AN INTEGRATED SUSTAINABLE TOURISM DEVELOPMENT STRATEGY FOR THE VREDEFORT DOME AS A WORLD HERITAGE SITE

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An integrated sustainable tourism development strategy for the Vredefort Dome as a World Heritage Site

by

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SUMMARY

Keywords: sustainable, tourism, development and integrated development

In order for the Vredefort Dome to be declared, and to exist as a World Heritage site, it is imperative that the tourism product owners in the area realise their roles as custodians of this precious site. This proposition leads to the main aim of this study, namely to develop an integrated tourism development strategy for the Vredefort Dome as a proposed World Heritage site.

In order to achieve the above-mentioned aim, a thorough literature review was conducted. The goal of the literature study was to investigate the birth and growth of sustainable development based on Agenda 21. This literature review revealed that the three-legged chair of sustainable development has more profound foundations than the obvious economical, social and environmental aspects. Each one of these aspects consists of various elements that are interrelated. In order to formulate a strategy for sustainable tourism development, this interrelation between aspects was analysed and the following conclusions were drawn:

- Sustainable tourism development is an integrated system
- Education, poverty alleviation, health and insight into human settlements and demographics are the cornerstones of social well-being
- Climate change, land resources, deforestation, drought, mountain development, agriculture, biodiversity, freshwater resources, toxic chemicals and waste are central concerns in environmentally sensitive development
- Institutions involved such as the different levels of Government, as well as aspects such as fair trade, economic enhancement programmes and economic measuring are essential elements of economic sustainability.

The custodians of the present generation in the Vredefort Dome should realise their role in this complicated and integrated system and therefore the practices at present were evaluated as well as the future view regarding sustainable practices. In order, then, for sustainable tourism development to realise in the Vredefort Dome, the following strategies were formulated to assist product owners to achieve sustainability:

- Assisting to alleviate poverty in the VFD with a view to a sustainable future and supporting sustainable livelihoods
- Improving participation that would be true to the demographic composition in the VFD
- Protecting and promoting human health in the VFD
- Promoting education and training in the VFD
- Promoting sustainable human settlement development in the VFD-area
- Following an integrated approach to the planning and management of land resources
- Promoting sustainable agriculture and rural development
- Conserving the biological diversity in the VFD
- Acquiring support from national, provincial and local levels of government
- Establishing a system that guarantees supply that is coherent with fair trade in tourism
- Establishing an economic enhancement system that will contribute to the well-being of the VFD-community
- Reducing leakage and other purchasing practices.

The results of the empirical study indicated that tourism stakeholders are prepared to improve the present situation in the Vredefort Dome and are willing to adjust their businesses practices in the future. These changed practices addressed some strategic issues and the strategies above would give direction to this proposed World Heritage site to become more sustainable.

OPSOMMING

Sleutelwoorde: volhoubare, toerisme, ontwikkeling en geïntegreerde ontwikkeling

Vir die Vredefort-Koepel om as Wêrelderfenisgebied erken te word en te bestaan, is dit noodsaaklik dat die produkeienaars in die gebied hul rol as omsieners van die edelgebied moet besef. Dit het gelei tot die doelwit van dié studie, naamlik om 'n geïntegreerde toerisme-ontwikkelingstrategie vir die Vredefort-Koepel as voorgestelde Wêrelderfenisgebied te formuleer.

Ten einde bostaande doelwit te bereik, is 'n deeglike literatuurstudie onderneem. Die doel van die literatuurstudie was om die onstaan en groei van volhoubare ontwikkeling, soos gebaseer op Agenda 21, te ondersoek. Uit die literatuurstudie het dit geblyk dat die drie-beenstoel van volhoubare ontwikkeling veel dieperliggend is as die voor-die-hand-liggende ekonomiese-, sosiale- en omgewingsaspekte. Elk van die aspekte bestaan uit verskeie geïntegreerde elemente. Ten einde 'n volhoubare toerisme-ontwikkelingstrategie te formuleer, is die volgende interverhouding tussen die verskillende element aan die lig gebring, en die volgende gevolgtrekkings is daaruit gemaak:

- Volhoubare toerisme-ontwikkeling is 'n geïntegreerde sisteem
- Opvoeding, armoede-verligting, gesondheid en insig aangaande menslike nedersettings en demografie is die hoekstene van sosiale welstand
- Klimaatsverandering, grondstowwe, ontwouding, droogte, bergontwikkeling, landbou, biodiversiteit, varswaterbronne, giftige chemikalieë en afval beklee 'n sentrale posisie binne sensitiewe omgewingsontwikkeling
- Instellings wat betrokke is soos die verskillende regeringsvlakke sowel as die aspekte soos billike handelspraktyke, ekonomiese bevorderingsprogramme en ekonomiese meting is belangrike boustene ten opsigte van ekonomiese volhoubaarheid.

Diegene wat omsieners is van die huidige generasie in die Vredefort-Koepel moet hul rol in die komplekse en geïntegreerde sisteem besef, en daarom is huidige praktyke geëvalueer en as 'n toekomsblik aangaande sodanige praktyke is ondersoek.

Vir die Vredefort-Koepel om volhoubare toerisme te kan ontwikkel, is die volgende strategieë geformuleer om produkeienaars by te staan ten einde volhoubaarheid te verwesenlik:

- Hulpverlening met die verligting van armoede in die VFK ten einde 'n volhoubare toekoms te verseker
- Verbeter die deelname met die oog op 'n ware refleksie van die huidige demografie van die VFK
- Beskerm en bevoordeel menslike gesondheid in die VFK
- Bevorder opvoeding en opleiding in die VFK
- Bevorder volhoubare nedersettingsontwikkeling in die VFK
- Volg 'n geïntegreerde benadering van beplanning en bestuur van grondstowwe
- Bevorder volhoubare landbou en landelike ontwikkeling
- Bewaar die biologiese diversiteit van die VFK
- Verkry die ondersteuning van nasionale, provinsiale en plaaslike owerhede
- Vestig 'n sisteem wat billike handelspraktyke in toerisme sal verseker
- Vestig 'n ekonomiese bevorderingsisteem wat sal bydra tot die welstand van die VFK-gemeenskap
- Verminder die uitvloeifaktor en ander praktyke

Die resultate van die empiriese studie het getoon dat produkeienaars in the Vredefort-Koepel bereid is om positiewe veranderinge aan te bring ten opsigte van die huidige situasie en om besigheidspraktyke in die toekoms aan te pas. Hierdie veranderde besigheidspraktyke spreek strategiese vraagstukke aan, en bostaande strategieë sal rigtinggewend wees in die volhoubaarheid van die voorgestelde Wêrelderfenisgebied.

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CHAPTER 1

INTRODUCTION, PROBLEM STATEMENT AND OBJECTIVES

Why should I care about posterity? What's posterity ever done for me?
- Groucho Marx

1.1 INTRODUCTION

South Africa has the potential to become one of the world's great new tourism destinations following its transition to democracy and entry into mainstream economic and political circles, but tourism still plays a relatively small role in the South African economy and it has a long way to go if it is to fulfil its potential to significantly contribute to national income (DEAT, 2002:1; Burger *et al.*, 2001:403). As South Africa moved into this era of democracy, the nation was captivated by the promise and potential for tourism and the benefits it would bring to the people of this country. However, the World Travel and Tourism Council (WTTC, 2002:10) cautions that, although South Africa is a relatively unspoilt destination, the country certainly presents examples of over-exploitation of natural resources. There is also evidence of disruptive impacts of tourism on the local environment and cultural heritage. It is therefore important that tourism stakeholders should realise their responsibility – implying a proactive approach by the tourism sector to the environment through the promotion of balance and sustainable tourism (DEAT, 2002:9).

The elaboration of South Africa's National Ecotourism plan reflects the commitment by the national government to ensure the sustainable development of tourism (WTTC, 2002:10). The plan recognises that tourism is private sector led, but it should also recommend roles for all sectors of national, provincial and local government, private business, non-government organisations and other role-players. Priority must now be given to producing and implementing the plan and to involving all stakeholders in the management of tourism (Briedenhann & Wickens, 2004:77). If this is not assured, and growth is allowed to develop in an unplanned or uncontrolled fashion, there is a risk of excessive strains on infrastructure and natural resources. This is an imperative and hence the need for a sustainable tourism strategy for all natural heritage sites in particular, and thus also for the Vredefort Dome (VFD) to manage this important natural site as a sustainable tourism destination.

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The purpose of this chapter is to describe the problem statement, to state the goals and objectives of the study and to define terminology relevant to the study.

1.2 PROBLEM STATEMENT

Rural communities, such as the Vredefort Dome (see Figure 1.1), usually have few resources that can be developed and many communities are currently examining non-traditional means for economic diversification (Huang & Stewart, 1996:32). In the Vredefort Dome it is, however, not a lack of natural resources that poses a problem - because the tourism potential of this area is well documented (IIED, 2000:case 6.2; Contour, 2002:2). According to Reimold and Coney (2001) more than seven hundred publications have appeared with some reference of the majestic Vaal River and the scenic Vredefort Hills. It is for this reason that local policy-makers in rural communities such as this one realise the importance of tourism, but have little or no experience in its development (Marcouiller, 1997:337), and therefore many have already grasped at opportunities for tourism development (Allen *et al.,* 1988:16). However, do communities consider the effects of such development? A segment of the community in the Vredefort dome have realised the importance of tourism, but it can be argued that there is a lack of integrated planning in this regard. According to Briedenhann and Wickens (2004:71) the lack of a strategic tourism plan in order to develop tourism in a sustainable manner, and also to alleviate poverty in areas, is a general point of concern.

Numerous authors (Gee *et al.,* 1989; Gunn, 1988; Hudman & Hawkins, 1989; Kaul 1985; McIntosh & Goeldner, 1990; Mill & Morrison, 1985; Richie & Goeldner, 1987; Inskeep, 1991) have provided examples of how unfettered tourism growth can lead to detrimental impacts on the socio-cultural values of local residents, economic diversity/development, and the environment. These impacts and their consequences were discussed by these authors as factors for economic growth, job creation, income for local governments (see also Dwyer *et al.,* 2003:431) and catalysts for other sectors such as agriculture, forestry, fishery (Finkler & Higham, 2004:103; Curtin, 2003:173) and the manufacturing industries, as well as infrastructure development for the local community (HAN *et al.,* 2003:153) Early research from other disciplines such as anthropology (Farrell, 1977; Smith, 1977), geography (Keogh, 1989), and sociology (De Kadt, 1979) also plays educational roles in the fields of different ideologies, culture, national heritage, the environment, political differences and cross-cultural attitudes towards an integrated development process.

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Careful assessment and implementation of policy tools to minimise negative impacts on social attributes constitute an important component of integrative tourism planning in rural settings (Marcouiller, 1997:337). Tourists, by the very nature of being away from their home environments, experience a tourist culture that is often very different than their respective home cultures. According to Inskeep (1991) tourists often perceive themselves to be "emancipated" from their more familiar socio-cultural bounds, resulting in different behavioural patterns. The quality of life in such rural communities is often a point of contention between long-time residents and newcomers, especially as communities become very dependent on tourism for economic development. Still, tourism frequently remains the preferred development option; especially in rural communities where people are so desperate that they will accept any proposal which portends to offer economic growth, with little or no consideration of possible detrimental impacts in the future (Kinsley, 2000:1).

Economic development in rural areas has undergone fundamental change over the past decades. These changes that these rural economies are facing have raised numerous economic development policy questions, such as income distribution and equity concerns (Leatherman & Marcouiller, 1997); economic impact assessment (Fleming & Troepper, 1990); jobs in tourism (Hudson & Townsend, 1993); economic diversity and stability (Overevest & Green, 1995); localised inflation and seasonality (Bradbury & Becker, 1994) as well as publicly provided goods and services (Hultkrantz, 1994). These are all motivational factors for a Dome community to develop tourism.

Environmental assessment criteria are necessary because tourism development often has direct adverse effects on the natural environment (Marcouiller, 1997:337). Although there are limitations to environmental mediation and other opportunity dispute resolution techniques (Campbell & Floyd, 1996), these techniques represent an opportunity to incorporate a wide array of stakeholders' interests in environmental outcomes and provide a viable alternative to litigation when resolving rural disputes that result from tourism development. Dowling (1993:2) as well as Ioannis and Pizam (1994:26) call for more systematic local and regional tourism planning to ameliorate negative environmental impacts. Especially in the Dome it is important that environmental impacts must be limited, seeing that this area is a proposed World Heritage Site (WHS). Stakeholders feel strongly about this WHS-initiative, but it is the view of the writer as ex-resident and member of the Parys Tourism Forum that

the area suffers from a general lack of effective integrated planning strategies to deal with tourism development and its various impacts.

Literature on tourism planning has shifted from non-integrated approaches to more integrated approaches (Getz & Jamal, 1994). Historically, non-integrated tourism planning goals have been dominated by business development and economic growth concerns. These approaches typically focused on specific projects or programmes without accounting for broader implications, linkages and trade-offs. Clearly, however, a focus on marketing and promotion as the primary activity of tourism planning is overly myopic. Tourism development planning needs to take a more comprehensive approach that incorporates salient issues, stakeholders, and unbiased information on regional impacts; and especially within a proposed heritage site, it is vital that these issues are addressed in the planning process.

Texts by Inskeep (1991) and Murphey (1985) and a wide assortment of literature call for more integrative approaches that attempt to place tourism within a broader regional context (Marcouiller, 1997:337). The intent of integrative tourism planning is to provide for tourism development strategies in areas such as the Dome that will be effective in enhancing the social, economic and environmental assets in the region and that simultaneously act to minimise the potential liabilities. Integrated tourism planning is necessarily concerned with being inclusive and collaborative with those who are affected by development. In formulating tourism planning goals, this process of collaboration and inclusion attempts to incorporate both current and future concerns of those stakeholders who all too often vitiate the planning process.

By its nature tourism brings outsiders into a local community. As with other development strategies, this global phenomenon is having a dramatic impact at the local level; some traditional cultures and economies are being modified to an extent that they are effectively destroyed (Routledge, 2002). Furthermore, outsiders may eventually decide to move to the local community that once served as their tourist destination. Thus, a potential impact of rural tourism development is to transform a "relatively homogeneous" rural community into an "urban and heterogeneous community". Rural tourism development eventually diversifies the residential population of a community (Huang & Stewart, 1996:30). It is for this reason that the community and its leaders must understand the effects of tourism on the community and prepare themselves for conflict situations that might arise.

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The literature in this regard has identified unique processes and methods that are specific to tourism planning (Chon & Evans 1989; Haywood, 1988; Oliver & Jenkins, 2003:293). Tourism development planning in rural areas has given rise to a growing body of academic literature (Marcouiller, 1997; Heise, 1994; MacDonald & Jolliffe, 2003:307). Key unique attributes of more integrative tourism planning approaches include incorporating a broad mix of contemporary issues, initiatives, stakeholders, and objectively based data into the regional planning process.

To conclude, this problem statement calls for the need to a careful approach of tourism development that is integrated with overall regional goals. It is founded on Murphey's (1985:176) work on tourism development planning and calls those interested in sustaining rural communities to attention:

> Economic problems...have led many communities to consider embracing this growth industry [tourism] of the post-industrial era. To do so, however, without careful analysis and consideration of the consequences can lead these same communities into a quicksand of false expectations.

From the above, the following problem statement can thus be formulated:

What are the factors that will contribute towards an integrated sustainable tourism development strategy in the Vredefort Dome as proposed World Heritage Site?

The integrated sustainable tourism strategy will take into account the social, economic and environmental issues as set out in Agenda 21. Oliver and Jenkins (2003:293) define integrated tourism as that which is explicitly linked to the localities in which it takes place and, in practical terms, has clear connections with local resources, activities, products, production service industries, and a participatory local community. As Murdoch (1993:225) stated ten years ago, that the implications of breaking down disciplinary boundaries are far-reaching but necessary to any meaningful research on sustainability.

1.3 GOAL AND OBJECTIVES OF THE STUDY

The goal of this study is to develop an integrated sustainable tourism development strategy for the Vredefort Dome as a proposed World Heritage Site, thereby seeking to facilitate and ensure development that self-generates and enables the mobilisation of resources in a sustainable manner.

1.3.1 RESEARCH OBJECTIVE 1

To apply sustainable tourism concepts from the tourism and planning literature to a more integrative approach to tourism development.

1.3.2 RESEARCH OBJECTIVE 2

To review the complexity of the social issues including poverty alleviation, demographics, health, education and human settlement.

1.3.3 RESEARCH OBJECTIVE 3

To investigate sustainable tourism planning from an environmental point of view including climate change, land resources, deforestation, desertification, mountain development, agriculture, biodiversity, water resources, chemicals and waste.

1.3.4 RESEARCH OBJECTIVE 4

To investigate the economic issues of sustainable tourism development, including the role of authorities in tourism development, fair trade in tourism and economic enhancement programming.

1.4 RESEARCH METHODOLOGY

The study will follow a dual research methodology approach, namely a qualitative literature study and a quantitative survey. The data collection of the research process is of cardinal importance, as all conclusions reached may be influenced by the type and quality of data collected. The process and all data gathered will be discussed in depth.

1.4.1 LITERATURE STUDY

The literature study focuses on sustainable development from a macro perspective, including social, economic and environmental issues. The motivation for this macro perspective is that sustainable tourism has been criticised as being too tourism-centric, resulting in the perception that the principles and policies of "sustainable"

tourism do not contribute to those of sustainable development (Hunter, 1997:851). Chapters three, four and five, the literature chapters focus on the objectives of sustainable development and the principles of sustainable tourism development are integrated into each of the three chapters.

1.4.2 EMPIRICAL SURVEY

The following aspects were part of the empirical survey.

1.4.2.1 Research design

Questionnaires were used to assess the responsiveness of product owners in the Vredefort Dome towards the South African guidelines for responsible tourism. The questionnaires were divided into three sections, namely economic, social and environmental aspects as indicated in Table 1.1 below.

TABLE 1.1: TRIPLE BOTTOM LINE SECTION OF THE QUESTIONNAIRE

1. Economic aspects
1.1 Assess economic impacts as a pre-requisite to developing tourism in the Dome
1.2 Maximising local economic benefits – increasing linkages and reducing leakages
1.3 Ensure that community is involved in, and benefits from tourism
1.4 Marketing and product development
1.5 Equitable business
2. Social objectives
2.1 Involve the local community in planning and decision-making
2.2 Assess social impacts as a prerequisite to developing tourism
2.3 Maintain and encourage social and cultural diversity
2.4 Be sensitive to the host culture
3. Environmental objective
3.1 Assess environmental impacts as a prerequisite to developing tourism
3.2 Respecting local resources; avoid waste and over-consumption
3.3 Maintain and encourage natural diversity

1.4.2.2 Participants

The population was identified after discussions with the tourism information centre in Parys as well as the information centre in nearby Potchefstroom. A list was compiled

with all 43 tourism product owners in the Vredefort Dome area. Ten stakeholders (n=10) were identified as stakeholders that provide accommodation only. The majority (n=21) of the respondents belong to the sector that provides accommodation and also act as operators in tourism activities such as rafting, hiking and team building. The hospitality sector comprised only five stakeholders (n=5) and seven (n=7) of the identified stakeholders are shop owners who deal mainly with tourists - for example antique, souvenir and arts & handicraft shops.

1.4.2.3 Research procedure

The entire target population of the study was tourism product owners in the Vredefort Dome and all 43 identified owners were used in the survey. In June 2003, a total of 43 questionnaires were hand-delivered in the area with a covering letter explaining the purpose of the study. A follow-up reminder was faxed after seven days to remind the respondents that the questionnaires would be collected the following day (eight days after delivery). During the collection phase a follow-up reminder with a copy of the questionnaire was left with each non-respondent to be collected after seven days. Twenty-eight questionnaires were collected, representing an overall response rate of 60 per cent. Two of the questionnaires were annulled because respondents filled in all the "yes" answers in the yes / no category and all the 3's on the Likert scale. Both of these respondents were from shop owners and it was clear that they cannot agree on all the environmental issues as indicated. Finally, twenty-six questionnaires were used in the statistical analysis (n = 26).

1.4.2.4 Measuring instrument

Based on the South African guidelines for responsible tourism, a survey questionnaire was developed to examine respondents' perceptions regarding the importance of sustainable tourism development and their vision for the future of the Vredefort Dome. In the guidelines for responsible tourism the criteria have already been divided into three sections: economic aspects; social aspects and environmental aspects. The scale that was used entailed that two answers were requested from respondents, namely:

- A yes/no answer (Yes = in their organisation this statement is already in practice; No = in their organisation they do not practice the guideline).

- A Likert three point scale: (1 = not important, 2 = important and 3 = very important) to evaluate the view of product owners on how important they feel each aspect will be for the future.

1.4.2.5 Statistical analysis

As the guidelines for responsible tourism have already been grouped into twelve subdivisions, it was not possible to perform a factor analysis of data – and, apart from that, the population that was selected for this study was not substantial enough for such an exercise.

The questionnaire consisted of the three sections as indicated above, and under each section there were twelve different subsections (five economic, three environmental and four social); and under each subsection a number of questions were posed. These questions were constructed in such a way that respondents had to fill in two answers for each question (a yes/no answer as well as a 1, 2 or 3 on how they rate each aspect for the future). The yes/no answer tested the present situation and the Likert scale tested future importance of each question. The difference between yes/no and the Likert scale for each question was analysed for each individual respondent and not for all respondents as a whole.

For the purpose of this study, the following formula was used to measure the differences for dependent data (Steyn, 2000):

$d = \dfrac{\overline{x}_{diff}}{s_{diff}}$ where $\overline{x}_{diff}$ is the mean and s_{diff} the standard deviation of each construct

under each of the twelve subsections. The statistical analysis was performed by the Statistical Consultation Services of Potchefstroom Universiteit vir Christelike Hoër Onderwys (now known as North-West University) by making use of the SAS®-programme (SAS Institute Inc. 2001). The programme was used to determine the following:

- The Alpha Cronbach reliability of aspects researched in the structured questionnaire (Ana)
- The means of all items in the questionnaire
- The standard deviation of each item
- The practical significance relation between importance and application of items by applying Cramer's ∅.

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1.5 CONCEPT CLARIFICATION

The following terms are used throughout the study and therefore need clarification.

1.5.1 VREDEFORT DOME

According to the Vredefort Dome web-site (www.vredefortdome.co.za) the area is the oldest and largest meteorite impact site (Asrobleme) in the world. Formed an estimated 2020 million years ago when a gigantic meteorite of possibly 10 to 15 km in diameter hit the earth to form a massive impact crater, the eroded remnants are today only visible northwest of the impact site. Although the origin of the Vredefort Dome, a 70 km-wide uplift structure located some 120 km southwest of Johannesburg (Figure 1.1), has been debated heatedly for much of this century, it is generally accepted today that the cause of this interesting structure was that of a meteorite impact.
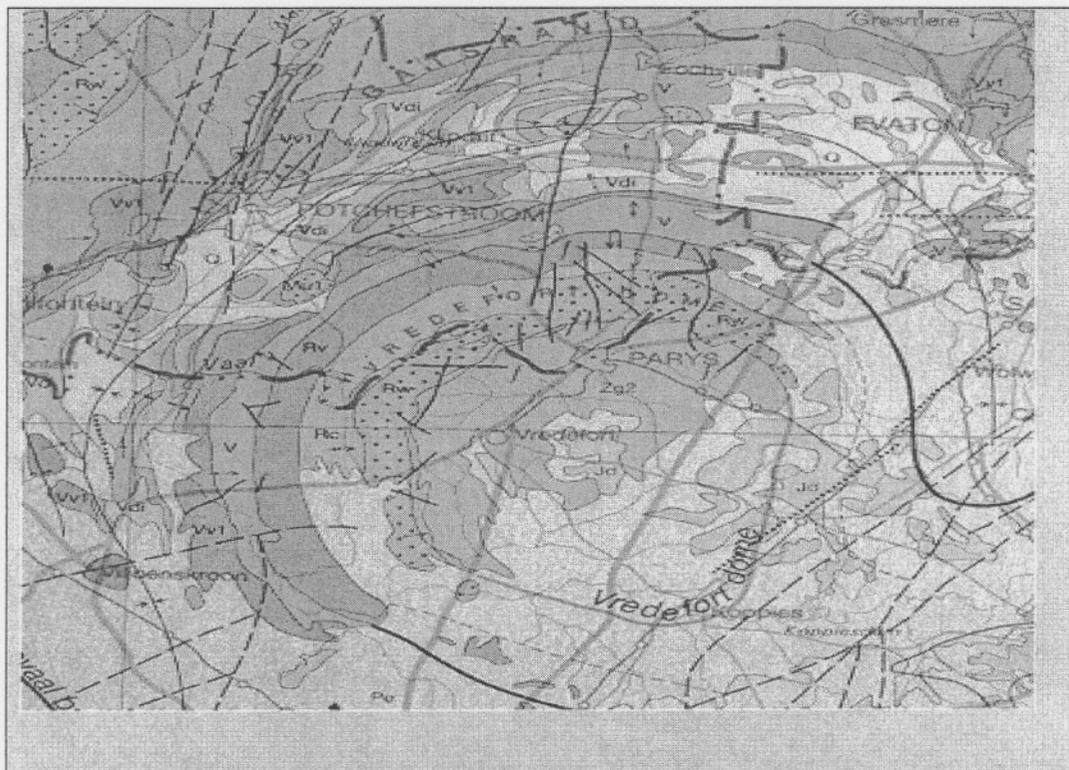
Figure 1.1: Aerial view of the Vredefort Dome – South Africa

[Source: http://www.unb.ca/passc/ImpactDatabase/images/vredefort.htm]

In particular, mineralogical and geological evidence presented since 1994, has convinced the majority of researchers of an origin by catastrophic impact of a large extraterrestrial projectile (see Figures 1.2 and 1.3). The size and age of the structure make it the largest and oldest of its kind on earth. Therefore it is essential that this area must be protected for future generations. In order for such protection to take place, the literature study will indicate that tourism in this area is the most suitable product, and especially nature-based tourism. It is therefore essential that tourism product owners in the VFD should realise their responsibility towards sustainable tourism development in the area.

Figure 1.2: View of the Vredefort Dome hills from space

Figure 1.3: Views of the Vredefort Dome hills from space

[Source of Figure 1.2 & 1.3: Earth Sciences and image analysis laboratory, NASA Space Centre]

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1.5.2 SUSTAINABILITY

According to Sustainable Sonoma County (2002:1):

> sustainability secures people's quality of life within the means of nature in a way that is fair and equitable to all humanity, other species and to future generations. Sustainability recognises the interrelatedness of the economy, society, and environment. It requires that we not consume resources faster than they can be renewed nor produce wastes faster than they can be absorbed.

According to McNeely and Scherr (2001:10) the three main principles of sustainability are:

- *Ecological sustainability*, which ensures that development is compatible with the maintenance of essential ecological processes, biological diversity and biological resources.

- *Social and cultural sustainability*, which ensures that development increases people's control of their lives, is compatible with the culture and values of people affected by it, and maintains and strengthens community identity.

- *Economic sustainability*, which ensures that development is economically efficient and that resources are managed so that they can support future generations.

For the purpose of this study, sustainability is defined as the development of an equitable community that makes sense ecologically and economically.

1.5.3 DEVELOPMENT

Development is generally regarded as the result of a series of components such as increased economic growth, equity, distribution of the fruits of that growth and control by the population of its own destiny (Moran, 1998:31). It is thus best defined in terms of the aspirations and values of people within their own social context. The Cambridge International Dictionary (Procter, 1995:377) states that development is "...a recent important event which is the latest in a series of related events".

1.5.4 SUSTAINABLE DEVELOPMENT

There are many different ways in which the term 'sustainable' has been applied and defined, and there are probably as many definitions as there are people who are trying to define it (Hart, 1998:47). The World Commission on the Environment and

Development (WCED, 1987:7) defines sustainability as: "...development that meets the needs of the present without compromising the ability of future generations to meet their own needs". This commission is frequently referred to as the Brundtland Commission, after Brundtland, the head of the commission and formerly the Prime Minister of Norway. She put together a team that went around the world and conversed to people in all walks of life. They surveyed what people's environmental concerns were and how these should be addressed. It was found that there were links among the environment, the economy and society that caused problems in one of these areas to affect the other areas. As a result, the Brundtland Commission came up with the above definition of sustainable development which emphasises meeting needs, not just now, but also in the future (WCED, 1987:8).

Although the Brundtland definition is the most widely quoted definition, "Our Common Future" (1987), defined the term in a number of different ways. Although the first definition is fairly general, the next two definitions are more specific and speak of equity, population and consumption (WCED, 1987:9):

- "Sustainable global development requires that those who are more affluent adopt lifestyles within the planet's ecological means" and
- "Sustainable development can only be pursued if population size and growth are in harmony with the changing productive potential of the ecosystem".

In 1991, three environmental organisations, the International Union for Conservation of Nature and Natural resources (IUCN), the United Nations Environment Programme (UNEP) and the World Wide Fund for Nature (WWF), jointly published a book called "Caring for the Earth" (IUNC, 1991). The definition taken from this book emphasises the carrying capacity of the earth and the quality of human life. These organisations defined sustainability as "...improving the quality of human life while living within the carrying capacity of supporting ecosystems" (IUCN, 1991:8).

The book lists eight principles of a sustainable society and outlines a set of strategies for achieving them. The principles are:

1. Respect and care for the community of life
2. Improve the quality of human life
3. Conserve the earth's vitality and diversity
4. Minimise the depletion of non-renewable resources
5. Keep within the earth's carrying capacity
6. Change personal attitudes and practices

7. Provide a national framework for integrating development and conservation

8. Create a global alliance (IUCN, 1991:8).

It can be argued that sustainable development comprises a number of parts in an integrated system. According to "Caring for the Earth" (IUCN, 1991:8):

> We need development that is both people-orientated, concentrating on improving the human condition, and conservation-based, maintaining the variety and productivity of nature. We have to stop talking about conservation and development as if they were in opposition, and recognise that they are essential parts of one indispensable process.

For the purpose of this study, sustainable development is defined as an integrated approach embracing those interrelated social, economic and environmental aspects that will ensure the equitable well-being of present and future generations.

1.5.5 TOURISM

Earlier definitions of tourism include "the sum of the relations and phenomena which result from travelling and visiting and area by non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity" (Hunziker & Krapf, 1942), and "the temporary short-term movement of people to destinations outside the places were they normally live" (Buckart & Medlik, 1974:v).

Jafari (1977) described tourism as "the study of man away from his usual habitat, of the industry which responds to his needs, and of the impacts that both he and the industry have on the host's socio-cultural, economic and physical environment". This is one of the first definitions that considered the sustainable development aspects of social, environmental and economic issues.

Tourism is also defined as "the relationship and phenomena arising out of journeys or temporary stays of people travelling primarily for leisure or recreational purposes" (Pearce, 1987:36). Middleton (1988:62) defines tourism as follows: "tourism includes any activity concerned with the temporary short-term movement of the people to destinations outside the place they normally live and work and their activities during their stay at these destination".

From the above definitions it is clear that the definition of tourism developed over the years, from a general approach to a more precise definition that is concerned with

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the movement of people out of their normal place of residence impacting on the social, economic and environmental well being, hopefully in a responsible manner.

1.5.6 SUSTAINABLE TOURISM DEVELOPMENT

The growing debates about sustainable tourism highlight the essence of the sustainability paradigm as the balance between economic growth, environmental preservation and social justice (Bramwell et al., 1996; Butler, 1993; Coccossis, 1996; Hall, 2000). Sustainable tourism has been defined by the World Tourism Organisation (WTO, 1999) as:

> Sustainable tourism development meets the needs of present tourists and host regions while protecting and enhancing opportunities for the future. It is envisaged as leading to management of all resources in such a way that economic, social and aesthetic needs can be fulfilled while maintaining cultural integrity, essential ecological processes, biological diversity and life support systems.

The development of sustainable tourism meets the following requirements (UNEP, 2003(a):7):

- Tourist resources – natural, historical, cultural and other – are preserved in a way that allows them to be used in the future, while benefiting today's society
- The planning and management of tourist development are conducted in a way that avoids triggering serious ecological or socio-cultural problems in the region concerned
- The overall quality of the environment in the tourist region is preserved and, if necessary, improved
- The level of tourist satisfaction should be maintained to ensure that destinations continue to be attractive and retain their commercial potential; and
- Tourism should largely benefit all members of society.

According to the above definition, sustainable tourism development is premised upon three conditions: the resources of the environment must be protected; local communities must benefit both economically and in quality of life; and visitors must receive a quality experience. The concept of sustainable tourism is a very broad notion that refers to tourism that is long-lasting, integrated while at the same time also diversified, participatory, and environmentally, economically, socially, and

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culturally compatible (Pforr, 2001:68). Some tourism scholars (Middleton & Hawkins, 1998:247) even argue that sustainability in tourism is generally an aspiration or goal, rather than a measurable or achievable objective. The Council of Europe (2002) defined sustainable tourism as: "Any form of tourist development of activity which: respects the environment; ensures long-term conservation of natural and cultural resources; [and] is socially and economically acceptable and equitable".

The environmental and sustainable development approach entails tourism that is planned, developed, and managed in such a manner that natural and cultural resources are not depleted or degraded, but maintained as viable resources on a permanent basis for continuous future use (Inskeep, 1991:29; Page et al., 2001:312). Sustainable tourism development is the kind of tourism development, management and any other tourism activity which optimise the economic and other societal benefits available in the present without jeopardising the potential for similar benefits in the future (SA, 1996:vi).

The key challenge facing the management of tourism is the attainment of balance. With such an objective in mind, Vera-Rebollo and Ivars (2003:185) define sustainable tourism development as:

> a process of quality change resulting from political initiatives that include the indispensable participation of the local population and that adapts the institutional and legal framework, and the planning and management tools, in order to achieve development based on a balance between the conservation of existing natural and cultural resources, the economic viability of tourism and social equity in tourism development.

May (1991:112) provides six steps which can be taken to approximate to the goal of sustainability more closely:

- better understanding of the value of environments
- more complete information about environments, local values and susceptibility to outside influences
- greater attention to the regional effects of development
- use of environmental economics in relation to assessing development
- improved measurements of environmental factors for use in environmental accounting
- developments should be designed with long-term environmental quality in mind.

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Despite confusion over the meaning of sustainable tourism, it is clear that the protection of the resources which tourism depends on, is central to sustainable tourism development (Hall & Lew, 1998). An interesting study by Diamantis and Ladkin (1999) highlighted the linkage between sustainable tourism and ecotourism, particularly their coexistence and common themes. Sustainability has been described as a simple idea with global appeal but a massively complex process (Page et al., 2001:328).

Ashworth (1992:327) rightly acknowledges that for the tourism industry to embrace sustainable tourism means that it will need to set goals for managing environmentally damaging activities, sustainable targets for specific activities, sites, towns or regions and could actually "require potential tourist to engage in other forms of activity, or in extreme cases it could ask tourists: please go somewhere else". Therefore, for sustainable tourism planning to exist, it may require the tourism industry to take a hard look at its future to assess its own capability in accommodating growth and development and to make some difficult decisions on the future scope and scale of tourism activity in specific locations (Page & Dowling, 2002:18). Ko (2004:2) states that "if sustainable development is one of the tourism industry's major contemporary objectives, then the industry needs to be able to measure its performance and impacts in this area".

For the purpose of this thesis it is of the outmost importance that the stakeholders in the VFD will take that 'hard look' (as described above) at its future and recognise their capabilities in tourism planning to ensure the development of a sustainable tourism region.

1.5.7 RESPONSIBLE TOURISM

Based on an assessment of problems, constraints and opportunities facing the South African tourism industry, the imperatives of global change as well as the ideas and concerns raised in the country-wide workshops in South Africa, the notion of "responsible tourism" emerged as the most appropriate concept for the development of tourism in South Africa. Responsible tourism implies a proactive approach by tourism industry partners to develop, market and manage the tourism industry in a responsible manner, in order to create a competitive advantage. According to Keyser (2002:382) responsible tourism implies:

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- tourism industry responsibility to the environment, through the promotion of balanced and sustainable tourism, and focus on environmentally based tourism activities

- responsibility of government and business to involve local communities that are in close proximity to tourism plants and attractions, through the development of meaningful economic linkages

- responsibility to respect, invest in and develop local cultures, and protect them from over-commercialisation and over-exploitation

- responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development, and to ensure the safety and security of visitors

- the responsibility of both employers and employees in the tourism industry, both to each other and the customer

- responsible government as well as responsibility on the part of tourists to observe the norms and practices of South Africa.

According to Keyser (2002:381) the principles and descriptions of sustainable tourism and responsible tourism are essentially the same, and sustainable tourism development is the foundation for tourism development in South Africa. For the purpose of this study, the definition of responsible tourism as defined in the Tourism White Paper (SA, 1996:vi) is tourism that promotes responsibility to the environment through its sustainable use; responsibility to involve local communities in the tourism industry; responsibility for the safety and security of visitors; and responsible government, employees, employers, unions and local communities.

1.5.8 HERITAGE

Heritage in its broader meaning is "something transferred from one generation to another" (Nuryanti, 1996:249). The word "heritage" includes both cultural and natural elements. In the cultural context, heritage describes both material and immaterial forms, for example artefacts, monuments, historical remains, buildings, architecture, philosophy, traditions, celebrations, historic events, distinctive ways of life, literature, folklore or education (Nuryanti, 1996). In the natural context, heritage includes landscapes, gardens, parks, wilderness, mountains, rivers, islands, flora and fauna (Nuryanti, 1996). Natural heritage also has cultural components, since its value is dependent on subjective human assessment.

The word "heritage" is applied in a wide variety of contexts (Tunbridge & Ashworth, 1996). It is used as a synonym for objects from the past, or for sites with no surviving physical structures but associated with past events. It is also extended to include non-physical aspects of the past, such as cultural and artistic productivity. In many countries, "national heritage" has more or less the same meaning as "national culture". Nasser (2003:467) states that a conflict between the preservation of the character of existing towns and "change" formed the central argument for conservation, and that the symbiosis of both tourism and heritage places has become a major objective in the management and planning of historic areas. The author concludes by arguing for "a sustainable approach to the management and planning of heritage places".

1.5.9 WORLD HERITAGE

The Convention Concerning the Protection of the World Cultural and Natural Heritage was created in 1972 by UNESCO to provide a legal, administrative and financial framework for protecting world-wide heritage sites of outstanding universal value. There were several factors leading to the creation of the Convention. UNESCO was founded with the aim of the conservation and protection of the world's heritage. Understanding that the cultural and natural heritage were increasingly threatened with destruction and that the deterioration or the disappearance of any item of heritage would constitute an impoverishment of the global heritage, it was considered necessary to establish an effective system of collective protection of the heritage of outstanding universal value, since the protection of this heritage had often remained incomplete on national level (WHC, 1972).

According to the definition of the World Heritage Convention (WHC), cultural heritage includes monuments (architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of historic, artistic or scientific features), groups of buildings and sites. Natural heritage includes natural features (physical and biological formations and groups of such formations), geological and physiographic formations and areas constituting the habitat of endangered species, and natural sites (WHC, 1972). In accordance with the main purpose of the Convention - protection, conservation and presentation of heritage of universal value - the above definitions cover mainly tangible elements (Apostolakis, 2003:795).

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1.5.10 PROTECTED AREA MANAGEMENT CATEGORY SYSTEM

IUCN (1994) has agreed upon a single definition of a protected area as follows:

An area of land and/or sea especially dedicated to the protection and maintenance of biological diversity, and of natural and associated cultural resources, and managed through legal or other effective means.

Within this broad IUCN definition, protected areas are, in fact, managed for many different purposes. To help improve understanding and promote awareness of protected area purposes, IUCN has developed a six category system of protected areas identified by their primary management objective, as shown in Table 1.2.

Table 1.2 IUCN Management categories of protected areas

Category	Description
I	Strict Nature Reserve/Wilderness area: Protected area managed mainly for science or wilderness protection
Ia	Strict Nature Reserve: Protected area managed mainly for science
Ib	Wilderness Area: Protected area managed mainly for wilderness protection
II	National Park: Protected area managed mainly for ecosystem protection and recreation
III	Natural Monument: Protected area managed mainly for conservation of specific natural features
IV	Habitat/Species Management area: Protected area managed mainly for conservation through management intervention
V	Protected Landscape/Seascape: Protected area managed mainly for landscape/seascape conservation and recreation
VI	Managed Resource Protected area: Protected area managed mainly for the sustainable use of natural ecosystems

According to Table 1.2 and the description of the Vredefort Dome (cf.1.5.1) the area under investigation could be classified as a category III area – Protected area managed mainly for conservation of specific natural feature.

1.5.11 INTEGRATED STRATEGY FOR SUSTAINABLE TOURISM

An integrated strategy for sustainable tourism development is best described by making use of a figure (Figure 1.4). It shows an integrated system approach

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methodology for planning strategies for sustainable tourism development that has been developed for Costa Rica. It integrates economic, social and environmental aspects into an operational model (Gartner, 1996:514). Figure 1.4 is of the utmost significance as a basic strategy in order to achieve an integrated sustainable development strategy for the VFD as proposed World Heritage Site.
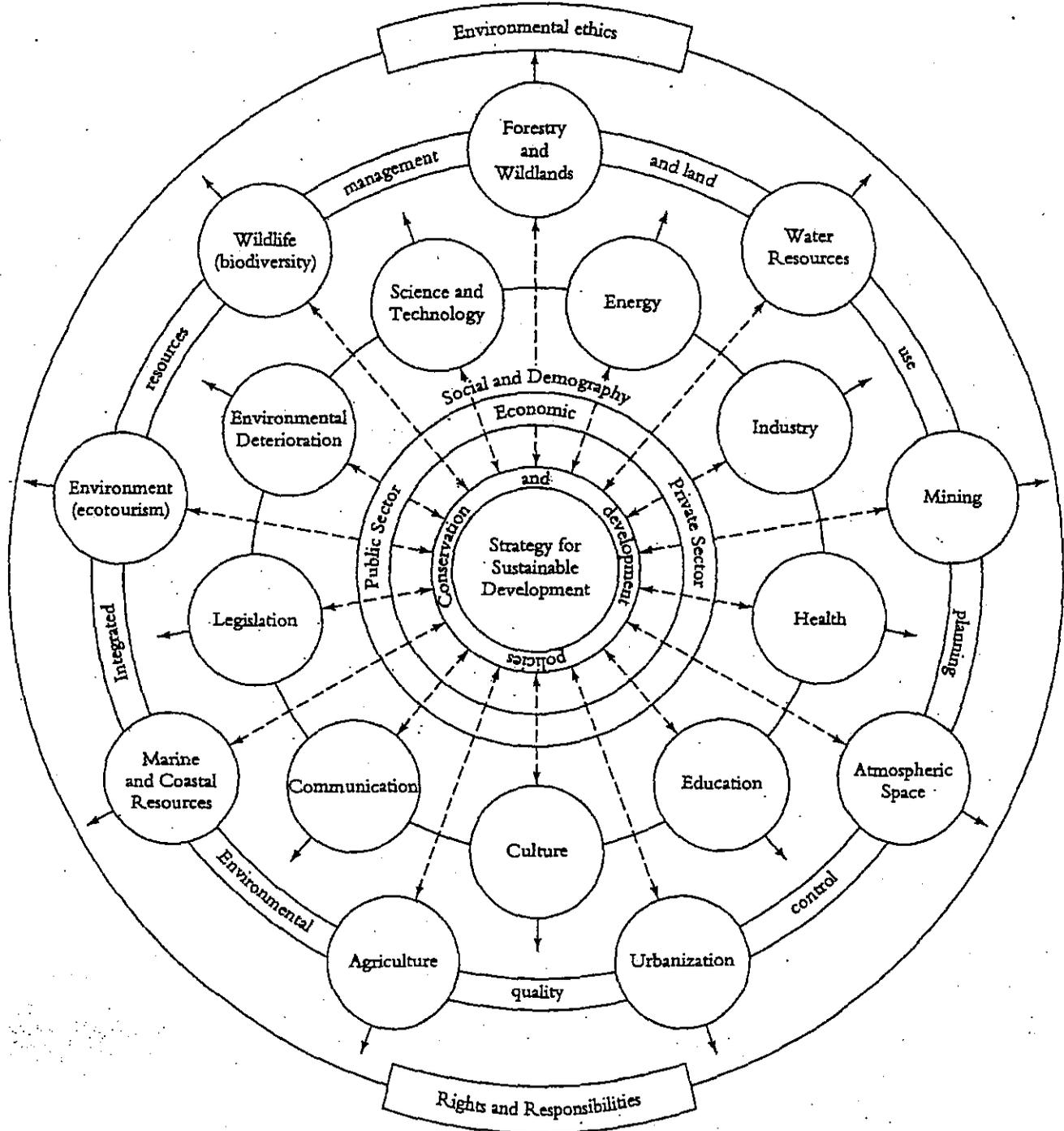
Figure 1.4: Operational model of sustainable tourism development

1.6 STRUCTURE OF THESIS

In this introductory chapter, the motivation for the scientific pursuit of this specific research question was stated and the goal and objectives were established, with the central aim being to formulate a strategy that will lead the Vredefort Dome towards sustainable tourism development. Chapter two examines a variety of approaches towards tourism planning and development from a number of different disciplinary perspectives as well as strategies by different policy documents to ensure sustainable development. The literature study in chapter two conveys the issues of sustainability that are related to tourism development and planning.

