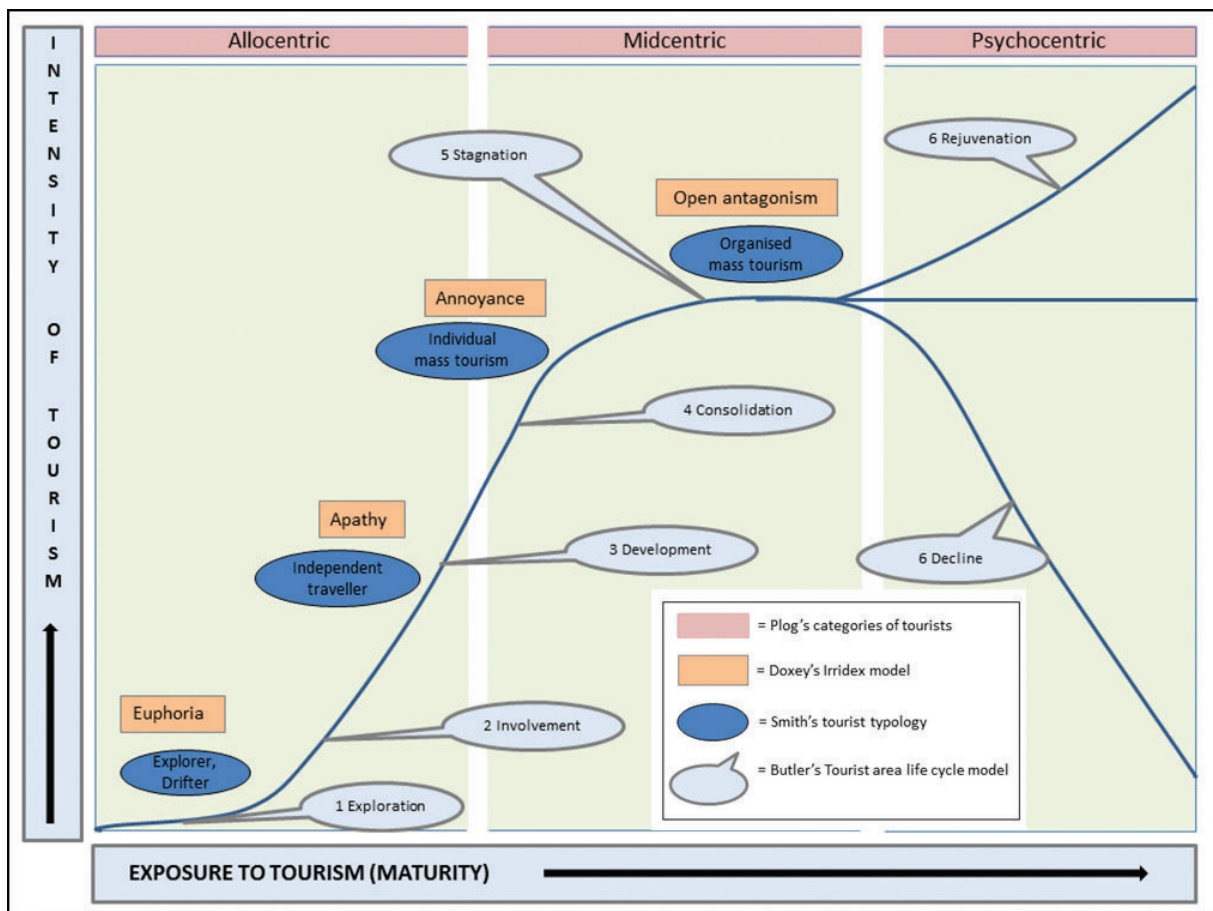
FIGURE 7.1

Approaches to tourist destination management contexts

Source: Adapted from Fletcher et al (2013:207)

Plog's categories of tourists, Doxey's Irridex model and Smith's tourist typology are explained in detail in Contribution 13 of your reader. In order to effectively and sustainably manage a tourism destination, it is important to take the type/category of tourist to which the destination is appealing into account. Doxey's Irridex model showcases how the socio-cultural impact of tourism can make or break the sustainability of a destination. Butler's TALC model refers specifically to the stages of a tourism destination on its development path. This is not to say that all destinations

will pass through all the stages (or will make it to the stagnation phase). A destination area can be "stuck" in one phase for hundreds of years.

