



tourism

Department:  
Tourism  
REPUBLIC OF SOUTH AFRICA

## **FINAL REPORT**

**REMODELLING THE LOCAL DOMESTIC TOURISM MARKET IN SOUTH AFRICA  
WITHIN A COVID-19 ENVIRONMENT**

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## **EXECUTIVE SUMMARY**

The novel coronavirus pandemic of the year 2019 (COVID-19) may be considered as the most significant disruptive event for human travel since the Second World War. The worldwide viral outbreak brought the modern global order, and travel as we know it, to a complete standstill. There is much evidence that the impact and recovery from the COVID-19 pandemic will be unprecedented, and that this recovery will be both different and transformative for the collective tourism industry. This especially from a product (supply) point of view given the renewed attempts to increase tourists (demand) to destinations, attractions and sites given the prevailing COVID-19 rules and restrictions imposed throughout both the global North as well as the global South. While it is difficult to speculate at this stage what precisely the aftermath of COVID-19 will be on the travel industry, at a local, regional, national, continental and international level, even more than before, governments, private authorities, grassroots communities as well as non-governmental stakeholders need to reconsider the shape and form of the tourism product in order to revive this ailing industry.

This research report sets forth that COVID-19 has inevitably become the catalyst to compel the tourism domain to reconsider, redefine, reimagine, reignite and reinvigorate the sector in ways which have not been conceived of before. In essence, this amounts to the “remodelling” – in other words radically and fundamentally changing, altering and transmuting – tourism in every theoretical dimension. Moreover, from a practical point of view, there is a general consensus that the “restarting” of tourism within this global COVID-19 crisis, given the various constraints and regulations, will turn to the local domestic tourism domain as the starting point. Thus, the first phase of this will start out by focusing on the local dimension, in other words the promotion of domestic tourism. In order to uplift domestic tourism above its conventional designation as the “poor cousin” of international tourism the focus needs to be on the product (supply).

The key concern of this research report is therefore to devise a manner in which the product within the context of the domestic tourism market in South Africa can be remodelled within a COVID-19 environment. It is evident that countries in both the global North and the global South were forced to turn to their local domestic tourism markets as a lifeline to the devastation caused to the sector by the onslaught of the

global pandemic. However, while the general focus was on the domestic tourism sector this research report developed a novel approach to the actual product within the local domestic domain. This remodelling honed in on encouraging and stimulating the development of a tourism product that takes into account other dimensions/aspects that were not formerly or conventionally regarded as part of the tourism offering. It is by focussing on the product that this research report argues that you can remodel the supply in order to have a knock-on effect in terms of demand at a local or domestic level in order to resuscitate tourism. It is within this South African domestic tourism ambit that the University of Pretoria formulated, developed, and introduces the – “Domestic Tourism Remodelling Model” (DTRM).

**Key words:** South Africa; domestic tourism; remodelling; product (supply); COVID-19; Domestic Tourism Remodelling Model (DTRM).

## **DEFINITIONS**

**ATTRACTION** – a place of interest where tourists visit for tangible and intangible reasons, a place of natural, cultural and historical value and significance.

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

**COLLABORATION** – an action of working together to produce something or achieve similar objectives.

**DESTINATION** – a place of interest to which someone or something is going or being sent; denoting a place that people will make a special trip to visit.

**DOMESTIC TOURISM** – tourism that takes place between and within regions of a particular country or nation-state; it effectively includes inter-regional tourism and intra-regional tourism within the boundaries of a specific national state.

**INBOUND TOURISM** – visitors coming from overseas destinations into a host country.

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

**INTER-REGIONAL TOURISM** – tourism that takes place across the boundaries of regions.

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

**OUTBOUND TOURISM** – travelling beyond the boundaries of one's own country.

**PARASTATAL** - an organization or industry, especially in some African countries which is given some political authority and serves the state indirectly.

**TOURISM INNOVATION** – is the application of new processes, products, services and forms of organisation to the market place.

**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; types of tourists could include domestic, regional or international tourists.

**TOURIST EXPERIENCE** – a set of activities in which individuals engage on their own personal terms, such as pleasant and memorable places, allowing each tourist to build his/her own memory so as to satisfy a wide range of personal needs and desires.

