



tourism

Department:
Tourism
REPUBLIC OF SOUTH AFRICA

**CROSS-BORDER THEMED TOURISM
ROUTES IN THE SOUTHERN AFRICAN
REGION: PRACTICE AND POTENTIAL**

**DEPARTMENT OF HERITAGE AND
HISTORICAL STUDIES
UNIVERSITY OF PRETORIA**

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List of abbreviations

AEBR	The Association of European Border Regions
CBTRE	Cross Border Themed Route Experiences
DHHS	Department of Historical and Heritage Studies
DRC	Democratic Republic of Congo
EU	European Union
GDP	Gross Domestic Profit
ITC	Information Communication Technologies
LED	Local Economic Development
NGO	Non-governmental organisation
RETOSA	Regional Tourism Organisation of Southern Africa
SAN Parks	South African National Parks
SADC	Southern African Development Community
TFPD	Transfrontier Park Destinations
TFCA	Transfrontier Conservation Areas
UNESCO	United Nations Educational Scientific and Cultural Organisation
UK	United Kingdom
UNECA	United Nations Economic Commission for Africa
UNWTO	United Nations World Tourism Organization
UP	University of Pretoria
USA	United States of America
WTTC	World Travel and Tourism Council

List of definitions

BORDER – a barrier that resembles the divide between communities for a variety of means.

BORDER POST – the point of entry or exit that exists on a border between two countries and functions as a checking area.

BOUNDARY – a physical or imaginary dividing line which used to establish the difference between groups of people.

COOPERATION – an action or process of working together towards the same end.

CROSS-BORDER TOURISM - the movement of tourists across the borders of a country under the guidance of a qualified tourist guide.

CUSTOMS – the division which deals with travel administration especially with regard to goods being brought into and leaving a country.

DOMESTIC TOURISM – tourism that takes place between and within regions of a particular country. It effectively includes inter-regional tourism and intra-regional tourism.

INTERNATIONAL TOURISM – travel which involves leaving the borders of one country to enter another.

INTER-REGIONAL TOURISM – tourism that takes place within certain countries within a region.

INTRA-REGIONAL TOURISM – the permanent movement within one region of a country.

LONG HAUL TRAVEL – travel which covers a large distance and usually involves the use of a variety of transport types in order to cover many different areas.

NICHE TOURISM – a tourism product which is custom-made to meet the needs and demands of a particular group of tourists. It is any type of special interest driving tourism development, including agriculture, the culinary arts, culture, heritage, literature, film, architecture, sport, adventure sports, etc.

SOVEREIGNTY – feelings of democracy, freedom and independence.

SUPRANATIONALISM – a philosophy that encompasses the strengths of production of countries and suggests that surrounding countries should produce different products, such that there is a diverse product offering and countries can support one another.

ROUTE TOURISM – the linking together of a series of tourism attractions to promote local tourism by encouraging visitors to travel from one point to another

TOURISM – the movement of tourists to places outside of their home context for less than one year, for reasons of recreation, leisure or business.

TOURISM-SCAPES – a landscape portrayed and utilised in a tourism context, such as when a list of arbitrary tourist attractions are combined into a route, based on a thematic approach.

TOURIST – a person who travels away from their home and stays away for at least one night (more than 24 hours) at their destination and they may travel for different purposes including business, leisure and exploration.

DOMESTIC TOURIST – a resident of a country spending one or more nights in a different part of the same country.

REGIONAL TOURIST – a visitor from another country spending one or more nights in a specific region of another country.

TOURIST EXPERIENCE - the culmination of a given experience formed by tourists when they are visiting and spending time in a particular tourist location and is the result of a number of external and internal factors that continually interact to create meaning for the specific individual.

INTERNATIONAL TOURIST – a visitor of another country staying one or more nights in a country other than the one he resides in.

VISA – a legal document which allows for tourists to pass into another country.

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SECTION 1: BACKGROUND AND CONTEXT OF THE STUDY

1.1 Introduction

New trends, opportunities and challenges form part of Tourism as a rapidly growing globalised industry. In the midst of these is an increasing need for product diversification and global competitiveness.¹ This study explores some of these new trends and challenges in the form of relatively recent concepts in tourism literature, namely: “Cross-border tourism”; “Route tourism”, “Special interest / Niche tourism” and “tourist experiences”.

“Cross-border tourism” refers to the movement of tourists across the borders of a country under the guidance of a qualified tourist guide.² While “route tourism” is described as the world’s best hope for securing sustainability in travel and tourism.³ According to Lourens, “route tourism” can be defined as:

...an initiative designed to bring together a group of activities and attractions under a unified theme and to stimulate the entrepreneurial opportunities in the form of ancillary products and services.⁴

Rogerson adds that:

Route tourism is the linking together of a series of tourism attractions to promote local tourism by encouraging visitors to travel from one point to another.⁵

Therefore, cross-border themed tourism routes are a number of related tourist sites or attractions that involve the tourist physically travelling over the political geographic

¹ A. Cameron, “Niche Focused Tourism Development in Small island Developing States: The case of Trinidad”, *Academic Conferences Association*, 2017, p. 729.; G. Skåremo, *Cross-border tourism development: A case study of the Öresund Region*, M.A. thesis, Umeå University, 2016.

² University of Pretoria, “Understanding the Concept of Cross-Border Guiding in Southern Africa”, University of Pretoria, 2012, p. i.

³ ECI Africa, Community-based tourism, Unpublished report for FRIDGE, Johannesburg, 2006.

⁴ M. Lourens, *The Underpinnings for Successful Route Tourism Development in South Africa*, M.A. thesis, University of the Witwatersrand, 2007, p. 7.

⁵ C.M. Rogerson, “Tourism Routes as Vehicles for local Economic Development in South Africa: The Example of the Magaliesberg Meander”, *Urban Forum*, 18, 2007, p. 50.

border of a country to another as part of a themed experience which is in a sense more inclusive.

“Niche tourism” is a specific tourism product which is “custom-made to meet the needs and demands of a particular audience/market segment.”⁶ This type of tourism presents a more sustainable alternative to traditional mass tourism and is aimed at higher paying and smaller special interest or select groups.

Lastly, “tourist experience” can be fined as “the culmination of a given experience formed by tourists when they are visiting and spending time in a given tourist location”. It is the result “of a number of external and internal factors” that continually interact to create “meaning for the individual”.⁷ Moreover, Kevin Meethan states that:

places are invested in a variety of meanings that encompass notions of home, belonging, shared culture, shared language and history, and forms of personal and collective identity. It is these values that are inherent to specific places, or the values ascribed to activities that are undertaken in such places, together with a bundle of associated services that comprise the tourist product sold in the marketplace.⁸

Thus, the development of any tourism route as a potential tourism product needs to consider the experiential element in order to fulfil the needs of the potential tourist. Consequently, this study will refer to the development of tourism routes, products and experiences interchangeable.

According to the United Nations World Tourism Organization (UNWTO), the United Nations Economic Commission for Africa (UNECA), and the World Travel and Tourism Council (WTTC), tourism remains a the driving force for economic growth and job creation. More importantly, it is growing faster in the world’s emerging and developing

⁶ J.M. Ali-Knight, *The Role of Niche Tourism Products in Destination Development*, PhD Thesis, Edinburgh Napier University, 2011, p. vi.

⁷ A. Zátori, *Tourism Experience Creation from a Business Perspective*, D. Phil dissertation, Corvinus University of Budapest, 2013, pp. 32-34.

⁸ K. Meethan, *Narratives of Place and Self*, in K. Meethan, A. Anderson and S. Miles (eds.), *Tourism, Consumption and Representation*, Oxfordshire: CAB International, 2006, pp.4-5.

regions than in the rest of the world. Furthermore, these entities argue that the potential for tourism has not been recognized by many countries as a vital source of economic and development power that can strengthen and expand the African continent's economies.⁹ They believe that for developing countries and specific regions, tourism can be an industry with tremendous potential to alleviate poverty, specifically in marginalised regions.¹⁰ Border regions are by definition, historically seen as peripheral or marginal.¹¹ Thus, the exploration of tourism development for such regions in the form of cross-border tourism routes, and its potential multiplier effects, could prove valuable, both practically and academically. In line with this, Stepanova states:

The development of cross-border tourism projects promotes integration in value chains, augments foreign investments in the tourist infrastructure, accelerates diffusion of innovations, and intensifies tourist flows, thus multiplying socio-economic effects in the borderlands.¹²

In tangent with this, this Research Report is also immersed in the on-going debate about the sustainability and competitiveness of traditional mass tourism and a move to niche tourism and select markets. An increasing level of sophistication is apparent in the modern and post-modern tourist that wants new and tailored experiences that maximises value for money and engages with other alternate experiences. This results in the need to develop products that cater to these demands and it has therefore become imperative for the development of a competitive "mix" of tourism products for countries across the globe.¹³

⁹ UNITED NATIONS ECONOMIC COMMISSION FOR AFRICA, "Towards a sustainable tourism industry in eastern Africa", United Nations Economic Commission for Africa, 2011, pp.16-17.; I. Christie, E. Fernandes, H. Messerli and L. Twining-Ward, "Tourism in Africa: Harnessing Tourism for Growth and Improved Livelihoods", The World Bank, 2013.; World Travel and Tourism Council (WTTTC), "Travel and Tourism Economic Impact 2017: World", 2017.; E. Gelber, Green Matters, "Secretary-General of UN's Top Tourism Organization Talks Sustainable Tourism", 2018, <<https://www.greenmatters.com/travel/2018/05/02/2qGG66/general-secretary-un>>, Accessed: 12 June 2018.

¹⁰ J. Viljoen, F. Viljoen and J. Struwig, "Pro-poor tourism routes: The Open Africa experience", *Acta Academica*, 2010, 42(4), pp. 66.

¹¹ E.K. Prokkola, "Borders in tourism: The transformation of the Swedish – Finnish border landscapes", *Current Issues in Tourism*, 13(3), 2010, p. 221.

¹² S.V., Stepanova, "Cross-border Tourist Routes: The potential of Russia's North-West", *Baltic Region*, 9(4), 2017, pp. 98.

¹³ A. Cameron, "Niche Focused Tourism Development in Small island Developing States: The case of Trinidad", *Academic Conferences Association*, 2017, p. 730.; M. Novelli, *Niche Tourism: Contemporary Issues, Trends and Cases*, Elsevier, Oxford, 2006.; J.M. Ali-Knight, *The Role of Niche Tourism Products in Destination Development*, PhD Thesis, Edinburgh Napier University, 2011.; University of Pretoria, "Harmonised Tourist Guide Training in southern Africa – phase IV", University

1.2 Background and Context

The background of the research topic of this study branches from research conducted by the Department of Historical and Heritage Studies (DHHS) at the University of Pretoria (UP) with regards to cross-border tourist guiding in southern Africa from 2012 to 2018.¹⁴ This includes the implementation of a pilot training programme for cross-border tourist guides between South Africa and Namibia.¹⁵ In the final phase of the research element of the above mentioned projects, the researchers coined and identified the development of “tourism-scapes” as an area for further research. Tourism-scapes in this context are described as:

A landscape portrayed and utilised in a tourism context, like when a list of arbitrary tourist attractions is combined into a route based on a thematic approach.¹⁶

This Research Report, and its predecessors, have as focus the collaboration between the public and private tourism enterprises of countries in the Southern African Development Community (SADC). The argument is that South Africa and its neighbouring countries could stand to benefit from regional collaboration and cooperation to improve tourism products and compete globally as a unified force as a long-haul destination region, as opposed to being disaggregated entities competing against one another. This collaboration can then be directly related to themed tourist routes, special interest tourism, niche tourist markets and more competitive tourist experiences. A number of potential themed cross-border tourist routes have already been identified for southern African in the studies conducted by the DHHS.¹⁷ However,

of Pretoria, 2015.; S. Naipal, Y. Wang and F. Okumus, “Regional Destination Marketing: A Collaborative Approach”, *Journal of Travel and Tourism Marketing*, 26, 2009, pp.462-481.

¹⁴ University of Pretoria, “Understanding the Concept of Cross-Border Guiding in Southern Africa”, University of Pretoria, 2012.; University of Pretoria, “Harmonization of Tourist Guide Training Regulations and Standards in South Africa”, University of Pretoria, 2013.; University of Pretoria, “Harmonisation of Tourist Guide Training in southern Africa – phase III”, University of Pretoria, 2014.; University of Pretoria, “Harmonised Tourist Guide Training in southern Africa – phase IV”, University of Pretoria, 2015.

¹⁵ University of Pretoria, “Cross-Border Tourism pilot project: The Namibian-South African Corridor” 2017-2018.

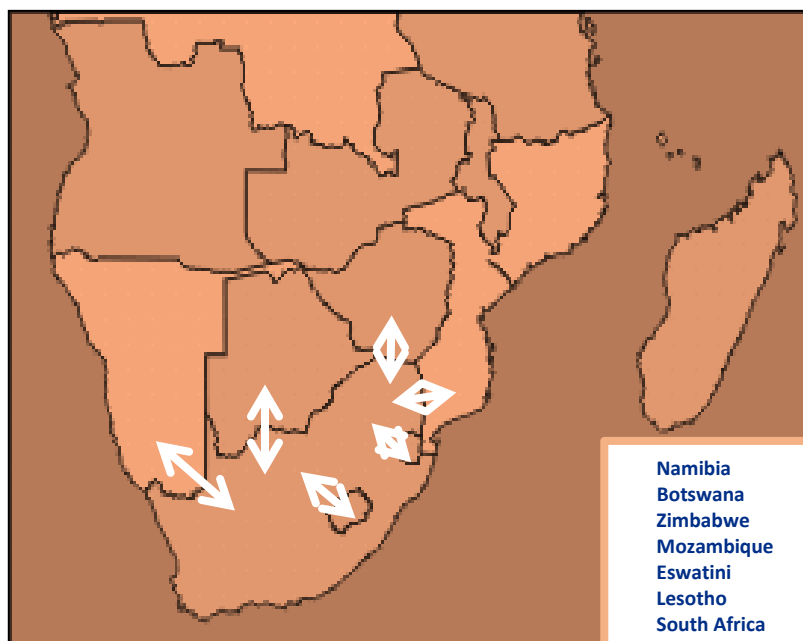
¹⁶ University of Pretoria, “Harmonised Tourist Guide Training in southern Africa – phase IV”, University of Pretoria, 2015, p. 102.

¹⁷ University of Pretoria, “Harmonised Tourist Guide Training in southern Africa – phase IV”, University of Pretoria, 2016, pp. 53-54.

the list can be potentially endless as new creative forms of niche tourism continually emerge. For this reason the geographical context for this research has been narrowed to focus on the southern-most region of the SADC. Thus the countries which share a border with South Africa, as well as South Africa itself, are the main focus points. The region that was researched will be constantly referred to as Southern Africa throughout the Research Report. This includes the following countries:

- The Republic of Botswana
- The Kingdom of Lesotho
- The Republic of Mozambique
- The Republic of Namibia
- The Republic of South Africa
- The Kingdom of Eswatini
- The Republic of Zimbabwe

Map 1: Southern Africa (7 southern most SADC countries)



These countries all form part of the SADC. In 1992 SADC was implemented by the Treaty of Windhoek replacing the Southern African Development Co-ordination

Conference of 1980.¹⁸ The current Members States are: Angola, Botswana, the Democratic Republic of Congo (DRC), Kingdom of Eswatini (the former Kingdom of Swaziland), Kingdom of Lesotho, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Seychelles, South Africa, Tanzania, Union of Comoros, Zambia and Zimbabwe.¹⁹

1.3 Problem Statement

Global tourist arrivals statistics in 2016 indicate that Africa receives only 4.7% of the inbound travel market share, while Europe receives approximately 50%.²⁰ Due to this imbalanced statistic, it becomes necessary to develop products which command a greater chunk of the world tourism market. It has been suggested that a potential remedy can be found in collaboration, rather than competition between countries in the SADC region.²¹ Herein lies the core problem and question pertaining to just how collaboration can be achieved. Furthermore, should product development take place, the question of appropriate development remain one for further exploration. A possible suggestion by Acolla Cameron entails the “development of new tourism products [through] the connection of already established forms of tourism with alternative/niche tourism products, including cultural tourism”.²²

Due to the fact that there are a number of different countries, sites, routes and possibilities involved, this study purposefully focuses on guided themed tours in the SADC region as a means of developing a viable outcome. Even so, this may become a cumbersome process as the possibilities are countless. This is mainly due to the over-abundance of cross-border tourism routes and ancillary products that are currently offered, or could potentially be developed and packaged as themed tourism routes throughout the region.

¹⁸ SADC, N.d., “Southern African Development Community – Towards a common future: History and treaty”, <<https://www.sadc.int/about-sadc/overview/history-and-treaty/>>, Accessed: 10 October 2018.

¹⁹ SADC, N.d., “Southern African Development Community – Towards a common future: Member states”, <<https://www.sadc.int/member-states/>>, Accessed: 10 October 2018.

²⁰ Regional Tourism Organisation of Southern Africa (RETOSA), “SADC Travel and Tourism Barometer 2017”, 2017, p. 8.

²¹ S. Naipal, Y. Wang and F. Okumus, “Regional Destination Marketing: A Collaborative Approach”, *Journal of Travel and Tourism Marketing*, 26, 2009, pp.462-481.

²² A. Cameron, “Niche Focused Tourism Development in Small Island Developing States: The case of Trinidad”, *Academic Conferences Association*, 2017, p. 732.

1.4 Rationale of the Study

The rationale behind this study is based on both destination and product development and diversification. In the light of new and “more flexible, segmented and environmentally conscious” niches emerging as a tourism trend globally, the exploration of cross-border themed SADC routes becomes a possible area of product diversification and enhancement.²³

Furthermore, regional cooperation in tourism strategies has potential benefits, and essentially far outweighs regional competition. Thus, a cooperative approach on developing cross-border tourism products in these newly defined tourism niche markets could prove beneficial to not only SADC as a whole, but each individual country that is part of the community.

Internationally there are organisations and countries that have realised the potential for cross-border tourism as well as the development and return it could create. An example is The International Center for Caucasus Tourism which has launched a combination of biking and rural tourism across the borders of Georgia and Armenia “as an innovative approach for promoting cross-border cooperation”.²⁴ The regions have a vast geographical and cultural tourism potential for cross-border tourism. Both Georgia and Armenia are involved in the growth of the local economy, and promoting tourism and attracting tourists. By doing this, poverty was reduced due to social inclusiveness of local communities and environmental protection was promoted across the region.²⁵

1.5 Purpose of the Study

The purpose of the study is to understand tourism products in cross-border themed tourism routes in the SADC region, with a view to explore the possibility of integrating

²³ A. Cameron, “Niche Focused Tourism Development in Small island Developing States: The case of Trinidad”, *Academic Conferences Association*, 2017, p. 730.

²⁴ International Centre for Caucasus Tourism, “EAPTC EU CBC Armenia – Georgia project “Biking and Rural combined Cross-Border Tourism, as innovative approach for promoting Cross-Border cooperation”, 2017, <<http://www.icct.ge/item/?newsid=1092andcallerModID=19893>>, Accessed: 25 May 2018.

²⁵ 2017 International year of Sustainable Tourism for Development, “Promoting cross-border cooperation”, 2017, <<http://www.promoting cross-border cooperation - TRAVEL ENJOY RESPECT.html>>, Accessed: 25 May 2017.

these routes, with the aim of enhancing a cross-border niche tourism experience; to consider the theory and practicalities; explore other international mechanisms, systems or processes to address the needs of the sector; identify the institutional arrangements and appraise their effectiveness; identify methods to improve the broader functionalities of the sector; consider ways in which the sector could be enhanced to contribute to the broader economy and address unemployment; and make recommendations arising from this process. Quintessentially, the intention of this study is to develop and test a model for the development and implementation of guided cross-border themed tourism routes according to existing and potential tourism niche markets.

1.6 Research Questions

An understanding of the tourism product in cross-border tourism themed routes raises a range of questions some of which include – but are not limited to – the following:

- Who are the stakeholders involved in any cross-border tourist operation?
- What are the unique roles of each of the stakeholders?
- What are the potential difficulties or challenges involved in cross-border tourism internationally and throughout the southern SADC region?
- What, if any, existing structural and collaborative platforms can be built upon to facilitate cross-border tourism?
- What international trends, if any, cross-border themed routes exist?
- Do these trends exist in the southern SADC region?
- Is there potential for development of others in the SADC region?
- What models or mechanisms can be gleaned or devised to facilitate the development of cross-border themed routes?

1.7 Objectives of the Study

The objectives of this study include the following:

- To identify cross-border tourism routes;

- To identify tourism products (tangible and intangible) in the cross-border tourism routes;
- To examine commonalities and differences on offerings in the cross-border tourism routes;
- To examine stakeholder involvement in cross-border tourism routes;
- To identify the appropriate role each stakeholder should play in this process;
- To explore possible integration of cross-border products (tangible and intangible) in order to enhance this niche tourism product;
- To identify challenges/barriers towards collaboration and integration in the cross-border tourism routes; and
- To develop a framework on how to successfully identify and integrate cross-border tourism products.

SECTION 2: RESEARCH METHODOLOGY

2.1 Literature Survey

A selection of the available secondary research on the tourism products in cross border tourism routes was consulted making use of both national and international sources. The secondary literature included journals, books, websites, newspaper articles, blogs and social media. These were analysed for trends as well as models and mechanisms to appraise the sector.

2.2 Data Collection

A qualitative research approach was chosen for this study. Qualitative research methods are defined as: primary exploratory research used to gain an understanding of underlying reasons, opinions, and motivations in an attempt to develop ideas or a hypothesis for potential research (e.g. focus groups, open-ended interviews, participation and observations).²⁶

The objective of this research approach is to gain an understanding of prevalent trends in thought and opinion, by providing insight into the setting of a problem, whereby generating ideas for further quantitative research. Although this data is unstructured and non-statistical it allows for the explanatory and investigative development of initial understanding, while providing a sound base for further decision making in the specific field of knowledge.²⁷ This Research Report does not include quantitative research methods, as primary data gathered was not transformed into numerical data for usable statistics. Data was used to identify potential niches or themed routes for further exploration and the challenges faced by the industry members in both public and private sectors.

Interviews

The in-depth interview explores a topic in detail to deepen the interviewer's knowledge of the topic. Whereas, open-ended interviews refer to the openness of the interviewer to any and all relevant responses, where there are no correct answers and the interviewee is not asked to select from a series of alternative choices. In-depth open-

²⁶ Snap Surveys, n.d., <<http://www.snapsurveys.com>>, access: June 2017.

²⁷ Snap Surveys, n.d., <<http://www.snapsurveys.com>>, access: June 2017.

ended interviewing is generally used to discover new information, expand existing understanding, and provide the perspective of an individual without the external interference.²⁸

Open-ended interviews with individuals in their professional capacity were conducted. They included a round table (focus group discussion) with cross-border tourist guides along with interviews with other members of the tourism sector, also known as the stakeholder informed approach. This was done to obtain information and identify gaps and challenges. This method was also adopted by Trinidad in determining its niche tourism products.²⁹ Stakeholders include: civil servants in the Departments of Tourism, Transport, International Relations and Cooperation, Trade and Industry and Home Affairs; Tour Operators and Local Tourism Businesses; Cross border tourist guides.

2.3 Data Analysis

In order to develop recommendations regarding the development of cross-border themed tourist routes as tourist products or experiences, the nature of existing and potential products / experiences are accessed. Thus, a data analysis method has been adopted which is essentially quantitative analysis and reflections are based on the information obtained through observation, interviews and literature study.³⁰ Although the data was utilised to reflect on the internal and external environments to reach strategic conclusions from a SADC perspective,³¹ the complexity of the SADC cross-border tourism situation must not be underestimated. Firstly, due to the multitude of potential stakeholders, no clear organisational perspective can be adopted and more generalised terminology is utilised to reflect on the challenges to, and potential mitigations for the creation of an “enabling environment” for cross-border themed tourist routes to function. Secondly, potential solutions / mitigations are both short and medium- to long- term in nature and involve leveraging the skillsets of, and collaborative practices between a wide variety of stakeholders.

²⁸ Snap Surveys, n.d., <<http://www.snapsurveys.com>>, access: June 2017.

²⁹ A. Cameron, “Niche Focused Tourism Development in Small island Developing States: The case of Trinidad”, *Academic Conferences Association*, 2017, p. 729.

³⁰ J. Rodgers, *Travel and Tourism*, 2001, Heinemann, Oxford, p.125.

³¹ T. Sammut – Bonnici and D. Galea, 2015, “SWOT analysis”, *Wiley Encyclopaedia of Management*, 12, 2015, p. 1.

Consequently, analysis has been infused with other approaches and techniques that are further explored in sections 4, 5, 6 and 7. Section 4 will focus firstly on the identification stakeholder categories and stakeholders involved in the cross-border tourism environment and the respective roles they play. Section 5 further reflects on the more structural challenges (both internal weaknesses and external threats) in the development of cross-border tourist experiences. Section 6 will illustrate some best practice examples and frameworks that can serve as mitigations for the challenges presented in Section 5. These sections will reflect on the existing cross-border and route tourism experiences and extrapolate information for the development of a potential cross-border themed route experience development Toolkit for business.

2.4 Ethical Aspects

In accordance with UP's ethics policy, the proposal has been submitted to the Postgraduate Research and Ethics Committees of the Faculty of Humanities for approval (see Annexure 1). These regulations require that the interviewees for the intended research report will be provided with a Letter of Introduction and Informed Consent (see Annexure 2). This will include a guarantee of anonymity/confidentiality both in terms of the individual as well as his/her affiliation or position within the Research Report.

SECTION 3: THEORY AND LITERATURE REVIEW

3.1 Theoretical Framework

One of the most influential and pervasive epistemological texts in the field of tourism studies is John Tribe's "The Indiscipline of Tourism". In accordance with Tribe's assertions that tourism studies should not be seen as a discipline, but rather a multi-, cross-, and inter-disciplinary field of study, this study will draw from a number of disciplines and fields for its literature, methodologies, and theoretical and epistemological background.³² Since the aims and objectives of this study consider cross-border travel and product development the disciplines or fields of political geography, marketing management and developmental theory comes to the fore.

An imperative part of cross-border travel, and consequently this study, hinge upon the cooperation and collaboration of the countries and organisations involved in each cross-border route.³³ The Association of European Border Regions (AEBR) published a "Practical Guide" to cross-border cooperation in 2000 that highlights some of the core structural considerations in cross-border cooperation which has proven to be a valuable source for this study and elements have been extrapolated and developed for specific use. Aspects of this include considerations such as funding, bi- and multi-lateral government support, support from other NGO's, existing relationships in border regions, etc.³⁴

Furthermore, considering the multitude of possible themed tourism routes, each considering a new field or discipline of study relevant for each tourism niche, a number of other fields or disciplines might be explored. As indicated, niche tourism is most simplistically defined as "a specific tourism product [that] can be tailored to meet the needs of a particular audience / market segment".³⁵ As considered by Robinson:

³² J. Tribe, "The Indiscipline of Tourism", *Annals of Tourism Research*, 24(3), 1997, pp. 638-657.

³³ M. Saltykov, Cross-border cooperation as a tool for enhancing the international competitiveness of tourism destinations: A case study of the Murmansk region in northwest Russia as a part of the Barents tourism cluster, M.A. Thesis, Norges Arktiske Universitet, 2015.

³⁴ *Association of European Border Regions (AEBR), "Practical Guide to Cross-border Cooperation", Third edition, 2000.*

³⁵ J.M. Ali-Knight, The Role of Niche Tourism Products in Destination Development, PhD Thesis, Edinburgh Napier University, 2011.

Niche Tourism is an economy of imagination, where individual preferences and practices are co-ordinated, packaged and sold. The wants and wishes of the bird watcher, the golfer, the genealogist, the railway enthusiast, can now be purchased; indeed, the fullest stretches of the imagination can now be catered for. For the tourist, niche tourism legitimates our most human and intimate proclivities. For the scholar, it provides yet another layer for investigation, as each variety of niche tourism leads us to a series of fundamental questions about the human condition and provides us with opportunities to move ever deeper into understanding the complexities of the relationships tourists form with people and objects, places and pasts.³⁶

To understand each potential niche it becomes necessary to explore the literature and interests of each potential group, i.e. what does the film tourist or gastronomy tourist want. A brief search of the literature on niche tourism already identifies possible avenues for explorations such as the suggestion by J.M. Ali-Knight to consider niche tourism in the framework of three key themes:

- tourism product development;
- niche tourist profiling; and
- destination development through niche tourism.³⁷

Tourists are becoming more aware of what they want to experience and thus “Special Interest Tourism” is emerging. Special interest tourists are motivated by the desire to go on holiday and take part in a current interest or develop a new interest in a new or familiar location. The special interest may be a one-off interest (for example, going on a safari, white-water-rafting or shark-cage-diving) or an on-going interest (for example, spiritual tourism).³⁸ This specific niche has the potential to be developed into a cross-border route experience. For example, the interest may be on avitourism (birding tourism) and the route may take them across borders to see certain type of birds, their migrations or the hatching seasons. The potential is endless.

³⁶ M. Robinson, “Foreword”, in M. Novelli, *Niche Tourism: Contemporary Issues, Trends and Cases*, Elsevier, Oxford, 2006, p. xx.

³⁷ J.M. Ali-Knight, *The Role of Niche Tourism Products in Destination Development*, PhD Thesis, Edinburgh Napier University, 2011.

³⁸ Tourism Tattler, 4 May 2014, <<https://www.tourismtattler.com/articles/niche-tourism/20-special-interest-tourism-groups/12645>>, Accessed: 5 October 2018.

Ali-Knight also proposes an adapted version of Butler's tourism area life cycle specifically adapted to niche tourism.³⁹ This, along with other aforementioned infrastructural considerations, and a selection of case studies across the globe has been explored, adapted and criteria extrapolated to devise a potential southern African cross-border niche route development model. These criteria include "factors that influence cross-border cooperation between businesses" as described by Stanka Setnikar Cankar, Janko Seljak and Veronika Petkovšek;⁴⁰ "challenges faced by tourists when using border posts" as described by Getrude Kwanisai, Tapiwa Mpfu, Sebastian Vengensayi, Chieda N. Mutanga, Brighton Hurombo and Kumbirai Mirimi;⁴¹ and three approaches to niche product development identified by Acolla Cameron, namely: "market competitiveness, mega trends influencing product development and tourism product diversification".⁴²

3.2 Literature Review

The themes "cross-border", "route tourism", "niche tourism" and "tourist experiences" includes a wide arrange of literature spreading across the globe. All are relatively new topics in the tourism domain and have a growing interest. National boundaries and frontiers have however been one of the most popular themes in the literature in the field of political geography.⁴³ There may be a relationship between borders and tourism and this is reflected in the literature as most travel includes crossing some type of border.⁴⁴ More and more is being written about cross-border tourism, route tourism, niche tourism and tourist experiences from a range of perspectives and different academic disciplines.

³⁹ J.M. Ali-Knight, *The Role of Niche Tourism Products in Destination Development*, PhD Thesis, Edinburgh Napier University, 2011, p.37.

⁴⁰ S.S. Cankar, J. Seljak and V. Petkovšek, "Factors that influence cross-border cooperation between businesses in the Alps-Adriatic region", *Economic Research*, 27(1), pp. 304-319.

⁴¹ G. Kwanisai, T. Mpfu, S. Vengensayi, C.N. Mutanga, B.Hurombo and K. Mirimi, "Borders as barriers to tourism: tourist experiences at the Beitbridge Border Post (Zimbabwean side)", *African Journal of Hospitality, Tourism and Leisure*, 3(1), 2014, pp. 1 – 13.

⁴² A. Cameron, "Niche Focused Tourism Development in Small island Developing States: The case of Trinidad", *Academic Conferences Association*, 2017, p. 730.

⁴³ E.K. Prokkola, "Borders in tourism: The transformation of the Swedish – Finnish border landscapes", *Current Issues in Tourism*, 13(3), 2010, p. 224.

⁴⁴ E.K. Prokkola, "Borders in tourism: The transformation of the Swedish – Finnish border landscapes", *Current Issues in Tourism*, 13(3), 2010, p. 223.

An assortment of academic studies, internet articles, research reports, newspaper articles as well as other projects relating to cross-border tourism has been written. The UP's DHHS, under the directive of the National Department of Tourism (NDT), has done intensive and extensive research on cross-border tourism – especially the guiding aspect including the development of a course for the role out between South Africa and Namibia.⁴⁵ However, there remains a certain gap in terms of “open” borders for tourists “themed” experiences.⁴⁶ In terms of this literature study, the sources that were reviewed in the previous projects are used in this study, but are not discussed in this proposal as they have been examined and scrutinised at length in the previous studies.

With regards to the literature overview sources, some of the key texts that focus on cross-border tourism, route tourism, niche tourism as well as tourist experiences are considered here.

Cross Border Tourism

Most of the first studies on cross-border tourism focused on the border itself being a tourist site or destination. One of the most renowned authors on the topic is D.J. Timothy. In his article “Borderlands: An unlikely Tourist Destination”⁴⁷ he examines the areas surrounding borders, as well as borders themselves, as tourist destinations. Timothy examines the topic of tourism and borders in a range of articles, each with their own unique approach to the topic.⁴⁸

⁴⁵ University of Pretoria, “Understanding the Concept of Cross-Border Guiding in Southern Africa”, University of Pretoria, 2012.; University of Pretoria, “Harmonization of Tourist Guide Training Regulations and Standards in South Africa”, University of Pretoria, 2013.; University of Pretoria, “Harmonisation of Tourist Guide Training in southern Africa – phase III”, University of Pretoria, 2014.; University of Pretoria, “Harmonised Tourist Guide Training in southern Africa – phase IV”, University of Pretoria, 2015.

⁴⁶ This has only been touched on in University of Pretoria, “Harmonised Tourist Guide Training in southern Africa – phase IV”, University of Pretoria, 2015.

⁴⁷ D.J. Timothy, “Borderlands: An unlikely tourist destination?”, *Boundary and Security Bulletin*, 8(1), 2000, pp. 57-65.

⁴⁸ D.J. Timothy and A. Gelbman, “Tourist lodging, spatial relations, and the cultural heritage of borderlands”, *Journal of Heritage Tourism*, 10(2), 2015, pp. 202-212.; K.M. Woosnam., K.S. Shafer, D. Scott, and D.J. Timothy, “Tourists' perceived safety through emotional solidarity with residents in two Mexico-United States border regions”, *Tourism Management*, 46, 2015, pp. 263-273.; D.J. Timothy, J. Guia, and N. Berthet, “Tourism as a catalyst for changing boundaries and territorial sovereignty at an international border”, *Current Issues in Tourism*, 17(1), 2014, pp. 21-27.; A. Gelbman and D.J. Timothy, “Border complexity, tourism and international exclaves: A case study”, *Annals of Tourism Research*, 38(1), 2014, pp. 110-131.; D.J. Timothy and V.B. Teye, “Regional

Timothy is not alone in his thinking. Elements of borders, such as human mobility, political relations that affect cross-border tourism flows and tourism partnerships, and particularities of transnational tourism development is the focus of T.H.B. Sofield in "Border Tourism and Border Communities: An Overview".⁴⁹ Borders as a destination are again the focus point.

alliances and cross-border tourism in Africa: Border implications and the Economic Community of West African States", *Tourism Review International*, 12(3/4), 2009, pp. 203-214.; D.J. Timothy and C. Canally, "The role of the US-Mexico border as a destination: Student traveller perceptions", *Tourism Analysis*, 13(3), 2008, pp. 259-269.; D.J. Timothy and V.B. Teye, "Informal sector business travelers in the developing world: A borderlands perspective", *Journal of Tourism Studies*, 16(1), 2005, pp. 82-92.; C. Tosun, D.J. Timothy, A. Parpairis and D. McDonald, "Cross-border cooperation in tourism marketing growth strategies", *Journal of Travel and Tourism Marketing*, 18(1), 2005, pp. 5-23.; D.J. Timothy and C. Tosun, "Tourists' perception of the Canada-USA border as a barrier to tourism at the International Peace Garden", *Tourism Management*, 24(4), 2003, pp. 411-421.; G. Michalkó and D.J. Timothy, "Cross-border shopping in Hungary: Causes and effects", *Visions in Leisure and Business*, 20(1):, 2001, pp.4-22.; D.J. Timothy, "Borderlands: An unlikely tourist destination?", *Boundary and Security Bulletin*, 8(1), 2000, pp 57-65.; D.J. Timothy, "Cross-border partnership in tourism resource management: International parks along the US-Canada border", *Journal of Sustainable Tourism*, 7(3/4), 1999, pp. 182-205.; D.J. Timothy, "Cross-border shopping: Tourism in the Canada-United States borderlands", *Visions in Leisure and Business*, 17(4), 1999, pp. 4-18.; D.J. Timothy, "Tourism and international borders: Themes and issues", *Visions in Leisure and Business*, 17(3), 1998, pp. 3-7.; D.J. Timothy, "Political boundaries and tourism: Borders as tourist attractions", *Tourism Management*, 16(7), 1995, pp. 525-532.; D.J. Timothy and R.W. Butler, "Cross-border shopping: a North American perspective", *Annals of Tourism Research*, 22(1), 1995 16-34.; D.J. Timothy and J. Saarinen, "Cross-border co-operation and tourism in Europe" in C. Costa, E. Panyik, and D. Buhalis (eds) *Trends in European Tourism Planning and Organisation*, 2013, pp. 64-74. Bristol, UK: Channel View.; D.J. Timothy, "Cross-border regions and sustainable tourism development" in S. Janschitz and G.K. Lieb (eds) *Nachhaltigkeit, Regionalentwicklung, Tourismus*, 2011 pp. 347-356. Graz, Austria: Grazer Schriften der Geografie und Raumforschung.; D.J. Timothy, "Relationships between tourism and international boundaries" in H. Wachowiak (ed.) *Tourism and Borders: Contemporary Issues, Policies and International Research*, 2006, pp. 9-18. Aldershot, UK: Ashgate Publishing.; D.J. Timothy, "Tourism and conservation in border regions" in K. Hoffman (ed.) *The U.S. Mexican Border Environment: Transboundary Ecosystem Management*, 2006, pp. 225-242. San Diego: San Diego State University Press.; D.J. Timothy. and R.W. Butler, "Cross-border shopping: Canada and the United States" in P. Ganster and D.E. Lorey (eds) *Borders and Border Politics in a Globalizing World*, 2005, pp. 285-300. Lanham, MD: SR Books.; D.J. Timothy, B. Prideaux and S.S. Kim, "Tourism at borders of conflict and (de)militarized zones" in T.V. Singh (ed.) *New Horizons in Tourism: Strange Experiences and Stranger Practices*, 2004, pp. 83-94. Wallingford, UK: CAB International.; D.J. Timothy, "Border regions as tourist destinations" in G. Wall (ed.) *Tourism: People, Places and Products*, 2003, pp. 81-100. Waterloo, ON: University of Waterloo.; D.J. Timothy, "Tourism in borderlands: Competition, complementarity, and cross-frontier cooperation" in S. Krakover and Y. Gradus (eds), *Tourism in Frontier Areas*, 2002, pp. 233-258. Lanham, MD: Lexington Books.; D.J. Timothy, "Borders" in J. Jafari (ed.), *Encyclopedia of Tourism*, 2000, p. 55. London: Routledge.; D.J. Timothy, "Tourism planning in Southeast Asia: Bringing down borders through cooperation" in K.S. Chon (ed), *Tourism in Southeast Asia: A New Direction*, 2000, pp. 21-35. New York: Haworth Press.

⁴⁹ T.H.B. Sofield, "Border Tourism and Border Communities: An Overview", *Tourism Geographies*, 8(2), 2006, pp. 102-121.