In the first phase of the TALC model, tourists begin to become attracted to a particular destination and start to explore it, therefore the exploration phase. Phase two represents the period when the locals start to realise that tourists are coming to their area and local communities start to become involved in the tourism industry. Phase three is the phase during which development starts as a result of the increasing number of tourists visiting the area. The fourth phase represents consolidation, meaning that the tourism industry has now become somewhat established and the destination is recognised by multinational corporations. Phase five starts when the original human and/or natural attractions have been replaced by artificial ones, which leads to the tourist becoming alienated from the character of the area. The stagnation phase can lead to either a phase of rejuvenation (rehabilitation of the destination area to restore some of its original attractiveness) or decline (no action is taken to rehabilitate and tourists move away from the area).

Determining the phase of development

Although it is not always easy to determine the specific phase of the life cycle in which a destination finds itself (Kelly & Nankervis 2001:52), this is one of the key elements of the management of a destination. It helps destination managers to answer questions such as "Where are we now?", "Where would we like to be?" and "How are we going to get there?" A valid method of determining the life cycle phase of a tourism destination is to investigate the degree of external investment in the destination. As development gets momentum, more investments are made in the destination. However, where there is stagnation, there is a marked decline in investment. Even in the early stages of decline one can discern unwillingness in investors.

The phases of development can also be conceptualised by investigating the different environments on which tourists have made an impact (Kelly & Nankervis 2001:53). Evidence of damage to the natural environment, as well as the presence of negative feelings about tourism among members of the host community usually point to an advanced stage in the life cycle. The condition of the environment is usually easy to observe, whereas it is more difficult, but not impossible, to ascertain the attitude of the host community. The truth is that determining the development stage of a destination requires a contingency approach which relies on a mix of observations, calculations and basic information on the tourism market.

Management challenges

Kelly and Nankervis (2001:53) believe that the life cycle model is of great value because it highlights the fact that the resources on which a destination depends are often limited and cannot be renewed. From this point of view, determining the phase in the life cycle is very useful in order to determine the critical elements of carrying capacity. When the capacity is exceeded, the environmental quality may decline. This, in turn, may lead to a decline in tourists' satisfaction. Destination managers can use this information intentionally to speed up or slow down the evolution process, depending on their objectives.

Models like that of Butler indicate that there is an order and predictability in the way destinations develop over time. The reality is that destinations are often affected by forces outside of local control. A destination's evolution may also be affected by the influence of external entrepreneurs. The effect of entrepreneurial involvement may give rise to diversification and a "see-saw effect", which is not necessarily negative

and may counter a phase of decline and stagnation. The main objective is to prevent decline by intentional planning and management.

7.5 PLANNING AND MANAGEMENT FOR SUSTAINABILITY

Irrespective of precisely how sustainable tourism is defined, it is essential (for any type of tourism) that it be based on a purposeful and effective planning and management model. Without this, there is a great risk that tourism development will be shapeless, haphazard, unregulated and ineffective, which may lead to a whole range of negative economic, socio-cultural and environmental impacts. However, in striving for sustainability, one needs to look at the whole situation through new lenses that add another dimension to what is known as good planning and management. This requires, among other things, a balanced approach that does not overemphasise one aspect of sustainability at the cost of another.

It is important to realise that the goal of sustainability makes considerable demands on all four of the functional aspects of management, namely operations, marketing, human resources and finances. This reality is often not taken into account and is an important reason why sustainable tourism does not always pass the test of practice. The problem is that planning and management are often focused on short-term objectives such as the maximisation of profitability and share capital, whereas sustainability requires a broader, more comprehensive approach. Planning and management for sustainable tourism development are therefore more complicated than you may have originally thought.

7.5.1 Activity: Determining the tourism sustainability of your chosen area

As a tourism consultant, you are asked by the local authorities of the area you have chosen to work with to investigate the sustainability of local tourism activities. You have to identify shortcomings and present recommendations on how to improve matters. You must present the results of your investigation in a report for the local authorities.