## **ACRONYMS AND ABBREVIATIONS**

<b>CEO</b>	Chief Executive Officer
<b>COVID-19</b>	Novel coronavirus of 2019
<b>CPPA</b>	Cape Peninsula Publicity Association
<b>CTBB</b>	Conventional Tourist Buying Behaviour
<b>CTDP</b>	Conventional Tourist Decision-making Process
<b>CTP</b>	Conventional Tourism Product
<b>CTS</b>	Conventional Tourism System
<b>DEAT</b>	Department of Environmental Affairs and Tourism
<b>DOT</b>	Philippine Department of Tourism
<b>DTGS</b>	Domestic Tourism Growth Strategy
<b>DTRM</b>	Domestic Tourism Remodelling Model
<b>FTS</b>	Functioning Tourism System
<b>GDP</b>	Gross Domestic Profit
<b>NTSS</b>	National Tourism Sector Strategy
<b>OECD</b>	Organisation for Economic Co-operation and Development
<b>SADC</b>	Southern African Development Community
<b>SARH</b>	South African Railways and Harbours
<b>SARPTD</b>	South African Railways Publicity and Travel Department
<b>SATOUR</b>	South African Tourism Board
<b>STB</b>	Slovenian Tourism Board
<b>TALC</b>	Tourism Area Life Cycle
<b>TBVC</b>	Transkei, Bophuthatswana, Venda and Ciskei
<b>TDZ</b>	Tourism Development Zone
<b>UNSDGs</b>	United Nations – Sustainable Development Goals
<b>UNWTO</b>	United Nations World Tourism Organisation



<b>USA</b>	United States of America
<b>WHO</b>	World Health Organisation
<b>WTTC</b>	World Travel and Tourism Council

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## CHAPTER 1: CONTEXT OF THE STUDY

### 1.1) Introduction

The novel coronavirus pandemic of the year 2019 (COVID-19) may be considered as the most significant disruptive event for human travel since the Second World War.<sup>1</sup> The worldwide outbreak brought the world, and travel as we know it, to a complete standstill.<sup>2</sup> There is much evidence that the impact and recovery from the COVID-19 pandemic will be unprecedented and that this recovery will be both different and transformative for the tourism sector – from a demand as well as a supply point of view.<sup>3</sup> While it is difficult to speculate at this stage what precisely the aftermath of COVID-19 will be on the travel industry, even more than before, governments, private authorities, grassroots communities as well as non-governmental stakeholders need to consider the costs, risks and impacts of global environmental dangers on tourism and how they can effectively, efficiently and sustainably be mitigated going forward.<sup>4</sup>

According to the United Nations World Tourism Organisation (UNWTO) tourism at an international, continental, national, regional and local level is one of the sectors that has been the most detrimentally affected by the COVID-19 pandemic.<sup>5</sup> This has created an unprecedented challenge to an industry that is integral and indispensable to the economies of countries in both the global North and the global South.<sup>6</sup> In this context, COVID-19 has become a catalyst to compel the tourism domain to reconsider, redefine, reimagine, reignite and reinvigorate the sector in ways which have not been

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<sup>1</sup> African Union, 2020, <<https://au.int/en/pressreleases/20200421/ministers-african-union-discuss-actions-mitigate-devastating-impacts-covid-19>>, access: September 2021; C.R. Botha & K.L. Harris, 'Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study', *Conference paper* – Association for Tourism and Leisure Education and Research (ATLAS), Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

<sup>2</sup> C. Smith, 2021, 'Travel in your backyard if you must – just travel, urges SA Tourism acting CEO', *Financial News 24* (27 June 2021), pp. 1 – 3.

<sup>3</sup> National Department of Tourism, 2021, <<http://www.tourism.go.v.za>>, access: July 2021. S. Khumalo, 2021, 'SA Tourism wants companies to entice domestic travellers with slashed deals', *Financial News 24*, (8 August 2021), pp. 1 – 2

<sup>4</sup> S. Khumalo, 2021, 'SA Tourism wants companies to entice domestic travellers with slashed deals', *Financial News 24*, (8 August 2021), pp. 1 – 2; C. Smith, 2021, 'Travel in your backyard if you must – just travel, urges SA Tourism acting CEO', *Financial News 24* (27 June 2021), pp. 1 – 3.