Although cross-border tourism is a fairly new niche it is important to realise that it had been slowly taking place before it was acknowledged and placed into a category. In Europe, in particular, cross-border tourism has prevailed whether it was through backpacking or passing through a country by train. A single currency (the Euro) and single visa (Schengen visa) has made this also a lot easier, but there are also many other contributing factors. The *Practical Guide to Cross-border Cooperation*,⁵⁰ is a guide that is divided into three main parts to assist with the rapidly developing dynamic. The *Guide* presents a detailed background, which is particularly useful for persons contemplating new cross-border activities; it deals with structures of cross-border cooperation; and it examines important areas of cross-border activities such as transport, tourism and economic development (both of which contain a wealth of examples of interest to all users of the *Guide*).⁵¹

Globalisation and changing travel patterns and people has resulted in better international cooperation. The Alpine tourism region is used as a case study in the article by H. Pechlaner, D. Abfalter and F. Raich, entitled "Cross-border destination management systems in the Alpine region – The role of knowledge networks on the example of AlpNet."⁵² Collaboration and cooperation are highlighted in this study in terms of destination management and marketing. Networks, the necessities and challenges of cross-border cooperation as well as problems and perspectives for developing knowledge networks of cross-border destination management are key points examined.

In the book, *Tourism and Borders: Contemporary Issues, Policies and international Research*,⁵³ the editor H. Wachowiak includes chapters written by a range of academics on the topic of tourism and borders. The focus is primarily on cross-border tourism with authors such as Timothy also contributing. Case studies in different

⁵⁰ Association of European Border Regions (AEBR), "Practical Guide to Cross-border Cooperation", Third edition, 2000.

⁵¹ Association of European Border Regions (AEBR), "Practical Guide to Cross-border Cooperation", Third edition, 2000, p. iv.

⁵² H. Pechlaner, D. Abfalter and F. Raich, "Cross-border destination management systems in the Alpine Region – The role of knowledge networks on the example of AlpNet", *Journal of Quality Assurance in hospitality and Tourism*, 3 (3-4), 2002, pp. 89-107.

⁵³ H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006.

regions also form part of the book, in particular the case of the Transfrontier Park in southern Africa. Policy tools; approaches and behaviour; and destination management with regards to cross-border tourism are some of the other themes that are also included in this source.

The article by K. Vodeb entitled “Cross-border tourism cooperation of Slovenia and Croatia”⁵⁴ focuses on a case study conducted between stakeholders from both countries. The article examines the possibility of cross-border cooperation and determines whether there is any interest in its development. The paper also examines the motivations, advantages and weakness of the cooperation as well as the different development stages that need to be in place.

In the article by E.K. Prokkola, “Resources and barriers in tourism development: cross-border cooperation, regionalization and destination building at the Finnish-Swedish border”,⁵⁵ the emphasis is on development and cooperation. Prokkola states, “...the process of nation-building border regions have been integrated with the national centres and cross-border connections have decreased, leaving these regions in a rather peripheral and marginal position.”⁵⁶ Again, the challenges of cross-border tourism is examined in this article. However, the shift towards cross-border partnership and cooperation, demonstrated in common tourism development strategies and the building of cross-border destinations, is emphasised.

Prokkola continues along the theme of cross-border tourism in the article “Borders in tourism: the transformation of the Swedish–Finnish border landscape”,⁵⁷ the significance of the border for local tourism development is examined in what is deemed the new cross-border enterprise and commercialisation of tourist attractions.

⁵⁴ K. Vodeb, “Cross-border tourism cooperation of Slovenia and Croatia”, *Tourism and Hospitality Management*, 12 (2), 2006, pp. 199-211.

⁵⁵ E.K. Prokkola, “Resources and barriers in tourism development: Cross-border cooperation, regionalization and destination building at the Finnish-Swedish border”, *Fennia*, 186(1), 2008, pp. 31- 46.

⁵⁶ E.K. Prokkola, “Resources and barriers in tourism development: Cross-border cooperation, regionalization and destination building at the Finnish-Swedish border”, *Fennia*, 186(1), 2008, p. 31.

⁵⁷ E.K. Prokkola, “Borders in tourism: The transformation of the Swedish – Finnish border landscapes”, *Current Issues in Tourism*, 13(3), 2010, pp. 223-238.

These developments have a wide-ranging influence for the reorganisation of border landscapes and dissolution of “mental” boundaries. The study adds to an understanding of the transition in the European Union’s internal border regions from the perspective of tourism.

Just as there is much written on cross-border tourism as a positive idea, so the opposite is apparent in the article “Tourism and Cross Border Regional Innovation Systems”,⁵⁸ by A Weidenfeld. Here he examines the potential contribution of tourism in cross border regions and examines the role of tourism knowledge transfer and innovation in the context of European cross-border systems. He however questions if the intensive movement of people, across relatively open international borders, influences knowledge transfer and diffusion of innovations. The article highlights possible implications for the European Union (EU) cross border regional funded initiatives and policies.

The advantages of cross-border tourism are far reaching. The business sector is one such environment that will prosper from the venture. Thus although there are certain barriers businesses face with cross border tourism (for example currency, language, interests), there are also many advantages to stimulate cross-border tourism. The best example of this can be seen in “Factors that influence cross-border cooperation between businesses in the Alps-Adriatic region”,⁵⁹ by S.S. Cankar, J. Seljak and V. Petkovšek.

In the growing world of travel competing for tourists to visit certain destinations and not others has become the norm. However, cross-border tourism allows for sustainable and mutual profits for all participants through their cooperation. This is one of the main arguments in M. Saltykov’s Masters’ thesis – “Cross-border cooperation as a tool for enhancing the international competitiveness of tourism destinations: A case study of the Murmansk region in northwest Russia as a part of

⁵⁸ A. Weidenfeld, “Tourism and Cross Border Regional Innovation Systems”, *Annals of Tourism Research*, 42, 2013, pp. 191-213.

⁵⁹ S.S. Cankar, J. Seljak and V. Petkovšek, “Factors that influence cross-border cooperation between businesses in the Alps-Adriatic region”, *Economic Research-Ekonomska Istraživanja*, 27(1), 2014, pp. 304-319.

the Barents tourism cluster”.⁶⁰ It considers various mechanisms to facilitate this development.

The system of cross-border tourism using Poland and Russia as a case study was analysed in the paper by T. Studzieniecki, T Palmowski and V. Korneevets entitled “The system of cross-border tourism in the polish-Russian borderland.”⁶¹ Key stakeholders were specified and five types of cross-border areas were identified. The function of the border and the influence of border traffic are also discussed.

In the Masters’ thesis entitled “Cross-border tourism development: A case study of the Öresund Region”,⁶² Skärems states that cross-border tourism development has become increasingly popular over the last decade, especially within the European Union (EU). According to Skärems, although there are a number of challenges, there are also a number of advantages, benefits and positive outcomes in terms of this collaboration. The study also analyses the interest and attitude among public actors towards cross-border tourism development. ⁶³ It is clear from the literature that the EU is among those at the forefront of this form of tourism.

The combination of cross-border tourism and themed tourism routes are clear in the article by S.V. Stepanova – “Cross-border tourist routes: The potential of Russia’s North-West”,⁶⁴ reveals that the niche is slowly being examined. According to Stepanova, “developing cross-border tourist routes is an effective way of developing cooperation between border regions of Russia and the neighbouring countries.”⁶⁵ Cross-border tourist routes are examined as an instrument for conservation, reproduction and promotion of historical, natural and cultural potential. The article

⁶⁰ M. Saltykov, *Cross-border cooperation as a tool for enhancing the international competitiveness of tourism destinations: A case study of the Murmansk region in northwest Russia as a part of the Barents tourism cluster*, M.A. Thesis, Norges Arktiske Universitet, 2015.

⁶¹ T. Studzieniecki, T Palmowski and V. Korneevets, “The system of cross-border tourism in the polish-Russian borderland”, *Procedia Economics and Finance*, 39, 2016, pp. 545-552.

⁶² G. Skärems, *Cross-border tourism development: A case study of the Öresund Region*, M.A. thesis, Umeå University, 2016.

⁶³ G. Skärems, *Cross-border tourism development: A case study of the Öresund Region*, M.A. thesis, Umeå University, 2016, p. 1.

⁶⁴ S.V., Stepanova, “Cross-border Tourist Routes: The potential of Russia’s North-West”, *Baltic Region*, 9(4), 2017, pp. 97-112.

⁶⁵ S.V., Stepanova, “Cross-border Tourist Routes: The potential of Russia’s North-West”, *Baltic Region*, 9(4), 2017, p. 97.

looks at international practices and also presents theoretical and practical aspects of the development process. The article further emphasises the importance of developing trans-boundary tourist routes.

According to Alan Murphy, explorer of the Southern African region for SafariBookings.com, the most popular cross-border routes in Southern Africa are those between South Africa and its neighbouring countries. This is evident in the number of popular travel guides and articles in travel magazines that focus on this dimension. However, this remains only one form of cross-border tourism.⁶⁶

In southern Africa borders may also hinder tourist experiences and this is evident in the article by G. Kwanisai, T. Mpofu, S. Vengesayi, C.N. Mutanga, B. Hurombo and K. Mirimi entitled “Borders as barriers to tourism: Tourist experiences at the Beitbridge border post (Zimbabwean side)”.⁶⁷ The article examines the challenges that are faced by tourists and the urgency there is to rectify this situation to prevent a distorted image of the country. The South African–Zimbabwean border was used as a case study. Thus the potential of cross-border tourism will have to investigate cases such as this in order to develop and package an easy and smooth tourist experience.

However, the Regional Tourism Organisation of Southern Africa (RETOSA) has also seen the potential cross-border tourism can have for the southern region of Africa. The organisation underlines in its *SADC Travel and Tourism Barometer 2017*,⁶⁸ that the world has gotten smaller and now also faces new challenges. According to RETOSA, in order to ensure growth in the tourism sector in southern Africa, a new policy will be needed in terms of cross-border tourism and the safety of the tourist.

Themed Routes

⁶⁶ S. Freemantle, 8 December 2017, “A round-up of cross-border self-drive routes”, <<http://www.tourismupdate.co.za/features/6433/129313/A-round-up-of-cross-border-self-drive-routes/>>, Accessed 25 May 2018.

⁶⁷ G. Kwanisai, T. Mpofu, S. Vengesayi, C.N. Mutanga, B. Hurombo and K. Mirimi, “Borders as barriers to tourism: Tourist experiences at the Beitbridge border post (Zimbabwean side)”, *African journal of Hospitality and Leisure*, 3(1), 2014, pp. 1-13.

⁶⁸ Regional Tourism Organisation of Southern Africa (RETOSA), “SADC Travel and Tourism Barometer 2017”, 2017.

Themed tourism routes are emerging and becoming more and more popular, especially for tourists who know what they want out of their travels. They are also considered as a means to help the local community and are often seen as an approach toward sustainability and involvement in the greater tourism sector. This is evident in the literature on southern Africa.

South African academic C.M. Rogerson appears to be the expert in this area of the field and has produced a number of articles and chapters dealing with tourism routes. In his article "Tourism-LED local economic development: The South African experience,"⁶⁹ he examines Local Economic Development (LED). The idea of using certain sites and creating tourism routes whereby the local community, the public and private sector, as well as government, are involved is examined. In another article by Rogerson, "Tourism Routes as Vehicles for Local Economic Development in South Africa: The Example of the Magaliesberg Meander",⁷⁰ he states "Tourism routes have emerged as a significant element for promotion of tourism, especially in small towns and rural areas."⁷¹ South Africa is focused on policy and developing new routes, however, Rogerson's focus is on the impacts on the communities and local government's inability to address issues that arise from poor planning. It is interesting to note that the Magaliesberg Meander is a popular case study in South Africa. It is used by Rogerson as well as M. Lourens to substantiate certain focus points in their research.

The article entitled "Tourism routes as a tool for the economic development of rural areas – vibrant hope or impossible dream?" by J. Briedenhann and E. Wickens⁷² interrogate the development of rural tourism routes in South Africa and examine factors critical to its success. This is done by the clustering of activities and attractions to develop rural tourism routes which may create a niche which will in turn attract tourists who are seeking new, authentic experiences in areas of unexploited

⁶⁹ C.M. Rogerson, "Tourism-LED local economic development: The South African experience", *Urban Forum*, 2002, pp. 95-119.

⁷⁰ C.M. Rogerson, "Tourism Routes as Vehicles for Local Economic Development in South Africa: The example of the Magaliesberg Meander", *Urban Forum*, 18, 2007, pp. 49-68.

⁷¹ C.M. Rogerson, "Tourism Routes as Vehicles for Local Economic Development in South Africa: The example of the Magaliesberg Meander", *Urban Forum*, 18, 2007, p. 49.

⁷² J. Briedenhann and E. Wickens, "Tourism routes as a tool for the economic development of rural areas – vibrant hope or impossible dream?", *Tourism Management*, 25, 2004, pp. 71-79.

natural and cultural riches. By doing so they argue that it may create co-operation and partnerships between local areas, as well as create meaningful community participation and present opportunities for the development of small-scale tourism projects in less developed areas. Thus the community may benefit through social regeneration and the improvement of living conditions.

In her study entitled “Tourism Routes and Gateways: Key issues for the development of tourism routes and gateways and their potential for Pro-Poor Tourism”,⁷³ D. Meyer looks at how these routes, which link certain attractions, attract tourists to specific areas, which would otherwise not necessarily be visited. It also means that the money generated by this tourism is spread across a wider range of peoples. Pro-Poor Tourism is not always a feature of route tourism, however, the case study focuses on when it is, and points to the objectives, approaches and prerequisites for success and strategies to be implemented. The report was written for the Pro-Poor Tourism Pilots in Southern Africa, and thus aims at informing and guiding decision making. The Spier Wine Estate programme is used as an example to show how the local community is included in this venture and what the impact is.

In her Masters’ thesis, “The Underpinnings for successful Route Tourism Development in South Africa,”⁷⁴ M. Lourens focuses on route tourism and looks at different case studies both national (South African) and internationally. The study itself examines the success factor of route tourism and aims to provide a set of practical guidelines to assist with the implementation of routes. Routes are seen as important as they allow for local economic development and have positive impacts on rural economies. Although there are no exact models and there are obstacles still in the way, her study argues for the importance of planning, promotion and institutional development. Lourens’s ideas on the theme of route tourism are also reflected in her article entitled “Route tourism: A roadmap for successful destinations and local economic development”⁷⁵ which again focuses on the same aspects as her Masters’ thesis.

⁷³ D. Meyer, “Tourism routes and gateways: Key issues for the development of tourism routes and gateways and their potential for pro-poor tourism”, *Overseas Development Institute*, 2004.

⁷⁴ M. Lourens, *The Underpinnings for Successful Route Tourism Development in South Africa*, M.A. thesis, University of the Witwatersrand, 2007.

⁷⁵ M. Lourens, “Route tourism: A roadmap for successful destinations and local economic development”, *Development Southern Africa*, 24(3), 2007, pp. 475-489.

Throughout the literature it is apparent that route tourism is viewed as a driving force to assist economic development and sustainability of the communities the tourists come into contact with. Thus pro-poor tourism is very much linked to route tourism.

Southern Africa is seeing a growing interest in the potential tourism routes may have as vehicles of tourism expansion and the promotion of local economic development. Thus the article by H. Stoddart and C.M. Rogerson entitled "Tourism Routes, local economic promotion and pro-poor development: The case of the Crocodile Ramble,"⁷⁶ looks at understanding the potential and importance of organised routes. The article suggests that this will in turn lead to local tourism promotion and economic development. The Crocodile Ramble is used as a case study in this article and makes the shift from local route planning from a pro-growth focus to incorporating elements of planning for pro-poor tourism.

The importance of conservation of sites cannot be stressed enough. Thus in the article "Cultural heritage routes in South Africa: Effective tools for heritage conservation and local economic development?"⁷⁷ by J.D. Snowball and S. Courtney examines how cultural heritage sites in rural areas of developing countries can be linked, packaged and marketed into a route in order to conserve them and also generate revenue for local economic development.

Pro-Poor Tourism has gained more popularity and is seen by some as the answer to South Africa's unemployment problem and rectifying issues of the previously disadvantage. Companies such as "Open Africa" have embraced this opportunity and have also incorporated it into route tourism in order to reach and benefit more people. Tourism is seen as the world's largest employment generator. "Open Africa" has

⁷⁶ H. Stoddart and C. Rogerson, "Tourism Routes, local economic promotion and pro-poor development: The case of the Crocodile Ramble", *Africa Insight*, 38 (4), 2009, pp.10-26.

⁷⁷ J.D. Snowball and S. Courtney, "Cultural heritage routes in South Africa: Effective tools for heritage conservation and local economic development?", *Development Southern Africa*, 27 (4), 2010, pp.563-576.

embraced this vision and has incorporated tourism as part of rural development and as a source of employment and income to remote communities.⁷⁸

In the 2010 study “Pro-poor tourism routes: The Open Africa experience”,⁷⁹ J. Viljoen, F. Viljoen and J. Struwig investigate “Open Africa” and uses two of its routes as case studies. These routes are the “Bush to Beach” route and the “Xairu Blue Crane” route. The authors have noted that although tourism generates many jobs, its development has been inconsistent and it has failed in its promises of pro-poor development. Despite the routes have promised a means of supporting pro-poor tourism in practice it mainly benefits well-resourced establishments, but does very little for the communities. The study outlines practical problems, the methodology, its limitations and pitfalls by using the two case studies.

Niche Tourism

There are a number of challenges when promoting tourism destination brands. Identifying the brands’ values, the translation of these values and targeting and promoting the intended message. This is why niche tourism has become so important. This is evident in the article by N.J. Morgan and A. Pritchard entitled “Promoting niche tourism destination brands: Case studies of New Zealand and Wales.”⁸⁰ The products that these countries offer are packaged and marketed in order to attract certain tourists and to offer something unique.

In her book *Niche Tourism: Contemporary issues, trends and cases*,⁸¹ editor M. Novelli focuses on the whole of niche tourism from special interests to tradition and culture-based tourism, as well as activity-based tourism. She then also considers the future of niche tourism. The aim of the book is to examine the different ways tourism can be packaged and presented for the tourist and their wants, needs and desires.

⁷⁸ Open Africa: Do travel differently, 2002, “What we do”, <<http://www.openafrica.org/about/what-we-do>>, Accessed: 25 May 2017.

⁷⁹ J. Viljoen, F. Viljoen and J. Struwig, “Pro-poor tourism routes: The Open Africa experience”, *Acta Academica*, 2010, 42(4), pp. 65-89.

⁸⁰ N.J. Morgan and A. Pritchard, “Promoting niche tourism destination brands: Case studies of New Zealand and Wales”, *Journal of Promotion Management*, 12(1), 2005, pp. 17-33.

⁸¹ M. Novelli, *Niche Tourism: Contemporary Issues, Trends and Cases*, Elsevier, Oxford, 2006.

Again it appears there are also challenges and advantages to this form of tourism. The doctoral work done by J.M. Ali-Knight, “The role of niche tourism in destination development”,⁸² is a good example of this. She considers cross-border themed tourism routes which fit into this model perfectly.

A great example of the packaging and presentation of niche tourism is in the case study of Trinidad in the article “Niche Focused Tourism Development in Small Island Developing States: The case of Trinidad”,⁸³ by A. Cameron. Stakeholder development, as well as internal and external influences, is examined as well for their diverse perspectives.

From a southern and South African perspective, a number of studies have considered the potential of developing new niches in order to diversify the tourism product. Although still an area of study in its infancy on the sub-continent, niche tourism has gained more traction in recent years. In their 2011 review of tourism research in South Africa, Gustav Visser and Gijsbert Hoogendoorn reflect on research conducted for the development on niche markets and niche tourism forms in South Africa. They identify a number of studies considering the development of products for urban tourism specifically, reflecting on the role it can play in tourism development, particularly amongst previously disadvantaged communities such as the rising phenomena of township tourism.⁸⁴

A number of other studies have considered specific and prominent niches in southern Africa. Perhaps the most prolific of these, and thus far the most successful, is the development of culinary tourist experiences throughout SADC. Studies consider aspects such as the structural development of South African wine routes as resonant special interest tourist experiences;⁸⁵ the construction of demographic and

⁸² J.M. Ali-Knight, “The Role of Niche Tourism Products in Destination Development”, PhD thesis, Edinburgh Napier University, 2011.

⁸³ A. Cameron, “Niche Focused Tourism Development in Small island Developing States: The case of Trinidad”, *Academic Conferences Association*, 2017, pp. 728-736.

⁸⁴ G. Visser and G. Hoogendoorn, “Current Paths in South African Tourism Research”, *Tourism Review International*, 15, 2011, pp. 5–20.

⁸⁵ J. Bruwer, “South African wine routes: Some perspectives on wine tourism industry’s structural dimensions and wine tourism products”, *Tourism Management*, 24, 2003, pp. 423-435.

psychographic profiles for wine tourists in South Africa;⁸⁶ the potential of culinary tourism as a tool for destination marketing through local and regional food in South Africa;⁸⁷ the development of food as a niche tourism product in the Karoo;⁸⁸ culinary cultures as aspects of a specific country or region's identity in South Africa and Zimbabwe amongst other north and west African countries;⁸⁹ and "the potential for the development of culinary tourism [experiences] in Zambia".⁹⁰

A particularly useful background for niche tourism in southern Africa is found in the form of chapter 20 in Richard George's 2014 book entitled: *Marketing Tourism in South Africa*. The chapter reflects on the "tourism trends and the future of tourism marketing' by examining "political, economic, social-demographic and technological factors that are likely to shape tourism" in the future. One of George's key reflections is predicated on the increased sophistication of tourists and the expectation of "meaningful [and] personalised experiences" and the identification of a number of trends or niches relevant for future development in South Africa.⁹¹

Tourist Experiences

As alluded to above, one of the key elements that have contributed to the notion of tourism niches is found in the concept of tourist "experiences". In turn, tourism experiences, as opposed to services, as the tourism product is generally credited to the seminal work of Joseph Pine and James Gilmore, entitled: *The Experience Economy: Work is Theatre and Every Business a Stage*. The book reflects on what is described as a previously unarticulated aspect of business and competitiveness which they articulate as intangible ideas of consumer experience. Although a general reflection on economics, their examples often consider tourism and leisure products

⁸⁶ D. Tassiopoulos, N. Nuntsu and N. Haydam, "Wine tourists in South Africa: A Demographic and Psychographic Study", *Journal of Wine Research*, 15(1), 2004, pp. 51-63.

⁸⁷ G.E. Du Rand and E. Heath, "Towards a Framework for Food Tourism as an Element of Destination Marketing", *Current Issues in Tourism*, 9(3), 2006, pp. 206-234.

⁸⁸ G.E. Du Rand, I. Booysen and D. Atkinson, "Culinary mapping and tourism development in South Africa's Karoo region", *African Journal of Hospitality, Tourism and Leisure*, 5(4), 2016, pp. 1-23.

⁸⁹ S. Oktay and S. Sadikoglu, "The gastronomic cultures' impact on the African cuisine", *Journal of Ethnic Foods*, 5, 2018, pp. 140-146.

⁹⁰ J. Jasinska, P. Charzynski and M. Switoniak, "Potential for the development of culinary tourism in Zambia", *Geography and Tourism*, 5(1), 2017, pp. 10-113.

⁹¹ R. George, *Marketing Tourism in South Africa*, Oxford: Oxford University Press, 2014, pp. 253, 269-270.

and services as a means of defining consumer experience.⁹² This text provides a foundational element to what is today considered one of the basic elements for tourism production from an economic perspective, i.e. what we are selling in tourism is experiences.

However, earlier impressions on the concept of tourist experiences can be found in other academic disciplines, specifically in the Social Sciences. Perhaps the most pronounced of these are the work of Erik Cohen, Ning Wang, Philip Pearce and Gianna Moscardo. Here the concept of tourist experience is related to the idea of “authenticity”, which proves to be valuable resources when considering a destination’s identity as part of the tourist experience as indicated in Section 1 of this study.⁹³

In his work entitled “A Phenomenology of Tourist Experiences”, Cohen considers the very nature of the tourist experience by likening it to a search for experience “out there” that “makes travel worthwhile”, something that cannot be experienced in the everyday world of work and the broadening of one’s world. He considers a number of modes of tourist experience, namely: recreational, diversionary, experiential, experimental and existential. This is advantageous for the understanding of varied states of being that create a mental environment for tourism experiences to occur.⁹⁴

Pearce and Moscardo highlight the relationship between tourist perceptions or expectations of something “real”, “original” or “authentic” as well as the idea of travel experiences as products that “can be used to demonstrate an individual’s status and perceived worth”.⁹⁵ While Wang considers the tourist experiences from three perspectives, namely: Objective authenticity, Constructive authenticity and Existential authenticity. The latter of these moves us even closer to the modern

⁹² B.J. Pine and J.H. Gilmore, *The Experience Economy: Work is Theatre and Every Business a Stage*, M.A. thesis, Harvard Business Press, Brighton, 1999.

⁹³ E. Cohen, “A Phenomenology of Tourist Experiences”, *Sociology* 13(2), 1979, pp. 179–201.; P.L. Pearce and G.M. Moscardo, “The Concept of Authenticity in Tourist Experiences”, *Australia and New Zealand Journal of Sociology* 22(1), 1986, pp. 121–132.; N. Wang, “Rethinking Authenticity in Tourism Experience”, *Annals of Tourism Research*, 26(2), pp. 349–370.

⁹⁴ E. Cohen, “A Phenomenology of Tourist Experiences”, *Sociology* 13(2), 1979, pp. 179, 182-183.

⁹⁵ P.L. Pearce and G.M. Moscardo, “The Concept of Authenticity in Tourist Experiences”, *Australia and New Zealand Journal of Sociology* 22 (1), 1986, p. 131.

economic understanding of tourist experiences in that it proffers the notion of a “state of Being that is to be activated by tourist activities”.⁹⁶

Current examinations of tourist experiences are considered from a very wide range of conceptual and pragmatics scholarly perspectives as well as a variety of fields and disciplines. Some of the topics considered are creativity in cultural tourism experiences;⁹⁷ multidisciplinary in the understanding of tourist experiences;⁹⁸ measurement models for tourism experience in lodging;⁹⁹ the interpretation of tourist experience through netnographic approaches;¹⁰⁰ the relationship between service quality and quality experiences;¹⁰¹ “the concept of the experience economy as a basis for management and marketing strategies on tourism destination regions”;¹⁰² interpretation as a means of improving tourist experiences on guided tours;¹⁰³ the improvement of tourist experience in development of urban tourism frameworks in Australia;¹⁰⁴ the sensory dimension in tourist experiences;¹⁰⁵ tourists as co-creators of their experiences;¹⁰⁶ the subjective nature of tourist experiences in different clustering along with emotional responses to experiences;¹⁰⁷ the experiential turn in tourism

⁹⁶ N. Wang, “Rethinking Authenticity in Tourism Experience”, *Annals of Tourism Research*, 26(2), pp. 352.

⁹⁷ G. Richards and J. Wilson, “Developing creativity in tourist experiences: A solution to the serial reproduction of culture?”, *Tourism Management*, 27, 2006, pp. 1209-1223.

⁹⁸ T. O’dell, “Tourist Experiences and Academic Junctures”, *Scandinavian Journal of Hospitality and Tourism*, 7(1), 2007, pp. 34–45.

⁹⁹ H. Oh, A.M. Fiore and M. Jeoung, “Measuring Experience Economy Concepts: Tourism Applications”, *Journal of Travel Research*, 46, 2007, pp. 119-132.

¹⁰⁰ J. Tussydiah and D. Fesenmaier, “Interpreting Tourist Experiences from First Person Stories: A Foundation for Mobile Guides”, *European Conference on Information Systems Proceedings*, 2007, pp. 2259-2270.

¹⁰¹ S.T. Cole and D. Scott, “Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences”, *Journal of Travel and Tourism Marketing*, 16(1), 2004, pp. 79-90.

¹⁰² M. Morgan, J. Elbe and J.D.E. Curial, “Has the Experience Economy Arrived? The Views of Destination Managers in Three Visitor-dependent Areas”, *International Journal of Tourism Research*, 11, 2009, pp. 201-216.

¹⁰³ E.K. Armstrong and B. Weiler, “Improving the Tourist Experience: Evaluation of Interpretation Components of Guided Tours in National Parks”, *Cooperative Research Centre for Sustainable Tourism*, 2003.

¹⁰⁴ D. Edwards, T. Griffen, B. Hayllar, T. Dickson and S. Schweinsberg, “Understanding Tourist Experiences and Behaviour in Cities: An Australian Case Study”, *Cooperative Research Centre for Sustainable Tourism*, 2009.

¹⁰⁵ D. Agapito, P. Valle and J. Mendes, “The sensory dimension of tourist experiences: Capturing meaningful sensory informed themes in Southwest Portugal”, *Tourism Management*, 42, 2014, pp. 224-237.

¹⁰⁶ N.K. Prebenson and L. Foss, “Coping and Co-creating in Tourist Experiences”, *International Journal of Tourism Research*, 13, 2011, pp. 54-67.

¹⁰⁷ I. Zakrisson and M. Zillinger, “Emotions in Motion: Tourist Experiences in Time and Space”, *Current Issues in Tourism*, 15(6), 2012, pp. 505-523.

economics and the creation of “the emotional product”;¹⁰⁸ and the creation of tourist experiences from a business perspective.¹⁰⁹

All of the aforementioned topics, papers, articles and books have made some contribution to this study; however, the most significant of these is the PhD Thesis by Anita Zátori. Her study provides a thorough list of considerations in the development of “tourist experiences” that can be extrapolated and further explored for the development of a “Cross-Border Themed Tourist Experience (CBTRE) planning Toolkit”, which will be explored in greater detail in Section 7.

From a southern African perspective, only a handful of studies specifically focus on tourist experiences. Studies mostly only briefly reflect on tourist experiences as an addition to niche tourism research, as is the case with George mentioned earlier.¹¹⁰ Other examples include: the experience of volunteer tourists;¹¹¹ rural tourists;¹¹² golf tourists;¹¹³ and wine tourists.¹¹⁴ However, one particularly relevant and useful study conducted by Maheshvari Naidu considers the idea of Heritage Tourism, by stating that it is the “ideological framing of history and identity”. She further interrogates the idea of “an African Tourist Experience” by studying Afro-centric narratives constructed in celebration of Africa as the birthplace of humanity and the “commodification of heritage packaged in a particular way for the tourist” from a demand side analysis of tourist experiences presented at the Cradle of Humankind.¹¹⁵

¹⁰⁸ A. Stasiak, “Tourist Product in Experience Economy”, *Tourism*, 23(1), 2013, pp. 27-35.

¹⁰⁹ A. Zátori, *Tourism Experience Creation from a Business Perspective*, D.Phil dissertation, Corvinus University of Budapest, 2013, pp. 32–34.

¹¹⁰ R. George, *Marketing Tourism in South Africa*. Oxford: Oxford University Press, 2014, p. 269.

¹¹¹ H. Stoddard and C.M. Rogerson, “Volunteer tourism: The case of Habitat for Humanity South Africa”, *GeoJournal*, 60(3), 2004, pp. 311-318.

¹¹² J. Briedenhann and E. Wickens, “Tourism routes as a tool for the economic development of rural areas – vibrant hope or impossible dream?”, *Tourism Management*, 25, 2004, pp. 71-79.

¹¹³ D. Tassiopoulos and N. Haydam, “Golf tourists in South Africa: A demand – side study of a niche market in sports tourism”, *Tourism Management*, 29, 2008, pp. 870–882.

¹¹⁴ D. Tassiopoulos, N. Nuntsu and N. Haydam, “Wine tourists in South Africa: A Demographic and Psychographic Study”, *Journal of Wine Research*, 15(1), 2004, pp. 51-63.

¹¹⁵ M. Naidu, “Creating and African Tourist Experience at the Cradle of Humankind World Heritage Site”, *Historia*, 53(2), 2008, pp. 182-207.

A number of other academic and popular literature will be employed in subsequent sections of this study and further analysis of the literature presented in this literature review will be conducted in the relevant sections of the study.

SECTION 4: STAKEHOLDERS AND CROSS-BORDER TOURISM.

4.1 Introduction

A reoccurring theme throughout the research and observations for the development of cross-border tourism is the necessity of collaboration between a veritable plethora of stakeholders across and inside the borders of each country involved in cross-border themed route experience (CBTRE) development. As stated by Siripen Dabphet:

identifying the key stakeholders in implementing sustainable tourism development and understanding of how each group of stakeholders exert their interests in sustainable tourism development is inevitable.¹¹⁶

This sentiment is echoed by Doppelfeld, who states that the essential first step is identifying all the stakeholders involved in the whole process and tourism product or niche.¹¹⁷ Thus, in order to development CBTRE in SADC, appropriate stakeholder categories, SADC stakeholders and the different and varied roles they fulfil or should fulfil should be identified. Furthermore, there are a number of challenges and difficulties that need to be overcome in order for Cross-Border Tourism to be implemented and become a viable and sustainable practice.

This section reflects on the diversity of the tourism industry and considers the wide variety of stakeholders that influence and are influenced by the tourism sector. It will also consider the various challenges faced in the cross-border tourism environment both globally and specifically in SADC.

4.2 Stakeholder Categories and Stakeholders

The support of tourism stakeholders is vital for the development, successful operation and long-term sustainability of tourism. Tourism stakeholders include many different types of individuals, groups and organisations depending on the size and scope of

¹¹⁶ S. Dabphet, 2013. "The Key Stakeholders in the Implementation of Sustainable Tourism Development in Two Rural Towns of Thailand [online]" <<http://www.ijbts-journal.com/images/main1366796758/0029-Sripen.pdf>>, Accessed: 23 November 2018: p. 3.

¹¹⁷ M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, p. 118.

the tourism area.¹¹⁸ As a model for the identification of stakeholders, John Swarbrooke identifies eight different categories of stakeholders for sustainable tourism development. Similarly, Elise Sautter and Bridgit Leisen reflect on a number of tourism stakeholders and their relationship with tourism planners.¹¹⁹ In both cases, reflections are made on the premise of one central concept or organisation. For the purposes of this study an adapted stakeholder map has been created to reflect the positioning of SADC and the concept of Cross-Border Tourism as a central premise for stakeholder involvement in the development of CBTRE (See Figure 1).

Swarbrooke's description of Stakeholders includes the following:

- **“The host communit[ies]”** that includes “those directly employed in tourism”; “those not directly employed in tourism” and “local business people”;
- **“Governmental bodies”** that includes “supra-governmental organizations”, “national governments”, “regional councils” and “local government”;
- **“Tourism industry”** that includes “tour operators”, “visitor attractions”, “transport operators”, “hospitality sector” and “retail travel”;
- **“Tourists”** that includes “mass market” and “ecotourist”. However for our purposes here ecotourist will be substituted by the more expansive “niche tourist”, to reflect a broader range that includes the ecotourist;
- **“Pressure Groups”** that includes “environment”, “wildlife”, “human rights”, “workers’ rights”;
- **“Voluntary Sector”** that includes “non-governmental organizations in developing countries”, “trusts and [...] charities in developed countries”;
- **“Experts”** that includes “commercial consultants” and “academics”;
- **“Media”** that includes “specialist travel” and “news”.¹²⁰ The addition of social media in this category seems prudent in order to update to the current situation.

¹¹⁸ S. Dabphet, 2013. “The Key Stakeholders in the Implementation of Sustainable Tourism Development in Two Rural Towns of Thailand [online]” <<http://www.ijbts-journal.com/images/main1366796758/0029-Sripen.pdf>>, Accessed: 23 November 2018: p. 3.

¹¹⁹ J. Swarbrooke, *Sustainable Tourism Management*. Wallingford: CAB International, 2001, p.17.; E.T. Sautter and B. Leisen, “Managing Stakeholders: A Tourism Planning Model”, *Annals of Tourism Research*, 26(2), 1999, p. 315.

¹²⁰ J. Swarbrooke, *Sustainable Tourism Management*. Wallingford: CAB International, 2001, p.17.

Sautter and Leisen's stakeholder categories reflect major similarities with that of Swarbrooke, they refer to:

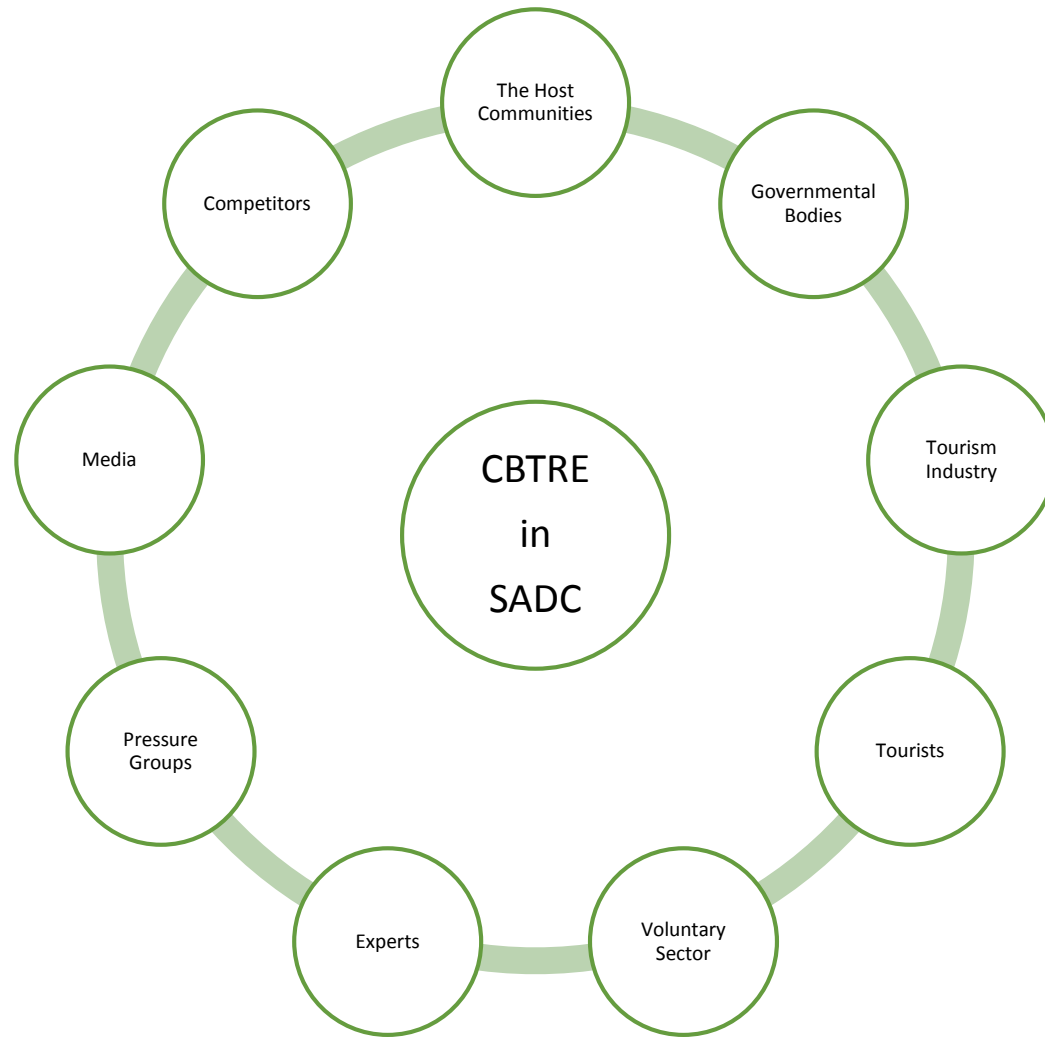
- **“Government”** that can be equated to Governmental bodies;
- **“Activist Groups”** that can be equated to Pressure Groups;
- **“Employees”**, **“Local Businesses”** and **“Residents”** that can be equated to the host community;
- **“Local Businesses”** and **“National Business Chains”** that can be equated to Tourism industry, although perhaps in the situation here international and multinational businesses and business chains should be added under this category;
- **“Tourists”**, which is the exact same consideration as Swarbrooke
- However, Sautter and Leisen additionally reflect on the idea of **“Competitors”**.¹²¹

The latter is an important addition in a model for stakeholder identification and for the purpose of this study can be seen as two fold. Firstly, other tourist destination regions competing for the same market share on a global scale. If considered from the perspective of SADC cross-border tourism, e.g. the East African Community (EAC) or South-East Asia. Secondly, from the perspective of tourism businesses, the competitiveness of products, when compared to similar products, within the region.