Chapter three draws on the debates concerning issues such as socio-cultural and socio-economic impacts of tourism development. This chapter examines approaches to managing the impact of tourism from a socio-economic perspective. Specific topics such as rural tourism and poverty relief in rural areas are also addressed as part of productivity and equity issues.

Chapter four examines environmental aspects and tourism. Approaches that have been advocated include attention to carrying capacity, limits of acceptable change, visitor impact assessment and cumulative effects assessment. All these approaches will need to be addressed as part of the World Heritage Action programme.

In chapter five, the economic aspects of sustainable tourism development are discussed and in chapter six the results of the questionnaires and interviews are interpreted. This draws together some of the themes and issues identified in the introductory chapters. This chapter therefore aims not only to indicate the substantial contribution that tourism can make towards sustainable development, but also posits potential future connections regarding sustainable tourism development in a potential World Heritage site.

The aim of chapter seven is to formulate an integrated sustainable tourism development strategy for the Vredefort Dome and certain recommendations will be made to achieve sustainable tourism development in the area.

CHAPTER 2

HISTORICAL OVERVIEW; INTERNATIONAL INITIATIVES; CONCEPTS AND DEFINITIONS OF SUSTAINABLE DEVELOPMENT

There is a fatality about all good resolutions. They are invariably made too soon.

- Oscar Wilde

2.1 INTRODUCTION

As seen in chapter one, defining and achieving sustainable development has become one of the major policy debates of our generation. According to Hall and Lew (1998:1), this debate has been an ongoing process since the late nineteenth century:

> While concerns over the use of natural resources and their relationship to economic growth have been a significant issue for governments in Western countries since at least the late nineteenth century, at no time in history have such issues been so long on local, national and international policy agendas for so long.

In order to address the concept of sustainable tourism development, this chapter will focus on the following objectives:

- To describe the historical development of sustainability
- To indicate international initiatives that were formulated to achieve sustainability
- To describe the initiatives that the tourism industry employed to become a sustainable industry.
- To describe the South African initiatives that were developed towards sustainable tourism

2.2 HISTORIC OVERVIEW ON SUSTAINABLE DEVELOPMENT

Until the rise of the Romantic Movement in the late 1700s, the Western ideal of nature was one in which there was an ordered and cultivated landscape in which wild nature was controlled and the boundaries of the wilderness made noticeable (Hall & Lew, 1998:14). The authors also state that "the wilderness was not a paradise; it was viewed as something to be conquered. If the settlers expected to enjoy an idyllic environment, then it would have to be created through their own hard work. It was only in its cultivated state that land acquired any value".

The cultivated state of the Romantic vision of the eighteenth century was entirely contradictory. On the one hand, it was an age where humankind classified the wild, while on the other, the Romantics realised that humankind, a specimen itself, was a part of nature, not superior to it. Nature came to be gifted with "insects, plants, animals and the races of man were divided into genera, species and sub-species. It was commonly supposed that this would lay bare the Divine Order or rational structure beneath the face of nature" (Honour, 1981:18). The "gift of nature" came to be preserved in, among other things, national parks.

According to Nash (1963:7) tourism was the driving force behind the creation of the first national parks and conservation reserves in the United States of America (Yosemite was ceded to the state of California on 30 June 1864 by President Lincoln as a state park "for public use, resort, and recreation"). Tourism gave value to land that was otherwise useless in terms of other forms of economic exploitation.

As more and more parks were created, it became necessary to set up a coordinated management structure. According to Eagles *et al.* (2002:7) Canada created a park agency in 1911, with a management philosophy that states:

> the service thus established shall promote and regulate the use of Federal areas known as national parks, monuments and reservations ... by such means and measures as to conform to the fundamental purpose of the said park, monuments and reservation, which purpose is to conserve the scenery and the natural and historic objects and the wildlife therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.

Clearly that was the beginning of tourism development for future generations, although in areas of less value. According to Harris (1974) "there had to be absolute certainty that land being added to parks had no economic value" and thus "worthless" land was set aside for tourism development. Economic development overruled conservation during this era, but then George Perkins Marsh wrote the book "Man and Nature" (1865).

"Man and nature" was modified by Human Action in 1965 with the new title "Physical geography", and had an enormous impact on conservation debates, the effects of which are still reverberating to the present day. This work played an important role in the movement towards sustainable development. Marsh's publication is one of the main influences in the development of an economic or "progressive" basis for

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conservation and a direct legacy for the development of the concept of sustainable development.

Marsh's book contained two main theses: first, that when nature is left alone it is in harmony; and second, that mankind impoverishes nature. In an alternative interpretation of Genesis 1:28, Marsh argued that the "the earth was given to him [Adam, and thus humankind] for usufruct alone, not for consumption, still less for profligate waste". Marsh (1865:14) propounds in his book that "man is everywhere a disturbing agent", and explains in the title page of his book "not all winds, and storms, and earthquakes, and seas, and seasons of the world, have done so much to revolutionise the earth as MAN, the power of an endless life, has done since the day he came forth upon it, and received domain over it". The impact of this thesis went well beyond America's shores. His central concern entailed the need to restore or maintain the balance of nature that man had disturbed (Hall & Lew, 1998:16).

According to Powel (1976:62),

> Australian newspapers such as the *Age* and the *Argus* noted in the same year on 16 October 1865 that the conservation of the forest lands, and the extension and improvement of them, concern alike the landholder and the miner, and should occupy the attention of everyone who had leisure and means to become a co-worker with nature.

The year 1890 was notable for the rise of progressive conservation, in which the finite nature of America's resources was recognised, and gave rise to the reinforcement of the perception of wilderness having spiritual values for the American people and the concomitant rise of "romantic ecology" (Worster, 1977). However, the progressive conservation movement represented the "wise use" approach to the management of natural resources, and its conservation motives were economic rather than aesthetic in intent (Hall & Lew, 1998:18). Progressive conservationists led by noted forester Gifford Pinchot and President Theodore Roosevelt wanted forestlands to be managed on a sustained yield basis. In a statement that recalls much of current debates over sustainability, Pinchot (1968:9) stated in 1910 that:

> The first great fact about conservation is that it stands for development. There has been a fundamental misconception that conservation means nothing but the husbanding of resources for future generations. There could be no more serious mistake. Conservation does mean provision for the future, but it means also and first of all the recognition of the right of the present generation to the fullest necessary use of all the resources with which this country is so abundantly blessed. Conservation demands the welfare of the country first, and afterward the welfare of the generations to follow.

This viewpoint regarding conservation is also evident in the way that the VFD envisions tourism development in the area. According to the tourism development objectives of the VFD (Contour, 2002:9), "the primary objective is to conserve the area, the secondary objective is to provide visitors with a marketable educational and nature-based experience and the tertiary objective is to capitalise on the area's attractions and renewable resources provided that this does not compromise the primary objective".

Evidence suggests that, even though host populations want the economic benefits generated by tourism, they are unimpressed by the environmental degradation and undue social disruption that often accompany mass tourism (Harrison & Husbands, 1996:130). For example, in Hawaii, only one-fifth of respondents in an opinion survey agreed that the economic gains from tourism were more important than environmental protection (Liu et al., 1987:20).

Hall and Lew (1998:22) conclude that:

> ...firstly the debate over the sustainable development of natural resources in industrialised countries dates from the middle of the nineteenth century and cannot be seen as a new policy issue, at least at the local and national levels. Furthermore, tourism has long been a key factor in the justification for environmental conservation. Also, there has been no easy middle path in attempting to find a balanced use of natural resources. Political reality rather than ecological reality has been the order of the day in many conservation initiatives.

In this vein Frangialli (2003) notes that the "environment was simply not considered a problem for tourism". During the 1970s, the deleterious environmental, cultural, and social consequences of tourism were the subject of much criticism, and it was evident that alternative forms of tourism needed to be promoted. As a result, during the 1980s, the tourism industry developed initiatives to promote ecotourism - also known as green tourism or nature tourism. Ecotourism conforms to three cornerstones of sustainable development, namely social justice, economic efficiency and environmental integrity. Ecotourism can be seen as a form of sustainable development, but it is not the only form of sustainable tourism development (Keyser, 2002:403). The international community took the first steps toward the recognition of the need for a new tourist development model that will include all forms of sustainability (Salom & Roberto, 2001:801).

2.3 MODERN INITIATIVES TOWARDS SUSTAINABLE TOURISM

International concern for the environmental effects of tourism is a recent phenomenon and has progressed in stages. Not long ago, issues of sustainability appeared neither on the agendas of the international community nor on the programmes of the tourism industry and operators – now it is a necessity for role players to be able to state their contribution towards sustainability. This historical overview will indicate that sustainability is no longer a buzz word or a marketing tool, but should rather be regarded as a necessity with the seriousness that the tourism stakeholders embrace this concept (TOI, 2002:2).

Events that played a major role in the development of sustainable development were the Global Environmental Stockholm Conference (1972) and the World Conservation Strategy (IUCN 1980) that laid the basis for the fundamental message of the Brundtland Report, also known as "Our Common Future" (WCED, 1987), namely that development and conservation were both necessary principles on which the future pattern of human activity should operate; and these should be planned together in an integrated manner that reflects ecological and human processes and requirements, with clear antecedents to the 'Rio summit' two decades later (Butler *et al.*, 1998:25).

The first independent commission to report on a new type of development was the Brandt Commission. It published its first report namely *North-South: A programme for survival*, in 1980, and a second, *Common Crises*, in 1983. Only a year after the second Brandt Report, the United Nations (UN) General Assembly appointed the Brundtland Commission to formulate a new synthesis of environmental and development thinking and to suggest realistic proposals for effective action (Reid, 1995:52).

In 1987, a year after the IUCN conference in Ottawa, the World Commission on Environment and Development (WCED) published it report, *Our Common Future* (the Bundtland Report), after three years of work. The concept of sustainable development as discussed in the Brundtland Report (WCED, 1987) is a holistic one, and this element is at the heart of the successful adoption of the concept. Sustainable tourism in the sense that tourism could (and should) achieve sustainable development independently of other activities and processes (Croall, 1995) is philosophically anomalous to the true nature of the concept, and also unrealistic

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(Butler *et al.*, 1998:28). Given the fact that the global community is dealing with a closed system, we clearly cannot hope to achieve sustainability in one sector alone, when each is linked to and dependent upon the other; and hence the need for an integrated strategy. In the following section the organisations that played vital roles towards sustainable tourism development will be discussed.

2.3.1 UNITED NATIONS

The United Nations is a key player at the global level in the process of building a common commitment to sustainable tourism. The 1992 United Nations Conference on Environment and Development (UN, 1992), and the Rio Earth Summit marked the beginning of an international consensus regarding the need for sustainable development. The Rio Summit 1992, also known as the Earth Summit, was the catalyst for a sustainable approach towards tourism in that the conference identified travel and tourism as one of the key sectors of the economy which could make a positive contribution to achieving sustainable development. At the Conference, the international community recognised the validity of the sustainable development option and expressed the elements of this new approach in the Rio Declaration and in UNCED's action plan, Agenda 21 (Johnson, 1990).

Agenda 21 is a blueprint for sustainable development - covering a broad range of topics and addressing many of the issues raised by this new principle (Page *et al.*, 2001:460). Although Agenda 21 does not have any chapter specifically devoted to tourism, many of the recommendations included in Chapter 30 of Agenda 21, strengthen the role of Business and Industry as relevant to tourism activities. Decision 7/3 of the Seventh Session for the Commission on Sustainable Development (CSD) addresses the issue of the development and implementation of strategies and policies for sustainable tourism based on Agenda 21 (Harris *et al.*, 2003:303).

These general recommendations refer to the promotion of cleaner production and allude to the promotion of sustainable tourist entrepreneurship. However, Agenda 21 does make several references to tourism in connection with specific topics such as human settlements, deforestation and education (Johnson, 2003:167).

2.3.2 UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP)

The United Nations Environment Programme (UNEP), established in 1972, aims to encourage sustainable development through sound environmental practices (Harris *et al.*, 2003:303). Within the UN-system, the role of UNEP in clarifying the principle of sustainable tourism has been fruitful. UNEP has been active in promoting sustainable tourism in addition to promoting cleaner and safer production and sustainable consumption patterns. Following the mandate of the UNEP Governing Council, a body of draft principles on sustainable tourism was created. The UNEP Draft Principles for the implementation of sustainable tourism (www.unep.org) address the implementation of sustainable tourism and consolidate previously available guidelines into a consistent body of basic principles in an effort to guide the involved stakeholders in developing and implementing sustainable tourism. In particular, the Draft Principles aim to provide general guidance for more detailed guidelines that should be prepared within the framework of the relevant conventions and initiatives, which deal with tourism issues.

The Draft Principles also assist governments, intergovernmental organisations, international tourism associations, and other organisations in bringing into practice the concept of sustainable tourism. The Draft Principles include the integration of tourism into an overall policy for sustainable development, the development of sustainable tourism, management of tourism, and conditions for success. Especially host communities need to integrate tourism into other development policies of the area. McKercher (1993:14) also argues that "for sustainable tourism to occur, it must be closely integrated with all other activities that occur in the host region".

In February 1999, the UNEP Governing Council addressed the issue of sustainable tourism and endorsed the Draft Principles on Sustainable Tourism (UN, 1999). In its Decision on Sustainable Tourism, the UNEP Governing Council recognised the importance of tourism as a lever for development, especially in developing countries. It requested the Executive Director of the Programme to further develop guiding principles and to keep up the preparation of voluntary initiatives and codes of conduct for the tourism sector. The Council also invited the Commission on Sustainable Development to call on governments to integrate the consideration of sustainable tourism in their national sustainable development strategies and into relevant multilateral environmental conventions (Salom & Roberto, 2001:806).

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The main areas of UNEP's concern regarding tourism and the environment include: voluntary regulatory initiatives, such as environmental codes of conduct and guidelines; and best practices which are being used or are to be adopted by authorities and the tourism industry (Salom & Roberto, 2001:806).

2.3.3 COMMISSION ON SUSTAINABLE DEVELOPMENT (CSD)

The Commission on Sustainable Development (CSD), created by Agenda 21, ensures the transparency and visibility of sustainable development issues within the UN-system. Furthermore, the CSD helps to reinforce the UN's co-ordination of environmental and development activities. The mission of the CSD is to review progress and to coordinate the implementation of recommendations and commitments contained in the final documents of UNCED; to elaborate policy guidance and options for future activities to follow up UNCED and achieve sustainable development; and to promote dialogue for sustainable development with governments, the international community, and the major non-governmental groups identified in Agenda 21 with a major role in the path towards sustainable development (Salom & Roberto, 2001:807).

The CSD (2001:1) work programme comprised the following key elements:

- Enhancement of information exchange among all interested actors on research, methodological and practical activities associated with indicators of sustainable development, including the establishment of a freely accessible database (1995-continuing)
- Development of methodology sheets, which would describe for each of the indicators its policy relevance, underlying methodology, data availability assessment and sources, to be made available to Governments (1995-1996)
- Training and capacity building at the regional and national levels and the use of the indicators for monitoring progress towards sustainable development (1995-1999)
- Testing of an appropriate combination of indicators and monitoring of experiences in a few countries to gain experience, assess applicability and further develop the indicators for sustainable development (1996-1999)
- Evaluation of the indicators and adjustment as necessary (2000)

- Identification and assessment of linkages among the economic, social, institutional and environmental elements of sustainable development to further facilitate decision-making at all levels (2000)
- Development of highly aggregated indicators, involving experts from the areas of economics, the social sciences and the physical sciences and policy makers as well as incorporating non-governmental organisations and indigenous views (2000).

Following the mandates of the Programme for the Further Implementation of Agenda 21 and the UNEP Governing Council, the CSD agenda, in its seventh session (CSD, 1999), concentrated on tourism. The four half-day discussions on tourism, which constituted the CSD's Tourism Segment, aimed to generate a dialogue between government and social representatives and to identify policy strategies that may increase the positive impacts of tourism on sustainable development goals. The Tourism Segment at CSD-7 represented the first time that the CSD specifically focused on the issue of tourism and sustainable development. The segment was an innovative and participatory dialogue with representatives from NGOs, businesses, trade unions and local governments. The CSD-7 resulted in the adoption of an international work programme on sustainable tourism development, and the Commission decided to begin implementation with all relevant means and resources, especially with regard to developing countries (CSD, 1999).

2.3.4 WORLD TOURISM ORGANISATION

The World Tourism Organisation (WTO) is a Madrid-based intergovernmental organisation that acts as an international forum for tourism policy and issues. WTO has been entrusted by the United Nations with the promotion and development of tourism. The purpose of the WTO is to promote and develop tourism as a significant means of fostering international peace and understanding, economic development, and international trade (Harris et al., 2003:304). One of the first sustainable tourism initiatives was the brainchild of the WTO - the Manila Declaration on World Tourism, adopted in 1980. The declaration is the most comprehensive international statement adopted on the goals of modern tourism, and emphasises the importance of both natural and cultural resources in tourism and the need for conservation of these resources for the benefit of both tourism and residents of the tourism area (Inskeep, 1991:32).

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The WTO has made the following statements and declarations related to sustainable tourism:

- Manila Declaration on World Tourism, 1980
- Acapulco Document on the Rights to holidays, 1982
- Tourism Bill of Rights and Tourism Code, Sofia, 1985
- The Hague Declaration on Tourism, 1989
- Lanzarote Charter for Sustainable Tourism, 1995
- Statement on the Prevention of Organised Sex Tourism, Cairo, 1995
- Agenda 21 for the Travel and Tourism Industry, 1997
- Manila Declaration on the Social Impacts of Tourism, 1997
- Berlin Declaration on Biological Diversity and Sustainable Tourism, 1997
- Lanzarote Conference on Sustainable Tourism in SIDS, 1998
- Global Code of Ethics for Tourism, 1999
- Djerba declaration on tourism and climate change, 2003.

Following on from the Manila Declaration, the joint declaration of the WTO and United Nations Environment Programme (UNEP), which formalised interagency coordination on tourism and the environment, states:

> the protection, enhancement and improvement of the various components of man's environment are among the fundamental conditions for the harmonious development of tourism. Similarly, rational management of tourism may contribute to a large extent to protecting and developing the physical environment and the cultural heritage, as well as improving the quality of life... (WTO and UNEP, 1982).

The declaration from the WTO and UNEP formed the basis for the Acapulco Documents on the Bill of Rights adopted in 1985 and Tourist Code contained in the following statements:

- In the interest of present and future generations protect the tourism environment which, being at once human, natural, social and cultural is the legacy of all mankind.
- The populations constituting the host communities in place of transit and stay are entitled to free access to their own tourism resources.
- They are also entitled to expect from tourists understanding of and respect for their customs, religions and other elements of their culture which are part of human heritage.

- To facilitate such understanding and respect, the dissemination of appropriate information should be encouraged on the customs of the host community; their artistic, archaeological and cultural treasures; and wildlife and other natural resources.

- Tourists should, by their behaviour, foster understanding and friendly relations among people, at both national and international levels, and thus contribute to everlasting peace.

- At places of transit and stay, tourists must respect the established political, social, moral and religious order and comply with legislation and regulations in force.

The Bill of Rights (1985) and Tourist Code were the first steps toward assembling tourism and the environment within the WTO. The General Assembly of the WTO adopted the Tourism Bill of Rights and Tourist Code at its sixth session in Sofia, Bulgaria. The Bill and the Code provide a general framework concerning tourism and tourist conduct. The tourism Bill of Rights states the right of everyone to rest and leisure, and the importance of the role of states and tourism professionals in order to promote the development of tourism (Salom & Roberto, 2001:802).

The 1989 World Tourism Conference consolidated the WTO's environmental concerns into The Hague Declaration on Tourism (1989). Principle III of the Hague Declaration notes the intrinsic interrelationship between tourism and the environment, and it sets out measures to ensure an unspoilt natural, cultural, and human environment as a condition for the development of tourism. This declaration also pointed to the essential relationship of the environment and tourism (WTO, 1989):

> An unspoilt natural, cultural and human environment is a fundamental condition for the development of tourism. Moreover, rational management of tourism may contribute significantly to the protection and development of the physical environment and the cultural heritage, as well as improving the quality of life.

The resolutions of the World Tourism Conferences demonstrated the participants' concern for the environment in the context of tourism, and all involved sectors began discussions on a new approach to tourism. This approach would make tourism economically, socially, and environmentally viable. Moreover, most intergovernmental organisations with tourism-related competence launched actions and programmes to promote environmentally friendly tourism (Salom & Roberto, 2001:805).

After this preliminary period in which the foundations of a new development model were set out in international declarations and other platforms, the WTO took the lead and started to mobilise efforts and actions. Since the Rio Summit of 1992, the WTO has created a new generation of declarations especially devoted to the sustainable tourism issue. The World Conference on Sustainable Tourism, jointly organised by the WTO and UNESCO, took place in Lanzarote in April 1995, and adopted the Charter for Sustainable Tourism, which declared that:

> Sustainable tourism development is any form of development, provision of amenities or tourist activity that emphasises respect for and long-term preservation of natural, cultural and social resources and makes a positive and equitable contribution to the economic development and fulfilment of people living, working or staying in these areas (WTO, 1995).

The Charter for Sustainable Tourism lists eighteen fundamental principles applicable to sustainable tourism, and it establishes that the concept of sustainable development is the framework within which tourism development must be conducted, taking due account of natural, cultural, and human environment values. It recommends special technical cooperation and financial assistance in the context of the protection of environmentally and culturally sensitive areas.

At a regional level, the WTO's Male Declaration on Sustainable Tourism Development (WTO, 1997) was adopted on February 16, 1997 on the Maldives by the tourism and environment ministers of the Asia-Pacific area. The Declaration establishes the essential requirements for sustainable development in the context of tourism, including the promotion of ethics in tourism; the reduction of unsustainable patterns of consumption of resources and the reduction of wastes; the conservation of natural, social, and cultural diversity; the integration of tourism planning; the promotion of the local economy and the participation of the local population; the groups of tourists affected and the general public; the development of responsible tourism marketing; assessment of the impacts of tourism on natural and cultural heritage; and the special role of the private sector.

The philosophy underlying the regional Male Declaration also inspired the Manila Declaration regarding the Social Impact of Tourism, which was adopted by the WTO Leaders' Meeting on Social Impacts of Tourism on May 22, 1997. The Manila Declaration identified ten principles of sustainable tourism, including, *inter alia*, the

greater involvement of communities in the planning, implementation, monitoring, and evaluation processes of tourism policies, programmes and projects; the improvement of people's standard of living through tourism; the preservation of the legacy, heritage, and integrity of tourist destinations worldwide; the development of appropriate marketing tools for the destination countries; the sensitisation of visitors to the culture and behavioural expectations of host communities, and the recognition of the role of human resources development in tourism (Salom & Roberto, 2001:808).

In addition to the WTO's action, companies, public administrations, universities, non-governmental organisations (NGOs), governments, and other intergovernmental bodies all started to become seriously involved in working towards sustainable tourism. As a result, a more holistic and comprehensive approach towards tourism and the environment was adopted. This recent approach takes into account the inter-relationship between tourist development and conservation - economic, social, and cultural, as well as environmental links. This approach favours a long-term perspective, in contrast to previous approaches that emphasised economic, short-term benefits.

The new approach consists of sensitising the entire tourism industry and convincing the industry to integrate environmental concerns into its services by adopting environmentally friendly practices. The key concept of this new approach is the notion of sustainable tourism, an offshoot of the concept of sustainable development.

Nowadays, tour operators and public authorities are convinced that a change in attitudes and patterns of consumption is unavoidable - otherwise, the economic basis of tourism would be undermined. According to Salom and Roberto (2001:809) mass tourism is clearly unsustainable because it: (1) does not take into account the importance of the conservation of natural habitats or the rational use of natural resources; (2) does not highlight the cultural and social features of an area as a selling point to tourists; and (3) generally ignores the qualitative aspects of tourism while emphasising quantitative growth. In contrast, a sustainable tourism model ensures that tourism development is compatible with respect for, and the conservation of, natural spaces and cultural and social values, something that favours the reduction of conflicts between the tourism industry, the visitors, the residents, and the environment.

2.3.4.1 Global Code of Ethics for Tourism

The WTO Summit held in Santiago, Chile, on October 1, 1999, approved the Global Code of Ethics for Tourism that consolidated and reinforced previous recommendations and declarations on sustainable tourism. The Code aimed to preserve the world's natural resources and cultural heritage from disruptive tourist activities and to ensure a fair and equitable sharing of benefits that arise out of tourism with the residents of tourism destinations. Article 3 of the Code refers specifically to sustainable development and includes some of the most innovative legal principles and environmental methods in this field (Goodwin *et al.*, 2001:108).

The Code is unique and advanced for a field instrument because it includes a mechanism for enforcement of its provisions. Usually, international codes of conduct consist of a body of recommendations, but do not include mechanisms for enforcement because their provisions are not legally binding and thus not enforceable. The Global Code of Ethics for Tourism is one of the first international codes that contains a mechanism of this type. The World Committee on Tourism Ethics will be the institutional structure implementing this novel mechanism, based on private and intergovernmental conciliation. The Committee shall be composed of a body of twelve independent members, elected regardless of their nationality, consisting of persons with expertise in the field of tourism. In the event of a dispute between states and other entities involved in tourism development such as industry associations or private sector companies, the parties concerned may jointly decide to submit the dispute to conciliation through the World Committee on Ethics. The Committee will elucidate the facts, hear the parties, and render a non-binding recommendation for the dispute (Salom & Roberto, 2001:808).

The adoption of the principles of sustainable development to tourism has been rapid and widespread, although implementation of the practice has been much more limited (Butler *et al.*, 1998:27). The term "sustainable tourism", rightly or wrongly (Butler, 1993), has become widely accepted as meaning tourism that is developed and operated in such a manner as to follow these principles. It has been sold at various levels as being appropriate and morally correct as well as being environmentally suitable, and thus has high appeal to tourists and to decision makers in the tourism industry, in both the public and private sectors (Wheeler, 1993).

2.3.5 WORLD TRAVEL AND TOURISM COUNCIL

The World Travel and Tourism Council (WTTC) is a private organisation that represents its member at the international level. WTTC members represent a range of tourism sectors including accommodation, catering, cruises, entertainment, recreation, transportation and travel-related services (Page *et al.*, 2001:156).

At policy level, WTTC has coordinated the so-called 2000 Vilamoura Declaration, which stresses the importance of tourism as a force for economic growth, job creation and world peace. The organisation also participated in the development of the Agenda 21 for the travel and tourism industry in 1997 and, in 1999, the WTTC established the World Travel and Tourism Environment Research Centre, which prepared the private sector discussion paper submitted as input to the Rio+7 session in 1999.

At the implementation level WTTC has founded the Green Globe Sustainable Tourism Marketing Initiative, which has since been taken over as a private initiative; WTTC has also developed an international clearing house of sustainable tourism information, called EcoNett; and has encouraged its members to undertake sustainable tourism activities, for example British Airway's Tourism for Tomorrow awards (Page & Dowling, 2002:53).

2.3.6 INTERNATIONAL HOTEL AND RESTAURANT ASSOCIATION

The International Hotel and Restaurant Association (IH&RA) is an industry association representing the interests of its members at the international level and has been an active player in the development of sustainable tourism. The IH&RA is an established partner of UNEP when it comes to promoting environmental management in the hotel and restaurant industry.

The International Hotels Environment Initiatives (IHEI) was established in 1992 by chief executives of the world's leading hotel groups, all aiming to bring about continuous improvement in the environmental performance of the global hotel industry (Harris *et al.*, 2003:301)

2.3.7 WORLD WIDE FUND FOR NATURE

The World Wide Fund for Nature (WWF) operates on a global level, and with over 4.7 million supporters worldwide has a relatively large political weight. WWF has been highly visible in various forums related to sustainable tourism throughout the 1990s.

The WWF organised the Charter on Sustainable Tourism in 1991. The WWF has, in addition, initiated the PAN (Protected Area Network) Parks project in cooperation with Molecaten Group – a Dutch leisure company. PAN Parks is a concept aiming to provide a nature conservation-based response to the market for nature-oriented tourism by creating a quality brand or trademark standing for: an expanding network of well-managed protected areas with high conservation value; sustainable tourism development of regions an local communities; responsible high quality nature-based experiences for visitors and tourists; the creation of public awareness, support and appreciation for nature conservation; and generating wide political and financial support at all levels for nature conservation (Font & Brasser, 2003:103).

2.3.8 WORLD SUMMIT ON SUSTAINABLE DEVELOPMENT 2002

The United Nations World Summit on Sustainable Development (WSSD), held in Johannesburg in August 2002, was the fourth environmental 'mega' conference since the first one held in Stockholm in 1972 (Seyfang, 2003:223). A hundred of the world's heads of state were among the 22 000 people assembled in Johannesburg, South Africa, whose aim was to discuss how much progress has been made since the Earth Summit in Rio in 1992 and to plan further action for the future. The world leaders were accompanied by 10 000 delegates, 8 000 representatives of major groups and 4 000 members of the media (UN(a), 2002).

In a report of the World Summit on Sustainable Development the United Nations (UN(b), 2002:3) committed themselves to sustainable development in the following ways:

- To ensure that our rich diversity will be used towards constructive partnership for change and for the achievement of the common goal of sustainable development
- To recognise the importance of building human solidarity, irrespective of race, disabilities, religion, language, culture or tradition

- To speedily increase access to such basic requirements as clean water, sanitation, adequate shelter, energy, health care, food-security and the protection of biodiversity
- To reaffirm the pledge to place particular focus on, and give priority attention to, the fight against worldwide conditions that pose severe threats to the sustainable development of our people
- To ensure that women's empowerment, emancipation and gender equality are integrated in all the activities encompassed within Agenda 21
- To address the challenges of poverty eradication and sustainable development confronting all humanity
- To contribute to the achievement of our development goals and targets
- To support the emergence of stronger regional groupings and alliances to promote regional cooperation, improved international cooperation and sustainable development
- To pay special attention to the developmental needs of small island developing states and the least developed countries
- To reaffirm the vital role of indigenous peoples in sustainable development
- To recognise that sustainable development requires a long-term perspective and broad-based participation in policy formulation, decision-making and implementation al all levels
- To agree that in pursuit of its legitimate activities, the private sector, including both large and small companies, has a duty to contribute towards the evolution of equitable and sustainable communities and societies
- To provide assistance to increase income-generating employment opportunities, taking into account the Declaration of Fundamental Principles and Rights at Work of the International Labour Organisation
- To recognise that there is a need for private sector corporations to enforce corporate accountability, which should take place within a transparent and stable regulatory environment
- To strengthen and improve governance at all levels for the effective implementation of Agenda 21, the Millennium development goals and the Plan of Implementation of the Summit.

After the WSSD 2002 all agendas, papers, protocols and reports have been published and it is now the time to "walk the walk" after we all had "talked the talk" (Seyfang, 2003:227). In many ways, the sustainable development agendas have

now been set and consolidated, and the task facing politicians is to implement the agreements. According to Dresner (2002:59) the lack of substantial progress at the World Summit showed that global political efforts to bring about sustainable development had run out of steam, even as the environment continues to deteriorate.

2.4 THE PRINCIPLE OF SUSTAINABLE TOURISM

Once the international community has endorsed the notion of sustainable tourism, international organisations began to clarify the concept by elaborating and adopting new and innovative international guidelines and work programmes. International organisations bring together observers from social and economic groups, such as industry, business, and NGO representatives, facilitating a general consensus about strategies and measures. International organisations also provide the expertise and knowledge to negotiate and elaborate on these instruments. Various UN agencies and events, including the Earth Summit II, the UN Environment Programme, the Commission on Sustainable Development, and the World Tourism Organisation have helped to define the concept of sustainable tourism.

At the same time, the international tourism industry and international NGOs mobilised themselves and carded out intense and varied activity in favour of sustainable tourism, adopting codes of conduct and good practices, and developing useful efforts to make sustainable tourism a reality. At times, the international tourism industry went beyond the actions undertaken by intergovernmental organisations. These associations adopted instruments more rigorously and comprehensively than the international agreements and guidelines such that travel and tourism was the first industrial sector to launch an industry-specific action plan based on Agenda 21.

2.4.1 EARTH SUMMIT II AND AGENDA 21

In June 1997, the nineteenth special session of the UN General Assembly was held in New York for the purpose of an overall review and appraisal of the implementation of Agenda 21. The session brought together representatives from governments, intergovernmental organisations, non-governmental organisations, and the media. The session resulted in the adoption of a resolution with an annex containing the Programme for the Further Implementation of Agenda 21. Sustainable tourism was one of the emerging issues considered by the Assembly, and the special session was an important step forward because the Programme expressly refers to this novel

topic in paragraphs 67-70. The Programme notes the increasing reliance of many developing countries on tourism as a major employer and contributor to the economy and highlights the need to pay special attention to the relationship between environmental conservation, protection, and sustainable tourism. In this regard, the Programme states that:

> The efforts of developing countries to broaden the traditional concept of tourism to include cultural and ecotourism merit special consideration as well as the assistance of the international community, including the international financial institutions (UN, 1997).

The Programme recognises that "tourism, like other sectors, uses resources, generates wastes and creates environmental, cultural and social costs and benefits in the process," and recommends that the Commission on Sustainable Development creates an action-orientated international programme on sustainable tourism in co-operation with the World Tourism Organisation and other relevant bodies.

Although Agenda 21 did not include tourism as one of its main objectives in 1992, the Programme for the Further Implementation of Agenda 21 included the issue among a list of new areas ripe for international cooperation. However, while Agenda 21 and the Programme are the new "bibles" for sustainable development, it is worth noting that they are just political documents; they do not set out a system of targets and timetables, and there is not an effective control mechanism in place.

2.4.2 TOURISM INDUSTRY'S RESPONDSE TO SUSTAINABLE TOURISM DEVELOPMENT

Tourism stakeholders in both the private and public sectors have established global voluntary initiatives throughout the last decade. These initiatives have taken various forms and represent all sectors of the travel and tourism industry. Although there has been an encouraging initiation of such schemes (see Table 2.1), adoption of them by the industry is as yet limited. It has proved particularly difficult to encourage small and medium enterprises to participate in sustainable good practice.

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Table 2.1: Organisations and programmes towards sustainable tourism development

Selected Organisations	Programmes
Business enterprises for sustainable tourism	www.sustainabletravel.org
Centre for environmentally responsible tourism	www.c-e-r-t.org
Centre for Tourism Policy and Research	www.sfu.ca/~dossa/indes.htm
Cooperative Research Centre for Sustainable Tourism	www.crctourism.com.au
ECoNETT	www.greenglobe.org/econett
Eco-Tip	www.eco-tip.org
Ecotourism Association of Australia	www.ecotourism.org.au
Ecotourism Society	www.ecotourism.org
ECOTRANS	www.ecotrans.org/
End Child Prostitution in Asian Tourism	www.ecpat.net
EQUATIONS	www.equitabletourism.org
Green Globe 21	www.greenglobe.org
Indonesian Ecotourism Network	www.indecon.i2.co.id
International Council for Local Environmental Initiatives	www.iclei.org
International Scientific Council for Island Development	www.insula.org/tourism
Pacific Asia Travel Association	www.pata.org
Partners in Responsible Tourism	www.pirt.org
Small Island Developing State Network	www.sidsnet.org
Tourism Operators Initiatives for Sustainable Tourism	www.toinitiative.org
Tourism Concern	www.tourismconcern.org.uk
Tourism Watch	www.tourism-watch.de
United National Commission on Sustainable Development	www.un.org/esa/sustdev
United Nations Environment Programme – Tourism	www.uneptie.org
World Tourism Organisation	www.world-tourism.org
World Travel and Tourism Council	www.wttc.org

If there is any promoting ministry for the transition to sustainability in South Africa, it is the Department of Environmental Affairs and Tourism (DEAT). This department is responsible for promoting a consultative and participatory effort called CONNEPP. This is an acronym for the Consultative National Environmental Policy Process, aimed at creating a sustainable development strategy along the lines of promoting environmental protection and inclusive public participation (O'Riordan, 1998:101). In order to explain CONEPP, O'Riordan presented the following triple helix (Fig. 2.1):
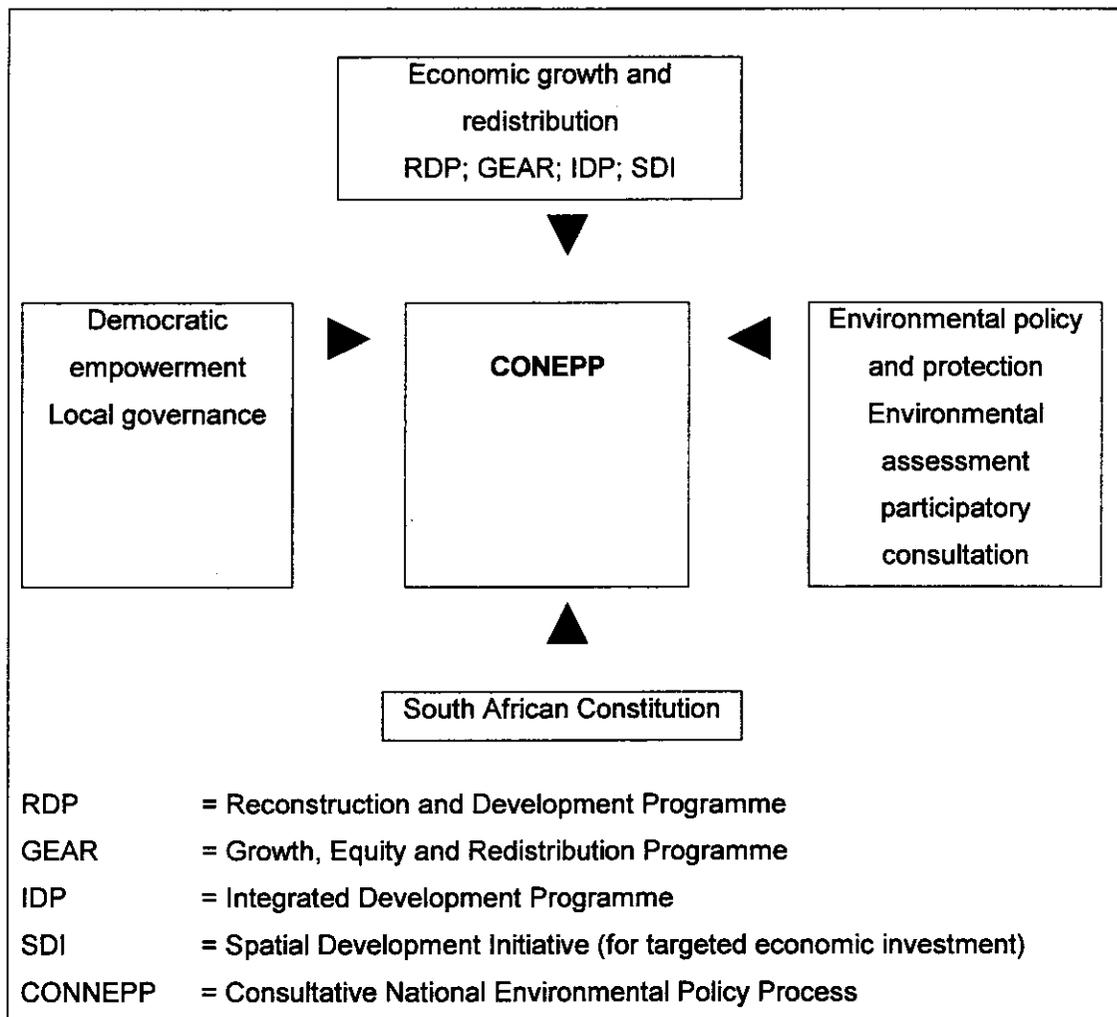
Figure 2.1: The Triple Helix
Source: O'Riordan, T. 1998. Sustainability for survival in South Africa. Global
Environmental Change, Vol.8 No. 2 pp.99 -108

The sustainable agendas have now been set and consolidated, and the task facing politicians is to implement the agreements (Seyfang, 2003:224). From the helix (Fig. 2.1) it can be assumed that South Africa, like the rest of the world, has all the policies and mechanisms in place, and the task facing DEAT is to implement the policies. One such policy is the South African Tourism White Paper (SA, 1996).

South African initiatives towards sustainable tourism development started with the critical publication of the Tourism White Paper (SA, 1996). The White Paper gave direction to South African tourism to achieve sustainable and responsible direction in the tourism industry. In the following section the Tourism White Paper will be discussed.

2.5 SOUTH AFRICAN TOURISM WHITE PAPER

The Tourism White Paper (SA, 1996:16) states that "old tourism" will not work if South Africa wants to achieve the true potential of the tourism industry. From the problem statement in chapter one it is clear that the so-called "old tourism" focussed on economic development and did not always regard the social and environmental aspects as important

> A new form of tourism is required that would boost other sectors of the economy and create entrepreneurial opportunities for the previously disadvantaged groups; that would be kind to the environment; that will bring peace, prosperity and enjoyment for all South Africans (SA, 1996:16).

It is clear that a sustainable approach is needed to attain the above-mentioned economic, environmental and social goals. Based on an assessment of the problems, constraints and opportunities facing the South African tourism industry, the imperatives of global change as well as the ideas and concerns raised in the country-wide workshops in South Africa, the concept of "Responsible Tourism" emerged as the most appropriate term addressing the development of tourism in South Africa (SA, 1996:16).

The Tourism White Paper proposes Responsible Tourism as the key guiding principle for tourism development. Responsible Tourism implies a proactive approach by tourism industry partners to develop, market and manage the tourism industry in a responsible manner, in order to create a competitive advantage. Responsible Tourism guidelines (DEAT, 2002:3) imply the tourism industry's responsibility to the environment through the promotion of balanced and sustainable tourism and focuses on the development of environmentally based tourism activities (such as game-viewing and diving). Responsible Tourism means that it is the responsibility of government and business to involve the local communities that are in close proximity to the tourism plant and attractions through the development of meaningful economic linkages (for example the supply of agricultural produce to the lodges, out-sourcing of laundry and so forth). It implies the responsibility to respect, invest in, and develop local cultures, and to protect them from over-commercialisation and over-exploitation (SA, 1996:16).

It also implies the responsibility of local communities to become actively involved in the tourism industry, to practise sustainable development and to ensure the safety and security of visitors. Responsibility to visitors by ensuring their safety, security and

health is thus another consequence of Responsible Tourism. Responsible Tourism also implies the responsibility of both employers and employees in the tourism industry; both to each other as well as to the tourist.

2.6 SOUTH AFRICAN GUIDELINES FOR RESPONSIBLE TOURISM

Responsible tourism stakeholders in South Africa adopted the saying *"Batho Pele: Putting People First – One and all should get their fair share"*. Responsible tourism has emerged as the most appropriate approach because it recognises the responsibility of the government and private sector to involve previously disadvantaged people in the tourism industry, and it is in line with trends regarding the demands of the international marketplace - today, enlightened travellers want to know that their activities do not destroy the environment, but rather help to conserve the environment and sustain local communities.

As mentioned in chapter one, the principles of responsible tourism are the same as those of sustainable tourism. Responsible tourism is a guiding principle that will lead to sustainable tourism. Common phrasing and terminology such as 'appropriate', 'responsible' and 'alternative' have been used interchangeably to describe this new industry paradigm (Moran, 1998:33). The 'responsible' concept is a fresh approach that South Africa can take to the marketplace and offers South Africa the opportunity to be a leader in the 'new tourism'; the country has the opportunity to define best global practice in responsible tourism and set the standard for the rest of the world to follow, rather than merely follow the initiatives that others have developed.

Responsible tourism is all-embracing, involving proactive participation and involvement by all stakeholders - private sector, government, local communities, previously neglected people, consumers, Non-Governmental Organisations (NGOs), the media, employees and others. This form of tourism is not a luxury for South Africa; it is an absolute necessity if South Africa wants to emerge as a successful international competitor.