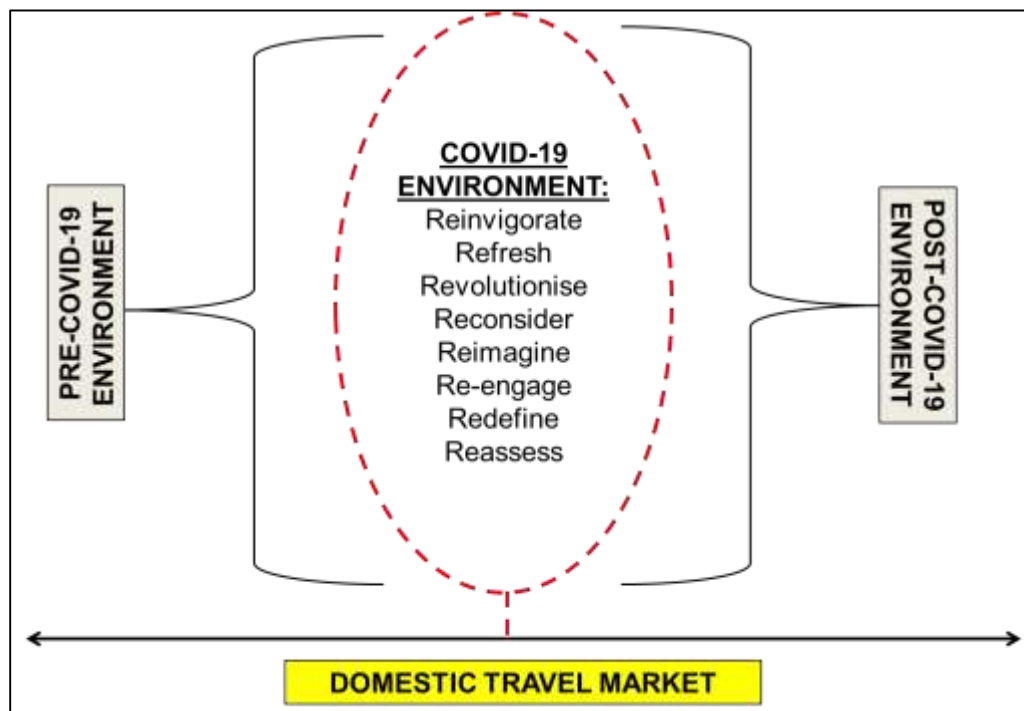
<sup>5</sup> United Nations World Tourism Organization (UNWTO), 2020, <<https://www.unwto.org/tourism-covid-19>>, access: October 2020.

<sup>6</sup> African Union, 2020, <<https://au.int/en/pressreleases/20200421/ministers-african-union-discuss-actions-mitigate-devastating-impacts-covid-19>>, access October 2020; United Nations World Tourism Organization (UNWTO), 2020, <<https://www.unwto.org/tourism-and-covid-19-unprecedented-economic-impacts>>m>, access: September 2021.

conceived of before. In essence, this amounts to the “remodelling” – in other words radically and fundamentally changing, altering and transmuting – tourism in every theoretical dimension.

Moreover, from a practical point of view, there is a general consensus that the “restarting” of tourism within this global COVID-19 crisis, given the various constraints and regulations, will inevitably emerge in a “reconfigured” form.<sup>7</sup> The first phase of this will start out by focusing on the local dimension, in other words the promotion of domestic tourism. This will be a viable initial option to rebuild confidence in the sector, while at the same time recontextualise the domestic tourism domain to become more inclusive, transformed, diversified, accessible and innovative. This will likewise entail a reconceptualisation of the traditional tourism product, the conventional tourist as well as applicable traveller information. (See Figure 1)

**Figure 1: The reframing of domestic tourism to reignite the travel market**



Thus, it can be argued that there is very much an inherent and urgent need to overhaul the sector in the light of a dramatically changed post COVID-19 world – and hence the

<sup>7</sup> United Nations World Tourism Organization (UNWTO), 2020, <<https://www.unwto.org/restarting-tourism>>, access: October 2020.

necessity for extensive and innovative research to address this unprecedented situation.

Domestic tourism, conventionally defined as travel within the bounds of a specific country's borders, will need to be reframed and relocated in order for it to be revolutionised, reignited and remodelled in a post COVID-19 tourism domain.<sup>8</sup> Given this prevailing global tourism predicament, this research addresses the problem at three levels. At one level, the domestic tourism market needs to be assessed in terms of its strengths, weaknesses, opportunities and threats. At a second level the problems caused by the impact of the COVID-19 pandemic on tourism in general, and then more specifically at the domestic level, will need to be appraised and analysed in tandem with other challenges that existed pre-COVID-19. At a third level, given the unprecedented nature of the impact of COVID-19, the sector collectively will need to be interrogated and revised so as to introduce new proactive mechanisms to bring about a dramatic change in the domestic tourism domain and market segment through innovative interventions.