(1) Make a list of the tourism activities.

- Before you can investigate the sustainability of the different tourism activities in your area of choice, you must first determine what activities actually occur there.

(2) Evaluate the sustainability of the different activities.

- There are different approaches to doing this kind of evaluation, but we recommend you do your analysis based on the theory that you came across in this module.
- In the case of each of the activities, answer the following questions:
  - What are the positive impacts?
  - What are the negative impacts?
  - How sustainable is the activity in terms of the environment?
  - How economically sustainable is it?
  - How socio-culturally sustainable is it?
  - How politically sustainable is it?

(3) Identify problem areas and formulate recommendations.

- Any problem areas should become evident once your evaluation is complete.

- Negative impacts and unsustainable or threatened activities and practices will be evidence of problem areas.

This activity did not require you to present the results of your research in the form of a report for nothing. Tourism practitioners often have to write reports and if they do not have the necessary skills to do so, they will have quite a battle. If a report is poorly written and/or structured, it may create a bad impression and take away from a project which in other ways is perfectly good. Therefore, the sooner you start writing reports, the better you will become at doing them. Writing a good report is an art that cannot be mastered overnight.

Your report must convey the essence of what was done, why it was done, how it was done, what the findings were and what steps were or can be taken to improve the situation. The report must be divided into logical sections. It must be written in good, easily understandable language and contain a table of contents and a management summary. It must also have a title page containing the title of the report, authors and date of publication. Sketches/diagram/tables can be included, especially if they illustrate the text.

We hope that you not only enjoyed this activity but that it gave you an idea of what sustainable tourism is and how this relates to the area where you stay. This experience should also have taught you how to evaluate other destinations in terms of their sustainability. In this respect the six questions that we provided as a guideline are a useful model.

7.6   CONCLUSION

The focus of this learning unit was the issues related to the implementation and maintenance of sustainability from a tourism destination point of view. We started by looking at a case study of a destination area (southern KZN) where sustainability is under pressure.

The first aspect of the theory that we dealt with covered the concepts of sustainability and sustainable tourism. It is interesting how an awareness of some theory immediately gives one more insight into the case study under consideration. Although there is still no full agreement on a definition of sustainable tourism, it is accepted that sustainability is of key importance to ensure a tourism destination's competitiveness. However, successful sustainable tourism implies its tangible integration at all levels of destination management.

Fortunately there are many models of the various aspects of tourism destinations that can be used to good effect in planning and management (also with an eye on sustainability). Examples include Butler's model of the life cycle of a tourism area and Doxey's Irridex model. However, these models are all only representations of reality (not reality itself) and are based on various assumptions. They are also not always applicable to all situations.

Sustainable tourism requires well-thought-through, healthy planning and management, and does not happen by itself. Without the necessary attention and planning there is a great risk that tourism development will go wrong and may give rise to negative economic, socio-cultural and environmental impacts. Planning and management

are proactive activities that together give direction and facilitate change, and are not merely reactions to problems that have already arisen.

One of the greatest truths evident in this learning unit is that "in order to be effective as a competitor, it is essential to constantly care for the most fundamental of all the resources on which tourism ultimately depends: the physical resource base and the human resource base" (Ritchie & Crouch 2003:215).

The application of what you have learnt to your chosen area for the module not only concluded this learning unit, but also focus area 4. It rounded off the theme of sustainability and what it means in the context of tourism. We hope that you will be able to use the knowledge and insights that you have gained about this topic in practice. In the fifth and last focus area of your study material we are going to look at what South Africa offers as a tourism destination.

7.7   REFERENCES

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LEARNING UNIT 8

Destination image of South Africa

This is the only learning unit of focus area 5. Learning unit 8 focuses mainly on different tourism experiences in South Africa and the destination image created by these experiences.

8.1   ORGANISATION OF FOCUS AREA 5

More about Focus 5

Purpose
To look at what influences a destination image, why it is important and what the destination image of South Africa entails.