According to Harrison and Husbands (1996:5),
> the term responsible tourism does not refer to a brand or type of tourism. Rather, the term encompasses a framework and a set of practices that chart a sensible course between the fuzziness of ecotourism and the well-known negative externalities associated with conventional mass tourism.

If a responsible approach to tourism is not adopted and the industry is not adequately planned, a number of negative impacts can result. These include environmental degradation; skewing of job creation to prostitution and vice industries; seasonality and unemployment during the off-season; the use of seasonal and contract labour at the expense of permanent employment; leakage of foreign exchange earnings; increased urban/rural polarisation; concentration of wealth in the hands of owners of tourism plants at the expense of the population as a whole; and exploitation of local cultures and community groups (SA, 1996:18).

Culture, economic considerations, social systems, politics and value systems determine the interaction between people and the environment, the use of natural resources, and the values and meanings that people attach to life forms, ecological systems, physical and cultural landscapes and places. People are part of the environment and are at the centre of concern for its sustainability and growth. This relationship of a community's economy, society and environment recognises that the three aspects are more connected than in previously held views. There are very few aspects of the environment that are not affected by human society and human economy. Likewise, society is very dependent upon the economy that moves goods and services where they are needed and the environment in which the society exists (Harrison & Husbands, 1996:43).

This view shows that human economy – the exchange of goods and services – exists within human society. Society, in turn, exists in the environment of the earth's ecosystem. Such a view emphasises that humans are part of nature. Human economy and human society both exist within the environment. Indicators that measure progress within this view need to measure how the economy affects and is affected by society and the environment.

2.7 SUSTAINABLE TOURISM IN PERSPECTIVE

Despite owing its origins to the general concept of sustainable development, the subject of sustainable tourism appears to have evolved largely in isolation from the continuing debate on the meaning of the former (Hunter, 1997:850). The term "sustainable tourism" has been criticised as being too parochial, or tourism-centric; some argue that it fails to provide a conceptual vehicle for policy formulation that explicitly connects the concerns of tourism sustainability with those of sustainable development more generally. Hunter and Green (1995) is of the opinion that the

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concerns of sustainable tourism have become too far removed from those of its parental concept, resulting in as gap such that principles and policies of "sustainable" tourism do not necessarily contribute to those of sustainable development. According to Turner, Pearce and Bateman's (1994) interpretations of sustainable development, it can be classified as ranging from very strong to very weak (Table 2.2). Frequently, the very weak (traditional resource exploitive) and very strong (extreme resource preservationist) interpretations of sustainability are disregarded by many commentators as being rather too extreme (Hunter, 2002:9). Most debate, therefore, has focused on the distinction between weak and strong interpretations (Collins, 1999).

Table 2.2: Simplified description of the sustainable development spectrum

Very weak	Anthropocentric and utilitarian; growth orientated and resource exploitative; natural resources utilised at economically optimal rates through unfettered free markets operating to satisfy individual consumer's choice; infinite substitution possible between natural and human-made capital; continued well-being assured through economic growth and technical innovation.
Weak	Anthropocentric and utilitarian; resource conservationist; growth is managed and modified; concern for distribution of development costs and benefits through intra- and inter-generational equity; rejection of infinite substitution between natural and human-made capital with recognition of some aspects of natural world as critical capital (such as the ozone layer, some natural ecosystems); human-made plus natural capital constant or rising through time; decoupling of negative environmental impacts from economic growth.
Strong	(Eco)systems perspective; resource preservationist; recognises primary value of maintaining the functional integrity of ecosystems over and above secondary value through human resource utilisation; interests of the collective given more weight than those of the individual consumer; adherence to intra- and inter-generational equity; decoupling important, but alongside a belief in a steady-state economy as a consequence of following the constant natural assets rule; zero economic and human population growth.
	Bioethical and eco-centric; resource preservationist to the point where utilisation of natural resources is minimised; nature's rights on intrinsic value in nature encompassing non-human living organisms; anti-economic growth and reduced human population.

Source: Hunter (1997), adapted from Turner *et al.* (1994).

Table 2.2 was originally developed by Jordan and O'Riordan (1993:186) in an attempt to indicate the transition towards sustainability. The table shows the four stages of sustainability. Each stage is characterised by particular environmental and economic policies, degree of public awareness, and of public discourse. Generally speaking, moving from one stage to the next involves more serious environmental commitments, closer alignment of economic policy to environmental goals, greater public awareness of environmental problems and possible solutions, more democratic decision-making, and a greater role for local government (O'Riordan & Voisey, 1998:16).

2.8 CONCLUSION

Sustainability can be seen as a three-legged chair; society, economy and the environment (Hart, 1998:43). This is also called the triple-bottom-line – where one of the three aspects is not more important that the other two (see Table 2.3). However, the traditional measures towards sustainability did not take into account the connections among these three areas. Rather than being three disconnected boxes, communities are actually a complex web of interactions between the society, economy and the environment.

Table 2.3: Triple bottom line of sustainable tourism development

A review of the historical developments in sustainable tourism generates a number of significant insights into the present-day issues that surround sustainability (Hall & Lew, 1998:22). Firstly, debate over the sustainable development of natural resources in industrialised countries dates from the middle of the nineteenth century and cannot be seen as a new policy issue, at least at the local and national levels. Secondly, tourism has long been a key factor in the justification for environmental conservation; and thirdly, there has been no easy middle path in attempting to find a balanced use of natural resources. Political reality, rather than ecological reality, has been the order of the day.

This chapter reviewed historical relationships of sustainable development because they highlight not only continuity in the history of ideas, but also raise significant questions about the likelihood of success of present-day attempts to develop sustainable forms of development through such mechanisms as tourism. The declarations and agendas that were formulated in the past gave insights into work done on paper, and the definitions indicated that some communities formulated their own workable definitions. All these theories form a substantial base from where to work from. It is clear that sustainability is a triple-bottom line issue that incorporates social, economic and environmental aspects. The following three chapters will provide an overview of South African initiatives to develop sustainable communities. Chapter three will focus on the social aspects and indicators, while chapter four will address economic issues and chapter five will investigate the environmental concerns of sustainable tourism development in South Africa.

CHAPTER 3

SOCIAL ASPECTS OF SUSTAINABLE TOURISM DEVELOPMENT

*The true measure of a man is how he treats someone who can do him
absolutely no good.*
– Samuel Johnson

3.1 INTRODUCTION

There are some forms of tourism that do indeed need a high quality natural
environment, while other forms of tourism such as cultural and urban tourism rely on
other attractions to draw people to those destinations (Butler, 1997:65). Therefore it
is important to integrate the social aspects of tourism into the system. As stated by
Inskeep (1991:29) tourism is planned and developed as an integrated system within
itself and is also integrated into the overall plan and total development patterns of the
country. Integrated analysis of physical, social and economic factors are conducted
with reference to their relationships to tourism (Inskeep, 1991:141). This analysis
should be integrated so that the analysis of each factor is related to the analysis of all
the other factors and their inter-relationships are understood.

In the VFD the integrated analysis will therefore indicate the climatically desirable
areas for tourism development and places that are environmentally developable as
related to the location of major tourist attraction features and transportation networks.
The analysis of economic patterns will indicate the type and distribution of economic
activities and the types, levels, and location of employment and unemployment. It
will also identify areas that are economically depressed and therefore need new
development such as tourism.

In accordance with the South African tourism vision, a united, sustainable and
competitive tourism industry in South Africa could lead global "best practice" in
socially, environmentally and culturally responsible tourism. This vision is supported
by the following social objectives (SA, 1996:13):

- To develop tourism with dignity - encouraging mutual respect for all cultures
  and eliminating all forms of discrimination on the basis of language, religion,
  culture, race, sex, age, wealth, ability, or other
- To provide appropriate tourism education, training, awareness and capacity
  building programmes, especially aimed at previously neglected groups

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- To encourage participation by all South Africans in tourism planning and policy formulation
- To promote pride in the cultural resources of the country
- To use tourism as a catalyst for human development, focusing on gender equality, career development and the implementation of national labour standards
- To promote, through tourism, nation-building and peace amongst the people of South Africa as well as internationally, and promote greater respect for human life
- To encourage the active participation of all South Africans in tourism development, particularly at local level
- To empower community structures through, for example, involvement in the marketing of cultural experiences and practices to tourists
- To ensure that all South African have equitable access to travel opportunities and tourism attractions
- To encourage community participation in the planning, development, implementation and management of tourism projects
- To monitor and minimise potentially adverse social impacts of tourism.

Without the above social objectives some negative impacts might occur in the VFD. Examples of areas of such impacts are collective and individual value systems, behavioural patterns, community structures, lifestyles and quality of life, especially in a rural community such as the VFD which is a well-known retirement area. These negative social impacts can, however, be minimised through carefully planned and managed development. According to Sharpley (1994) the type and extent of social impacts depend very much on:

- The type and intensity of tourism development
- The socio-cultural characteristics of the tourism area and the importance of the tourism industry
- How tourism is planned, and the size and development of the tourism industry
- Pace of tourism development.

One of the costs of tourism is seasonality in the consumption and production of tourism services, leading to limited returns on investment (Page & Dowling, 2002:152). Tourism is dependent upon the social, cultural and natural environment within which it occurs, and its success is dependent upon the environment that it

operates within. Good relationships with neighbours and with the historically disadvantaged make good business sense. These relationships need to be based on trust, empowerment, cooperation and partnerships. Too few of the benefits from tourism currently accrue to local communities whose environment is visited.

In this chapter a review of social strategies will be discussed that will lead to sustainable tourism development. According to the United Nations (http://www.un.org) the following social objectives will lead towards sustainable development in South Africa and these objectives will be reviewed in the Vredefort Dome:

- To alleviate poverty
- To address the changes in demographic patterns
- To improve health issues
- To educate and train the community
- To integrate human settlements into sustainable development.

As indicated in the South African Tourism White Paper (SA, 1996:13) tourism will contribute significantly to the improvement of the quality of life of every South African. It is therefore essential that the social objectives, as indicated above, are integral elements in a strategy for sustainable tourism development in the VFD.

3.2 POVERTY ALLEVIATION

Poverty is the single greatest burden of the people of South Africa (NCSD, 1999:1; World Bank, 2000). Fifty-three percent of the South African population have to survive on a monthly income of less than three hundred Rand (ZAR 300). Attacking poverty and deprivation is, therefore, the first priority of the Government of South Africa (RDP, 1994). Reducing poverty is central to sustainable development. According to the Heinrich Boll Foundation (2002:25) the politics of poverty eradication is replete with misconceptions. Popular myths include the suggestion that (a) the poor cause environmental destruction, that (b) economic growth removes poverty and thus (c) economic growth is the recipe for the elimination of both poverty and environmental degradation. According to Henderson (2003:97) the relationship between politics and tourism is complex and multi-faceted, and a subject that is assuming a higher priority in the research literature, especially where tourism has

been shaped by internal and external political forces while also becoming a highly visible and contested political issue.

The potential for tourism development in sub-Saharan Africa is, however, under threat given that the alleviation of rampant, debilitating rural poverty must perforce take priority over resource conservation (Briedenhann & Wickens, 2004:72), thus "precipitating a downward spiral in which both communities and their best change of recovery, are steadily diminishing" (Open Africa, 2002:13). Redclift (1992:395) echoes this opinion, arguing that "poor people often have no choice but to choose immediate economic benefits at the expense of the long-term sustainability of their livelihoods".

The following discussion will focus on the role of the South African Government to alleviate poverty, to discuss the role of community participation and lastly to point out equalities in poverty alleviation, as indicated in Figure 3.1.
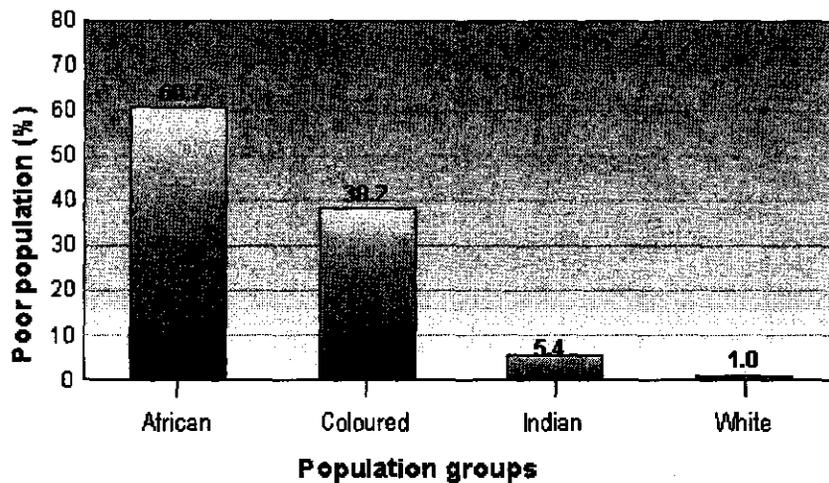
Figure 3.1: Poverty and inequality in South Africa
[Source: May, J. 1998. Poverty and inequality in South Africa]

3.2.1 GOVERNMENTS' INVOLVEMENT TO ALLEVIATE POVERTY

South Africa is a striking example of the hopes that countries attach to tourism, particularly given that tourism everywhere is relatively labour-intensive. South Africa also offers tremendous and outstanding diversity in scenery and wildlife. Therefore, logically, the South African Government has accorded a high priority to tourism as it

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attempts to restructure and improve the country's economy. Compared to international economies, South Africa was ranked 86th in terms of its GDP per capita, which correlates with the high occurrence of poverty (Urban-Econ, 2002:2). According to the SALDRU report (1995:7) the lowest income group households (15% of the population) only contribute 1.2% to national expenditure, whilst households in the highest income (6% of the population) group spend nearly 35 times as much per year at 42.5% of the national expenditure. It is estimated that forty percent of the economically active population are either unemployed or employed in the informal sector of the South African economy (NCSD, 1999:1). As indicated in Figure 3.1, poverty is spread across all race groups in South Africa, although not entirely evenly.

South African Government launched a National Poverty Relief Programme to combat these alarming figures, with the main goal of alleviating poverty amongst South Africa's poorest communities. Each of the National Departments had been assigned the responsibility of applying this programme in their specific fields, and the goal behind DEAT's Poverty Relief Programme is the management and administration of poverty relief proposals and spin-off projects in the tourism and environment sector. During the financial year from 1999 to the end of March 2002, 157 projects had been implemented at a cost of R296 855 946.

The South African Government has also adopted a Reconstruction and Development Programme (RDP, 1994) as its national strategy to combat poverty and unemployment. Several policies have been developed which take poverty issues into consideration: the Policy for Social Welfare, the Water Supply and Sanitation Policy, and the National Water Policy, supported by the draft National Water Bill. An official declaration: "War on Poverty - A Better Life For All" was adopted.

The focus of the RDP is to combat unemployment and poverty by pursuing the following goals:

- Boosting production and household income through job creation, productivity and efficiency, improving conditions of employment and creating opportunities for all to sustain themselves through productive activity
- Improving living conditions through better access to basic services, health care, education and training
- Establishing a social security system and other safety nets to protect the poor, disabled, elderly and other vulnerable groups.

Some of the strategies and programmes which have been devised to meet the above goals address issues of land reform, housing and service provision, water and sanitation, energy and electrification, telecommunications, transport, environment, nutrition and health care, social security and social welfare, and education and training.

The socio-economic impact of poverty relief-funded projects succeeded in establishing a system to manage and implement projects aimed at relieving the circumstances of the poor. Not only did the programme have a positive impact on the national economy in terms of additional GDP, new job creation and the establishment of new markets, but also on the lives of the targeted community. In order for these projects to be sustainable, the government should, however, guard against negative impacts and focus on long-term strategic goals (Urban-Econ, 2002:3).

As a national priority the tourism industry has definite effects on the economy of South Africa in terms of job creation, increased foreign exchange earnings, or a growth in the import bill, all that will help to alleviate poverty. Apart from all these well-known positive attributes of tourism, there are also negative aspects and - in many cases, what is a benefit to one segment of society is a cost to another. Especially in communities where tourism is developing at an alarmingly fast and uncontrolled manner it might lead to unsustainable development and resentment from the community. Mira (1999) recounts the experience of backpacking in Mexico and the issue of beggars in Oaxaca City. As a tourist, she was constantly asked for money. On telling an old lady that she had no more money the rebuke came swiftly:

> You come all this way over here. You stay in hotels. You eat in restaurants.
> I live in a hut with no hot water and have no potatoes to feed my family. Look.
> Look at the holes in my skirt! You have no money? You don't know what 'No
> money' means (Mira, 1999:)

Urban-Econ (2002:23) states that it was found that the future management of the poverty relief programme should focus on the following strategic areas, namely:

- Greater sustainability of projects
- Effective community involvement
- Improved business plans
- Clearly defined roles and responsibilities of local and provincial government
- Stronger support of implementing agencies

- Improved communication and monitoring measures
- Improved worker involvement in project management issues.

Poverty relief in the VFD is an essential element of a sustainable tourism development strategy. Poor people are seldom an attraction and, if the stakeholders in the VFD would like to attract tourists of future generations, it is important that the present host community is not restricted from entering mainstream tourism opportunities and bettering their present day quality of life.

3.2.2 COMMUNITY PARTICIPATION TO ALLEVIATE POVERTY

Grass roots communities have a limited capacity to handle the things that directly affect their dignity, especially with regards to projects that are developed towards so-called poverty alleviation. Depending on their motives, power holders can hire poor people to co-opt them, to placate them or to utilise the "have-nots" special skills and insights (Arnstein, 1971:74). The vast majority of the people in the developing world have difficulty meeting basic and felt needs, which limits them to become closely involved in issues of community concern (Tosun, 2000:625). In the absence of corrective measures and community participation in administration, tourism projects that should help to alleviate poverty are likely to be manipulative in nature, especially in rural communities that exist in tourist destinations of many developing countries (Page et al., 2001:363).

Urquhart and Atkinson (2002:35) state that "community participation in planning and implementation is a necessary characteristic. A key principle is that partnerships must be on-going, not just one or two public meetings or workshops. People are encouraged to take ownership of a development process and not just to make a once-off input". According to Campbell and Floyd (1996:236) sustainability implies a situation where the economy is growing, the resulting economic growth is distributed equitably, and the environmental impacts of these actions are minimised. According to Dresner (2002:2), sustainability is really a question of equity – equity between generations and equity within generations.

This situation will result from community participation, and community participation is considered a basic principle of sustainable tourism development - but, besides the question of equity, it is the least successfully put into practice. In communities that

have hitherto had minimal education and little previous experience of tourism, it is unlikely that the goals of community planning and control of tourism can be fulfilled (Cole & McCool, 1997:228). Beyond the needs of awareness, education and training, the communities need to feel involved, and an initial positive experience of tourism will give the communities the confidence and desire to plan and control tourism fruitfully in the future. Community participation is heralded as one of the great principles of sustainable tourism, as outlined by earlier research such as Murphey (1985).

Many writers have suggested the importance of community control and involvement at the planning stage (Burns & Holden, 1995; Hunter & Green, 1995) in order to minimise the negative social impacts of tourism. Impacts can result from three kinds of interaction. The first kind results from any form of development, even when the residents and tourists are of the same cultural background and socio-economic levels, as is often the case with domestic tourism. Other kinds of interaction that will have negative impacts result from socio-economic differences between residents and tourists of either the same of different cultural backgrounds. The third type of interaction that will lead to negative impacts can result from substantial cultural differences between residents and tourists (Inskeep, 1991:365).

According to Tourism Concern, community tourism should:
- be run with the involvement and consent of local communities
- give a fair share of profits back to the local community
- involve communities rather than individuals
- be environmentally sensitive
- respect traditional culture and social structures
- have mechanisms to help communities cope with the impact of Western tourists
- keep groups small to minimise impacts
- brief tourists before the trip on appropriate behaviour
- not make local people perform inappropriate ceremonies
- leave communities alone if they do not want tourism (Page & Dowling, 2002:244).

One of the key challenges for the formal sector is to develop ways of engaging with community entrepreneurs and community groups to develop new products and

diversify the industry (DEAT, 2002:5). The success of township tours is one example of the product development opportunities that exist in the new South Africa. However, much more effort needs to be made to improve the linkages between the formal and informal sectors of the tourism sector. The exclusion of the historically disadvantaged has contributed towards poverty and crime – the "township tours" demonstrate that where local guides act as hosts, and where there are clear benefits both to communities and to historically disadvantaged entrepreneurs, tourists can have a good experience and be assured of their safety.

The meaningful involvement of historically disadvantaged communities as employees and as entrepreneurs in South Africa is a priority (DEAT, 2002:6). This requires both market access and capacity building. Training at all levels is essential to the development of a more inclusive industry, able to demonstrate its social responsibility and to develop new products which meet the cultural and "meet the people" interests of tourists. The development and delivery of new quality products for the changing market place is of central importance to enable the historically disadvantaged to become part of mainstream tourism. It is also required for social justice and the avoidance of exploitation of local cultures and community groups. The value of the culture of historically disadvantaged people needs to be recognised and new tourism products developed. Their awareness of the opportunities in tourism needs to be a key element in training and education, and it is important that these opportunities are presented in a realistic commercial framework.

From the above it is clear that poverty is the single greatest burden of the people of South Africa (NCSD, 1999:1). Poverty affects millions of people, the majority of whom are women and rural dwellers. In this regard Osirim (2003:535) argues that sub-Saharan African women, particularly those that work in the micro enterprise sector, have been particularly affected by globalisation. South Africa is also characterised by large-scale unemployment in the formal sector of the economy (estimated at 40% of the economically active population). The increasing growth rate of the economically active population in conjunction with a declining or stagnant rate of growth of the GDP implies that the level of unemployment is set to increase still further. One might view poverty as an economic issue of sustainable development, but the social benefits and problems, as discussed above are more of a social dilemma than economic development (Osirim, 2003:536).

3.2.3 INEQUALITIES

Women are pivotal guardians of local knowledge, skills for survival, cultural memory, the guardians of biodiversity (Heindrich Boll Foundation, 2002:27). In most tourism areas, the majority of jobs, particular the unskilled ones will be filled by women and children, many of whom are earning money for the first time. This can reinforce upward mobility, but can also cause conflict in traditional societies where higher levels of power or status have always been held by parents and/or husbands who sometimes find it hard to accept the fact that family members have both economic independence and exposure to new and possibly threatening ideas that could lead to a breakdown in family cohesion.

In many countries, there has been a revolution in the role of women, and the process continues. Women are becoming more prominent, even numerically dominant, in the paid workforce. Often their earnings are increasing more rapidly than those of men; and they make greater demands for recreation and tourism opportunities (IUCN, 2002:15). Social equity within development strategies and initiatives is called for implicitly in tourism literature: local residents, along with other stakeholders of tourism, must be included in the planning, development and implementation phases of the sustainable development process (McCool & Moisey, 2001).

A frequent impact in areas with growing tourism developments is that local residents will leave traditional forms of employment, such as agriculture and fishing, to work in hotels and restaurants. While they might become wage earners for the first time and learn new skills, the primary sector of the economy may be adversely affected by a loss of labour (Riley et al., 2002). Secondly, many jobs in the tourism industry are seasonal, so that the workers must either remain unemployed throughout a number of months of the year or find supplementary work, which is often hard to do. These same people can also find themselves permanently unemployed if demand for their destination area shifts - a frequent occurrence - and there is over-dependence on tourism (Crandall, 1994:414). In particular, women's roles in and benefits from tourism can be enhanced through a participatory appreciation approach to community planning in which the community acknowledges the 'value' of women's contributions to tourism (Lama, 2000:222).

The development of tourism on a large scale can sometimes help to shift political and economic power from traditional groups to new elite of businesspeople who own the resources needed by the industry. Tourism growth can also lead to development of previously economically depressed regions. This can have beneficial economic and social impacts or can lead to schisms in national unity as one region gets precedence over another in terms of resource allocation (Riley et al., 2002). Another potential impact of tourism is that art, ceremonies and rituals, religious sites, music, and traditions can become marketable commodities and lose their relevance and symbolic meaning to the local people.

Host communities usually and widely have difficulty in accessing the services of a welfare state (Tosun and Jenkins, 1998:101). People in rural areas have not been given enough opportunities to use basic welfare services such as hospitals and schools. Mowforth and Munt (1998) state that the type, amount, intensity and equability of community participation require closer examination if a potentially sustainable tourism project is to be qualified as having achieved a high degree of local involvement. It is important to know just how local participation may affect the people's means of livelihood and the equitable sharing of benefits. Mitchell and Reid (2001:113) supports this view, stating that community involvement in tourism planning, management and ownership, and hence local control, can help reduce negative socio-cultural impacts, while providing benefits to local residents.

Clearly, in conventional economic terms, the outlook for global tourism appears very promising due to increasing demand and the fact that some countries appear to need substantial tourism earnings over the short and medium terms. Tourism can and does bring about socio-economic changes and is usually deliberately developed to generate economic benefits and, through them, social betterment of communities (Page et al., 2001:257). Therefore it is important to understand the specific types of impacts and policies and specific measures that can be used to cope with the impacts. The social impact of tourism has made this field a rather controversial one in recent years, especially where tourism development has been rapid and largely unplanned and uncontrolled, with the result that there have been adverse social impacts (Inskeep, 1991:365). However, it is widely acknowledged that conventional tourism is capable of destroying its own resource base. Hence, even the casual observer may question whether tourism is actually sustainable on the scale suggested by past trends and projects for the future (Husbands & Harrison, 1996:5; Liu, 2003:459). Lino et al. (2003:29) echo the above and ask the question "can

development occur without running down natural resources is an unsustainable way?"

3.3 DEMOGRAPHICS

In South Africa the National Population Unit in the Department of Welfare is responsible for overseeing the implementation of South Africa's Population Policy. The new Population Policy (SA, 1998) was developed as a result of the United Nations International Conference on Population and Development (ICPD), held in September 1994 in Cairo. The objectives of the South African policy are to ensure:

- The availability of reliable and up-to-date information on the population and human development situation in the country, in order to inform policy making as well as design, implementation, monitoring and evaluation at all levels and in all sectors

- The systematic integration of population factors into all policies, plans, programmes and strategies, aimed at enhancing the quality of life of the people at all levels and within the various sectors and institutions and government

- A coordinated, multi-sectoral, interdisciplinary and integrated approach in the design and implementation of programmes and interventions that impact on the major national population concerns.

Meadows (1992) states that it is possible for policy makers in all walks of life to change the course and establish a condition of ecological and economic stability that is sustainable far into the future. Individuals and policy makers in all sectors of the world's economy are responsible for contributing to the global equilibrium.

For the travel and tourism industry, the management of the increased number of travellers by tourism companies and by those responsible for destination management will be essential to the achievement of sustainability (Middleton & Hawkins, 1998:18) – and such management, according to Middleton & Hawkins (1998:19), in a free and fiercely competitive market, can only succeed if it develops from a marketing perspective. Furthermore, according to Sinha (1997) employees need to be trained to work in tourism effectively, including language and social sensitivity training where needed. In addition to providing better services, this will reduce any possible misunderstandings between tourists and employees.

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3.3.1 CULTURAL ASPECTS AND DEMOGRAPHICS

An observation generally made is that the tourist culture is somewhat different than their home culture, with tourists feeling emancipated (free) from their ordinary cultural bounds and adopting the symbols and behavioural patterns of a non-ordinary life-style (Page et al., 2001:325). Tourists have fewer social constraints and typically feel less inhibited when travelling than they do in their home culture, with some tourists seeking experiences that would not be socially accepted in their home cultures. This sociocultural influence of tourism has been termed by some authors as "people impacts".

Shaw and Williams (1994:87) outline the dimensions of tourist-host encounters and provide a useful starting point from which to define social and cultural aspects. Social impacts include: individual and social relations; linguistic/dialect issues; health issues; religious practice; and morals/standards. Cultural impacts include; non-material customs like dance and traditions; material customs such as crafts and products; and acculturation – that is, long-term change.

According to Page et al. (2001:276) and Sharpley (1994) the rapid expansion of tourism is important in two respects from a social and cultural perspective:

> 1. Development of tourism as a vehicle for economic modernisation and diversification almost invariably leads to change and developments in the structure of society. There may be positive or negative. In the positive sense, there may be society-wide improvements in income, employment opportunities, education, local infrastructure and services. On the negative side, there may be a threat posed to traditional social values, the creation of factions of society who may take advantage of others and adaptation or weakening of cultural values.

> 2. All tourists, to a lesser or greater extent, inevitably take on holiday their own beliefs, values and behavioural modes, what may be termed "cultural baggage". Cohen (1972) states that people tend to travel in an "environmental bubble". Therefore, the scope for mixing of cultures is great (Murphey, 1985:6).

According to Mathieson and Wall (1982), culture is the "conditioning elements of behaviour and the products of that behaviour" consisting of twelve elements: handicrafts, language, gastronomy, art and music: concerts, paintings, sculpture history of the region, including its visual reminders, types of work engaged in by the

residents and the technology they use, architecture, religion, educational systems, dress, and leisure activities (see also Page *et al.*, 2001:276).

3.3.2 DEMOGRAPHICS OF GUEST AND HOST COMMUNITIES

Friendliness of residents towards visitors is one of the socio-cultural attractions of a tourist destination (Inskeep, 1991) and it is therefore essential that the host-guest relationship in the VFD should stay hale and hearty. The terminology of "host and guests" (Smith, 1989) is a generally accepted expression for the dichotomy of the residents of a tourism area and the tourists visiting the area. The tourist is a person receiving hospitality from another. The host is the one who entertains a guest. The tourist-host (host and guests) relationship is positive where it takes account of the two-way social and cultural implications from visiting and being visited. According to De Beer and Swanepoel (1998:10-12) community development was, ironically popular in South Africa during its international heyday. This was because of scepticism and mistrust in government circles. However, in none of the former homelands community development was adopted by all general departments.

The level of cultural clash or social conflict that may or may not occur in communities depends on:
- The similarities of living standards between host and guest
- The number of tourists staying at any one time
- The extent to which the visitors can adapt to social norms
- The strength of the local norms against the strength of acculturation processes (exchange of ideas), as cited by Sharpley (1994), Ritzer (1996), Urry (1990), Furze *et al.* (1996) and Mowforth and Munt (1998).

Miossecs (1976 cited in Page *et al.*, 2001:372) provides a model that involved observation of the changes in provision of facilities in a tourist destination. It also took into account the changes in behaviour and attitudes of a) tourists, b) local decision-makers and c) local residents. He argues that; if these changes were successful, then it would lead to further development. It turn, this expansion creates specialisation and hierarchies of destinations. This instigates changes in tourist attitudes making some tourists move to other destinations. Therefore, as a resort develops in time and space, the evolution that it takes can be more easily understood

and predicted. More recent attempts to understand resort developments have been made by Weaver (2001) and Prideaux (2000).

3.3.3 CHANGING DEMOGRAPHICS OF TOURISTS

Demographic profiles of the population and their geographic distribution may be a consideration in determining the availability of labour supply in certain areas. Inskeep (1991:59) states that education levels, also important with regards to manpower planning, can be shown in major categories such as completion of primary school, secondary school, and university. An indication of literacy levels may also be relevant in some areas. Employment categories and levels of unemployment and underemployment should be researched, including employment in tourism-related activities, as related to the manpower planning component of the tourism study.

It is also a demographic fact that older individuals are staying healthier longer, and although physical capacity decreases with age, older people are increasingly able to lead healthy, physically active lives (IUCN, 2002:14). This will increase the demand for certain outdoor activities, such as walking, nature study, fly-fishing or wildlife observation and a greater demand for more comfortable lodge accommodation. Older visitors present some challenges for protected and heritage sites. There will be a need for more accessible toilets and for trails with lesser gradients; also for greater provision for people with disabilities (IUCN, 2002:15).

In terms of the general demographics of tourism, one can assert that if these present growth trends in world population, industrialisation, pollution, food production, and resource depletion continue unchanged, the limits to growth on our planet will be reached some time in the next 100 years (Meadows, 1992). Population growth and the related struggle for economic development are issues underlying the whole environmental debate. Politically it is one of the most difficult issues for the international community to address, because in introducing measures to control population it is essential to also address the complex issues of religion, women's rights and international equity (Middleton & Hawkins, 1998:18). Sustainability implies a situation where the economy is growing, the resulting economic growth is distributed equitably, and the environmental impacts of these actions are minimised (Campbell & Floyd, 1996).

In order to formulate a strategy for the VFD it is imperative that the tourism stakeholders in the area should be aware of the ever-changing demographic profile of tourists. In order to be a leading destination for future generations, the present generation should keep records of the visitor profile.

3.4 HEALTH

In terms of the positive impact of tourism on developing countries and health care, it is heartening that some tour operators donate funds to healthcare projects and customers are given the opportunity to contribute and are invited to visit the projects by arrangement (Page et al., 2001:282). Health issues associated with travel constitute a growing area of interest, but scant attention has been paid to the relationship with social and cultural impacts, with the exception of sex tourism (Clift & Carter, 2000). It is therefore crucial that health-related issues are addressed in a strategy for sustainable tourism development in the VFD in order to attract visitors to an area not stricken by health-related problems and to create opportunities for visitors to contribute towards a healthy community.

According to the IUCN (2002:14) advances in health care mean that worldwide people are living longer. Over the last century, there has been a significant increase in the proportion of people over the age of 60 (6.9% in 1900, 8.1% in 1950, 10.0% in 2000). This proportion is expected to increase even more dramatically over the next century. United Nations predictions are for 22.1% of the global population to be over 60 in 2050, and 28.1% in 2100. The centre for strategic and international studies states: "By mid-century, many industrial countries will have median ages of 50 or higher". Therefore the proportion of the population, which is available to visit protected areas, will have an increasingly elderly profile in the future.

Many people in tourism destination areas believe that tourism will bring in or help facilitate undesirable activities, such as gambling, drug use, and prostitution, which will result in changes in the local system of sexual values (Young, 1973). Local residents are also often offended at the brief attire of tourists, women wearing shorts into town or bathing suits in the street.

The prevalence of prostitution in tourist resorts is a reflection both of local social structures and of the sexual attitudes and taboos that operate in the generating societies (Brown, 1998:72). Unfortunately, another social ill that sometimes occurs

with the development of tourism is a decline in the moral conduct of the local people. This moral decay – promiscuity, prostitution, alcohol and drug use – is particularly damaging to a society that had little of these behaviours due to a strong religious or cultural taboo against them (Cook *et al.*, 2002:318). One organisation working against moral decay is End Child Prostitution in Asian Tourism (ECPAT).

ECPAT is a network of organisations and individuals working together for the elimination of child prostitution, child pornography and trafficking of children for sexual purposes. It seeks to encourage the world community to ensure that children everywhere enjoy their fundamental rights free from all forms of commercial sexual exploitation (http://www.ecpat.net).

3.4.1 HIV / AIDS AND SUSTAINABLE TOURISM DEVELOPMENT

According to the International Institute for Environment and Development (IIED, 2000:15) South Africa is experiencing one of the most serious HIV epidemics in the world. There are an estimated 3.2million people in the country infected by the disease, translated into eighteen out of every hundred sexually active adults in the country. It is predicted that almost 250 000 South Africans will die annually within the next three years and that the figures will rise to 500 000 by 2007 (IIED, 2000:15). There is no doubt that HIV/AIDS will have an enormous impact on South Africa and its people.

Hence, the travel and tourism companies and stakeholders in South Africa must adopt a proactive approach to addressing HIV/AIDS head-on (WTTO, 2002:10). Travel and tourism stakeholders should seek help and assistance and follow celebrated examples of education and HIV/AIDS management strategies, which can save a large percentage of the workforce and mitigate the impact of this horrific disease on the lives and well-being of South Africa's people. This in not only a moral issue, but also one of survival (WTTC, 2002:10).

Although the horrors of this disease and its impacts can be quite overwhelming, there are equally some inspirational programmes in place in the travel and tourism industry that offer great hope. One such example is the work of Fedics Ltd., a Johannesburg-based catering company. It is taking strategic steps towards educating employees on how to avoid contracting the syndrome, as well as how to live with the disease and cope with the trauma associated with it:

> Fedics has realised that, by taking early evasive action against AIDS, it can attempt to save a large percentage of its workforce as well as revenue lost through inevitable medicals bills. Fedics is not only committed to educating its employees about AIDS, but has adopted a positive and proactive approach through an effective HIV/AIDS management strategy (WTTC, 2002:42).

AIDS education is considered a priority in South Africa. The implementation of a HIV/AIDS programme as a matter of urgency is reflected by the Government's decision to select this as one of four Presidential Lead Projects in the Department of Health. The Department of Education has unequivocally stated its intention to build partnerships with other government departments in order to realise the human resource development functions that they have in common.

Tourism health is justifiably receiving more attention in recent years with both the increasing travel, and especially long-haul travel, of more people and the development of new destinations throughout the world. When tourists travel to environments very different than their own, they are exposed to new bacteria, viruses and parasites (Inskeep, 1991:445). Some diseases that tourists can contract while travelling, such as food poisoning, malaria, hepatitis B, typhoid, cholera, certain types of dysentery and HIV/AIDS, can be particularly devastating. As emphasised in the tourism literature by Pretty (1989:210) and Richter (2003:340), the travel trade should inform tourists about any medical risks that they may encounter and emphasise that proper precautions be taken, such as obtaining proper immunisation prior to travelling and adapting their behavioural patterns to the health situation of their destination.

Regional and international collaboration on matters such as malaria control and HIV/AIDS and the control of other epidemics is receiving attention. It is also recognised that people living with HIV are not to be discriminated against. Pike and Greasly (1997:35-36) state that: "The disability discrimination Act 1995 relates to people who are HIV positive and symptomatic."

Tourism development in the VFD can play a valuable role in the education and treatment of HIV. Tourism stakeholders should realise their responsibility and educate employees and visitors regarding this epidemic and also adopt a policy of non-discriminations against people living with the illness.

3.5 EDUCATION

The following discussion will focus on education and training regarding sustainable tourism development followed by a review on link between tourism education and community development

3.5.1 EDUCATION AND TRAINING IN SUSTAINABLE TOURISM

The following policy and legislative documents are relevant to the Responsible Tourism Planning Framework:

- White Paper on the Development and Promotion of Tourism in South Africa, 1996
- South African Qualification Authority Act, No. 58 of 1995 and
- Skills Development Act, No. 97 of 1998.

According to Atos (2003:59) the current learning programmes incorporate some of the elements of the knowledge and skills required by destination managers. However, it is stated by Atos (2003:59) that:

> The content, duration and methods of delivery of existing programmes are, however, generally not suitable for individuals already in the workplace. There is therefore a requirement to develop learning programmes which are built around the requirements of destination managers, in terms of content, delivery methods and duration. Alignment of such learning programmes with the NQF will allow those who desire to do so to "build" complete qualifications over time.

According to Contour project managers (2002:26) the stakeholders in the VFD "within the limits of its financial resources, will facilitate appropriate education and information programmes that will create awareness, appreciation and support amongst all regional communities". One concern regarding tourism education that was raised by Atos (2003:59) is "the limited number of educators in South Africa that posses the full range of skills, knowledge and practical experience required to provide guidance to tourism planning practitioners/destination managers", hence the question as to whether stakeholders in the VFD will be able to facilitate education and information programmes.

The major stakeholders in the South African economy agree that the skills of the South African workforce need to be significantly and urgently upgraded, so that the economy can develop to provide work opportunities and life benefits for all South

Africans (Atos, 2003:59). The South African Qualifications Authority (SAQA) (Act, 58/1995) and the Skills Development Act (97/1998) provide for the establishment of structures to pursue these objectives.

In particular, the SAQA Act (58/1995) established a National Qualifications Framework (NQF) which will recognise learning achievements in both formal and non-formal learning environments. The Skills Development Act (97/1998) introduces mechanisms to improve the alignment of the provision of education and training with workplace skills needs. This Act provides for the establishment of Sector Education and Training Authorities (SETAs). The SETA for tourism, THETA (Tourism, Hospitality and Sport Education and Training Authority) is instrumental in equipping tourism educators and trainers with the required knowledge and experience of the industry, providing resources for educators and practitioners and providing access to education and training through a bursary scheme (Atos, 2003:60).

In order to adequately address the needs of a very diverse industry, THETA has been organised into a number of Chambers, detailed in Figure 3.2. The skills development Act exists to improve the knowledge of labour standards and to build the capacity and skills of workers and trade unions to participate in collective bargaining.

Chambers of the Tourism, Hospitality and Sport Education and Training Authority				
Tourism and travel	Hospitality	Gambling and lotteries	Conservation and guiding	Sport, recreation and fitness

▼

- Retail and general travel operations
- Tourism services
- Special attractions
- Motorcar rental services
- Inbound international airline operators
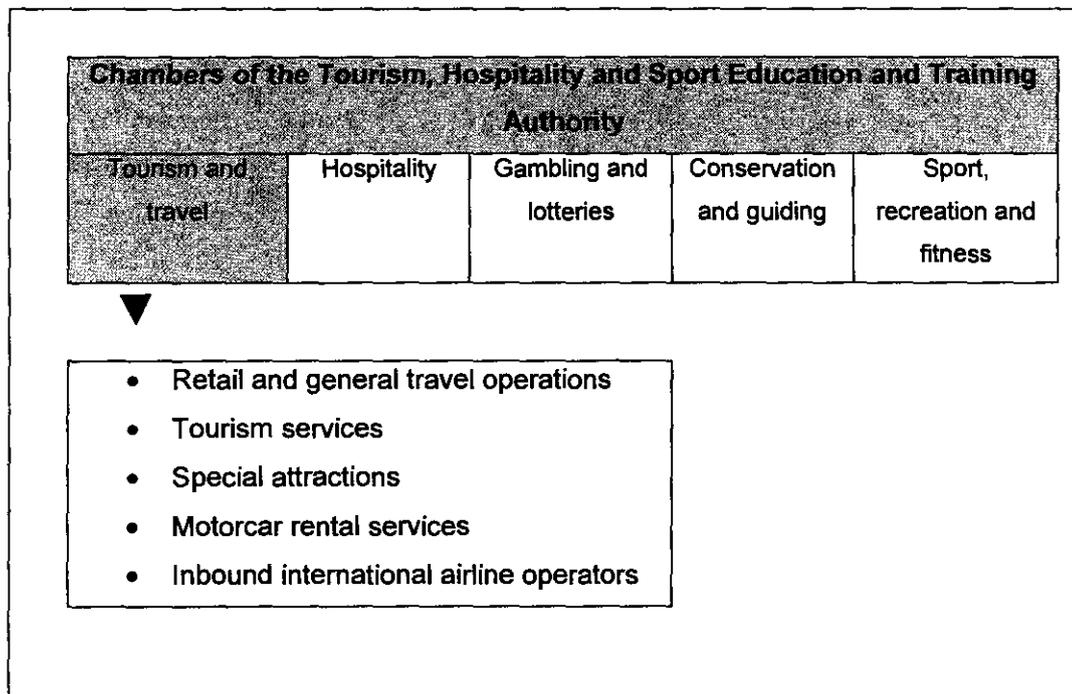
Figure 3.2: Structure of THETA

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The programme promotes worker education and training programmes and also provides financial support to NGOs involved in research and the promotion of worker interests. Skills development legislation to build capacity and equity legislation is introduced by government to bring about fairness in employment practices and enhance the capacity of disadvantaged groups.

Methods are being proposed in the Basic Conditions of Employment Bill and the Labour Relations Amendment Bill to vary conditions of employment in order to promote small and medium enterprises and their capacity to create jobs and so advance sustained economic development. The South African Qualifications Association (SAQA) website National Certificate: Tourism NQF Level 1 (page 2-3) states that:

> ...assessment tools must encourage learners to give an account of the thinking and decision-making that underpin their demonstrated performance. Some assessment practices will demand practical evidence while others may be more theoretical, depending on the type of outcomes to be assessed, and the nature and level of the qualification. The ratio between action and interpretation is not fixed, but varies according to the demands of the qualification.

3.5.2 TOURISM EDUCATION AND COMMUNITY DEVELOPMENT

Historically, many host cultures have been exploited in inequitable ways by the mainstream culture, and, on some occasions, culture tourism professionals or those who posed as such have been involved in unfair and heavy-handed manipulation (Walle, 1998:83). While it is often important for eco-tourism that traditional values are maintained, indigenous people must not be asked, for example, to maintain their traditional practices simply for the sake of tourists (Weaver, 2001:399).

Another social cost of tourism is what has been called the "premature departure to modernisation" (Jafari, 1977). Foreign values, ideologies, and life-styles come to be accepted by and influence the lives and behaviour of local residents. Some may copy tourist behaviour and attitudes and ignore cultural and religious traditions. This can interrupt the slow, normal, and unique process of development, and it is claimed that social dualism can result in a person who is partly westernised and partly holding on to traditional values.