It is important to note that South Africa stands as one of the few developing countries in the global South that has a governmental department, the Department of Tourism, that has prioritised domestic tourism as a key component of the travel sector.<sup>9</sup> In this context, domestic tourism has gained institutional acclaim as a “critical component” of the tourism economy seeing as it provides a foundation for sustainable tourism growth and equitable socio-economic development. Thus its recognition as a “beacon of hope” within localised travelling environments amidst the COVID-19 pandemic.<sup>10</sup>

Already, a decade and a half ago, the then Department of Environmental Affairs and Tourism (DEAT) established in 1986 and subsequently later in 2009 the stand-alone

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<sup>8</sup> T. Williams, 'Impact of domestic tourism on host population', *Tourism Recreation Research* 4 (2), 1997, pp. 15-21.

<sup>9</sup> I.B. Mkhize, 'South African domestic tourism beyond apartheid'. *Development Southern Africa* 11 (1), 1994, 249-252; C. Rogerson & Z. Lisa, 'Sho't Left: Changing domestic tourism in South Africa', *Urban Forum* 16 (2), 2005, pp. 88-111; National Department of Tourism, 2020, <<http://www.tourism.gov.za>>, access: March 2021; University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, pp. 1 – 327.

<sup>10</sup> Anon., 2019, 'Tourism is Africa's 'New Gold' – President Cyril Ramaphosa', *Southern and Eastern African Tourism Update* (May 2019), pp. 1-3; National Department of Tourism, 2020, <<http://www.tourism.gov.za>>, access: March 2021.

Department of Tourism through the auspices of South African Tourism, launched a pioneering campaign – “Sho’t Left”.<sup>11</sup> Although “designed to address the untapped potential of black domestic tourism”, in a post-apartheid South Africa, this campaign also began scrutinising the potential of the local domestic tourism market.<sup>12</sup> Subsequent to this there has been a continued focus on the domestic tourism market by public and private tourism authorities, such as the present destination branding initiatives of “#WeDoTourism” and “South Africa: Inspiring new ways”, as well as the more recent COVID-19 compliant marketing campaign of “South Africa: Forfeit today’s travel, so that you can travel tomorrow”.<sup>13</sup> This is a dimension that this investigation takes forward in a more holistic, viable and profitable context.

Concurrently, the COVID-19 pandemic has had a detrimental impact on every element and component that make up the fabric of a country’s tourism infrastructure in terms of mobility, encounters and visitation. Therefore, it can be argued that COVID-19 has jettisoned the world of tourism into an insular and inward-looking “domestic” paradigm. Thus, in a sense the pandemic has induced a “re-focus” on the domestic tourism sector across the globe as travellers have become bound by health restrictions and safety regulations to limited and localised locations.<sup>14</sup>

In this research on “Remodelling the local domestic tourism market in South Africa within a COVID-19 environment”, all aforesaid aspects of the local travel industry are addressed in the research framework. Besides the worldwide fore-fronting and promotion of the domestic tourism realm as a possible solution to the current COVID-19 challenge, this research assesses the very multi-layered and multi-faceted nature of the South African tourism sector, and in particular what can be done in the domestic

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<sup>11</sup> South African Tourism, 2021, <[http://www.southafrica.net/shot\\_left/](http://www.southafrica.net/shot_left/)>, March 2021; National Department of Tourism, 2020, <<http://www.tourism.gov.za/>>, access: March 2021.

<sup>12</sup> C. Rogerson & Z. Lisa, ‘Sho’t Left: Changing domestic tourism in South Africa’, *Urban Forum* 16 (2), 2005, p. 106.

<sup>13</sup> K. Pillay, 2017, ‘#WeDoTourism: South Africa’s Tourism Month launches with aim to grow economy’, *News24* (July 2017), pp. 1-3; National Department of Tourism, 2020, <<http://www.tourism.gov.za/>>, Accessed: March 2021; South African Tourism, 2021, <[http://www.southafrica.net/shot\\_left/](http://www.southafrica.net/shot_left/)>, March 2021; C.R. Botha & K.L. Harris, ‘Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study’, *Conference paper* – Association for Tourism and Leisure Education and Research (ATLAS), Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

<sup>14</sup> P. Panashe, 2020, ‘Domestic tourism to the rescue’, *Mail & Guardian* (September 2020), pp. 1-3.



domain to resolve the crisis.<sup>15</sup> This calls for a distinct reappraisal and reconfiguration of what can be termed the “domestic tourism mix” through in-depth research and proposing how it can be adapted to “re-emerge” and “re-ignite” in a different format. (See Figure 2)