¹²¹ E.T. Sautter and B. Leisen, “Managing Stakeholders: A Tourism Planning Model”, *Annals of Tourism Research*, 26(2), 1999, p. 315.

Figure 1: Key stakeholder in CBTRE development¹²²

¹²² Adapted from: J. Swarbrooke, *Sustainable Tourism Management*. Wallingford: CAB International, 2001, p.17 and E.T. Sautter and B. Leisen, "Managing Stakeholders: A Tourism Planning Model", *Annals of Tourism Research*, 26(2), 1999, p. 315.



This can also perhaps serve as a brief example of the intended direction of this study, moving forward. Below in this section of the study we consider a number of **challenges** to the development of Cross-Border Tourism in SADC. These challenges will have potential **short term mitigations** and **long term solutions** suggested in the next section of this study, based on best practice examples from across the globe. The implementation of these mitigations and solutions is predicated on the **activity of certain stakeholders** in each situation. Consider the example of Competitors: businesses can compete against each other within the region for the market of tourists that are already visiting SADC, or they collaborate in partnership to compete on a global scale with other cross-border tourist regions. This speaks to the challenge of competitiveness, considered below, and the mitigations of partnership and experience diversification, reflected on in later sections of this study. A more quantitative table will be provided later in this study.

4.3 SADC Stakeholders

With regards to Cross Border Tourism in SADC, this will apply to a large area and stakeholders in the different countries. Due to the magnitude of the potential stakeholder pool, and in the interest of brevity for this study, stakeholders have been categorized into four groupings to reflect on the structural organization of CBTRE in SADC according to the main functionalities and roles of each stakeholder grouping:

- Governmental Bodies – creating an enabling environment;
- Tourism Industry – experience development;
- Tourists – consumers;
- Supplementary Group (host communities, media, experts, voluntary sector, pressure groups and competitors) – enablers or destabilisers.

The relationship between these groups will be discussed throughout the following 3 sections in relation to a variety of scenarios. However, as Dabphet contends, “some stakeholders are more important than others in determining the success of tourism

activities.”¹²³ Thus, although brief descriptions of a number of stakeholders are provided below, more detailed exploration of governmental bodies and the tourism industry will be the focus throughout the remainder of this study.

4.4 Governmental Bodies

The roles of governmental bodies have been considered by a number of authors. Renu Choudhary, for example, highlights the role of “Central, State and Local Governments [in the] format [of] planning and policies for Sustainable Tourism development”¹²⁴, while Flávio Valente, Dianne Dredge and Gui Lohmann highlight the leadership role governmental bodies and individual countries play in regional tourism.¹²⁵

Furthermore, as recently confirmed in a consultative workshop on the development of cross-border tourism, the main roles of the different stakeholder categories are interlinked and dependent upon each other in the following ways: government must “create an enabling environment” for cross-border tourism business to develop cross-border themed tourism experiences (CBTRE), with the aid of non-government organisation and civic society in the forms of facilitation, labour and quality control.¹²⁶

The development of such an “enabling environment” is reliant on the effective management of a number of elements in tourism and other sectors across SADC, namely: investment, immigration procedures, customs, safety and operation, cross-border transport and infrastructure development. Aside from SADC as the supranational organization of interest here, Table 1 below indicates a number of the governmental departments identified as stakeholders for the development of cross-border tourism “enabling environments” in the seven southern SADC countries. Furthermore, these departments all have other subsidiary public sector organizations that will have a role to play in the development of Cross–Border Tourism in SADC.

¹²³ S. Dabphet, 2013. “The Key Stakeholders in the Implementation of Sustainable Tourism Development in Two Rural Towns of Thailand [online]” <<http://www.ijbts-journal.com/images/main1366796758/0029-Sripen.pdf>>, Accessed: 23 November 2018.

¹²⁴ R. Choudhary, “Sustainable Tourism in India: Collective Efforts of Tourism Stakeholders” *International Journal of Business Management*, 1(1), 2014, p. 81.

¹²⁵ F. Valente, D. Dredge and G. Lohmann, “Leadership and Governance in Regional Tourism”, *Journal of Destination Marketing and Management*, 4, 2015, pp. 127-136.

¹²⁶ ‘Consultative workshop on advancing tourism in the SADC region’, Tourism House, 17 Trevena Street, Sunnyside, Pretoria, 23 August 2018.

What this indicates, is the complexity, diversity and often conflicting perspectives of different aspects of tourism governance that is represented even within one country. These conflicting ideas will be discussed throughout, however, a quick example would be that Tourism wants tourists to enter the country, while Home Affairs is concerned with national security and to keep undesirable elements out of the country, thus causing conflicts in tourism policy, for example the requirements and process of Visas.¹²⁷

These conflicting mandates and perspectives are then further complicated by the involvement of multiple countries. It is with this in mind that the role of the Southern African Development Community (SADC) comes into focus as the supranational governmental stakeholder that attempts to promote:

economic development, peace and security ,and growth, alleviate poverty, enhance the standard and quality of life of the peoples of Southern Africa, and support the socially disadvantaged through regional integration.¹²⁸

¹²⁷ A. Wakefield, 23 June 2015, "News 24, Visa regulations hurting tourism industry, News 24, <<https://www.news24.com/SouthAfrica/News/visa-regulations-hurting-tourism-industry-report-20150623>>, Accessed: 30 November 2018.

¹²⁸ SADC, N.d. "Southern African Development Community – SADC Objectives", <<https://www.sadc.int/about-sadc/overview/sadc-objectiv/>>, Accessed: 1 December 2018.

Table 1: Government stakeholder departments: 7 SADC countries¹²⁹

Stakeholders	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe
Tourism	Ministry of Environment, Wildlife and Tourism (Department of Tourism)	Ministry of Tourism and Environmental Affairs	Ministry of Tourism, Environment and Culture	Ministry of Culture and Tourism	Ministry of Environment and Tourism	National Department of Tourism	Ministry of Tourism and hospitality Industry
Home Affairs	Ministry of Labour and Home Affairs	Ministry of Home Affairs	Ministry of Home Affairs	Ministry of the Interior	Ministry of Home Affairs and Immigration	National Department of Home Affairs	Ministry of home Affairs and culture
Transport	Ministry of Transport and Communications	Ministry of Public Works and Transport	Ministry of Public Works and Transport	Ministry of Transport and Communications	Ministry of Works and Transport	National Department of Transport	Ministry of Transport and Infrastructure Development
Foreign Affairs	Ministry of Foreign Affairs	Ministry of Foreign Affairs and International Cooperation	Ministry of Foreign Affairs and international Relations	Ministry of Foreign Affairs and Cooperation	Ministry of International Relations and Cooperation	National Department of International Relations and	Ministry of Foreign Affairs and International Trade

¹²⁹ The table configuration was compiled from the results of research conducted over a period of about 6 years for this and previous manifestations of this study.

						Cooperation (Foreign Affairs)	
Environmental Affairs	Ministry of Environment, Wildlife and Tourism (Department of Environmental Affairs)	Ministry of land, Environmental and Rural Development	Ministry of Forestry, Range and Soil Conservation	Ministry for Co-ordination of Environmental Action	Ministry of Environment and Tourism	National Department of Environmental Affairs	Ministry of Environment Water and Climate
Arts and Culture	Ministry of Youth, Sport and Culture (Department of Arts and Culture)	Ministry of Sport, Culture and Youth Affairs	Ministry of Tourism, Environment and Culture	Ministry of Culture and Tourism	Ministry of Education, Arts and Culture	National Department of Arts and Culture	Ministry of Youth, Sports, Arts and Recreation
Labour	Ministry of Labour and Home Affairs	Ministry of Labour and Social Security	Ministry of Labour and Employment	Ministry of Labour, Employment and Social Security	Ministry of Labour, Industrial Relations and Employment	National Department of Labour	Ministry of Labour and Social Welfare
Police	Office of the President (Botswana Police Service)	Ministry of Correctional Services	Ministry of Police and Public Safety	Ministry of Interior	Ministry of Safety and Security	National Department of South African Police Service	Ministry of Home Affairs

Defence	Office of the President (Botswana Defence Force)	Ministry of national Defence	Ministry of Defence and national Security	Ministry of National Defence	Ministry of Defence	National Department of Defence	Ministry of Defence, Security and War Veterans
Recreation	Ministry of Youth, Sport and Culture (Department of Sport and Recreation)	Ministry of Sports, Culture and Youth Affairs	Ministry of Gender, Youth, Sports and Recreation	Ministry of Youth and Sports	Ministry of Environment and Tourism	National Department of Sport and Recreation	Ministry of Youth, Sports, Arts and Recreation
Trade	Ministry of Trade and Industry	Ministry of Commerce, Industry and Trade	Ministry of Trade and Industry	Ministry of Industry and Trade	Ministry of Industrialization, Trade and SME Development	National Department of Trade and Industry	Ministry of Foreign Affairs and International Trade
Education	Ministry of Education Skills and Development The Ministry of Local Government	Ministry of Education and Training	Ministry of Education and Training	Ministry of Education and Human Development Ministry of Science and Technology, Higher Education and Professional Technician	Ministry of Education, Arts and Culture	Department of Basic Education And Department of Higher Education and Training	Ministry of Primary and Secondary Education Ministry of Tertiary and Higher Education

4.5 The Tourism Industry

As indicated, the supply side of the spectrum is related to the tourism industry, which is again a multifaceted and large stakeholder grouping. These may include Hotels, Tour Operators, Transport Services, Tourist Guides and Tourist Attractions - to name but a few. The focus of this study will, however, be on the tourism stakeholders responsible for the creation and delivery of CBTRE in order to narrow the scope. Thus for the purposes here, findings and recommendations are of specific reference to Tour Operators (the creation of themed routes) and Tourist Guides and Visitor Attractions (the creation and delivery of experiences).

Table 2 below indicates the current supply of route experiences across the seven SADC countries chosen for this study. These survey results of current route experiences re-affirm the statement by the 2017 report by the Regional Tourism Organization of Southern Africa (RETOSA), that “[w]hile tourism in the region is mainly driven by natural tourism; there is ample room for improvement in protecting, valuing and communicating cultural richness”.¹³⁰ However, an additional finding in line with the demand side of the tourism industry is that adventure tourism offerings also require further development. This can then also be related to the challenge of competitiveness discussed below.

The Kgalagadi Transfronteir Park (KTP) in Botswana and South Africa provides an example of a transboundary protected area that emerged through the efforts of local officials. When the national park was created by South Africa in 1931, the park rangers managed it at the scale of the ecosystem rather than managing it according to the political boundaries. At the time Botswana then known as Bechuana Protectorate, did not have the capacity to manage this land for conservation effectively, and the Botswana authorities proclaimed South African officials as honorary rangers. As Botswana built capacity, their rangers reclaimed jurisdictional authority but South Africa and Botswana continued to work closely together until 1999 when the two national parks became officially recognised as a single entity, forming a Transfrontier park. The border separating South Africa from Botswana was never fenced which

¹³⁰ Regional Tourism Organisation of Southern Africa (RETOSA), “SADC Travel and Tourism Barometer 2017”, 2017, p. 23.

allowed wildlife to follow its historic migration patterns between the two countries. The cooperation between rangers in Botswana and South Africa is a perfect example of bottom up institutional development in relation to international governance in transboundary conservation. The example of the Kgalagadi Transfrontier Park cross border cooperation can be applied to cross border tourism endeavours as the groundwork has already been done.¹³¹

Another example is the Ais-Ais Richtersveld Transfronteir National Park. An international treaty was signed on in 2003 on the 1st of August which incorporated the |Ais-|Ais Richtersveld Transfrontier Park in South Africa and the Ai-Ais Hot Springs Game Park in Namibia, resulting in the establishment of the Ais-Ais Richtersveld Transfronteir National Park.¹³² This treaty has allowed border crossing to occur between Namibia and South Africa where a pont takes you across the Orange River at Sendelingsdrift. The Richtersveld Cultural and Botanical Landscape located within the South African side of the park was listed in 2007 as World Heritage Site.¹³³ This is an example of cross-border tourism taking place, in that tourists are taken across the border within the greater Ais-Ais Richtersveld Transfronteir National Park.

¹³¹ J. Hanks, "Transfronteir Conservation Areas (TFCAs) in Southern Africa", *Journal of Sustainable Forestry* 17 (1-2), 2003, pp. 421-423.

¹³² Sanparks, 2004, <<https://www.sanparks.org/parks/richtersveld/tourism/history.php>>. Accessed: 8 December 2018.

¹³³ UNESCO World Heritage Centre, 2007, <<https://whc.unesco.org/en/list/1265>>. Accessed: 8 December 2018.

Table 2: Existing Routes: 7 SADC neighbouring countries (Culture ● Adventure ■ Nature◆)¹³⁴

Route	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe
◆Kgalagadi Transfrontier Park	✓				✓	✓	
◆The Greater Limpopo Park	✓	✓		✓		✓	✓
◆The Ai-Ais Richtersveld Transfrontier Park					✓	✓	
●◆Rovos Rail Routes	✓				✓	✓	
■◆Kalahari Red Dune Route	✓				✓	✓	
●◆East 3 Route		✓		✓		✓	
●◆The Genesis Route		✓		✓		✓	
●◆Diamond Route (De Beers)	✓					✓	
●◆Maloti Drakensberg Route			✓			✓	
◆Cape To Namib, desert Route					✓	✓	
◆N7 Route					✓	✓	
●◆Maloti Route/Route 26			✓			✓	
◆Kavango and Zambezi Route	✓				✓		
◆The Caprivi Strip	✓				✓		
●■◆Karoo Highlands Route						✓	
●■◆Go Ghaap Route						✓	

¹³⁴ The table configuration was compiled from the results of research conducted over a period of about 6 years for this and previous manifestations of this study.

●■◆Namaqua Coastal Route						✓	
●■◆Richtersveld Route						✓	
Kokerboom Food and Wine Route						✓	
●◆Open Africa's West Coast Rock Art Route						✓	
◆Garden Route						✓	
●Winelands/Route 62						✓	
◆Sani Pass						✓	
◆Panorama Route						✓	
◆Waterberg Meander						✓	
◆Wild Coast						✓	
●Sowetan Tour/Township Route/						✓	
●Johburg to North West Beer Route						✓	
◆Campervan Routes						✓	
■Overberg motorbike Route						✓	
◆Southern Overberg Fynbos Route						✓	
●◆Clarence drive/Route 44						✓	
◆Drakenberg highlands (wild side, 8 mountain passes)						✓	

●The Breakfast run (JHB – Magaliesberg)						✓	
◆Midlands Meander						✓	
■◆Cullinan Zip line						✓	
◆West Coast Flower Route (Namaqualand)						✓	
■◆South African Boat Charter						✓	
●Battle fields Routes						✓	
◆The Penguin Route						✓	
◆Chapman’s peak drive						✓	
◆Helshoogte Pass/Route 310						✓	
◆Swartberg Pass						✓	
■◆The Mananga 4X4 adventure trail						✓	
◆The Roemland Route						✓	
◆Passes and ports: Gateway to the Garden Route						✓	
◆Route 2 Cape to Port Elizabeth						✓	
◆Route 3/Whale Route						✓	
●Alex Tourism and Heritage Route						✓	
◆Cape nature Route						✓	

Dwars River Escape Route						✓	
■◆Garden Route Sea Kayaking Trails						✓	
●◆Inyathi Buffalo Route						✓	
●◆Amajuba Route						✓	
●◆Hlanganni Route						✓	
◆Kalahari Red Dune Route						✓	
◆Baviaanskloof Route						✓	
●◆eScape Route						✓	
●◆Horizon Route						✓	
●◆Kamoka Route						✓	
●BBT Heritage Route						✓	
●Maloti Route						✓	
●■Goldfields Route						✓	
●Battlefields Route						✓	
●■Diamond Wine Route						✓	
●■Inanada Heritage Route						✓	
●Ghandi Rout						✓	
●■KwaZule Natal Battlefileds Route						✓	
●■The Treasure Route						✓	
●Cape Care Route						✓	

● West Coast Mission Village Route						✓	
● ■ Karoo Cape Town Donkey Cart Route						✓	
◆ Fish River Canyon					✓		
■ ◆ Sossusvlei 4x4 Route					✓		
■ ◆ Solitaire Route					✓		
■ ◆ Arid Eden Route					✓		
■ ◆ Four Rivers Route					✓		
■ ◆ Omulunga Palm Route					✓		
■ ◆ Driving Routes 1-8					✓		
■ ◆ The Bloedkoppie Tinkas Trail					✓		
■ ◆ C 13 Route					✓		
■ ◆ C 28 Route					✓		
● ◆ Swakopmund architecture Route					✓		
◆ Circle Route					✓		
■ ◆ Kalahari Route					✓		
■ ◆ Skeleton Coast					✓		
■ ◆ Adventure Route, Ai/Ai Richtersveld Transfrontier Park					✓		

■◆Adventure Route, Windhoek to Sendelingsdrif					✓		
■◆Namib Route					✓		
◆ 'Twitching' Namibia					✓		
◆Kunene and the Four 'O's					✓		
●◆Rocks and Rock Art					✓		
■◆Wildlife Routes					✓		
●Culture Routes					✓		
●◆Diamond Towns and wild horses					✓		
■◆Windhoek Passes					✓		
■◆Namib Naukluft Park Trail					✓		
■◆Isabis 4x 4 Trail					✓		
■◆Messum Crater 4x4 Trail					✓		
■◆Topnaar 4x4 Trail					✓		
■◆Kalahari-Namib Eco 4x4 Route					✓		
■◆Dorsland Trek 4x4 Route					✓		
■◆Ugab Menhir 4x4 Trail					✓		
■◆Omaruru River 4x4 Trail					✓		
■◆Swakopmund, adventure					✓		
●Twyfelfontein, rock art					✓		

■◆Walvis Bay, boat ride, nature					✓		
■◆Motor cycle Routes,					✓		
■◆South West Wall Routes					✓		
●■◆Nama Padloper Route					✓		
■◆Four Deserts Route					✓		
●◆Omuramba Meander					✓		
◆Floral Route					✓		
■◆House boat Safari Chobe River	✓						
●■◆Walking ancient paths through the Central Kalahari Desert with Bushmen.	✓						
■◆Top Gear Route	✓						
■◆Botswana from the air	✓						
◆Okavango Delta wetlands by mokoro	✓						
◆Migration Routes	✓						
■◆Zambezi River – white water rafting							✓
■◆Zamezi River - cruise							✓
■◆Chimanimani walking Routes							✓
■◆Zambezi river walk							✓
●■◆Bribal Route							✓

●■◆Iha de Mozambique Route				✓			
■◆Mozambique sea kayak Route				✓			
●■◆Lake Niassa				✓			
■◆Rixile Bush to Beach Route				✓			
●■◆Inhambane Route				✓			
●■◆Swaziland Route (Mountain Meander)		✓					
■◆Eastern Route		✓					
●■◆Western Route		✓					
●■Circular Ramble Route		✓					
●◆Tea Road Route		✓					
■◆Extreme experience Route		✓					
●◆Lubombo Route		✓					
●◆Swazi Conservation Route		✓					
●◆Valley of Heaven Route		✓					
●◆Semi circular Route		✓					
●◆Grand Valley Route		✓					
◆Birding Route		✓					
●■◆Secrets of Swaziland Route		✓					
●Cultural encounters Route		✓					

● King Moshoeshoe historical Route			✓				
● Highlands circular Route			✓				
■ Highlands ski Route			✓				
■◆ Central Pony Trek/Hiking			✓				
■ Lowlands Self-Driving Route			✓				
●■◆ Southern Rustic Route			✓				
■ Mountain Biking/4X4 Route			✓				
■ Quthing Valley 4X4 Route			✓				
■ Extremem 4x4 Route			✓				

4.6 Tourists

It should be stated that tourists are not a homogenous group of people and represent a diversity of needs and preferences in modern travel. As part of her study on the development of tourist experiences, Anita Zátori identifies and profiles three different types of tourists groupings based on consumer trends. The categories she creates are based on generalised motivation, behaviours and preferences. Zátori's typology is as follows:

The old tourists, who is equated to traditional mass tourists with highly predictable consumer behaviour. They participate in organized group tours, are less experienced travellers and travelling is seen as a way of escaping daily routine.¹³⁵

The new tourists, who have "special interests due to their individualistic aims to have control over travelling. They often make spontaneous, unpredictable decisions concerning travelling, and for whom vacation does not mean escaping everyday life anymore, but making them richer".¹³⁶

The newest tourists, for whom "internal tourist experiences become more significant (desire for self-improvement, demand for creative self-expression etc.), as opposed to external tourism features (such as demography, climate)". She continues to state that these tourists are highly experienced travellers and often "aim to get rid of the tourist label and experience destinations on their own" as they look for "more meaningful experiences during the visit" and "become more aware of the visited destination's environment and culture".¹³⁷

It is perhaps this last type of tourist that spawned the experiential element in scholarly development as previously described. This will be discussed in greater detail in section 7 of this study, when we consider types of products / experiences offered in

¹³⁵ A. Zátori, *Tourism Experience Creation from a Business Perspective*, D. Phil dissertation, Corvinus University of Budapest, 2013, p. 26.

¹³⁶ A. Zátori, *Tourism Experience Creation from a Business Perspective*, D. Phil dissertation, Corvinus University of Budapest, 2013, p. 26.

¹³⁷ A. Zátori, *Tourism Experience Creation from a Business Perspective*, D. Phil dissertation, Corvinus University of Budapest, 2013, pp. 27.

the SADC region. For now, however, an assessment of the current market in southern Africa would be prudent.

According to the 2018 report by the United Nation World Travel Organization “[t]he large majority of international travel takes place within travellers’ own regions (intraregional tourism)”. Furthermore, the report indicates that in 2017 Sub-Saharan Africa has 3 % of international tourist arrivals and 2 % of international tourism receipts of the global tourism market. While southern Europe and the Mediterranean received 20 % of internal tourist arrivals, and 15 % of international tourism receipts, for the same year. “Europe still remains the largest source region for outbound tourism” (48%), with significant growth from Asia and the Pacific (25%). The top 10 outbound source countries by expenditure are as follows:

1. China
2. USA
3. Germany
4. United Kingdom
5. France
6. Australia
7. Canada
8. Russian Federation
9. Republic of Korea
10. Italy ¹³⁸

In their annual report on tourism trends, the “Treksoft tourism” blog indicated that personalisation is a key element in tourist experiences.¹³⁹ Both “Treksoft” and “Tripadvisor” indicate that travellers are looking for new experiences, with specific niche interests such as culinary, cultural / heritage and adventure activities emerging as clear demand trends.¹⁴⁰

¹³⁸ UNWTO, January 2018, “Tourism Highlights, 2018 Edition”, <<https://www.e-unwto.org/doi/pdf/10.18111/9789284419876>>, Accessed 5 December 2018, pp. 5, 7, 14.

¹³⁹ S. Kutschera, N.d., “Travel statistics to know about in 2018 and 2019”, <<https://www.treksoft.com/en/blog/65-travel-tourism-statistics-for-2019>>, Accessed: 30 November 2018.

¹⁴⁰ Tripadvisor, “2018 Travel Trends Report: Experiences, Tours and Activities”, <<https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>>, Accessed: 30 November 2018.; S. Kutschera, “Travel

Stephanie Kutschera from “Treksoft” claims that

45% of [travellers] have a travel bucket list in mind. The majority of those (82%) will aim to tick one or more destinations off their list in the coming year. Most likely to feature on a bucket list is seeing one of the Wonders of the World, as almost half of [travellers] (47%) will look to tick this off in 2018. Over a third (35%) yearn to tantalize their taste buds by trying a local delicacy, 34% want to head to an island paradise and 34% are thrill seekers wanting to visit a world famous theme park. The other top travel activities to complete in 2018 look set to be experiencing a unique cultural event (28%), learning a new skill (27%), going on an epic road or rail journey (25%) and visiting a remote or challenging location (25%).¹⁴¹

While Tripadvisor indicates that

cultural categories like food tours, cooking classes, and historical and heritage experiences are seeing bookings skyrocket. ... Historic and heritage experiences (such as a Charleston Harbor History Tour and a Tour of Historic Fenway Park) saw the most growth (+125% in bookings), and culinary is a clear trend: cooking classes and food tours both appeared among the top five categories, each with 57% bookings’ growth ... in 2017. [Furthermore,] aquatic activities dominated the top ten, taking half of the top spots. Sunset cruises (+89% in bookings), snorkeling (+64%), sailing trips (+55%), catamaran cruises (+51%), and kayaking and canoeing experiences (+49%) all ranked in the year’s fastest growing categories.”¹⁴²

statistics to know about in 2018 and 2019”, <<https://www.treksoft.com/en/blog/65-travel-tourism-statistics-for-2019/>>, Accessed: 30 November 2018.

¹⁴¹ S. Kutschera, “Travel statistics to know about in 2018 and 2019”, <<https://www.treksoft.com/en/blog/65-travel-tourism-statistics-for-2019/>>, Accessed 30 November 2018.

¹⁴² Tripadvisor, 2018, “2018 Travel Trends Report: Experiences, Tours and Activities”, <<https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>>, Accessed: 30 November 2018.

Although statistical configurations of the current SADC tourist market are difficult to find and often require room for improvement with regard to the specificity of the tourist market and contemporaneity, some results are available. A 2015 compilation by RETOSA: Fair Trade Tourism indicates that interregional travel is still (at least in 2013) the highest contributor towards the tourism in the area, with South Africa dominating in both the regional and international arrival statistics. Some information gathered in the regional market indicates shopping tourism as a key motivator or niche. For international markets the following is apparent:

Popular cross-border tourist destinations in the SADC region include the Kavango-Zambezi TFCA with its attractions of the Victoria Falls, Lake Kariba, the Okavango Delta and the various game parks (Chobe, Moremi, etc); the Great Limpopo Transfrontier Park incorporating the famous Kruger Park; the Serengeti and Kilimanjaro national parks in Tanzania; the Mozambican and Tanzanian coast with its beaches and cultural heritage sites (Zanzibar, Pemba, Inhambane, the Quirimbas and Bazaruto archipelagos); the Namibian desert and game reserves; Lake Malawi and the Zambian national parks; the Maloti and Drakensberg mountains; the variety of South African coastal destinations (from the West Coast via the Garden Route, Wild Coast to the KZN beaches); and the various city and business destinations (Cape Town, Johannesburg, Maputo, Luanda, etc).¹⁴³

However, more specific statistical data is required in order to draw more accurate and detailed conclusions.

4.7 Supplementary Group

As indicated previously, the supplementary group is a compilation of stakeholder groupings with the main role of functionality of being either “enablers” or “destabilisers” of cross-border tourism, or tourism to the region in general. As stated by Choudhary, “[t]heir roles can range from fore fronting Sustainable Tourism

¹⁴³ RETOSA, 2015, “Fair trade tourism: Regional cross-border tourism: Recommendations for the Southern African Development Community (SADC)”, <<http://tourismresults.com/wp-content/uploads/2016/11/SADC-Regional-Tourism-Executive-Summary-2016-min.pdf>>, Accessed 4 December 2018, pp. 7–9.

development practices to simply doing research". She further considers individual roles, like the example of educational institutions in research towards planning, in other words enabling in this instance.¹⁴⁴

Other examples in the SADC specific environment include NGO's like the Southern African Tourism Services Association (SATSA) that can be considered as an enabler as they already have a regional footprint that promotes credible tourism partnerships and quality assurance.¹⁴⁵ Other organisations with similar regional footprints and enabling characteristics include the Field Guides Association of Southern Africa (FGASA) and Airlines Association of Southern Africa (AASA). However, it needs to be stated that these organisations can also be potential destabilisers depending on a specific scenario.

Examples of destabilisers are pressure groups, particularly in conjunction with the impact of social media. A controversial topic such as "hunting tourism" is always making headlines; sometimes these pressure groups have real and valid concerns. However in other instances there are the realisations that types of hunting experiences are extremely well regulated and even necessary for environmental sustainability. Add social media to the mix, and local activists can become quite abusive with profanities being slurred at a foreign visitor without necessarily having all the facts. This kind of scenario does not bode well for the attractiveness of a destination or region in general as it impacts on the openness towards tourism, which is part of the competitiveness challenge discussed in the next section.

¹⁴⁴ R. Choudhary, "Sustainable Tourism in India: Collective Efforts of Tourism Stakeholders" *International Journal of Business Management*, 1(1), 2014, p. 82.

¹⁴⁵ SATSA, N.d., "SATSA Home", <<http://www.satsa.com/>>, Accessed: 1 December 2018.

SECTION 5: DIFFICULTIES AND CHALLENGES INVOLVED IN CBT

5.1 Introduction

Borders are political boundaries, but can also form tourist attractions. Good examples include the Berlin Wall (separated East and West Germany); Hadrian's Wall (between England and Scotland); as well as the Great Wall of China. However, a border's main function remains as a barrier and essentially prevents or hinders travel. It is at these borders that strict migration and customs policies function as barriers to travel when citizens or tourists of certain nationalities are either refused entry or are made to go through rigorous visa application processes or physical scrutiny when entering a country. Although security is of the utmost importance, certain formalities may be an intimidating process and it may discourage people from travelling to other countries and therefore serve as a barrier to trade and tourism currents.¹⁴⁶

As already shown, tourism itself is a diverse industry and is influenced by a number of other industries, sectors and stakeholders. Furthermore, when taking tourism across national borders it becomes a much larger and complex matter. CBT implies those other countries' tourism industries and all that this encompasses, as well as all that influences them must also be taken into consideration. This complexity increases with each new country added to the CBT chain.

From previous research a number of general challenges which hamper the successful implementation of CBT products have been identified.¹⁴⁷ Some of these are more generalised challenges from across the globe, while others are more specific to the SADC region. Factors that will need to be examined as potential areas of challenge and difficulty, which in turn act as barriers to tourism development include: varied levels of development; infrastructure; lack of coordination and collaboration; legislative restrictions and alignment; language; varied currencies; competitiveness; safety and security.

¹⁴⁶ D. Timothy, Relationships between Tourism and International Boundaries, in H. Wachowiak, *Tourism and Borders: Contemporary Issues, Policies and International Research*, Hampshire, England: Ashgate, 2006.

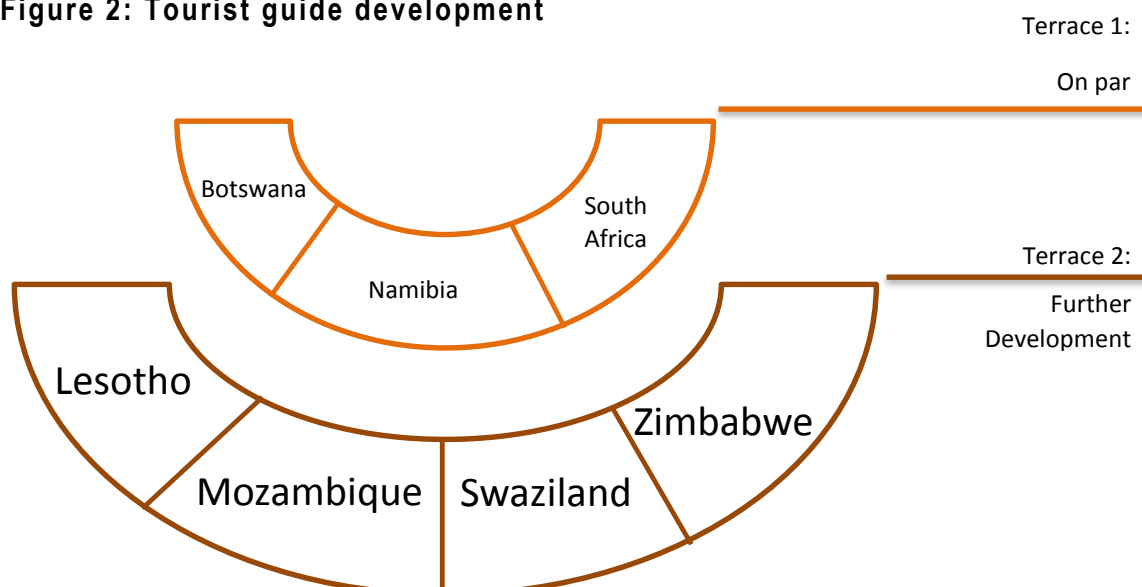
¹⁴⁷ R. Cleverdon, "Tourism Development in the SADC Region: The Opportunities and Challenges", *Development Southern Africa*, 19(1), 2002, pp. 7-28.

Thus in order for SADC to continue to foster tourism, and in particular for CBT to become feasible, these factors, as well as a number of others, will need to be addressed.

5.2 Varied Levels of Development

Each southern African country is developing at a different pace due a range of historical and other issues and this is reflected in terms of tourism as well. Each country focuses on different aspects of the tourism domain and has different destinations and draw cards which make them all unique in their own right. In terms of global competitiveness, very few of these countries have a highly developed tourism industry.¹⁴⁸ Also, the performance of these countries may be affected by factors from within and also beyond their control. This includes economic factors, political instability, natural disasters, safety, disease and other threats. The actual status of the tourism sector within each country is also impacted on by internal and external factors meaning that they are not all on par. This non-alignment between the seven southernmost SADC countries was highlighted in previous research done by the DHHS.¹⁴⁹ Figure 2 indicates that in terms of the tourist guiding sector Botswana, South Africa and Namibia are reasonably on par, while Mozambique, Lesotho, Swaziland and Zimbabwe still require further development.

Figure 2: Tourist guide development



¹⁴⁸ R. Cleverdon, "Tourism Development in the SADC Region: The Opportunities and Challenges", *Development Southern Africa*, 19(1), 2002, pp. 7-28.

¹⁴⁹ University of Pretoria, "Harmonised Tourist Guide Training in southern Africa – phase IV", University of Pretoria, 2015.

In terms of the global Travel and Tourism Power and Performance rankings regarding contributions to the GDP for 2017, besides South Africa, none of the other six SADC countries feature in the top 100 rankings.¹⁵⁰ This also points to a disparity in the region which is a further challenge to the development of CBT.

Table 3: Total Travel and tourism Contribution to GDP, 2017¹⁵¹

Country	Ranking
South Africa	34
Botswana	114
Namibia	124
Zimbabwe	136
Mozambique	137
Lesotho	166
Swaziland	167

5.3 Infrastructure

According to the World Tourism Council (WTC), infrastructure is the single most important key to tourism growth and performance. Tourism infrastructure can be defined as:

the basis of tourism development and utilization of existing destination resources. Tourism infrastructure includes a large number of services, necessary to meet the needs of tourists and increase satisfaction during their stay at the destination.¹⁵²

A. Panasiuk defines tourism infrastructure as:

... a component of regional touristic product. Infrastructure is comprised of basic devices, buildings, and service institutions, whose existence is crucial to the proper operation of economy and society.¹⁵³

¹⁵⁰ Travel and Tourism Power and Performance Report, <https://www.wtcc.org/-/media/files/reports/2018/power-and-performance-rankings-2018.pdf>. Accessed November 2018.

¹⁵¹ Travel and Tourism Power and Performance Report, <https://www.wtcc.org/-/media/files/reports/2018/power-and-performance-rankings-2018.pdf>. Accessed November 2018.

¹⁵² S. Jovanović and I. Ilić, "Infrastructure as important determinant of tourism development in the countries of southeast Europe", *Ecoforum*, 5(1), 2016, p. 288.

¹⁵³ A. Panasiuk, "Tourism infrastructure as a determinant of regional development", *Ekonomika ir vadyba: Aktualijos ir perspektyvos*, 1(8), 2007, p. 212.

Infrastructure can be divided into two types:

- Technical – which includes basic devices used in transport, communication, gas, heat, power and road industry.
- Social – which includes devices and institutions connected with education, culture, science health, physical culture, tourism and public administration.¹⁵⁴

For both National and Cross Border Tourism, both types are important for development, sustainability and the welfare of the tourists themselves. Therefore attention needs to be paid to maintaining and improving custom offices, information offices, road networks, information communication technology and the availability of airlines. Tourists use a very small fraction of their overall visitor spending at the actual site destination, with the bulk of their tourism spending going towards transportation and travel, accommodation, food and drink, retail and leisure.¹⁵⁵ All of the latter equate to infrastructure.

In sum, tourism infrastructure is a range of devices and institutions constituting the material and organisational basis for tourism development.¹⁵⁶ It comprises of everything the tourist comes into contact with from arrival in a destination. A few examples include accommodation, information, communication and transportation facilities. Thus tourism infrastructure is integral to the touristic product.¹⁵⁷ It can be said that the infrastructure of a country is a potential determinant of the attractiveness of a tourism destination. Infrastructure forms an integral part of the tourism package. For instance, road infrastructure enhances accessibility of tourists to different parts of the destination country, while sound and efficient airport infrastructure ensures that tourists experience a comfortable transition from the plane into the borders of

¹⁵⁴ A. Panasiuk, "Tourism infrastructure as a determinant of regional development", *Ekonomika ir vadyba: Aktualijos ir perspektyvos*, 1(8), 2007, p. 212.

¹⁵⁵ UNESCO World Heritage Sustainable Tourism Toolkit, N.d. "Guide 6: Managing the development of tourism infrastructure", <<http://whc.unesco.org/sustainabletourismtoolkit/guides/guide-6-managing-development-tourism-infrastructure>>, Accessed: 16 November 2018.

¹⁵⁶ A. Panasiuk, "Tourism infrastructure as a determinant of regional development", *Ekonomika ir vadyba: Aktualijos ir perspektyvos*, 1(8), 2007, pp. 213- 214.

¹⁵⁷ A. Panasiuk, "Tourism infrastructure as a determinant of regional development", *Ekonomika ir vadyba: Aktualijos ir perspektyvos*, 1(8), 2007, pp. 212- 213.

the destination country and vice versa. As such, communication infrastructure allows quick and cheap communication between the origin and destination country, as well as provides maximum information about the destination thereby reducing uncertainty, fear and unreliable information. Other infrastructure, such as waste, water and energy among others are also believed to result in more reliable services and thus enhance the attractiveness of the destination.¹⁵⁸

In Kenneth Atherley's presentation entitled *The importance of Tourism Infrastructure* he states:

It [is] a fact that the kind of infrastructure needed to spoil (not just satisfy) visitors involves constantly looking at every structure, business and person.¹⁵⁹

This statement reflects how important infrastructure is to the tourism industry. It has the ability to move a destination to another level by increasing capacity. It adds to the brand or product, which is important in marketing the destination and it creates leverage for achieving greater operational efficiencies.¹⁶⁰ Thus an important aspect of developing the tourism industry is the investment in tourism infrastructure. With the increasing number of tourists, certain destinations become more competitive and more attractive for investment in the development of tourism infrastructure.¹⁶¹

Tourism infrastructure is the basis of tourism development, as well as a base for utilization of destination resources. The importance of tourism infrastructure is reflected in the fact that it can contribute to increasing the efficiency of production and distribution of tourism services, and, in some cases, such as remote destinations, even increase the supply of tourism services.¹⁶²

¹⁵⁸ B. Seetanah, T.D. Juwaheer, M.J. Lamport, S. Rojid, R.V. Sannassee and U. Subadar Agathee, "Does Infrastructure Matter In Tourism Development?", *University of Mauritius Research Journal*, 17, 2011, p. 90.