The guidelines for responsible tourism (DEAT, 2002) state that one of the key challenges for business, local government and educators is to develop knowledge

amongst the historically disadvantaged regarding what tourism is, and how it can benefit local communities. According to Urquhart and Atkinson (2002:34) the Local Agenda 21 (LA21) is an approach aimed at achieving sustainable development at the local level. The LA21 suggests that integrated development plans are a key tool for developmental local governments, together with performance management and participatory processes - "...efficient co-ordination across sectors as well as between spheres of government is critical" (Urquhart & Atkinson, 2002:32).

De Beer and Swanepoel (1998:8) further substantiate these statements by stating that, although adaptive administration still encompasses a strong top-down approach, it does allow the humanising of bureaucracy through participation and the strengthening of the capacities of individuals and communities to mobilize and help themselves. The adaptive administration approach did not succeed in developing independently, but its main ideas were further developed in the people-centered approach which entails (1) population participation in development (2) the need for sustainable development (3) the support and advocacy of the people's role in development by the bureaucracy, the NGOs and voluntary organisations.

In the 1996 Tourism White Paper (SA, 1996) the involvement of local communities and historically disadvantaged groups was identified as a critical success factor. Communities need to be involved in the planning, decision-making and the development of tourism; and in all operational aspects of the industry as tourists, employees and entrepreneurs. The term "community worker" as identified by authors and cited by De Beer and Swanepoel (1998:57) is effective as entrepreneurs, and creates a type of fraternity that can be applied to the community. The authors (1998:57) see the role of the community worker as that of "consultant, encourager, enabler, and co-ordinator."

Mentoring is a common part of community building. De Beer and Swanepoel (1998:17) states that: "Not only do people realise self sufficiency, self reliance and dignity, they also learn to organise more effectively and their leadership structures develop accordingly". Regarding community building De Beer and Swanepoel (1998:17) states that:

> Community building becomes manifest in areas such as (1) organisation – a community's organisation becomes more appropriate, effective and efficient and it also develops the ability to expand. (2) Linkages –new linkages between institutions and individuals are forged, or existing ones are improved.

(3) Leadership (4) skills – skills to organise, negotiate, plan, act or do specific tasks are either gained or improved. (5) Life improvement – improvements in health and lifestyle are expected. Income could be generated and jobs created, and knowledge carried over will improve individual life-styles.

Areas need to reposition themselves "in the context of community development and the local economy" (IUCN, 1999:51). It is argued that areas that are sustained by tourist income, not only create jobs and raise income, but can also be used to support local communities' needs, such as education.

Morisson *et al.* (1999:14) confirm that participants in a community and in local tourism business are dependent on the relationships developed: specifically, success is dependent upon the relationships developed with the following partnerships in the process of entrepreneurship:

- Family units and social structures in a stimulating and supporting environment
- Financial institutions and venture capitalists who are generally required to provide the resources to fuel the process
- State participation through fiscal and legislative reforms which are designed to foster an environment for enterprise which is conducive to success
- A built-up and active network for complementary skills and management abilities in order to realise the business opportunity
- Private and public-sector professionals in the provision of business advice and professional support, and
- Establish evidence of successful entrepreneurship to act as inspirational role models.

These success factors are constituent parts of the South African Skills Development Act - a system of planning, monitoring, evaluation and review – where a set of national guidelines is measured against activities that might occur at industry, sectoral and national level. An example of such guidelines is the requirement for each industry to develop plans to address the needs of SMMEs in its sector and to cooperate with development initiatives which require skills linked to its capabilities.

One such example is where the Department for Environmental Affairs and Tourism (DEA & T), in collaboration with various partners, initiated the National Strategy on Environmental Education. This Strategy, called the Environmental Education Curriculum Initiative (EECI) is being developed, and aims to encourage wide-ranging participation in environmental education curriculum development. The outcomes of

the EECI will address environmental concerns, as all learning programmes have the "environment" as an organising concept according to which a range of outcomes and assessment criteria will be clustered.

The importance of a well-developed tourism organisation in the VFD that will take responsibility and leadership in order to maximise the potential benefits generated from tourism can thus not be overstated. In that vein Bosselman *et al.* (1999:10) state that:

> ...the goal of any sensibly community should be to maximise the benefits and minimise the risks of tourism. We believe that this can be done and that tourism can be 'tamed' by carefully managing its growth. Every community is unique and not tourist destination is a replica of another. The goals of each destination are the same: to secure those benefits that the community most desires.

At this point, one can establish that South Africa has learned some practical lessons about capacity-building:

(i) *Integration*

A holistic view and understanding of the critical linkages between social and economic development and environmental concerns will enhance the integration of sustainable development principles into national development plans and policies.

(ii) *Participation*

The partners of National Government include provincial and local stakeholders/experts, as well as sectors such as Business, Industry, Organised Labour, Community Based Organisations and NGOs. Partners in capacity building also include local experts/practitioners operating in different fields of development that relate to specific expert issues. These experts/stakeholders operate at national and sub-national levels and include specialists in governmental bodies and NGOs. In addition, specialists from other countries who have gained practical experience over the years can make useful inputs in building the capacity of local practitioners with less experience. Close collaboration is also established with research institutions and academics from local and foreign universities in order to learn from them about capacity building, especially with regard to the interrelated activities of policy-making, and planning and sustainable development.

(iii) *Information*

Information collected by departments and institutions must be readily available and accessible to support integrated policy-making and planning. This requires effective collaboration and the development of expertise and skills for data collection and processing, as well as for the dissemination thereof. Government departments and institutions, such as the Central Statistical Service, are also considered major stakeholders in building capacity. Hall and Lew (1998:152) state that the informal sources play an important role in increasing the awareness of potential visitors, educating visitors on what their experience will be like, and describing the destination resources and attractions.

De Kock and Saayman (1999:12-13) add that the biggest problem for any small business entrepreneur is to obtain sufficient funds to start or buy a business. The authors justify this by stating that part of funding the tourism is to use existing facilities such as venture capital. These companies can be hotels in the local area, transport companies in the area and even restaurants who are prepared to provide financial backing in return for a share/equity of the business.

In a similar vein, Silberg (1998:361) notes that: "Tough times have made tourism operators, like hotels, tour companies, amusement attractions, retailers and others, more receptive to new ideas and approaches. Increasingly they are taking note of cultural attractions and events as worthy potential partners in packaging and other operative arrangements".

South Africa needs management, policy-making and planning skills, backed up by knowledge and expertise in the field of development resources, to manage policies and development resources. These capacities include the need for a sufficient number of graduates within appropriate profiles to support monitoring, advisory and policy development functions in government and the private sector. Indigenous people often retain knowledge, skills and beliefs that relate closely to the natural environment. The protection of the environment is often vital to their physical and cultural survival, and they have insights which may aid environmental management and law-making (Barrow, 1999). The industry must work in harmony with resident communities, rather than tell them what they ought to want or try to impose itself upon them (Anderton, 1997:113).

Education in this respect is generally taken to mean the enlightenment of the new tourist in the cultural ways and norms of those they are visiting (Mowforth & Munt, 1998:112). Tourism has the potential to educate, since it seeks to view and understand the origins and development of cultures. Some tourists experience a new sense of awareness and may come to some new realisation of their relation to history when visiting other cultures, and turn their thoughts to the complexities of their own culture.

According to Contour project managers (2002:25) the management committee of the VFD has an important role in community development and will therefore:
- Establish appropriate platforms where communities can give their inputs
- Involve itself at all levels of community empowerment and participation
- Facilitate the necessary support mechanisms for community empowerment
- Pro-actively identify and regularly expose all business opportunities to communities
- Where feasible, create special programmes and criteria that will give local and disadvantaged communities and emerging entrepreneurs preference of access to contracts.

3.6 HUMAN SETTLEMENTS

Contrary to popular stereotypes, Sub-Saharan African is not densely populated. The entire region holds some 625 million persons – half the population that is crowded into the much smaller land area of South Asia. In fact, the overall population density of the region (74 people per square mile) is similar to that of the United Stated (76 people per square mile). The relatively crude notion of population density is an imperfect indicator of whether or not a country is overpopulated. Perhaps a more telling indicator of population pressure and potential food shortages is agricultural density.

Furthermore, land tenure (the type of land ownership or use rights) may be a very important consideration in determining the availability of land for tourism development (Inskeep, 1991:60). Land tenure categories may include private and government or public lands, free ownership or leasehold, communal or individual ownership. In South Africa, many of the problems of human settlements arise from a combination of inadequate and inappropriate planning as well as the failure to

implement appropriate plans already in existence. The challenge, however, is not only how to direct urban growth, but also how to mobilise human, financial and technical resources and to ensure that social, economic and environmental needs are adequately addressed.

3.6.1 SOCIOLOGY AND HUMAN SETTLEMENT

The history of tourism indicates that tourism is a social event. Page *et al.* (2001:275) state that "resort development and sightseeing came about partly through fashions and social responses to the natural and built environment". This is often the topic of social conversation in the sense of which places are "in vogue" and are "must see" destinations. Tourism is about people and how people as tourists interact with other locations and peoples, engaging in experiences that may influence their own or the host community's attitudes, expectations, opinions and lifestyles (Page *et al.*, 2001:276). This domain of investigation within tourism studies is normally identified with anthropology and, to a lesser degree, sociology. This exchange between tourists and hosts can best be achieved through certain forms of tourism - educational and other types of special interest tours; village tourism, and home visit programmes whereby tourists can arrange to visit local families (Sinha, 1997:49). Various districts have been urged to organise cultural events, festivals and displays, specifically to enhance the tourism appeal of these regions (Ghimire, 2001:164).

Sociology is the science of society, social institutions, and social relationships. Anthropology is the science of humans: their origins, institutions, religious beliefs, and social relationships. The importance of anthropology for the development of sustainable tourism in less developed countries should not be underestimated. Cole and McCool (1997:229) states in this regard that:

> in all but specifically nature-based tourism, the role of the hosts must be put as central to the sustainable tourism development process. To give them this central role it is important to have a clear understanding of their culture. Tourism as a social phenomenon involves social interaction between tourists and residents, and between tourists and the tourism industry. This interaction may cause social change.

According to Doxey (1976) these social changes might lead to different forms of irritability in the community as the destination develops (see also Page *et al.*, 2001:283: Mottiar & Quinn, 2003:109).

3.6.2 DOXEY'S IRRITATION INDEX AND HUMAN SETTLEMENT

Contact or interaction between tourists and host communities typically takes place in the following three contexts

- Social: The interaction takes place while tourists and hosts share resources and facilities available to both tourists and host communities; where the tourist and host find themselves side by side

- Economic: Tourists and host engage in the buying and selling of goods and services; where the tourist is purchasing some goods and services from the host

- Cultural/ Educational: Many destinations feature organised displays and performances of indigenous culture, or offer opportunities for cultural exchange; where the two parties come face to face with the object of exchanging information and ideas.

Table 3.1: Irridex model of stress relative to tourism development

Stage	Term	Description
1	Euphoria	Visitors are welcomed, little formal development. A situation of virtually no touristic activity, thus a sense of curiosity and interest in the rare passing tourist.
2	Apathy	Visitors are taken for granted, contacts become commercial.
3	Irritation	Locals are concerned about tourism, efforts are made to improve infrastructure. A view where tourists are seen in a totally negative light (often underpinned by a realisation of economic dependency upon tourism).
4	Antagonism	Open hostility from locals; attempt to limit damage and tourism flows. In this stage tourists and tourism become the scapegoats for all that is wrong with society. Tourists cease to be perceived as individuals; as such they can be cheated and robbed. Tension can be heightened when there are visible differences (racial/ethnic) between visited and visitor. The greater the degree of economic reliance of the hosts on the export of tourism services, the greater the irritants are likely to be.

Source: Doxey, G.V. 1975. A causation theory of visitor-resident irritants. As adopted by Holloway, J.C. 2002. The business of tourism. London: Prentice Hall.

According to Doxey (1976) these contacts or interactions might lead to irritation and consequently the author formulated an irritation index that maps out the four stages that a tourism destination passes through (Table: 3.1). It deals with the relationship between the tourist and the host community, and how this changes through time. Dogan (1989) makes the point that, as tourism develops in an area, a previously homogeneous community, characterised by a common response to tourism, becomes diversified with groups exhibiting different responses to touristic developments. These responses may range from resistance, retreatism, and maintaining boundaries between themselves and tourists to revitalisation of traditional culture and adoption of the tourist culture.

A major phenomenon seen in many tourist destination areas but especially in the developing regions, is growth of resentment and hostility towards the tourist on the part of the local resident. Two factors influence relationships between the people of developing countries and the tourist - the fact that the former are often ex-colonies of the tourist-generating countries and that the people are of different racial backgrounds. These aspects might lead to resentment, hostility and violence against tourists (Herrill, 2004:251).

Also, hordes of tourists may descend on regions with limited space, thus leading to strains on infrastructure, such as roads, water and sewage systems. Services such as health clinics and police can be overtaxed; beaches become crowded and polluted; traffic jams become common, as do litter, noise, and long lines in stores (Carmichael, 2000:601).

Apart from resentment, some locals might copy tourists. This is called the demonstration effect - the adoption by local residents, especially the young, of tourist behaviour and attitudes, consumption patterns, and even language (Fisher, 2004:1). It can be beneficial when locals might see what is available in the world and might be stimulated to work harder and obtain a better education in order to improve their living standards. However, this is only a social benefit when the opportunities for upward mobility are there to be utilised, such as the existence of jobs and schools. The demonstration effect can also lead to increased spending on diverse items, such as clothing, fast-food items and sunglasses - even though the means to do so are not there. Earlier research indicated that not only do people live beyond their means, but also the consumption of imported goods is further increased (Turner & Ash, 1975; Bareham, 2004). It is therefore essential that the tourism stakeholders in the VFD

are aware of the relationships formed between tourists and the community and should guard against a situation where the host community is hostile towards tourism in the area.

3.6.3 HUMAN SETTLEMENT AND CULTURE

Because culture is not an item for sale it is a complex issue, and if tourist-resident impacts are ignored there can be some major economic and political repercussions, as well as a community backlash (boomerang-effect). These might include:

- Loss of support for those bodies promoting tourism
- Unwillingness to work in the industry
- Lack of enthusiasm to promote the product by word of mouth
- Hostility towards tourists through overcharging, rudeness and indifference
- Delays in the construction of tourism development because of community protests.

Tourism as a cultural phenomenon involves a contact between the different cultural background of tourists and host communities, and the tourism industry and residents. Burns and Holden (1995) refer to this as "a panhuman touristic process that originates with the generation of tourists in society, continues as these tourists travel to other places where they encounter hosts, and ending as the give-and-take of this encounter affects the tourists, their hosts and their home culture".

Cultural influences from even a small influx of tourists are inevitable and may be insidious; but the control of most harmful effects, emphasis on the responsible behaviour of the visitor, and the prevention of distortion of local culture might be assumed to be essential elements of sustainable tourism (Mowforth & Munt, 1998:109).

Swanepoel (1997:66) explains that "there is a cultural environment in all communities and among all people". Culture determines norms and values of people and may also be adapted or changed by people as the need arises; culture creates or contains taboos and provides a framework according to which people act and react to daily life. It is not necessarily true that culture creates stumbling blocks for development. In fact, in the VFD, some cultural practices may be beneficial to the success of development in the area.

3.6.4 HUMAN SETTLEMENT AND INTEGRATED DEVELOPMENT PLANS (IDP)

An integrated development plan (IDP, 2003) is defined by Atos (2003:19) as:

> A policy framework that aims at the integrated development and management of the area by integrating economic, transport, infrastructure, spatial, social, institutional, environmental, fiscal and other plans and strategies in order to support the optimal allocation of resources, in a manner that promotes empowerment of the poor and marginalized, sustainable growth and equity.

Urquhart and Atkinson (2002:31-65) state that every local, metro and district municipality is now required to develop an Integrated Development Plan (IDP, 2003). According to the Municipal systems Act (2000), the integrated development plan (IDP) is the principal planning instrument that guides and informs all planning and development in a municipality. According to the Draft Policy on IDP (2000), key characteristics of IDPs are:

- A strategic focus
- Integration and multi-sectoral approach
- Citizen participation
- Prioritising those in greatest need
- Linking planning to budgeting, implementation and performance management.

According to Atos (2003:18) the binding nature of the IDP and the integration of sector plans for tourism into the IDP are of critical importance. For sustainable development it is essential that the IDP and Local Agenda 21 should be combined to achieve results which are aimed at community participation, and to motivate a multi-sectoral approach to the local industries. However, problems are experienced in most of the large cities with informal settlements that do not have bulk services and therefore have a significant impact on the environment. However, these are educational and community projects which show the benefits of sustainable living.

3.7 CONCLUSION

Chapter three focussed on the social aspects of sustainable tourism development and the role that the tourism industry can play towards responsible tourism in a social context. The chapter started with a discussion by focusing on poverty alleviation as the first step towards a functional social environment. It was evident that tourism can

play a vital role in the upliftment of communities if the poverty alleviation programmes are part of a sustainable development strategy. Essential to such a programme is community participation in order to realise the opportunities that are available to enter the tourism market. It was also evident that tourism can help to eradicate social inequalities that exist is a community, especially the valuable role that women can play towards social balances. Part of the social balances is the demographic situation of an area.

The demographic situation was discussed under three sub-headings, namely cultural aspects and demographics, the host-guest relationship and the changing demographics of tourists. It was evident that the tourism market is changing on a continuous basis and that these aspects should be considered if the guest-host relationship is to be healthy. Without a proper analysis of this relationship, tourism might lead to an irritation to a community rather than being a valuable asset. These aspects were also discussed under education and human settlement of an area.

Education will not only influence the host community but also the tourists. As was evident in this discussion, tourism stakeholders have an immense responsibility in this regard. With proper integration, participation, information and financial resources it was clear that education is an important aspect of sustainable development. Equally important are human settlements and sustainable development - human settlements that are inclusive and not a threat to the host community. As indicated from the literature, there are different levels of irritability if tourism strategies are not properly developed and integrated. Respect towards different cultures is essential and this will present opportunities to utilise tourism as a tool for community development.

The social aspects that were presented in chapter three are not standing alone but should be integrated into the environmental and economic aspects presented in the following two chapters. That is the only way to achieve sustainable development in the VFD, if all aspects are well-integrated and not regarded as isolated elements. The environmental aspects that will be addressed in the following chapter focus on the causes and effects of tourism on the natural environment, including pollution, conservation and protection of resources.

CHAPTER 4

ENVIRONMENTAL ASPECTS OF SUSTAINABLE TOURISM DEVELOPMENT

What is a cynic? A man who knows the price of everything and the value of nothing.

- Oscar Wilde

4.1 INTRODUCTION

Chapter four examines approaches to managing the environmental impact of tourism from an environmental perspective and will refer to the environmental chapters (chapters nine to twenty two) of Agenda 21 as reference towards the discussion of environmental aspects that will ensure sustainable tourism development. It will be evident that responsible tourism plays a vital role in each one of these aspects. The objectives of this chapter are:

- To review the South African Environmental management perspective on sustainable development
- To discuss the environmental issues of Agenda 21 and tourism in order to formulate a strategy that will minimise the effects on the environment regarding the following:
  - Climate change (protection of the atmosphere)
  - Land resources and tourism development
  - Forest protection in the area
  - Desertification and drought in the area
  - Sustainable mountain development
  - Sustainable agriculture and rural development in the tourism strategy
  - Biodiversity and the protection thereof
  - Biotechnology and the importance thereof
  - Wetlands to ensure a sustainable environment
  - Freshwater resources protection
  - Toxic chemicals in the tourism industry
  - Hazardous waste
  - Solid waste in a responsible manner
  - Radioactive waste in the environment.

All these, where relevant, will be discussed with reference to the Vredefort Dome.

The South African Environmental Policy (1996:4) states that the word environment embraces the conditions and/or influences under which any individual or thing exists, lives or develops. This definition embraces the existence and development of tourism and points to the reason why the environment must be protected and developed in a sustainable manner. "When tourism takes place, management frameworks and strategies are put in place to ensure that it supports and maintains protected area's natural and cultural values. Managers have a mandate and a responsibility to protect the natural and associated socio-cultural values of protected areas" (IUCN, 2002(a):12). It is essential for travel and tourism to maintain an optimal balance of its natural resources to ensure the ongoing arrival of tourists to destinations (UNEP, 2002(b):7).

South Africa has come to realise that the process of democratisation and establishing good governance can only be guaranteed if it is based on a sound economic and socio-economic framework that is environmentally sustainable (SA, 1996). Equitable access to, and ownership and control of, renewable and non-renewable natural resources by South Africans, black and white, poor and rich, male and female, is critical to our survival as a country. Conservation and the sustainable use of these environmental resources and their protection depend on changed behaviour by all individuals, households, and private and public institutions. According to the South African Environmental Act (107/1998) "these changes must affect processes of resource extraction, spatial development, appropriate and clean production, waste minimisation and pollution control strategies in order to guarantee a higher quality of life for all".

Quality of life for all includes tourists and residents; therefore, the increase in recognition of the need to safeguard natural resources. A growing number of travel and tourism companies are seeking to create more responsible consumer behaviour by using their products and services to educate and inform their consumers (UNEP, 2002(b):12).

Tourists are also beginning to influence businesses, as consumers become more aware of the choices available to them, and the rapid growth in the ecotourism niche market is an indication that tourists are more environmentally aware. Ecotourism alone contributed $154 billion in receipts worldwide in 2000 and is growing 20% annually compared with just 7% for tourism overall (Masiny, 2001:37). However, ecotourism alone is not the answer to addressing the environmental problems facing

the industry (Masiny, 2001:47). With the growing numbers of responsible travellers, the onus is on tourism product owners to be more responsible towards sustainable development issues. Hoteliers around the world are recognising that environmental and social practices translate into benefits for business, the environment and the global community. From providing cost savings and reputation benefits to ensuring the long-term appeal of a destination to travellers, good environmental and social practices make good business sense (UNEP, 2003(c):1).

4.2 A SOUTH AFRICAN PERSPECTIVE ON ENVIRONMENTAL TOURISM

Based on an assessment of the problems, constraints and opportunities facing the South African tourism industry, the imperatives of global change as well as the ideas and concerns the concept of "Responsible Tourism" emerged as the most appropriate concept for the development of tourism in South Africa (Cape Town, 2002:3).

As indicated in chapter one responsible tourism implies the responsibility of local communities to become actively involved in the tourism industry, to practice sustainable development and to ensure the safety and security of the visitors. Responsibility to visitors through ensuring their safety, security and health is another consequence of responsible tourism. Responsible tourism also implies the responsibility of both employers and employees in the tourism industry both to each other as well as to the customer.

A well-managed tourism industry has the potential to ameliorate, rather than contribute to, South Africa's environmental problems. To achieve this, some specific principles and policy guidelines for environmental management as it relates to the tourism industry are presented in the Tourism White Paper (SA, 1996) and the guidelines for responsible tourism (DEAT, 2002). These documents are roadmaps to the kind of tourism that we need to develop in a diverse country such as South Africa. Apart from these documents, the South African Environmental policy will also play a valuable role in achieving environmentally responsible tourism. In order to formulate a strategy of sustainable tourism development, it is important to review the literature regarding the effects of tourism on the various aspects of the environment and the effects of the environment on tourism with regards to the Vredefort Dome.

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4.3 CLIMATE CHANGE AND TOURISM (PROTECTION OF THE ATMOSPHERE)

Scientists first wrote of a climatic warming trend in the middle of the 19th century. Since then scientists warned that along with global warming would come a larger phenomenon of climatic change: ice would melt, seas would rise, storms would intensify and seasons would shift (Nelson, 2003:1; Meadows & Hoffman, 2003:168).

According to the Vredefort Dome web-site the climate in the VFD is highly variable, ranging between cold winter nights of below 0°C and hot summer days of 30°C and higher. Average rainfall is 625 mm, of which approximately 500 mm falls in the summer months between October and March. The VFD relies heavily on its natural resource base to attract tourism, and nature-based activities are the primary motivation for visiting the area. Due to climate change these attractions might change in the future.

According to (EDRC, 2002:23) tourism activities in South Africa may be impacted by climate change in three main ways:

- change in supply due to loss of habitat (for example estuaries and coastal resorts)
- change in supply and demand due to loss of biodiversity (for example loss of species from the Kruger National Park) and
- change in demand due to increase in temperature, humidity and diseases such as malaria.

A report commissioned by the World Wide Fund for Nature says that heat waves, drought, rising sea levels, flash floods, forest fires and diseases "could turn profitable tourist destinations into holiday horror stories" (WWF, 1999:1). The World Tourism Organisation held the first international conference on climate change and tourism in Djerba, Tunisia, during April 2003. By the end of this three-day conference, the Djerba declaration on tourism and climate change was published to measure, minimise and prevent the impact of this phenomenon. According to Viner and Agnew (1999:2) global and regional temperatures are rising. The year 1998 was the hottest of the millennium and the 1990s the warmest decade. The impact of climate change on tourism is likely to manifest itself in a number of different ways according to local conditions (Thomas & Cameron, 2004:145). The most serious impact will result from the effects of sea level rise and the effect on infrastructure, and the increased risk of

illness in several parts of the world which will consequently discourage tourism (EDRC, 2002:23).

The BBC News reports that the senior research scientist at the WWF climatic research unit said: "Areas like the Mediterranean could become unbearable during the traditional summer holiday season. As temperatures begin to soar many tourists will stay away" (WWF, 1999:1). Collier (1999:1), WWF head of climate change, said: "The tourism industry could be faced with huge capital and environmental costs as global warming begins to influence decisions about when and where people are going to go on holiday".

Since the entry into force of the 1987 Montreal Protocol on Substances that Deplete the Ozone Layer, it has been predicted that 20 million cases of skin cancer had been avoided, along with other serious damage to human and animal health and terrestrial and aquatic ecosystems. There has been an estimated 70 per cent cut in consumption of ozone-depleting substances, and it is hoped that with the full implementation of the protocol and its adjustments and amendments, the ozone layer will recover by 2050 (Upton, 2002:7). Many of the pressing environmental issues are addressed in such international agreements as the 1985 Vienna Convention for the Protection of the Ozone Layer, the 1987 Montreal Protocol on Substances that Deplete the Ozone Layer as amended, the 1992 United Nations Framework Convention on Climate Change and other international, including regional, instruments such as the Kyoto Protocol of 1997 (Dresner, 2002:39).

The Southern African region has warmed by about 0.05°C per decade this century. Rainfall has been decreasing during the past two decades, and there have been several serious droughts in the 1990s. Climate change in South Africa could affect vegetation and ecological zones, and ultimately the distribution of wildlife (Viner & Agnew, 1999:2).

The effects of global climate change and the disappearance of biodiversity leads to a downward spiral in relation to human security and natural resource degradation (Brusasco-Mackenzie, 2002:180). The present network of parks and reserves is based on animal distribution and climate conditions, and adjacent areas of land are facing increasing pressure from human uses (Viner & Agnew, 1999:70).

In order to protect the atmosphere it is also recognised that human activities should be coordinated with social and economic development in an integrated manner with a view to avoiding adverse impacts on the latter, taking into full account the legitimate priority needs of developing countries for the achievement of sustained economic growth and the eradication of poverty (Nelson, 2003:4; Lise & Tol, 2002:429).

One such human activity is transportation. Transport emissions and emissions from energy production and use are linked to acid rain, global warming and photochemical pollution (Moody-Stuart, 2002:116). Air pollution from tourist transportation has impacts on the global level, especially from carbon dioxide (CO_2) emissions related to transportation energy use. It can also contribute to severe local air pollution. For example, especially in very hot or cold countries, tour buses often leave their motors running for hours while the tourists go out for an excursion because they want to return to a comfortably air-conditioned bus (UNEP, 2003(c):4).

Apart from transportation, the accommodation sector also pollutes the atmosphere with practices that are not environmentally friendly. Although less 'polluting' than some other industries such as certain manufacturing processes, hospitality businesses, like most others, contribute to emissions into the atmosphere, through the use of fossil fuels and ozone-depleting substances and the transportation of supplies (UNEP, 2002(b):36). Since the introduction of Agenda 21, the hospitality sector has adopted numerous strategies, approaches and measures in response to the challenges of sustainable development.

Hotels use significant amounts of energy for daily operations and recreational activities. In many facilities, energy costs are the second-highest costs after payroll. According to UNEP (2003(c):2) investment in more efficient energy use and improved housekeeping practices can lead to significant reductions in operating costs and energy bills, with relatively short payback periods. Using renewable energy can reduce local air pollution, maintain destination quality and enhance the guest experience.

Atmospheric changes are not a local aspect, only applicable to the VFD, but a worldwide phenomenon. It is however important that the tourism stakeholders evaluate each of their activities and the effect thereof on the environment. As indicated above, transportation and accommodation - if not properly managed - are two elements of tourism that contribute significantly towards air pollution.

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4.4 LAND RESOURCES

Due to the diversity of the VFD-area - caused by the meteorite impact and the resulting geological formations, the river and its riverine forests and the varying scenic hill slopes and valleys, many interesting fauna and flora communities occur.

According to Agenda 21 (1992:84) land is normally defined as a physical entity in terms of its topography and spatial nature; a broader integrative view also includes natural resources: the soils, minerals, water and biota that the land comprises. Nations around the world have growing economic needs and generally growing populations. However, their land area normally remains the same and this produces many conflicts regarding use of land and its resources (Ceballos-Lascurain, 2001:12). These natural resources are essential for tourism to provide a variety of services essential to the maintenance of the integrity of life-support systems and the productive capacity of the environment. In the process of tourism expansion, entire coasts are often built up, attractive mountain areas are spoiled, and valuable wet and drylands are sealed up (Dante, 2002:17).

Ceballos-Lascurain (2001:13) recommends the following best practice guidelines towards sustainable land use:
- Ensure that tourism planning is undertaken as part of the overall development plan for any area
- Focus on ways in which different interests can complement each other within a balanced programme for sustainable development
- Minimise negative impacts of tourism on the natural and cultural environment and promote tourism as a tool to protect important natural habitats and to conserve biodiversity
- Ensure that, wherever tourism occurs or is liable to occur, the corresponding land-use plan should include a component of tourism land-use, carefully zoning the areas as regards the type of tourism that should take place
- Ensure that the only type of tourism that will take place in vulnerable and fragile natural ecosystems follows the principles of ecotourism, considering it a viable option for minimising negative impacts and promoting positive contributions, with the active involvement of the local communities

- Foster the creation of links between natural protected areas and other ecotourism destinations by means of biological corridors that will amplify biodiversity conservation to a larger regional level.

Development projects often claim to have the goal of reducing the debts of developing countries under the guise of nature conservation and at the same time propagate tourism as a new source of income – this can lead to the loss of rights of disposal over land and to the further impoverishment of the local population (Dante, 2002:17). Land tenure (type of land ownership or use rights) may be a very important consideration in determining the availability of land for tourism development (Inskeep, 1991:60) because land is a finite resource, while the natural resources it supports can vary over time and according to management conditions and uses (Meadows & Hoffman, 2003:168).

Expanding human requirements and economic activities are placing ever-increasing pressures on land resources, creating competition and conflicts and resulting in the suboptimal use of both land and land resources (Agenda 21, 1992:84). If, in the future, human requirements are to be met in a sustainable manner, it is now essential to resolve these conflicts and move towards more effective and efficient use of land and its natural resources.

Integrated physical and land-use planning and management constitute an eminently practical way to achieve this. Examining all uses of land in an integrated manner, will make it possible to minimise conflicts, to make the most efficient trade-offs and to link social and economic development with environmental protection and enhancement, thus helping to achieve the objectives of sustainable development. The essence of the integrated approach finds expression in the coordination of the sectoral planning and management activities concerned with the various aspects of land use and land resources (Page & Dowling, 2002:200).

According to Dante (2002:19) tourism faces the following land-use challenges in sustainable development:
- Without fair access to land and guaranteed rights of usage for local and indigenous communities, sustainable development is not realisable
- The often legally unregulated land rights, or collective forms of land ownership and use that do not include private property, must not be undermined by (foreign) land speculators

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- A change in the trends in tourism to ecological and socially appropriate forms is possible only if tourism is integrated into the efforts for environmentally and socially sustainable regional development
- Including tourism aspects in Local Agenda 21 processes is indispensable for the integration of tourism in a sustainable regional development
- The protection of land and soil from the expansion of a ruinous tourism infrastructure must take absolute precedence in fragile mountain areas
- The development of tourism must not be permitted or promoted without measures for nature conservation and for the sustainable management of natural resources.

According to Inskeep (1991:176) it is important that tourist facility land area requirements are distributed in the sustainable tourism development plan, based on the following conditions:
- The forms of tourism development to be applied
- The integrated analysis and synthesis of physical, economic and social factors
- Type and location of tourist attraction features
- Location of existing and already planned tourist facilities
- Location of existing and already planned transportation and other infrastructure development
- Present overall development policies and plans and
- Availability of land in the potential development area.

The question that Dante (2002:18) asks, is: "do people need to accept tourism's enormous demand on land and resources in exchange? Every year 5000 hectares of land are transformed into golf courses. Moreover, these tourism developments also require land for water and energy as well as sewage and waste".

UNEP (2002(b)) feels that if tourism developers anticipate the environmental impacts that will occur because of tourism, this question posed by Dante will be answered. This can be achieved by undertaking comprehensive Environmental Impact Assessments (EIAs) for all tourism development programmes, and taking into account the cumulative effects from multiple development activities. UNEP (2002(b)) proposes that tourism developers should:
- Examine impacts at the regional national and local levels

- Adopt or amend legislation to ensure that EIAs and the planning process take account of regional factors, if necessary
- Ensure that project proposals respond to regional development plans and guidelines for sustainable development.

As the EIA procedure forms an integral part of the planning process, fatal flaws - on environmental grounds - are thus timeously identified, making the consideration of site alternatives or operation alternatives possible. EIAs are designed to follow a particular format and proposals are required to be submitted to the government for its review as part of the project approval procedure (Inskeep, 1991:352). This is necessary to prevent a situation where land conversion can split up large habitat systems into separate fragments in which populations are too small to sustain themselves (McNeely & Scherr, 2001:7).

In view of the above, it is important to ensure that national development plans contain a set of development guidelines for the sustainable use of land, water and natural resources. The development of a diverse tourism base that is appropriately integrated with the local economic activities should be promoted, otherwise it may bring about conflicting interests of water supply and other vital resources between tourists, the needs of the local population, and intensive agriculture (Ceballos-Lascurain, 2001:12). For this reason, effective national zoning plans for land use are required.

4.4.1 ZONING AND LAND-USE PLANNING

The ultimate tourism capacity of the VFD will largely depend on the sensible zoning and future management of the area (Contour, 2002:5). Zoning is a vital component of land-use planning, as is the process of applying different management objectives and regulations to different parts or zones of a specific area. Zoning is a tool required in any land or water-use plan and should always be used to regulate the utilisation of the land and water resources in a dispersed or concentrated manner. According to Contour project managers (2002:5) "there is a high risk of the currently uncoordinated and unacceptable types of development diluting the VFD's potential if it is not planned, organised and controlled by a uniform set of environmental management guidelines".

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Often, a dispersal strategy is chosen to deal with negative impacts in a small area, and this will work effectively in biophysical settings that are relatively resilient to use. However, such a strategy is less effective in more sensitive settings, where damaging impacts may just be spread more widely by this approach (Eagles *et al.*, 2002:98). A concentrated strategy focuses recreational use on small areas with high levels of management, thereby confining the impacts, although their occurrence will be more intense.

"The management committee of the VFD will encourage the private sector to develop and manage appropriate tourism products as determined by the zoning criteria and the general policies and strategies of the strategic plan" (Contour, 2002:13).

Zoning can also be temporal, that is, an area set aside for different uses at different times, within the course of the day, over the week or seasonally. According to Eagles *et al.* (2002:98) zoning requires two steps – a descriptive step, which identifies important values and recreational opportunities and an allocation (prescriptive) step – in which decisions are made about which opportunities and values should be provided where in the area.

The benefits of zoning are that it helps managers, visitors and communities to understand which values are located where; to control the spread of undesirable impacts; and to provide a better understanding of the distribution and nature of different recreation and tourism opportunities within and around the area (Eagles *et al.*, 2002:98).

As regards tourism, it is important to have a zoning scheme which covers the different possible tourism activities. Ceballos-Lascurain (2001:9) provides a useful example of a comprehensive tourism zoning plan that includes the following specific zones:

- Strictly protected zones, where the presence of all types of tourists and tourist infrastructure are strictly prohibited
- Restricted tourism zones, where access is allowed only to a limited number of tourists, usually on foot
- Moderate tourism zones, where visitors are encouraged to carry out diverse low-impact activities compatible with the natural and/or cultural environment
- Semi-intensive tourism development zones, which should always be an area of limited extent, where some moderate-impact facilities are included

may cause a disastrous result to the detriment of all concerned. The need therefore exists for proper zoning of the VFD so that all the identified markets and products could be accommodated in an orderly manner.

4.4.2 METHODOLOGIES TO ESTABLISH CARRYING CAPACITY

According to Contour Project Managers (2002:5) the calculated bed density for the Vredefort Dome was 38 beds per 1000 hectares, which rates among the higher density reserves in South Africa. The authors (2002:5) further state that: "future development should be well controlled to ensure that over-development does not occur". This indicates the importance of controlled carrying capacity.

Carrying capacity is a term borrowed from wildlife ecology, with a rather precise use – the "maximal population size of a given species that an area can support without reducing its ability to support the same species in the future" (Daily & Ehrlich, 1992:762). Carrying capacity has been applied to land use planning and growth management, as well as other aspects of human activity (Page *et al.*, 2001:325). Planners have enlarged the definition of carrying capacity to include environmental carrying capacity as the capacity of an ecosystem to support healthy organisms while maintaining its productivity, adaptability, and capability of renewal (Ceballos-Lascurain, 2001:13).

According to Mathieson and Wall (1982) carrying capacity can be defined as *the biggest number of individuals that can visit a tourist destination in the same time period, without them causing destruction in the natural, economic and socio–cultural environment and without reduction of quality and degree of satisfaction from the tourists experience.*

One of the approaches to dealing with undesirable impacts has been the identification of carrying capacity limits, on the assumption that determining the ability of an area to withstand use without irreparable damage or change allows managers to maximise potential without ruining the basic capital or reserves of the area. In the 1960s this concept was first applied to extensive recreation and tourism areas which were beginning to experience overuse with resulting negative impacts on vegetation and wildlife (Butler, 1996). According to Quattrone (2002:6) three findings emerged from applying carrying capacity:

Firstly, there is rarely a single number of visitors which can be identified as the carrying capacity limit because impacts vary with visitor behaviour. Second, any levels of use which could be identified as critical were rarely applicable to other areas because of variations in environmental as well as visitor characteristics. Third, unlike the agricultural situation, there was an additional and much more problematic element in the question, namely, visitor perceptions of the quality of the experience.

Thus, from overly simplistic early estimates of maximum numbers, attention shifted to meeting visitor preferences and management capabilities, and concepts such as the limits of acceptable change (Stankey *et al.*, 1985) became popular alternative approaches. According to Contour project managers (2002:1): "management in the VFD will remain flexible regarding visitor carrying capacities, rather than setting fixed limits on visitor numbers. Management may therefore encourage land owners to implement a variety of visitor management techniques that are aimed at increasing carrying capacities whilst reducing impacts". Wearing and Neil (1999) recognise that carrying capacity limits can sometimes be difficult to quantify, but they argue that it is still an essential tool in environmental planning for tourism and recreation.

Sustainable tourism development can only be achieved through planning (Mill & Morrison, 1992). A *laissez-faire* approach may result in visitation levels that exceed the carrying capacity of an area. Consequently, valuable natural environments may be polluted (Harrison & Husbands, 1996:130).

Basic components of tourism carrying capacity are: biophysical, socio-cultural, psychological and managerial. Over the years several methodologies in this regard have been developed. In the section below the following methodologies will be briefly discussed:

- Limits of acceptable change (LAC)
- Visitor impact management (VIM)
- Visitor experience and resource protection (VERP)
- Visitor activity management process (VAMP)
- The recreation opportunity spectrum (ROS)

4.4.1.1 Limits of acceptable change (LAC)

In order to ensure conservation in the VFD it would be important to apply limits of acceptable change. As stated by Contour project managers (2002:9): "limits of

acceptable change should be approved and reviewed periodically by the Executive Management on the basis of expert advice".

LAC was developed by researchers working for the United States Forest service in response to concerns about the management of recreational impacts. The process identifies appropriate and acceptable resource and social conditions and the actions needed to protect or achieve those conditions. The process is a useful vehicle for deciding upon the most appropriate and acceptable resource and social conditions in wilderness areas.

A nine-step process, normally illustrated as a circle of steps, is:
- Identify area concerns and issues
- Define and describe opportunity classes
- Select indicators of resource and social conditions
- Take inventory of existing resource and social conditions
- Specify standards for resource and social indicators for each opportunity class
- Identify alternative opportunity class allocations
- Identify management actions for each alternative
- Evaluate and select preferred alternatives
- Implement actions and monitor conditions (Stankey *et al.*, 1985).

According to Eagles *et al.* (2002:167) the strengths of this process are that the final product is strategic and tactical for the area based on defined limits of acceptable change for each class, with indicators of change that can be used to monitor ecological and social conditions. Weaknesses of the process are that it focuses on issues and concerns that guide subsequent data collection and analysis. Direction may not be provided on management topics where there are no current issues and concerns (Ahn *et al.*, 2002:1).

4.4.1.2 Visitor impact management (VIM)

This methodology was developed by researchers working for the Conservation Association, for use by the United States National Parks (USNPS). The process addresses three basic issues relating to impact: problem conditions, potential causal factors and potential management strategies. This is a flexible process parallel to

LAC that can be applied in a wide variety of settings. The procedure of the process is as follows:

- Conduct pre-assessment database review
- Review management objectives
- Select key indicators
- Select standards for key impact indicators
- Compare standards and existing conditions
- Identify probable causes of impacts
- Identify management strategies
- Implement the process (Graefe *et al.*, 1990).

Eagles *et al.* (2002:167) state that the strengths of this process are that it provides a balanced use of scientific and judgemental consideration. It places strong emphasis on the understanding of causal factors to identify management strategies. The process also provides a classification of management strategies and a matrix for evaluating them. Weaknesses of the process are, however, that it does not make use of ROS, although it could. Furthermore, it has been formulated to address current conditions of impact, rather than to assess potential impacts.

4.4.1.3 Visitor experience and resource protection (VERP)

This is a new process dealing with carrying capacity in terms of the quality of the resources and the quality of the visitor experience. It contains a prescription for desired future resource and social conditions, defining what levels of use are appropriate; where, when and why. Created by USNPS, its process can be set out as follows:

- Assemble an interdisciplinary project team
- Develop a public involvement strategy
- Develop statements of park purpose, and interpretative themes; identify planning mandates and constraints
- Analyse park resources and existing visitor use
- Describe a potential range of visitor experiences and resource conditions
- Allocate the potential zones to specific locations within the park
- Select indicators and specify standards for each sone; develop a monitoring plan
- Monitor resource and social indicators
- Take management actions (Hof & Lime, 1997).

Eagles *et al.* (2002:167) feels that the strengths of the process are that it draws on the talents of a team and is guided by policy and the park purpose statement. Furthermore, it is also guided by statements defining important elements of the visitor experience, and zoning is the focus for management. A weakness, on the other hand, is that additional work is required to pilot the approach in different environments.

4.4.1.4 Visitor activity management process (VAMP)

This process has been created by Park Canada as a companion process to the Natural Resource Management Process. It provides guidance for planning and management of new parks, developing parks and established parks. The process uses a model based on a hierarchy of decisions within the management programme. General steps of the management plan process are:

- Produce a terms of reference for the project
- Confirm existing park purpose and objectives statements
- Organise a database describing the park's ecosystems and settings, potential visitor educational and recreational opportunities, existing visitor activities and services, and the regional context
- Analyse the existing situation to identify heritage themes, resource capability and suitability, visitor activities, the park's role in the region and the role of the private sector
- Produce alternative visitor activity concepts for these settings, experiences to be supported, visitor market segments, levels of service guidelines, and roles of the region and the private sector
- Create a park management plan, including the park's purpose and role, management objectives and guidelines, regional relationships, and the role of the private sector
- Implementation – set priorities for park conservation and park service planning (Payne & Graham, 1993).