**Figure 2: Domestic tourism mix<sup>16</sup>**



In this context, domestic tourism, and all its various associated components, will need to become the foundation for the recovery of local tourism attractions, destinations and sites so as to revitalise the local tourism economy and industry.<sup>17</sup> Thus, there is an inherent and evident need to develop confidence and interest among a broader populace in order for the domestic sector to revive and excel, while at the same time to transform the local configuration and perception of tourism amongst grassroots stakeholders, communities and individuals within these localised tourism spaces. This will in turn reignite the sector, whilst concurrently remodelling it, in preparation for a broader travel appeal within a COVID-19 environment, as the tourism domain and relevant role players observe the pandemic become endemic globally as well as locally.<sup>18</sup>

<sup>15</sup> United Nations World Tourism Organization, 2021, <<https://www.unwto.org/restarting-tourism>>, access: October 2021.

<sup>16</sup> E. Cirikovic, 'Marketing mix in tourism', *Journal of Interdisciplinary Studies* 3 (2), 2014, pp. 111-115.

<sup>17</sup> P. Panashe, 2020, 'Domestic tourism to the rescue', *Mail & Guardian* (September 2020), pp. 1-3.

<sup>18</sup> C.R. Botha & K.L. Harris, 'Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study', *Conference paper* – Association for Tourism and Leisure Education and Research (ATLAS), Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

## 1.2) Rationale of the study

Domestic tourism remains one of the most ignored and underrated niches within the travel domain.<sup>19</sup> Typically, the tourism domain is associated with iconic international destinations at the expense of local domestic attractions. People travel to experience new and different cultures as well as places, and therefore the local is often overlooked and/or side-lined. However, according to the World Travel and Tourism Council (WTTC) in 2018 domestic tourism accounted for 73% of the total spending on travel and tourism globally.<sup>20</sup> Therefore, it could be argued that domestic tourism is, or rather remains, a key pillar within the international tourism sphere, and therefore may be regarded as a crucial segment of many local economies.<sup>21</sup>

Yet, within the global South there appears to be a dependency on international tourists, particularly from the global North, with their concomitant international revenue. This perspective essentially overshadows the value and contribution of the local domestic market.<sup>22</sup> Furthermore in 2018, the WTTC maintains that a strong domestic tourism sector can assist and enable a country to “withstand shocks and demand fluctuations that may arise when crises affect external source markets”.<sup>23</sup> This theoretical and practical standpoint, made prior to the onslaught of the COVID-19 pandemic, is of pivotal importance in the current tourism and travel global crisis, seeing as it endorses the current need to “remodel” local travel settings and landscapes as a lifeline to “rescue” the tourism sector altogether at an international level, but also at a local domestic level.

## 1.3) Problem statement

This investigation thus sets forth to investigate the extent of the impact of COVID-19 within South Africa’s domestic tourism realm, while at the same time identifying

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<sup>19</sup> R. Scheyvens, ‘Poor cousins no more: Valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7 (4), 2007, p. 308.

<sup>20</sup> World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: March 2021.

<sup>21</sup> United Nations World Tourism Organization, 2021, <<https://www.unwto.org/restarting-tourism>>, access: October 2021; C.R. Botha & K.L. Harris, ‘Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study’, *Conference paper* – Association for Tourism and Leisure Education and Research (ATLAS), Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>; World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: March 2021.

<sup>22</sup> G. Dale, *Travel and tourism*, pp. 1-24.

<sup>23</sup> World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: March 2021.

possible existing gaps in the domestic tourism sphere that might have preceded the current crisis which can now be addressed. In other words, this new circumstance calls for a different, or rather alternative, approach to the problems that have arisen as a result of the pandemic. Additionally, the study calls for an investigation that will also consider the potential elements of recuperation and innovation at a grassroots level. It addresses the problem by devising and developing new and pioneering potential solutions to combat these negative impacts and enhance the positive growth points.