Structure
Focus area 5 consists of only learning unit 8
Learning unit 8 has six subsections which you need to work through.

Expectations
It is expected that you should work through the entire learning unit, read the prescribed material and complete all activities, even those that do not contribute any marks.

PRESCRIBED READING

Learning Unit 8
- Reader Contribution 14 ("Tourism consumer behaviour")
- Reader Contribution 15 ("Destination marketing")
- Reader Contribution 5 ("Destinations")

NON-GRADED ACTIVITIES

Learning Unit 8
8.3.1 Activity: A study of South African tourism experiences
8.4.1 Activity: Theoretical aspects of destination image

A typical figure associated with South Africa's destination image.

Source: Wikimedia Commons

8.2   INTRODUCTION

What is "destination" image and why is it important?

"The awareness and image of a destination in the mind of potential visitors is, not surprisingly, one of the most important of the factors that affect destination competitiveness. Of course, images may not be accurate or correct. But if such images represent how tourists perceive reality, their travel decisions and therefore the competitiveness of the destination will be affected accordingly."
(*Ritchie & Crouch 2003:245–246*).

Marketing is one of the most important functions to be performed by destination management organisations. This entails a lot of energy to be spent to ensure that there is a strong awareness of the relevant destinations in key markets (in other words, potential tourists must be aware of these destinations). However, not only must these potential tourists be aware of these destinations, they must have a favourable image of them as well. Tourists' awareness and image of a destination are the result of interaction between a great many sources and forms of information that destination management organisations often cannot control.

A favourable image of a destination, together with a high level of awareness about it in an important target market, may lead to the strengthening of the competitiveness and success of the destination in that market. On the other hand, a poor image and/or low level of awareness can significantly limit the ability of a destination to attract tourists.

It is difficult to develop strong and lasting destination images, but once they are established, it can be even more difficult to change them. Information that consistently points to certain changes over a long period of time may nevertheless facilitate a change in the image that tourists have of a destination. Therefore, with time it may be possible to correct incorrect and/or out-dated images and impressions. However, it is not easy for tourism marketing to change mostly accurate, but unfavourable destination images unless unlawful strategies such as suppressing sources of information on the destination are used.

We will begin this learning unit by exposing you to the elements of destination image in a visual way. We will use a specific country as an example, but similar images could just as well have been compiled for other countries. We will also briefly look at the theoretical underpinnings of the idea of a destination image, which will help you to understand it better and also come to grips with its implications. Then you will look at an example of an image of a sustainable destination and consider the destination image of the area where you stay. We conclude by looking at the strategic importance of tourism for South Africa.

8.3   SOUTH AFRICA: A COLLAGE OF TOURISM EXPERIENCES

Appendices M to Q of Tutorial Letter 101 contain a number of short articles on tourism experiences and/or destinations in South Africa. The variety of tourism experiences that have been included is sufficient for you to get an idea of a number of the elements of the destination image that tourists have of South Africa. Activity 8.3.1 also provides some guidelines which you should bear in mind when reading the articles, and requires you to respond to a few issues related to these articles.

8.3.1 Activity: A study of South African tourism experiences

(1) Read the five articles on tourism experiences and/or destinations in South Africa covered in appendices M to Q of Tutorial Letter 101 and think about them carefully. You will also have to answer a few questions on the destination image of South Africa. Pay particular attention to the ways in which the image that tourists have of South Africa as a destination are reflected in the different articles. It is not necessary to memorise the articles – just scan through them. Also watch the video clip Community tourism (Greater Rustenburg Community Foundation) on YouTube which focuses on the community based tourism initiative which the Department of Geography is undertaking in Koffiekraal as part of our community engagement projects. This video clip provides a different perspective on a tourism experience which is driven specifically by members of a local community.

(2) Once you have read the articles and considered the information contained in them, answer the following questions:

    (a) What positive aspects related to tourism in South Africa are evident from the articles? (List at least ten aspects.)

    (b) What negative aspects related to tourism in South Africa are evident from the articles? (List at least five aspects.)

    (c) What tourism experiences would you like to add to those that are covered in the articles? Think about the types of tourism experiences rather than specific destinations.