Strengths of this process include the comprehensive decision-making process based on hierarchy. It benefits from the structured thinking required to analyse both opportunity and impact. Also, it combines social science principles with those of marketing to focus on visitor opportunities. Weaknesses include the fact that VAMP does not yet have the effectiveness it should have at the management planning level,

mainly because the opportunity for experience definition has not been built into management plans or into the zoning (Eagles *et al.*, 2002:171).

4.4.1.5 The recreation opportunity spectrum (ROS)

This process was developed by researchers working for the United States Forest service and Bureau of Land Management in response to concerns about growing recreational demands and increasing conflict over the use of scarce resources, and a series of legislative direction that called for an integrated and comprehensive approach to natural resource planning.

The process comprises six land classes to aid in understanding physical, biological, social and managerial relationships, and to set parameters and guidelines for management of recreation opportunities. The steps of the process are:

- Inventory and mapping the three perspectives that affect the experience of the visitor, namely the physical, social and managerial components
- Complete analysis
  a) identify setting inconsistencies
  b) define recreation opportunity classes
  c) integrate with forest management activities; and
  d) identify conflicts and recommend mitigation
- Schedule tasks to be completed
- Design projects
- Execute projects
- Monitor impacts (Clark & Stankey, 1979).

Eagles *et al.* (2002:172) propound that this is a practical process with principles that force managers to rationalise management from three perspectives:

- protection of the resources
- opportunities for public use; and
- the organisation's ability to meet preset conditions.

Weaknesses of ROS are that the recreation opportunity spectrum, its setting indicators and their criteria must be accepted in total by managers before any options or decisions can be made. Disagreement will affect the rest of the planning programme. ROS maps need to be related to the physical and biophysical characteristics of each area (Eagles *et al.*, 2002:172). Apart from the above

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frameworks, two frameworks have been specifically developed for tourism – the tourism opportunity spectrum and the tourism optimisation management model (Moore et al., 2003:349).

4.5 DEFORESTATION

The total area of the world's forests, including natural forest plantations, was estimated to be 3 454 million hectares in 1995, or about one fourth of the land area of the earth. About 55 per cent of the world's forests are located in developing countries, where poverty is a major problem. Only about 3 per cent of the world's forests are forest plantations. The remaining 97 per cent are natural or semi-natural forests (Avoka, 2002:128). According to Stevens (2003:255) tourism development is causing widespread deforestation in destinations.

Data published in the State of the World's Forests, 1997, provides a picture of the trends in forest cover over a 15-year interval (1980 - 1995) and indicates that during this period, the area of the world's forests decreased by some 180 million hectares. There was a net increase of 20 million hectares in developed countries, but a net loss of 200 million hectares in developing nations, primarily due to poverty (Baumgartner, 2002:24). It is thus crucial, in light of these figures, that the VFD with its valuable resources needs to formulate a policy that will guard against deforestation in the area.

4.6 DESERTIFICATION AND DROUGHT

Fragile ecosystems are important ecosystems with unique features and resources. These include deserts, semi-arid lands, mountains, wetlands, small islands and certain coastal areas. Most of these ecosystems are regional in scope, and they transcend national boundaries (Meadows & Hoffman, 2003:168). Tourism development requires infrastructure (roads, urban development, water resource development, airfields) and therefore it will impose severe demands on the scarce water sources in the sub-region. Increased demand for recreational activities in desert areas may cause extensive damage to the soil (INCD, 1996:2).

Desertification is land degradation in arid, semi-arid and dry sub-humid areas resulting from various factors, including climatic variations and human activities. Desertification affects about one sixth of the world's population, 70 per cent of all

drylands, amounting to 3.6 billion hectares, and one quarter of the total land area of the world. The most obvious impact of desertification, in addition to widespread poverty, is the degradation of 3.3 billion hectares of the total area of rangeland, constituting 73 per cent of the rangeland with a low potential for human and animal carrying capacity; decline in soil fertility and soil structure on about 47 per cent of the dryland areas constituting marginal rainfed cropland; and the degradation of irrigated cropland, amounting to 30 per cent of the dryland areas with a high population density and agricultural potential (INCD, 1996:4).

The priority in combating desertification should be the implementation of preventive measures for lands that are not yet degraded, or which are only slightly degraded. However, the severely degraded areas should not be neglected. In combating desertification and drought, the participation of local communities, rural organisations, national governments, non-governmental organisations and international and regional organisations is essential (INCD, 1996:4).

The following programme areas are important for regions such as the VFD:
- Strengthening the knowledge base and developing information and monitoring systems for regions prone to desertification and drought, including the economic and social aspects of these ecosystems
- Combating land degradation through, *inter alia*, intensified soil conservation, afforestation and reforestation activities
- Developing and strengthening integrated development programmes for the eradication of poverty and promotion of alternative livelihood systems in areas prone to desertification
- Developing comprehensive anti-desertification programmes and integrating them into national development plans and national environmental planning
- Developing comprehensive drought preparedness and drought-relief schemes, including self-help arrangements, for drought-prone areas and designing programmes to cope with environmental refuge
- Encouraging and promoting popular participation and environmental education, focusing on desertification control and management of the effects of drought.

4.7 SUSTAINABLE MOUNTAIN DEVELOPMENT

Mountains are an important source of water, energy and biological diversity. Furthermore, they are a source of such key resources as minerals, forest products, agricultural products and recreation. As a major ecosystem representing the complex and interrelated ecology of our planet, mountain environments are essential to the survival of the global ecosystem. Mountain ecosystems are, however, rapidly changing. They are susceptible to accelerated soil erosion, landslides and rapid loss of habitat and genetic diversity. On the human side, there is widespread poverty among mountain inhabitants and loss of indigenous knowledge (Marsh, 2002:191). As a result, most global mountain areas are experiencing environmental degradation. Hence, the proper management of mountain resources and socio-economic development of the people deserves immediate action.

About 10 per cent of the world's population depends on mountain resources. A much larger percentage draws on other mountain resources, including water. Mountains are storehouses of biological diversity and endangered species.

Two programme areas are important to further elaborate the problem of fragile ecosystems with regard to all mountains of the world. These are:
- Generating and strengthening knowledge about the ecology and sustainable development of mountain ecosystems
- Promoting integrated watershed development and alternative livelihood opportunities (Agenda 21, chapter 13).

4.8 SUSTAINABLE AGRICULTURE AND RURAL DEVELOPMENT

The VFD has a relatively high density of varied and increasing number of tourism products as land use is constantly changing in a natural progression from agriculture to tourism (Contour, 2002:13). Agriculture refers to the wide variety of ways that natural ecosystems are modified to provide goods and services for people through the nurturing of domesticated species of plants and animals, including modern and traditional farming, ranching, aquaculture, fishing and forestry (McNeely & Scherr, 2001:3).

With approximately one-third of all expenditures where directed toward food, creating linkages between tourism and agriculture holds great importance for host

destinations. This is particularly true for developing countries that typically have large agrarian populations highly dependent upon farming. Government planners posit that tourism-driven demand for food should elicit a farmer response evident in both an expansion and diversification of agricultural production (Torres, 2003:546).

One of the inherent dangers in thinking about rural tourism is to make it synonymous with sustainable tourism. As Clarke (1998:130) states, they are not, decisively not, one and the same. Page and Getz (1997) state that rurality and all of its components must be preserved and nurtured because they are, in essence, the selling point of the countryside and can be used in planning and marketing strategies. Rural tourism ideally should be included as part of an integrated rural development strategy (Page et al., 2001:358).

The loss and fragmentation of native habitats caused by agriculture development and conversion of agricultural lands into urban sprawl are likely recognised as the most serious modern threats to the conservation of biodiversity (Main et al., 1999:1262). Agriculture is an important part of the livelihoods of many poor people, and it is frequently argued that agricultural growth is a fundamental prerequisite for widespread poverty reduction (Dorward et al., 2004:73). By the year 2025, 83 per cent of the expected global population of 8.5 billion will be living in developing countries. Yet the capacity of available resources and technologies to satisfy the demands of this growing population for food and other agricultural commodities remains uncertain. Agriculture has to meet this challenge, mainly by increasing production on land already in use and by avoiding further encroachment on land that is only marginally suitable for cultivation.

Major adjustments are needed in agricultural, environmental and macroeconomic policy, at both national and international levels, in developed as well as developing countries, to create the conditions for sustainable agriculture and rural development (SARD). The major objective of SARD is to increase food production in a sustainable way and to enhance food security. This will involve education initiatives, utilisation of economic incentives and the development of appropriate and new technologies, thus ensuring stable supplies of nutritionally adequate food, access to those supplies by vulnerable groups, and production for markets; employment and income generation to alleviate poverty; and natural resource management and environmental protection (Belshaw, 2002:161).

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Millions of hectares of forests and natural vegetation have been cleared for agricultural use and for harvesting timber and wood fuels (McNeely & Scherr, 2001:3). Environmentalists concerned about wild biodiversity and agriculturalists focused on producing food have often worked at cross-purposes. Environmentalists seek to protect wildlife while agriculturalists strive to increase agricultural production in order to meet growing market demand. In order to satisfy all these important goals, both sides will have to recognise that endangered species, essential farmlands, and desperately poor humans often occupy the same ground (McNeely & Scherr, 2001:3).

Almost half of the areas currently protected for biodiversity are in regions where agriculture is a major land use, and food production will need to increase in coming decades to keep up with population growth and increasing demand (Sebastian, 2001:1). Some experts predict that the world's demand for food will grow by 50 to 60 per cent by 2030 (McMichael, 1999:205).

Instead of working to alleviate hunger or increase sustainability, agricultural policies and research have often focused on designing high-productivity systems to produce surpluses for export, with little or no regard for the resulting population or habitat destruction that threaten wild species (McNeely & Scherr, 2001:3; Torres, 2003:549).

As currently practised in much of the world, agriculture represents a profound threat to wild biodiversity. Yet growing human populations and increasing demand for agricultural products mean that agriculture output must necessarily expand, especially in the tropics, for at least several more decades until human population begins to stabilise. When farmers, conservationists, and policy-makers manage landscapes with both food production and species conservation as essential values, dramatic progress can be made on both fronts (McNeely & Scherr, 2001:11).

McNeely and Scherr (2001:12) identify the following six successful ecoagricultural strategies:

- Reduce habitat destruction by increasing agricultural productivity and sustainability on lands already being farmed
- Enhance wildlife habitat on farms and establish farmland corridors that link uncultivated spaces
- Establish protected areas near farming areas, ranch land, and fisheries

- Mimic natural habitats by integrating productive perennial plants
- Use farming methods that reduce pollution
- Modify farm resource management practices to enhance habitat quality in and around farmlands.

Organic farming is a type of eco-agriculture that relies on the earth's own natural resources to grow and process food. Organic practices include cultural and biological pest management and a prohibition on the use of synthetic chemicals in crop production and antibiotics or hormones in livestock production (McNeely & Scherr, 2001:17).

4.9 CONSERVATION OF BIODIVERSITY

Biodiversity, as a term, refers to the variety of life on earth. It includes the vast array of genetically distinct populations within species, as well as the full variety of species and the communities, and ecosystems of which they are part (Earthwatch, 2002:11). The Convention on Biological Diversity (CBD), on of the main agreements of the 1992 Rio Summit and adopted by over 180 countries, defines biodiversity as:

> The variability among living organisms from all sources including, *inter alia,* terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part; this includes diversity within species, between species and of ecosystems.

The ecosystem in the Vredefort Dome has the capacity to carry a large variety of wildlife species. The interesting variety of birds, smaller mammals and insects such as ants and butterflies are further important indicators in terms of the capacity of the area to sustain a rich biodiversity. Because wildlife may constitute major attraction features, tourism can be used as the rationale for wildlife conservation, as is the case in the Dome where there is much concern about the diminishing numbers of several species of animals, and major conservation efforts are underway, such as the application to declare the Vredefort Dome as a World Heritage Site. Another concern is the level of alien plant infestation, water contamination and other forms of pollution.

The Vredefort Dome area is also rich in archeological, historical and cultural assets. Traces of human activity date back to the Stone Age and evidence still exists of caves, rock shelters, pottery, rock engravings and rock art (Contour, 2002:4). Archaeological sites are important for viewing by tourists and participation by tourist

laymen in archaeological excavations, on a supervised basis, has become a popular tourist attraction (Inskeep, 1991:82).

Numerous worked-out mining sites dating back to the late 19th and early 20th century occur throughout the Vredefort Dome area. At nearby Venterskroon, mining commenced in 1887 and only lasted for a relatively short period. A successful type of specialised attraction is the observation, description and sometimes demonstration of interesting economic activities such as the operation of primitive mining techniques. It requires very little investment to effectively present those activities to tourists, but knowledgeable tour guides are essential.

Other interesting historical novelty attractions are the few pontoons that operated across the Vaal River in the early days. Furthermore, arts and handicrafts such as the Artist Ramble (already taking place once a month) can be both an interesting attraction and a source of income for local artisans.

Since 1992, biodiversity policy-makers and specialists have chosen to look at biodiversity at three levels: ecosystems, species and genes. These levels, or components, also provide a practical way for business to look at biodiversity. The biodiversity objectives and activities in Agenda 21 are intended to improve the conservation of biological diversity and the sustainable use of biological resources, as well as to support the Convention on Biological Diversity (Christ et al., 2003:25).

These three objectives provide a global policy platform for corporate action, of which tourism is part:
- Conservation of biological diversity (addresses environmental sustainability)
- Sustainable use of its components (concerns economic sustainability) and
- The fair and equitable sharing of benefits arising out of the utilisation of genetic resources (relates to social sustainability).

The planet's essential goods and services depend on the variety and variability of genes, species, populations and ecosystems. Biological resources feed and clothe us and provide housing, medicines and spiritual nourishment. The natural ecosystems of forests, savannahs, pastures and rangelands, deserts, tundras, rivers, lakes and seas contain most of the earth's biodiversity. Farmers' fields and gardens are also of great importance as repositories, while gene banks, botanical gardens,

zoos and other germplasm repositories make a small but significant contribution. The current decline in biodiversity is largely the result of human activity and represents a serious threat to human development (Christ *et al.*, 2003:4).

More than 1.1 billion people now live within the world's 25 biodiversity "hotspots", areas describe by ecologists as the most threatened species-rich regions on Earth (McNeely & Scherr, 2001:3). Habitat loss and degradation are the most pervasive threats to species, affecting 89 per cent of all threatened birds, 83 per cent of threatened mammals, and 91 per cent of threatened plants (IUCN(c),1996).

The global trend in crop land use appears to be roughly constant – with abandoned or fallow lands roughly equalling new agricultural fields – but some parts of the world with high concentrations of biodiversity are suffering egregious losses of species due to the rapid conversion of habitats to agricultural use (McNeely & Scherr, 2001:6). For many of the poorest, biodiversity-rich countries, non-agricultural economic options do not appear to be able to generate enough food or income, or to employ enough people to alleviate widespread poverty in the short and medium term.

McNeely and Scherr (2001:10) argue that ecotourism and protected areas alone cannot save wild biodiversity and that agriculture must be promoted to:

- feed people, as
- most countries in the developing world cannot afford to purchase much of their food from the international market, and
- furthermore, agriculture is the chief employer and creator of wealth in many areas.

The ideal would be to improve biodiversity conservation in South Africa, including the revitalisation and expansion of the South African Plan for Nature Conservation on the basis of full participation and the conservation of biodiversity on private land through programmes like the South African Heritage Programme (DEAT, 1999:28).

4.10 PROTECTION OF THE OCEANS

Although the VFD is not nearby an ocean the following issues are relevant to wetland areas – such as parts of the VFD. The marine environment - including the oceans and all seas and adjacent coastal areas - forms an integrated whole that is an

essential component of the global life-support system and a positive asset that presents opportunities for sustainable development. Apart from mining, activities in coastal areas currently include livestock farming, agriculture, fishing and harvesting of living marine resources, mariculture, tourism and conservation (Mabudafhasi, 2002:696). In the VFD it is important to investigate the creation of wetlands in areas that are not adjacent to the Vaalriver.

According to Lindley (1998) wetlands provide a free service in purifying water, a service we would do well to utilise more effectively if we are to contain the rapid deterioration of water. Lindley (1998) states that: "the Klipriver [that provides drinking water to the VFD] already has many wetlands on it which are helping to keep the water clean. Water quality would be a lot worse if the wetlands were absent".

4.11   FRESHWATER RESOURCES

As water supply becomes an evermore pressing issue in many parts of the world the tourism industry has a responsibility to conserve water whenever possible. Furthermore, access to clean and safe water will become an important determinant in the location of a tourism enterprise or ensuring the viability of existing operations (UNEP, 2003(b):21). In addition, the need to deal with waste water in a sustainable manner is now seen as essential for the ongoing potential of a tourism destination.

Of the various components of infrastructure, after transportation access, water supply is the most critical because it depends on the availability of a basic supply resource (Inskeep, 1991:121), hence the importance of protecting this valuable asset, especially in the VFD that relies upon on the Vaal River. According to Contour project managers (2002:4): "the Vaal River is the major surface water body, but water contamination is becoming an increasing concern".

According to the African Wildlife (1998:2) the Star newspaper reported that:
> Bacterial contamination of the Klip River, between Alberton and Meyerton, was unacceptably high and could pose a health risk. Many sewage works said they had 'run out of chlorine' because bills had not been paid. The Klip River is used by towns such as **Parys** for drinking water".

Parys is of course, the town adjacent to the Vredefort Dome. The environmental quality of a destination is a key factor in making travel-related decisions (Pizam,

1991:79; Font, 2001:2; Harris *et al.*, 2003:90). This is especially true where health risks from air and water pollution are perceived as a problem (Middleton, 1997:138).

Apart from water contamination, shortage of water is also a global dilemma. Nearly a billion people in 50 countries live with severe water shortages every day of their lives, and by 2025, as much as two-thirds of the world's population could be experiencing moderate to high water stress (WBGU, 1999). Freshwater resources are an essential component of the earth's hydrosphere and an indispensable part of all terrestrial ecosystems. The freshwater environment is characterised by the hydrological cycle, including floods and droughts, which in some regions have become more extreme and dramatic in their consequences (Dodds, 2002:23). These issues were addressed in the Atmosphere section of this study under point 4.3. Global climate changes and atmospheric pollution could also have an impact on freshwater resources and their availability and, through sea-level rise, threaten low-lying coastal areas and small island ecosystems.

According to Brown *et al.* (2002:37) "wherever population is growing, the supply of fresh water per person is declining". Tourists visiting a community form part of this growing population and thus a consumer of the fresh water of that community. Tourists typically consume considerably more water than local residents - "a hotel can consume between 60m3 and 220m3 water per guest room per year depending on the facilities provided and whether sound water conservation practices are in place, such as water flow restrictions and on-site waste water treatment facilities" (UNEP, 2002(b):36).

The general objective is to ensure that adequate supplies of water of good quality are maintained for the entire population of this planet, while preserving the hydrological, biological and chemical functions of ecosystems, adapting human activities within the capacity limits of nature and combating vectors of water-related diseases. According to Inskeep (1991:61) water quality includes domestic water supply, surface water and underground water. The prevalence of water scarcity in shared river basins has a great potential to trigger or intensify regional instability and other security issues, particularly health problems (Brusasco-Mackenzie, 2002:184). Worldwide, some 50 000 people die daily due to waterborne and water-related diseases, while eighty per cent of all diseases worldwide are attributable to drinking water quality (African Wildlife, 1998:1).

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The need for large amounts of water to irrigate farmlands – more than 70 per cent of all fresh water used globally – often leads to the draining of species–rich wetlands and rivers (Wood *et al.*, 2000:64). Furthermore, the widespread scarcity, gradual destruction and aggravated pollution of freshwater resources in many world regions demand integrated water resources planning and management. Without an integrated resources planning and management system, various social problems will occur. According to Homer-Dixon (1994:13) water scarcity could lead to urban migration, overpopulation, poverty and instability. Integration must cover all types of interrelated freshwater bodies, including both surface water and groundwater, and duly consider water quantity and quality aspects.

Rational water utilisation schemes for the development of surface and underground water supply sources and other potential sources have to be supported by concurrent water conservation and wastage minimisation measures. However, priority must be accorded to flood prevention and control measures, as well as sedimentation control, where required. Especially the tourism industry should play a vital role in these schemes, as water is perhaps the hospitality industry's most important resource.

This also implies that the multisectoral nature of water resources development in the context of socio-economic development must be recognised, as well as the multi-interest utilisation of water resources for water supply and sanitation, agriculture, industry, urban development, hydropower generation, inland fisheries, transportation, recreation, low and flat lands management and other activities. It is in this regard important to note that: "hotel developments can hasten the installation of much-needed water infrastructure. Poor siting, design, engineering and construction of tourism facilities run counter to their long-term interests by causing erosion, landslides and flooding" (UNEP, 2002(b):36).

In the State of Environment report the South African Government proposed the following programme areas for the freshwater sector:
- Integrated water resources development and management
- Water resources assessment
- Protection of water resources, water quality and aquatic ecosystems
- Drinking water supply and sanitation
- Water and sustainable urban development
- Water for sustainable food production and rural development
- Impacts of climate change on water resources.

4.12 TOXIC CHEMICALS – MANAGEMENT

The UN estimates that 110 000 tons of obsolete toxic pesticides and wastes have accumulated in African countries over the last 40 years (Amosu, 2002:1). However, the substantial use of chemicals is, inevitably, essential to meet the social and economic goals of the world community - and today's best practice demonstrates that chemicals can be used widely in a cost-effective manner and with a high degree of safety. However, a great deal remains to be done to ensure the environmentally sound management of toxic chemicals, within the parameters of sustainable development and improved quality of life for humankind. Two of the major problems, particularly in developing countries, are (a) lack of sufficient scientific information for the assessment of risks entailed by the use of a great number of chemicals, and (b) lack of resources for assessment of chemicals for which data are at hand.

The misuse of pesticides and fertilisers often poisons water and soil, and pollutes coastal areas (McNeely & Scherr, 2001:3). Globally, the application of chemical fertilisers has increased from 14 million tons in 1950 to 137 millions tons in 1998 (Pinstrup-Anderson et al., 1997). In large areas of the developing world, low-intensity farming systems use little chemical fertilisers and pesticides. By contrast, in both developed and many developing countries, surplus staple foods, high-value fruits and vegetables, and export crops are produced using intensive farming systems. There, the overuse of fertilisers and pesticides – whose run-off poisons land, water, plants, and animals – is a significant problem (McNeely & Scherr, 2001:7).

In 1990, world sales of pesticides amounted to U$50 billion (McNeely & Scherr, 2001:7). Unfortunately, many pesticides have had a disastrous impact on biodiversity, both through direct ingestion of poisonous chemicals by individual animals and though the pollution of freshwater and coastal habitats (Wood et al., 2000:64).

Gross chemical contamination, with grave damage to human health, genetic structures and reproductive outcomes, as well as the environment, has occurred in recent times been continuing within some of the world's most important industrial areas. Restoration will require major investment and development of new techniques. The long-range effects of pollution, extending even to the fundamental chemical and physical processes of the earth's atmosphere and climate, are becoming understood

only recently and - furthermore, the importance of those effects is becoming recognised only recently as well.

A considerable number of international bodies are involved in work on chemical safety. In many countries, work programmes for the promotion of chemical safety are in place. Such work has international implications, as chemical risks do not respect national boundaries. However, a significant strengthening of both national and international efforts is needed to achieve an environmentally sound management of chemicals.

4.13   HAZARDOUS WASTE MANAGEMENT

Hazardous waste contains harmful chemicals and produces harmful by-products when burned or placed in a landfill site.   Common hazardous wastes at tourism facilities include paints, cleaners, oils, batteries and pesticides (UNEP, 2003(c):7), all of which can have a severe impact on the environment if left untreated.   In the tourism industry, conservation efforts such as hazardous waste management and water treatment will mean a safer workplace and common spaces, which, in turn, can decrease staff turnover, reduce lost work time due to injury or illness, and lower liability risks (UNEP, 2003(c):1).

Prevention of the generation of hazardous wastes and the rehabilitation of contaminated sites are the key elements, and both require knowledge, experienced people, facilities, financial resources and technical and scientific capacities.   One such programme is the prevention of salinity.

Salinity refers to the total dissolved inorganic compounds in the water. The salinity of the fresh waters of South Africa varies substantially, depending on background geology and atmospheric deposition. Anthropogenic effects on salinity include: discharge of municipal and industrial effluents; irrigation return water; urban storm water runoff; surface mobilisation of pollutants from mining and industrial operations; and seepage from waste disposal sites, mining and industrial operations. Increasing salinity is a problem in several catchments, but particularly in the Vaal River catchment. Effective control of the generation, storage, treatment, recycling and reuse, transport, recovery and disposal of hazardous wastes is of paramount importance for proper health, environmental protection and natural resource management, and sustainable development. This will require the active cooperation

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and participation of the international community, Government and industry. The activities outlined in the present chapter are very closely related to, and have implications for, many of the programme areas described in other chapters, so that an overall integrated approach to hazardous waste management is necessary.

4.14 SOLID WASTE MANAGEMENT

According to Contour project managers (2002:12):

> management, landowners and private operators and developers in the VFD must adopt a responsible and environmentally friendly waste management plan. Specifically, liquid waste should be handled on-site according to a formal development plan. Solid waste should be separated and sorted on-site and recycled where possible, or disposed of in consultation with management.

Solid wastes, as defined in this chapter, include all domestic refuse and non-hazardous wastes such as commercial and institutional wastes, street sweepings and construction debris, as indicated in Table 4.1. In some countries, the solid wastes management system also handles human wastes such as night-soil, ashes from incinerators, septic tank sludge and sludge from sewage treatment plants (UNEP, 2003(c):8). If these wastes manifest hazardous characteristics they should be treated as hazardous wastes.

Environmentally sound waste management needs to transcend the mere safe disposal or recovery of wastes that are generated, and seek to address the root cause of the problem by attempting to change unsustainable patterns of production and consumption. This implies the application of the integrated life cycle management concept, which presents a unique opportunity to reconcile development with environmental protection. Accordingly, the framework for requisite action should be founded on a hierarchy of objectives and focuses on the four major waste-related programme areas, as follows:

- Minimising wastes
- Maximising environmentally sound waste reuse and recycling
- Promoting environmentally sound waste disposal and treatment
- Extending waste service coverage (UNEP, 2003(c):4).

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Table 4.1: Examples of solid waste generated by tourist facilities

Sector	Examples
Accommodation	Accommodation facilities generate the following types of solid waste: - newspapers and magazines - cleansing agent containers - flowers in rooms - plastic shampoo and soap bottles - old towels, linen and furniture - paint and varnishes, used fittings
Food and beverage	Food and beverage sections dispose the following: - empty cans, bottles, tins and glass - food - small non-refillable product containers - serviettes, coasters, straws. - Used aprons, kitchen towels and napkins
Open spaces	Tourist facilities generate ground-related waste including: - plant trimmings - empty pesticides bottles and fertiliser packs, pesticides, insecticides and fertiliser products
Administration	Main offices, front desk and receiving areas create solid waste including: - paper and envelopes - travel pamphlets and brochures which are often quickly discarded by tourists.

Source: UNEP. 2003. A manual for water and waste management: What the tourism industry can do to improve its performance. Paris: UNEP Publications.

The four programme areas are interrelated and mutually supportive, and must therefore be integrated in order to provide a comprehensive and environmentally responsive framework for managing municipal solid wastes. The mix and emphasis given to each of the four programme areas will vary according to the local socio-economic and physical conditions, rates of waste generation and waste composition. All sectors of society should participate in all the programme areas.

Excessive nutrients from inorganic fertilisers and animal water often flow into lakes, rivers, and coastal zones, where they can cause serious harm to wild biodiversity.

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Excessive growth of aquatic plant life resulting from overly abundant nutrients can destroy wetland ecosystems (Cincotta & Engelman, 2000)

4.15 RADIOACTIVE WASTES MANAGEMENT

Radioactive wastes are generated in the nuclear fuel cycle as well as in nuclear applications (the use of radionuclides in medicine, research and industry). The radiological and safety risk from radioactive wastes varies from very low in short-lived, low-level wastes up to very large for high-level wastes. Annually about 200 000m3 of low-level and intermediate-level waste and 10 000m3 of high-level waste (as well as spent nuclear fuel destined for final disposal) are generated worldwide from nuclear power production. These volumes are increasing as more nuclear power units are taken into operation, nuclear facilities are decommissioned and the use of radionuclides increases. The high-level waste contains about 99 per cent of the radionuclides and thus represents the largest radiological risk. The waste volumes from nuclear applications are generally much smaller; typically some tens of cubic metres or less per year and country. However, the activity concentration, especially in sealed radiation sources, might be high, thus justifying very stringent radiological protection measures. The growth of waste volumes should continue to be kept under close review.

The safe and environmentally sound management of radioactive wastes, including their minimisation, transportation and disposal, is important, given their volatile characteristics. In most countries with a substantial nuclear power programme, technical and administrative measures have been taken to implement a waste management system. In many other countries still only in preparation for a national nuclear programme or having only nuclear applications, such systems are still needed.

4.16 CONCLUSION

Tourism attractions in the Vredefort Dome are primarily nature-based and therefore it is useful to differentiate the environmental aspects on the basis of the major environmental subdivisions. The first part of this chapter discussed the environmental guidelines, policies and rights that will ensure a sustainable natural environment. The second part discussed each of the following environmental subdivision such as atmosphere, biodiversity, energy, forests, freshwater, land

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management, mountains, wetlands and waste – and argued that sustainable management of these subdivisions will contribute towards a sustainable tourism environment in the Vredefort Dome.

Many environmental impacts resulting from tourism have been acknowledged in this chapter and if tourism is viewed as an important source of income for the VFD area, it is likely that the tourism stakeholders need to seek to retain and increase visitor numbers by improving the general amenity value of the local environment.

Especially in a rural community such as the VFD, improvements may consist of visitor management and other practices that will reflect the heritage character of the area which simultaneously enhances the visitor experience. It is evident from the literature presented in this chapter that wider uptake of auditing procedures and improvements in management of the area though legislation and consumer demand will invoke a higher degree of environmental consciousness in tourism-based enterprises in the area.

CHAPTER 5

ECONOMIC ASPECTS OF SUSTAINABLE TOURISM DEVELOPMENT

*If economists could manage to get themselves thought of as humble, competent
people on a level with dentists, that would be splendid*

- John M Keynes

5.1 INTRODUCTION

Tourism is the world's largest and fastest growing industry when measured by gross
output, value-added capital investment, employment and tax contributions. It serves
to provide a multitude of benefits to both hosts and visitors. The benefits, however,
come at a price, particularly to the host destination. If poorly managed, tourism can
have serious, adverse effects upon the environment, physical appearance, economy,
health, safety, and social values of the destination community (Destination 21,
2001:2). According to Contour project managers (2002:10) the tertiary objective of
the VFD is to capitalise on the area's attractions and renewable natural resources in
a sustainable manner "for the enduring socio-economic benefits of the landowners,
operators and neighbouring communities primarily and international, national and
provincial stakeholders secondarily by maximising income from tourism as well as
the consumptive utilisation of natural resources".

The primary motivation for developing tourism in most countries and regions pertains
to its economic benefits. Economic considerations must therefore be clearly
understood in order to plan, develop and manage tourism successfully (Contour,
2002:1), especially in regions such as the VFD that can be classified as a developing
area. Tourism has the potential to generate economic benefits for people living near
these areas, but there is considerable debate regarding the extent to which this
potential has been realised (Lindberg, 1998) and the social and cultural
consequences of such development, to which attention now turns (Page & Dowling,
2002:169). This affirms the importance of an integrated tourism development
strategy that is not short-sighted by the economic benefits.

According to Contour project managers (2002:5):

> In the year 2001, the greater VFD area had sixty-six tourism establishments
> and sold a total of 104 635 bednights and 15 969 site-nights per annum. 80%
> of all accommodation sold were beds and 20% camping facilities. In the

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region of 54% of all bednights sold were related to conference and events and 46% were leisure related. In total, calculations showed that the area attracted in the region of 110 000 visitors, of which 59% stayed overnight and 41% were day visitors, 48% of all day visitors to the area were related to conferences and events.

With the above figures in mind the effects of irresponsible tourism development are not only environmental, as discussed in the previous chapter, but also economical. In this chapter it will be indicated that there can be both positive and negative economic impacts resulting from tourism, depending on the type and intensity of tourism development, as well as the characteristics of the host community. The objectives of this chapter are to:

- Review the role of the Government in sustainable tourism development
- Indicate the importance of fair trade in tourism
- Indicate the changing consumption patterns
- Discuss the financial aspects of sustainable tourism
- Discuss the role of technology and sustainable tourism development
- Explain the positive and negative economic impacts of tourism
- Discuss economic enhancement programming.

The basic business contribution to sustainable development, one that the World Business Council for Sustainable Development (WBCSD) has worked on for a decade, is eco-efficiency. The WBCSD defines eco-efficiency as being achieved by the delivery of competitively priced goods and services that satisfy human needs and bring quality of life, while progressively reducing ecological impacts and resources intensity throughout the life cycle, to a level at least in line with the earth's estimated carrying capacity (WBCSD, 2002:228). The objective of Government, it can be argued, needs to be one of eco-efficiency.

Before the roles of each level of government are discussed it is important to name the policy documents that guide the three levels of government. According to Atos-KPMG (2003:9) three key policy documents determine the interrelationships between national, provincial and local government in South Africa, and powers and functions related to tourism, namely:

- The Constitution of the Republic of South Africa, Act 108 of 1996
- The Local Government: Municipal Structures Act, Act 19 of 1998 and
- The Local Government: Municipal Structures Amendment Act, Act 33 of 2000.

Where tourism is related to broader goals, this is often done in economic terms, although growing emphasis is placed on social and environmental goals. In this chapter, the focus will be on the role of the government at national, provincial and local level.

5.2 ROLE OF THE GOVERNMENT

The basis for government intervention in tourism lies within the philosophical and ideological debate as to the appropriate role of government and the state in society (Hall, 1994). Section 4 of the South African Constitution (1996) explicitly identifies "tourism" as a concurrent national and provincial functional area.

Already in 1966 governments were made aware not to over-depend on tourism. As stated by Baum and Moore (1966:5):

> ...there are and there will be increasing opportunities for recreation and tourism development, but this industry should not be considered to be a panacea for the long-standing problems of substantial and persistent unemployment and underemployment besetting low-income areas...The successful development of a tourism enterprise requires the same economic considerations as the planning and development of economic activities in other sectors.

Within Western society considerable debate has emerged over the past two decades over the appropriate role of the state in society. Most of the 1980s and the early 1990s saw a period of retreat by central government from active intervention. At the national level, policies of deregulation, privatisation, free trade, the elimination of tax incentives, and a move away from discretionary forms of macro-economic intervention, were and have been the hallmarks of a push towards 'smaller' and lower levels of government intervention (Butler, Hall & Jenkins, 1998:20).

Tourism is not immune from changes in political philosophy. It is subject to direct and indirect government intervention often because of its employment and income producing possibilities and therefore its potential to diversify and contribute to economies. Several important and explicit reasons as to why governments may care to intervene in tourism may be identified:

- The political and organisational aspects of behaviour, recreational choice, access and participation, and tourism planning and development
- The economic significance of rural tourism as emphasised in government publications. Rural tourism policies are often formulated and implemented

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with a view to creating jobs, diversifying the economic base, and facilitating greater economic activity generally

- The broader socio-cultural goals of government policy - better quality of life for residents, health and fitness, personal and professional attainment and education
- The protection of attractive areas
- Environmental conservation and pollution control
- Infrastructure investments and development
- The development of tourist services and
- The marketing and promotion of tourism (Buthler, Hall & Jenkins, 1998:25).

Sustainable development can only be achieved when tourism is managed in a controlled and integrated manner and is soundly based on careful and effective legislative restriction. Many examples exist of uncontrolled developments that may reap short-term benefits but which, in the longer term, have led to socio-cultural and environmental problems and to the emergence of poor quality destinations (Inskeep, 1991).

As Acerenza (1985) and Pearce (1989) have argued, planning for tourism at the national level, as at other scales, should be undertaken in the light of broader national development goals and objectives, for example the South African Reconstruction and Development Programme (RDP). In South Africa, tourism plans focus specifically on tourism goals with direct reference to broader issues and, in that way, contribute effectively to national development.

The Department of Environmental Affairs and Tourism has launched a number of initiatives and is working together with all stakeholders to increase the benefits that the country derives from domestic, regional and international tourism. The internal constraints to further tourism growth are now more significant than external ones, and the following after-effects of the policies of the past drive many of these challenges:

- Crime and violence pose major threats to the country's tourism industry
- The country's workers are inadequately trained for service industries and the country lacks a tourism-friendly attitude
- An effective funding mechanism for destination marketing for the long term is needed

- Tourism infrastructure is not up to the demands being placed on it
- Public-private collaboration in tourism is relatively weak, and lack of clarity around the long-term strategic direction of tourism threatens the industry
- Confusion over the provincial governments' role in the tourism arena is threatening overall public-private partnerships in the effective development of opportunity.

In contrast, there are some major strengths operating in South Africa's favour which can facilitate further growth in tourism (SA, 1996:5):

- National tourism assets of incomparable quality exist in certain segments
- South Africa has a depth and diversity of tourism products, especially adventure, ecotourism and cultural attractions
- Exceptional value for money relative to key competitors, in part due to foreign exchange rates
- Positive global perceptions of peaceful political transition in South Africa.

With the end of the post-1994 tourism boost, South Africa is entering a new area of tourism development in a globally competitive context. Innovative and far-reaching strategic thought will be required of the Department of Environmental Affairs and Tourism to guide all stakeholders towards a mutually beneficent future (SA, 1996:4).

Tourism is an industry largely dependent upon the socio-political-economic environment. Because tourism is so dependent on these conditions, it requires high levels of industry cohesion and a strong relationship with Government, especially given the important role of the Government in helping to create jobs and to ensure political stability. Approaches taken by Government can greatly influence tourism demand for example exchange control, currency export prohibition, taxation of tourists and residents and visa regulations (Page *et al.*, 2001:48). Bull (1995) shows that a government's fiscal control policies can change tourist flows and specific destinations can gain or lose potential profitability. According to Page *et al.* (2001:56) the attitudes of governments in the generating or destination areas have also been shown to be influential.

5.2.1 ROLE OF NATIONAL GOVERNMENT

After this brief overview, the question may arise: What is the role of the different levels of government in tourism development? According to the Tourism White paper (1996:31) the South African National Government plays five key roles in the development and promotion of the tourism industry (Table 5.1):

- Facilitation and implementation
- Coordination
- Planning and policy-making
- Regulation and monitoring
- Development promotion.

At the provincial level, the provincial government takes on similar functions as at the national level, with three main exceptions. Firstly, the focus is much more on the implementation and application of national principles, objectives and policy guidelines as appropriate to local conditions. Secondly, because much of the tourism product is itself located at the provincial level, provinces take on a much more important role in facilitating and developing the tourism product. Thirdly, provinces have a major role to play in marketing and promoting their destinations in competition with other provinces locally.

The local government is even closer to the product than the national or provincial governments. The functions of the local government mirror those of the provincial government, but with added emphasis on the planning, development and maintenance of many specific aspects of the tourism product. The exact role of the local government in the tourism development thrust will be determined by local conditions existing at the provincial levels and, most importantly, the availability of the necessary financial means and skills base to carry out the respective functions. The functions of the national, provincial and local governments in the South African tourism industry are briefly described below.

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Table 5.1: The role of the South African National Government

Facilitation and implementation
Establish a safe and stable political and economic environment for tourism to flourish
Ensure the safety and security of residents and visitors
Facilitate and provide appropriate incentives for private sector investment in tourism
Establish and facilitate enabling and appropriate legal and fiscal frameworks for the industry
Facilitate the development of a tourism culture in South Africa and the supply of skilled manpower for the industry
Facilitate an active labour market policy and an appropriate labour relations environment for the industry
Allocate appropriate financial resources for tourism development
Promote tourism as a national priority
Facilitate and conduct the effective marketing and promotion of the country
Encourage and facilitate foreign investment.
Coordination
Coordinate and liaise with international, regional and provincial governments with regard to all aspects of tourism development
Coordinate the tourism-related efforts of all government departments and related government institutions
Coordinate and liaise with NGOs, labour and community organisations, training institutions, universities and other bodies related to the development of the tourism sector.
Planning and policy-making
Formulate, monitor and update a national tourism policy and strategy, in collaboration with relevant stakeholders
Develop integrated national tourism plans in collaboration with relevant stakeholders.
Regulation and monitoring
Ensure the application of integrated environmental management principles in land-use development proposals to facilitate sustainable utilisation of natural and cultural resources
Facilitate the sustainable and responsible development of the tourism industry, by formulating appropriate development guidelines and regulatory measures
Establish and maintain standards of facilities and services.
Development promotion
Promote the equitable development of all destinations with tourism potential, whether high, medium or marginal potential
Promote the involvement of communities at appropriate levels of tourism activity
Promote the spread of responsible tourism
Promote the development of major tourism projects that will have national and countrywide impacts (e.g. transborder-protected areas).

Source: Adopted from South African Tourism White Paper (SA, 1996:31).

5.2.2 ROLE OF PROVINCIAL GOVERNMENT

The provincial government has a critically important role to play in the development and promotion of the tourism industry of South Africa. The provincial tourism organisations are key players in the tourism industry. Schedule 6 of the Constitution makes specific provision for tourism to be a provincial responsibility.

The provincial government is responsible for all of the functions indicated at the national government level (facilitation, co-ordination, regulation, monitoring and development promotion) with a few exceptions, additions and modifications. Provincial tourism organisations will formulate tourism policies that are applicable to their areas, in accordance with the national policy. They will also be partners in the implementation of relevant national policies, strategies, and objectives.

The provincial government, through provincial tourism organisations, has the responsibility for marketing and promoting their destinations. As is the practice in many other countries, provincial government should have the responsibility to market the province to the domestic market in competition with other provinces.

Concerning international marketing, the national and provincial tourism organisations should agree on a strong, effective marketing strategy; to be coordinated at the national level and executed with the participation and support of the provincial organisations. This may not imply the promotion of separate brand identities by provinces, but possibly a number of strong product lines (such as ecotourism, culture tourism, and sports tourism), which are applicable across provincial boundaries.

This approach is recommended provided that it does not exclude provincial initiatives in markets that they wish to develop independently and where national presence is non-existent.

The following principles underpin the above approach:
- Develop a common strategy for the international marketing and promotion of South Africa as a joint effort among the private sector, the national organisation and provincial authorities, taking cognisance of international trends and the competitive environment

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- Fund international marketing efforts from private sector, national and provincial resources
- Strong coordination of the international marketing effort by the national body, underpinned by effective participation by the provinces (SA, 1996).

Individual private sector members can obtain considerable synergies from combining efforts in the international market. It is important, however, that this is done within the framework of the structure and strategies of the national effort.

The provincial governments should also play a more prominent role in tourism development activities than the national government. This will include the involvement of local communities, environmental management, safety and security of visitors, tourism plant development, infrastructure provision, and so forth. Budgets and resources allocated to provinces will need to reflect this reality.

5.2.3 ROLE OF LOCAL GOVERNMENT

"Local tourism" is explicitly defined as a function of local authorities within the Constitution. The definition of roles and responsibilities of local government in fulfilling the function of "local tourism" is provided for in the National White Paper on the Development and Promotion of Tourism (SA, 1996). The Constitution of South Africa recognises local government as one of the three fundamental spheres of government (section 151-164), and provides for the allocation of powers and functions in sections and parts B of Schedules 4 and 5. These functions are outlined by Atos (2003:13) and are summarised in Table 5.2.

According to Middleton and Hawkins (1998:39) the world's best hope for securing sustainability in travel and tourism lies not with national authorities, but with the competence and authority vested in local government responsible for specific tourism destinations, working in partnership with private sector business. Findings from Briedenhann and Wickens (2004:75), however, indicate that while it is at local government level that the responsibility for tourism rests, the inability of officials to undertake their responsibility is commonplace. At the local government level, specific provincial functions of policy implementation, environmental planning and land-use, product development, marketing and promotion are further supported.

Table 5.2: Powers and functions of local governments

Schedule 4 Part B	Schedule 5 Part B
- Air pollution	- Beaches and amusement facilities
- Building regulations	
- Child care facilities	- Billboards
- Electricity	- Cemeteries
- Fire fighting	- Cleansing
- Local tourism	- Control of public nuisances
- Municipal airports	- Liquor selling
- Municipal planning	- Facilities for accommodation
- Municipal health services	- Fencing and fences
- Municipal public works	- Local amenities
- Pontoons, ferries and jetties	- Local sport facilities
- Storm water management systems	- Markets
	- Municipal parks and recreation
- Trading regulations	- Noise pollution
- Water and sanitation services	- Pounds
	- Public places
	- Refuse removal, refuse dumps
	- Street trading
	- Street lighting
	- Traffic and parking

Source: ATOS KPMG CONSULTING. 2003.