These mechanisms will consequently be created into strategic model(s) that can be utilised to potentially “resuscitate” domestic industry, but at the same time ensure an enduring travel sector which can “re-emerge” to former levels seen prior to the COVID-19 pandemic and also surpass these.<sup>24</sup> Moreover, these mechanisms which will encapsulate the broad spectrum of the “local domestic tourism mix” must not only resolve the current COVID-19 crisis and its impact, but also be developed to ensure that the industry is equipped to withstand future pandemics as well as other internal and external negative crises and influences. In other words, to address the current problem to emerge as a more vibrant and viable sector which will ensure a steadfast and sustainable future.<sup>25</sup>

In the light of this trajectory, as regards the exponential development of domestic tourism amidst the COVID-19 global pandemic, the sector is thus in dire need of new strategies which are state-of-the-art, practical and sustainable. In order to overcome the problems which go beyond economic recession – including aspects such as being a long-haul travel destination in terms of the global North, the unrest factor in the broader sense of tourist safety and security, as well as the increasing competition within the continental market – the South African tourism sector needs to turn its attention to the domestic market and explore ways in which to bring about radical socio-economic development, promotion and change.

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<sup>24</sup> Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: October 2020.

<sup>25</sup> F. Mahlalela, “Covid-19: Tourism industry preparing for recovery”, 14 August 2020, <<https://www.iol.co.za/pretoria-news/opinion/covid-19-tourism-industry-preparing-for-recovery-72a8c52d-af3b-471d-9776-0c0f5c818116>>, access: October 2020.

This study on “Remodelling the local domestic tourism market in South Africa within a COVID-19 environment”, is focused on doing exactly that: reconsider and revolutionise the way domestic tourism is currently framed and functioning in South Africa and how the market segment should be reconsidered, redefined, reimagined, repositioned, relocated, rearranged and reinvigorated within a COVID-19 environment.

#### **1.4) Purpose of the study**

The purpose of the investigation is to analyse, interpret and examine how domestic tourism in South Africa can fundamentally and holistically be reconceptualised, recontextualised and remodelled within a COVID-19 environment. Thus, to appraise and evaluate the impact of the COVID-19 pandemic on the local domestic tourism market in order to devise strategies and introduce state-of-the-art model(s) for this sector’s recovery plan post COVID-19 for future development discourse and sustainable growth. The latter naturally taking into account the strategic objectives and industry recommendations already launched by the Department of Tourism, in collaboration with South African Tourism’s, Tourism Recovery Plan of August 2020, and then again revised in March 2021.<sup>26</sup>

#### **1.5) Research questions**

The research questions include but are not limited to:

- What are the current prevailing shortcomings within the domestic tourism and travel market?
- How has COVID-19 exacerbated and/or impacted on the domestic tourism domain?
- How has the international industry, in both the global North and South, attempted to reverse the impacts of the COVID-19 pandemic to date?
- To gauge to what extent the individual and community stakeholders, local authorities as well as private entities are receptive to innovative interventions in the current and post COVID-19 context?
- How can the success and sustainability of the innovative model(s) be appraised and evaluated?

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<sup>26</sup> National Department of Tourism, 2020, ‘Tourism Recovery Plan (August 2020), <<http://www.tourism.gov.za>>, Accessed: September 2021; National Department of Tourism, 2020, ‘Tourism Recovery Plan (March 2021), <<http://www.tourism.gov.za>>, Accessed: October 2021.

## **1.6) Objectives of the study**

The objectives of the investigation seeks to explore the following:

- To ascertain the existing gaps within the domestic tourism domain together with the aspects that were compounded by the COVID-19 pandemic.
- To determine challenges and opportunities for leveraging tourism as part of the sector's recovery plan during and post COVID-19.
- To determine best practice mechanisms applied in other countries to reignite, reinvigorate and remodel domestic tourism.
- To identify key factors that are required to remodel domestic tourism in South Africa as part of the sector's recovery plan during and post COVID-19.
- To assess and analyse existing domestic tourism strategies and policies that were promulgated pre or within the parameters of local travels amidst the pandemic.
- To interpret and assess former and present destination marketing campaigns with regards to domestic tourism in South Africa and how these branding tools will need to be reconfigured in the wake of new health and safety protocols as well as additional government oversight, regulations and curfews.
- To identify practical and innovative interventions required to remodel domestic tourism as part of the sector's recovery plan during and post COVID-19.
- To develop an original model to guide how domestic tourism in South Africa can be reignited, reinvigorated and revolutionised as part of the sector's recovery plan during and post COVID-19.