    (d) Try to get hold of newspaper/magazine/internet articles on the tourism experiences you decided to add to the given experiences.

    (e) On a map, show the location of the different attractions/destinations that are referred to in the articles and in your answer to the previous question. A map of South Africa to use can be found under Additional Resources [Maps and Tables] on myUnisa. It is also available as Appendix R of Tutorial Letter 101.

8.3.1.1 *Reflecting on the activity*

Your first impression of the preceding activity and the articles on which it is based was probably that they do not represent everything that South Africa has to offer the tourist. We realise this and if you feel this way, there is nothing wrong with that. In fact, this is how we hoped you would feel. Indeed, the aim of questions c and d was to draw your attention to this and we hope that you managed to find many more tourism experiences to add to the ones we provided you with.

The effect of subjectivity

It is important to understand that any choice of tourism experiences is subjective and will vary from one person to the next. Therefore one should expect that the image that is created will also vary. Note that it was not the aim of this activity for you to merely assemble as many tourism experiences in South Africa as possible. You had to focus on a representative group of tourism experiences and the related destinations.

We therefore agree that these articles provide a limited image of tourism in South Africa. Nevertheless, they did provide information on quite a number of tourism experiences and are useful points of departure when looking at the destination image of South Africa. It is not necessary to be aware of all the tourism experiences in a country and it is anyway impossible. It is useful, however, to be aware of a representative group of tourism experiences and to know where and how to find information on others.

Location and spatial patterns

It is not of much use to have a destination image without knowing where to find the attractions/destinations that are part of it. We therefore hope that you used an atlas to look up those locations of which you were unsure. As you know, geographers have an obsession not only with location but also with the spatial patterns of phenomena – in this case attractions/destinations. We hope you realised that the nature of the latter pattern contributes to the destination image of South Africa. Think of aspects such as complementarity, grouping, accessibility and distance/time, city/rural areas and socio-economic circumstances.

Positive influences on the destination image of South Africa

The great number and wide variety of South Africa's tourism attractions are undoubtedly an important factor that contributes to a positive destination image. South Africa offers an interesting mixture of human-made and natural attractions, which is a plus point for both domestic and international tourists. In the case of natural attractions, there are many national and other parks, which are a huge drawcard. They range from exclusive African ecotourism experiences to less expensive wildlife excursions and opportunities to relax in nature. There is a wide spectrum of human-made attractions that cater to all tastes. They range from typical mass tourism hotels, resorts and shopping malls to authentic cultural tourism, which may include anything from visits to indigenous cultural villages, township tourism, farm holidays to local festivals.

However, not only tangible phenomena such as tourist attractions contribute to South Africa's positive destination image. Intangible things such as the exchange rate which makes a holiday in South Africa a good economic proposition, especially for tourists from developed countries, also contribute to this. The stable political situation and the peaceful political transition of 1994 have also contributed to a positive destination image. South Africa shook off its negative apartheid image and international tourists are curious to see and experience what is happening here. South African people's relaxed and friendly manner is another plus point. This positive destination image has been further strengthened by South Africa hosting the 2010 FIFA World Cup.

Negative influences on South Africa's destination image

Many experts believe that crime is the greatest threat to South Africa's destination image. If one looks at the media, not a day goes by without some tourist being involved in a crime incident. These incidents may range from the theft of valuables such as cameras, jewellery and money, to assault, hijacking, rape and even murder. Crime directed at international tourists is published worldwide and contributes to South Africa getting an international image as an unsafe tourism destination. It is quite likely that this has already had a negative effect on the number of international tourists who visit South Africa and may even put a damper on domestic tourism.

Quite a lot of research has already been conducted on crime and tourism in South Africa – see Ferreira (2000) and Ferreira and Harmse (2000). They have identified certain "no go" areas that have a high general crime profile and also a history of crimes against tourists. The spatial pattern uncovered by this and other research indicates the following:

- Crime against tourists especially occurs in the large metropolitan areas such as the Pretoria-Witwatersrand-Vereeniging complex, Cape Town, Durban and Port Elizabeth.