¹⁵⁹ K. Atherley, "The importance of tourism infrastructure", Barbados Port Inc., 2014.

¹⁶⁰ K. Atherley, "The importance of tourism infrastructure", Barbados Port Inc., 2014.

¹⁶¹ S. Jovanović and I. Ilić, "Infrastructure as important determinant of tourism development in the countries of southeast Europe", *Ecoforum*, 5(1), 2016, p. 288.

¹⁶² S. Jovanović and I. Ilić, "Infrastructure as important determinant of tourism development in the countries of southeast Europe", *Ecoforum*, 5(1), 2016, p. 289.

For the existence on the tourism market, which is becoming more dynamic and demanding, the question of improving competitiveness becomes crucial. In this regard, investment in the development of tourism infrastructure is becoming an important component of tourism competitiveness.¹⁶³

Transport

According to the World Economic Forum, “The Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future”, air connectivity and travel costs are challenges linked to the regulatory framework. Most African nations have signed onto the 1988 Yamoussoukro Declaration as a means to reach a multilateral “open skies” agreement. Almost thirty years later, air travel still remains inefficient throughout the region. Stifled by concerns about different levels of development, protectionist fears linked to their national carriers, conflicts with competition regulations and lack of dispute settlement mechanism, mean that it is still difficult for any company to fly to new destinations.

Airlines regularly need to lobby their governments to negotiate a bilateral treaty with the destination country, which can be a lengthy process. As a result, there is little competition and little connectivity. It is faster for a passenger to fly through Europe rather than use an African hub. The lack of competition in turn impacts the costs of tickets and airport and landing charges. Twenty of the 30 Sub-Saharan countries covered by the Report apply ticket taxes and airport charges above the world average.

Countries such as South Africa, which have been more active in signing bilateral agreements have been able to create strong state-owned carriers. Some countries rely on privately owned companies, while most other African countries still maintain unprofitable, inefficient and insecure publicly-owned national companies. Recently, the five countries with strong national carriers, private operators and small state-owned operators committed to a Single African Air Transport Market that should enter into force by the end of 2017.

¹⁶³ S. Jovanović and I. Ilić, “Infrastructure as important determinant of tourism development in the countries of southeast Europe”, *Ecoforum*, 5(1), 2016, p. 293.

According to Fair Trade Tourism, except for the regional and international hub Johannesburg, there are few airports in Southern Africa that have both regional and international air connectivity. Most SADC countries depend either on Johannesburg for their international connections, or a hub outside the region, i.e. either Nairobi (Kenya) or Addis Ababa (Ethiopia). With the exception of Johannesburg, flight connections between most SADC countries are few and expensive. Generally, prices of air ticket into and within the SADC region are very high in international comparison, making a journey into Southern Africa rather uncompetitive. According to analysts, this lack of price competitiveness is mainly due to a lack of competition in the region's airline industry.¹⁶⁴ Moreover, the regional road networks in southern Africa are sufficient for cross-border travel, however, road conditions and safety are still poor in some countries.¹⁶⁵

Air transport in particular, and transport infrastructure generally, remain, to date, the biggest challenges for travel and tourism development in Africa.¹⁶⁶ This becomes a big problem in terms of long haul tourists as well as tourists who prefer to fly when participating in CBT.

5.4 Lack of Coordination/Collaboration

Tourism development involves many participants with different sectorial interests, and thus requires strong management. Efficient partnerships among the stakeholders are a prerequisite for this development.¹⁶⁷ In terms of CBT, collaborative management is necessary. This type of management works on the basis of collective work among the various stakeholders to manage their numerous differences in the same direction, and to explore mutual and productive strengths. To materialize collective management, the stakeholders should be encouraged to get fully involved in the decision-making

¹⁶⁴ RETOSA, 2015, "Fair trade tourism: Regional cross-border tourism: Recommendations for the Southern African Development Community (SADC)", <<http://tourismresults.com/wp-content/uploads/2016/11/SADC-Regional-Tourism-Executive-Summary-2016-min.pdf>>, Accessed 4 December 2018, p. 9.

¹⁶⁵ RETOSA, 2015, "Fair trade tourism: Regional cross-border tourism: Recommendations for the Southern African Development Community (SADC)", <<http://tourismresults.com/wp-content/uploads/2016/11/SADC-Regional-Tourism-Executive-Summary-2016-min.pdf>>, Accessed 4 December 2018, p. 9.

¹⁶⁶ World Economic Forum, *The Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future*, 2017, p.19.

¹⁶⁷ J. Damanik, "Lack of Stakeholder Partnerships in Destination Management: Lessons Learned from Labuan Bajo, Eastern Indonesia", *Asian Journal of Tourism Research*, 1(2), 2 December 2016, p. 173.

process regarding objectives and strategies of destination management.¹⁶⁸ By prioritizing their core business interests, stakeholders are most likely to neglect partnership issues. Therefore, the development of tourism requires not only professional managerial capacity, but also strong political and organizational support, from all countries involved.

Many destinations are faced with weak communication and synergy among tourism stakeholders. The management and planning of tourism development is unevenly concentrated in certain institutions, making it difficult to rally enough resources to spur the efficient development of tourism. Furthermore, the poor coordination and misinterpretation of authority among the stakeholders further complicates these problems. Despite the necessity to do so, it is a complex task to realise stakeholder partnerships.¹⁶⁹ Occasional coordination and limited communication among the stakeholders, particularly in government agencies responsible for tourism development, results in overlapping design practices in the tourist destinations.¹⁷⁰

5.5 Legislative/Regulatory Restrictions and Alignment

The past two decades have seen a move in southern African countries to formalize their respective legislation for their tourism industries. The various tourism related Acts of these countries include:

- South Africa – Tourism Act of South Africa (Act 3 of 2014)
- Mozambique – New Tourism Law of Mozambique (Act 4 of 2004)
- Lesotho – Tourism Act of Lesotho (Act 4 of 2002)
- Eswatini – Swaziland Tourism Authority Act (Act of 2001)
- Zimbabwe – Tourism Act of Zimbabwe (Act 22 of 2001)
- Namibia- Namibia Tourism Board Act (Act 21 of 2000)
- Botswana – Tourism Act of Botswana (No. 22 of 1992)

¹⁶⁸ J. Damanik, "Lack of Stakeholder Partnerships in Destination Management: Lessons Learned from Labuan Bajo, Eastern Indonesia", *Asian Journal of Tourism Research*, 1(2), 2 December 2016, p. 173.

¹⁶⁹ J. Damanik, "Lack of Stakeholder Partnerships in Destination Management: Lessons Learned from Labuan Bajo, Eastern Indonesia", *Asian Journal of Tourism Research*, 1(2), 2 December 2016, pp. 174-175.

¹⁷⁰ J. Damanik, "Lack of Stakeholder Partnerships in Destination Management: Lessons Learned from Labuan Bajo, Eastern Indonesia", *Asian Journal of Tourism Research*, 1(2), 2 December 2016, p. 175.

They all set out to institute formal tourism bodies to regulate and, in some instances, even grade the various tourism sectors and its role players. Each of the SADC countries chosen for this study is governed by different legislation regarding tourism and thus has their own laws and regulations. With regards to CBT each of these needs to be taken into account for effective tourism to take place.

The cross-border movement of all stakeholders who are involved in the tourism industry are governed by a number of national and regional laws. These laws often relate to aspects such as immigration procedures, customs, transport, safety and operation, cross-border transport and movements, environmental protection, tour operations and wildlife regulations. These laws and policies are based on three fundamental principles, namely: the sovereignty (self-government) of the nation; the reliability of national boundaries; and the right to determine who may enter its national territories and therefore have the right to impose any requirements upon such persons. They were originally meant to exclude foreigners who were viewed as a threat to national security.¹⁷¹ For tourism, however, a number of these regulations become restrictions and administrative burdens that destabilise the success of CBT activities

Visas

The issue of visas remains a big problem. There are a number of visa regimes and requirements with regards to the seven SADC countries chosen for this study. Visa requirements and processes can differ across countries and regions and the implementation of such systems may be relatively simple or quite complex. The administrative and financial burdens may result in a decline of visitor numbers from countries that require a visa.¹⁷² This is amplified if the visit is a cross-border affair. The case study of Greek–Turkish cross-border collaboration in tourism marketing growth, recommends among the simplification of visa formalities and reduction or

¹⁷¹ S. Swart, *Legislative restrictions on the South African tourism industry*, Unpublished M Com thesis, Potchefstroom University for Christian Higher Education. 1997.

¹⁷² A. Tchorbedjiska, "Bulgarian experiences with visa policy in the accession process: A story of visa lists, citizenship and limitations on citizens' rights", *Regio – Minorities, Politics, Society*, 1, 2007, pp. 88-105.

omission of visa fees and customs taxes for tourists who wish to visit both countries in one trip.¹⁷³

According to the World Economic Forum's "Africa Competitiveness Report: Addressing Africa's Demographic Dividend", a lack of international openness is a further area that requires policy attention at the regional level. In addition to open-skies policies, in many cases visa policies are still very restrictive. While regional analysis highlights some of the common trends, shared strengths and weaknesses, there are, as always, large variations at the country level. Compared to the 2015 edition of the TTCI, Tanzania, Uganda, Côte d'Ivoire, Gabon and Mozambique have all achieved a stronger performance, while Namibia and South Africa have lost some ground.¹⁷⁴

It is important to understand the purpose and problems of a visa. R.B. Whyte explains:

It is a pre-emptive check on the bona fides of the traveller and his travel purpose and itinerary. Visa-free travel is simply the absence of a requirement to hold a visa, and is usually considered a privilege. Many visas require the traveller to submit his passport ahead of time to an embassy of the country he intends to visit. Other visas are purely formalities and are issued at land borders or ports of entry. These are often termed 'visa on arrival', and are little more than a simple form to complete, and an extra form of revenue generation for authorities, than a pre-emptive check on the visitor. To obtain a visa issued by consular officials ahead of time, the cost, time and effort involved for a traveller can be significant.¹⁷⁵

Whyte goes on to explain that this may be bad for tourism because it:

¹⁷³ C. Tosun, D.J. Timothy, A Parpairis and D. Macdonald, "Cross-border cooperation in tourism marketing growth strategies" *Journal of Travel and Tourism Marketing*, 18(1), 2005, pp. 5–23.

¹⁷⁴ World Economic Forum, *The Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future*, 2017, p.19.

¹⁷⁵ R.B. Whyte, 2009, "Visa-free travel: An Indicator of global integration. Eurasian Development Bank (EDB) Eurasian Integration Yearbook", <https://eabr.org/upload/iblock/6ef/edb_yearbook_2009.pdf>, Accessed: 8 October 2018, p. 295

...discourages spur-of-the-moment, and even planned decisions to travel, whether for business or pleasure, particularly if the visa requirement involves much effort or cost to the potential traveller, such as the need to visit an embassy in person to make the visa application, and then return days or weeks later to collect it. ¹⁷⁶

There are a number of countries that are exempt from visa requirements when visiting these SADC countries. However, not all the exempt countries are exempt in all the SADC regions and this makes CBT travel very difficult. For example, tourists wanting to go on a Cross-Border Route may find it cumbersome and difficult having to apply for a number of visas. This also speaks to the challenges of competitiveness, as tourists as consumers will more often than not choose the path of least resistance.

Customs and immigration

As mentioned, there are a number of policies and legislations which exist in the respective SADC countries. These laws focus on aspects such as exclusion, enforcement and control. The law pertaining to these aspects discourage free movement of people across borders. ¹⁷⁷

As seen in the visa section, many of the SADC member states have signed bilateral agreements, which in turn liberalises visa requirements for residents of the SADC region. However, there still exist obstacles which deter free movement. ¹⁷⁸ Most of South Africa's own borders are inundated with insufficient and inferior physical infrastructure and resources. The issue of bureaucracy at border posts remains a huge problem with regards to the facilitation of border crossings for tourism. The majority of these problems are due to the lack of implementation of simple management structures. ¹⁷⁹

¹⁷⁶ R.B. Whyte, 2009, "Visa-free travel: An Indicator of global integration. Eurasian Development Bank (EDB) Eurasian Integration Yearbook", <https://eabr.org/upload/iblock/6ef/edb_yearbook_2009.pdf>, Accessed: 8 October 2018, p. 303

¹⁷⁷ A. Makochekwana, and J. Maringa, *Increasing Temporary Movement of Natural Persons in the SADC Region: What Should be Done?*, University of Maritius, 2009.

¹⁷⁸ A. Douglas, B.Lubbe, and E. Kruger, "Would a Single Regional Visa Encourage Tourist Arrivals in Southern Africa?", *Development Southern Africa*, 29(3), 2012, pp. 488-505.

¹⁷⁹ T. Park, 6 February 2018, "Opinion: Tips for dealing with African border posts and Comments", <<https://africageographic.com/blog/opinion-tips-dealing-african-border-posts/>>, Accessed: 23 November 2018.; Caira-Lee, 26

There are many reports and stories on the internet which detail how the border post officials are rude, slow, open to bribes and treat potential tourists as criminals. Many have stated that it is hardly ever an easy or official experience.¹⁸⁰ In terms of CBT, this is not optimistic as tours may cross many borders and the tour itself may have many tourists. Time factors will have to be taken into account with regards to tours that cross borders on land and tour operators will need to take this into account with regards to the planned itinerary.

Fair Trade Tourism reports that border posts in the SADC region are few and often with limited opening hours only. More critical are the complex border procedures, resulting in long queues and delays at border crossings. Some of the reasons for the cumbersome border procedures include the overwhelming bureaucracy (lengthy immigration and customs procedures, temporary work permits for tour guides and drivers, vehicle insurance requirements, etc), the organizational inefficiency (few immigration counters, no separate lanes and/or counters for domestic, SADC and international passport holders, truck drivers etc.), as well as the poor work ethic of border officials. Renting a car is a vital holiday option for many individual travellers worldwide. However, in many SADC countries, car rental options are mostly local, comparatively expensive, and not always up to international standards. In some SADC states foreign-registered rental cars are either not allowed to cross borders, or only against substantially higher rates.¹⁸¹ All in all the challenges to cross the border often appear insurmountable.

5.6 Language

September 2017, "South Africa Border Crossing Guide, Drive South Africa", <<https://www.womenonwheels.co.za/tips/south-africa-border-crossing-guide-drive-south-africa/>>, Accessed 23 November 2018.

¹⁸⁰ T. Park, 6 February 2018, "Opinion: Tips for dealing with African border posts and Comments", <<https://africageographic.com/blog/opinion-tips-dealing-african-border-posts/>>, Accessed: 23 November 2018.; Tracks4Africa Blog, 5 July 2018, "Tips for Hassle-free border crossing in Africa: Before you leave and Comments", <<https://blog.tracks4africa.co.za/tips-hassle-free-border-crossing-africa-leave/>>, Accessed 23 November 2018.

¹⁸¹ RETOSA, 2015, "Fair trade tourism: Regional cross-border tourism: Recommendations for the Southern African Development Community (SADC)", <<http://tourismresults.com/wp-content/uploads/2016/11/SADC-Regional-Tourism-Executive-Summary-2016-min.pdf>>, Accessed 4 December 2018, p. 9.

Language in tourism situations is an important and practical problem.¹⁸² Language barriers are a serious obstacle to transcultural or intercultural communication.¹⁸³ Tourists are aware of this difficulty, which has important effects on their choice of potential destinations, their preparations for a trip, the scope and content of their interaction with the locals, and the overall quality of their experience.¹⁸⁴ Although tourists may be inconsistent, it goes without saying that wherever they go, the easier it is made for them to access information and services and the more welcome they feel, the more likely they are to return to the destination and promote it by word of mouth to their friends and family. Good relationships cannot be maintained without good-quality communication between visitor and hosts, particularly verbal communication. A common language is needed for such communication. To be able to converse with visitors in their own language is important, especially when problems arise. 'Cross cultural service competence' in the delivery of quality tourism service influences visitor perceptions of the overall quality of the service, which does directly influence visitors' future destination selections intentions.¹⁸⁵

The organised and individual mass tourists are imbedded within an environmental bubble of their home society. This forms a security from which they observe and experience the strangeness of the host environment. This bubble includes familiar surroundings, foods, services and a linguistic component.¹⁸⁶ Tourists are temporary visitors, whose involvement with the host society is usually superficial and whose contacts with the locals are brief.¹⁸⁷ Very few individual mass tourists make an effort to learn the host language prior to their trip. Some have a previous knowledge from school or earlier visits in a host language speaking country. Other tourists acquire phrase books or dictionaries as aids on their excursions. For many tourists acquiring a few words or phrases in the host language is the linguistic equivalent of a "souvenir" which they bring home from their visit.¹⁸⁸

¹⁸² E. Cohen and R.L. Cooper, "Language and Tourism", *Annals of Tourism Research*, 13, 1986, p. 356.

¹⁸³ C. Mancini-Cross, K.F. Backman and E. Dennis Baldwin, "The Effect of the Language Barrier on Intercultural Communication: A Case Study of Educational Travel in Italy", *Journal of Teaching in Travel Tourism*, 9, 2009, pp.104 and106.

¹⁸⁴ E. Cohen and R.L. Cooper, "Language and Tourism", *Annals of Tourism Research*, 13, 1986, p. 354.

¹⁸⁵ D. Leslie and H. Russel, "The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe", *Tourism Management*, 27, 2006, p. 1399.

¹⁸⁶ E. Cohen and R.L. Cooper, "Language and Tourism", *Annals of Tourism Research*, 13, 1986, p. 340.

¹⁸⁷ E. Cohen and R.L. Cooper, "Language and Tourism", *Annals of Tourism Research*, 13, 1986, p. 538.

¹⁸⁸ E. Cohen and R.L. Cooper, "Language and Tourism", *Annals of Tourism Research*, 13, 1986, p. 545-546.

Skills in the language of another country are important and invaluable when communicating with people from that country. This can be seen in the context of the cross-cultural interface between tourism enterprises and visitors.¹⁸⁹ EU countries reputedly have a greater awareness of the need for these skills and commitment to developing them,¹⁹⁰ particularly given the highly competitive global market within which destinations are increasingly contending with each other for a share of the market.¹⁹¹

In less developed countries, such as in many Third World countries, local personnel would more likely speak only one foreign language, mostly English, which is the most widespread lingua franca in the realm of tourism. Tourists who do not possess a competence in English may encounter serious communication barriers even within the environmental bubble provided by the local tourist establishment. In these cases, foreign tourist companies tend to bring their own personnel to serve as intermediaries between the tourists and the locals.¹⁹²

However, despite the dominance of English as a world language, the ability to speak another language— or several languages— is increasingly important in the competitive and global economy.¹⁹³ It has been argued that English is the international language and that most Europeans speak English. This is a convenient view, which is reflective of the general attitude. Despite popular perceptions it is not the case – that across Europe most people speak English. In the recently enlarged European Union of 25 member states only 47% speak English and that includes the populations of Ireland and the UK.¹⁹⁴

¹⁸⁹ D. Leslie and H. Russel, "The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe", *Tourism Management*, 27, 2006, p. 1397.

¹⁹⁰ D. Leslie and H. Russel, "The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe", *Tourism Management*, 27, 2006, p. 1397.

¹⁹¹ D. Leslie and H. Russel, "The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe", *Tourism Management*, 27, 2006, p. 1397.

¹⁹² E. Cohen and R.L. Cooper, "Language and Tourism", *Annals of Tourism Research*, 13, 1986, p. 541.

¹⁹³ D. Leslie and H. Russel, "The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe", *Tourism Management*, 27, 2006, p. 1398.

¹⁹⁴ D. Leslie and H. Russel, "The importance of foreign language skills in the tourism sector: A comparative study of student perceptions in the UK and continental Europe", *Tourism Management*, 27, 2006, pp. 1398-1399.

However, despite the obvious importance of language in tourism, the problem has been given surprisingly little attention.¹⁹⁵

5.7 Varied Currencies

Currency is a big problem in the context of CBT. As indicated by the Table 5 in section 6.4, each country has its own currency and is valued differently. Regardless of whether the itinerary (places, events, travel costs, accommodation and food) is paid by the tourist in advance, many tourists will want to buy souvenirs or other items and will require some local currency. Exchange rates and understanding the differences between currencies is challenging and expensive and this may hinder tourists.¹⁹⁶

Although the seven southern-most SADC countries have different currencies, almost all of them do accept the South African Rand. Zimbabwe and Mozambique are exceptions and therefore will be obstacles to tourist travelling the CBT region.

5.8 Competitiveness

The 2017 World Economic Forum (WEF), “Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future”¹⁹⁷ as well as the 2017 World Economic Forum “Africa Competitiveness Report: Addressing Africa’s Demographic Dividend”¹⁹⁸ discusses the challenges that were faced by sub-Saharan Africa.¹⁹⁹

Table 4: Travel and Tourism Competitiveness Index of Southern Africa

Country	Rating in 2017 (/136)	Score in 2017
Botswana	85	3.52
Eswatini ²⁰⁰	-	-
Lesotho	128	2.84
Mozambique	122	2.91

¹⁹⁵ E. Cohen and R.L. Cooper, “Language and Tourism”, *Annals of Tourism Research*, 13, 1986, p. 354.

¹⁹⁶ S. Hämäläinen, 7 October 2000, “Fall Meeting of the German-Finnish Chamber of Commerce, Hannover: What are the benefits of the single currency for competition and growth in the euro area?”, <<https://www.ecb.europa.eu/press/key/date/2000/html/sp001007.en.html>>, Accessed: 4 October 2018.

¹⁹⁷ World Economic Forum, The Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future, 2017.

¹⁹⁸ World Economic Forum, The Africa Competitiveness Report: Addressing Africa’s Demographic Dividend, 2017.

¹⁹⁹ These mostly include SADC countries.

²⁰⁰ Eswatini was not covered due to insufficient data.

Namibia	82	3.59
South Africa	53	4.1
Zimbabwe	114	3.11

None of the SADC member states are ranked in the top 50 destinations on a global scale – South Africa (53) is the highest ranked country in the Southern African region.²⁰¹

Sub-Saharan Africa remains, on aggregate, the region where Travel and Tourism competitiveness is the least developed. Although regional performance has increased, it has improved less compared to other parts of the world. Southern Africa remains the strongest sub-region. Considering the size and the rich cultural and natural resources, the 29 million tourists visiting the continent in 2015 is considered low. The lack in significant improvement in the use of natural resources is also hindering Africa’s Travel and Tourism competitiveness. While tourism in the region is mainly driven by natural tourism, there is ample room for improvement in protecting, valuing and communicating cultural richness. In several African countries, there are numerous cultural sites and intangible expressions that could be better leveraged and combined with the rich natural capital available; only South Africa performs above the world average. Natural resources are also unevenly protected, despite the importance of protecting the environment for African economies. On average, environmental performance is positive, but deforestation and habitat loss are becoming problematic in some countries.²⁰²

Standards and quality assurance

Standards are criteria that establish a basis, principle or example for an entity to conform to. It is linked to uniform units of measurement. Compulsory standards are enforced through national legislation and industry membership requirements. Voluntary standards go beyond these to suggest best practice and are normally

²⁰¹ World Economic Forum, The Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future, 2017, p. 9.

²⁰² World Economic Forum, The Travel and Tourism Competitiveness Report: Paving the way for a more sustainable and inclusive future, 2017, p. 17

coupled with training to make necessary improvements to meet requirements. Certification of quality forms part of these standards.²⁰³

Tourism is one of the world's largest service industries. With the de-regulation of the airline industry, coupled with technological advancement, emergence of e-commerce and demographic changes, tourism will continue to generate GDP and jobs across the world economy. This will benefit not only the industry itself but also generate a strong flow-through effect in other sectors such as retail, transportation and construction. With greater customer demand for service qualities and tourists becoming more information driven, travel destinations are also becoming more fiercely competitive with one another.²⁰⁴

Located at the southern point of Africa, South Africa's strategic position and history has helped it grow into a "far off" tourist destination and "World in one country". Sharing its borders with Botswana, Eswatini, Lesotho, Mozambique, Namibia and Zimbabwe it is the southern gateway to Africa. In order to attract foreign visitors to these "far off" destinations, these countries need to showcase themselves as attractive and quality travel destinations. By offering CBT these destinations become even more attractive as there is more to offer. Since consumer satisfaction/dissatisfaction is determined by the overall feelings, or attitude, a person has about a product after it has been purchased, tourists have to be kept satisfied and happy during their holiday experience.²⁰⁵

The competition for the tourism dollar will continue to grow. The emphasis on service and product delivery will continue to serve as an important yardstick for tourist attraction. Accurate identification of customer perception is important for maintaining the southern African image as a preferred travel destination.²⁰⁶

²⁰³ X. Font *Sustainable tourism standards in the global economy* in W.F. Theobald (ed.), *Global Trends*. London: Elsevier, 2005, p. 213.

²⁰⁴ T.K. Hui, D. Wan and A. Ho, "Tourists' satisfaction, recommendation and revisiting Singapore", *Tourism Management*, 28, 2007, p. 965.

²⁰⁵ T.K. Hui, D. Wan and A. Ho, "Tourists' satisfaction, recommendation and revisiting Singapore", *Tourism Management*, 28, 2007, p. 965.

²⁰⁶ T.K. Hui, D. Wan and A. Ho, "Tourists' satisfaction, recommendation and revisiting Singapore", *Tourism Management*, 28, 2007, p. 966.

In the early 1990s, tourist enterprises in many countries became aware that the competitive advantages that they had previously enjoyed were being eroded. Price competition, which had been a traditional strategy of many tourist companies, was proving to be unsustainable in a setting characterised by increasing competitiveness, emerging tourist destinations, globalisation, and a range of volatile political, economic, and technological factors, especially greater environmental awareness and a growing concern about climate change. Tourists have become more experienced and are demanding greater value for money and the provision of individualised, flexible service of high quality.²⁰⁷

Maintaining and improving high quality supply is fundamental to keeping a leading position as a destination in world tourism, to meeting the challenges of competitors and to increase market share.²⁰⁸ Globalisation has fundamentally changed competition between firms that vie for customers. Due to the effects of globalisation the competition in tourism has shifted from internal competition to the competition between destinations.²⁰⁹ Destinations are increasingly reliant on the delivery of quality products and services, and where customer needs and business goals are increasingly inseparable, every enterprise in a destination, not just its public management, must be committed to meet customer needs.²¹⁰ Quality has become a major interest of private and public operators in the emerging global market. As a critical issue, quality deserves a comprehensive approach and a definitive integration amongst its key stakeholders and in depth knowledge of their needs and expectations.²¹¹

It will become important to set certain standards, quality assurances and checks into place, which must be met by all the countries and stakeholders involved in CBT, in

²⁰⁷ M. Casadesus, F. Marimon and M. Alonso, "The future of standardised quality management in tourism: Evidence from the Spanish tourist sector", *The Services Industries Journal*, 30(14), 2010, p. 2457.

²⁰⁸ F.M. Go and R. Govers, "Integrated quality management for tourist destinations: A European perspective on achieving competitiveness", *Tourism Management*, 21, 2000, p. 79.

²⁰⁹ F.M. Go and R. Govers, "Integrated quality management for tourist destinations: A European perspective on achieving competitiveness", *Tourism Management*, 21, 2000, p. 79.

²¹⁰ F.M. Go and R. Govers, "Integrated quality management for tourist destinations: A European perspective on achieving competitiveness", *Tourism Management*, 21, 2000, p. 80.

²¹¹ F.M. Go and R. Govers, "Integrated quality management for tourist destinations: A European perspective on achieving competitiveness", *Tourism Management*, 21, 2000, p. 80.

order to meet the tourists demands and expectations. This will require uniformity across the borders.

5.9 Safety and Security

External threats to SADC are a potential reality. However it can be argued that individual member states do have measures of control and protection, such as policing. These are however with varying efficiency. Strikes, muggings and political upheaval all form part of the SADC experience. Social media serves as an amplifier of such occurrences which then have extremely negative effects on the tourism industry. One country in a CBT route that experiences a security issue will impact negatively on the entire tour.

SECTION 6 – SHORT TERM MITIGATIONS AND LONG TERM SOLUTIONS

6.1 Introduction

This section extrapolates information from the previous chapters, to compose short term mitigation and long term solutions for the challenges presented. Each of these mitigations and solutions involves the active involvement of specific stakeholders to create enabling infrastructures.

The following mitigating elements have been identified and will be discussed in greater detail below: collaboration and partnership; diplomacy and supranational agreements; single regional and regionally accepted currency; investment; harmonisation of visas; harmonization of standards; and experience diversification.

6.2 Collaboration and Partnership

One of the key short term mitigation and long term solution towards some of the challenges in the cross-border tourism environment is collaboration and partnership between stakeholders. There may initially be a number of potential problems for stakeholder collaboration, however, there are also many benefits.²¹² A number of authors have investigated potential solutions to collaboration and partnerships in tourism in general and CBT specifically. The ultimate goal of this is to advocate for “co-operation, as opposed to competition, if all industry stakeholders (e.g., travel agencies, hotels, airlines, and destination cities) are to truly realize the benefits of the rapidly growing industry”²¹³

According to Doppelfeld,

²¹² M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, pp. 120-121.

²¹³ E.T. Sautter and B. Leisen, “Managing Stakeholders: A Tourism Planning Model”, *Annals of Tourism Research*, 26(2), 1999, p. 326.

Collaboration occurs when a group of autonomous stakeholders of a problem domain engage in an interactive process, using, shared rules, norms, and structures, to act or decide on issues related to that domain.²¹⁴

This is vital for CBT from which each country will benefit. Collaboration involves all stakeholders interacting and this has the potential to lead to mutually accepted proposals. The collaboration may also gain a competitive advantage as stakeholders combine their knowledge, expertise, capital and other resource in order to make a success of the tourism product. The issue of domain can also be solved when all stakeholders are involved as can the complex problems. Joint decision making is critical.²¹⁵

As suggested by Victoria Waligo, Jackie Clarke and Rebecca Hawkins, “critical stakeholder involvement issues, such as the lack of a common understanding and diverse stakeholder interests and capabilities” can be resolved with the use of Multiple Stakeholder Involvement Management framework. They further argue that stakeholder relationship management is a key aspect of this and site best practice examples of interactive networking through “talks, presentations and informal discussions with tourism associations, town councils, businesses, local authorities, colleges and community groups” which had the result of strengthening the position of specific initiatives on long-term agendas.²¹⁶ This can lead to an alignment of goals in the cross-border tourism environment and negate sectorial interest for a common good.

²¹⁴ M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, p. 117.

²¹⁵ M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, pp. 117-118.

²¹⁶ V. Waligo, J. Clarke and R. Hawkins, “Implementing sustainable tourism: A multi-stakeholder involvement management framework”, *Tourism Management*, 36, 2013, p. 347.

One of the first key aspects of collaboration considered is leadership. Best practice examples throughout the literature indicate the existence of need for a regional tourism organisation to fill the role of leader or co-ordinator of a formal structure to achieve goals.²¹⁷ Valente *et al.* first considers four themes of leadership in regional tourism, namely:

- the capacity to produce results,
- the capacity to mobilize followers,
- the articulation and communication of goals and actions, and
- the clear articulation of roles and responsibilities.²¹⁸

They further explore the relationship between regional tourism governance and leadership and explore two models of regional tourism governance and the ways in which each empowers and inhibits leadership. These models are the market-led regional tourism organisation and the government-led tourism organisation models. Their findings indicate that leadership is very closely related to areas of the policy environment and governance. However, leadership in regional tourism matters is multifaceted and not just the realm of one or the other organisation, but rather different forms of leadership in different scenarios “such as product development, capacity building and marketing.”²¹⁹ As indicated in the previous section regarding stakeholders, the role of governmental bodies is capacity building (enabling environment), whereas the role of tourism businesses is to lead in product or experience development.

²¹⁷ F. Valente, D. Dredge and G. Lohmann, “Leadership and Governance in Regional Tourism”, *Journal of Destination Marketing and Management*, 4, 2015, p. 127–136.; Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000.; S. Naipaul, Y. Wang and F. Okumus, “Regional destination marketing: A collaborative approach”, *Journal of Travel and Tourism Marketing*, 26, 2009, pp. 462-481.

²¹⁸ F. Valente, D. Dredge and G. Lohmann, “Leadership and Governance in Regional Tourism”, *Journal of Destination Marketing and Management*, 4, 2015, p. 128.

²¹⁹ F. Valente, D. Dredge and G. Lohmann, “Leadership and Governance in Regional Tourism”, *Journal of Destination Marketing and Management*, 4, 2015, p. 129.

Furthermore, The AEBR cite a number of specific instances of collaboration in regional tourism ventures that can be enacted of the short-, medium- and long-term dependent on the complexity of diplomatic infrastructure required in each instance, these include:

cooperation in external promotion of the cross-border destination (e.g. by the regional tourism organisations), developing networks of cycleways, walkways, routes, sign-posting, mapping of interests; creating joint tourism information systems on amenities, accommodation, transport connections etc.; joint development, designation and management of common resources such as national parks, beaches, coastlines, lakes etc.; joint marketing and creation of cross-border networks of tourism providers (accommodation, services); joint training in skills required by the tourism industry including foreign language skills; and business support services for tourism businesses.²²⁰

Similarly, Saltykov identifies “five main cooperation areas that are important for profitable and sustainable tourism development” enacted in the Barents Region Tourism Action Plan, namely:

- Cooperation and networking;
- Education and knowledge;
- Accessibility and transportation infrastructure;
- Product development; and
- Place identity.

²²⁰ Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000, pp. 83 – 84.

He continues to claim that for joint “mapping of problems that need to be addressed has been undertaken in order to develop tourism within the Barents region and improve competitiveness of all involved destinations”.²²¹

The AEBR also further indicates other specific areas of collaboration that provide for the long term development of sustainable tourism. In each case they cite practical smaller-scale best practice example projects undertaken for the successful implementation and thus more short mitigations that are broadly applicable to the SADC situation, these include:

- Research, Studies, Strategy Development

A particularly interesting example cited under this heading is one under the leadership of Hospitality Ireland and involves targeting “20 tourism leaders from Northern Ireland and the Republic of Ireland” in both public and private spheres. It is a collaborative education programme aimed at “maximis[ing] learning and exchange [through] Needs Analysis, Residential Workshops, Group Development and Mentor Sessions”.²²²

This is something that can be applied to a SADC environment and is something that can potentially mitigate some developmental challenges in countries and regions with less advanced strategic tourism planning skills. In fact, a similar project has already been undertaken between Namibia and South Africa that involved a training programme for tourist guides with a partnership element between participants in the training, through the University of Pretoria. It is however not without its fair share of bottlenecks, mostly related to delayed government action across borders in bilateral negotiations and very cumbersome regulatory requirements and indecision / structural overlaps between various organizations in the education sector in South Africa.

²²¹ M. Saltykov, *Cross-border cooperation as a tool for enhancing the international competitiveness of tourism destinations: A case study of the Murmansk region in northwest Russia as a part of the Barents tourism cluster*, M.A. Thesis, Norges Arktiske Universitet, 2015, p.78.

²²² Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000, p.93.

- Development and Integration of Tourism Structure

A particular example related to the development and integration of infrastructure is a project that involves infrastructure development projects to improve roads within and access to the border in the border town of Oybin, Germany. The project involved “extending the main road, establishing resting places for hikers and opening new footpaths” and the “re-naturalis[ation] of a small river [and] the creation of footpaths along the riverbanks [which increased] village's attractiveness and shorten[ed] distances” for visitors.²²³

Such infrastructural development can be undertaken to improve various border towns within SADC. However, this will be reliant on financial injections into border town that do not consider them as merely on the periphery, but tourist attractions in and of themselves. Small successes have already been apparent in for example the Namibian town of Oranjemund with removal of requirements for restrictive permits to enter the town and the development of a new road that connects the town with other areas in Namibia.²²⁴

- Networks/Cooperation Structures between Tourism Operators

The example of a collaborative partnership is that of between Garrotxa in the north East of Catalonia with the Regional Tourism Federation of Lanquedoc-Roussillon in France. This provides valuable insights into the development of partnerships between two cross-border tourist organisations. The successes have, however, been assisted by the involvement of a regional tourism facilitator under the auspices of the EU. The reasons for the collaborative venture include: “[j]oint access to nearby tourism markets in Barcelona, Montpellier and Toulouse; [the d]evelopment of a common tourism product; [the e]xchange of good practice and technical expertise”.

²²³ Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000, p.95.

²²⁴ E. Naude, “Oranjemund”, *Go! Drive & Camp*, 14, September, 2018, pp. 50 -53.

The project involved the establishment of a “tourism association based on the principles of sustainable development for the promotion and organisation of tourism throughout” the nearby Garrotxa National Park. It involves the inclusion of partners across stakeholder groupings that “includes partners from the 21 municipalities in the area, the Business Council of Garrotxa, the Natural park, the Chamber of Commerce and representatives of all the tourism businesses and associations operating in the area – hotels, restaurant, campsites, rural housing, outdoor pursuit businesses” and was funded through subscription fees paid by businesses. Outputs have included joint marketing initiatives such as publication in tourism magazines and trade fairs.”²²⁵

A good example of collaborative stakeholder planning can be seen on the Great Limpopo Transfrontier Park, which includes the countries Zimbabwe, South Africa and Mozambique.²²⁶ However, one of the biggest challenges identified that is critical for the National Parks planning was the inclusion of all stakeholders.²²⁷ The incorporation of multiple stakeholders in the complex and fragmented tourism industry was regarded as a means of sustainable planning for the park.²²⁸

The development of tourism associations across borders in specific areas seems an achievable goal in SADC. To date the only significant organization SATSA, is much more generalised and has already been cited as a potential enabler of cross-border tourism. However, the development of smaller clusterings of tourism stakeholders in specific border regions of interest might be a future project to test in a specific region in SADC.

²²⁵ Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000, p.96.

²²⁶ M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, p. 113.

²²⁷ M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, p. 114.

²²⁸ M. Doppelfeld, *Collaborative Stakeholder Planning in Cross-border Regions: The Case of the Great Limpopo Transfrontier Park in Southern Africa* in H. Wachowiak (ed.), *Tourism and Borders: Contemporary Issues, Policies and International Research*. Hampshire, England: Ashgate, 2006, p. 117.

- Joint Marketing & Promotion

A tangible example of joint marketing and promotion of a cross-border region is the “design and production of a tourist map covering the regions of Galicia and Norte [that] highlight[s] the resources, tourism products and walking routes – including Santiago de Compostela”.²²⁹

Perhaps the failure of RETOSA in SADC is the result of a lack of smaller scale tangible outputs like in the case above. The development of CBTRE can be part of the solution here, however, the development of tourist maps for self-drive tourists in smaller scale cross-border regions should be a fairly achievable short term goal.

- Development of Cross-Border Tourism Products/Services

An example of this is a project focussed on the establishment of “a modern network of tourist routes” across the borders of Northern Latvia and South Eastern Estonia. The project has at its core the “guarantee of wider access to the region’s natural and cultural sites of interest” and involves the “planning, preparation and realisation of joint cross-border tourist routes”, the development of the “region’s recreational centres [with connections] to the recreational network of local towns and villages [that] ensur[es] the close cooperation between local authorities and employers, and the creation of “recreational management and tourism development projects”. Steps involved in the implementation of the project includes: the “systematic mapping of tourism potential” which includes the infrastructure, attractions and resources, “organisation of a series of competitions”; training seminars “for the information centre’s staff, local tourism businesses and project partners/working”.²³⁰

²²⁹ Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000, p.98.