## CHAPTER 2: RESEARCH DESIGN AND METHODOLOGY

### 2.1) Literature survey

The research methodology utilised for conducting this investigation requires a qualitative approach, accompanied by participatory observations within a netnographic research design given the scope and extent of the research objectives for the study.<sup>27</sup> Where in this context, “qualitative” enquiry refers to – “data obtained by way of first-hand observations, interviews, questionnaires, focus groups, participant-observations, recordings, documents and artefacts”.<sup>28</sup> Data generated under these pretences remains non-numerical in nature. Whereas on the one hand “participatory observations” can be described as “the process of entering a group of people with a shared identity to gain an understanding of their community”, “netnographic” exploration on the other hand can be delineated as “an online research method [that sets forth] to understand social interactions in contemporary digital communications contexts”.<sup>29</sup>

The aforementioned will entail both primary and secondary research to ascertain what the existing challenges and potentials are within the domestic tourism market segment. This includes a range of consultative research with all stakeholders that make up the “domestic tourism mix” along with workshopped investigations with both national and provincial tourism authorities as well as local individuals and grassroots communities. This approach establishes the strengths and weaknesses – within the tourism mix in terms of the product, the demand and supply, transport and safety and how these can be transformed with innovation and technology to create a sustainable domestic tourism synergy. The research also includes a number of best practice examples so as to drill down into the details of the “domestic tourism mix” and showcase the potential in a real-time situation. These location specific examples, particularly from the global South, could also eventually be used for workshopping the proposed model(s).

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<sup>27</sup> A. Holder & L. Ruhanen, ‘Identifying the relative importance of culture in indigenous tourism experiences: Netnographic evidence from Australia’, *Tourism Recreation Research* 10 (1), 2017, pp. 1-11.

<sup>28</sup> Merriam Webster, 2021. <<http://www.merriam-webster.com>>, access: December 2021.

<sup>29</sup> Merriam Webster, 2021. <<http://www.merriam-webster.com>>, access: December 2021; A. Holder & L. Ruhanen, ‘Identifying the relative importance of culture in indigenous tourism experiences: Netnographic evidence from Australia’, *Tourism Recreation Research* 10 (1), 2017, pp. 1-11.

## 2.2) Data collection

A qualitative research approach has been implemented for this investigation. Data collection in this context entails consultations and interviews with individuals in their professional capacity using an open-ended questionnaire (See Addendum A). Included in this approach are roundtables with national establishments, provincial authorities and local communities so as to generate data regarding existing and established domestic tourism structures as well as the gauge the receptivity to the potential of proposed recovery model(s).

The following public, private and non-governmental agencies have been approached for interviews:

- Northern Cape Department of Economic Development and Tourism
- Northern Cape Tourism Authority
- South African National Parks
- Academia at the Sol Plaatje University
- ZF Mgcawu District Municipality
- Mier Local Municipality
- Kai !Garib Local Municipality
- !Kheis Local Municipality
- //Khara Hais Local Municipality
- Dawid Kruiper Local Municipality
- Green Kalahari Tourist Centre
- Local community leaders (*in Upington, Riemvasmaak and Kakamas*)
- Local tourist guides (*in Upington, Riemvasmaak and Kakamas*)
- Applicable natural, cultural and historical attractions
- Select community-owned accommodation facilities
- Local tourism representatives

There was an uneven but satisfactory response from the various stakeholders approached. As indicated, the objective of this research approach is to gain an in-depth understanding of prevailing situations and scenarios in select travel settings as well as to assess the openness and suitability to interventions at a local level. This data will likewise allow for the explanatory and investigative development of initial understanding, while providing a sound platform for further decision-making in the process of developing innovative models.

### **2.3) Data analysis**

In order to create and develop an innovative model other global North and South best practice examples will be analysed and assessed for their transferability, applicability and viability to South Africa's domestic tourism environment and market segment. In addition, the data collected from the Northern Cape case study will be evaluated in order to select appropriate and relevant destinations for the strategic development of a recovery or reclamation model.

### **2.4) Ethical aspects**

The research proposal for this investigation was submitted to the Postgraduate Research and Ethics Committees of the Faculty of Humanities and was approved in accordance with the University of Pretoria's Research and Ethics policy. (See Annexure B)



## CHAPTER 3: CONCEPTUAL OVERVIEW

### 3.1) Theoretical background

#### 3.1.1) Domestic tourism: A global perspective

In most contemporary travel settings domestic tourism is often used for encouraging the distribution of the economic benefits and political capital from travel; for social and cultural upliftment, community pride and boosting nation-building endeavours amongst citizens; for sustainable and responsible environmental and conservation efforts; as well as for counteracting the seasonality of international tourist arrivals and the notion of “peak season” influences on the domain at large.<sup>30</sup> This while at the same time serving as a “recovery tool” in times of international crises, be this economically, socially, culturally, environmentally or politically imposed.<sup>31</sup>