- The central business districts of Johannesburg, Pretoria, Cape Town, Durban and Port Elizabeth are particularly dangerous.
- Certain routes such as the N2 between Durban and Umgababa and the Golden Highway between Johannesburg and Vereeniging/Vanderbijlpark have a history of crime incidents.
- Tourists should avoid informal and low-income residential areas or else visit them only accompanied by qualified guides.

As a matter of interest, look at the following video clips (by typing the titles into YouTube) portraying firstly positive and then negative influences on the destination image of South Africa. Take note that the positive influences video clip has been generated on home soil by a South African tourism organisation, whereas the negative influences video clip was distributed by an international media organisation. What do you think this means?

Video 1: South Africa: Experience the amazing

Video 2: South Africa: Home to the largest crime rates

8.4 THEORETICAL PERSPECTIVES ON DESTINATION IMAGE

The value of a positive destination image lies in the fact that if it is used well, it can play a valuable role in the marketing of a destination. However, destination image is a relative concept and it may be interpreted differently by different groups, even in the case of one specific destination. The image that tourists have of a destination may, for example, differ completely from the image that the tourism industry has of it or that they would like to convey.

Even tourists have different opinions about destination image: not everyone looks through the same "lenses" at a destination – what is important to one person might be irrelevant to someone else. These perceptions are related to one's values and attitudes, as well as one's cultural and socio-economic background. Another example is the fact that domestic and international tourists will not have the same destination image of a country.

Because the concept of destination image is often the subject of research, a significant amount of theory has been developed on this. Knowledge of this theory will help you to better understand the different facets of this concept and also to see where and how it fits in and may be applied.

8.4.1 Activity: Theoretical aspects of destination image

You are first going to read a little bit of theory and then reflect on some aspects related to the theory.

(1) Read the following material in your reader:
- Contribution 14: pages 215–216 ("Tourism consumer behaviour"), which was taken from Fletcher et al (2013:51–52).
- Contribution 15: pages 217–220 ("Destination marketing"), which was taken from Fletcher et al (2013:580–583).
- Also review Contribution 5: pages 64–78 ("Destinations"), which you already had to study in learning unit 5.

(2)   Reflect on the following:

- the demand perspective and what it entails\
- important attributes in the formation of a destination image by tourists
- the supply perspective and what it entails
- important factors when looking at destination image from a supply perspective
- the difference between the "organic" and "induced" images

8.4.1.1   Reflecting on the activity

This activity required you to actually put yourself in the shoes of both the tourist and the practitioner, and to look at destination image from both these perspectives. Some explanatory material about the different perspectives on destination image was supplied by the preceding theoretical study. Note that tourists who want value for money may be very critical of a destination's image. In contrast, tourism practitioners may have a completely different image of a destination, especially if they are blind to its faults and resist change.

Although destination image is important, it should not be regarded as the beginning and the end, and other factors that affect the competitiveness of a destination also have to be taken into account. These factors may mean that a destination that appears to have good tourism potential may not do as well as expected. They may also mean that a destination which does not appear to have much potential may do better than anticipated.

Destination image and qualifying factors

Factors that may result in a destination doing better or worse than expected depend on circumstances and vary from place to place (Ritchie & Crouch 2003:234). They are also linked to a variety of social, economic, political and cultural trends and events. These factors are generally of such a nature that they are beyond the tourism practitioner's control. However, in practice, nothing operates in isolation and therefore these factors can contribute to the positive or negative image of a destination.

Although you have already come across most of these factors, it is useful to summarise them for you so that you can see how everything works together. We do this with reference to a series of extracts from Ritchie and Crouch (2003):

- **Destination location: blessing or curse?**

  "A destination's physical location can have a huge impact on its ability to compete for and attract tourist markets. All other things being equal, a more (less) favourable location amplifies (qualifies) tourism potential. And usually a more favourable location can be equated with a location that is closer to the most important origin markets" (236).

  "The geographical distribution of tourist markets and market segments therefore ebbs and flows as a function of economic, demographic, social, cultural and political forces, and the fortunes of destinations wax and wane accordingly" (236).