²³⁰ Association of European Border Regions (AEBR), “Practical Guide to Cross-border Cooperation”, Third edition, 2000, p.101.

This example directly relates to the mitigation / solution of product diversification that will be discussed in more detail later in this section and in section 7.

A number of these collaborative ventures remain subject to the creation of an enabling environment for cross-border tourism, which can mostly only be addressed between government bodies across the SADC region. An avenue for the collaboration in this regard is through diplomacy and supranational agreements.

6.3 Diplomacy/Supranational Agreements

“Supranationalism” has played a significant role in decreasing the effects of borders as barriers.²³¹ A number of countries have begun to realise that working together could improve on their own economic development. The majority of these alliances have a common goal to collaborate within a certain region such as the SADC.²³² There are a number of best practice examples, but also a few in the SADC region such as the Transfrontier Parks or Transfrontier Conservation Areas (TFCA's). The justification for greater regional cooperation becomes more noticeable in the context of inter-continental and long-haul travel. International tourists are seldom concerned with political borders and often visit more than one country on a long-haul trip. This could be due to the nature of tourism routes or packages that span national borders, extracting value for money from an “once-in-a-lifetime” opportunity, or a desire to combine related or complementary experiences across a wider geographic region.

Although legal instruments present a significant challenge to cross-border tourism, they also present opportunities. In the short term bilateral agreements with regards to specific projects can be entered into by the countries involved, as indicated in a number of the AEBR examples above. The long term solution

²³¹ B. Jessop, "Regional Economic Blocs, Cross-Border Cooperation and Local Economic Strategies in Post-Colonialism", *American Behavioural Scientists*, 38 (5), 1995, pp. 674--715.

²³² D. Timothy, Relationships between Tourism and International Boundaries, in H. Wachowiak, *Tourism and Borders: Contemporary Issues, Policies and International Research*, pp. 9-18.

for the sustainable CBT development throughout SADC hinges on the enactment of the already existing SADC protocols on various aspects of tourism.

A measured effort has been made internationally to minimise the obstacles which are usually experienced with border crossings. Hence, so-called supranational alliances have been established to simplify and inspire cross-border travel. This practice is in a development stage and has not been accepted by all SADC countries. This has the potential to disturb many regional political relations rather than improve them.

Some of the key legal instruments that should function as enabling documents are to be found in a number of regional Protocols, Development Plans and Programmes produced by SADC, namely:

- SADC Regional Infrastructure Development Master Plan (2013); and
- SADC Programme for Transfrontier Conservation Areas (2013).
- SADC Biodiversity Strategy (2006);
- Protocol on the Free Movement of Persons (2005);
- Regional Indicative Strategic Development Plan (2005-2020);
- Protocol on Culture, Information and Sport (2001)
- Protocol on Wildlife and Law Enforcement (1999);
- Protocol on Development of Tourism (1998);
- The RETOSA Charter (1997);
- Protocol on Trade (1996);
- Protocol on Transport, Communication and Meteorology (1996);

Unfortunately, although a number of these multilateral agreements have been signed into force and ratified by the different countries, they are interdependent and consequently cannot fully function to enable CBTRE development, unless all are accepted, signed and actively enforced. For

example, the 'Protocol on the Free Movement of Persons (2005)' that is meant to advance the movement of individuals across border is not yet in force.²³³

6.4 Single Regional and Regionally Accepted Currency

In countries such as the United Kingdom (UK), Europe and to some degree the United States of America (USA) this problem does not persist. If a tourist visited for example the UK they could travel to England, Wales, Scotland and Northern Ireland (across borders) using the single currency of the Pound and thus would only have to exchange currency and work out the differences between the Pound and their own currency once.²³⁴

This appears on a much larger scale in Europe.²³⁵ In 1991, the Member States approved the Treaty on European Union (the Maastricht Treaty), deciding that Europe would have a strong and stable currency for the 21st century. Before the Euro, the need to exchange currencies meant extra costs, risks and a lack of transparency in cross-border transactions.²³⁶ The introduction of the Euro in 2002 saw a disappearance of the costs and inconvenience involved in changing money when travelling between Euro area countries.²³⁷ The introduction of the Euro brought fundamental benefits to tourism and to the European economy.²³⁸ It made it easier to compare prices in different European countries and this also eliminated the volatile swings in the exchange rate.²³⁹ Countries in the European Union using the Euro include: Austria, Belgium, Cyprus, Estonia, Finland, France, Germany, Greece, Ireland, Italy, Latvia, Luxembourg, Malta, the Netherlands, Portugal, Slovakia,

²³³ SADC, N.d., 'Protocol on Facilitation of Movement of Persons (2005)', <https://www.sadc.int/documents-publications/show/Protocol_on_Facilitation_of_Movement_of_Persons2005.pdf>, Access 22 October 2018.

²³⁴ J. Macdonald, 20 March 2018, "Know before you Go: A Traveler's Guide to UK Currency", <<https://www.tripsavvy.com/basic-information-about-uk-currency-1582421>>, Accessed: 4 October 2018.

²³⁵ P. Rita, "Tourism in the European Union", *International Journal of Contemporary Hospitality Management*, 12(7), 2000, p. 434.

²³⁶ European Commission, N.d., "The benefits of the euro", <https://ec.europa.eu/info/about-european-commission/euro/benefits-euro_en>, Accessed: 4 October 2018.

²³⁷ S. Hämäläinen, 7 October 2000, "Fall Meeting of the German-Finnish Chamber of Commerce, Hannover: What are the benefits of the single currency for competition and growth in the euro area?", <<https://www.ecb.europa.eu/press/key/date/2000/html/sp001007.en.html>>, Accessed: 4 October 2018.; Economics Help, N.d., "Benefits of the Euro", <<https://www.economicshelp.org/europe/benefits-euro/>>, Accessed: 4 October 2018.

²³⁸ P. Rita, "Tourism in the European Union", *International Journal of Contemporary Hospitality Management*, 12(7), 2000, p. 435.

²³⁹ Economics Help, N.d., "Benefits of the Euro", <<https://www.economicshelp.org/europe/benefits-euro/>>, Accessed: 4 October 2018.

Slovenia, and Spain.²⁴⁰ It must be noted that there were other countries “outside” of Europe or the European Union that also adopted the Euro as their currency. These countries include: Andorra, Kosovo, Monaco, Montenegro, San Marino and Vatican City.²⁴¹

There also exists a school of thought regarding a tourist currency in the form of a voucher. However, this eliminates a lot of people in the tourism industry who will not accept this form of payment and again makes it tiresome and challenging converting the tourist currency back into actual currency.²⁴²

In the USA the US Dollar is used across all the states. The US Dollar also acts as currency or even co-currency in a number of other countries such as: Ecuador, East Timor, El Salvador, Marshall Islands, Micronesia, Palau, Turks and Caicos, British Virgin Islands, Zimbabwe. It is the most widely used currency in the world²⁴³

In the northern regions of Africa many countries use the CFA franc. The CFA franc was created in 1945 to spare France’s colonies the pain that the post-World War II revaluation in the French franc would do to their much smaller economies. The CFA franc was set at a fixed exchange rate against its French counterpart, and is now fixed against the Euro. These countries include: Benin, Burkina Faso, Cameroon, Central African Republic, Chad, Republic of the Congo, Equatorial Guinea, Gabon, Guinea-Bissau, Ivory Coast, Mali, Niger, Senegal, and Togo.²⁴⁴

There are many more examples across the globe. This may also then present a possible short term and long term solution. In the long term, the consideration of a single SADC currency will significantly enable the environment for cross-border tourism to flourish. A single SADC currency has been discussed and integrated into

²⁴⁰ K. Chibber, 15 September 2014, “Here are all the countries that don’t have a currency of their own”, <<https://qz.com/260980/meet-the-countries-that-dont-use-their-own-currency/>>, Accessed: 4 October 2018.

²⁴¹ K. Chibber, 15 September 2014, “Here are all the countries that don’t have a currency of their own”, <<https://qz.com/260980/meet-the-countries-that-dont-use-their-own-currency/>>, Accessed: 4 October 2018.

²⁴² L.S. Lickorish and A.G. Kershaw, “A Tourist Currency?”, *The Tourist Review*, 3(1), 1948, p. 5.

²⁴³ K. Chibber, 15 September 2014, “Here are all the countries that don’t have a currency of their own”, <<https://qz.com/260980/meet-the-countries-that-dont-use-their-own-currency/>>, Accessed: 4 October 2018.

²⁴⁴ K. Chibber, 15 September 2014, “Here are all the countries that don’t have a currency of their own”, <<https://qz.com/260980/meet-the-countries-that-dont-use-their-own-currency/>>, Accessed: 4 October 2018.

the Regional Indicative Strategic Development Plan, with a proposed launch deadline for the SADC Monetary Union by 2018.²⁴⁵ There has also been talk of a single African currency, however, further challenges are numerous and to date has not been realised.²⁴⁶

In the short term, tourism businesses can focus their attention on developing CBTRE across countries that already accept one currency or where currencies are pinned to another, such as the example of the South African Rand indicated in Table 4 below:

Table 5: Currency accepted in the selected SADC countries

Country	Currency Accepted	Trading to the US Dollar
Eswatini	Swazi Lilangeni (Linked to South African Rand) South African Rand	R1 = \$0.068
Lesotho	Lesotho Loti South African Rand	R1 = \$0.068
Mozambique	Metical South African Rand (Only in certain regions and locals and small businesses deal only in Meticais) US Dollar(Only in certain regions and locals and small businesses deal only in Meticais)	MT1 = \$0.016
Namibia	Namibia Dollar (Linked to the Rand) South African Rand	N\$1 = \$0.068
South Africa	South African Rand	R1 = \$0.068
Zimbabwe	United States Dollar South African Rand	Fluctuations ²⁴⁷

²⁴⁵ SADC, 2003, "Regional indicative strategic development plan", <<https://www.sadc.int/about-sadc/overview/strategic-pl/regional-indicative-strategic-development-plan/>>, Accessed: 5 December 2018, p. 67.

²⁴⁶ H. Wasserman, 22 March 2018, "Cyril Ramaphosa is backing the Afro – but a single African currency may only work if it is pegged to the rand, says an economist", <<https://www.businessinsider.co.za/afro-can-only-worked-if-it-is-pegged-to-the-rand-2018-3/>>, Accessed: 8 December 2018.

²⁴⁷ B. Hungwe, 6 February 2014, "Zimbabwe's multi-currency confusion", <<https://www.bbc.com/news/world-africa-26034078>>, Accessed: 4 October 2014.

	Euro Pound Sterling Indian Rupee Renminbi (Chinese Yuan) Australian Dollar Japanese Yen Botswana Pula	Zimbabwe is a good example of how difficult it is to try and convert currencies.
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6.5 Investment

As indicated in the Section 5 the need for the development of infrastructure is critical towards the development of tourism flows in the region. This includes two types of infrastructure, namely the Social and the Technical. The former is more tangible and require the encouragement of private sector investment which will be related to favourable conditions for investment in the region and each individual member state. This involves long term strategies in each country and throughout SADC.²⁴⁸

The Allen Consulting Group provides a Framework Guide to Facilitate Investment in regional tourism that suggests a number of steps or areas towards investment facilitation, which includes:

- “Supporting good practice” which is related to assessing the need for investment facilitation and the types of investment facilitation that will add value;
- “Government leadership” which is related to the prioritisation of tourism in government policy;
- “Capacity building” related to capacity of an organisation and mitigation including education and training and the availability and allocation of appropriate proportions of resources to a problem;
- “Information” related to up to date information for potential investors;

²⁴⁸S. Jovanović and I. Ilić, “Infrastructure as important determinant of tourism development in the countries of southeast Europe”, *Ecoforum*, 5(1), 2016, p. 290.

- “Partnership” related to the stakeholder identification and developing partnerships;
- “Approval processes” which is related to the review of approval processes to identify blockages;
- “Infrastructure and land provisions” related to the application of influence to facilitate investment, for example “making the inclusion of tourism infrastructure a condition of major developments; and
- regular reviews of investment facilitation performance.²⁴⁹

Although SADC has policies tailored towards infrastructure development and some countries like South Africa, specific policies towards tourism infrastructure investment, a more coordinated approach from SADC level might assist the development of appropriate forms of enabling infrastructure throughout SADC.

6.6 Harmonisation of Visa Regimes

Perhaps the largest and most prominent of challenges to CBT in SADC relates to the accessibility of the region in the form of visas and varied visa regimes. The ideal solution in the long term would be the multilateral implementation of the UNIVISA across SADC countries. However, this does not seem to be on the cards soon. Some sort of bilateral agreement has been established among members of the SADC states. This in turn has led to a general liberalisation of visa requirements for residents residing in the SADC region. Thus the regional movement for the residents is not an obstacle.²⁵⁰

A short term, although limited, mitigation hinges on the development of CBTRE’s for specific inbound tourist markets to the region, which originate from countries with visa exemption in all or some of the seven SADC countries. For ease of use, we will term this phenomena visa exemption alignment.

²⁴⁹ Allen Consulting Group, 2011, “Framework guide to facilitate tourism investment”, Melbourne, <<https://www.austrade.gov.au/ArticleDocuments/5499/TourismGuideFinal.pdf.aspx>>, Accessed: 6 December 2018, pp. 8-46.

²⁵⁰ H. Solomon, “Towards the free movement of people in southern Africa?”, *Institute for Security Studies*, Occasional Paper (18), 1997, pp.1-6.

Visa exemption alignment negates the cumbersome process of applying for multiple visas to partake in a CBTRE. Take for example one of the core developing markets India. A CBTRE including attractions across Botswana, South Africa and Zimbabwe can be marketed easily for Indian nationals since India has tourist visa exemptions in all these countries. However, should the CBTRE include other countries in SADC that does not currently offer visa exemption to Indian nationals, the administrative burden and likelihood of attracting these tourists becomes less with each new country without visa exemption alignment. Table 6 below indicates key international overseas tourist markets according to compilations of statistics provided on country by country basis for 2012/2013, their performance in SADC and their visa exemption alignment across the seven chosen southern African countries.

Table 6: Visa Exemption Alignment for Key SADC Source Markets²⁵¹

Source Market	Visa Exemption per SADC Country							Ideal for CBTRE Source Market / Better Position / Needs Alignment
	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe	
UK	✓	✓	✓	+	✓	✓	+	Better Position
USA	✓	✓	✓	+	✓	✓	+	Better Position
Germany	✓	✓	✓	+	✓	✓	+	Better Position
France	✓	✓	✓	+	✓	✓	+	Better Position
China	✗	✗	✗	+	✗	✗	+	Needs Alignment
Netherlands	✓	✓	✓	+	✓	✓	+	Better Position
Australia	✓	✓	✓	+	✓	✓	+	Better Position
India	✗	✗	✗	+	✗	✗	+	Needs Alignment
Portugal	✓	✓	✓	+	✓	✓	+	Better Position
Brazil	✓	✓	✗	+	✓	✓	+	Needs Alignment

Legend:

✓ = Visa Exempt

✗ = Needs Visa

+ = Visa on Arrival

²⁵¹ This table has been constructed only with reference to Tourist Visa exemption. It does not consider exemption for diplomatic and official passports; such is the case with Indian passport holders in South Africa, nor does it consider variations on time restrictions for example 14 days visa free entry in Lesotho versus the more standard 90 days elsewhere. It also only considers Visas on Arrival as a mitigation feature and not e-visas, as the latter still requires an application process which can still be considered an administrative burden.

There are steps involved in creating an African passport, which is one of the main aims of the African Union's agenda 2063. It aims to achieve

an integrated continent, politically united, based on the ideals of Pan Africanism and the vision of Africa's Renaissance.²⁵²

Department of Home Affairs media spokesperson, David Hlabane, states that while the "Passport for Africa" is not yet in effect "all regions will start working towards that process" to reach the goal of a visa-free Africa passport. He added also that while this process has begun, working "towards the integration from regional level" the process "needs to happen progressively, one step at a time."²⁵³

Hlabane further stated that the whole continent would benefit from the passport. With free movement, trade would be facilitated and thus it would encourage business opportunities. It would also boost tourism.²⁵⁴ However, in its International Migration White Paper, the South African Department of Home Affairs stated,

Our obligations are to serve our people first; the people of the region and the member states of the Southern African Development Community (SADC) second; the people of Africa third; and the rest of the world last.²⁵⁵

It is important then to note that although it may increase free movement for Africans there still remains a huge problem for the international tourist. It must be emphasized that it is the international tourists who contributes most significantly to tourism's GDP.

²⁵² K. Pillay, 7 August 2017, "#AfriTravel: How Africa's visa-free passport aims to boost tourism and trade", <<https://www.traveller24.com/TravelPlanning/VisaInfo/afritravel-how-africas-visa-free-passport-aims-to-boost-tourism-and-trade-20170807>>, Accessed 2 October 2018.

²⁵³ K. Pillay, 7 August 2017, "#AfriTravel: How Africa's visa-free passport aims to boost tourism and trade", <<https://www.traveller24.com/TravelPlanning/VisaInfo/afritravel-how-africas-visa-free-passport-aims-to-boost-tourism-and-trade-20170807>>, Accessed 2 October 2018.

²⁵⁴ K. Pillay, 7 August 2017, "#AfriTravel: How Africa's visa-free passport aims to boost tourism and trade", <<https://www.traveller24.com/TravelPlanning/VisaInfo/afritravel-how-africas-visa-free-passport-aims-to-boost-tourism-and-trade-20170807>>, Accessed 2 October 2018.

²⁵⁵ K. Pillay, 7 August 2017, "#AfriTravel: How Africa's visa-free passport aims to boost tourism and trade", <<https://www.traveller24.com/TravelPlanning/VisaInfo/afritravel-how-africas-visa-free-passport-aims-to-boost-tourism-and-trade-20170807>>, Accessed 2 October 2018.

As mentioned, the idea of an African passport solely focuses on the movements of Africans in Africa. However, the article by A. Douglas, B.A. Lubbe and E. Kruger entitled “Would a single regional visa encourage tourist arrivals in southern Africa?” looks at the question from an international perspective. Thus the potential of the Univisa is examined.²⁵⁶

The Univisa is a single visa for the Southern African Development Community (SADC) region proposed by SADC and the Regional Tourism Organisation of southern Africa (RETOSA).²⁵⁷ Visa requirements affect a destination’s accessibility and visitor numbers.²⁵⁸ The theory of the Univisa was promoted through RETOSA. RETOSA is a SADC body which is responsible for the development of tourism in the southern African countries. In principle, the Univisa would permit foreigners to enter all the SADC member countries for tourism purposes. This would thus assist the movement of international tourists, enlarge SADC’s market share in world tourism and increase the region’s income.²⁵⁹ It would also increase regional tourism because it would remove or waive the visa requirements for regional travellers. Travel and tourism would increase throughout the region since tourists would be able to move freely within member countries, with no additional requirement for individual visas per country.²⁶⁰

The Univisa was based on the principles of the European Schengen visa and is very similar to it in theory.²⁶¹ The European Schengen visa applies to 22 European Union countries. This visa allows for the removal of controls at internal borders of the Schengen Member States, the development of common regulations on checks at the external borders and a common visa policy. A Schengen visa produced by one

²⁵⁶ A. Douglas, B.A. Lubbe and E.A. Kruger, “Would a single regional visa encourage tourist arrivals in southern Africa?”, *Development Southern Africa*, 29(3), 2012, pp. 488-505.

²⁵⁷ Sustainable Tourism Alliance, 4 February 2013, “RETOSA article: The Tourist Visa (UNIVISA)”, <<http://www.sustainabletourismalliance.net/the-tourist-visa-univisa/>>, Accessed: 8 October 2018.

²⁵⁸ A. Douglas, B.A. Lubbe and E.A. Kruger, “Would a single regional visa encourage tourist arrivals in southern Africa?”, *Development Southern Africa*, 29(3), 2012, p. 488.

²⁵⁹ Sustainable Tourism Alliance, 4 February 2013, “RETOSA article: The Tourist Visa (UNIVISA)”, <<http://www.sustainabletourismalliance.net/the-tourist-visa-univisa/>>, Accessed: 8 October 2018.

²⁶⁰ A. Douglas, B.A. Lubbe and E.A. Kruger, “Would a single regional visa encourage tourist arrivals in southern Africa?”, *Development Southern Africa*, 29(3), 2012, p. 493.

²⁶¹ A. Douglas, B.A. Lubbe and E.A. Kruger, “Would a single regional visa encourage tourist arrivals in southern Africa?”, *Development Southern Africa*, 29(3), 2012, p. 489.

Schengen country is thus also applicable for the others, which is advantageous to nationals from a third country wanting to visit more than one Schengen country. A citizen of a non-EU country may access and travel within the Schengen area complying in full with the Schengen conditions for a period of up to three months.²⁶² The Schengen visa had a drastic impact on tourism. Many countries benefitted, certain countries received more visitors due to the association and domestic tourism also increased.²⁶³ A study of the effect that the implementation of the Schengen agreement had on international tourist arrivals by the World Economic Forum, the World Bank and the African Development Bank revealed that international tourist arrivals increased substantially across all countries that implemented the Schengen agreement.²⁶⁴

Thus the proposed Univisa would be based on the same concept of the Schengen visa system and therefore the effect of the Univisa on tourism development in the SADC region should be similar to the effect the Schengen has had on tourism development in Schengen member states.²⁶⁵

6.7 Harmonization of Standards

The establishment and harmonization of acceptable standards for tourism service and tourism training across all countries involved in the CBTRE is a necessity in order to provide a uniform experience. Specific best practice examples involve the adaptation of benchmarking tools such as codes of conduct, frameworks and grading systems, usually under the auspices of a statutory body that functions as a subsidiary to a supranational governmental body. Two examples seem very relevant to this study, namely the European Union and East Africa Tourism Platform (EATP).

²⁶² Schengen Visa Information, N.d., "Schengen Visa Information", <<https://www.schengenvisainfo.com/>>, Accessed: 8 October 2018.

²⁶³ A. Douglas, B.A. Lubbe and E.A. Kruger, "Would a single regional visa encourage tourist arrivals in southern Africa?", *Development Southern Africa*, 29(3), 2012, p. 494.

²⁶⁴ A. Douglas, B.A. Lubbe and E.A. Kruger, "Would a single regional visa encourage tourist arrivals in southern Africa?", *Development Southern Africa*, 29(3), 2012, p. 495.

²⁶⁵ A. Douglas, B.A. Lubbe and E.A. Kruger, "Would a single regional visa encourage tourist arrivals in southern Africa?", *Development Southern Africa*, 29(3), 2012, p. 495.

A number of authors cite standards benchmarking strategies as pillars to success for CBT. These include the “introduction of homogeneous qualification standards for the tourism companies in the region, like hotel classification”,²⁶⁶ “[q]ualitative restructuring and the adoption of international [service] standards”,²⁶⁷ and “standards for registration, classification, accreditation and grading of services providers and tourism facilities”.²⁶⁸

In the specific case of SADC, attempts have been made in that the consideration of regional standards and quality control mechanisms is described in the SADC Tourism Protocol that calls for “the harmonisation of standards for registration, classification, accreditation and grading of services providers and tourism facilities.” However, no implementations of such provisions have been enacted. Palollo Lehloenya attributes this to “a lack of appropriate policy and regulatory measures to support the initiatives” and also advocates for amongst other support services to countries lagging behind by, the now defunct, RETOSA who was tasked with the implementation of these measures.²⁶⁹

In their example of Croatia’s adaptation to EU regional standard Branko Blažević and Romina Alkier Radnić highlight the guidelines provided by EU policies on tourism service standards as an important indicator for Croatia’s development. They do, however, reflect on the complicated relationship and competitive nature of the European Travel Market and the need for Croatia as a non-EU country to adjust to EU principles and policies in order to become and remain competitive in the European Tourism Market.²⁷⁰

²⁶⁶ M. Saltykov, *Cross-border cooperation as a tool for enhancing the international competitiveness of tourism destinations: A case study of the Murmansk region in northwest Russia as a part of the Barents tourism cluster*, M.A. Thesis, Norges Arktiske Universitet, 2015, p.78.

²⁶⁷ B. Blažević and R.A. Radnić, “EU Tourism Trends and the Outlook for Croatia”, *Tourism and Hospitality Management*, 12(2), 2006, pp. 83–92.

²⁶⁸ P.M. Lehloenya, “Development and Regulation of Tourism for Mutual Benefit in the Southern African Development Community (SADC)”, *Law, Democracy and Development*, 21, 2017, p. 89.

²⁶⁹ P.M. Lehloenya, “Development and Regulation of Tourism for Mutual Benefit in the Southern African Development Community (SADC)”, *Law, Democracy and Development*, 21, 2017, pp.92, 94.

²⁷⁰ B. Blažević and R.A. Radnić, “EU Tourism Trends and the Outlook for Croatia”, *Tourism and Hospitality Management*, 12(2), 2006, pp. 83–92.

A similar situation in the East African Community (EAC) is related to the “establishment of the East Africa Tourism Platform (EATP), [a] private sector [apex] body for tourism in [that is] able to lobby at the EAC level and at the level of national governments”. The EATP’s focus, amongst other concerns, the “continuous skills development in the tourism sector” and the promotion of “harmonized standards and codes of conduct of tourism facilities and services”.²⁷¹

6.8 Experience Diversification

A final mitigation measure and perhaps the most actionable by tourism business in the short term, is the diversification of tourism products and services or tourist experiences offered by the region. This can be done in order to attract a greater diversity of tourists and in so doing become more competitive globally. It is in this regard that Herald Pechlaner, Dagmar Abfalter and Frieda Rauch contend that “a focus should be put on innovation services in the field of product and market development, marketing, as well as high quality standards”.²⁷²

It is at this juncture prudent to reflect on the development of such experiences which are of course reliant on a number of the other mitigation measures mentioned here, mostly the openness of the region towards international tourist arrivals. Section 7 that follows presents an assessment of opportunities, a development Toolkit and a proposed route as case study for the diversification of such experiences in the form of CBTRE.

²⁷¹ United National World Tourism Organisation, N.d., “East Africa Tourism Platform”, <<http://know.unwto.org/content/east-africa-tourism-platform>>, Accessed: 8 December 2018.

²⁷² H. Pechlaner, D. Abfalter and F. Raich, “Cross-border destination management systems in the Alpine Region – The role of knowledge networks on the example of AlpNet”, *Journal of Quality Assurance in hospitality and Tourism*, 3 (3-4), 2002, p. 105.

SECTION 7 – TOURIST EXPERIENCES AND POTENTIAL ROUTES

7.1. INTRODUCTION

This section indicates a number of survey results of potential tourist route products offerings in the SADC regions. It also reflects on a number of existing tourist products and routes throughout the seven SADC countries which have been identified in Table 2. A number of potential opportunities for the diversification of the SADC Experience offerings have been identified and collated into potential niche market and themed route groupings throughout (Table 7), and indicate various sites or attractions that could potentially form part of such a route in South Africa (Table 8).

An analysis of existing experience offerings indicates a clear strength in natural offerings throughout SADC, with opportunity for the further development of adventure and cultural routes, dependant of course on the enabling elements and absence of destabilising challenges considered in previous sections of this study.

It further considers the experiential element of tourism product development and develops a Toolkit for the development of CBTRE's with a scenario example included, as tangible output for this study.

7.2. POTENTIAL ROUTES AND SOUTH AFRICAN ATTRACTIONS

Table 7 below indicates areas of opportunity for CBTRE development. This is according to themes presented in the literature, international tourism market trends and a comparative analysis with existing route product offerings as well as experiences in SADC reflected in Table 2 of the study.

Table 8 presents an indication of what there is to offer in terms of potential linkable sites and attractions for the inclusion in theme routes, as well as how much is out there.

As indicated in earlier sections and supported by the literature, SADC is very strong in the areas of nature tourism routes and attractions, but with clear potential for the development of cultural and adventure routes.²⁷³

Survey results also indicated some development in cultural tourism, with a clear lack in adventure tourism routes and activities. From a cultural perspective, specifically culinary routes and attraction experiences have already shown major development in the region in the last couple of decades, with examples like the Cape Winelands Route, Seafood Experiences in Mozambique and Fine Dining at the Victoria Falls Hotel, to name but a few. The results also indicated that tourists mostly choose / make-up their own adventure activities with 4X4 routes and hiking routes, like the Otter trail. However, it is at this stage difficult to justify the development of certain adventure activities like bungee jumping as a themed route experience and for the purpose of this study be considered as experiences that form parts of other themed routes.

It is at this stage prudent to reflect on the fact that this does not represent a complete list of potential opportunities for themed routes in the region, as new routes and niches become available every day. In Table the symbols are representative of Culture ●, Adventure and ■ Nature ◆.

²⁷³ Regional Tourism Organisation of Southern Africa (RETOSA), "SADC Travel and Tourism Barometer 2017", 2017, p. 21; A.T. Nare, G.M. Musikavanhu and S. Chiutsi, "Tourism Diversification in Botswana – a Stakeholder Perspective", *African Journal of Hospitality, Tourism and Leisure*, 6(3), 2017, <<http://www.ajhtl.com>> & J. Mazimhaka, "Diversifying Rwanda's Tourism Industry: a Role for Domestic Tourism", *Development of Southern Africa*, 24(3), 2007, pp. 491 – 504.

Table 7: Potential combination Routes: 7 SADC neighbouring countries (Culture ● Adventure ■ Nature ◆)

Route	Botswana	Eswatini	Lesotho	Mozambique	Namibia	South Africa	Zimbabwe
■4X4 Routes							
●Famous peoples Routes							
●■Entertainment/Events Routes							
●◆Origins Route							
■Extreme sport route							
●Train Routes							
●■Walking/Backpacking Routes							
●Supernatural Routes							
◆Flower/Plant Routes							
■◆Sky Routes (balloons)							
◆Natural Wonders Routes							
■◆Mountain Climbing Routes							
●◆Indigenous people's Routes							
●Liberation Routes							
●Colonial Routes							
◆Migration Routes							
●Film and literature Routes							
◆Fishing/hunting routes							

◆ Birding Routes							
● Culinary Routes							
● Wine/Beer/ Distilleries Routes							
● Architecture Routes							
● Battlefield Routes							
● Township/Informal settlement Routes							
● Cultural Routes							
Spiritual Healing route							
● ■ ◆ River Routes							
● ◆ Rock Art Routes							
● ■ ◆ Desert Routes							
■ ◆ Rowing/Canoeing Routes							
● ◆ Coastal Routes							

Table 8: Potential sites/trails: South Africa (Culture ● Adventure ■ Nature ◆)²⁷⁴

Site	South Africa
<p>■ 4X4 Routes</p>	<p>Kgalagadi Transfrontier Park Augrabie Falls National Park Marakele National park Garden Route Eastern Cape – Addo Elephant National Park, Bedrogfontein 4x4 Trail, Glenmore 4x4 Trail, Northern Ukhahlamba Free State – The Merrimetsi 4x4 Trail, Visierskerf Private Game Reserve 4x4 Eco Trails, Langesnek Route, Kloof Route, Kiepersol Garden Route, Bergwoning 4x4 Trails, Didibeng 4x4 Trail, Berakah 4x4 Eco Trail Gauteng – Hennops Routes, Bass Lake Adventures 4x4 Trails, Groenkloof 4x4 Trail KwaZulu Natal – Cetshwayo’s Retreat 4x4 Trail, Dlangala 4x4 Trail, Sani Pass, Thule Beacon Trail, Ithala Game Reserve 4x4 Trails, 4x4 Track at Gateway Limpopo – The Mabote River Camp, Grootwater, Mabothe, Shelanti, Schamach 4x4 Trail, Serendipity 4x4 Eco Trails, Malopeni 4x4 Trail, Mateke 4x4 Trail Mpumalanga - Mac Mac summit route, Riverwild 4x4, Kruger Park 4x4 Adventure Trails (Northern Plains Adventure Trail, Nonokani Adventure Trail, mananga Adventure Trail, Madlabantu Adventure Trail), Bushlane 4x4 Trail, Ribbokkloof 4x4 Trails North West – De Wildt 4x4 Trail, Doornviver Trail, Moegatle 4x4 Trail Northern Cape – Banksgate 4x4 Trail, Nuweveld Mountain Range, Richtersveld National park, West Coast 4x4 Trail, Hantam Flower 4x4 Trail, The Kalahari 4x4 Trail, Skurweberg Trail, Daberas 4x4 Trail</p>

²⁷⁴ In the interest of brevity only the South African sites and attractions related to each potential themed route is presented here. Survey results can however be easily identified in other countries throughout SADC.

	Western Cape – Boegoeberg Trail, Glen Oak 4x4 Trail, The Klein Tafelberg Trail, Karoo National Park, Blombosch 4x4 Nature Trail, Ostrich Eco 4x4 Trail, Gamkaberg Zebra Crossing
●◆Origins Route	<p>12 Rock Art national monuments across South Africa</p> <p>Eastern Cape – Kalkoenskrans Rock Art (Aliwal North), Leliekloof (Valley of Art, Burgersdorp)</p> <p>Free State – National Museum (Bloemfontein), Kiara (Kiara Lodge), Hoekfontein (Ficksburg)</p> <p>Gauteng – Mapungubwe Museum (Pretoria), The Museum of Anthropology and Archaeology (Pretoria), Origins centre (University of Witwatersrand)</p> <p>KwaZulu Natal – Kamber Rock Art (Kamber Nature Reserve, Drakensberg mountain range),(Main Caves Museum, uKhahlamba-Drakensberg Park), Giant’s Castle, Border Cave (Lebombo Mountains)</p> <p>Limpopo – Mapungubwe (Mapungubwe National Park), Machete and koaxa’s Shelter (Limpop River Valley, Pont Drif), Makapans Valley (Mokopane)</p> <p>Mpumalanga – Nkomazi (Badplaas), Drakensburg UNESCO Heitage Site (Chrissiemeer)</p> <p>North West – Sterkfontein Caves (Cradle of Humankind, Makapans Valley), Maropeng visitors centre (Cradle of humankind, Makapans Valley), Bolt’s Farm (Cradle of Humankind sites), Swartkrans, Minaars Cave (Cradle of Humankind sites), Coopers site (Cradle of Humankind sites), Kromdraai (Cradle of Humankind sites), Plovers Lake (Cradle of Humankind sites), Wonder cave (Cradle of Humankind sites), Gladysvale (Cradle of Humankind sites), Haasgat (Cradle of Humankind sites), Gondolin Cave (Cradle of Humankind sites), Motsetse (Cradle of Humankind sites), Stone and iron age sites – Tswana (Pilanesberg National Park), Village Maanhaarrand (Moot Valley, Bojanala Region), Taung Heritage Site (Taung), Village Maanhaarrand (Moot Valley, Bojanala Region), Bosworth Farm Klerksdorp)</p> <p>Northern Cape – Wonderwerk (Kuruman), Wildebeest Kuil Rock Art Centre (Kimberly), Driekops Eiland (Plooyburg), McGregor Museum (Kimberly)</p>

	<p>Western Cape – San rock art, Bushman’s Kloof Wilderness Reserve – 2500 different sites, Clanwilliam (Cederberg/Wilderness), !Kha ttu San Culture and Education Centre (Yzerfontein), Peers Cave (Fish Hoek), Nelspoort (Nelspoort)</p>
<p>■ Extreme sport route</p>	<p>Eastern Cape – Otter hiking Trail (Tsitsikamma Coastal National Park), Archery (Wild Coast), Canoeing (The Great Kei River), Elephant Safaris (Zuurberg), Kite Surfing (Port Elizabeth), Sand Sledding/boarding (Alexandria Coastal Dunes)</p> <p>Free State – Soaring (Bloemfontein), Abseiling (Thabo Mofusanyana), Horse Safaries (Moolmanskloof), River Rafting (Ash River), Rappelling (Clarens), Rock Climbing (Drakensburg)</p> <p>Gauteng – Bungee Jumping (Bloukrans Bridge/Krugersdorp), Quad Trails (Cullinan), Abseiling (Lanseria/Cullinan), Gorge Gliding (Cullinan), Skydive (Carletonville), Power Swing (Soweto), Bridge Swing (Krugersdorp), Paragliding (Springs), Sand boarding (Boksburg), Abseiling (Wonder Caves, Muldersdrift)</p> <p>KwaZulu Natal – SkyCar and 550 step walk to the top of the arch (Moses Mabhida Stadium, Durban), Sand boarding (Jeffrey’s Bay), Surfing (Jeffrey’s Bay), Grakensberg Amphitheatre Heritage Trail (Drakensberg), Wild Gorge Swing (Oribi Gorge, Port Shepstone)</p> <p>Limpopo – Walking among the wild (Kruger National Park)</p> <p>Mpumalnga – Aerial Cable Trail (Sabie), Big Swing (Graskop), Canyoning (Sabie), Caving (Sudwala Caves), Elephant Experience (Hoedspruit), Microlight Flying (Hoedspruit)</p> <p>North West – River Rafting (Hartebeespoort Dam/Lanseria, Crocodile River, Jukskei River), Zipliding (Sun City), Balloon Safaris (Cradle of Humankind), Fresh Water Dive (Wondergat), Canopy Tour (Magaliesberg, Ysterhout Kloof)</p> <p>Northern Cape – White Water Rafting (Orange River, Augrabies), Paragliding (De Aar), Horse riding (Kalahari)</p> <p>Western Cape – Abseiling (Table Mountain), Ostrich Riding (Oudtshoorn), Crocodile Cage Diving (Oudtshoorn), Stand-up paddle boarding (Muizenberg, Clifton, Camps Bay), Sky Diving (Mossel Bay), Walking with a cheetah (Plettenberg Bay, Tenikwa Wildlife Centre), Canyoning</p>

	(Wilderness), Kite-surfing (Langebaan, West Coast), Kayaking (Cape Town), Gliding (Worcester Airfield), Rock Climbing (Montagu), Zipliding (Ceres), Shark Cage Diving (Gansbaai), Spelunking (Cango Caves)
●Train Routes	<p>Shosholoza Meyl Tourist Class – Johannesburg, Cape Town, Durban, Port Elizabeth, East London rail routes/Gauteng, Western Cape, KwaZulu Natal, Eastern Cape</p> <p>Shosholoza Meyl Premier Classe delux trains – Johannesburg – Cape Town and Johannesburg – Durban/Gauteng, Western Cape and Kwa Zulu Natal</p> <p>The Blue Train – Pretoria and Cape Town/Gauteng and Western Cape</p> <p>Cape Town Train Tours – 7 days Premier Classe Cape Town Tour, 6 days Tourist Class Cape Town Train Tour, 5 days Tourist Class Cape Town Tour, 8 days Tourist Class Cape Town Train Tour, 7 days V&A Waterfront Premier Classe Train Tour, 3 days Blue Train V&A Waterfront Train Tour – Western Cape</p> <p>Umgeni Steam Railway – Durban/KwaZulu Natal</p> <p>Apple Express – Port Elizabeth/Eastern Cape</p> <p>JB Train Tours – Western Cape</p> <p>Rovos Rail – South Africa</p> <p>Shongololo Express – South Africa</p> <p>Friends of the Rail – Pretoria North/Gauteng</p>
●Supernatural Routes	<p>Eastern Cape – Richly House (Port Elizabeth), Fort Frederick (Port Elizabeth)</p> <p>Free state – Old Presidency (Bloemfontein), Jim Fouche High School (Bloemfontein)</p> <p>Gauteng – Smuts House (Irene), Kempton Park Hospital (Kempton Park), Victoria Hotel (Pretoria), The rocky knoll (Soweto), Sammy marks Museum (Pretoria), Erasmus Castle (Pretoria)</p> <p>Mpumalanga – Nottingham Road Hotel (Midlands), Adams Calendar (Waterval Boven),</p>