Traditionally, tourism development has depended on initiatives taken by the private sector. In many countries, local authorities have not been closely involved in tourism and have little experience of its planning, development and management. In recent years this has been changing, and the key role of local authorities is now recognised. According to UNEP (2003(a):8) this is due to:

- The complexity of the tourism sector, where it is the consumer who is brought to the product and not the other way round, as is the case with most other goods and services
- Increasing awareness that tourists select and respond to entire destinations, not just individual products. The visitor experience is made up of a complex range of elements including expectations, transport, information,

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accommodation, attractions, activities, local infrastructure, natural environments, cultural heritage, a welcoming host population, security and other services

- The disparate nature of the private sector in tourism, much of which comprises small and micro businesses

- Acceptance that, in the interests of sustainability, public authorities need to be involved in regulating tourist development in destinations, and not simply leave it up to the laws of the market

- The trend towards administrative decentralisation underway in many countries, which increases the ability of local authorities to intervene.

Local authorities are often the best placed organisations for establishing a sustainable approach to tourism in destinations, setting a strategy and balancing the interests of tourism enterprises, tourists and local residents. According to UNEP (2003(a):8) their ability to manage tourism sustainably is related to:

- Their democratic legitimacy

- Their relative permanence and ability to take long-term views; and

- Their responsibility for a range of functions that can influence tourism development, including spatial planning, development control, environmental management and community services.

Chapter 28 of Agenda 21 binds local authorities to implementing at a local level the commitments made towards sustainable development by the international community. A local Agenda 21 is an approach by means of which a local community defines a sustainable development strategy and an action programme to be implemented. The approach is usually initiated by the local authority, which provides leadership for the process. Its success hinges on close cooperation between the population, NGOs, private enterprises and other local interests.

According to UNEP (2003(a):9) there is no prescription for what issues and activities the process should address, as all places are different and the principle is to enable partners in each location to identify their own priorities. However, in accordance with Agenda 21, the process should focus on economic, social and environmental sustainability.

Environmental economics should act as a bridge to incorporate social and environmental concerns into the structure of economic decision-making by demonstrating the value of natural resources in economic terms. This role can be regarded as the integration of society's needs, economic theory and the natural environment, as portrayed in Figure 5.1.
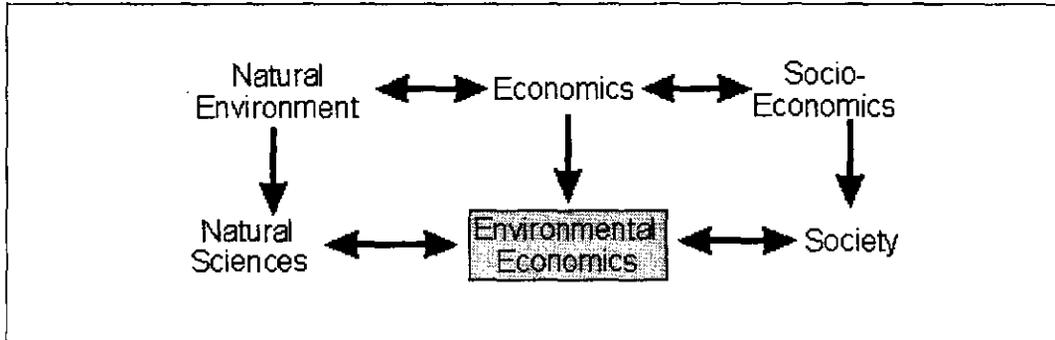
Figure 5.1 Integration model of environmental economics.

Source: Munasinghe (1996:3) as in Blignaut and De Wit (1999:1).

According to Urquhart and Atkinson (2002:78):

> the existing structure will need to be broadly representative, and consist of a range of civil society stakeholders, as well as councilors and officials. Even if this is the case, it may be necessary to revitalise the structure by involving other interest groups. Re-orientation of the structure towards a sustainable development outlook can be achieved through training and awareness-raising workshops.

Urquhart and Atkinson (2002:96) further motivate this statement by concluding: "local authorities are well placed to pilot new and more environmentally sustainable products". Municipalities do not have to carry all their own functions themselves. A wide range of creative methods are available to contract out functions to private individuals, companies, NGOs or even CBOs.

Local authorities should consider developing a sustainable tourism strategy within the context of Agenda 21, and for the following reasons:

- To ensure that tourism planning and development address key issues relating to the economic, social and environmental impact of tourism in the long and short term
- Place tourism within the overall context of the sustainable development and environmental management of the community
- Provide a framework for, and give legitimacy to, the participation of a range of stakeholders in tourism and representatives of the local community

- Raise the profile of tourism and the tourism strategy within the community
- Strengthen the position of the authority as an organisation that takes sustainable tourism seriously, with national and international support
- Help the destination to attract the attention of visitors and tour operators keen to visit or work with sustainable destinations.

In order to achieve a sustainable future for tourism in South Africa and within the VFD it might be helpful if communities are aware of the pressures, impacts and responses in a sustainable state of the environment as indicated in Figure 5.2 (Blignaut & De Wit, 1999:1).
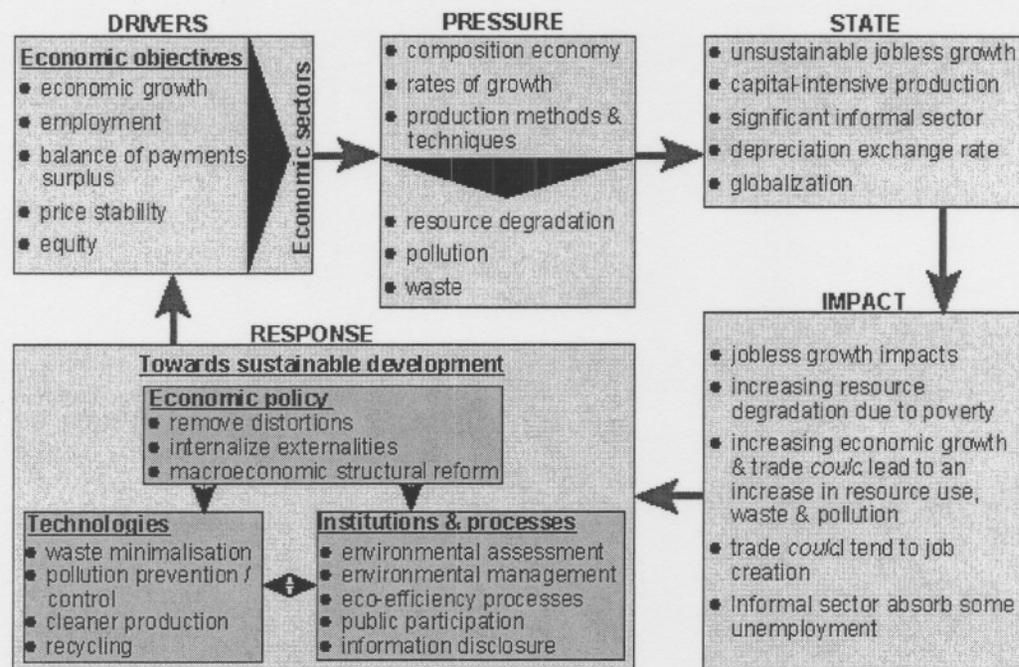
Figure 5.2 : Flow diagram of the DPSIR model of the economic environment.
Source: Blignaut, J. and De Wit, MP (1999:1).

5.3 FAIR TRADE AND TOURISM

One of the main questions posed is how can tourism become more equitable to those in less developed receiving countries (Page *et al.*, 2001:399). A range of products are now widely available for purchase which have been 'fairly traded', such as tea, coffee, chocolate and bananas. Now, tourism faces a similar challenge. Organisations such as Tourism Concern and Voluntary Services Overseas (VCO) have actively campaigned to promote awareness of air trade in tourism.

Fair trade in tourism is a key aspect of sustainable development (Kalisch, 2000:89). According to *Tourism Concern*, fair trade in tourism aims to maximise the benefits from tourism for local destination stakeholders through mutually beneficial and equitable partnership between national and international tourism stakeholders in the destination. This international network on fair trade in tourism further states that:

> Unfair tourism can mean that most of the profits from tourism flow back to the industrialised nations, and the people in destinations, who offer their natural, social and cultural resources to make the 'tourism product' successful, receive either an unfairly low return or suffer from a deterioration of their livelihood as a results of negative environmental, social and cultural effects from the tourism activity (Tourism Concern, 2002).

The organisations that promote alternative trade, as we know them today, emerged in the 1960s in the context of political movements. They were associated with political solidarity movements and with countries that were politically marginalised. According to their leading organisation, International Federation for Alternative Trade (IFAT), alternative trade in the late 1960s and 1970s was more about finding markets for products from countries that were excluded from the mainstream trading channels for political reasons than about promoting the well-being of the producers (Renard, 2003:89).

In 1999, *Tourism Concern*, a London-based advocacy organisation, initiated an International Network on Fair Trade in Tourism (FTT). Today, this Network counts nearly 200 members from the UK, Europe, Asia, Africa and Latin America. Members include non-governmental organisations (NGOs), research institutions, community tourism initiatives and industry forums. Fair Trade in Tourism South Africa (FTTSA) is a member of this International Network.

If tourism is not fair, then it ultimately will not be sustainable. FTT is about ensuring that the people whose land, natural resources, labour, knowledge and culture are used for tourism activities are actually benefiting from these activities. FTT also supports the rights of host communities to participate in decisions that affect them. According to Kalisch (2000:89) *TourismConcern* is

> constantly contacted by communities, particular from the Southern-hemisphere countries, who feel they are not in control of, and do not benefit from tourism and are looking for a way of improving things. The network aims to influence mass tourism through encouraging corporate responsibility in the tourism trade, providing local community support, increasing consumer awareness and monitoring international trade agreements.

The word "alternative" was used in this regard to denote difference. Alternative trade operates under a different set of values and objectives than traditional trade, putting people and their well-being and preservation of the natural environment before the pursuit of profit. Today, Alternative Trade Organisations define their function as "an alternative way of doing business that is beneficial and fair" with "two-fold objectives: to improve the living conditions of the poor and oppressed in developing countries and to change the unfair structures in international trade" (Renard, 2003:89).

Since the 1960s, the global Fair Trade Movement has taken steps to address such inequalities through awareness-raising, the creation of Fair Trade labels, trading partnerships and ethical trading initiatives. The first fair label, with the name Max Havelaar, was created in the Netherlands in 1988 after a long discussion within an NGO over how to respond to a very concrete petition from a Mexican cooperative of coffee producers (Renard, 2003:89). Increased awareness, growth in ethical consumption, awareness of sustainable development and pressure from public and non-government organisations will assist in the pursuance of fair trade in tourism (Page et al., 2001:400). The World Tourism Organisation Code of Ethics published in 1999 is a step in the right direction, but there is still much work to be done.

Fair Trade researchers have found that socially conscious consumers are prepared to pay a little extra for the assurance that small-scale, often poor producers in developing countries have received a fair share of the money earned from the sale of their products. In this way, Fair Trade gives consumers an opportunity to help fight the negative effects of "free trade", which values profits over people.

Public awareness, particularly in Northern Europe, has driven the Fair Trade Movement. Many people have been educated about unfair trading practices, and the causes of trade and wealth imbalances. This has led increasing numbers of consumers to demand "fair" alternatives to conventional, often multi-national brands of coffee, bananas, chocolate, fruit juices and other agricultural products (Anon., 2002).

According to Leclair (2002:949) fair trade is demand-driven and demand for Fair Trade branded products is growing, not only in the UK and Europe, but also in North America and other parts of the world. What started off with just a few determined consumers has developed into a strong and growing niche market. According to Tourism Concern (2002:2) the main criteria of fair trade in tourism are:

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(i) Fair trade partnerships between tourism and hospitality investors and local communities

This guideline addresses issues such as equitable consultation and negations, transparency, employment of local, training and development and anti-corrupt practices.

(ii) Fair share of benefits for local stakeholders

The main criteria are to reduce leakage and increase linkages through a fair pricing system, fair competition, fair distribution of tourism revenue, use of local products and material, compliance by foreign investors with destinations' tax regulations and open and transparent information and education.

(iii) Fair trade between tourists and local people

Informed and responsible tourism to foster a mutually beneficial exchange with local people, respecting their culture, pay fair market prices and that local will charge a fair market price.

(iv) Fair and sustainable use of natural resources

Issues addressed are investment and research in environmental protection, implementation of measures which enhance the local environment, and consultation with the local community.

(v) Fair wages and working conditions

Wages and working conditions reflect relevant international labour standards with regard to wages, freedom of association, health and safety, no child or slave labour, no discrimination, within the context of UN Declarations on Human Rights.

The Tourism White Paper (SA, 1996) highlights the huge potential of the tourism industry to create jobs, as well as to promote black economic empowerment (BEE) and small, medium and micro enterprise (SMME) development. Despite this potential, South Africa's tourism industry is still held back by unequal access not only to markets and market knowledge, but also to business finance and other resources. Therefore, the belief that South African tourism should become "fairer" fits in well with recent national efforts to build, diversify and transform the tourism industry (FTTSA, 2003:1).

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It is clearly time to create a culture of Fair Trade in Tourism in South Africa, especially since the Johannesburg World Summit on Sustainable Development (WSSD). Our tourism industry is performing excellently, and our Department of Environmental Affairs and Tourism (DEAT) is beginning to showcase the concept of "Responsible Tourism". South Africa now has a very real opportunity to become a world leader in sustainable development, and a major "fair" and "responsible" travel destination. Fair Trade in Tourism South Africa (FTTSA) will be at the forefront of efforts to achieve this (FFTSA, 2003:12).

Fair trade is an example of how economic relationships do not necessarily eliminate the possibility of cooperation among its agents to construct rules and mobilise collective resources: either coordination among economic competition, nor on the mechanics of classical economic paradigms (Linck, 1999:15). The supporters of Fair Trade regard free trade pricing as fundamentally unfair to developing countries, particularly as terms of trade have turned against the exports of these countries over the last three decades (Leclair, 2002:949). The great majority of Fair Trade activity is devoted to altering the prices of two distinct classes of products, commodities and handicrafts.

Contour project managers (2002:13) state that: "to ensure that benefits from tourism activities are distributed equitable amongst the different stakeholders, the VFD may over time enforce restrictions or negotiate adjustments in respect of the density of tourist accommodation facilities and tourist numbers"; hence the need for a mechanism in the VFD that will regulate equity and fair trade in the area.

5.4 ECONOMIC IMPACTS

Sustainable tourism development will ensure that the positive economic impacts discussed below will be maximised and the negative impacts be minimised (Page *et al.*, 2001:257).

5.4.1 POSITIVE ECONOMIC IMPACTS

Tourism expenditures and the export and import of related goods and services generate income to the host economy and can stimulate the investment necessary to finance growth in other economic sectors (Page *et al.*, 2001:262). Some countries

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seek to accelerate this growth by requiring visitors to bring in a certain amount of foreign currency for each day of their stay and do not allow them to take it out of the country again at the end of the trip.

Contribution to government revenues

Government revenues from the tourism sector can be categorised as direct and indirect contributions. **Direct** contributions are generated by taxes on incomes from tourism employment and tourism businesses, and by direct levies on tourists such as departure taxes. **Indirect** contributions are those originated from taxes and duties levied on goods and services supplied to tourists (Song et al., 2003:363; Page et al., 2001:48).

Employment generation

The rapid expansion of international tourism has led to significant employment creation. For example, the hotel accommodation sector alone provided around 11.3 million jobs worldwide in 1995. Tourism can generate jobs directly through hotels, restaurants, nightclubs, taxis, and souvenir sales, and indirectly through the supply of goods and services needed by tourism-related businesses (Page et al., 2001:265).

There are three types of employment which may be generated by tourism:
- Direct – jobs created as a result of visitor expenditure and directly supporting tourism activity
- Indirect – jobs created within the tourism supply sector but not as a direct result of tourism activity
- Induced – jobs created as a result of tourism expenditure as local residents spend money earned from tourism (Page et al., 2001:265).

Stimulation of infrastructure investment

Tourism can induce the local government to make infrastructure improvements such as better water and sewage systems, roads, electricity, telephone and public transport networks; all of which can improve the quality of life for residents as well as facilitate tourism. Mazzanti (2002:457) argues that bargaining for values and property rights is the only feasible mechanism for achieving sustainability when

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focusing on the linkages between policy instruments and policy objectives towards sustainable tourism development. The infrastructure in the VFD is therefore an important aspect of economic valuation in the area.

Contribution to local economies

Tourism can be a significant, even essential, part of the local economy. As the environment is a basic component of the tourism industry's assets, tourism revenues are often used to measure the economic value of protected areas. Karagiannis (2003:184) argues that linkages between tourism, commodity production sectors, and complementary and related service industries can boost industrial competitiveness, while improving an area's macroeconomic performance.

5.4.2 NEGATIVE ECONOMIC IMPACTS

Increased tourism expenditure from inbound markets has direct, indirect and induced effects on a host destination, leading to increased production, income and employment (Dwyer et al., 2000:325). Apart from the positive attributes, the following negative impacts are also well documented in tourism literature.

Leakage

The direct income for an area is the amount of tourist expenditure that remains locally after taxes, profits, and wages are paid outside the area and after imports are purchased; these subtracted amounts are called leakage (Page et al., 2001:268). In most all-inclusive package tours, about 80% of travellers' expenditures go to the airlines, hotels and other international companies (who often have their headquarters in the travelers' home countries), and not to local businesses or workers. In addition, significant amounts of income actually retained at destination level can leave again through leakage (Diaz, 2001:9).

Import leakage

This commonly occurs when tourists demand standards of equipment, food, and other products that the host country cannot supply. Especially in less-developed countries, food and drinks must often be imported, since local products are not up to the hotel's (i.e. tourists') standards or the country simply doesn't have a supplying

industry. Much of the income from tourism expenditures leaves the country again to pay for these imports (Brown, 1998:237).

Export leakage

Multinational corporations and large foreign businesses have a substantial share in the import leakage. Often, especially in poor and developing destinations, they are the only ones that possess the necessary capital to invest in the construction of tourism infrastructure and facilities. As a consequence of this, an export leakage arises when overseas investors who finance the resorts and hotels take their profits back to their country of origin (Manente, 2000:417).

Enclave tourism

Local businesses often see their chances to earn income from tourists severely reduced by the creation of "all-inclusive" vacation packages. When tourists remain for their entire stay at the same cruise ship or resort, which provides everything they need and where they will make all their expenditures, not much opportunity is left for local people to profit from tourism (Shaw & Shaw, 1999:68).

Infrastructure cost

Tourism development can cost the local government and local taxpayers a great deal of money. Developers may want the government to improve the airport, roads and other infrastructure, and possibly to provide tax breaks and other financial advantages, which are costly activities for the government. Public resources spent on subsidised infrastructure or tax breaks may reduce government investment in other critical areas such as education and health.

Increase in prices

Increasing demand for basic services and goods from tourists will often cause price hikes that negatively affect local residents whose income does not increase proportionately.

Tourism development and the related rise in real estate demand may dramatically increase building costs and land values. Not only does this make it more difficult for

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local people - especially in developing countries - to meet their basic daily needs, it can also result in a dominance by outsiders in land markets and in-migration that erodes economic opportunities for the locals, eventually disempowering residents. For example, in Costa Rica, close to 65% of the hotels belong to foreigners. Long-term tourists living in second homes, and the so-called amenity migrants (wealthy or retired people and liberal professionals moving to attractive destinations in order to enjoy the atmosphere and peaceful rhythms of life) cause price hikes in their new homes if their numbers attain a certain critical mass. A similar situation may eventually be arising in the Western Cape and other parts of South Africa, such as the VFD.

Economic dependence of the local community on tourism

Diversification in an economy is a sign of health; however, if a country or region becomes dependent for its economic survival upon one industry, it can put major stress upon this industry as well as the people involved to perform well. Many countries, especially developing countries with little ability to explore other resources, have embraced tourism as a way to boost the economy. Although considerable attention is given to the prospects for developing small, medium and micro-enterprises in South Africa's tourism economy, very little relevant research has been undertaken in this regard (Kirsten & Rogerson, 2002:29). It is therefore essential that the VFD community examines the status of business linkages between large tourism enterprises and SMMEs in the area.

Seasonal character of jobs

The seasonal character of the tourism industry creates economic problems for destinations that are heavily dependent on it. Problems that seasonal workers face include job (and therefore income) insecurity, usually with no guarantee of employment from one season to the next, difficulties in getting training, employment-related medical benefits, recognition of their experience, and unsatisfactory housing and working conditions (Ashworth & Thomas, 1999:735).

5.5 ECONOMIC ENHANCEMENT PROGRAMMING

Inherent to the enhancement of economic benefits is the need to make optimum use of goods and services produced within the region as inputs to tourists, that is,

increasing the local value added to tourism (Inskeep, 1991:380). This reduces the leakage factor of money spent to purchase imported goods and services.

Strengthening economic cross-cultural linkages

Cross-sectoral linkages between tourism and other industries such as agriculture can often be strengthened through improving local production of food items – vegetables, fruits, diary products, meat and poultry – used in tourist restaurants. Other opportunities for using locally produced goods exist in the incorporation of local building materials in the construction of tourist facilities and in the manufacture of furnishings and supplies for hotels and other facilities. According to Inskeep (1991:380) facilities and furnishings should be designed to make use of local materials if they are available and suitable.

Many of these goods and services developed or improved for tourism are also often marketable to residents and may have potential for direct export, thus further improving the economy and, at the national level, increasing foreign exchange earnings.

Ownership of tourist facilities and services

Complete local ownership of tourist facilities and services will maximise retention of profits from the capital investment made, and will also give the local population more control over tourism development and operation (Inskeep, 1991:381). But if local capital resources are limited, which is often the case in developing tourism areas, it may be necessary to allow outside capitalisation and, in some cases, even encourage this in order to get tourism started so that it can generate the needed income and employment.

Joint venture ownership on a combination of outside and local capital is a commonly used technique to capitalise projects so that at least some local capital is utilised. To encourage the spreading of equity ownership among the general local population so that it does not concentrate in the hands of local elites or outsiders, various techniques can be employed - for example, corporations can be set up with public sale of shares; another technique is the organisation of condominium type of accommodation units which can be individually sold to local persons with modest resources.

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Local employment

Worldwide tourism employment has grown rapidly (a fact which has been of interest to policymakers concerned with job generation) but is has a marked seasonal character (Ashworth & Thomas, 1999:735). Maximising employment of local staff in tourist facilities and services enhances local economic benefits because, in addition to the benefits of generating local employment, the workers' wages and salaries will remain in the local economy (Inskeep, 1991:382). Neto (2003:212) argues that more emphasis should be given to a 'pro-poor tourism' approach at both national and international levels to help generate local employment. According to Contour project managers (2002:8): "the VFD management committee would like to contribute towards the socio-economic development of the region and its recognised stakeholders, ensuring that local spin-offs and appropriate economic empowerment are facilitated".

Local management of tourist facilities and services

Local management of tourist facilities, whether or not locally owned and employing local persons, results in a greater percentage of the profits being retained in the country and consequently means greater local control over tourism (Agut *et al.,* 2003:906). Management fees of foreign operators typically are sent overseas. However, foreign management, especially by a large international chain, brings the benefits of both competent management skills and an international marketing network and name recognition as well as integrated systems (Inskeep, 1991:382).

Local tour and travel services

International tour and travel operators serve as essential functions in organising and promoting tourism to an area, but sometimes they may also control local tour operations, especially if the local agency operations are not well developed. This results in the loss of potential income and employment from the economy, and also limits local control of tourist activities (Inskeep, 1991:383; Lindsay *et al.*, 2003:187).

Shopping

Shopping for handicrafts, souvenirs, speciality and duty-free items, and general consumer goods is an important activity for many tourists and can constitute a major

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component of tourist expenditures and source of tourist income (Yu & Littrell, 2003:140; Dimanche, 2003:311). One way to encourage higher expenditure by tourists is to provide a greater variety of goods for tourists to purchase within the framework of maintaining the quality integrity of handicrafts and specialty items (Inskeep, 1991:383).

Expansion of tourist activities

In addition to shopping, a common technique to increase tourist expenditure and often also the length of stay is to expand the variety of tourist activities available. Tourist attractions can be added, products can be improved and diversification is also becoming an important aspect of expanding or upgrading tourism in already developed tourism areas (Prebensen et al., 2003:416). The VFD is rich in the number of adventure activities available, but tourists need to be motivated to stay longer in the area and partake in other activities offered in the area.

5.6 MEASURING ECONOMIC COSTS AND BENEFITS

Knowledge of the evaluation of economic impacts is necessary in order to plan, develop and manage tourism successfully (Quattrone, 2002:7; Zhang, 2002:165). According to the WTO (1994) the aspects discussed below are valuable tools to measure economic costs and benefits that will result from tourism.

Contribution to gross national or gross regional product

Unfortunately, tourism is seldom shown as a separate sector but is included in services, transportation and other sectors in national or regional accounts. If it were possible to segregate as a separate sector, the contribution of tourism in numerical and percentage terms to the GDP or GRP can be calculated, as is done for other industries (Inskeep, 1991:394).

Contribution to foreign exchange earnings

According to Gössling (2003:383) economic theory suggests global market integration as a strategy to reduce poverty. In line with this paradigm, an increasing number of developing countries have focussed on tourism to generate foreign exchange earnings and to meet rising workplace pressure. The author further states

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that "in a finite world with limited hinterland for such a continuous expansion, this cannot be sustainable" (2003:383). The gross foreign exchange can be calculated from the foreign tourist expenditure patterns (Jayawardena *et al.*, 2003:176). However, it is essential to determine the import content of tourism, to derive the net foreign exchange earned (Song *et al.*, 2003:363). According to Inskeep (1991:385) there are several types of imported goods and services:

- Goods such as food items and hotel supplies
- Commissions paid to travel agents and tour operators whose businesses are located outside the area
- Advertising and promotion expenditure paid to businesses outside the area
- Lease rent, such as on hotel properties, paid to absentee owners
- Interest and profits paid to outside property investors and stockholders
- Management fees paid to transnational management companies
- Expatriation of wages and salaries made by foreigners working in tourism
- Tourists' use of credit cards and travellers cheques that do not benefit local banks.

Employment generation

Employment ratios are usually calculated based on the average number of employees per hotel room or other types of accommodation unit. Employment is sometimes also measured in economic terms, with respect to how much investment is required to produce one job or the employment-output ratio; that is, the number of workers employed divided by the contribution of tourism to the national income (Leiper, 1999:605; Inskeep, 1991:386).

Multiplier effect

There is a vast body of literature which reviews the concept of multiplier analysis (see for example Archer, 1982, 1987; Tribe, 1995), which Mathieson and Wall (1982:64) define as the number by which initial tourist expenditure must be multiplied in order to obtain the total cumulative income effect for a specific period. According to Dwyer *et al.* (2004:1) techniques such as multiplier analysis and "Input-Output" analysis are still very commonly used to make estimates of the economic impact of changes in tourism expenditure. The term multiplier is used to describe the total effect, both direct and indirect, that an external source of income has on an economy (Tyrrell & Johnston, 2001:94). In tourism the multiplier is usually applied to encompass the

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direct and secondary effects of tourist expenditures on the economy, although it can be applied to employment or other variables (Frechtling & Horvath, 1999:324). Based on tourist expenditures, the multiplier effect refers to the number of rounds of spending with regard to the initial expenditures within the local economy or the ways in which tourist spending filters through the economy, thus indicating the extent of the impact on local income, employment, and other economic sectors (Cooper *et al.*, 1998; Ryan & Lockyer, 2001:267).

Although there is a range of useful studies which examines the technical aspects associated with different types of multipliers (see for example Archer, 1987; Page *et al.*, 2001:268) and their role in economic theory, one can summarise the significance of multipliers in the analysis of the economic impact of tourism thus:

- multiplier analysis helps researchers to measure the present economic performance of the tourism industry and the effect of short-term change in demand on the urban tourism economy
- multipliers may be used to assess the effects of public and private sector investment in urban tourism projects, and to determine who are likely to be the main beneficiaries
- multipliers are frequently used to estimate the impact of tourist expenditure on tourism enterprises within cities together with the effect on direct, indirect and induced forms of employment and income (Page & Dowling, 2002:156).

Contribution to government revenues

Another measure of economic impact and often an influencing factor on deciding tourism development policy is its direct contribution to government revenues, which can be substantial (Page *et al.*, 2001:48; Archer & Fletcher, 1996:32). The extent and types of sources are, of course, determined by the government and are specially flexible relative to the direct tourist taxes, such as a hotel or tourist expenditure tax, which ranges in various countries from as low as 3 to as high as 15 per cent.

Cost-benefit analysis

Cost-benefit analysis of proposed tourism developments can be conducted generally at the macro-national and regional levels and should be more specifically calculated along with feasibility analyses at the project level, such as for hotels and resorts.

Cost-benefit analysis is a technique used to determine how much benefit the economic sector will produce in terms of foreign exchange, employment, income, and government revenues, related to the costs of development (Inskeep, 1991:389). It can be used to compare the relative costs and benefits and most productive use of investment resources in different sectors.

5.7 CONCLUSION

Tourism is the world's largest and fastest growing industry and is also developing at a fast rate in the Vredefort Dome. Chapter five indicated that the demand for accommodation in the area is growing and that the host community can expect to interact more frequently with visitors from other areas. This interaction will generate several benefits for the area, but may also yield several negative impacts if the destination is not developed in a monitored manner.

This chapter presented the tourism roles and responsibilities of the different levels of government. Not only government structures, but also the tourism stakeholders in the area should be aware of these responsibilities. These structures were put in place to control and manage sustainable tourism development. Without proper control and management of tourism in the area, unfair practices will probably increase and the negative impacts of tourism will overtake the positive impacts.

The chapter also presented some literature regarding economic enhancement techniques that can be utilised in the VFD in order to keep the economic benefits in the area for as long as possible and to minimise leakage of money out of the community.

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CHAPTER 6

RESULTS AND DISCUSSION

This is the first age that's paid much attention to the future, which is a little ironic since we may not have one

— Arthur C Clarke

6.1 INTRODUCTION

The literature in the previous chapters indicated that sustainable tourism development is an integrated approach, based on economic, social and environmental aspects. The subsections of these aspects are linked with each other and if one subsection is unhealthy or not controlled, it will influence the spiderweb of subsections. For example, if the education level under the social subsection is not up to standard, it will influence other subsections like health, poverty and economic growth.

Tourism as a catalyst can help to develop a healthy web of subsections, and if properly planned and developed, tourism can bring about the social, economic and environmental benefits that are so well documented in the literature. These benefits can only be achieved and sustained if all stakeholders in the community are aware of the present situation and then start to work towards an accepted vision by making use of a sustainable tourism development strategy for the area.

Chapter six is the final step towards strategy formulation and in this chapter the strong points, weaknesses, opportunities and threats of the VFD will be tabled. Thereafter the results of the frequency analysis will be presented. The frequency analysis is a clear indication of what product owners in the VFD practise at present and what the product owners feel are important for the future. The frequency analysis will then be tested for reliability and practical significance. In chapter seven concluding remarks, recommendations and a strategy for sustainable tourism development in the VFD will be presented.

6.2 LITERATURE STUDY RESULTS

In chapter two issues regarding sustainable tourism were discussed, followed by social, environmental and economic issues in the subsequent chapters. These chapters formed the foundations upon which sustainable tourism development is based. Evident from all the chapters is that sustainable tourism development entails an integrated approach and that a macro view is needed to understand the micro issues regarding the social, environmental and economic aspects.

6.2.1 SWOT ANALYSIS

The literature also indicated that product owners in the VFD are serious about tourism development and, during a workshop held in Parys in November 2001, a SWOT analysis was completed in order to establish the present tourism situation in the area (Contour, 2002). The results of the SWOT analysis are presented in Tables 6.1 – 6.4.

Table 6.1: Strengths if the VFD as tourist destination

CATEGORY	STRENGTHS	
1. TOURISM PRODUCTS & MARKETS	1.1.	Unique geological attraction
	1.2.	Growing number and range of products
	1.3.	A range of natural, geological, archaeological, historical and other attractions exists
	1.4.	Variety of tourism options
	1.5.	Proximity to markets
2. AWARENESS & EDUCATION	2.1.	A measure of conservation and tourism culture exists
	2.2.	Conservancy exists and operates well
	2.3.	Conservancy circulates a newsletter
	2.4.	Marnet system and farmer unions available to network on Free State side
3. INFRASTRUCTURE	3.1.	Good access close to N1 frequency
	3.2.	Good services (electricity, telephone lines, underground water)
	3.3.	Good road network

4. LAND TENURE	4.1.	Majority of landowners positive
	4.2.	Transition from agriculture to tourism
5. FUNDING	5.1.	Government support for Development and Management Plan
6. MANAGEMENT	6.1.	Elected executive management in place
	6.2.	Strong leadership (NW side)
7. CONSERVATION	7.1.	Bergland Conservancy in NW
	7.2.	Area earmarked for incorporation into World Heritage Site
	7.3.	Government support

The strengths indicated in Table 6.1 are clearly underpinned in the uniqueness of the meteorite site. The majority of landowners, in most cases also tourism stakeholders, are positive and have already established an executive committee as well as a newsletter to keep stakeholders informed and focussed. Another important aspect is adequate infrastructure, such as access, facilities and services. Without these elements it is often difficult to attract potential markets to an area, but the VFD is well situated in close proximity of potential markets – such as adventure and ecotourists in the Gauteng, North West Province and the Free State.

Table 6.2: Threats to the VFD as tourist destination

	THREATS
8. INTERPRETATION POTENTIAL	8.1. The area is not understood or valued without interpretation
	8.2. Mining is a threat to ecotourism
9. WORLD HERITAGE SITE STATUS	9.1. More controlled and restricted environment
10. CONTROLLED ACCESS	10.1. Poaching is rife
11. DEVELOPMENT	11.1. Increased pollution, congestion, uncontrolled developments, visual impacts, more traffic, noise, etc.
12. LAND TENURE	12.1. Uncertainties, lack of interest and co-operation/participation and negative attitudes amongst some land owners

Table 6.2 indicates some threats that exist in the VFD and it is of great concern that poaching is prevalent in the area, that pollution is uncontrolled and that interpretation is minimal. These threats can be diverted into excellent opportunities if the value of interpretation is recognised and the community are becoming more educated. An educated community might also lead to less pollution and poaching. Apart from the threats the following weaknesses – as indicated in Table 6.3 - exist in the area.

Table 6.3: Weaknesses to overcome in the VFD as tourist destination

	WEAKNESSES
13. TOURISM PRODUCTS & MARKETS	**13.1.** No single branding **13.2.** Small overseas market **13.3.** Strong competition **13.4.** Products mainly below industry standard **13.5.** Seasonality **13.6.** Lack of coordinated marketing **13.7.** Products not necessarily aligned to market potential – focused mostly on the low end of the market (many group facilities) **13.8.** Lack of day visitor facilities (picnic sites, ablutions, etc.) **13.9.** Poor signage and interpretation **13.10.** Low occupancy levels **13.11.** No general public/day visitor facilities
14. AWARENESS & EDUCATION	**14.1.** Lack of awareness and involvement of some landowners and labourers (particularly in the Free State) **14.2.** No central management structure **14.3.** Conservation and tourism culture not apparent everywhere (particularly amongst non-product owners) **14.4.** Lack of conservation guidelines and regulations **14.5.** Tourism operating standards, lack of ethics and operating guidelines and trained operators and personnel

The weaknesses in the VFD as indicated in Table 6.3 are positioned in marketing and awareness, both of which can be overcome by proper campaigns and commitment from interested parties. For too long this area relied on individual marketing initiatives to attract potential tourists, especially in the tourism industry that is competitive and ever-changing. The product owners need to formulate an awareness campaign not only for potential tourists, but also for the community in the area. The community needs to realise the potential as well as opportunities (Table 6.4) that might change the VFD into a preferred destination.

Table 6.4: Opportunities in the VFD as tourist destination

	OPPORTUNITIES
15. INTERPRETATION POTENTIAL	15.1. Interesting geology, archaeology and mining history makes for excellent interpretation opportunities and museums 15.2. NASA interest in a project in the region
16. WORLD HERITAGE SITE STATUS	16.1. Prominence of a World Heritage Site has significant marketing value 16.2. Government has major responsibilities in terms of World Heritage Sites 16.3. A World Heritage Site can draw sponsorships
17. CONTROLLED ACCESS	17.1. Improved security when fenced as a single project 17.2. Potential to generate income and controlled access and numbers with entrance gates
18. DEVELOPMENT	18.1. New tourism developments and improved infrastructure can be expected as interest grows
19. LAND TENURE	19.1. Potential for land values to increase once the area is known as an ecotourism destination or heritage site 19.2. Many small landowners 19.3. Some uncooperative and non-interested landowners

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20. INFRASTRUCTURE	20.1. No management infrastructure
	20.2. Bad cell phone reception
	20.3. Limited tourism support infrastructure
21. FUNDING	21.1. Lack of funding – particularly for infrastructure

22. MANAGEMENT	22.1. No central management capacity exists
	22.2. No clarity on rules and regulations or rights and obligations of landowners and operators
	22.3. No clarity on individual vs. collective roles, responsibilities and rights of landowners and that of operators
	22.4. No guidelines on capacities/densities, developments

23. CONSERVATION	23.1. Erosion
	23.2. Water quality
	23.3. Bush encroachment
	23.4. Erosion
	23.5. Alien plant, animal, fish and bird species
	23.6. Air and noise pollution
	23.7. Ruins, rubble and internal fences
	23.8. Illegal activities (unlicensed change in land use and business activities, squatting, etc.)

From the SWOT analysis it is clear the strengths as well as the opportunities of the VFD as a preferred tourist destination are lodged in the existing tourism products and markets, adequate infrastructure, conservation of the biodiversity of the area, land tenure, management structures and some funding that exists. Threats that exist at the moment are that product owners as well as tourists do not yet understand the importance of the VFD as World Heritage Site, that access and development in the area are not controlled and some landowners are negative and not interested in tourism development.

Weaknesses at the moment can be grouped under two headings: that of tourism products and markets, and the education and awareness among the community and some product owners in the area. Tourism as a product should be understood by all

stakeholders including the community, and all efforts should be focused on a specific brand towards a specific market. The shotgun marketing approach will not be adequate and the entire community should understand that each one of them is part of the tourism product offered to visitors.

The results of the SWOT analysis will be incorporated into the frequency analysis of the empirical survey towards a sustainable tourism strategy for the VFD in chapter seven.

6.3 EMPIRICAL SURVEY RESULTS

As indicated in chapter 1, the SAS system (SAS Institute Inc. 1999) was used to analyse the data obtained from the survey. A mean was calculated for the scale developed to measure the importance of each guideline at present (Yes = 1 and No = 0) and for the future (very important = 3; important = 2 and not important = 1).

The future frequency analysis was surveyed by using a three-point Likert scale (very important=3; important=2 and not important=1). The results indicate what the increase in the future for each guideline will be. For example, if the results indicate a 19% frequency, the product owners feel that this guideline will improve by 19% and not that they regard the guideline as only 19% important. The following part of this chapter will indicate the present situation with a discussion, followed by a future perspective of each subsection.

6.3.1 RESULTS OF THE FREQUENCY ANALYSIS REGARDING ECONOMIC ASPECTS

The results of frequency analysis regarding economic issues will be addressed under the following five methodological subsections:
- Assess economic impacts as a prerequisite to developing tourism in the VFD
- Maximising local economic benefits – increasing linkages and reducing leakages
- Ensure that community is involved in, and benefits from tourism
- Marketing and product development in the VFD
- Equitable business opportunities in the VFD.

The discussion of each of the above subsections, is structured in a table that indicates the present situation (if tourism stakeholders apply the guideline at present) as well as a future perspective (how important the guideline will be in the future). Both the present and the future perspectives are ranked according to importance (1 = the most important) in order to provide a clear indication of how priorities will change from the present towards a strategic future perspective.

- **Assess economic impacts as a prerequisite to developing tourism in the VFD**

From the literature it is clear that the benefits from tourism are practically limitless and economic benefits are well documented, but because integration is the most important aspect of sustainable tourism development, economics should not be the only consideration. In this subsection the product owners in the VFD were asked to assess economic impacts in order to establish linkages with other local businesses and in that way reduce the amount of money that leaks out of the area.

From the literature in chapter five it is clear that economic impacts are important to maximise the positive impacts of tourism and to minimise the negative ones. From Table 6.5 it is clear that product owners *recognise that tourism can create revenue from cultural heritage, traditional ways of life, wildlife and habitats (1.1.3)* and they rated this aspect as the most important at present. To exercise a *preference for business that directly benefits the local community (1.1.8)* is rated second, which means that most of the product owners support local businesses. An interesting fact is that the product owners identified the *historically disadvantaged as an emerging domestic tourism market (1.1.2)*.

At present the product owners do not regard it as important *to consider the adverse effects of tourism such as local land price inflation, and/or loss of access to resources (1.1.7)*, but this guideline is ranked as no.1 in the future. It is clear that the product owners regard this issue as imperative and rated the guideline as the most important. Loss of access and land price inflation, are well documented in the literature, but rural communities are not always aware of the negative impacts and are blinded by the possible economic benefits. This issue needs to be addressed if the VFD would like to leave something of the present for future generations, otherwise the future generations of this area will not be able to enjoy the current way of living. It is a fact

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that if tourism development is not properly planned and developed it can lead to an increase in land prices and the area runs the risk of losing its unique character. Inskeep (1991:372) states that: "if residents cannot conveniently use their own facilities, they will become irritated and resentful of tourism".

Table 6.5: Assess economic impacts as a prerequisite to developing tourism in the VFD

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
4	54.69	1.1.1 Extend the tourism season by developing new products	7	19.91
3	59.93	1.1.2 Identify the historically disadvantaged as emerging domestic tourism market.	3	35.47
1	82.47	1.1.3 Recognise that tourism can create revenue from cultural heritage, traditional ways of life, wildlife and habitats.	6	22.40
5	50.06	1.1.4 Encourage business relationships between foreign entrepreneurs and local and emerging entrepreneurs.	2	41.14
6	49.51	1.1.5 Maintain and encourage economic diversity, avoid over-dependency on tourism in the Dome area.	5	28.23
7	47.20	1.1.6 Plan initiatives and investment to contribute to the broader local economic development strategy of the Dome	9	9.02
8	45.82	1.1.7 Consider adverse effects of tourism such as local land price inflation, loss of access to resources.	1	45.62
2	76.18	1.1.8 Exercise a preference for business that directly benefits the local community	4	30.32
6	49.51	1.1.9 Conduct tourism market feasibility assessments before raising expectations and exposing the community	8	17.59

The following aspects are also rated as important for the future in the VFD. The product owners would encourage *business relationships between foreign entrepreneurs and local and emerging entrepreneurs (1.1.4)*. The product owners also realise that the *historically disadvantaged as emerging domestic tourism market (1.1.2)* is an important aspect for future success. This is also one of the main objectives in the Tourism White Paper (1996) and the Reconstruction and

Development Plan of South Africa. In 2002, the Department of Environmental Affairs and Tourism (DEAT) embarked on the first national domestic tourism survey to identify existing and potential domestic markets. *Exercise a preference for business that directly benefits the local community (1.1.8)* will also help to reduce leakage out of the community and will help to spread the economic benefits in the VFD. According to Gartner (1996:79), a front-line tourist dependent business is supported by many backward-linked businesses. These backward-linked businesses do not interact directly with visitors, but cannot exist at the same level without them. The backward-linked businesses also purchase goods and services and continue the cycle of indirect impacts.

One point of concern that arises from Table 6.5 is the fact that the product owners do not regard it as important at present or in the future to *plan initiatives and investment to contribute to the broader local economic development strategy of the Dome (1.1.6)*. After the survey the economic development forum of the area employed an economic development officer to facilitate the economic development idea that might lead to an enhanced economic strategy.

- **Maximising local economic benefits – increasing linkages and reducing leakages**

Two important aspects of economic enhancement programming are to firstly, to increase the linkages between tourism and other economic elements, for example agriculture, and secondly, to reduce leakage of money generated in the area. Leakage is the purchasing power that is spent on imports to an area, resulting in a transfer of income out of the local economy (Cook *et al.*, 2002:299). The longer money circulates in the area, the more economic benefits will be generated. The VFD is suitable to become a self-sufficient area, and in this way jobs can be generated and this will lead to economic growth.