- **Destination security: safe or dangerous?**

  "No matter how attractive a destination, if it is inherently unsafe, many potential visitors will choose to stay away" (237).

  "Issues of safety for tourists appear to fall into three principal categories: physical, psychological and financial safety. … Crime, for example, jeopardizes all three forms of safety" (237).

"There is also the threat, real or perceived, contained in a destination's natural environment. These threats can range from wildlife, through natural disasters to severe weather conditions" (239).

- **Destination cost levels: reality or perception?**

"Therefore, it is extremely difficult to define the tourism price, as it is a function of the total mix of goods and services consumed by each tourist" (241).

"For a product like tourism, price has numerous components. The cost of goods and services purchased in a destination would normally account for the major portion of the total price. … Other costs and factors, such as travel insurance, the opportunity cost of travel time and changes in exchange rates, may be important and can affect costs" (241).

"Tourism markets hold various perceptions of the price and value offered by different destinations. A further way in which a destination can improve its competitiveness is by influencing these perceptions" (243).

- **Destination interdependence: synergy or substitute?**

"In a synergistic relationship, competitive strengths in one destination convey advantages on other destinations with which it shares the relationship. In an adversarial relationship the opposite is true; that is, a strong destination weakens the competitiveness of the destinations that constitute its adversaries" (243).

"Two destinations may, for example, be adversaries fighting for a share of one market segment, but might work synergistically to attract a different segment" (243).

- **Carrying capacity: hard or soft limitation on growth?**

"Carrying capacity concerns a destination's ability to host demand and therefore represents some form of upper limit to the volume of demand it can handle" (246).

"It is comparatively easy to measure a destination's carrying capacity objectively with respect to man-made facilities and services and to know when it has been reached. … In contrast, determining carrying capacity in terms of ecological and social impacts is much more subjective and is therefore controversial" (247).

"[T]hose destinations that take the time to understand and anticipate their carrying capacity and plan accordingly, will outperform those that do not" (247).

8.5 CONCLUSION: THE STRATEGIC IMPORTANCE OF TOURISM FOR SOUTH AFRICA

The reason for concluding this learning unit on South Africa as a tourism destination by looking at it from a strategic point of view is that tourism is strategically very important to South Africa. In this context, the destination image of South Africa is critical, which explains why we give it a lot of attention. The reason why tourism is valued so highly, is that tourism has a great deal of potential over the short, medium and long term (in other words, in a sustainable way) to contribute to economic development and especially job creation. The latter is a particular bonus in a country like South Africa where poverty is a growing problem and the formal sector's ability to accommodate everyone is decreasing.

Ferreira (2000:236–237) explains that there are 18 reasons why tourism should be given preference as a vehicle for economic development, given South Africa's unique situation:

- It is the world's largest industry and offers South Africa an important opportunity.
- It is the world's greatest source of jobs.
- It can create job opportunities immediately.
- It is labour intensive and can be run by small undertakings.
- It makes use of various skills.
- It provides a variety of people with opportunities and involves the formal and informal sectors.
- It encourages development in rural areas where many of the main attractions are to be found.
- It can be environmentally friendly if managed correctly.
- It builds and strengthens relationships and mutual understanding.
- It is a fully fledged product which already has value added to it and which is ready to be used.
- It is an exceptional generator of foreign exchange.
- It has a multiplier effect.
- It facilitates interaction with other sectors and therefore creates a demand for production in these sectors.
- There is great, untapped potential.
- It offers lasting and repeated opportunities.
- There is an almost inexhaustible international market.
- There is the potential to influence tourists' tastes and thus create lasting markets.
- South Africa can benefit from the fact that it is regarded as a world leader in ecotourism.

In this learning unit, we showed that crime in general and specifically aimed at tourists is doing a lot of damage to South Africa's destination image. We also showed that once a destination has a negative image, it takes a long time to change this image. It is likely that the negative destination image that South Africa has, which is largely attributable to crime, is already damaging the South African tourism industry and preventing us from reaching our full tourism potential. It is therefore critical that steps be taken to halt the crime wave and rebuild South Africa's positive destination image.

8.6   REFERENCES

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