	<p>Northern Cape – Lord Milner/Mathiesfontein Hotel (Karoo), Africana Museum/Kimberley Library (Kimberley), Rudd House (Kimberley), Karoo National Park (Karoo)</p> <p>Western Cape – The Flying Dutchman Wreck (Cape Point), The ghostly horseman at Tokai Manor House (Cape Town), Rust en Vreugd (Cape Town), N9 Uniondale Hitch-hiker (Uniondale Road), Castle of Good Hope (Cape Town), Somerset Hospital (Cape Town), Greenpoint Lighthouse (Cape Town), Old Gaol (Grahamstown), Jac Loopuyt House (Rondebosch)</p>
<p>◆ Flower/Plant Routes</p>	<p>Mpumalanga, Gauteng and Free State borders – Cosmos Country (Late Summer)</p> <p>Eastern Cape – Kwelera National Botanical Garden, Makana Botanical Garden, Rosarium</p> <p>Free State – Sunflowers (Kroonstad – September – October), Free State national Botanical Gardens</p> <p>Gauteng – Pretoria National Botanical Gardens, South African National Biodiversity Institute, Johannesburg Botanical Gardens, University of Pretoria Botanical Garden</p> <p>KwaZulu Natal – KZN National botanical Garden, Durban Botanic Garden, South African National biodiversity Institute</p> <p>Limpopo – Thohoyandou Botanical Garden</p> <p>Mpumalanga – Aloes (Graskop, Lydenburg, Pilgrim’s Rest, JG Strydom Tunnel, Abel Erasmus Pass – June), Lowveld Botanical Gardens</p> <p>North West – North West University Botanical Garden, Walter Sisulu National Botanical Garden</p> <p>Northern Cape – The Namaqualand (Garies, Springbok, Kamieskroon, Port Nolloth – August – September), Tankwa Karoo National Park (Karoo, Die Spruit, Prambergfontein/Volmoersfontein, Roggeveld/Gannaga Pass – August), Hantam National Botanical Garden</p> <p>Western Cape – Dasies (Darling – Spring), Fynbos, Harold Porter National Botanical Garden, Stellenbosch University Botanical Garden, Garden Route Botanical Garden</p>
<p>■◆ Sky Routes (balloons)</p>	<p>Eastern Cape – Graaf Reinet</p> <p>Free State – Bloemfontein, Clarens, Parys</p> <p>Gauteng - Toadbury Hall, Dinokeng</p>

	<p>KwaZulu Natal – Drakensburg, Tala, The Midlands</p> <p>Mpumalanga – Hazyview, Sabie</p> <p>North West – The Cradle of Humankind, The Magaliesberg</p> <p>Northern Cape – Augrabies</p> <p>Western Cape – Cape Winelands, Oudtshoorn, Riebeeck Valley</p>
<p>●◆ Coastal Routes</p>	<p>Eastern Cape – Eersterivierstrand, Oyster Bay, Cape St Francis, Jeffreys Bay, Gamtoos Mouth, blue Horizon Bay, Clarendon Marine, Summerstrand, Port Elizabeth, Cannon Rocks, Kenton-on-Sea, Kasouga, Port Alfred, Begha, Kayser’s Beach, Kidd’s beach, Winterstrand, East London, Gonubie, Glen Gariff, Amatola Coastal, Morgans Bay, Kei Mouth, Bashee, Madakeni, Folowe, Nqileni, Maxhoseni, Nenga, Tshani, Mageza, Hlueka, Mpamba, Isilimela, Rhole, Ndengane, Coffee Bay, Noxova, Lwandile, Mgazi, Sicambeni, Port Johns, Manteku, Tilongo, Xolobeni</p> <p>KwaZulu Natal – Port Edward, Southbroom, Margate, Shelly Beach, Porst Shepstone, Hibberdene, Ifafa Beach, Park Rynie, Scottburgh, Umkomaas, Kingsburgh, Amanzimtoti, Durban, Nzimakwe, KwaNzimakwe, Mtwalume, Bazley Beach, Sezela, Pennington, Umababa, Bluff, Durban North, Umhlanga, La Mercy, Shaka’s rock, KwaDukuza, Tugela Mouth, Mtunzini, port Dunfod, Richards Bay, Ballito, Nzalabantu, Nhlabane, St Lucia, Shazibe, mabibi, Mazegwenya, Nkundwini, Malangeni, eNkovukeni, Mahlunqulu</p> <p>Northern Cape – Alexander Bay, Holgat, Port Nolloth, Kleinsee, Koringnaas, Hondeklip</p> <p>Western Cape – Papendorp, Strandfontein, Doringbaai, Bojaansklip Private Nature Reserve, Rooiduin, Lambert’s Bay, Elands bay, Dwarskersbos, Velddrif, Laingville, Klein Koornhuis, Steenberg’s cove, Hannas Bay, Sandy Point, Blueberry Hill, Columbine, Midwest, Stompneus village, Shelly Point, Britannia Bay, Golden Mile, Duyher Eiland, Paternoster, Mosselbank, Voorstrand, Kliprug, Bek Bay, Cape Columbine, Gonnemanskraal, Jacobs Bay, Saldanha, White City, Parkersdorp, Blouwater Bay, Paradise Beach, Mykonos, Skiathos, Calypso Beach, Water Front the Cave, Leentjiesklip, Myburgh Park, Bottelary, Langebaan, Yzerfontein, Grotto Bay, Duynefontein, Van Riebeeckstrand, Melkbosstrand, Big Bay, Bloubergstrand, Sunset Beach, Woodbridge Island, Lagoon Beach, Parden Island, Foreshore,</p>

	<p>Moville Point, Three Anchor Bay, Sea Point, Cape Town, Bantry Bay, Clifton, Camps Bay, Oudekraal, Llandudno, Hout Bay, Kleinslangkop, Kometjie, Misty Cliffs, Scarborough, Cape of Good Hope, Smitswinkel Bay, Murdock Valley, Winford, Bellvue, Boulders, Simon's Town, Dido Valley, Glen Marine, Glencarin, Glen Ridge, Kalk Bay, St James, Muizenberg, Strandfontein, Wolfgat, Gordons Bay, Strand, Rooi Els, Pringle bay, Betty's bay, Kleinmond, Fisherhaven, Hawston, Vermont, Sandbaai, Zwelihle, Hermanus, De Kelders, Gansbaai, Van Dyks Bay, Franskraal, Pearly Beach, Die Dam, Aasfontein, Suiderstrand, L'Agulhas, Struisbaai, Struis Bay, Arniston, Infanta, Witsand, Jongersfontein, Still Bay, Gouritz, Vleesbaai, Boggoms bay, Pinnacle Pan, Mossel Bay, Hartenbos, Klein Brak, Groot Brak, Tergriet, Ou Baai, George, Wilderness, Sedgfield, Victoria Bay, Herolds Bay, Buffels Bay, Knysna, Brenton on Sea, Knoetzie, Kranshoek, Plettenberg, Keurboomstrand, Natures Valley</p>
<p>■◆Rowing/Canoeing Routes</p>	<p>(See Coastal and River Routes)</p>
<p>◆Natural Wonders Routes</p>	<p>Eastern Cape – Tsitsikamma Forest</p> <p>Free State – Vredefort Dome</p> <p>Gauteng – Muldersdrift (Sterkfontein)</p> <p>KwaZulu Natal – The Drakensberg, Lakes and floodplains of the Elephant Coast (Zululand, Kosi system), Amphitheatre and Tungela Falls</p> <p>Limpopo – Kruger National Park</p> <p>Mpumalanga – The Blyde River Canyon (Drakensburg), The Drakensberg</p> <p>North West – The Cradle of Humankind</p> <p>Northern Cape – The Richtersveld (between the mouth of the Orange River and port Nolloth), Augrabies Falls (Augrabies Falls national Park)</p> <p>Western Cape – Fynbos (Cape Flora Kingdom), Langebaan Lagoon (Saldanha Bay), The Cederberg (Krakadouw, Middleberg to the Stadsaal Caves), Cape Point, The Little Karoo (the Cango Caves), Karoo (The Karoo National Park), Cape Town (Table Mountain), Paarl Rock (From St Helena Bay to the Drakenstein valley)</p>

■◆ Mountain Climbing Routes

Eastern Cape – Kwa Duma (Drakensberg Range), Ben Macdhui (Drakensberg Range), Cairntoul (Drakensberg Range), Edge Hill (Witteberge). Balloch Peak (Witteberge), Compassberg (Sneeuberge), Gaika's Kop (Amatola Mountains), Cockscomb (Groot Winterhoekberg)

Free State – Ribbokkop (Rooiberge), Visierskerf Peak (Wittebergreeks), Platberg Mountain (Harrismith)

Gauteng – Toringkop (Suikerbosrand)

KwaZulu Natal – Mafadi (Drakensberg Range), Njesuthi Dome (Drakensberg Range), Champagne Castle (Drakensberg Range), Lithobolong (Drakensberg Range), KaNtuba Peak (Drakensberg Range), Trojan Wall (Drakensberg Range), KaNtuba Buttress (Drakensberg Range), Yolder's Peak I (Drakensberg Range), Yodler's Peak II (Drakensberg Range), Pampiring (Drakensberg Range), Red Wall Peak (Drakensberg Range), Botlolong (Drakensberg Range), Popple Peak (Drakensberg Range), Ship's Prow (Drakensberg Range), Sehonghong (Drakensberg Range), Nkosozana Peak (Drakensberg Range), Champagne's Castle Ridge Peak (Drakensberg Range), Giant's Castle (Drakensberg Range), Mashai (Drakensberg Range), Mohlesi (Drakensberg Range), Redi (Drakensberg Range), Walker's Peak (Drakensberg Range), Mhlwazini Peak (Drakensberg Range), Yolder's Ridge Peak (Drakensberg Range), Sanebethu (Drakensberg Range), Mount Durnford (Drakensberg Range), Mont-aux-Sources (Drakensberg Range), Cleft Peak (Drakensberg Range), Namahadi Peak (Drakensberg Range), Monk's Cowl (Drakensberg Range), Cathkin Peak (Drakensberg Range), The Tent (Drakensberg Range), Didima Dome (Drakensberg Range), The Hawk (Drakensberg Range), Rhino Peak (Drakensberg Range), Thumb Spur Peak (Drakensberg Range), Devil's Knuckles (Drakensberg Range), Cathedral Peak (Drakensberg Range), Twins Top (Drakensberg Range), Sterkhorn (Drakensberg Range), Emlembe (Drakensberg Range), Impati Mountain (Drakensberg Range), Spion Kop (Drakensberg Range), Isandlwana (Drakensberg Range)

Limpopo – Ysterkroon (Wolkberg), Serala (Wolkberg), Geelhoutkop (Waterberg Massif), Lajuma (Soutpansberg), Hanglip (Soutspansberg)

Mpumalnga – Mount Anderson (Drakensberg Range)

North West – Nooitgedacht West (Magaliesberg), Pilanesberg (Witwatersrand)

	<p>Northern Cape – Kriegersbaken (Sneeuberge), Rooiberg Peak (Kamiesberg), Carolusberg (Kamiesberg), Ghaamsberg</p> <p>Western Cape – Seweweekspoortpiek (Klein-Swartberge), Matroosberg (Hex River Mountains), Groot Winterhoek (Groot Winterhoek), Sneeuokop (Skurweberg), Sneeuuberg (Cederberg), Du Toits Peak (Klein Drakensteinberge), Cradock Peak (Outeniqua Mountains), Table Mountain</p> <p>Islands – Mascarin Peak (Marion Island), Van Zinderen-Bakker Peak (Prince Edward Island)</p>
<p>●◆ Indigenous people's Routes</p>	<p>(See Rock Art and Origin Sites)</p>
<p>● Liberation Routes (These are only a few selected sites)</p>	<p>Eastern Cape – Bisho Massacre Monument, Oliver Tambo Site, Heroes Acre, Qunu, Steve Biko House, Red Location Museum, Mandela Museum</p> <p>Free State – Wesleyan Church, Thabo Mofutsanyana House, Rev Z.R. Mahabane House,</p> <p>Gauteng – Freedom Park, The Sharpeville Memorial, Dr A.B. Xuma Museum, Apartheid Museum, Walter Sisulu Square, mandela House, Hector Peterson Memorial, Constitution Hill, Sharpeville, Liliesleaf Farm, Avalon Cemetery</p> <p>KwaZulu Natal – Pietermaritzburg Station, University of Fort Hare, Chief Albert Luthuli Museum, The Capture Site</p> <p>Limpopo – Beuster Mission Station, Shiluvane Mission centre</p> <p>Mpumalanga – Samora Machel Memorial, Kanyamazane Hill,</p> <p>North West – O.R. Tambo Escape Toute</p> <p>Northern Cape – Upington 26, Sol Plaatjie House</p> <p>Western Cape – Robert Sobukwe House, Nelson Mandela Prison House, Gugulethu, Robben Island</p>
<p>● Colonial Routes</p>	<p>Eastern Cape – The Dias Cross</p> <p>Western Cape – The Castle of Good Hope, The Slave Lodge, Dias Museum, The Company's Garden (The South African Museum), The Old Town House, Malay Quarter (Bo-Kaap)</p>

<p>◆Migration Routes</p>	<p>Whales – Cape Whale Route (Doringbaai – Tsitsikama National Park), False bay, Hermanus, Overberg and Southern Cape, Plettenberg Bay and the Garden Route, Eastern Cape, Wild Coast, KwaZulu Natal, Lamberts bay, Elandsbaai, Saldanha Bay, Yzerfontein Cape Town, Bettys Bay, gansbaai, Cape Agulhas, Struisbaai, Arniston, De hoop Nature and marine Reserve, Witsand, Still Bay, Gouritzmond, Vleesbaai, Dana Bay, Mossel BayHartenbos, Great brak, Vallot’s Bay, herold’s bay, Victoria bay, Wilderness, Dolphin’s Point, Knysna, Plettenberg Bay</p> <p>Birds –the colourful Greater Stripped Swallow, Amur Falcon, White-rumped Swift, White Stork, Pygmy Kingfisher, Yellow-billed Kite, Lesser Kestrel, honey Buzzard, Woodland Kingfisher, Red-chested Cuckoo, European Bee-eater, Insect-eating Amur Falcon and the Greater Striped Swallow (North-South bird migration routes)</p>
<p>●Film and literature Routes</p> <p>(Films were mostly selected for this section: This includes movies and series)</p> <p>There are numerous examples especially with Cape Town Film Studios being very popular</p>	<p>Series – The Crown (2016-present, South Africa filming 2017), Outlander (2014-present; South Africa filming 2017), Black Sails (2014-2017), Homeland (2011-present, South Africa filming 2014), Labyrinth (2012), 24: Redemption (2008), Avenger (2006), Diamond Girl (1998), Inside (1996), Mandela and de Klerk (1997)</p> <p>Documentaries – Amandla!: A Revolution in Four-Part Harmony (2002 – documentary), AmaZulu: The Children of Heaven (2006 – documentary), Animals Are Beautiful People (1974 - documentary), Ape and Super-Ape (1972 – documentary), Bafana (2006 - documentary), The Creators: South Africa Through the Eyes of its Artists (2012 - documentary), His Big White Self (2006 – documentary), Jonestown: Paradise Lost (2007 – documentary), More than Just a Game(2007 – documentary), Sophiatown (2003 – documentary)</p> <p>Films/Movies – 10,000 BC (2008), Aashiqui 2 (2013), Action Point (2018), The Adventurers (1951), Africa United (2010), Agent Vinod (2012), Aitraaz (2004), Alive in Joburg (2006 – mockumentary), Allan Quatermain and the Temple of Skulls (2008), An American Girl: Lea to the Rescue (2016), American Ninja 2: The Confrontation (1987), American Ninja 3: Blood Hunt (1989), Angels in the Dust (2007), Angus Buchan's Ordinary People (2012), Ask the Dust (2006), Avengers: Age of Ultron (2015), Avvai Shanmughi (1996), Ayan (2009), Ayanda (2015), Bakgat (2008), The Bang Bang Club (2010), Big Fellas (2007), Blended (2014), Blue Crush 2 (2011), Boesman and Lena (1969), The Bone Snatcher (2003), Boy Called Twist (2004), Bring It On: Worldwide Cheersmack (2017), Bunny Chow (2006), Burning Rubber</p>

(1981), Cape of Good Hope (2004), The Cape Town Affair (1967), Catch a Fire (2006), Catching Feelings (2017), Champagne (2014), Chander Pahar (2013), Chappie (2015), Chronicle (2012), A Cinderella Story: If the Shoe Fits (2016), Coast of Skeletons (1965), Cocktail (2012), Come Back, Africa (1959), Confessions of a Gambler (2007), Cry, the Beloved Country (1951), Cry, the Beloved Country (1995), Danger Zone (1996), Darfur (2009), The Dark Tower (2017), The Deal (2008), Death Drums Along the River (1963), Death Race 2 (2010), Death Race 3: Inferno (2013), Deep Blue Sea 2 (2018), The Demon (1981), Dhoom 2 (2006), Diamond Safari (1958), The Dinosaur Project (2012), District 9 (2009), Donkey Punch (2008), Dredd (2012), Drum (2004), Duel in the Jungle (1954), Duma (2005), Endgame (2009), Ernest Goes to Africa (1997), Ernest in the Army (1998), Eye in the Sky (2015), Final Solution (2001), Flatfoot in Africa (1978), Flight of the Storks (2012), Flood (2007), The Forgiven (2017), Forgiveness (2004), Free Willy: Escape from Pirate's Cove (2010), Friend Request (2016), Ghajini (2008), The Ghost and the Darkness (1996), The Giver (2014), The Gods Must Be Crazy (Film Series 1980-1993), Going Bananas (1987), The Good Lie (2014), Goodbye Bafana (2007), Gor (1987), Grimsby (2016), Hamari Adhuri Kahani (2015), Hector and the Search for Happiness (2014), The Hellions (1961), Hitman (2007), Home Alone 4: Taking Back the House (2002), Honey 3: Dare to Dance (2016), Hotel Rwanda (2004), House of the Living Dead (1974), I Dreamed of Africa (2000), In My Country (2004), Inescapable (2012), Invictus (2009), The Jackals (1967), Jagga Jasoos (2017), Kal Kissne Dekha (2009), Katrina (1969), Khamoshiyan (2015), Kickboxer 5 (1995), Kill or Be Killed (1980), Killer Force (1976), King Solomon's Mines (1937), The Kissing Booth (2018), Kite (2014), Lake Placid: Legacy (2018), Laser Mission (1989), The Last Days of American Crime (Upcoming), The Last House on the Left (2009), Lost Boys: The Thirst (2010), The Lost Future (2010), Mad Max: Fury Road (2015), Mandela: Long Walk to Freedom (2013), Mandela's Gun (2016), Many Kisses Later (2009), Maze Runner: The Death Cure (2018), Mohenjo Daro (2016), Momentum (2015), Monster Hunter (Upcoming), Motherland (2010 - Motherland), Mowgli: Legend of the Jungle (2018), Mr. Bones 2: Back from the Past (2008), Murder 3 (2013), Na Maloom Afraad 2 (2017), Naam Iruvar Namakku Iruvar (1998), Natalee Holloway (2009), Nor the Moon by Night (1958), The Odyssey (2016), Oh Shucks! Here Comes UNTAG (1993), Outlaw of Gor (1988), Outpost 37 (2014), Paco (2009), Pirates of the Plain (1999), Platoon Leader (1988), Prey (2007), Primeval (2007), Prisoners of the Lost Universe (1983), Project Shadowchaser II (1994), Project Shadowchaser

	<p>IV (1996), Queen of Katwe (2016), Racing Stripes (2005), A Reasonable Man (1999), Red Dust (2004), Resident Evil: The Final Chapter (2016), River of Death (1989), Safe House (2012), The Salvation (2014), Sandy the Seal (1969), Sarafina! (1994), The Scorpion King 2: Rise of a Warrior (2008), SEAL Team 8: Behind Enemy Lines (2014), Shout at the Devil (1976), The Siege of Jadotville (2016), Singam II (2013), Skin (2008), Sniper: Reloaded (2011), Spud (2010), Spud 3: Learning to Fly (2014), Stander (2003), Surviving Evil (2009), Taking Earth (2017), Target of an Assassin (1997), Tarzan and the Lost City (1998), Teen Maar (2011), There's a Zulu On My Stoep (1993), Thirupaachi (2005), Tiger House (2015), Tomb Raider (2018), Tremors: A Cold Day in Hell (2018), U-Carmen eKhayelitsha (2005), Untamed (1955), Victim Five (1964), Where the Road Runs Out (2014), The Wild Geese (1978), Winnie Mandela (2011), Wolf Warrior 2 (2017), The Wooden Camera (2003), The World Unseen (2007), The Young Black Stallion (2003), Young Ones (2014), Zulu (2013)</p>
<p>◆ Hunting/Fishing routes (Hunting was used as the focus)</p>	<p>Eastern Cape – Barkly East 01, Scholtz Hunting Safaris, Bhejane Game Reserve, Crown River Safari, Denmark, Hotfire Wildlife Ranch, Multana Safaris, Timbila Bhjane Game Reserve, Molweni Safaris Africa, Easterncapehunters, African Dream Safari, Tam Safaris, Wormald Hunting Adventures, Swartkei Safaris, Bowker Safaris, Crusader Safaris, Ikamva Safaris</p> <p>Free State – Ficksburg 01, Aliwal North 01, De Rust Nature Reserve, Ommerin, Caledonriver Holiday Farm, Morgenzon Wildplaas, Wisp-Will, African Scent Safaris, Rawhide Safaris, African Scent Safaris, Johan Calitz Hunting Safaris, Wiets Safaris</p> <p>Gauteng – Gauteng 01 (Outside Johannesburg), Gauteng 02 (Hekpoort), Gauteng 03 (An hour from Pretoria, Johannesburg, Rustenburg), Gauteng 05 (Krugersdorp), Pienaar's Hof, Roy's Lodge and Safaris, JP Kleinhans Safaris, Safari Njema, Hunting in Africa, Blackstone Hunting Safaris, Sizama Safaris South Africa, Mark Hudson Safaris, Jabali Game and Nature Reserve, Kudu Hunting Safaris, Tandem Tours, Shumba Safaris, Piet Otto Safaris</p> <p>KwaZulu Natal – Vryheid 01, Spoor Hunting and Fishing Safaris, Belvedere Game Ranch, Tugam Game Farm, Esikhotheni, Kwaggashoek Game Ranch, Leeukop Safari, Somkhanda Game Reserve, Stillrust, Sungulwane Hills Game Lodge, Zulu Afrika Concessions, The Box H, Robbie Kruger Safaris, Nyala Wilds Safaris, Mkhamba Safaris, Zeekoepan River Lodge and Chalets, Lowlands Hunting Safaris, Harloo Ranch, Madubula Safaris, Stone Hunting Safaris, Southern Safaris, pierre van Tonder Big Game Safaris</p>

Limpopo – Thabazimbi 04, Alldays 04 (Between Waterpoort and Alldays), Alldays 03 (Between the Limpop River valley and Kruger National), Lephalale 01 (Ellisras), Leshoka Thabang Game Reserve, Dreyer Safaris, Tusk Safaris and Game Lodge, Lenteguur Game Lodge, Kwangulule Hunting Lodge, Tamboti Game Farm, Rietbok Hunting Farms, SS Pro Safaris, Rhinoland Safaris, Mabula Pro Safaris, Ekland Safaris, Dinaka Game Reserve, Amanita Safaris, Bushmen Safaris, Cruiser Safaris, Buffelspan Safaris, Dries Visser Safaris, Thabazimbi, Vogelpan Lodge and Shumba Safaris, Matlabas Game Hunters, Mount Hope Private Game Reserve, Bonlati Hunting Safaris, Riebelton Safaris, Kukama Safaris Base Camp, Thakadu Game Lodge, Karoi Game Lodge, Bagwele Safaris, Greater Kudu Safaris, Black Eagle Safaris, Madala Safaris, Wildside Safaris, Daggaboy Safaris, Ivy Safaris, Limcroma Safaris, Sabudawn Hunting Safaris, NB Safaris, Huntley Ferreira Safaris, Africa Active Safaris, Chattaronga Safari's, Buffelspan Safaris, Africa Hunters, Amanita Safaris, Zulani Game Lodge and bush Camp, Tumuga Hunting SA, Unico Safaris, Theo-Arie Hunting Safaris, Oryx Ranch, Nonyana Lodge, Kuvhima Safaris, Mubuyu Safaris, Marico Safaris, Bulgeriver Safaris, Baobab Game Ranch, Bushmen Safaris, African Rifle and Bow Hunting, Badger Bush Lodge, old Days Dafaris, Motshere Safaris, Kuche Hunting Safaris, Ferroland Bowhunting, Mattaniah African Hunting Safari, Animals for Africa Safaris, Calali Bush Lodge, Intrepid Safaris Africa, Africa Spear, S'Dudla Safaris, Castaro Lodge, Alldays Safaris, Ditholo Safaris, Kwalata Wildernedd, Mowana Big Game Safaris, Ganspan Safaris, Nkonka Bush Lodge, Limpopo Hunting, Balla-Balla Conservancy, African Arrow Safaris, Thabazimbi Bushveld Safaris, Blinkwater Game Farm, Thaba Mmoyo Safaris, Rhinoland Safaris, Phillip Bronkhorst Safaris, Kunkura Ranch, Ekland Safaris, Choronga Safaris, African Dawn Hunting Safaris, Bivack Game Lodge, Marlothii Bush Camp, Moyo Safari Lodge, Marulahunt, Koringkoppie Game Ranch, Phala Fame Ranch, kolobe Safaris, Bakstaan Game Lodge, Ludwigslust, Vilagama Private Game Lodge, Wild Limpopo Game Farm, Kaalkraal Lodge, Inkwe Valley, Hunters Hide Guest Lodge, Doorndraai Lodge, Boulders Game Ranch and Bush Lodge, Bandur Safari Game Lodge, Indabushee Game Lodge

Mpumalanga – Mpumalanga 01 (Drakensburg Mountain Range), Fountain Calley, Amanzi Mountain Reserve, Fountain Valley Nature Reserve, Paurosa Nature Conservancy, Wildealskraal, Arotin Game Lodge, Nyalarus Game Farm, Thormählen and Cochran Safaris,

	<p>Ultimate Adventures, Coenraad Vermaak Safaris, Madumi Safaris, Rhino Lodge, Leonardia Safaris, Zingeli Safari, uBhetyan-o-Africa, Marula Game Lodge and Conference Centre</p> <p>North West – Swartruggens 02, Brits 02 (30 min outside Pretoria), Brits 01 (Private Game Reserve), Fochville 01, Sjannmanni Safaris, Nuutbegin Safaris, Red Sand Safari Lodge, Madiakgama Safaris, Moredou Jagplaas, Woodside Safaris, Morakane Safari lodge, Aloe Hills, Boitapolosso Game Farm and Lodge, Bontle Motswedding, Inyala Game Lodge, Modderfontein, Schoonkloof Game Ranch, Stilton Jagkamp, Eland Safari Lodge, Hartz View Hunting Safairs, Sumsaren Game Reserve, Thornybush Lodge, Imphofu Safaris, Kwa Motllhose, Bushwack Safaris, De Klerk Safaris, Thandeka Safaris, Bush-Pro Safaris, Metjan Bow Hunting Safaris, Melorani Safaris, Tlhaga Losi Safaris Farms, Restless Africa Safaris, Victor Hunting Safaris Africa, Africa Motsomi Hunting Adventures, Phirima Safaris</p> <p>Northern Cape – Barkleywes 02 (Banks of harts River and 50 miles from Kimberley), Barkleywes 01 (Barkley West, Harts River), Vleiwerf hunting, Aspan Game Farm, Campbell Private Game Reserve, Ghaap Safaris, Thuru Lodge, Magersfontein Lodge, Moja Hunting Safaris Africa, Jakkalskuil, Safaris, Campbell Safaris, Wintershoek Safaris, Marrick Safari, Hunter’s Game, Quaggasfontein Private Game Reserve, Liam Urry Safaris, Kameeldoing Safaris</p> <p>Western Cape – Lasarus Game Farm, Zoetvlei Safaris, Onjonas Safaris Africa, Busch Bow Hunting, Rietfontein Bow Hunting Safaris, Cape Town Hunting Safaris, Zorgfontein Bowhunting</p>
<p>◆ Birding Routes</p>	<p>Eastern Cape – Baviaanskloof Wilderness Area, Tsistikamma National Park, Island Forest Reserve, Seekoei River Nature Reserve, Yellowwoods Nature Reserve, Kabeljous Lagoon and Nature Reserve, Gamtoos River Mouth Nature Reserve, Mondplaas Ponds, Kouga – Baviaanskloof complex, Cape Recife Nature Reserve, Settlers Park in Port Elizabeth, Swartkops Estuary, Rooikrans, Tankatara Road, Algoa Bay Island Nature Reserve, Sundays River Mouth, Addo Elephant National Park, Alexandria Forest/Boknes, Ghio Pans and Hide, Grahamstown Botanical Gardens, Amathole Forest Complex, Camdeboo National Park (Karoo Nature Reserve), Katberg – Readsdale forest complex, Dwesa - Cwebe Nature Reserve, Mkhambathi Nature Reserve, Collywobbles Vulture Colony, Addo Elephant Park, Amakhala Game Reserve, Bucklands Game Reserve, Inkwenkwezi Reserve, Kariega Game Reserve, Kwandwe Game Reserve, Lalibela</p>

Game Reserve, Mount Camdeboo Private Game Reserve, Mpongo Game Reserve, Pumba Game Reserve, Samara Game Reserve, Tsitsikamma National Park

Free State – Golden Gate Highlands National Park, Willem Pretorius Game Reserve, Sandveld Nature Reserve, Soetdoring Nature Reserve and Tussen-die-Riviere Game Reserve, Drakensberg, Maluti Mountains, Vaal River, orange River, Caledon River, Memel, Southern Free State, Lesotho Highlands, Central Free State, Kalahari Thornveld, Escarpment, Riemland and Maloti

Gauteng – Suikerbosrand, Zaagkuil drift, Borakalalo, Vaalkop Dam, Vaal Birding Route

KwaZulu Natal – Southern KwaZulu Natal Birding Route (Midlands, Lower Drakensberg Foothills, Durban and Surrounds, South Coast, north Coast) and Zululand Birding Route (North-East Zululnad/Elephant Coast, North-West Zululand, Southern Zululand), Cape Vidal, Ukhahlamba Drakensberg Park, Giants Castle Reserve, Royal Natal National Park, Ndumo Game Reserve, Sodwana Bay National Park, Pakamisa Game Reserve, Pongola Game Reserve, Bonamanzi Game Reserve, Tala Game Reserve, Thanda Safari Private Reserve, Thula Thula Game Reserve, Nambiti Private Reserve, Mkhuze Game Reserve, Midmar Dam and Nature Reserve, Falaza Game Park, Hluhluwe Game Reserve, Imfolozi Game Reserve, iSimangaliso St Lucia, Ithala Game Reserve, Kosi Bay Reserve, Maphelane, Sani-Pass

Limpopo – Magoebaskloof, Soutpansberg Mountain, Levubu and Letaba Rivers, Nylsvley, Kruger national park, Mapungubwe, Marakele National parks, Blouberg Nature Reserve, Polokwane Nature Reserve, Greater Limpopo Birding Route, Soutpansberg-Limpopo Birding Route (Capricon-Letaba Birding Route, Kruger to Canyons birding Route, Soutpansber-Limpopo Birding Route, Waterberg-Nylsvley Birding Route), Karongwe Private Game Reserve, Kololo Game Reserve, Mapungubwe National Park, Marakele National Park, Mashovhela - Morning Sun Nature Reserve, Moholoholo Wildlife Rehab, Welgevonden Game Reserve

Mpumalanga – Blyde River Canyon, Olifants River, Kruger National park, Wakkerstroom, Chrissiesmeer, Kaapsehoop, Highlands and Wetlands, Greater Panorama, Lowveld, Blyde River Canyon, Likweti Bushveld Farm Estate, Mount Anderson Reserve, Nkomazi Game Reserve

	<p>North West – Pilanesberg and Madikwe National parks, Magaliesberg Protected Natural Environment North West birding Route (Mountains to Crater – Magaliesberg, Pilanesberg, Borakalolo; Grasslands to Dome – Potchefstroom, Vredefort, OPM Prozesky Bird Sanctuary; Marico to Makikwe Bushveld – Madikwe Game Reserve; Wetland, Pans and Dams – Barberspan, Bloemhof Dam; Kalahari – Molopo Game Reserve, Vryburg), Pilanesberg National Park</p> <p>Northern Cape – The Diamond Route, Kgalagadi Transfrontier, Tankwa Karoo National park, Tswalu Kalahari Reserve</p> <p>Western Cape – Flamingo Birding Route, Garden Route Birding Route, Karoo Overberg Birding Route, Peninsula birding Route, De Hoop Nature Reserve, Agulhas National Park, Table Mountain Natl Park, Plettenberg Bay Reserve, Knysna Lake Area, Knysna Elephant Park, Kagga Kamma Reserve, Grootbos Nature Reserve, Bushmans Kloof, Bontebok National Park, Wilderness National Park</p>
<p>● Culinary Routes</p>	<p>Food and drink found across South Africa – Afval, Amasi, Biltong and droewors, Bobotie, Boeber, Boerewors, Bokkoms, Braai/Shisa nyama, Biryani, Bredie, Bunny chow, Cape Malay curry, Chakalaka and Pap, Chutney, Frikkadels, Gatsby, Hertzoggie, Isidudu, Kaiings, Koeksisters, Kota, Mashonzha, Mageu, Mala Mogodu, Malva Pudding, Marog, Mashonzha, Melktert, Melkkos, Mealie bread, Monkey gland sauce, Mosbolletjies, Ostrich, pampoenkoekies, Potbrood, Pickled fish, Potjiekos, Rooibos, Rusks Samoosas, Samp, Skilpadjies, Smagwinya, Sosaties, Tomato bredie, Trotters, Umngqusho, Umphokoqo, Umqombothi, Umvubo, Vetkoek, Walkie Talkies, Waterblommetjie bredie</p>
<p>● Wine/Beer/ Distilleries Routes (Vineyards were selected)</p>	<p>Wine – Coastal</p> <p>Wine – Breede River Valley</p> <p>Wine- Little Karoo</p> <p>Wine – Olifants River</p> <p>Wine – Boberg</p> <p>Wine – Western Cape Routes</p>

Breedekloof Wine Route – Breede River Valley: Merwida Winery – Rawsonville, Goudini Winery – Rawsonville, Overhex Winery – Worcester, Lorraine Private Cellar – Rawsonville, Nuy Winery – Worcester, Kirabo Private Cellar – Rawsonville, Du Preez Estate – Rawsonville, De Wet Cellar – Worcester, Slanghoek Cellar – Worcester, Conradie Family Cellar – Worcester, Botha Wine Cellar – Bainskloof, De Doorns Cellar – Worcester, Rico Suter Wines – Worcester, Olifantsberg Family Vineyards – Worcester, Badsberg Wine Estate – Rawsonville, Opstal Wine Estate – Rawsonville, Dagbreek Farm – Rawsonville, Jason's Hill Private Cellar – Rawsonville, Tanzanite Wines – Rawsonville, Avondrood Vineyards – Rawsonville, Nuy Valley Restaurant – Worcester, Du Toitskloof Winery – Rawsonville, Deetlefs Wine Estate – Rawsonville, Alvi's Drift Wines – Worcester, Mountain Oaks Winery - Rawsonville, Brandvlei Cellar – Worcester, Aan de Doorns – Worcester, Eagles Cliff – Worcester, Groot Eiland – Rawsonville, Stettyn Cellar – Worcester, Hex River Crossing – Worcester

Cape Agulhas Wine Route – Cape Agulhas: Land's End Winery – Elim, Strandveld Vineyards – Elim, Wine Boutique L'Agulhas – L'Agulhas, The Berrio Vinyards – Elim, Zoetendal Wines – Elim

Cape Point Wine Route – Noordhoek

Constantia Wine Route – Constantia: High Constantia Wine Tasting – Constantia, Hout Bay Vineyards – Hout bay, Constantia Glen Wine Estate – Constantia, Eagles' Nest Wine Estate – Constantia, Groot Constantia Wine Tasting – Constantia, Groot Constantia – Constantia, Ambeloui Wine Estate – Hout Bay, Constantia Nek Farm – Constantia, Purple Wine Tour – Constantia Valley, Steenberg Vineyards – Constantia, The Noble Grape – Constantia, Buitenverwachting – Constantia, Cape Point Vineyards – Noordhoek, Groot Constantia Wine Cellar – Constantia, Beau Constantia – Constantia, Silvermist Vineyards – Constantia, Klein Constantia Estate – Constantia

Darling Wine Route – Darling: Ormonde Private Cellar – Darling, Darling Cellars – Darling, Cloof Wine Estate – Darling, Groote Post – Darling, Tukulu Wines – Darling, Withington Wines – Darling

Durbanville Wine Route – Durbanville: Meerendal Estate – Durbanville, De Vallei Boutique Winery – Durbanville, Phizante Kraal – Durbanville, Klein Roosboom Boutique Winery – Durbanville, Russo Wines Vineyard – Durbanville, Nitida Wine Estate – Durbanville,

Hillcrest Estate – Durbanville, Durbannville Hills Wine Estate, Altydgedacht – Durbanville, Diemersdal – Durbanville, Bloemendal Wine Estate – Durbanville, D’aria Wine Estate – Durbanville

Elgin Wine Route – Elgin: Feiteiras Wines – Botrivier, Highlands Road Estate – Elgin, Almenkerk Wine Estate – Grabouw, Barton Wine Estate – Botrivier, Beaumont Wines – Botrivier, Paul Cluver Wines – Elgin, Gabrielskloof Wine Estate – Botrivier, Elgin Heights Wine Estate – Elgin, Paardenkloof Estate – Botrivier, Ross Gower Wines – Elgin, Boutros Wines – Botrivier, Elgin Ridge – Elgin, Elgin Vintners – Elgin, Goedvertrouw Wine Estate – Botrivier, Shannon Vineyards – Elgin, Glen Erskine Boutique Wine Estate – Grabouw, Oak Valley Wine Estate – Elgin, Iona Wine Estate – Elgin, Almenkerk Wine Estate – Grabouw, Eerste Hoop Estate – Botrivier, Charles Fox Estate – Elgin, Wildekrans Wine Estate – Botrivier, Luddite Wines – Botrivier, South Hill the Vineyards – Elgin, Elgin Ridge – Elgin

Franschoek Wine Route – Franshoek: Grande Provence Heritage Wine Estate – Franschoek, The Franschoek Cellar – Franschoek, La Petite Provence Wine Company – Franschoek, Glenwood Winery – Franschoek, Anthonij Rupert Wines – Franschoek, Boekenhoutskloof Wine Estate – Franschoek, La Vigne Estate – Franschoek, La Motte Wine Estate – Groot Drakenstein, Akkerdal Estate – Franschoek, Rickety Bridge Winery – Franschoek, Mont Rochelle Vineyards – Franschoek, Allee Bleue Wine Estate – Groot Drakenstein, Holden Manz Wine Estate – Franschoek, Von Ortloff Wines – Franschoek, Plaisir de Merle Wine Estate – Simondium, Maison Estate – Franschoek, Haut Espoir Wine Estate – Franschoek, La Petite Ferme, Lynx Wine Farm, Dieu Donne Vineyards – Franschoek, Bo La Motte Wine Estate – Franschoek, Eikehof Wine Estate – Franschoek, La Chataigne – Franschoek, Topiary Winery – Franschoek, Solms-Delta Wine Estate – Groot Drakenstein, La Couronne Wine Estate – Franschoek, My Wyn Boutique Winery – Franschoek, La Chaumiere Wine Estate – Franschoek, Cape Chamonix Wine Farm – Franschoek, Haute Cabriere Wine Estate – Franschoek, Stoney Brook Vineyards – Franschoek, Backsberg Estate Cellars – Franschoek, Le Manoir De Brendel Wine Estate – Franschoek, Moreson – Franschoek, Blueberry Hill Winery – Franschoek, La Bourgogne Wine Estate – Franschoek, La Bri Wine Estate – Franschoek, Franschoek Pass Winery – Franschoek