In order to achieve a reliable measuring instrument, the following two guidelines were left out of the frequency analysis – (i) to *buy locally–made goods and use locally–provided services from locally-owned businesses (1.2.3)* and (ii) to *cooperate with other formal sector businesses to maximise benefits for local community enterprises (1.2.5)*. The reason for the inconsistent rating of these two guidelines might be that the guidelines incorporate more than one issue per guideline or that the formulation

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of these guidelines is not acceptable for statistical analyses. For any future research it would be interesting to see how these two guidelines are rated by respondents.

It is noteworthy that product owners would like to encourage all establishments *to upgrade their standards of service and in that way maximise their revenue earning potential (1.2.1)*. Other communities with similar ideas introduced a local grading system that forced the product owners to register with the local tourism information office, and in return the information office will have an idea of services offered by different establishments. One such an example is the product owners of Potchefstroom in the North West Province in collaboration with the Institute of Tourism and Leisure Studies at the Potchefstroom University (presently the University of the North-West) that introduced an acorn system for guesthouses and bed-and-breakfasts in the area.

Table 6.6: Maximising local economic benefits – increasing linkages and reducing leakages

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
2	55.48%	1.2.1 Encourage all establishments to upgrade their standards of service to maximise their revenue earning potential	3	23.59%
3	27.05%	1.2.2 Encourage the informal sector to become part of the formal sector.	4	22.43%
		1.2.3 Buy locally–made goods and use locally–provided services from locally-owned businesses		
1	59.72%	1.2.4 Help local community to develop their product so that it can be more easily used by others	2	52.95%
		1.2.5 Co-operate with other formal sector businesses to maximise benefits for local community enterprises		
4	6.63%	1.2.6 Give customers the opportunity to purchase locally produced crafts and curios	1	54.44%

An essential and highly rated guideline is that the product owners must *help local community to develop their products so that it can be more easily used by others (1.2.4)*. Product development and distribution will lead to higher amounts spent by tourists as well as product owners in the area. This guideline was rated very high for

the future and it is encouraging to see that product owners seem to be willing to assist the local community with product development.

Give customers the opportunity to purchase locally produced crafts and curios (1.2.6) is an excellent way of generating jobs for the local artists and craftspeople. At present, the product owners feel that they are not doing enough to achieve this guideline, but it is encouraging to see how highly they rate the increase for the future. The VFD is well known for the number of craft shops and the density of artists in the area. The VFD artist community established an artist route and product owners that would not like to sell local art and handcraft at their establishments can assist to distribute maps of the route. In the future this guideline will help the VFD community to tap into a new market, other than adventure tourism: that of art lovers and international craft buyers.

Maximising local economic benefits by increasing linkages and reducing leakages is a complicated issue. For the present and future generations it is essential that product owners must establish an amalgamated strategy without compromising the economic well being of present establishments. From Table 6.6 it is encouraging to see where the future increase will occur; in community enhancement and local produced crafts and curios.

- **Ensure that the community is involved in, and benefits from tourism**

Community involvement is an essential element of a successful strategy for sustainable tourism development. The product owners are willing *to encourage visitors to spend more money in the local economy, bringing business to the local community (1.3.8)* and to *encourage tour operators to be more innovative in their itineraries, by, for example, including shebeens, local museums and art galleries (1.3.9)*. It is clear from the above that the product owners are prepared to encourage tourists to spend more money and to assist tour operators in programme planning. Tour operators are not always aware of secondary attractions in an area and it is the responsibility of established product owners to spread the economic benefits. The VFD established an economic development forum; this is a perfect way to start so that businesses become aware from each other and network in the business environment.

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Table 6.7: Ensure that community is involved in and benefits from tourism

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
6	52.8%	1.3.1 Enable the historically disadvantaged to engage in the tourism sector.	11	11.35%
2	68.2%	1.3.2 Work closely with local community to develop new products that provide complementary products for tourism enterprises.	8	43.91%
10	36.4%	1.3.3 Develop business partnerships in which community has a significant stake	4	59.63%
3	59.9%	1.3.4 Identify projects that the enterprise can support that will benefit the poor	2	82.63%
5	57.2%	1.3.5 Assist the development of local entrepreneurs with visitor feedback on their products.	2	82.63%
7	45.6%	1.3.6 Consider marketing, training and managerial support for promising tourism projects	10	16.52%
9	37.5%	1.3.7 Foster the development of community-based tourism products by providing marketing and mentoring support.	1	82.76%
4	58.2%	1.3.8 Encourage visitors to spend more money in the local economy, bringing business to local community.	9	24.59%
8	44.9%	1.3.9 Encourage tour operators to be more innovative in their itineraries, by for example including shebeens, local museums, arts galleries	6	51.34%
4	58.2%	1.3.10 Consider using local entrepreneurs in developing community initiatives.	5	57.10%
1	70.3%	1.3.11 Be transparent when reporting community benefits	7	47.96%
11	29.4%	1.3.12 Consider establishing targets to monitor progress in achieving sustainable tourism objectives.	3	67.97%

The following are idyllic objectives, but an elected person in each organisation in the VFD needs *to consider marketing, training and managerial support for promising tourism projects (1.3.6)* and the product owners will hopefully *consider using local entrepreneurs in developing community initiatives (1.3.10).* Some product owners are willing to consider establishing targets to *monitor progress in achieving sustainable tourism objectives (1.3.12).* The definitions of sustainable development made it clear that it is a future-orientated concept and therefore it is essential that

targets or indicators are needed to reach this futuristic objectives (Bell & Morse, 1999). *Transparency is also important when reporting community benefits (1.3.11)* in order to distribute the benefits and minimise the effects where one establishment dominates the tourism development process and in that way keeps all the potential benefits to itself.

For the future it is heartening to see (Table 6.7) the commitment from product owners to *identify projects that the enterprise can support that will benefit the poor (1.3.4).* Poverty alleviation is a global problem, and especially in rural areas like the VFD and - as discussed in chapter three - tourism can assist in resolving this issue. *Assisting the development of local entrepreneurs with visitor feedback on their products (1.3.5)* will allow the entrepreneurs to adapt their products to the market needs and in this way the product owners will *foster the development of community-based tourism products by providing marketing and mentoring support (1.3.7)* to entrepreneurs in the community.

The community-based approach between entrepreneur and product owner will lead to a close relationship *to develop new products that provide complementary products for tourism enterprises (1.3.2).* Especially the *historically disadvantaged community will receive the opportunity to engage in the tourism sector (1.3.1).* Developing *business partnerships in which the community has a significant stake (1.3.3)* will also contribute towards economic enhancement of the broader community.

- **Marketing & product development**

Providing information about local services and attractions provided in the Dome, and encouraging tourists to use them (1.4.1) was rated as important to the product owners and by rating this aspect so highly, it is an indication that the product owners are committed to marketing the area to visitors. *To consider co-operative advertising, marketing and the promotion of new and emerging products and attractions (1.4.2)* was rated low, and for a community this small it might be a good idea to look into this opportunity. Seeing that the VFD is regarded by many as an adventure destination, it is not unexpected to see the rating that the product owners will *foster the development of access opportunities for all visitors and potential visitors, regardless of physical or mental conditions (1.4.5).*

Table 6.8: Marketing & product development

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
3	35.88%	1.4.1 Provide information about local services and attractions provided in the Dome, and encourage tourists to use them.	3	27.44%
5	22.43%	1.4.2 Consider co-operative advertising, marketing and the promotion of new and emerging products and attractions.	1	59.60%
2	49.32%	1.4.3 Ensure that the visual way in which the product is presented includes local cultural elements	4	8.41%
1	71.66%	1.4.4 Consider developing and marketing fairly traded tourism products.	5	-0.52%
4	22.76%	1.4.5 Foster the development of access opportunities for all visitors and potential visitors, regardless of physical or mental conditions	2	51.12%

Two factors that were not rated as highly for the future (Table 6.8) are *to consider developing and marketing fairly traded tourism products (1.4.4)* and *to ensure that the visual way in which the product is presented includes local cultural elements (1.4.3)*. Reasons for this might be that the product owners are already practising these two guidelines and it is not unexpected to rate these guideline low for the future. However, to rate fair trade tourism negatively might be regarded as a warning sign for the product owners. From Table 6.8 it is clear that curios constitute an important aspect for the VFD, but the community should be made aware to guard against unfair curio practices such as child labour and environmental degradation that might occur from "unfair" products.

From Table 6.8 it is clear that the VFD needs an aggressive marketing strategy where product owners cooperate with each other as well as with the local community. This will provide access to smaller niche markets such as the physically challenged tourists who are not able to participate in adventure activities. Fair trade tourism products are part and parcel of ecotourism and are also closely related to sustainable development, and product owners cannot disregard this in the future (as indicated in Table 6.8).

- **Equitable business**

Transparency and equity are central to sustainable development. As Florini (1999) puts it: "transparency is always closely connected to accountability, the purpose of calls for transparency is to permit citizens, markets or governments to hold others accountable for their polities and performances. Thus, transparency can be defined as the release of information by institutions that is relevant to evaluating those institutions". In Table 6.9 equity and transparency are addressed and the results of the survey are presented in terms of how the product owners perceive these issues.

Table 6.9: Equitable Business

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
5	11.84%	1.5.1 Beware of abusing your market power and imposing unfair commissions or pushing down prices inequitably	2	65.38%
2	43.03%	1.5.2 Develop transparent systems of sharing the benefits of tourism through equitable contracts. (e.g. tendering processes.)	3	52.03%
3	38.48%	1.5.3 When entering into agreements with the local community or emerging entrepreneurs ensure that the risk is equitably shared.	5	39.13%
1	44.66%	1.5.4 Set targets for increasing the proportion of the enterprise wage bill going to community within 20 km of the enterprise.	1	88.07%
4	19.83%	1.5.5 Develop a community labour agreement with targets for employment and for progression.	4	51.01%

To set targets for increasing the proportion of the enterprise wage bill going to community within 20 km of the enterprise (1.5.4) was rated as the highest at present and also for the future (Table 6.9). From that it is clear that at present the product owners are employing locals where possible, but also regard it as an aspect where they can improve the situation in the future. Employment is a global problem, especially in rural communities where opportunities are scarce but with the commitment of product owners as in Table 6.9, the problem might be diminished for future generations in the VFD.

From Table 6.9 it is clear that to develop transparent systems of sharing the benefits of tourism through equitable contracts. (e.g. tendering processes) (1.5.2) was rated

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relatively highly at present and it is clear that the product owners feel that their current practices are lucid. They also rated this guideline as important for the future, which indicates that there might be an increase of systems that will enhance the sharing of tourism benefits. One such a system might be to advertise on the local website (http://www.vredefortdome.co.za) any goods or services needed and in that way local entrepreneurs might be able to render such services. *When entering into agreements with the local community or emerging entrepreneurs ensure that the risk is equitably-shared (1.5.3)* and in that way assist the entrepreneurs to learn from their mistakes, is an important consideration. If the product owners are willing to share the risk there might be an increase in entrepreneurial activities in the VFD area, and that will lead to the improvement of the community on many levels.

Product owners were aware of the issue of *abusing their market power and imposing unfair commissions or pushing down prices inequitably (1.5.1),* and in Table 6.9 the product owners also indicated that they will do more in the future to minimise market domination. The guideline that states *to go beyond the bare minimum wage rate and invest in local staff – quality is dependent upon well-motivated staff (1.5.6)* was left out of the statistical analysis because of the inconsistency when product owners evaluated the guideline. The reason might be that the guideline addresses more than one issue, namely those of minimum wages and well-motivated quality staff. For future research, this guideline needs some contemplation in order to address the reliability quandary.

6.3.2 RESULTS OF FREQUENCY ANALYSIS REGARDING SOCIAL ASPECTS

The results of frequency analysis regarding the social aspects will be discussed under the four subsections of (1) involve the local community in planning and decision-making, (2) assess social impacts as a prerequisite to developing tourism, (3) assess social and cultural diversity, and (4) sensitivity towards the host community.

- **Involve the local community in planning and decision-making**

Community involvement (Table 6.10) will provide opportunities for minority groups to become involved in the tourism industry, and tourism development will benefit from diversity as the minority groups have unique socio-cultural resources which, if developed properly, add to the local attraction package (Gartner, 1996:183).

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Table 6.10: Involve the local community in planning and decision-making

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
11	33.9%	2.1.1 Understand the historical, political and cultural context of local and host community	13	26.07%
3	54.0%	2.1.2 Creating opportunities and eliminating barriers to access mainstream tourism markets for the local community	12	27.89%
6	46.0%	2.1.3 Understand the local, safety and security, infrastructural, resource, educational, poverty, disability and health constraints, when designing, operating and marketing tourism.	7	42.89%
10	34.2%	2.1.4 Encourage proactive participation and involvement by all stakeholders	1	82.13%
9	37.6%	2.1.5 Encourage all enterprises to develop effective structures, or join existing bodies, for marketing and tourism development.	4	59.52%
12	31.2%	2.1.6 Encourage successful entrepreneurs, particularly those from the emerging tourism fraternity, to mentor others.	11	28.06%
4	53.4%	2.1.7 Include all stakeholders as part of a decision-making process in the Dome	5	46.95%
2	64.6%	2.1.8 Assist with education programmes within school curriculums regarding the potential positive and negative aspects of tourism.	8	41.65%
5	48.7%	2.1.9 Educate employees regarding the potential pros and cons of tourism	6	46.29%
8	40.4%	2.1.10 Involve the local community in growing the local tourism business by using existing facilities and by developing new activities and attractions.	10	28.13%
1	65.3%	2.1.11 Empower community to market their cultural traditions and products as assets and enhance their economic opportunities.	2	77.02%
13	27.3%	2.1.12 Involve the local community when interpretation material and visitor information centres are developed.	3	64.00%
7	43.8%	2.1.13 Integrate community development goals into the enterprise's social and sustainability mission and objectives.	9	34.64%

The product owners in the VFD felt strongly about the fact that they *empower the community to market their cultural traditions and products as assets and enhance their economic opportunities (2.1.11)*. Seeing that many product owners provide educational programmes at their establishments such as leadership courses and adventure tourism training, it is not unexpected that they *assist with education programmes within school curriculums regarding the potential positive and negative aspects of tourism (2.1.8)*. At present, the product owners are of the opinion that they are *creating opportunities and eliminating barriers to access mainstream tourism markets for the local community (2.1.2)*. From the survey the opportunities being created are not clearly stated.

Include all stakeholders as part of a decision-making process (2.1.7) in the Dome is practised on a regular basis and committees like the Economic Development Forum and the Bergland conservation forum are well-established institutions working towards tourism development and World Heritage Status of the area. Unfortunately, the product owners did not rate the guideline that addresses the *involvement the local community when interpretation material and visitor information centres are developed (2.1.12)* very highly. The development of visitor information centre is a perfect opportunity to create jobs in the area. Product owners rate this guideline as important for the future and predict that there will be an increase regarding community involvement.

Encouraging proactive participation and involvement by all stakeholders (2.1.4) was not rated very highly at the moment, but the survey indicates that this guideline will improve in the future and is rated the highest under "future perspective". Two aspects that are, however, not rated highly under future improvement are (i) *to understand the historical, political and cultural context of the local and host community (2.1.1)* and (ii) *to create opportunities and eliminating barriers to access mainstream tourism markets for the local community (2.1.2)*. The reason for this might be that product owners already practise these guidelines at present and therefore did not predict an increase regarding these two.

- **Assess social impacts as a prerequisite to developing tourism**

In Table 6.11 the results are presented regarding the social impacts that might occur in the VFD. Guest-host relationships are important when developing tourism in a

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sustainable manner. Tourism developers and product owners must be aware of the social impacts that might occur in the community (as discussed in chapter three).

Table 6.11: Assess social impacts as a prerequisite to developing tourism

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
1	79.67%	2.2.1 Identify and monitor potential adverse social impacts of tourism and minimise them in the short and the long-term	2	70.58%
4	36.39%	2.2.2 Encourage a member of staff to take responsibility for developing better local relationships and partnerships	4	61.19%
2	52.14%	2.2.3 Consider schemes to encourage local co-operation and civic pride like an "adopt a school" initiative or "adopt a street"	1	84.01%
3	42.22%	2.2.4 Enterprises should develop strategies to promote equality in terms of gender, ethnicity, age and disability	3	63.16%

The product owners were of the opinion that they *identify and monitor potential adverse social impacts of tourism and minimise them in the short and the long-term (2.2.1)*. For future research, it would be worthwhile to conduct a visitor management survey into issues such as limits of acceptable change (LAC) to evaluate the impact of tourism on the local community.

The survey also reveals that product owners would *consider schemes to encourage local co-operation and civic pride like an "adopt a school" initiative or "adopt a street" (2.2.3)*. To consider such schemes is highly rated in terms of the future perspective and product owners might move beyond consideration towards actually practising such guidelines in future. One such example at present is that tourism businesses sponsored dustbins painted by children and that were placed on the banks of the river in order to keep the riverbank clean. One aspect that is not rated so highly at present is to *encourage a member of staff to take responsibility for developing better local relationships and partnerships (2.2.2)*. The reason for this might be that the businesses do not have adequate staff members available to develop such relationships, and tasks such as these are usually the responsibility of the manager.

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Product owners envisaged *a high increase in schemes that would encourage local co-operation and civic pride (2.2.3)* and were willing to *identify and monitor the adverse social impacts of tourism (2.2.1)*. Even the *strategies to promote equality in terms of gender, ethnicity, age, and disability (2.2.4)* were rated as important for the future.

- **Assess social and cultural diversity**

Before a community embarks on a comprehensive tourism development plan, it is important to assess the social and cultural diversity in the area in order to maintain that diversity and to utilise diversity as part of product development. One of the main reasons why tourists visit a destination is the social and cultural diversity of the region. The following table (6.12) will indicate the importance of social and cultural diversity according to the product owners in the VFD area.

In Table 6.12 the results of the survey indicate that at present the product owners *use tourism as a catalyst for human development, focusing on gender equality and career development (2.3.2)*. The number of jobs created in the VFD is not exact, but from visits to the lodges and reserves it is clear that women play an important role in the tourism industry in the area. Apart from the permanent jobs that are created by tourism, the indirect opportunities for women and disadvantaged communities are ample. Product owners utilise the skills and knowledge of local people to *give their enterprises a local flavour by serving local dishes and source soft furnishings, arts and crafts locally (2.3.9)*.

One aspect that was not rated highly at present is *encouraging tourists to show respect by learning a few words of the local language and to learn about the host culture (2.3.11)*. The reason for this rating might be that the VFD is in need of an interpretation centre where tourists will be educated about the local culture and will be able to receive a brochure with a few words of the local language.

Two other aspects that were not rated highly at present are to *showcase local artifacts in your enterprise and encourage the development of traditional products, crafts & folklore (2.3.7)* and *to encourage craft and other cultural workers to maintain the authenticity and cultural values of their products (2.3.8)*.

Table 6.12: Maintain and encourage social and cultural diversity

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
7	44.7%	2.3.1 Develop tourism with dignity, respect and nurture local cultures, so that they enrich the tourism experience	12	-11.13%
1	75.3%	2.3.2 Use tourism as a catalyst for human development, focusing on gender equality and career development	6	63.34%
9	44.6%	2.3.3 Tourism should not compromise respect for social and cultural and religious rights, or the essential human rights of people to food, safe and clean environment, work, and education	11	48.41%
4	51.0%	2.3.4 Support the development of sustainable local handicraft enterprise by assisting with improvement of design, marketing, production	8	55.20%
5	49.3%	2.3.5 Support visits by local school children to tourism sites that promote and display their heritage	1	85.41%
8	47.6%	2.3.6 Consider what contributions the enterprise can make to scholarships, local youth sports teams and community causes	5	68.39%
10	36.9%	2.3.7 Showcase local artifacts in your enterprise and encourage the development of traditional products, crafts & folklore	3	74.39%
10	36.9%	2.3.8 Encourage craft and other cultural workers to maintain the authenticity and cultural values of their products	2	78.97%
2	74.2%	2.3.9 Give enterprises a local flavour by serving local dishes and source soft furnishings, arts	10	49.12%
6	49.1%	2.3.10 Identify cultural heritage resources in the local area where there is sufficient demand from tourists and work with the local community	4	71.22%
11	10.1%	2.3.11 Encourage tourists to show respect by learning a few words of the local language and to learn about the host culture	7	59.42%
3	61.9%	2.3.12 Draw the attention of ground handlers, the media & tour operators to complementary product opportunities in the local community	9	51.32%

Authenticity is an important aspect in tourism development because tourists are becoming more educated and would often prefer to support authentic product programmes. The manner of presentation is becoming all-important – architecture, spatial layout, aesthetic appeal and landscape features with 'authenticity' are becoming the primary determinant of analysis (Wearing & Neil, 1999:234).

Regarding the future perspective on social and cultural diversity, it is alarming that product owners seem to envisage doing less than at the moment with regards to develop[ing] tourism with dignity, respect and nurturing local cultures, so that they enrich the tourism experience (2.3.1). As stressed before, the results are not an indication of importance, but rather of envisaged improvement in the future, and Table 6.12 indicates that product owners plan to do less than at present. The efforts of product owners will focus on support[ing] visits by local school children to tourism sites that promote and display their heritage (2.3.5) and to encourage craft and other cultural workers to maintain the authenticity and cultural values of their products (2.3.8).

As indicated above, it is clear that product owners regard authenticity as important and will focus their attention on authentic experiences as well as education regarding the local cultures and communities.

- **Sensitivity towards the host culture**

The results indicated in Table 6.13 address the sensitivity towards the host culture at present and efforts in the future in order to show more respect to the host culture. At present, the product owners use local guides, and encourage them to ensure that the community speaks for itself and to increase the revenues going into the local community (2.4.3). The results are evident in the number of local river guides and nature guides that are employed by the product owners at present. Although tourism employment was not part of the scope of this study, it will be an interesting topic for future research. Another social aspect that was rated highly at present is the exploitation of human beings in any form, particularly sexual and when applied to women and children, should be energetically combated with the co-operation of all concerned (2.4.12).

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Table 6.13: Be sensitive to the host culture

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
8	52.4%	2.4.1 Respect, invest in and develop local cultures and protect them from over-commercialisation and over-exploitation	5	58.05%
3	75.3%	2.4.2 Respect indigenous intellectual property, especially when setting up contractual arrangements for the use of indigenous knowledge	2	76.23%
1	82.7%	2.4.3 Use local guides, and encourage them to ensure that the community speaks for itself and to increase the revenues going into the local community	3	71.25%
5	69.7%	2.4.4 Develop a local social contract for interactions and behaviour between the local community and tourists	6	53.31%
6	62.2%	2.4.5 Create opportunities for visitors to interact with locals in an unstructured, spontaneous manner	4	59.77%
9	35.0%	2.4.6 Provide visitors with inclusive, honest and reliable information	9	24.95%
11	13.3%	2.4.7 Promote a sound, proud service ethic among all participants in the tourism sector	7	52.35%
12	12.6%	2.4.8 Promote and ensure the respect and dignity of people in the development, marketing and promotion of tourism	8	33.48%
7	61.7%	2.4.9 Ensure that tourism does not undermine the resource rights, traditional knowledge and skills of the local community	11	-0.29514
10	24.5%	2.4.10 Negative social and cultural impacts associated with tourism, such as increased crime, drug and alcohol abuse, prostitution, and crime should be monitored and be proactively addressed in cooperation with the community	12	-0.00376
4	71.3%	2.4.11 Educate tourists regarding local culture and where necessary make them aware of how they should behave to respect it	1	80.91%
2	76.3%	2.4.12 The exploitation of human beings in any form, particularly sexual and when applied to women and children, should be energetically combated with the cooperation of all concerned	10	11.70%

The following two aspects did not receive high ratings for product owners when they evaluated their efforts at present to *promote a sound, proud service ethic among all*

participants in the tourism sector (2.4.7) as well as guideline to promote and ensure the respect and dignity of people in the development, marketing and promotion of tourism (2.4.8). The rating for the future regarding these two aspects is average, but at least the product owners will focus some efforts to rectify the problem, as indicated in Table 6.13.

The efforts to ensure that tourism does not undermine the resource rights, traditional knowledge and skills of the local community (2.4.9) were rated alarmingly negative for the future. The product owners will do significantly less in the future to ensure that tourism does not undermine the rights, knowledge and skills of the local community. Another aspect that was rated negatively by the product owners addressing the negative social and cultural impacts associated with tourism, such as increased crime, drug and alcohol abuse, prostitution, and crime (2.4.10). The reason for the negative rating of these aspects might be that product owners regard it as a police service problem or that the crime rate according to the product owners is not high in the area, and therefore the product owners felt that they were already doing enough to minimise the negative impacts, or that they were not aware of such impacts resulting from tourism.

Table 6.13 indicates that product owners will increase there efforts to educate tourists regarding local culture and, where necessary, make them aware of how they should behave to respect it (2.4.11) and also to respect indigenous intellectual property, especially when setting up contractual arrangements for the use of indigenous knowledge (2.4.2). Although the product owners were already sensitive towards the utilisation of local guides, they also foresaw an increase in the use of local guides, and encourage them to ensure that the community speaks for itself and to increase the revenues going into the local community (2.4.3).

Table 6.13 illustrates the sensitivity towards the host culture at present and in future. The present situation is healthy in that product owners regarded all aspects as relatively important, and practise these aspects at present. The future perspective is a matter of concern because the product owners evaluated resource rights, traditional knowledge and skill of the local community as less important. The reason for this might be that the product owners disregarded the knowledge and skills of the local community. Another matter of concern is the fact that product owners will not monitor the negative social and cultural aspects in the future. The reason for this

evaluation might be that they do not regard these issues as important, or they do not know how to minimise such negative effects.

6.3.3 FREQUENCY ANALYSIS OF ENVIRONMENTAL ASPECTS

The result of the frequency analysis of the environmental aspects will be discussed under the three subsections of assessing environmental impacts as a prerequisite to developing tourism; (1) local resources, (2) avoid waste and over-consumption; and (3) maintaining and encouraging natural diversity.

- **Assess environmental impacts as a prerequisite to developing tourism**

Assessment of environmental impacts is important before a community commences with any tourism development initiative. Environmental impact studies are a necessity and are enforced by the South African Government, especially in an area such as the VFD as proposed World Heritage Site. As indicated in Table 6.14, at present the product owners in the VFD area are concerned about the environment. The product owners *plan new developments only in areas where the use of water and other natural resources for tourism are not in conflict with the local community's needs, now or in the foreseeable future (3.1.1).* The reason why this guideline was rated so high might be that most of the product owners are well-known citizens in the area, but if new entrepreneurs moved into the area to build commercialised hotels in the VFD this guideline might have been rated much lower. At present the product owners are of the opinion that they *follow best practice guidelines to minimise environmental impacts and to reduce energy requirements for lighting, cooling & heating (3.1.2).* Most of the accommodation units in the VFD are suitable for the climatic conditions of the area, with thatched roofs, high ceilings and local building styles. Most businesses are therefore environmentally friendly in appearance.

Noise and light pollution is controlled by the product owners and they aim to *avoid damaging the environmental quality of the enterprise's neighbourhood by noise or light pollution (3.1.4).* The product owners were also of the opinion that most of them *design buildings with natural ventilation and actively plan to reduce resource use during the construction phases (3.1.5).* Landscaping is an important aspect of lodge design, an aspect that fulfils roles of protection against glare and rain, provides a tranquil atmosphere and also educates tourists about local flora. The product owners *include elements that contribute to the maintenance of biodiversity by planting local*

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indigenous species (3.1.8). Especially in a nature-based destination like the VFD, it is important to control invasive and intruder plants in order to maintain the biodiversity of the area for future generations.

Table 6.14: Assess environmental impacts as a prerequisite to developing tourism

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
1	78.74%	3.1.1 Plan new developments only in areas where the use of water and other natural resources for tourism will not conflict with the local community needs, now or in the foreseeable future	8	20.63%
2	69.34%	3.1.2 Follow best practice guidelines to minimise environmental impacts and to reduce energy requirements for lighting, cooling & heating	5	41.84%
8	23.93%	3.1.3 Use local materials (where sustainable) and local architectural styles on a scale that does not create a negative aesthetic impact	7	22.30%
3	64.64%	3.1.4 Avoid damaging the environmental quality of the enterprise's neighborhood by noise or light pollution	6	25.53%
4	63.86%	3.1.5 Design buildings with natural ventilation and actively plan to reduce resource use during the construction phases	1	63.28%
7	26.94%	3.1.6 Tell visitors what has been done to make the enterprise more environmentally friendly. Quantify the resources "saved"	3	60.06%
6	50.82%	3.1.7 Plan new developments to have the lowest possible ecological impact, particularly in environmentally sensitive areas	2	61.40%
5	63.75%	3.1.8 Include elements that contribute to the maintenance of biodiversity by planting local indigenous species	4	51.88%

Table 6.14 indicates that the aspects that not rated highly at present received high ratings as future perspectives. Product owners were of the opinion that there will be an improvement in the *building design with natural ventilation and they will actively plan to reduce resource use during the construction phases (3.1.5).* Tourist education and awareness will also improve if the product owners *tell visitors what*

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has been done to make the enterprise more environmentally friendly and start to quantify the resources "saved" (3.1.6). Tourists can then learn from product owners and apply the guidelines at their places of origin, but will also be able to compare destinations.

One aspect that was not rated highly in both present and future perspective is to use local materials (where sustainable) and local architectural styles on a scale that does not create a negative aesthetic impact (3.1.3). The reason for this might be that local materials are not readily available and that most product owners started their operations in existing buildings with architectural styles that were part of an era.

- **Local resources, avoid waste and over-consumption**

Consumption of resources and minimisation of waste are a necessity for tourism destinations. Tourists are increasingly better educated about waste management and recycling programmes, and in a proposed World Heritage Site it is important that these aspects receive the attention needed. From Table 6.15 it is clear that product owners were aware of waste management and most of the guidelines were rated highly.

Three aspects that were not rated as highly as the other eight are firstly to monitor the use of diesel, paraffin and petrol and to set targets to reduce consumption and switch to less polluting fuels (3.2.3). The second guideline that was not rated highly is to set targets in order to increase the proportion of energy used from renewable resources – for example solar, wind, hydroelectric (3.2.4) and the third guideline is to work with suppliers to minimise the amount of packaging purchased with supplies (3.2.8). The first two of these three guidelines urge product owners to measure and set targets in order to minimise consumption; this will mean that product owners should draw up a management plan. Product owners might feel that such a management plan is a waste of time and human energy, and from Table 6.15 it is clear that product owners need more awareness in this regard: to draw up environmental management plans, to be able to implement such plans and to monitor consumption on a continuous basis. Not only the product owners, but also the suppliers to the product owners must become more aware of environmentally friendly practices.

Table 6.15: Local resources, avoid waste and over-consumption

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
8	60.30%	3.2.1 Meter the quantity of water consumed and manage consumption and leakage so as to reduce water consumption	8	60.70%
3	71.15%	3.2.2 Measure electricity consumption and introduce energy saving measures	5	68.48%
10	41.44%	3.2.3 Monitor the use of diesel, paraffin and petrol and set targets to reduce consumption and switch to less polluting fuels	9	59.52%
9	44.22%	3.2.4 Set targets to increase the proportion of energy used from renewable resources – for example solar, wind, hydroelectric	1	80.70%
1	80.21%	3.2.5 Install and showcase appropriate technology to reduce consumption of natural resources and production of waste	2	75.75%
2	71.68%	3.2.6 Monitor the sewage system and demonstrate how pure the outflow back into the environment is	11	24.15%
6	66.43%	3.2.7 Set percentage targets & time scales for the reduction of waste produced, levels of recycling and reuse of waste	7	60.90%
11	32.02%	3.2.8 Work with suppliers to minimise the amount of packaging purchased with supplies	4	72.42%
5	69.18%	3.2.9 Reduce "food miles" by using locally produced food	10	55.55%
4	69.23%	3.2.10 Enterprises should assist conservation by investing in sustainable trails, hides and interpretation	6	67.16%
7	66.24%	3.2.11 Encourage the use of environmentally friendly transport.	3	74.60%

Suppliers should equip themselves to provide products in as little as possible packaging material and to use material that is biodegradable. Furthermore, suppliers should be educated regarding the re-use of packaging material, such as glass, plastics and paper, and motivate their clients to re-use, recycle and reduce products and materials. Community support towards such practices can also lead to better education regarding environmentally sensitive practices; can generate job opportunities for recycling companies; and can also motivate traditional artists to reclaim useable material in order to manufacture crafts and curios.

Local resources in the future will continue to be an important aspect for the product owners in the VFD. Compared to the future perspective most of the product owners will do more to achieve the guidelines that were presented to them. The only aspect that was not rated as highly is *to monitor the sewage system and to demonstrate how pure the outflow back into the environment is (3.2.6)*. The reason for this might be that the product owners were not aware of the processes to follow and that most of the rural destinations make use of septic tanks with a natural outflow of grey water.

Education and awareness are important in order to achieve benchmarks, and for future research and publications it will be essential to address practical systems on how to achieve each guideline, which processes to follow and how to implement each aspect in a cost-effective manner. Product owners also need additional mechanisms that will motivate them to achieve these guidelines - one such mechanism might be to start a local accreditation scheme where product owners can compete on a friendly basis with each other, and such a scheme can then be used as a marketing tool for the area.

- **Maintain and encourage natural diversity**

Natural diversity is regarded as an important aspect at present and the future. All the guidelines were rated above average and it is clear that product owners realised the importance of natural diversity in a destination such as the VFD. In Table 6.16 it is clear that the product owners presently practise guiding principles that *look for ways in which the enterprise and its guests can assist with the conservation of natural heritage (3.3.3)* and, according to the survey, they *invest a percentage of profits or turnover in species conservation or habitat restoration and management (3.3.4)*. Product owners also work with conservation authorities to ensure that visitors are aware of the impacts that they may have on the ecology. One such an example is the Conservation Forum that was established to look after the natural diversity of the VFD.

The future perspective looks excellent with an above average rating for every guideline presented. The product owners will endeavour more *to discourage the purchase of products that exploit wildlife unsustainably or contribute to the destruction of species (3.3.2)*. The product owners will also *work with conservation authorities to ensure that visitors are aware of the impacts that they may have on the ecology (3.3.6)* and will not *market tourism resources to encourage tourists into*

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ecologically sensitive areas which are vulnerable to irresponsible tourism practices, particular sports or recreational uses (3.3.8).

Table 6.16: Maintain and encourage natural diversity

Present		Guideline	Future	
Rank	% Importance		Rank	% Importance
4	57.19%	3.3.1 Encourage visitor behaviour that respects natural heritage and has a low impact upon it	8	50.92%
6	53.69%	3.3.2 Discourage the purchase of products that exploit wildlife unsustainably or contribute to the destruction of species	3	83.75%
2	60.80%	3.3.3 Look for ways in which the enterprise and its guests can assist with the conservation of natural heritage	4	83.14%
1	62.12%	3.3.4 Invest a percentage of profits or turnover in species conservation or habitat restoration and management	5	58.96%
7	51.91%	3.3.5 Avoid pollution by using environmentally friendly chemicals, and by using biodegradable soaps and detergents	6	57.37%
3	59.62%	3.3.6 Work with conservation authorities to ensure that visitors are aware of the impacts that they may have on the ecology	1	88.75%
8	41.37%	3.3.7 Ensure that relevant members of staff are familiar with the issues and ways of avoiding environmental impacts	7	51.29%
5	54.74%	3.3.8 Do not market tourism resources to encourage tourists into ecologically sensitive areas which are vulnerable to irresponsible tourism practices, particular sports or recreational uses – discourage these activities (e.g. irresponsible 4x4 use)	2	86.88%

The issues that addressed the environmental aspects in the VFD were all rated highly and it is encouraging to see the commitment of product owners at present - but also in the future - in order to achieve greater environmentally sensitive benchmarks. If the product owners practise these guidelines, as presented in the survey, the future generations will definitely have the same benefits and opportunities as the present generations.

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In this part of the chapter all frequency analysis results were discussed from a present situation perspective as well as a future perspective of each guideline. From the results it is clear that the environmental aspects are regarded the most important. Product owners are committed to look after the natural diversity in the area and to practise conservation strategies where possible. From an economic point of view it is clear that product owners are not always aware of the linkages between tourism and other economic activities in the area. For future benefits it is important that the product owners should practise activities that will reduce leakage out of the VFD and increase linkages with other economic partners. The social aspects were not rated as well as one may hope for, but the future perspective looks prosperous. Tourism in the VFD is in a relatively healthy state at present and product owners are committed to increase their positive performances in the future. In the following part of this chapter the measurement instrument that was used will be tested for reliability by making use of Cronbachs Alpha coefficient.

6.4 CRONBACHS ALPHA RELIABILITY COEFFICIENT FOR SUBSECTIONS

The Cronbachs Alpha (1951) reliability coefficient was calculated to determine whether the questions in each subsection constitute reliable measuring instruments for that particular subsection. The three different subsections are the

- Economic aspects
- Social aspects and
- Environmental aspects.

The Cronbachs Alpha reliability coefficient for the present as well as the future situation was calculated and the three guidelines that influenced the reliability coefficient negatively were not included in any frequency analysis or any other calculations. These three guidelines are 1.2.3; 1.2.5 and 1.5.6, and the reasons for their negative influence were discussed under their relevant subsections. From the literature it is clear that instruments with a Cronbachs Alpha reliability coefficient of larger that 0.8 are very reliable, but that any instrument with a coefficient larger than 0.5 constitutes an acceptable measurement instrument.

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Table 6.17: Cronbachs Alpha reliability coefficient for subsections at present and in the future

Subsection	Cronbachs Alpha coefficient	
	Present	Future
6.4 Economic aspects:		
Assess economic impacts as a pre-requisite to developing tourism in the VFD	0.851276	0.585067
Maximising local economic benefits – increasing linkages and reducing leakages	0.569278	0.593118
Ensure that community is involved in, and benefits from tourism	0.846828	0.848138
Marketing & product development	0.640074	0.498744
Equitable business	0.546882	0.800850
6.5 Social aspects:		
Involve the local community in planning and decision-making	0.824499	0.735020
Assess social impacts as a prerequisite to developing tourism	0.888756	0.900074
Maintain and encourage social and cultural diversity	0.830405	0.905171
Sensitivity towards the host community	0.810551	0.822111
6.5 Environmental aspects:		
Assess environmental impacts as a prerequisite to developing tourism	0.726777	0.853508
Local resources, avoid waste and over-consumption	0.826324	0.878046
Maintain and encourage natural diversity	0.852207	0.758542

From Table 6.17 it follows that all, except one of the subsections (marketing and product development) are reliable measuring statements. The future perspective regarding the marketing and product development aspects are the only subsections that are not reliable and for future researchers it will be interesting to observe and compare their results in this regard.

After the frequency analysis it was established that the measurement instrument is reliable, but the question remains - do the results have any significance to the product owners in the VFD? In order to measure the relevance of the results in such a small population it is necessary to measure practically significance differences between present and future opinions. The reason for this calculation is that the

population that was used in the survey is too small to generalise the results to all tourism product owners in South Africa.

6.5 PRACTICALLY SIGNIFICANT DIFFERENCE BETWEEN THERE PRESENT AND FUTURE OPINIONS

To determine if there is a difference between the product owners' opinion of importance of each guideline at present and in future, the data for future importance has been converted. Opinions of "important" or "very important" were recoded as 1 while "not important" was recoded as 0. The mean difference between these recoded future and present opinions was determined. Effect sizes were calculated to determine if there is a practically significant difference between the present and future opinions, (see Steyn, 2000:2). Effect sizes for dependent data (Steyn, 2000) for each subsection were calculated by making use of the following formula $d = \dfrac{\overline{x}_{diff}}{s_{diff}}$

where $\overline{x}_{diff}$ is the mean difference between future and present opinions and s_{diff} the standard deviation of the difference between future and present opinions. Cohen (1988) gives the following guidelines for the interpretation of the effect size in the current case:

(a) small effect: d=0.2, (b) medium effect: d=0.5 and (c) large effect: d=0.8.

We consider data with $d \geq 0.8$ as practically significant, since it is the result of a difference having a large effect. These results are only practically significant for the population that participated in this survey. Table 6.18 presents the practically significant difference between the present and future opinions of product owners in the VFD.

From Table 6.18 it is apparent that all the social aspects are significant. The present situation compared with the increase in the future is of importance to the product owners. Some of the economic aspects are also practically significant, but none of the environmental aspects are significant. The reason for these environmental results is that the VFD is already developed and marketed as a nature-based tourism destination. Product owners in the area are already environmentally sensitive and the difference between the present and the future is not viewed as significant to this community. Thus, it is clear that if the VFD would like to be more sustainable, they should improve their social and economic aspects and keep on practising their environmental aspects as at present.

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Table 6.18: **Practically significant difference between the present and future opinions**

6.3.1 Economic aspects:	$\overline{x}_{diff}$	s_{diff}	Effect size
Assess economic impacts as a prerequisite to developing tourism in the VFD	0.333	0.327	**1.018**
Maximising local economic benefits – increasing linkages and reducing leakages	0.271	0.410	**0.661**
Ensure that community is involved in and benefits from tourism	0.347	0.454	**0.764**
Marketing & product development	0.233	0.262	**0.889**
Equitable business	0.417	0.429	**0.972**
6.3.2 Social aspects:			
Involve the local community in planning and decision-making	0.271	0.325	**0.833**
Assess social impacts as a prerequisite to developing Tourism	0.341	0.364	**0.936**
Maintain and encourage social and cultural diversity	0.438	0.340	**1.288**
Sensitivity towards the host community	0.372	0.377	**0.986**
6.3.3 Environmental aspects:			
Assess environmental impacts as a prerequisite to developing tourism	0.250	0.477	**0.524**
Local resources, avoid waste and over-consumption	0.132	0.662	**0.199**
Maintain and encourage natural diversity	0.062	0.333	**0.186**

6.6 CONCLUSION

Chapter six presented the frequency analysis of the guidelines tested on the VFD. This analysis was based on the present situation, how product owners conducted their activities at the moment as well as a future perspective. The future perspective indicated how the product owners perceived an increase or decrease of each guideline; not the importance of each guideline, but how they think what the increase or decrease of the specific guideline will be. After the frequency analysis was indicated in tables and discussed in the text, the reliability of the measurement instrument was tested for reliability. The results of Cronbachs Alpha indicated that the instrument is reliable for the situation that it was researched.

The last part of the chapter evaluated the practical significance of the results. In other words, do the results mean anything for a community this small? Because of the size of the population, it would have been senseless to use means as a measurement criteria, and therefore the results were evaluated by making use of a special formula suited for this situation. The main findings of this chapter are that tourism stakeholders already practise environmentally sensitive practices in their operations. Most of the stakeholders hold the view that their environmental practices are contributing towards sustainable tourism development. These perspectives are echoed in the practically significance results (Table 6.18) and the future perspective regarding environmental issues will not change in the near future.

The most significant change in the future will be seen in the social implications of tourism development in the area. Tourism stakeholders indicated that social and cultural diversity in the area be maintained. This view is in line with the national priorities of South Africa as well as motivational factors of international visitors. Social impacts will be controlled and the stakeholders also indicated their willingness to be more sensitive regarding the social aspects, such as education, poverty alleviation and health related issues.

Equally important and related to the social aspects are equitable business practices. The results indicate that stakeholders will give disadvantaged communities the opportunities to enter mainstream tourism. Economic impacts as prerequisites are also indicated as important for future tourism developments in the area, as well as product development and marketing of the VFD as tourism destination. Based on the results presented in chapter six, it is possible to formulate a strategy for sustainable tourism development in the Vredefort Dome area as proposed World Heritage Site. The proposed strategy and further recommendations will be presented in chapter seven.

CHAPTER 7

CONCLUSIONS AND RECOMMENDATIONS

Prediction is very difficult, especially about the future

- Niels Bohr

7.1 INTRODUCTION

The aims of this chapter are the following:

- To provide the conclusion of the research
- To make recommendations concerning the literature survey
- To make recommendations concerning future research

The problem that underlies this research was based on the following question:

What are the factors that will contribute towards a sustainable tourism development strategy in the Vredefort Dome as proposed World Heritage Site?

Given the context of the problem statement, four research objectives were stated:

- To apply sustainable tourism concepts from the tourism and planning literature to a more integrative approach (cf.1.3.1)
- To review the complexity of the social issues including poverty alleviation; demographics; health; education and human settlement (cf. 1.3.2)
- To investigate sustainable tourism planning from a environmental point of view, including climate change; land resources; deforestation; desertification; mountain development; agriculture; biodiversity; water resources; chemicals and waste (cf. 1.3.3) and
- To investigate the economic issues of sustainable tourism development (cf. 1.3.4).