Helderberg Wine Route – Somerset West: Lyngrove Wine Estate – Stellenbosch, Onderkloof Vines and Wines – Sir Lowry's Pass, Waterstone Wines – Somerset West, Journeys End Winery – Sir Lowry's Pass, Elberti Wines – Somerset West, Yonder Hill Wine Estate – Somerset West, Vergelegen Wine Estate – Somerset West, Webersburg Wine Estate – Somerset West, The Winery of Good Hope – Somerset West, Wedderwill Wine Estate – Sir Lowry's Pass, Romond Vineyards – Somerset West, Lourensford Wine Estate – Somerset West, Aeternitas Wines – Strand, Equitania Boutiques Wine Farm – Somerset West, Vergenoegd Estate – Somerset West, Ingwe Wines – Somerset West, Miravel Wine Estate – Somerset West, Post House Wines – Somerset West, The Company of Wine People – Somerset West, Stonewall Cellar – Somerset West, Waterhof Vineyards – Somerset West, Topaz Wines – Stellenbosch, JP Bredell Wines – Somerset West, Ridgemor Wines – Somerset West, Waterkloof Wines – Sir Lowry's pass, Dellrust Wine Estate – Somerset West, Morgenster Wine Estate – Somerset West, Blaauwklippen Wine Estate – Somerset West, Heron Ridge Wine Farm – Somerset West, Kumala Winery – Somerset West

Klein Karoo Wine Route – Karoo: Domein Doornkraal – De Rust, Peter Bayly Wines – Calitzdorp, Barrydale Cellar – Barrydale, Axe Hill – Calitzdorp, Du' SwaRoo Wines – Calitzdorp, Calitzdorp Wine Cellar – Calitzdorp, Withoek Wine Farm – Calitzdorp, Mons Ruber Winery – De Rust, The Wine Boutique – Montagu, TTT Cellar – Calitzdorp, Karusa Vineyard – Oudtshoorn, Hillock Wines – Ladismith, Joubert-Tradauw Private Cellar – Barrydale, SoetKaroo Wine Estate – Prince Albert, Herold Wines – Herold, Grundheim Wines – Oudtshoorn, De Krans Wine Cellar – Calitzdorp, Ladismith Cellar – Ladismith, Boplaas Family Vineyards – Calitzdorp, bergwaters Wines – Prince Albert, Excelsior Vlakteplaas – De Rust

Olifants River Valley Wine Route – Citrusdal: Cederberg Private Cellar – Cederberg, Namaqua Wines – Vredendal, Bellpost Wines – Vredendal, Cape Rock Wines – Vredendal, Seal Breeze Wines – Vredendal, Piekenierskloof Winery – Citrusdal, Melkboomsdrift Boutique Wine – Vredendal, Stoumann's Wines – Vredendal, Stellar Organic Winery – Klawer, Klawer Cellars – Klawer, Wilgenhof Wines – Vredendal, Lutzville Vineyards – Vredendal

Paarl Vintners Wine Route – Paarl: De Reuck Wine Estate – Paarl, The Mansons Winery – Paarl, De Zoete Inval Estate – Paarl, De Villiers Wine Estate – Paarl, Val de Vie Wine Estate – Paarl, Backsberg Estate Cellars – Franschhoek, Groot Parys Estate – Paarl, Nelson’s Creek Wine Estate – Paarl, Niel Joubert Wines – Paarl, Windmeul Winery, Under Oaks Wine Farm – Paarl, Retief Wines – Paarl, Boland Cellar Wine Estate – Paarl, Black Pearl Wines – Paarl, Domaine Brahms Wine Estate – Paarl, Glen Carlou Wine Estate, Fairvalley Worker’s Association Vineyard – Paarl, Mellasat Vineyards – Paarl, Lindhorst Winery – Paarl, William Everson Wines – Paarl, Drakensig Wine Farm – Paarl, Nwanedi Wine – Paarl, Rhebokskloof Wine Estate – Paarl, Rose Garden Vineyards, Veenwouden Private Cellar – Paarl, Laborie Restaurant – Paarl, Anura Vineyards – Klapmuts, Klein Parys Wine Estate – Paarl, Fairview Estate – Paarl, Vendome Wine Estate – Paarl, Perdeberg Winery – Paarl, Spice Route Winery – Paarl, Ridgeback Winery – Paarl, Ruitersvlei Wines – Paarl, Nederburg Wine Estate – Paarl, Kleine Draken Wine Estate – Paarl, Babylonstoren Wine Estate – Paarl, Laborie Wine Estate, Landskroon Wine Estate – Paarl, Freedom Hill Winery – Paarl, Noble hill Wine Winery – Paarl, Simonsvlei Winery – Paarl, Avondale Wine Estate – Paarl, Temple Wines – Paarl, Mooi Bly Wine Estate – Paarl, Saam Mountain Vineyards – Paarl, Bernheim Wines – Paarls, Kleinvallei Calais Wine Estate – Paarl, Chase Vineyards – Paarl, Calais Wine Estate – Paarl

Robertson Wine Route – Robertson: Jonkheer Winery – Robertson, Van Loveren Vineyards – Robertson, Burcon Wines – Robertson, Rosendal Winery – Robertson, Ashton Kelder Wine Estate – Ashton, Kranskop Wine Estate – Robertson, DuVon Wines – Robertson, Arabella Wine Estate – Ashton, Koningsrivier Wines – Robertson, Wandsbeck Winery – Robertson, Arendsig Wine Estate – Robertson, Sumsare Family Wines – Robertson, Rooiberg Winery – Robertson, Rietvallei Wine Estate – Robertson, Clairvaux Wine Cellar – Robertson, Major’s Hill Wine Estate – Robertson, De Wetshof Wine Estate – Robertson, Cloverfield Wines – Robertson, Fraai Uitzicht 1798 Historic Wine Cellar – Robertson, Le Grand Chasseur Wine Estate – Robertson, Rodezandt Winery – Robertson, Springfield Estate Robertson, Bon Cap Organic Wine Cellar – Robertson, Robertson Winery – Robertson, Wederom White Farm – Robertson, Excelsior Estate – Robertson. Bon Courage Wine Estate – Robertson, Viljoensdrift Winery – Robertson, Graham Beck Robertson – Robertson

Stellenbosch Wine Routes – Stellenbosch: Botterlary Hills Wine Estates; Greater Simonsberg Wine Estates; Stellenbosch Berg Wine Estates; Stellenbosch Valley Wine Estates (Numerous Wineries, Vineyards and Estates)

Swartland Wine Route – Riebeek Kasteel: Annex Kloof Wines – Malmesbury, Mullineux Family Wines – Riebeek Kasteel, Swartland Wines – Malmesbury, Allesverloren Wine Estate – Riebeek West, Dragonridge Winery – Malmesbury, Nassua Winery – Malmesbury, Roundstone Wine Estate – Riebeek Kasteel, Withington Wines – Darling, Babylon's Peak Private Cellar – Malmesbury, bardenhorst Family Wines – Malmesbury, Meerhof Wines – Riebeek Kasteel, Nieuwedrift Vineyards – Piketberg, Riebeek Cellars – Riebeek Kasteel, Franki's Vineyards – Malmesbury, Abbotts Hill Wines – Malmesbury, Kloovenburg Wine Estate – Riebeek Kasteel, Lammershoek Wine Cellar – Malmesbury, Tukulu Wines – Darling, Roundstone Wine Estate – Riebeek Kasteel, Winkelshoek Wynkelders – Piketberg, Het Vlock Casteel – Riebeek Kasteel, Pulpit Rock Winery – Riebeek West, Org de Rac Domain - Piketberg

Tulbagh Wine Route – Tulbagh: Mont Du Toit – Tulbagh, Fable Wines – Tulbagh, Drostdy-Hof Wine Estate – Tulbagh, Schalkenbosch Wines – Tulbagh, Saronsberg Cellar – Tulbagh, Manley Private Cellar – Tulbagh, Waverley Hills Organic Wine Estate – Tulbagh, Linde Vineyards – Tulbagh, Things I love – Tulbagh, Lemberg Wine Estate – Tulbagh, Tulbagh Winery – Tulbagh, Montpellier Wine Estate – Tulbagh, Theuniskraal – Tulbagh, The House of Krone – Tulbagh, Rijk Private Cellar – Tulbagh, Blue Crane Vineyards – Tulbagh, Morgansvlei Estate - Tulbgh

Walker Bay Wine Route – Hermanus: Whalehaven Winery – Hermanus, Creation Wines – Hermanus, Southern Right Wine Estate – Hermanus, Stanford Hills Estate – Stanford, Ataraxia Mountain Wines – Hermanus, Russel Vineyards – Hermanus, Hermanus Wine Hoppers – Hermanus, Sumaridge Estate Wines – Hermanus, Bouchard Finlayson Vineyard – Hermanus, Newton Johnson Family Vineyards – Hermanus, Raka Wines – Stanford, Boschrivier Wine Estates – Stanford, Hermanuspietersfontein Wines – Hermanus, La Vierge – Hermanus, Benguela Cove Wine Estate – Hermanus, Brunia Wines – Stanford

Wellington Wine Route – Wellington: Andreas Wine Estate – Wellington, De Compagnie Wine Estate – Wellington, Doolhof Wine Estate – Wellington, Wellington Wine Cellar – Wellington, Temple Wines – Paarl, Jorgensen's Distillery – Wellington, Jacques Smit Wines –

	<p>Wellington, Longbarn Winery – Wellington, Oude Wellington Wine – Wellington, Mischa Wine Estate – Wellington, Linton Park Wines – Wellington, Bovlei Cellar – Wellington, Alkmaar Boutique Vineyard – Wellington, Versailles Wine Estate – Wellington, Welwanpas Family Vineyards – Wellington, Bosman Family Vineyard – Wellington, Kleinfontein Wine Farm – Wellington, Bloulei – Wellington, Jacaranda Wine Estate – Wellington, Hildenbrand Wine and Olive Estate – Wellington, Napier Winery – Wellington, Dimersfontein Wine Estate – Wellington, Nabygelegen Private Cellar – Wellington, Schalk Burger and Sons Wine Estate – Wellington, Welgegund Heritage Wines – Wellington, Upland Organic Farm and Winery – Wellington, Wamakersvallei Cellars – Wellington, Dunstone Wines - Wellington</p> <p>Worcester Wine Route – Worcester: De Wet Cellar – Worcester, Eagles Cliff – Worcester, Hex River Crossing – Worcester, Nuy Winery – Worcester, Brandvlei Cellar – Worcester, Tanzanite Wines – Worcester, Rico Suter Wines – Worcester, Botha Wine Cellars – Bainskloof, Aan de Doorns – Worcester, Overhex Winery – Worcester, Conradie Family Cellar – Worcester, Olifantsberg Family Vineyards – Worcester, Stettyn Cellar – Worcester, De Doorns Cellar – Worcester, Alvi’s Drift Wines – Worcester</p> <p>Wine – Eastern Cape Routes (Sneeuberg Brewery and Two Goats Deli – Nieu-Bethesda)</p> <p>Wine – Northern Cape Routes (Bezalel Wine and Brandy Estate – Keimoes, Orange River Cellars – Upington, Douglas Wine Cellar – Douglas, Hartswater Wine Cellar – Kimberley)</p> <p>Wine – Free State Routes (Landzicht Winery – Jacobsdal)</p>
<p>●Architecture Routes</p>	<p>Architecture Styles across South Africa – Bhaca, Bomvana, Cape cottage architecture, Cape Dutch architecture, Cape Dutch revivalism, Cast iron architecture, Corbelled stone architecture, Corrugated architecture, Edwardian architecture, English settler architecture, Fortified farmhouse architecture, Georgian architecture, Griqua house, Hardbieshuis, Highveld dwelling, Ironic architecture, Kakebeenwa, Kapsteylhuis, Karoo house, Khoikhoi architecture, Lobedu, Matabele, Mat shelters, Mfengu, Mpondo, Mpondomise, Ndebele, Pedi architecture, Prefabricated architecture, San architecture, Shona, Sotho architecture, South Ndebele architecture, Stick style, Stilt architecture, Swazi architecture, Temporary shelters, Thembu, Tsonga architecture, Tswana architecture, Venda architecture, Verandah dwellings, Victorian architecture, Xesibe, Xhosa architecture, Zulu architecture</p>

<p>●■◆Desert Routes</p>	<p>Namib Kalahari</p>
<p>●◆Rock Art Routes</p>	<p>Also see Origin Route</p>
<p>●Battlefield Routes (Battles and wars were fought right across South Africa. There are numerous sites, not all of which are represented in the table)</p>	<p>Eastern Cape – Mountain Zebra Park, Fort Selwyn, Trompetter’s Drift, Dick King, Peddie, Fort Cox, Horse Memorial, Fort Frederick, Grahamstown Cathedral, 1820 Settlers National Mounument, The Provost Prison, Battle of Draaibosch Memorial, Cradock War Memorial, Tarkastad War Memorial, The Egazini Memorial, King Hintsa’s Grave, Fort Hare, The prince Alfred’s Guard Memorial, Anglo-Boer War Memorial, Campanile Memorial, British War Memorial, Cathcart War Memorial, Fort Murray, Anglo-Boer War Blockhouse, Old Powder Magazine, Fort Beaufort, Military Museum,</p> <p>Free State – Anglo-Boer War Museum, Memorial of the Battle of Bloomplaats, Bloemfontein Cemetery, Vegkop Battlefield Mounument and Museum, ,Harrismith Concentration Camp Mounument, Surrender Hill, Bethlie Concentration Camp Memorial and Cemetery, Louw Wepner Memorial, Childrens Memorial, Springfontein Memorial, National Women’s Memorial, Horse Memorial, World War I Mounument, Sannaspos Battlefield, Military Museum Fort, Blockhouse</p> <p>Gauteng – Union Buildings, Freedom Park, Rand Regiments Memorial, Jameson Raiders Mounument, Vlakfontein Needle, Anglo-Boer War Memorial, Voortrekker Mounument, South African Defence Force Memorial, Fort Schanskop, Fort Klapperkop, Anglo-Boer War Museum, Majuba Hill, South African Museum of Military History, South African Air Force Museum, Delville Wood Memorial, Johannesburg War Memorial, Scottish War Memorial</p> <p>KwaZulu Natal – Isandlwana Mounument, Ncome Museum and Mounument, Ulundi Battlefield, Battle, King Shaka’s Grave, Ondini Cultural Museum and site of King Cetshwayo’s Royal Residence, Blood River Battlefield, Blood River Mounument and Talana Museum Ithaleni Battlefield, Grave of Piet Retief, Barefoot Lady, Wasbank Laager, Rorke’s Drift Museum, Newcastle Memorial, Spion Kop Memorials, Colenso Memorial, Ladysmith Siege Museum, Elandslaagte Battlefield Memorial, Great War Memorials, Laing’s Nek Battlefield, Memorial Gardens, Fort Dunford Museum, Shaka Memorial, Schuinhoogte Battlefield Memorial</p>

	<p>Limpopo – Sefako Makgatho's Grave, Polokwane Cemetery, Fort Louis Campbell, Moorddrift Mounument, Fort Hendrina, Blockhouse</p> <p>Mpumalanga – Standerton Memorial, Volksrust Concentration Camp Memorial, Guard House, Covenant Mounument, Remains of an old Voortrekker Fort, Berg-en-dal Mounument, Long Tom Pass, british Soldiers Memorial, Ouhoutbossie and Manchester Regiment Memorial, Pilgrim's Rest War Memorial, Dullstroom Boer War Memorial, Ntombi Drift Battle</p> <p>North West – Jakobus Badenhorst Farmhouse, Old Powder Magazine, Potchefstroom Old Fort and Cemetery, Voortrekker Fort, Cannon Kopje, Warren's Fort, Danie Theron Memorial, Battle of Tigela Site, Moshoeshoe Graves, Siege Graves Mafikeng Cemetery, Ikalafeng Mounument, Mosega, Khunwana, Kraaipan Mounument, Siege of Mafikeng,</p> <p>Northern Cape – Cape Corps Memorial, Norvalspont Concentration Camp Memorial, Magersfontein Battlefield and Anglo-Boer War Museum, Highlander Mounument, The Honoured Dead Memorial, Burger Mounument, Kakamas Mounument, Anglo-Boer War Blockhouse, Letterklip, Prieska Old Municipal Cemetery</p> <p>Western Cape – Memorials of the Battle of Bloomplaats, HMT Mendi Memorials, Geelbecks River Blockhouse, Delville Wood Memorial, Anglo-Boer War Blockhouse, Matjiesfotein Village, Baboon Point, Anglo-Boer War Fort, Artillery Memorial, Cape Town War Memorial, Hildebrand Anglo-Boer War Mounument, Mounument to the Southernmost Battle of the Anglo-Boer Warm, The Castle of Good Hope</p>
<p>●Township/Informal setting Routes</p>	<p>Eastern Cape – Mdantsane (East London), Ibhayi (Port Elizabeth), KwaNobuhle (Uitenhage)</p> <p>Free State – Thabong (Welkom), Mangaug (Bloemfontein), Botshabelo (Bloemfontein)</p> <p>Gauteng – Vosloorus (Boksburg), Tsakane (Brakpan), Tembisa (Kempton Park), Soweto (Johannesburg), Soshanguve (Pretoria),Sebokeng (Vanderbijlpark), Meadowlands (Roodepoort), Mamelodi (Pretoria), Katlehong (Germiston), Ivory Park (Midrand), Evaton (Vanderbijlpark), Daveton/Etwatwa (Benoni), Alexandra (Johannesburg), Kagiso (Krugersdorp), Mabopane (Pretoria), Saulsville (Pretoria), Thokoza (Alberton), KwaThema (Springs), Diepsloot (Johannesburg), Ga Rankuwa (Pretoria), Orange Farm (Johannesburg), Duduza (Nigel), Sharpeville (Vereniging)</p>

	<p>KwaZulu Natal – Umlazi (Durban), Kwa-Mashu (Durban), Ntuzuma (eThekweni), Madadeni (Newcastle), Edendale (Pietermaritzburg), Osizeni (Newcastle), Hlubi (Newcastle), Mpumalnga Township (Pinetown), Imbali (Pietermaritzburg)</p> <p>Limpopo – Seshego (Polokwane), Mahwelereng (Mokopane), Namakgale (Phalaborwa), Mankweng (Polokwane)</p> <p>Mpumalanga – Embalenhle (Secunda), Natsulu (Mbombela)</p> <p>North West – Jouberton (Klerksdorp), Ipelegeng (Schweizer-Reneke)</p> <p>Northern Cape</p> <p>Western Cape – Mitchell's Plain (Cape Town), Khayelitsha (Cape Town), Guguletu (Cape Town)</p>
<p>●■◆River Routes</p>	<p>Eastern Cape – Baakens River, Bell River, Bhira River, Black Kei River, Bloukrans River, Boesmans River, Buffalo River, Chalumna River, Groot Brak River, Doring River, Gamtoos River, Great Fish River, Great Kei River Groot River, Groot Vlei River, Hol River, Indwe River, Kabejous River, Kammanassie River, Karatara River, Kariega River, Kat River, Keiskamma River, Klaas Smits River, Klasies River, Klip River, Kobongaba River, Komani River, Kouga River, Kowie River, Kraai River, Krom River, Kwenxura River, Little Brak River, Lyndoch River, Maitland River, Mhashe River, Mdumbe River, Mgwalana River, Mooi River, Mtamvuna River, Mthatha River, Mzamba River, Mzimvubu River, Nahoon River, Nqabara River, Oompies River, Orange River, Pienaars River, Riet River, Rufanes River, Sandpoort River, Storms River, Sundays River, SWartkops River, Tarka River, Tele River, Tsitsikamma River, Tsomo River, Tyhume River, Van Stadens River, White Kei River, Wit River, Xilinx River, Xora River, Xuka River, Zimbani River</p> <p>Free State – As River, Berg River, Caledon River, Groot Vet River, Jordaan River, Jordaanspruit, Kaalspruit, Karoospruit, Laai Spruit, Liebenbergsvlei River, Modder River, Orange River, Riet River, Rietspruit, Sand River, Sandspruit, Vaal River, Vals River, Vet River,</p> <p>Gauteng – Apies River, Blesbokspruit, Braamfontein Spruit, Bronkhorst Spruit, Crocodile River, Elands River, Hennops River, Jukskei River, Ou Spruit, Pienaars River, Suikerbosrant River, Wilge River</p> <p>KwaZulu Natal – Amanzimtoti River, Bivane River, Black Umfolozi River, Blood River, Bloukrans River, Buffalo River, Bushman River, Great Usutu River, Hlhuwe River, Illovo River, Intombe River, Kaba River, Landandlovu River, Klip River, Koshwana River, Lovu River,</p>

Mbango River, Mbizana River, Mbokodweni River, Mdesingane River, Mdlotane River, Mdloti River, Mgobezeleni River, Mhlabatshane River, Mhlali River, Mhlatuze River, Mkomazi River, Mkuze River, Mlalazi River, Mlazi River, Mngeni River, Mooi River, Mrenjati River, Msunduzi River, Mtamvuna River, Mtontwanes River, Mugwenya River, Mximkulwana River, Mzimkulu River, Mzimkulwane River, Mzumbo River, Ngagane River, Ngwavuma River, Nyalazi River, Nyoni River, Ohlanga River, Pongolo River, Sandlundlu River, Sundays River, Tongati River, Tugela River, Umbilo River, Umfolozi River, Umgeni River, Umvoti River, Umzimkulu River, Uvuzana River, White Umfolozi River, Zinkwasi River, Zotsha River

Limpopo – Brak River, Crocodile River, Diep River, Ga-Selati River, Great Letaba River, Hout River, Lephhalala River, Letaba River, Letsitele River, Levubu River, Limpopo River, Little Letaba River, Malips River, Matlabas River, Mbodi River, Middle Letaba River, Mogalakwena River, Mokolo River, Nwanedi River, Nyl River, NZhelele River, Olifants River, Palala River, Sand River, Tamboti River, Treur River, Wit River

Mpumalanga – Assegaai River, Blyde River, Boesmanspruit, Crocodile River, Elands River, Incomati River, Kat River, Klaserie River, Klein Olifants River, Komati River, Kromdraai Spruit, Lunsklip River, Maputo River, Marico River, Ohrigstad River, Olifants River, Sabie River, Selons River, Steelpoort River, Timbavati River, Usutu River, Waterval River, Wilge River, Wit River, Woes-Alleen River

North West – Bamboesspruit, Crocodile River, Elands River, Groot Marico River, Harts River, Hex River, Klein Marico River, Molopo River, Mooi River, Ngotwane River, Pienaars River, Sterkstroom River

Northern Cape – Buffels River, Groenrivier, Hantams River, Hartbees River, Modder River, Nossob River, Ongers River, Ornage River, Sak River, Spoeg River, Troe-Troe River

Western Cape – Baviaanskloof River, Bloukrans River, Boesmans River, Bonte River, Bot River, Breede River, Buffeljags River, Buffels River, Diep Rivier, Doring River, Duiwenhoks River, Gamka River, Gouritz River, Great Brak River, Groot River, Hartenbos River, Liesbeeck River, Heuningnesrivier, Hex River, Hoeksrivier, Jakkals River, Kaaimans River, Kamma River, Keisers River, Keurboom River, Kingna River, Klein River, Klip River, Knysna River, Krom River, Kuils River, Langvlei River, Lourens River, Lower Brandvlei River, Olifants

	<p>River, Palmiet River, Plankenburg River, Poesjenels River, Riviersonderend, Rondgat River, Rooiels River, Salt River, Smalblaar River, Sout River, Steenbras River, SWart River, Touws River, Uilkraal River, Verlorelei River, Vier-en-twintig-Riviere, Zandvlei River</p>
<p>● Cultural Routes (These are only a few of the cultural sites in South Africa)</p>	<p>Eastern Cape – Khaya La Bantu Cultural Village, Ngxingxolo Village, Olive Scheriner House, Great Fish Point Lighthouse, Donkin Heritage Trail, East Londen Museum, Donkin Reserve, GFI Gallery, Fort Fredrick, The Opera House</p> <p>Free State – Basotho Cultural Village, National Museum, Anglo-Boer War Museum, Liesel Wessels Art Gallery, Oliewenhuis Art Museum, The Women’s Memorial, Tansgariiep Museum, Smithfield’s Mud House, Historical Rhodes Village, The Cave Church</p> <p>Gauteng – Melrose House, Smuts House, Ditsong National Museum of Cultural History, Credo Mutwa Cultural Village, Gold Reef City, The Newtown Cultural Precinct, Church Square, Voortrekker Mounument, Freedom Park, Sammy Marks House, Union Buildings, Paul Kruger Museum, Pioneer House</p> <p>KwaZulu Natal – Msunduzi Museum, Empangeni Art and Cultural History Museum, Shakaland Cutral Village, Warriors Gate Museum, Tatham Art Gallery, Ladysmith Siege Museum, Simunye Zulu Village, Blood River Heritage Site, The Old Prison, Umhlanga Lighthouse</p> <p>Limpopo – Camp Fundudzi, Bakone Malapa African Museum, Polokwane Art Museum, Mapungubwe, Thohoyandou Art and Culture Centre, Masorini Village Museum, Pedi Potters, Dzata Ruins and Museum of the Drum, Strijdom House and Waterberg Museum, Arend Dieperink Museum, Eersteling Mounument, Hugh Exton Photographic museum, Tropic of Capricorn Mounument</p> <p>Mpumalanga – Shangaan Village, Elephant Museum, Matsamo Cultural Park, The Botshabelo Mission Station and historical Village, Ndebele Village, Pilgrims Rest, Baberton Museum, Lydenburg Museum, Sheba mine, White River History and Motor Museum, Jocks Memorial, Le Goya Village</p> <p>North West – Lesedi Cultural Village, Mmabana Cultural Centre, Klerksdorp Museum, Mafikeng Museum, Ampie Bosman Cultural History Museum, North West Agriculture Museum, Totius House museum, President Pretorius Museum, Mphebatho Cultural Museum in Moruleng Village, Mapoch Ndebele Village</p>

	<p>Northern Cape – Kimberley Mine Museum, Africana Library, McGregor Museum, Port Nolloth Museum, Southern Africa Large Telescope and Planetarium, Calvinia Museum, Fred Turner Windpump Museum, Moffat Mission Station, Calvinia Post Box, Kimberley Transport Museum, Danielskuil, Hantam House</p> <p>Western Cape – De Waterkant, !Kwa ttu Heritage Centre, Robben Island, Hout Bay Museum, Rhodes Memorial, Ostrich Palaces, The Company Gardens, Just Nuisance, The Afrikaans Language Mounument and Museum, Drostdy museum Complex, Leipolt House, South African national Gallery, Iziko South African museum, Outeniqua Transport Museum, CP Nel Museum, Mostert’s Mill, South African Air Force Museum</p>
<p>● ■ Walking/Backpacking Routes</p>	<p>Eastern Cape – Wild Coast Hike, The Leopard Trail, Tsitsikamma Trail, The Dolphin Trail, The Chokka Trail</p> <p>Free State – Hiking Clarens</p> <p>Gauteng – Hennops Trails</p> <p>KwaZulu Natal – Drakensberg Grand Traverse, Sentinel Peak Hike, Wild-South Coast Walk, Rocky Bay Resorts Trails, Kosi Bay Hike</p> <p>Limpopo – Kruger National Park, The Limpopo Mpumalanga hiking route (Bateleur Nature Reserve – Stamvrug hiking trails, Thabaphaswa Mountain Sanctuary – The Molokwane Trail, Kurisa Moya Nature Lodge – Magoebaskloof hiking trail, Modjadji Nature Reserve, Five Assegais Country Estate – Abel Erasmus Pass, Panorama Route, Bourke’s Luck Potholes, Rainforest Trail, God’s Window, Escarpment Trail), Fundudzi Lake hike</p> <p>Mpumalanga – Kruger National Park, The Limpopo Mpumalanga hiking route (Bateleur Nature Reserve – Stamvrug hiking trails, Thabaphaswa Mountain Sanctuary – The Molokwane Trail, Kurisa Moya Nature Lodge – Magoebaskloof hiking trail, Modjadji Nature Reserve, Five Assegais Country Estate – Abel Erasmus Pass, Panorama Route, Bourke’s Luck Potholes, Rainforest Trail, God’s Window, Escarpment Trail), The Num Num Trail</p> <p>Northern Cape – The Tankwa Camino (Calvinia – Ceres), Fish River Canyon, The Donkey Trail, The Crayfish Trail, Shoreline of the San Hiking Trail, Namaqua Silver Sands Trail, Karoo Erdvark Trail, Diamond Coast Hiking Trail</p>

	<p>Western Cape – Otter Trail, Rim of Africa, The Tsitsikamma Hiking Trail, Table Mountain, The Green Mountain Trail, Rim of Africa, Addo National Park, Genadendal Trail, Table mountain’s three peaks, Lion’s Head, The Whale Trail, The Plett Trail, The Perlemoen Trail, The Fynbos Trail, Oystercatcher Trail, Matroosber Nature Reserve, Cederberg Heritage Route</p>
<p>● Famous and infamous peoples Routes (There are numerous famous and infamous people who come from South Africa. A selected few have been chosen for this table These people can also be placed in categories, which may in turn create niches)</p>	<p>Politicians - Jan Smuts, Nelson Mandela</p> <p>Sport stars – Zola Budd, Jakes Maltlala, Hansie Cronje, Ernie Els, Naas Botha, Doctor Khumalo, Jordy Smith, Natalie du Toit, Chad le Clos, Amanda Coetzer, Wayne Ferreira</p> <p>Academics – Dr Christiaan Barnard, Dr Arnold Theiler</p> <p>Film Stars – Charlize Theron, Arnold Vosloo, Trevor Noah, John Kani, Connie Chiume</p> <p>Singers and Musicians – Mimi Coertse, Lucky Dube, Miriam Makeba, Johnny Clegg</p> <p>Models – Tanit Phoenix, Megan McKenzie, Reeva Steenkamp, Candice Swanepoel</p> <p>Media Personalities – Trevor Noah, Jeremy Mansfield</p> <p>Authors – J.R.R. Tolkien, André P. Brink, Daleen Matthee, Alan Paton, Olive Schreiner, Nadine Gordimer, Sol Plaatjie</p> <p>Visual Artists – Irma Stern, Maggie Laubser, Jacob Hendrik Pierneef, Anton van Wouw</p> <p>Criminals – Oscar Pistorius, André Stander, Gert van Rooyen, Dimitri Tsafendas, Moses Sithole, Elias Xitavhudzi</p> <p>Religious clerics – Desmond Tutu, Beyers Naudé, Robert Moffat, S.J. du Toit, Allan Boesak</p> <p>Business People – Sol Kerzner, Elon Musk, Harry Oppenheimer</p>
<p>●■ Entertainment/Events Routes</p>	<p>Eastern Cape – Digital Arts Festival</p> <p>Free State – Cherry Festival, Mangaung Cultural Festival</p> <p>Gauteng – South African Book Fair, Arts Alive Festival</p> <p>KwaZulu Natal – Splashy Fen Festival, Comrades Marathon, Durban Film Festival, Zulu Reed Dance</p> <p>Limpopo – Oppikoppi Festival</p>

	<p>Mpumalanga – Winter Festival</p> <p>North West – Vryburg Agricultural Show, Aardklop National Arts Festival</p> <p>Northern Cape – Klein karoo Arts Festival, WYM Africa AfrikaBurn Festival, Namaqualand in Bloom</p> <p>Western Cape – Cape Minstrel Festival, Up the Creek Festival, Wine Harvest Festival, Cape Town Jazz Festival, Argus Cycle Tour, Hermanus Whale Festival, Wildflower Festival</p> <p>South Africa – Tourism Indaba, Mining Indaba, National Arts Festival</p>
<p>●Spiritual Healing Route</p>	<p>There are various Churches, Mosques and Synagogues across South Africa.</p> <p>Eastern Cape – Cathedral of St Michael and St George</p> <p>Free State – Basotho Caves (Mount Mautse, Motouleng, Bodimong)</p> <p>Gauteng – Nizamiye Mosque, Nan Hua Temple (Buddhist Temple)</p> <p>KwaZulu Natal – Jumma Musjid Mosque (One of the largest Mosques), The Hare Krishna Temple of understanding and the Sri Ambalavanar Alayam Second River Temple, which is also a National Mounument (Two Hindu Temples in Durban), Injasuti Valley and Kamberg, Drakensberg (Here San Rock Art belief and worship can be seen), Buddhist Retreat in Ixopo (A centre to meditate), Dharmagiri</p> <p>Mpumalanga – Boondocks Labyrinth (Kaapmuiden), The Alpha and Omega Cave (Ohrigstad), St Peter Church (Sabie)</p> <p>North West – The Reformed Church (Oldest in the Transvaal Region)</p> <p>Northern Cape – Die Oog (Kuruman – where the first Bible in South Africa was printed and the spring is the largest fresh water spring in southern Africa, San – a place of rebirthing), Boesmans Gat (Kuruman – the sacred womb of the Earth Mother for the San)</p> <p>Western Cape – St Georges Cathedral (One of the Oldest churches in Southern Africa), Shul (One of South Africa’s oldest Jewish synagogue in the Company Gardens), Masjid-ul-quds (one of the most important Mosques in South Africa), Kramats (holy burial sites, four of which are on Signal Hill), Burial sites of Sheikhs (Sheikh Yusuf of Macassar in the dunes near Macassar Beach, the last Malaccan Sultan</p>

Sheikh Abdurahman Matebe Shahnat in Klein Constatia, Sheikh Sayed Abdurahman Maturu of Jafet on Robben Island, Stellenbosch Dutch Reform Church, Centre for Christian Spirituality, Tushita Kadampa Buddhist Centre, Kagyu Samye Dzong, Phakalane

7.3. TOURIST EXPERIENCES

In their editorial on tourist experiences Svein Larsen and Lena Mossberg track the conceptual developments over about four to five decades. They state that, although the decades of research in the subject of tourist experiences have yielded some results, these “results are sometimes confusing and complex and almost always fragmented”. True to the multi-disciplinary nature of tourism research they continue to reflect on the various perspectives of tourist experiences by identifying a number of contributing disciplines / fields and their perspectives on tourist experiences, namely:

- Psychology – “subconscious processes, to emotional processes and to cognition”
- Sociology – “social processes”
- Marketing – “response, measurable in customer satisfaction”
- Social Anthropologist – “cultural aspects of experiences, and how the cultural makeup and conflict shape experiences”
- Economist – “rational choice and hedonic optimizations”²⁷⁵

This latter more pragmatic perspective is considered by Michael Morgan, Jörgen Elbe and Javier Curiel, in a three destination case study conducted to identify aspects of the so called “experience economy” that proffers the “emotional, aspirational and participative” aspects of consumer behaviour “over the functional and rational”. They elaborate on the concept of the experience economy by reflecting on the work of Pine and Gilmore, stating that:

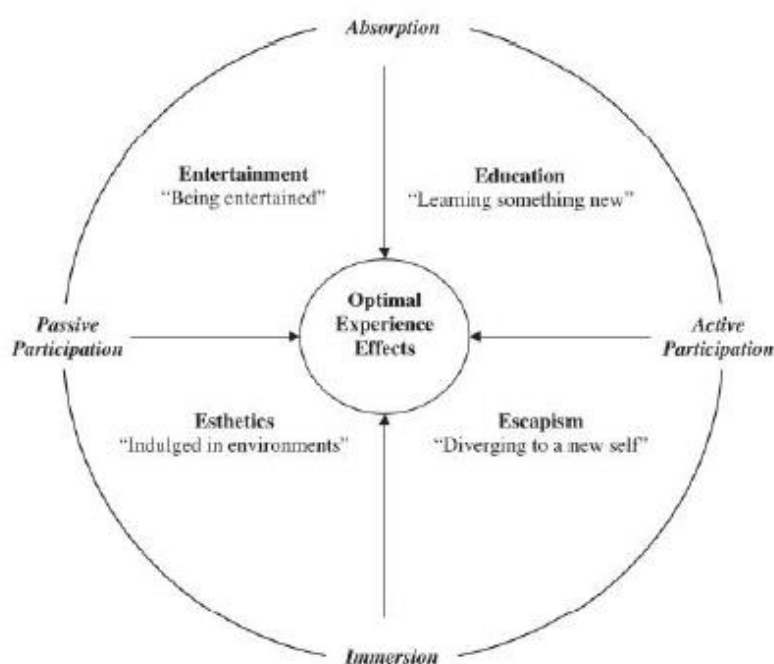
The experience economy concept is closely related to tourism both in its origins and its implications. Pine and Gilmore’s (1999) assertion that the developed world was moving from a service- to an experience-based economy was based partly on their analysis of the growth of US leisure and tourism attractions, such as theme parks, concerts, cinema and sports events, which they found to outperform other sectors in terms of price, employment and nominal gross domestic product (GDP). Their explanation was that these businesses all offered experiences which were valued

²⁷⁵ S. Larsen and L. Mossberg, “The Diversity of Tourist Experiences”, *Scandinavian Journal of Hospitality and Tourism*, 7(1), 2007, p. 2.

because they were unique, memorable and engaged the individual in a personal way. Services, in contrast, were becoming commodities in the sense that consumers regarded them as homogeneous and purchased them solely on price and availability”.²⁷⁶

This signifies a significant turn in thought in the design of tourist products, from one premised by the production of services to facilitate tourism, to the creation of experiences that would emotionally affect the tourist in some or another way. To consider something as pragmatic from something as intangible as the emotional life of the consumer / tourist is further explored by Zátori in attempting to construct a framework for the creation and management of tourist experiences. She reflects on the four realm model of experience, adapted from other sources, as the mostly accepted model for tourist experience (Figure 3).²⁷⁷

Figure 3: Four Realm Model of Experience.²⁷⁸



²⁷⁶ M. Morgan, J. Elbe and J.D.E. Curiel, “Has the Experience Economy Arrived? The Views of Destination Managers in Three Visitor-dependent Areas”, *International Journal of Tourism Research*, 11, 2009, p.201.

²⁷⁷ A. Zátori, *Tourism Experience Creation from a Business Perspective*, PhD Thesis, Corvinus University of Budapest, 2013, p. 49.

²⁷⁸ A. Zátori, *Tourism Experience Creation from a Business Perspective*, PhD Thesis, Corvinus University of Budapest, 2013, p. 49.

Although a valuable tool for measurement and a significant advancement in theoretical thinking about the makeup of the tourist experience, more empirical research is required in this area of study to more accurately predict levels of tourist experiences. One conclusion drawn is that “the four realms of experience do not equally contribute to the outcome of an experience”, a fact that Zátóri later ascribes to the situational and individualistic aspects of tourist experience.²⁷⁹ And perhaps the crux of the idea behind tourist experiences is that they are not mass producible. However, some studies have yielded some positive results and ultimately inform criteria that can be used in the design or construction of positive tourist experiences.