The research methodology that was used in the study was discussed in terms of the literature study (cf. 1.4.1) and empirical research (cf. 1.4.2). The process of how the empirical research was conducted was described, namely by means of a structured questionnaire and the statistical techniques used to analyse the empirical data. The

structure of the research was explained, and important terminologies used throughout the study were defined (cf. 1.5).

Chapter two examined a variety of approaches to tourism planning and development from a number of different disciplinary perspectives as well as strategies by different policy documents to ensure sustainable development. The literature study in chapter two started with an overview on sustainable development (cf. 2.2) and then progressed towards modern initiatives (cf. 2.3) that were adopted by various organisations. The final part of chapter two conveyed the issues of sustainability that are related to tourism development and the tourism industry's response to sustainable tourism development (cf. 2.4).

In chapter three important social aspects were identified that the stakeholders in the Vredefort Dome can apply in order to successfully develop tourism in a social acceptable manner. These aspects were poverty alleviation (cf. 3.2), demographics (cf. 3.3), health-related issues (cf. 3.4), education of the community (cf. 3.5) and human settlements (cf. 3.6). The nature of each aspect was argued, followed by a discussion of related issues of each aspect. The synthesis of each aspect was used as basis for the guidelines of responsible tourism that were used in the structured questionnaire.

Chapter four examined the environmental aspects of sustainable tourism. These aspects were climate change (cf. 4.3) and the effect thereof on and from tourism, land resources (cf. 4.4), deforestation (cf. 4.5), desertification and drought (cf. 4.6), mountain development (cf. 4.7), agriculture (cf. 4.8), biodiversity (cf. 4.9), oceans (cf. 4.10), freshwater resources (cf. 4.11), chemicals (cf. 4.12) and waste (cf. 4.13 – 4.15). Approaches that have been advocated include carrying capacity, limits of acceptable change, visitor impact assessment and cumulative effects assessment.

In chapter five the economic aspects of sustainable tourism development were discussed. The role of the Government (cf. 5.2) in sustainable tourism development was discussed, followed by the importance of fair trade in tourism (cf. 5.3). Economic aspects (cf. 5.4) of sustainable tourism were discussed in terms of the positive and negative economic impacts of tourism and an economic enhancement programme (cf. 5.5) formed part of the final component of the chapter.

Chapter six reflected the results of the empirical research to determine the views of tourism product owners in the Vredefort Dome regarding sustainable tourism development. The chapter drew together the themes and issues identified in the previous chapters. Chapter six therefore aimed not only to indicate the substantial contribution that tourism can make to sustainable development, but also posits potential future endeavours regarding sustainable tourism development in a potential world heritage site. In order to achieve a suggestion sustainable future tourism development strategy, the chapter started with a SWOT analysis (cf. 6.2.1) of the Vredefort Dome as proposed World Heritage Site and presented the current state of affairs as viewed by the product owners. The responses to the questionnaire reflected the current state of affairs as well as the future perspectives as stated in the empirical results (cf. 6.3). These responses were statistically tested by means of the Cronbachs Alpha reliability coefficient (cf. 6.4) and compared in order to determine the practical significance (cf. 6.5) of the relation between the current and future perspectives. Research information was obtained from the stakeholders in the VFD, literature on sustainable tourism development and international conferences.

7.2 CONCLUSIONS

The following conclusions regarding the research can be drawn, namely:

7.2.1 AN INTEGRATED STRATEGY

Literature in sustainable development indicates that an integrated approach is fundamental when dealing with sustainable tourism development. The following conclusion can be drawn from the literature namely, that a more *integrated* approach is needed (cf. 1.3.1). From the literature and empirical survey it is clear that an integrated approach is needed in particular when sustainability is concerned. The integration is, however, so complex that it is often difficult to divide the issues strictly according to social, environmental or economic aspects. The integrated approach is comparable to a complex spider-web situated between three branches of a tree, namely a social, economic and environmental branch.

Traditional indicators tend to be narrowly focussed on one aspect such as the community. When communities focus on, for example, increasing the number of jobs without looking at the details, the community may be up for more problems down the road (Hart, 1998:99). In order to systematically evaluate the influences, the matrix

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evaluation technique can be adopted to specific situations. For the purpose of this study each guideline was evaluated according to the effect on the sustainable aspects, as discussed in chapters three, four and five.

Table 7.1: Triple bottom line of sustainable tourism development

TRIPLE BOTTOM LINE		
Social	**Environmental**	**Economic**
Poverty alleviation	Climate change	National Government
Demographic	Land resources	Provincial Government
Health	Deforestation	Local Government
Education	Desertification and drought	Fair trade
Human Settlement	Mountain development	Economic enhancement
	Agriculture & rural development	
	Conservation of biodiversity	
	Protection of oceans	
	Freshwater resources	
	Toxic chemicals	
	Hazardous waste	
	Solid waste	
	Radioactive waste	

Tourism has been identified as a future growth industry for the Vredefort Dome. In order to take full advantage of this sector it will be essential for all involved in tourism to work closely together and to maximize the benefits of the industry for the local economy and society. The following strategic issues will minimise the negative effects of tourism and maximise the benefits to make a contribution towards sustainable tourism development in the Vredefort Dome.

7.2.2 SOCIAL ISSUES (CF. 1.3.2)

The following themes and goals were central regarding the social aspect of sustainable tourism development.

Strategic theme 1: Poverty alleviation

As indicated in the literature overview (cf. 3.2) poverty alleviation is central to sustainable development and community participation (cf. 3.2.2) is an essential

element thereof. Therefore it is crucial that the stakeholders in the VFD realise their responsibility towards poverty alleviation in the Dome. Product owners indicated their commitment to identify and monitor potential adverse social impacts as well co-operation with the community as a whole in order for the community to feel part of the tourism development process. Stakeholders will assist ground handlers, the media and tour operators to identify complementary product opportunities in the VFD and will support the development of sustainable local handicraft enterprises by assisting with improvement of design, marketing and production.

Community involvement is a strategic issue relevant to all aspects of sustainable tourism development. Especially social inclusion of the whole community into the mainstream tourism market will combat elite domination and will help with the economic empowerment of disadvantaged people. Business development and support and capacity building of emerging entrepreneurs are two aspects that will address empowerment and help with job creation in small and medium enterprises.

As indicated in the literature study, the eradication of poverty and hunger, greater equity in income distribution and human resource development remain challenges in every community. Conservation and protection of resources in the VFD must take into account those sections of the community who depend on the man-made and natural resources for their livelihoods. Important for the VFD- community is to strike a balance between poverty alleviation and protection of the environment.

Resource protection must go hand-in-hand with poverty alleviation. Without sustainable development policies, a situation might occur where resources are depleting in order to create job opportunities and to cater for an increased demand of tourism products.

Strategic theme 2: Demographic composition in the VFD

Growth of tourism and production to cater for the needs of tourists place increasingly severe stress on the life-supporting capacities of the earth and the local community. The influence of tourism on the demographics will have an effect on land resources such as water consumption as well as pollution and congestion. Energy consumption will also increase as tourism grows in the VFD and other resources – that are essential to present and future demographic compositions - will deplete if tourism is not developed in a sustainable manner.

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Health and development are intimately interconnected. Poverty and inappropriate development will result in the over-consumption of resources, especially in areas where there is a growing tourism market, and as a result it will lead to environmental health problems. Health issues are closely linked with environmental and social issues, such as education on health-related aspects, community participation to combat health risks, poverty, waste management and environmental pollution and hazards.

Strategic theme 4: Education and training

According to Agenda 21 (chapter 36) education, raising of public awareness and training are linked to virtually all areas of sustainable development, and even more closely to the ones pertaining to meeting basic needs, capacity-building, data and information, science, and the role of major groups. One strategic issue that needs to be addressed is to incorporate sustainable development in education programme, especially by the tourism stakeholders that are involved in educational tourism.

Strategic theme 5: Human settlement

The ideal basis for human settlement in the VFD is to improve the social, economic and environmental quality of all residents that are living and working in the area. Tourism can play a valuable role in infrastructure development in and around the VFD and in that way will benefit the local community. Tourism as part of the IDP process should be planned and developed in a sustainable manner, integrated into all the critical aspects such as agriculture, demographics, infrastructure development and sustainable energy consumption.

7.2.3 ENVIRONMENTAL ASPECTS

The following conclusions and recommendations are relevant to the environmental aspects of sustainable tourism development in the VFD (cf. 1.3.3)

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Protection of the atmosphere is a broad endeavour involving various sectors of economic activity, including tourism. As indicated in the literature, it is important that tourism stakeholders recognise their contribution to the depletion of the atmosphere and should incorporate some measures to minimise the negative effects on the environment, because tourism is dependent on a stable climate for future development.

Strategic theme 7:   Land resources

Land is defined as a physical entity in terms of its topography and spatial nature, including natural resources such as the soil, minerals, water and biota that the land comprises. Tourism facilities, products and services are centred around the land resources available in the VFD. These components are organised into ecosystems which are unique to the Dome area and are finite resources. The growth of tourism is placing ever-increased pressures on land resources in the VFD. Tourism in the VFD needs to integrate an overall land planning programme in order to minimise the effects and to initiate a more effective and efficient use of land and its natural resources.

Strategic theme 8:   Deforestation

The development and adoption of methods to protect and manage the ecological, economic, social and cultural roles of trees, forests and forestland is a pressing concern. Tourism development in the Vredefort Dome is based on preserving the ecosystem, and part of which consists of woodlands and forest lands.

Strategic theme 9:   Desertification

Human activities and climatic variations cuase land degradation in deserts, semi-deserts and dry sub-humid areas. The most obvious impacts of desertification are poverty and decline in soil fertility and soil structure that leads to unsustainable agriculture. Human activities in the VFD should be preventive so that desertification will not occur in the area.

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Strategic theme 10: Mountain development

Mountain ecosystems are rapidly changing because of soil erosion, landslides and rapid loss of habitat that occur because of tourism activities such as hiking, mountaineering and other adventure activities. Local communities are also often restricted to use mountain areas to practise their indigenous knowledge systems. Mountains are furthermore an important source of water, energy and biological diversity and without proper tourism planning and development these sources might deplete in future.

Strategic theme 11: Agriculture

Agriculture has to meet the challenges of growing populations and higher demands for agricultural commodities, which might place considerable pressures on land resources and water. Agriculture is also a worldwide job creator in rural areas, but if practised in an unsustainable manner, future generations will not be able to utilise the some resources to improve their quality of life. Some areas in the VFD are, however, more suitable for agriculture than tourism and the community must realise the importance of a balanced economy that is not over-dependent on either tourism or agriculture.

Strategic theme 12: Biodiversity

Biodiversity is at the centre of sustainable tourism development in the Vredefort Dome. Essential goods and services, especially tourism, depend on the variety and variability of genes, species, populations and ecosystems. The current decline in biodiversity is largely the result of human activity and represents a serious threat to human development.

Strategic theme 13: Water resources

The development of tourism in many areas has increased consumption to levels that are above water availability. The risks of the tourism industry over-exploiting water resources are obvious: exhaustion of water tables, deterioration in water quality, competition with local activities for example farming, increased water prices for the local community.

Strategic theme 14: Chemicals

Tourism establishments consume various chemicals in the day-to-day running of businesses, including fertilisers, cleaning material and pesticides. Some establishments also operate in areas that might be contaminated with chemical products, for example the Vaal River that might be contaminated with chemical products for Iskor and Sasol situated in the Vaal Triangle. The strategic issues here are the health and safety of visitors as well as prevention of pollution of the natural environment.

Strategic theme 15: Waste management

Waste generated by tourism establishments is enormous and includes organic waste from kitchens; non-organic waste from establishment services such as bottles, cans and plastics; hazardous waste and products such as fuels, ash and batteries; office material and information waste; and maintenance and alteration waste such as metals, wires and glass.

7.2.4 ECONOMIC ISSUES

Conclusions regarding the economic issues of sustainable tourism development (cf.1.3.4) are as follows:

Strategic theme 16: Role of the government

Many problems and solutions of sustainable tourism development have their roots in government activities. Local authorities construct, operate and maintain economic, social and environmental infrastructure, oversee planning process, establish environmental policies and regulations, and assist in implementing environmental policies. The local governments are closest to the community and play a vital role in educating, mobilising and responding to the public to promote sustainable development.

Strategic theme 17: Fair trade in tourism

Tourism enterprises act as product outlet of local products and services, such as art and handicrafts as well as guiding and performing arts. Essential to fair trade is that tourism enterprises should realise their role in community participation and development and pay fair prices to local people. Apart from pricing structures, tourism enterprises should also consider indigenous knowledge systems, authenticity of products and respect of cultural heritage.

Strategic theme 18: Economic enhancement

Tourism can bring a number of benefits to the VFD-area that will help with economic development and enhancement of the quality of life for the community at large.

Strategic theme 19: Reduce leakage and other purchasing practices

Essential to the economic enhancement of the VFD is to minimise leakage of money out of the area and to maximise the economic benefits that tourism can bring into the VFD. With proper best practice purchasing systems the money generated from tourism will circulate longer in the VFD. As an integrated system it is also essential that purchasing will incorporate environmentally sensitive practices to minimise the negative effects that consumption will have on the environment.

7.3 RECOMMENDATIONS

Recommendations regarding the formulation of a sustainable tourism development as well as recommendations regarding further research can be made as follows:

7.3.1 RECOMMENDATIONS REGARDING THE SOCIAL ASPECTS (CF. 1.3.2)

The following themes and goals were central regarding the social aspect of sustainable tourism development.

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Strategy 1: To alleviate poverty in the VFD for a sustainable future and supporting sustainable livelihoods

To alleviate poverty in the VFD, the following recommendations are formulated:

- A poverty alleviation programme is essential in the VFD to aim to minimise poverty within the next ten years
- To implement a poverty alleviation policy that will not focus only on production and job creation that might lead to declining productivity as the resources are depleted
- To provide people in the VFD with the opportunity to earn a livelihood
- To assist emerging entrepreneurs searching for funding opportunities
- To assist with capacity building programme such as small agricultural operations that will cultivate products to tourism establishments
- To establish mechanisms in the VFD in order for poor people to enter mainstream tourism and in that way eradicate poverty, create employment and be a generator of income
- To provide, assist and create opportunities for women to enter the tourism sector, such as art and craft outlets.

Strategy 2: Improve participation that would be true to the demographic composition in the VFD

The following recommendations are made towards demographic issues in the VFD:

- To research and disseminate knowledge concerning the links between demographic trends and sustainable development in the VFD, especially present tourist arrivals in the area that will influence consumption of resources and positive influences on the economy in the area
- To keep record of demographic changes during different tourism seasons
- To formulate environmental policies and plans, taking into account demographic trends and factors
- To keep record of local demographics in order to minimise the movement of residents out of the area. Tourism can play a valuable role to create opportunities for present generations in the VFD as well future residents.

It is recommended that the VFD-community utilises tourism as a medium to the following health-related issues:

- To cater for primary health care needs, particularly in rural areas in and around the VFD
- To control diseases via education (measure waste levels in the Vaal River and distribute these results to tourists)
- To research and control health risks in the VFD from environmental pollution and hazards
- To assist with health-related issues such as school programme, protection and education of employees and warnings to tourists regarding any health-related issues.
- To conduct research into traditional health principles
- To understand that HIV and Aids will have a detrimental affect on the tourism industry and assist with educational programme and awareness campaigns
- To change the behaviour of tourists when they are out of their usual place of residence as well as the behaviour of employees.

Strategy 4:   Promoting education and training in the VFD

Education and training consist of a very wide range of aspects and the following broad recommendations are made towards education and training:

- To initiate a skills training programme for employees
- To showcase how the tourism product owners incorporated the guidelines for responsible tourism in their products
- To assist with education and training of local people, for example to identify opportunities and educate disadvantaged people
- To assist with education and training programme offered by the local schools, for example to "adopt" a group of students and assist with the training regarding environmental issues as well as tourism and hospitality skills.

The following recommendations can be made regarding human settlements in the VFD:

- To help to provide adequate shelter for all (money generated from tourism in the form of tax and income generation will enable the community to provide shelter for themselves)
- To act as a catalyst to develop infrastructure such as roads, sewage and electricity that the community can use to improve their quality of life
- To incorporate sustainable land-use planning principles as part of the tourism development plan
- To integrate water, sanitation, drainage and solid-waste management plans into the overall tourism development plan in order to create benefits for the local community through job creation, usage and education
- To promote sustainable energy systems and to re-use and recycle waste
- To promote capacity-building programme as part of human settlement development.

7.3.2 RECOMMENDATIONS REGARDING ENVIRONMENTAL ASPECTS

The following conclusions and recommendations are relevant to the environmental aspects of sustainable tourism development in the VFD (cf. 1.3.3):

Strategy 6: Protect the atmosphere to ensure minimum climate change

The following recommendations are made towards a pollution-controlled environment in order to protect the atmosphere in the VFD:

- To use energy in a responsible manner
- To implement energy-efficient systems and programme
- To minimise energy consumption in tourism operations by alternative building designs and usage of alternative sources of energy
- To minimise the use of transportation by using local products and, where possible, use alternative forms of transportation
- To prevent the use of ozone depleting products and search for alternative products

- To monitor energy usage and showcase the results of this in order to educate tourists on how to implement such measures in their usual place of residence.

Strategy 7: Follow an integrated approach to the planning and management of land resources

The following recommendations will help the tourism industry in the VFD to establish an integrated land management system:

- To utilise proper zoning according to tourism activities in the area
- To conduct environmental impact assessments as a prerequisite to any tourism development projects
- To evaluate alternatives that might be more feasible and sustainable than tourism or to investigate alternative forms of tourism
- To protect land resources of VFD in order to become a World Heritage Site is essential
- To take into account protected areas, private property rights, the rights of indigenous people and their communities and other local communities and the economic role of women in agriculture and rural development. For example, agricultural projects can be initiated that will create job opportunities and that would supply tourism enterprises with local produce in order to minimise leakage and improve linkages.

Strategy 8: Combating deforestation in the Vredefort Dome

The following recommendations are related to forestation and deforestation:

- To enhance the scope and effectiveness of activities related to indigenous plants, conservation and sustainable utilisation of forests' goods and services
- To effectively manage the utilisation of plant material for arts and handcrafts, and firewood
- To plant indigenous plants and trees
- To replant or build around indigenous trees where possible
- To educate the local community, especially in-house staff, on the importance of conservation of plants
- To identify and mark indigenous plants at tourism destinations in order to educate tourists and in that way enrich their experience.

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The following recommendations are made in order to guard against desertification:

- To research and monitor areas in the VFD that are prone to desertification and drought
- To apply soil conservation techniques in order to combat land degradation such as erosion in tourism zones next to the Vaal River
- To strengthen tourism development programme in the VFD that may assist in the eradication of poverty and the promotion of alternative livelihood systems in order to minimise the effect on the fragile environment
- To educate the community as well as the tourists on desertification control and the effects of drought
- To minimise tourism development in sensitive areas that are prone to desertification.

The following recommendations are applicable to the VFD in order to sustain and protect the mountains in and around the Dome:

- To undertake surveys of the different soils, forests, water use, plant and animal resources in the VFD mountains
- To generate and maintain information systems of mountain ecosystems and communicate this information to communities and tourists. Use the information system for tourism product development that will be sustainable
- To realise the environmental value of mountain areas, measure the negative impacts that occur and put measures in place to improve the standard of the ecosystem such as erosion control
- To educate the local community and tourists regarding fragile ecosystems in mountain areas
- To implement a zoning system to protect mountain areas that are not suitable for tourism and recreation activities.

Strategy 11: Promote sustainable agriculture and rural development

In order to promote sustainable agriculture in the VFD the following recommendations are made:

- To maximise production on land already in use and avoid further encroachment on land that is only marginally suitable for cultivation
- To support local farmers in order to minimise leakages of money from the area
- To make the community aware of agricultural needs in order to create opportunities for poor communities
- To practise land conservation and rehabilitation techniques that are suitable for the VFD
- To minimise the use of chemical products and water consumption in agriculture
- To motivate farmers to practise organic farming - in that way, the farmers might earn a better income and will operate in a more environmentally friendly manner
- To incorporate agriculture into the tourism industry with programme such as farm stays, agricultural festivals and events
- To help with the distribution of information to tourists regarding fresh produce that is available in the VFD-area
- To motivate farmers to diversify their farming systems into farm and non-farm employment and infrastructure development
- To start a farmers' market where tourists can purchase locally grown produce
- To serve local dishes using local products
- To market local products to visitors.

Strategy 12: Conserve biological diversity in the VFD

In order to conserve the biological diversity in the VFD, the following recommendations are made:

- To guard against habitat destruction and over-harvesting
- To engage in a bioregional planning process that will protect the biodiversity of the VFD
- To review environmental matters in the tourism industry and take appropriate steps to rectify deficiencies

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- To adopt a tourism planning tool which considers the natural resources and integrates human constructs in the VFD
- To develop an environmental planning programme for establishing, managing and monitoring the VFD as a protected area
- To research the environmental impacts of tourism, conducted by researchers disciplined in ecological and social impacts
- To apply for funding from provincial Tourism Authorities that can be utilised for education on biodiversity, research and monitoring
- To formulate codes of conduct for tourism stakeholders
- To implement a licensing and accreditation scheme for the protection of biodiversity
- To conduct visitor surveys to improve the understanding of the tourism market's attitude to, and preferences for the natural and traditional cultural environment directed to nature-based tourism.

Strategy 13:   Protect the quality and supply of freshwater resources

The following recommendation are made to protect the quality and supply of water resources:
- To avoid consumption that affects local rates
- To protect water resources associated with wetlands and the Vaal River
- To avoid pollution of water tables and the Vaal River
- To promote all possible measures towards saving water
- To implement a water re-use system
- To induce changes in attitude and tourist behaviour.

Strategy 14:   Promote environmentally sound management of hazardous chemical wastes and sewage related waste

The following recommendations are made to minimise the negative impacts of chemicals that are consumed and used by tourism businesses:
- To educate and train staff members as well as tourists regarding chemical pollution
- To measure, monitor and minimise chemical usage in tourism establishments
- To research and establish a databank regarding pollution levels in the VFD

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- To search for alternative sources that are organic and not harmful to the environment and humans

- To maximise the usage of eco-friendly products as an alternative to harmful chemicals.

Strategy 15:   Manage solid wastes in a sustainable manner

The following recommendations are made to minimise waste material in the VFD

- To prevent the generation of waste
- To re-use, recover and recycle waste
- To reduce waste production to the strictly necessary minimum
- To establish a proper waste management plan for all tourism establishments in the VFD
- To set targets and methodologies to minimise waste in the future
- To research consumption patterns and educate staff and visitors in order to minimise waste generated from consumption
- To recycle sewage and utilise grey-water for landscaping and wetlands.

7.3.3 RECOMMENDATIONS REGARDING ECONOMIC ASPECTS

Conclusions regarding the economic issues of sustainable tourism development (cf.1.3.4) are the following:

Strategy 16:   Acquire the support from national, provincial and local government

The following recommendations are made to acquire the support from all governmental levels:

National Government

- To incorporate the White Paper on Tourism Development, 1996, into the overall tourism development plan in the VFD

- To incorporate the National Tourism Spatial Framework into the tourism development plan of the VFD.

Provincial Government

- To incorporate the VFD into the provincial marketing strategy

- To gain support from provincial government with regard to tourism safety, planning and development. Public infrastructure, entrepreneur support, education and awareness training, new product development, setting and monitoring norms and standards in the region and minimising the negative effects of tourism

- To incorporate the VFD as part of the district council's marketing efforts

- Incorporate tourism into the integrated development plans and spatial frameworks of the area

- To gain investment from provincial government, both Free State and North-West for tourism infrastructure investment frameworks.

Local Government

- To utilise the Municipal Systems Act, 2000 (Act 32 of 2000) to establish a framework for planning, performance management, effective use of resources and management

- To adopt an integrated development programme (IDP) that will reflect integrated development in the VFD; align resources and capacity; and formulate policy frameworks to maximise tourism development in the VFD

- To incorporate the core components of an IDP – including vision and development priorities and objectives; spatial development frameworks and financial plans with key performance targets and indicators.

Strategy 17: Establish a system that guarantees supply that is coherent with fair trade in tourism

To establish a system of fair trade in tourism within the VFD, the following recommendations are made:

- To give recognition where it is due regarding local products and services provided to tourists

- To implement the principles of "proudly South Africa" into a "proudly VFD" - system

- To establish a system for selecting local suppliers and local products to be used

- To make local people aware of tendering processes and give them a fair opportunity to tender
- To educate and train disadvantaged groups on how to enter the mainstream tourism market in order to establish fair trade in the VFD.

Strategy 18: Establish an economic enhancement system that will contribute to the well-being of the VFD-community

The following recommendations will enhance the economic system of the VFD:
- To strengthen the economic cross-sectoral linkages in the VFD by linking different economic activities with tourism
- To guard that ownership of facilities and services in the VFD should remain in the hands of local people in order to maximise retention of profits, and give the local community more control over tourism development
- To spread equity ownership so that tourism is not concentrated in the hands of local elites or outside entrepreneurs
- To maximise employment of local staff in order for salaries to circulate in the local economy
- To implement training programme for local entrepreneurs on how to start their own travel services
- To provide a greater variety of goods for tourists to purchase
- To control the quality and authenticity of arts and handicrafts
- To expand the number of tourist activities in order to increase tourists' expenditures
- To measure the economic benefits of tourism in the VFD on a bi-annual basis.

Strategy 19: Reduce leakage and other purchasing practices

The following recommendations will reduce leakages of money from the VFD as well as minimise the effect of the environment:
- To draw up an environmental checklist for suppliers
- To design fair trade criteria and environmental standards for each service and product
- To give preference to local products, or, where applicable, to local suppliers, with emphasis on reducing packaging and transport costs

- To control the ecological quality of the product
- To study the environmental history of the supplier
- To inform suppliers and contractors of one's environmental policy
- To establish ecological criteria for purchasing
- To reduce superfluous and unnecessary products.

7.4 GENERAL RECOMMENDATIONS

For implementing a sustainable tourism development strategy in the Vredefort Dome, with tangible results, the following support measures are recommended:

- All tourism stakeholders in the VFD should maintain registers to provide data on the progress and implementation of initiatives towards sustainable development

- Staff members should be involved in decision-making processes, through training and information sessions

- A culture of learning should be established by providing incentives for new ideas and initiatives

- One should constantly keep in mind that sustainable tourism development is essentially based on participation of all stakeholders

- Alliances with local associations involved in sustainable tourism should be built

- An accreditation scheme should be implemented either by developing a unique system for the VFD or by implementing an existing scheme such as Green Globe 21

- Tourism stakeholders in the VFD should build relations with local authorities and administration that are involved in tourism, the environment and the community, either directly or though the business forum, with a view to implementing the process of sustainable tourism development harmoniously

- Tourism stakeholders in the VFD should provide information about codes of conduct and guidelines dealing with desirable tourist behaviour at different sites

- Tourism establishments should publicise the company's policies on sustainable development and advertise their commitment to sustainable development.

7.5 CONTRUBUTION OF THIS THESIS

The contribution of this thesis is in the area of sustainable tourism to specify, analyse and reason about integrated development. In detail the contributions are as follows:

- The results of this thesis can be used as support material when UNESCO assess the area as World Heritage Site
- The results of this thesis assist tourism product owners in the area to compare their operations with competitors in order to become more responsible. Because the tourists are seeking destinations that are more responsible the results of this thesis can be used to formulate a marketing strategy for the area that will attract responsible travellers
- A critical situation analysis of practices at present was performed in order to set benchmarks for the tourism product owners in the area. These benchmarks can be utilised by the product owners to turn their operations into responsible destinations. Guidelines were tested regarding their importance for the future, and these results can be utilised to modify the behaviour of tourists, locals and product owners
- The thesis forms a basis towards an accreditation scheme that will assess tourism products in the area and their contribution on the subject of sustainability
- The thesis utilised all the guidelines for responsible tourism – the first study of its kind and the results will form the basis for other similar studies in similar areas, especially other nominated World Heritage Sites
- The thesis formed the base of three international conference papers, an accredited article as well as a Masters-degree (Sime, L. 2004. The role of women in the Vredefort Dome)

7.6 FURTHER RESEARCH

The following aspects are recommended for further research:

- Tourism development in the VFD can help to alleviate poverty and it is therefore recommended that entrepreneurial opportunities in the area should be explored, especially the role of women in the tourism sector of this area
- The need to establish a South African Accreditation System for sustainable tourism development is necessary, not only for marketing purposes, but also to educate tourism stakeholders regarding the importance of sustainability

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- Several sustainable tourism accreditation schemes exist and for further research it is recommended that best practices of all these schemes are evaluated, compared and established

- Local Governments seldom realise their responsibility towards sustainable development, especially the implementation of Agenda 21; and it is therefore recommended that a national research project appraises all local governments according to agenda 21

- To evaluate tourism qualifications in terms of outcomes regarding sustainable tourism development

- To compile a register of ideas and solutions to address each aspect of Agenda 21 suitable for Southern Africa

- To identify other possible World Heritage Sites and develop sustainable tourism development strategies.

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IDP see INTEGRATED DEVELOPMENT PLAN.

IFAT see INTERNATIONAL FEDERATION FOR ALTERNATIVE TRADE.

IIED see INTERNATIONAL INSTITUTE FOR ENVIRONMENT AND DEVELOPMENT.

INCD see INTERGOVERNMENTAL NEGOTIATING COMMITTEE – DESERTIFICATION.

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ANNEXURE 1:

QUESTIONNAIRE

Potchefstroomse Universiteit
vir Christelike Hoër Onderwys

Founding 1869
50 years of independence 2001

Willie Coetzee
Private Bag X 680
Department: Tourism
Technikon PRETORIA
Pretoria
0084

2003.06.30

Dear Tourism Stakeholder

Thank you for agreeing to complete this sustainable tourism questionnaire. We have designed the questionnaire to take approximately 20 minutes of your time. The responses that you provide will help businesses and citizens in the area to formulate a strategy towards a sustainable tourism future.

The questionnaire is designed in responds to the guidelines for responsible tourism that was published by the Department of Environmental Affairs and Tourism. These – economic, social and environmental guidelines will lead us to become a sustainable tourism destination for current and future generations.

Please answer all of the following questions by making an X in the appropriate box. The first part of each question will ask you to evaluate your product at present by simple answering yes or no. In the second part of each question, product owners must indicate their willingness to employ the specific guideline in the future.

Please take note that this questionnaire is completely confidential and by no means will it be used to force down certain rules and regulations.

I thank you in advance

WJL Coetzee
Researcher: Sustainable Tourism Development

In the future we will regard this as **VERY IMPORTANT**							
In the future we will regard this as **IMPORTANT**							
In the future we will regard this as **NOT IMPORTANT**							
Yes, in our organisation this statement is already in **practice**							
No, in our organisation we **do not practice** this statement							
1.1 Assess economic impacts as a pre-requisite to developing tourism in the Vredefort Dome							
1.1.1 Extend the tourism season by developing new products	N	Y			1	2	3
1.1.2 Identify the historically disadvantaged as emerging domestic tourism market.	N	Y			1	2	3
1.1.3 Recognise that tourism can create revenue from cultural heritage, traditional ways of life, wildlife and habitats.	N	Y			1	2	3
1.1.4 Encourage business relationships between foreign entrepreneurs and local and emerging entrepreneurs.	N	Y			1	2	3
1.1.5 Maintain and encourage economic diversity, avoid over-dependency on tourism in the Dome area.	N	Y			1	2	3
1.1.6 Plan initiatives and investment to contribute to the broader local economic development strategy of the Dome	N	Y			1	2	3
1.1.7 Consider adverse effects of tourism such as local land price inflation, loss of access to resources.	N	Y			1	2	3
1.1.8 Exercise a preference for business that directly benefit the local community	N	Y			1	2	3
1.1.9 Conduct tourism market feasibility assessments before raising expectations and exposing the community	N	Y			1	2	3
1.2 Maximising local economic benefits – increasing linkages and reducing leakages							
1.2.1 Encourage all establishments to upgrade their standards of service to maximise their revenue earning potential	N	Y			1	2	3
1.2.2 Encourage the informal sector to become part of the formal sector.	N	Y			1	2	3

1.2.3 Buy locally–made goods and use locally–provided services from locally-owned businesses	N	Y		1	2	3
1.2.4 Help local community to develop their product so that it can be more easily used by others	N	Y		1	2	3
1.2.5 Co-operate with other formal sector businesses to maximise benefits for local community enterprises	N	Y		1	2	3
1.2.6 Give customers the opportunity to purchase locally produced crafts and curios	N	Y		1	2	3
1.3 Ensure community are involved in and benefit from tourism						
1.3.1 Enable the historically disadvantaged to engage in the tourism sector.	N	Y		1	2	3
1.3.2 Work closely with local community to develop new products that provide complementary products for tourism enterprises.	N	Y		1	2	3
1.3.3 Develop business partnerships in which community have a significant stake	N	Y		1	2	3
1.3.4 Identify projects that the enterprise can support that will benefit the poor	N	Y		1	2	3
1.3.5 Assist the development of local entrepreneurs with visitor feedback on their products.	N	Y		1	2	3
1.3.6 Consider marketing, training and managerial support for promising tourism projects	N	Y		1	2	3
1.3.7 Foster the development of community-based tourism products by providing marketing and mentoring support.	N	Y		1	2	3
1.3.8 Encourage visitors to spend more money in the local economy, bringing business to local community.	N	Y		1	2	3
1.3.9 Encourage tour operators to be more innovative in their itineraries, by for example including shebeens, local museums, arts galleries	N	Y		1	2	3
1.3.10 Consider using local entrepreneurs in developing community initiatives.	N	Y		1	2	3
1.3.11 Be transparent when reporting community benefits	N	Y		1	2	3

1.3.12 Consider establishing targets to monitor progress in achieving sustainable tourism objectives.	N	Y		1	2	3
1.4 Marketing & Product Development						
1.4.1 Provide information about local services and attractions provided in the Dome, and encourage tourists to use them.	N	Y		1	2	3
1.4.2 Consider co-operative advertising, marketing and the promotion of new and emerging products and attractions.	N	Y		1	2	3
1.4.3 Ensure that the visual way in which the product is presented includes local cultural elements	N	Y		1	2	3
1.4.4 Consider developing and marketing fairly traded tourism products.	N	Y		1	2	3
1.4.5 Foster the development of access opportunities for all visitors and potential visitors, regardless of physical, or mental conditions	N	Y		1	2	3
1.5 Equitable Business						
1.5.1 Beware of abusing your market power and imposing unfair commissions or pushing down prices inequitably	N	Y		1	2	3
1.5.2 Develop transparent systems of sharing the benefits of tourism through equitable contracts. (e.g. tendering processes.)	N	Y		1	2	3
1.5.3 When entering into agreements with the local community or emerging entrepreneurs ensure that the risk is equitably shared.	N	Y		1	2	3
1.5.4 Set targets for increasing the proportion of the enterprise wage bill going to community within 20 km of the enterprise.	N	Y		1	2	3
1.5.5 Develop a community labour agreement with targets for employment and for progression.	N	Y		1	2	3
1.5.6 Go beyond the bare minimum wage rate and invest in local staff – quality is dependent upon well-motivated staff.	N	Y		1	2	3
2. Social Objectives and Indicators						
2.1 Involve the local community in planning and decision-making						
2.1.1 Understand the historical, political and cultural context of local and host community	N	Y		1	2	3

2.1.2 Creating opportunities and eliminating barriers to access mainstream tourism markets for the local community	N	Y		1	2	3
2.1.3 Understand the local, safety and security, infrastructural, resource, educational, poverty, disability and health constraints, when designing, operating and marketing tourism.	N	Y		1	2	3
2.1.4 Encourage proactive participation and involvement by all stakeholders	N	Y		1	2	3
2.1.5 Encourage all enterprises to develop effective structures, or join existing bodies, for marketing and tourism development.	N	Y		1	2	3
2.1.6 Encourage successful entrepreneurs, particularly those from the emerging tourism fraternity, to mentor others.	N	Y		1	2	3
2.1.7 Include all stakeholders as part of a decision-making process in the Dome	N	Y		1	2	3
2.1.8 Assist with education programmes within school curriculums regarding the potential positive and negative aspects of tourism.	N	Y		1	2	3
2.1.9 Educate employees regarding the potential pros and cons of tourism	N	Y		1	2	3
2.1.10 Involve the local community in growing the local tourism business by using existing facilities and by developing new activities and attractions.	N	Y		1	2	3
2.1.11 Empower community to market their cultural traditions and products as assets and enhance their economic opportunities.	N	Y		1	2	3
2.1.12 Involve the local community when interpretation material and visitor information centres are developed.	N	Y		1	2	3
2.1.13 Integrate community development goals into the enterprise's social and sustainability mission and objectives.	N	Y		1	2	3
2.2 Assess social impacts as a prerequisite to developing tourism						
2.2.1 Identify and monitor potential adverse social impacts of tourism and minimise them in the short and the long-term	N	Y		1	2	3
2.2.2 Encourage a member of staff to take responsibility for developing better local relationships and partnerships.	N	Y		1	2	3

2.2.3 Consider schemes to encourage local co-operation and civic pride like an "adopt a school" initiative or 'adopt a street'	N	Y		1	2	3
2.2.4 Enterprises should develop strategies to promote equality in terms of gender, ethnicity, age, and disability	N	Y		1	2	3
2.3 Maintain and encourage social and cultural diversity						
2.3.1 Develop tourism with dignity, respect and nurture local cultures, so that they enrich the tourism experience	N	Y		1	2	3
2.3.2 Use tourism as a catalyst for human development, focusing on gender equality and career development	N	Y		1	2	3
2.3.3 Tourism should not compromise respect for social and cultural and religious rights, or the essential human rights of people to food, safe and clean environment, work, and education.	N	Y		1	2	3
2.3.4 Support the development of sustainable local handicraft enterprise by assisting with improvement of design, marketing, production.	N	Y		1	2	3
2.3.5 Support visits by local school children to tourism sites that promote and display their heritage.	N	Y		1	2	3
2.3.6 Consider what contributions the enterprise can make to scholarships, local youth sports teams and community causes.	N	Y		1	2	3
2.3.7 Showcase local artifacts in your enterprise and encourage the development of traditional products, crafts & folklore.	N	Y		1	2	3
2.3.8 Encourage craft and other cultural workers to maintain the authenticity and cultural values of their products.	N	Y		1	2	3
2.3.9 Give enterprises a local flavour by serving local dishes and source soft furnishings, arts and crafts locally.	N	Y		1	2	3
2.3.10 Identify cultural heritage resources in the local area and where there is sufficient demand from tourists and work with the local community to develop them as sustainable tourism attractions.	N	Y		1	2	3
2.3.11 Encourage tourists to show respect by learning a few words of the local language and to learn about the host culture.	N	Y		1	2	3

2.3.12 Draw the attention of ground handlers, the media & tour operators to complementary product opportunities in the local community.	N	Y		1	2	3
2.4 Be sensitive to the host culture						
2.4.1 Respect, invest in and develop local cultures and protect them from over-commercialisation and over-exploitation.	N	Y		1	2	3
2.4.2 Respect indigenous intellectual property, especially when setting up contractual arrangements for the use of indigenous knowledge.	N	Y		1	2	3
2.4.3 Use local guides, and encourage them to ensure that the community speaks for itself and to increase the revenues going into the local community	N	Y		1	2	3
2.4.4 Develop a local social contract for interactions and behaviour between the local community and tourists	N	Y		1	2	3
2.4.5 Create opportunities for visitors to interact with locals in an unstructured, spontaneous manner	N	Y		1	2	3
2.4.6 Provide visitors with inclusive, honest and reliable information	N	Y		1	2	3
2.4.7 Promote a sound, proud, service ethic among all participants in the tourism sector.	N	Y		1	2	3
2.4.8 Promote and ensure the respect and dignity of people in the development, marketing and promotion of tourism.	N	Y		1	2	3
2.4.9 Ensure that tourism does not undermine the resource rights, traditional knowledge and skills of the local community.	N	Y		1	2	3
2.4.10 Negative social and cultural impacts associated with tourism, such as increased crime, drug and alcohol abuse, prostitution, and crime should be monitored and be proactively addressed in cooperation with the community.	N	Y		1	2	3
2.4.11 Educate tourists regarding local culture and where necessary make them aware of how they should behave to respect it.	N	Y		1	2	3

2.4.12 The exploitation of human beings in any form, particularly sexual and when applied to women and children, should be energetically combated with the co-operation of all concerned.	N	Y		1	2	3
3.1 Assess environmental impacts as a prerequisite to developing tourism						
3.1.1 Plan new developments only in areas where the use of water and other natural resources for tourism will not conflict with the local community needs, now or in the foreseeable future.	N	Y		1	2	3
3.1.2 Follow best practise guidelines to minimise environmental impacts and to reduce energy requirements for lighting, cooling & heating	N	Y		1	2	3
3.1.3 Use local materials (where sustainable) and local architectural styles on a scale that does not create a negative aesthetic impact.	N	Y		1	2	3
3.1.4 Avoid damaging the environmental quality of the enterprise's neighborhood by noise or light pollution.	N	Y		1	2	3
3.1.5 Design buildings with natural ventilation and actively plan to reduce resource use during the construction phases.	N	Y		1	2	3
3.1.6 Tell visitors what has been done to make the enterprise more environmentally friendly. Quantify the resources "saved".	N	Y		1	2	3
3.1.7 Plan new developments to have the lowest possible ecological impact, particularly in environmentally sensitive areas.	N	Y		1	2	3
3.1.8 Include elements that contribute to the maintenance of biodiversity by planting local indigenous species	N	Y		1	2	3
3.2 Local resources, avoid waste and over-consumption						
3.2.1 Meter the quantity of water consumed and manage consumption and leakage so as to reduce water consumption	N	Y		1	2	3
3.2.2 Measure electricity consumption and introduce energy saving measures	N	Y		1	2	3
3.2.3 Monitor the use of diesel, paraffin and petrol and set targets to reduce consumption and switch to less polluting fuels.	N	Y		1	2	3
3.2.4 Set targets to increase the proportion of energy used from renewable resources – for example solar, wind, hydroelectric	N	Y		1	2	3

3.2.5 Install and showcase appropriate technology to reduce consumption of natural resources and production of waste	N	Y		1	2	3
3.2.6 Monitor the sewage system and demonstrate how pure the outflow back into the environment is	N	Y		1	2	3
3.2.7 Set percentage targets & time scales for the reduction of waste produced, levels of recycling and reuse of waste	N	Y		1	2	3
3.2.8 Work with suppliers to minimise the amount of packaging purchased with supplies	N	Y		1	2	3
3.2.9 Reduce "food miles" by using locally produced food	N	Y		1	2	3
3.2.10 Enterprises should assist conservation by investing in sustainable trails, hides and interpretation	N	Y		1	2	3
3.2.11 Encourage the use of environmentally friendly transport.	N	Y		1	2	3
3.3 Maintain and encourage natural diversity						
3.3.1 Encourage visitor behaviour that respects natural heritage and has a low impact upon it.	N	Y		1	2	3
3.3.2 Discourage the purchase of products that exploit wildlife unsustainably or contribute to the destruction of species	N	Y		1	2	3
3.3.3 Look for ways in which the enterprise and its guests can assist with the conservation of natural heritage	N	Y		1	2	3
3.3.4 Invest a percentage of profits or turnover in species conservation or habitat restoration and management.	N	Y		1	2	3
3.3.5 Avoid pollution by using environmentally friendly chemicals, and by using biodegradable soaps and detergents	N	Y		1	2	3
3.3.6 Work with conservation authorities to ensure that visitors are aware of the impacts that they may have on the ecology	N	Y	.	1	2	3
3.3.7 Ensure that relevant members of staff are familiar with the issues and ways of avoiding environmental impacts	N	Y		1	2	3
3.3.8 Do not market tourism resources to encourage tourists into ecologically sensitive areas which are vulnerable to irresponsible tourism practices, particular sports or recreational uses – discourage these activities (e.g. irresponsible 4x4 use).	N	Y		1	2	3

4. Any other recommendations or suggestions with regards to a more sustainable tourism future for the area?

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5. Which of the following will be the best description of your business

☐   Accommodation for less than 10 tourists

☐   Accommodation for 10 – 50 tourists

☐   Accommodation for 50+ tourists

☐   Accommodation and activities for less than 10 tourists

☐   Accommodation and activities for 10 – 50 tourists

☐   Accommodation activities for 50+ tourists

☐   Antique shop

☐   Art & handcraft shop

☐   Food and beverage outlet

☐   Sport and recreation

☐   Other: _____

We thank you for your cooperation!