Zátóri comments on the “interaction between place, theme and tourist” by stating that it is an interactive process of knowledge creation and allows for an environment that the tourist can immerse himself in, and include “both planned and spontaneous elements related to “[d]estination myths and stories”. She does, however, caution against mass production and refers to the tailor making of tourist experiences based on interactions with the particular tourist.²⁸⁰

As indicted by an empirical study conducted by Haemoon Oh, Ann Fiore and Minyoung Jeong, using the four realms of tourist experience in the evaluation of bed and breakfast experiences conclude that “the esthetic dimension appeared to be a dominant determinant of the experience outcomes.”²⁸¹ In other words, the scenic beauty that is passively observed while being in a destination is an important aspect of tourist experiences.

Another study conducted by Ingrid Zakrisson and Malin Zillinger found that:

Tourists experiences were found not only at the attraction sites, but also, and to a certain degree, in between them. The exploration of space is an

²⁷⁹ A. Zátóri, *Tourism Experience Creation from a Business Perspective*, PhD Thesis, Corvinus University of Budapest, 2013, p.49.

²⁸⁰ A. Zátóri, *Tourism Experience Creation from a Business Perspective*, PhD Thesis, Corvinus University of Budapest, 2013, p.50.

²⁸¹ H. Oh, A.M. Fiore and M. Jeoung, “Measuring Experience Economy Concepts: Tourism Applications”, *Journal of Travel Research*, 46, 2007, p. 127.

important factor when it comes to experiencing a place and adds substantially to the value that is experienced by the visitors.²⁸²

This can be considered as a substantial consideration for the development of CBTRE, lending credence to the old adage: It's not just the destination that counts, but the journey.

Moreover, one of the most practically applicable findings related to tourist experience is in the form of a study conducted by Dora Agapito, Patricia Valle and Julio Mendes related to sensory element in tourist experiences. Empirical findings concluded that by including "at least three external human senses" in the tourist experience its results are more likely to be positive, and that the "multisensory nature of tourist experiences, particularly in rural areas" had participants comment on "the light of the destination, the scent of fresh air, and the taste of local food".²⁸³

Shu Cole and David Scott indicate a direct relationship between high quality service and quality tourist experience. Thus, old standards of the service economy are still part and parcel of the production of quality tourist experiences. The difference now is that this is now only the first step.²⁸⁴

A final, particularly salient finding suggested by a number of authors in this field, is that tourists need to be co-creators of the tourist experience.²⁸⁵

²⁸² I. Zakrisson and M. Zillinger, "Emotions in Motion: Tourist Experiences in Time and Space", *Current Issues in Tourism*, 15(6), 2012, pp. 519 – 520.

²⁸³ D. Agapito, P. Valle and J. Mendes, "the sensory dimension of tourist experiences: Capturing meaningful sensory informed themes in Southwest Portugal", *Tourism Management*, 42, 2014, pp. 233.

²⁸⁴ S.T. Cole and D. Scott, "Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences", *Journal of Travel and Tourism Marketing*, 16(1), 2004, pp. 89- 90.

²⁸⁵ A. Zátori, *Tourism Experience Creation from a Business Perspective*, PhD Thesis, Corvinus University of Budapest, 2013, p. 49; S.T. Cole and D. Scott, "Examining the Mediating Role of Experience Quality in a Model of Tourist Experiences", *Journal of Travel and Tourism Marketing*, 16(1), 2004, p. 90. N.K. Prebenson and L. Foss, "Coping and Co-creating in Tourist Experiences", *International Journal of Tourism Research*, 13, 2011, pp. 54 - 67.

These aspects can and should all be considered in the creation of CBTRE. Further, Zátori presents a conceptual framework for experience centric management (Table 8) of tourist experiences that can be useful in the creation of CBTRE.²⁸⁶

7.4. CBTRE DEVELOPMENT TOOLKIT

This Toolkit has been constructed with the use of various sources and frameworks, including the design of route itineraries, the experiential elements and frameworks discussed above and themed route design framework, specifically aspects considered by Lourens and briefly discussed earlier in this document.

The Toolkit below is presented in the form of a generalised framework for CBTRE development from the perspective of tour operators and tourist guides as potential providers of CBTRE. It can however be adjusted to include regional tourism organisations and the development of self-drive tourist maps. However, the latter does not seem feasible at the moment since such organisational infrastructures still need development in the SADC region. Thus the most viable short term environment is reliant on partnerships between tourism industry stakeholders.

The Toolkit is presented in the form of two aspects:

- **general guiding principles** (Table 9) as considerations throughout the development process;
- a **three phase development plan** with more specific actions and considerations in each phase.

This Toolkit is still very general and requires testing in the market to allow for adjustments. There might also be some more detailed items such as budget calculations, profits and partnership agreements not included here due to lack of practical testing in the field, which will require further research and a pilot study.

²⁸⁶ A. Zátori, *Tourism Experience Creation from a Business Perspective*, PhD Thesis, Corvinus University of Budapest, 2013, pp. 66 - 67.

Table 9: Guiding Principles of CBTRE Development

Practical	Structural	Experiential
<p>Predicated on the idea that all aspects of the route such as travel times and stops are achievable as is with itinerary creation:</p> <ul style="list-style-type: none"> • Be realistic about time constraints and the times and types of travel required to get from A – B. • Consider things such as accommodation, meals, transport, budget and day by day activities. • Take your time to improve experience; don't include too much travel or activities in a day. • Provide tourists / customers with the necessary additional information about health and safety, forex, what to pack, bookings, travel documents, reservations, time changes, etc. • Include sufficient downtime and leisure time. 	<p>Predicated on the idea that the environment within which you are attempting the route is enabling with little destabilising factors such as visa requirements:</p> <ul style="list-style-type: none"> • Ask questions about the legal requirements of providing the route, driver guide permits in all the countries present, vehicle licenses, etc. • Ask questions about the path of least resistance, for example will this experience sell or are there too many administrative burdens such as visa's • Make some connections with activities, attractions and experiences offered on the route in order for you to negotiate partnership arrangements and co-create new narrative content tourist content. 	<p>Predicated on experience driven management practices that include the tourist as a central part of the experience:</p> <ul style="list-style-type: none"> • Consider the levels of immersion offered across your tour and at each attraction or activity. • Engage as many of the senses as you possibly can in your experience. • Learn to speak the Lingo, for example, if you are offering a geological tour, you need to know some terminology. • Allow for flexibility and options in content narration and attractions visited. • Add some drama and myth to tourist interactions and storytelling like personal interactions.

<ul style="list-style-type: none">• Market your tour by explaining the experience with the use of creative language, but promise things you cannot possibly predict or deliver on.• Include optional extras and big attractions that are not part of your theme.	<ul style="list-style-type: none">• Ask questions about standards on route and at each possible attraction, activity and experience.• Consider the research conducted for your specific tourism niche.• Consider the competitiveness, uniqueness of your route.	<ul style="list-style-type: none">• Consider the tourist as co-creators of the experience, strategies such as conversation, rather than narration allow for interactive participation• Make sure the opportunity for education is provided.• Know enough about your themes, attraction, activities and experiences on route to sometimes “wing-it” in order to increase spontaneity.• Consider that experience happens all the time, even on route, between stops.• Insure that your theme suites the destinations, attractions, activities and experiences you choose.
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Table 10: THREE PHASE DEVELOPMENT PLAN

Phase 1: Conceptualisation and Research

- Consider a theme for your experience. Think of something innovative and unique. Perhaps consider what you would like to experience when travelling.
- Conduct research and profile your tourists groups and/or niche market segment and consider individual and/or collective wants and needs. This might also include some market statistics and indications for demand for your CBTRE, which might also inform other aspects such as pricing, marketing practices and viability.
- Conduct research on your competitors, both direct and indirect. You might even take a tour, collect brochures and Google similar types of tours offered in the market. This will assist you to see how other experiences are designed and created, and also give you some ideas for your experience and appropriate quality of the experience. It might also lead you to consider another unique experience.
- Conduct further research on your theme, potential partners, attractions and activities that can be incorporated in you theme. Start generating narrative and conversational content for you and potentially your partners.
- Give your experience a creative, descriptive and niche appropriate name.

Phase 2: Planning and Assessment

- Start planning your CBTRE by mapping out the main proposed attractions, activities and experiences and on route alternatives.
- Consider all practical itinerary aspects of the CBTRE, such as different methods of transport, duration and travel times, arrival departure times, accommodation, meals.
- Consider experiential elements such as engaging multiple senses and the experience of travel (this might inform a variety transportation choices)
- Complete your research on key attractions and tailor make conversational topics and narratives to fit your theme and experiences and attractions. Create a quick reference guide, should you need to consult your sources.

- Contact potential partners and explain your plan and theme to them. Discuss partnership agreements and joint experience development in the form of tailor-made narrative content and discussion topics if necessary.
- Create lists for main attractions, activities and experiences; alternatives; accommodation; meals plans, etc. Remember to include extra fees and optional extras.
- Make sure that you acquire all necessary legal permission and permits that will be needed on route, for attractions, at border crossings for both you and your tourists.

Phase 3: Testing and Implementation

- As always it is very important for you to test the viability of your route a couple of times before implementing it. This will also allow you the opportunity to meet with potential partners and invite industry partners, test tourists in niche markets and tourist guides along, if possible, to provide feedback on the experience.
- Incorporate feedback and make adjustments accordingly.
- Consider marketing solutions and distribution channels appropriate to your niche or target group.

7.5. CASE STUDY: FILM TOURISM ROUTE (Black Panther)



Figure 4: Black Panther Film released 2018

SCENARIO EXPLANATION:

The scenario was created based on specific niche market both on macro and micro level, namely: Film Tourism and specifically the *Black Panther* film released in 2018.²⁸⁷ The rationale behind this is the massive potential for tourism based on the film's success internationally and on the African continent due to the positive depictions of the African continent and its cultural products in the film.²⁸⁸

No specific itinerary information like timing and pricing will be given in this example, although they should be included in potential industry applications of the Toolkit presented earlier. This type of information will be dependent on the specific tour operator and tourists.

²⁸⁷ R. Coogler (dir.), *Black Panther*, [Film], Marvel Studios, 2018.

²⁸⁸ H. Engelbrecht, "The Black Panther Prowls: Film, Stories, Tourism and Cultural Capital", paper presented at the ITSA-TESA International Conference, Pretoria, 7 August 2018.

PHASE 1:

Theme: Film Tourism (Niche) / *Black Panther* (Niche)

Tourist / Niche Market Profile:

Potential Markets:

- African Diaspora (Themes of colonialism / decoloniality in film resonated specifically with this group).
- General Film Fanatics and Specific Fans of the fiction world created in the film and other media such as comic books before the film.
- Potential source markets by country of origin might include the African American market and the rest of the African continent (this becomes important when considering path of least resistance).

Film Tourism / Media Induced Tourism Definition:

- “[T]ourist visits to a destination which has strong associations or connections with films, television programmes and novels[.] Popular media-induced tourism thus involves places or film locations which have been popularized or signified as tourist destinations by those popular cultural products, which are widely and internationally distributed and consumed by groups of ordinary people.”²⁸⁹

Film tourist:

- Film tourists visit different types of attractions associated with a film or films, these include: filming location, places associated with the actors, place mistaken for filming locations, places associated with characters in the film or places where the film is set.
- These tourists engage in activities and experiences that include the engagement with the fictional world of the film through fantasy and their real world counterparts.²⁹⁰

²⁸⁹ C. Iwashita, 'Media representation of the UK as a destination for Japanese tourists: popular culture and tourism', *Tourism Studies* 6 (1), 2006, p. 60.

²⁹⁰ S. Beeton, *Film-Induced Tourism*, Channel View, Clevedon, 2005.

Statistics:

There is not a lot of statistics available as it is difficult to quantify this market, however the statistics available do include definite interest.

- An International Visitor Survey conducted in New Zealand indicated that 13 % of international visitors from July 2013 – June 2014 said *The Hobbit* was a factor in stimulating their interest in visiting the country.²⁹¹
- The Warner Bros Studio: The Making of Harry Potter with Luxury Round-Trip Transport from London is 7th on the world's most popular experiences in 2017 by booking count totals on Tripadvisor.²⁹²
- For *Black Panther*: "According to the website Hotelscan.com, traffic on the Wisconsin Wakanda Water Park webpage went up by 620% after the release of the film. Other reports of places with similar names such as Wakaya in Fiji, have also been documented (Mistaken Identity). There was even a fictional flight on the boards of Hartsfield-Jackson Atlanta International Airport to Wakanda, apparently as a result of enquiries made by costumers."²⁹³
- Blogs like Lonely Planet and Travel Noire have both indicated potential attractions, activities and experiences to visit and do based on the film in countries like South Africa, Zimbabwe, Ghana, Rwanda, Nigeria, Ethiopia, Botswana, Kenya, Uganda, etc. as part of the experiencing the fictional country of Wakanda.²⁹⁴

²⁹¹ D. Juškelytė, "Film Induced Tourism: Destination Image Formation and Development", *Regional Formation and Development Studies*, 2(19), p. 7.

²⁹² Tripadvisor, "2018 Travel Trends Report: Experiences, Tours and Activities", < <https://www.tripadvisor.com/blog/travel-industry-tourism-trends-attractions-activities-experiences-2018/>>, Accessed 30 November 2018.

²⁹³ H. Engelbrecht, "The Black Panther Prowls: Film, Stories, Tourism and Cultural Capital", paper presented at the ITSA-TESA International Conference, Pretoria, 7 August 2018.

²⁹⁴ Lonely Planet, 4 March 2018, "Black Panther might inspire you to take a trip to Africa", <<https://www.lonelyplanet.com/news/2018/03/04/black-panther-africa-travel/>>, Accessed 3 December 2018 & S. Horne, N.d., "5 African Cities you should visit if you're Dreaming of Wakanda", <<https://travelnoire.com/5-african-cities-wakanda/>>, Accessed 3 December 2018.

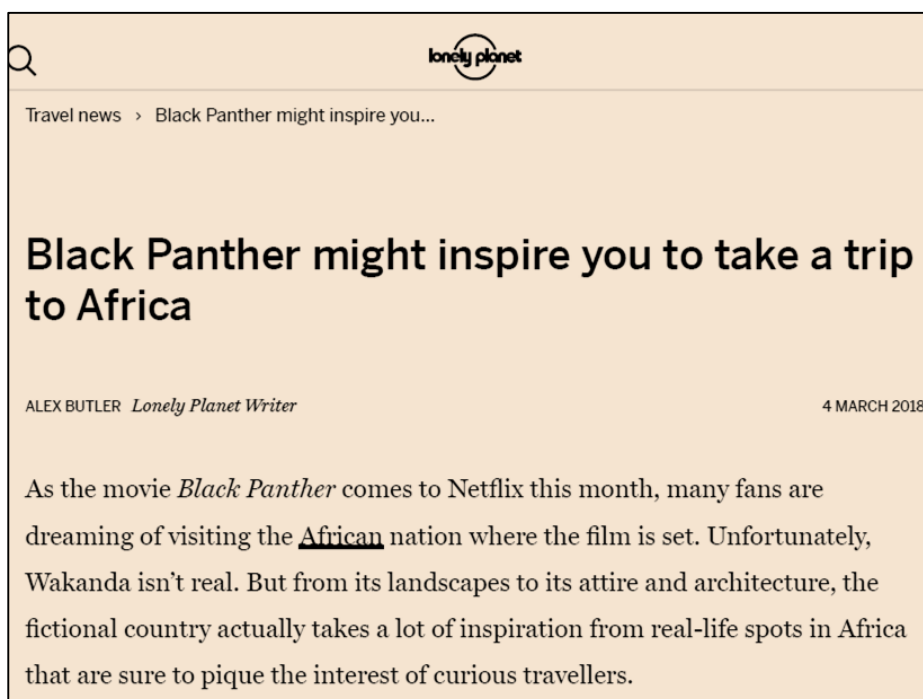


Figure 5: Lonely Planet - Black Panther Trip

Competitors:

Experience offerings abroad:

- *Harry Potter* Experience, UK as mentioned above
- *Lord of the Rings* and *The Hobbit*, New Zealand as mentioned above

Local Supply of Existing Experiences, Attractions and Activities: Shakaland²⁹⁵ / Pretville²⁹⁶ / Comic Con Africa 2018.²⁹⁷ Theme might ultimately become part of the Route.

Existing *Black Panther* Route Offering: "Black Panther Locations that Inspire Africa Travel - Ker & Downey Luxury Safaris".²⁹⁸

²⁹⁵ S. Beeton, *Film-Induced Tourism*, Channel View, Clevedon, 2005.

²⁹⁶ University of Pretoria, "The Potential of the Creative Industry for Destination Development in South Africa – Film Tourism as a Case Study", University of Pretoria, 2016, p. 94.

²⁹⁷ J. Caboz, 18 September 2018, "The absolute best cosplays from Comic Con Africa 2018 – where heroes and villains collided", <<https://www.businessinsider.co.za/the-absolute-best-cosplays-from-comic-con-africa-2018-in-photos-2018-9/>>, Accessed 3 December 2018.

²⁹⁸ Ker & Downey Safaris, 28 February 2018, "Black Panther Locations that Inspire Africa Travel", <<https://kerdowney.com/2018/02/black-panther-locations-inspire-africa-travel/>>, Accessed 3 December 2018.

Theme Research:

- General research about film tourism niche.
- Specific to *Black Panther*: watch the film and other films associated with the fictional world created. Visit blogs and fan sites, read up on the “extended fictional world and characters”.
- Potential sites and partners: African marketplace as depicted in film, sites directly associated with film (example: Golden Gate – drone footage),²⁹⁹ Victoria Falls (example: stand-in for Iguazu Falls),³⁰⁰ any sites associated with the various cultural depictions including fashions (Lesotho – Basotho blankets,³⁰¹ Namibia - ovahimba), language (eastern cape);
- Senses: taste - food (sites specifically linked to sensory experience – keep them in mind as you do further research and think of creative solutions), sound – music / language.
- Other film tourist sites related to the greater fictional world (Johannesburg – Rissik Street Post Office filming location for *Avengers: Age of Ultron*).³⁰²

Name: The southern African Wakanda Experience.

PHASE 2:

Route:

Main Route: (Arrive in East London, with connecting flights from Durban, Cape Town, Johannesburg – dependent on the country of origin) depicted in Map 2 below.

- East London, South Africa
- Mthatha, South Africa
- Maseru, Lesotho
- Golden Gate National Park, South Africa

²⁹⁹ H. Engelbrecht, “The Black Panther Prowls: Film, Stories, Tourism and Cultural Capital”, paper presented at the ITSA-TESA International Conference, Pretoria, 7 August 2018.

³⁰⁰ A. Asyraf, 2 March 2018, “Revealed: Black Panther Filming Locations for your Next Trip”, <<https://www.tripzilla.com/black-panther-filming-locations/74779>>, Accessed 3 December 2018.

³⁰¹ H. Engelbrecht, “The Black Panther Prowls: Film, Stories, Tourism and Cultural Capital”, paper presented at the ITSA-TESA International Conference, Pretoria, 7 August 2018.

³⁰² H. Engelbrecht, “The Black Panther Prowls: Film, Stories, Tourism and Cultural Capital”, paper presented at the ITSA-TESA International Conference, Pretoria, 7 August 2018.

- Mbabane, Eswatini
- Johannesburg, South Africa
- Victoria Falls, Zimbabwe
- Epupu, Namibia

Map 2: The southern African Wakanda Experience route³⁰³



Itinerary Aspects: Road and Air (Take advantage of reasonable South African road quality from East London to Johannesburg and then connecting flights to Victoria Falls and Windhoek to shorten driving times).

Experiential Elements & Tailor Making:

- Senses: Sight (Everywhere), Sound (isiXhosa and Sjava concert), Smell (Fresh Mountain Air (Lesotho) and Africa Food Markets (Johannesburg), Taste (African Food Markets).

³⁰³ Route image created on Google Maps.

- Interactive Participation: Participate in cosplay competitions at Comic Con Africa.
- Education / Immersion: isiXhosa and Xhosa Homestay. Different education element in tours such as the history of the two kingdoms (Lesotho and Eswatini)³⁰⁴
- Lingo: be able to use and understand words / phrases like “cosplay”³⁰⁵ and “Marvel Cinematic Universe” and elements from the fictional world related to the real, for example: Vibranium vs. Gold and the history of gold mining.

Conversational & Narrative Research:

For this scenario this will include:

- Watching the film *Black Panther* and other films in the same fictional world.
- Reading up on the background of the cinematic characters in the comic book world with its various incarnations.
- The real facts about specific cultural depictions, architectural features, fashion, sites, etc.
- Know specific facts about the film locations that can be used on tour, for example: “...majority of the film was shot in Studio in Atlanta Georgia, some location shooting occurred in Argentina / Brazil, Busan and South Korea. However, specifically the aerial landscape in the flight-fight scene close to the end of the film was shot right here in the Golden Gate National Park with the help of a camera-drone...”³⁰⁶
- For more general Film Fanatics, they are often cinephiles (cinema geeks) so understand certain terminology in the world of cinema as this might be useful in conversational terms. Remember that they are co-creators and they will also teach you – Let them!

³⁰⁴ I Discover Stars, 11 March 2018, “Is ‘Black Panther’s Wakanda Based off of This REAL, Present-Day African Kingdom”, <<http://idiscovestars.tv/2018/03/11/was-wakanda-based-off-of-this-real-present-day-african-kingdom/>>, Accessed 3 December 2018.

³⁰⁵ In other words: the practice of dressing up as a character from a film, book, or video game.

³⁰⁶ This is content that might be used during narration at a site on the tour, generated from a number of sources.

- For the African Diaspora read up on debates about colonialism and decoloniality for conversational usefulness. Remember that they are co-creators and they will also teach you.

Potential Partners:

Baulungula Homestay / Lodge – Xhosa Experience³⁰⁷

Lists:

Main Attractions / Experiences:

- Mthatha (Xhosa Homestay and learn to speak Wakandan (IsiXhosa) and Xhosa cultural life.)³⁰⁸
- Mountain Kingdom (Horseback with Basotho Cultural Tours, shopping for Blankets)
- Golden Gate National Park (Drone footage filming location of the film)
- Mbabane (Kingdom of Eswatini tours and concert by South African artist Sjava featured on the soundtrack of *Black Panther*)³⁰⁹
- Johannesburg (African City street culture, Soweto, African food markets Yeoville or Maboneng Precinct, Comic Con Africa 2018)
- Victoria Falls (mistaken identity – film was actually shot at Iquazu in Argentina / Brazil, but the ambiance of Victoria Falls in Africa also relevant if you are creating the Wakanda experience.)
- Ovahimba Cultural Village Epupu, Namibia (cultural elements of a tribe depicted in *Black Panther*)³¹⁰

Possible diversions include:

- Golden Gate to Eshowe and Durban (Zulu Culture and Tradition) (Shakaland Cultural Village based on TV Series – Shaka Zulu) then Mbabane.
- Johannesburg to Mapungupwe and then on to Zimbabwe.
- Victoria Falls to Okavango Delta and then on to Namibia.

³⁰⁷ Xhosa Fundis, N.d., "Homestay", <<http://xhosafundis.co.za/homestay/>>, Accessed 3 December 2018.

³⁰⁸ H. Engelbrecht, "The Black Panther Prowls: Film, Stories, Tourism and Cultural Capital", paper presented at the ITSA-TESA International Conference, Pretoria, 7 August 2018.

³⁰⁹ All things Swazi, N.d., "BET award Winner Sjava eSwatini", <<https://allthingswazi.com/2018/07/16/bet-award-winner-sjava-eswatini/>> Accessed 3 December 2018.

³¹⁰ The Ovahimba Living Musuem, N.d., "Home", <<https://www.lcfn.info/ovahimba>>, Accessed 3 December 2018.

Possible Alternate Attractions:

- Coffee Bay / Hole in the Wall, Eastern Cape (Beautiful Scenic Experience / Off the beaten Track)
- Shakaland, Eshowe (other film tourism location Shaka Zulu and Zulu Culture)
- Rissik Street Post Office – Johannesburg (features in *Avengers: Age of Ultron*)
- Market Street Theatre – Johannesburg (associated with John Kani actor in *Black Panther*)
- Mapungupwe, South Africa (Ancient African Kingdom / World Heritage Site)
- Great Zimbabwe, Zimbabwe (Ancient African Kingdom / World Heritage Site)
- Okavango Delta, Botswana (Top experience in SADC - Bucket List Item)
- Namib Dunes, Namibia (Top experience in SADC – Bucket List Item)

Legalities:

- Niche Specific: This is where specific niche relevant research is appropriate in this instance. Copyright is of real concern when using names of characters and places in films to market tourism products and also associated with legislative burdens. The use of the Wakanda the property of Marvel Characters Inc.³¹¹ You will need to negotiate with the film studio before you may use this name.
- Path of Least Resistance: Route and Target Audience: Consider for example the African American Market and Visa requirements. The below extract from the table of visa exemption indicated that the core route is in good position with minimum restrictiveness regarding Visas.

Table 11: USA Visa Exemption Alignment for Wakanda Route

Source Market	Eswatini	Lesotho	Namibia	South Africa	Zimbabwe
USA	✓	✓	✓	✓	+

³¹¹ Justia Trademarks, N.d., “Wakanda Trademark Details”, <<https://trademarks.justia.com/876/75/wakanda-87675039.html>>, Accessed 3 December 2018.

- Path of Least Resistance: Currency: SA Rand will be accepted across the main route, should Botswana be included a currency conversion will need to take place creating an extra administrative burden.

Effectiveness:

Strength: Wealth of experiences

Weaknesses: This themed route might be very expensive and long so alternative or shortened versions might need to be considered. Perhaps only including SA, Lesotho and Eswatini to limit expensive flights

Opportunities: As indicated, other countries like Botswana might be included for either cultural or natural attractions that can be incorporated to the theme. This will however bring with it new weaknesses and threats

Threats: Currency Changes in Zimbabwe - Although SA Rand is accepted, everything is priced in US Dollar and some places might not give favourable exchange rates if you pay in SA Rand.³¹²

PHASE 3: TESTING AND IMPLEMENTATION

This phase will not be described for this specific case study as specific field research still needs in the form of an exploratory pilot study is required.

³¹² Victoria Falls Guide, October 2018, "South African Rand, Sterling, Euro and Botswana Pula", < <https://www.victoriafalls-guide.net/zimbabwe-currency.html>>, Accessed 3 December 2018.

SECTION 8 – CONCLUSION CBTRE: PRACTICE AND POTENTIAL

In undertaking this Research Report entitled: “Cross-Border Themed Route Tourism: Practice and Potential” and in the context of the previous studies conducted by the DHHS on the topic of cross-border tourism in southern Africa, it is clear that the potential for the development of this domain is immense. It is also evident that in regions of the world where cross-border tourism is practised it has elevated the tourism sector to new heights as well as improved the tangential economies. However, it is very apparent that a number of challenges still inhibit the macro development and implementation of CBTRE throughout the southern SADC region. On a structural and supranational level, the cross border travel environment in southern Africa seems to be at a pre-paradigmatic³¹³ phase, in other words, as in the case of scientific research, it is in a state prior to the foundation of complete formal processes and established model of functionality. While there is indeed evidence of limited successes, several regulatory, infrastructural, developmental and collaborative challenges persist.

Since the end of the twentieth century, with the creation of the Peace Parks Foundation, established by former President of South Africa Nelson Mandela, Prince Bernhard of the Netherlands and South African entrepreneur Anton Rupert, the southern African region has made various successful strides in the development of cross-border nature conservation areas.³¹⁴ While one of the major motivations to foster sustainable environmental management systems across boundaries, it also had other objectives. These Transfrontier Conservation Areas (TFCA's), also known as Peace Parks, are regarded “as building blocks [for peace] in our region”. In addition, they have an importance that goes “beyond the natural into the human domain” with major impacts on economies of the respective countries.³¹⁵

As indicated in the Report, the examples of successful CBTRE found in the southern African region are mostly as a result of TFCAs. Currently the region boasts “18 listed

³¹³ Collins Dictionary, n.d., “Pre-Paradigmatic”, <<https://www.collinsdictionary.com/dictionary/english/paradigmatic>>, Accessed: 8 December 2018.

³¹⁴ The Rupert Nature Foundation, *From atom bomb to Peace Parks*, Creda Communication, Cape Town, 2006.

³¹⁵ R. Wyllie, “Benefits beyond boundaries: Cross-Border Tourism Collaboration in Southern African Transfrontier Conservation Areas”, MHCS dissertation, University of Pretoria, 2014, p. ii.

TFCAs that cut across major eco regions of the SADC member states”.³¹⁶ The first of these parks, the Kgalagadi Transfrontier Park between South Africa and Botswana, did not have any “boundary between the two parks, which is also the international border between the two countries, thus allowing for the free movement of animals”.³¹⁷ More than this, it also symbolises the successful intergovernmental negotiations across geopolitical boundaries in order to facilitate a joint mutually beneficial arrangement. Although in a delimited area, these examples of cross-border collaboration are indicative of the fact that such arrangements are viable and possible in the southern SADC region and are in fact the vanguard phase to the successful establishment of CBTRE.

It is also apparent that southern Africa has a wealth of possible tourism-scapes³¹⁸ which can be developed into CBTREs for the discerning and niche tourist. Moreover, with cultural tourism becoming an ever-increasing draw card for Africa, the market is ripe for this form of tourism. Besides the case study used from film tourism in this Research Report, *Black Panther*, there are numerous other possibilities even within this specific niche which can be developed. Some of the South African and international film productions with potential in this regard, include:

- The Gods must Be Crazy (1980)
- The Road To Mecca (1991)
- Tsotsi (2005)
- District 9 (2009)
- Invictus (2009)
- Searching for Sugar Man (2012)
- Safe House (2012)
- Wild at Heart (2006-2012)
- Mandela: Long Walk to Freedom (2013)

³¹⁶ L. Carle, “Potential of Cross-Border and Pro-Poor Tourism in southern Africa”, Hons SocSci, University of Pretoria, 2018.

³¹⁷ Department of Environmental Affairs, n.d., “Kgalagadi Transfrontier Park”, <https://www.environment.gov.za/projectsprogrammes/transfrontier_conservation_areas>, Accessed: 8 December 2018.

³¹⁸ See Section 1...

- Mad Max: Fury Road (2015)
- Blood and Glory (2016)
- Resident Evil: Final Chapter (2016)

Beyond Film Tourism there are numerous other potential niche tourism markets that can be further developed into viable CBTREs. These include:

- Famous peoples Routes (eg. Nelson Mandela; Mahatma Gandhi; Paul Kruger)
- Festival Routes (eg. Jazz; Africa Burn; Cherry Festival)
- Origins Route (eg. Prehistorical Humankind)
- Train Routes (eg. Rovos)
- Supernatural Routes (eg. Ghost towns and the paranormal)
- Flower/Plant Routes (eg. Biomes and Botanical Gardens)
- Natural Wonders Routes (eg. Table Mountain, Victoria Falls, Namib Desert, etc.)
- First People's Routes (eg. San, Khoikhoi, Himba)
- Liberation Routes (eg. SADC Freedom Struggles)
- Colonial Routes (eg. Portuguese, Dutch, British, German, French encounters)
- Migration Routes (eg. Niger-Congo migrations)
- Literature Routes (eg. Nadine Gordimer, Alan Paton, Daleen Matthee, Sol Plaatjie)
- Architecture Routes (eg. Pre-colonial ruins, Cape Dutch)
- Battlefield Routes (eg. southern African Wars)
- Township/Informal settlement Routes (eg. Soweto, Katutura, Danganvura)
- Spiritual Healing route (eg. Traditional Healers, Buddhist, etc.)
- River Routes (eg. Zambezi, Limpopo, Gariep)
- Rock Art Routes (eg. Drakensberg, Tsodilo)
- Desert Routes (eg. Karoo, Namib)
- Coastal Routes (eg. Garden, Skeleton, Mozambican)
- Culinary Routes (eg. Wine, Seafood, Beer)

There is thus an incredible rich potential in the above select list for CBT route development in southern SADC. However, there are still numerous challenges that need to be addressed and overcome in order for this untapped market to be lucratively expanded.

In Section 5, the various challenges in the southern SADC were expounded upon, these included aspects such as the non-alignment of the tourist guiding sectors; the discrepancies in tourism rankings; varied facilities and infrastructures; obstructive regulatory systems such as visas, customs and other immigration procedures; safety concerns such as political instability; global competitiveness; different currencies; and lack of collaboration. However, some of these do have short term solutions which could enable the practice of CBTRE. Section 6 expands on these mitigating opportunities by highlighting possibilities of addressing the former concerns through: collaboration and partnership; diplomacy and supranational agreements; single regional and regionally accepted currency; investment; harmonisation of visas; harmonization of standards; and experience diversification. Table 12: Toward an Enabling Environment, sets out some possibilities as regards short- and long term actions that could potentially alleviate some of these challenges.

Table 12: Towards an Enabling Environment

Challenge	Short Term Mitigation		Long Term Solution	
	Mitigation	Active Stakeholders	Solution	Active Stakeholders
Varied Levels of Development	-	-	<ul style="list-style-type: none"> Encourage Investment 	<ul style="list-style-type: none"> Governmental Bodies
Infrastructure	<ul style="list-style-type: none"> Encourage Investment 	<ul style="list-style-type: none"> Governmental Bodies 	<ul style="list-style-type: none"> Encourage Investment 	<ul style="list-style-type: none"> Governmental Bodies
Legislative / Regulatory Restrictions	<ul style="list-style-type: none"> Diplomacy / Supranational Agreements Look for the path of least resistance 	<ul style="list-style-type: none"> Governmental Bodies Tourism Industry 	<ul style="list-style-type: none"> Diplomacy / Supranational Agreements 	<ul style="list-style-type: none"> Governmental Bodies
Safety and Security	<ul style="list-style-type: none"> Collaboration and Partnership 	<ul style="list-style-type: none"> All Stakeholders 	<ul style="list-style-type: none"> Collaboration and Partnership 	<ul style="list-style-type: none"> All Stakeholders
Competitiveness	<ul style="list-style-type: none"> Experience Diversification Harmonisation of Standards Visa Regimes – path of least resistance 	<ul style="list-style-type: none"> Tourism Businesses Regional NGOs like SATSA Tourism Businesses 	<ul style="list-style-type: none"> Single Regional Currency Harmonisation of Visa Regimes - SADC Visa Regional organization/ council 	<ul style="list-style-type: none"> Governmental Bodies - SADC
Varied Currencies	<ul style="list-style-type: none"> Look for path of least resistance – currency acceptance alignment 	<ul style="list-style-type: none"> Tourism Industry 	<ul style="list-style-type: none"> Single regional currency 	<ul style="list-style-type: none"> Governmental Bodies - SADC
Lack of Coordination / Collaboration	<ul style="list-style-type: none"> Build and maintain partnerships across Stakeholder groupings and across borders Diplomacy / Supranational Agreements Smaller regional organizations 	<ul style="list-style-type: none"> All Stakeholders 	<ul style="list-style-type: none"> Regional organisation to coordinate relationships 	<ul style="list-style-type: none"> Governmental Bodies

Furthermore, in best practice examples in SADC and globally, cross-border route experiences have been more successful with the implementation of smaller developmental projects. In these, where only a couple of countries are traversed, the enabling environment and collaborative practices have been aligned to suite the specific route. Smaller scale projects do present the most immediate opportunity for collaboration and development and these could be a precedent for the southern SADC to build on.

In cases of larger scale projects most successful regions have the benefit of a supranational organisation to act as coordinator between the countries. However, despite southern Africa having such organisations such as SADC (1992) and RETOSA (1997) the effectiveness of these has left much to be desired. Some of these shortcomings include the non-implementation of the Univisa, border passes and a regional currency. These organisations unfortunately do not have the powers or collaborative support to deliver on their mandate. As argued in earlier DHHS Research Reports the region is in dire need if greater harmonization.

However, despite these obstructions to the development of CBTRE, the southern SADC region has boundless opportunities. The experience dimension CBTR has vast potential which needs to be tapped into. The proposed CBTRE Development Toolkit (Section 7) is one recommendation which the tourism sector could utilise to creatively diversify the experience dimension of the tourist offering available in the southern SADC region.

Thus it is imperative that the tourism industry addresses the challenges by considering and implementing the suggested short term mitigations and long term solutions suggested in this Report. This needs to be done in order to make the application of the proposed Toolkit viable. This then could culminate in the activation of CBTRE, which will have positive economic multiplier effects across sectors, for not only South Africa, but also the southern SADC region. Addressing the existing obstacles within and between the southern SADC countries, will open up the way forward for the roll out of CBTRE. This was in fact corroborated by the President, Cyril Ramaphosa, who stated in State of the Nation Address, that in order to advance

the tourism sector “further measures [need to be taken] to reduce regulatory barriers”.³¹⁹

³¹⁹ Traveller 24, 2018, <<https://www.traveller24.com/News/sona2018-most-beautiful-sa-can-be-tourism-hub-of-the-world-ramaphosa-20180216>>, access: December 2018.

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Annexure 1: Postgraduate Research & Ethics Committee approval



UNIVERSITEIT VAN PRETORIA
UNIVERSITY OF PRETORIA
YUNIBESITHI YA PRETORIA

Faculty of Humanities
Research Ethics Committee

3 July 2018

Dear Prof Harris

Project: Cross-border themed tourism routes in the Southern African region: Practice and potential
Researchers KL Harris, CR Botha, H Engelbracht and SE Pretorius
Supervisors: Prof KL Harris
Department: Historical and Heritage Studies
Reference number: GW20180627HS (Staff research)

Thank you for the application that was submitted for ethical consideration.

I am pleased to inform you that the above application was **approved** by the **Research Ethics Committee** at a meeting held on 28 July 2018. Data collection may therefore commence.

Please note that this approval is based on the assumption that the research will be carried out along the lines laid out in the proposal. Should the actual research depart significantly from the proposed research, it will be necessary to apply for a new research approval and ethical clearance.

We wish you success with the project.

Sincerely

Prof Maxi Schoeman
Deputy Dean: Postgraduate Studies and Ethics
Faculty of Humanities
UNIVERSITY OF PRETORIA
e-mail: tracey.andrew@up.ac.za

cc: CR Botha, H Engelbracht and SE Pretorius (Co-Researchers)

Annexure 2: Letter of Introduction and Informed Consent



UNIVERSITEIT VAN PRETORIA
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Pretoria 0002 Republic of South Africa
<http://www.up.ac.za>
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Faculty of Humanities
Historical and Heritage Studies
(Date Inserted Here)

I, _____ (personnel no. _____ and ID _____) am currently involved in a project on “**Cross-Border Themed Tourism Routes in the southern African region: practice and potential**” for the Department of Historical and Heritage Studies at the University of Pretoria. As part of this project I need to complete field research which will take the form of open-ended interviews with individuals in their professional capacity with first-hand knowledge relevant to this study. This will form part of the primary research as oral evidence and complies with the accepted standards within the academic fraternity. I hereby wish to obtain permission to interview you.

Your input will be acknowledged according to the referencing system prescribed by the Department of Historical and Heritage Studies. If specifically requested, participants may request to remain anonymous. Your interview will be recorded electronically in writing and will be stored in electronic format for a period of 15 years in compliance with the policy of the University Faculty of Humanities. This material may also be used for other research by the candidate. Your participation is entirely voluntary and you may choose to withdraw from the interview at any stage.

We thank you for your willingness to participate in this project which we hope will contribute to the development of tourism within South Africa.

Yours sincerely

Name _____ (+274202323 / email: _____)

I, _____ (the undersigned) agree to participate in the research project of Name _____ (personnel number _____) at the University of Pretoria.

I have read his letter of introduction and agree that my information may be acknowledged according to the prescribed Departmental footnote reference system.

<input type="checkbox"/>	I give permission for my name to be used in this research.
<input type="checkbox"/>	I wish to remain anonymous in this research.

Signed _____ Date _____