However, despite domestic tourism’s importance in terms of proactive development discourse and contributing directly to gross domestic profits of nation states, domestic tourism has been given relatively little formal attention to date by governments, the private sector, non-governmental organisations, local communities and tourism scholars alike. Wherein this context it has been argued that domestic tourism is often times treated and regarded as international tourism’s “poor cousin” given its “monopolised revenue distribution system”.<sup>32</sup> Yet, in times of crisis, such as natural disasters, cultural unrest, social upheaval, economic recession and more recently, a global pandemic, domestic tourism is warranted increased importance as the

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<sup>30</sup> Z.G. Yong, L.M. Yu, H.J. Min and L. Peng, ‘Research on dual monopoly in the tourism industry and related price coordination and policy regulation’, *Tourism Tribune* 34 (3), 2019, pp. 12 – 27; J. Jafari, ‘On domestic tourism’, *Annals of Tourism Research* 13, 1986, pp. 491-496; D. G. Pearce, ‘International and domestic tourism: Interfaces and issues’, *GeoJournal* 19(3), 189, pp. 259-260; I. Sindiga, ‘Domestic tourism in Kenya’, *Annals of Tourism Research* 23(1), 1996, pp. 19-31; R. Scheyvens, ‘Poor cousins no more: valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7(4), 2007, pp. 307-325.

<sup>31</sup> J. Jafari, ‘On domestic tourism’, *Annals of Tourism Research* 13, 1986, pp. 491-496; D. G. Pearce, ‘International and domestic tourism: Interfaces and issues’, *GeoJournal* 19(3), 189, pp. 259-260; I. Sindiga, ‘Domestic tourism in Kenya’, *Annals of Tourism Research* 23(1), 1996, pp. 19-31; R. Scheyvens, ‘Poor cousins no more: valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7(4), 2007, pp. 307-325.

<sup>32</sup> R. Scheyvens, ‘Poor cousins no more: Valuing the development potential of domestic and diaspora tourism’, *Progress in Development Studies* 7 (4), 2007, p. 308; J. Jafari, ‘On domestic tourism’, *Annals of Tourism Research* 13, 1986, pp. 491-496; D. G. Pearce, ‘International and Domestic Tourism: Interfaces and Issues’, *GeoJournal* 19(3), 189, pp. 259-260; Z.G. Yong, L.M. Yu, H.J. Min and L. Peng, ‘Research on dual monopoly in the tourism industry and related price coordination and policy regulation’, *Tourism Tribune* 34 (3), 2019, pp. 12 – 27.

“alternative” or “emergency” solution to counter external threats that (might) face the collective tourism domain at a global and local level.<sup>33</sup>

According to the international regulatory body, the Organisation for Economic Co-operation and Development (OECD) in the 2018–2019 financial year over nine (9) billion domestic trips were undertaken globally.<sup>34</sup> Thus, allowing the domestic tourism segment of the global travel market to grow another 2.2% from its gains made in the previous financial year.<sup>35</sup> This growth subsequently aligns directly with forecasts from the UNWTO and WTTC that domestic tourism as an industry component has globally increased its share significantly since the 1990s when the domain transitioned to an experience-based economy.<sup>36</sup>

This global domestic tourism market segment growth is illustrated in Figures 3, 4 and 5 (see below), where it is illustrated that the aforementioned segment grew from a 55% market share from 1990 – 2000, to an increased share of 65% from 2001 – 2010, up until its most recent industry share of 70% from 2011 – 2020.<sup>37</sup> Thus, it is fair to argue that despite a flourishing international travel market, it is very much the domestic tourism markets that sustain and aid sought-after global touristic settings and their continued promotion within the modern world order. Nevertheless, unlike most of its touristic counterparts in the global North, and the global South, South Africa stands in

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<sup>33</sup> E. Woyo, ‘The Sustainability of Using Domestic Tourism as a Post-COVID-19 Recovery Strategy in a Distressed Destination’, in W. Wörndl, C. Choo & J. L. Stenmetz (eds.), *Information and Communication Technologies in Tourism 2021*, 2021, pp. 476-483; I. Arbulú, M. Razumova, J. Rey-Maqueira & F. Sastre, ‘Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain’, *Journal of Destination Marketing and Management* 20, 2021, pp. 1-12.

<sup>34</sup> Organisation for Economic Co-operation and Development, ‘Tourism Trends and Policies 2020’, <<https://www.oecd-ilibrary.org/sites/01ad4412-en/index.html?itemId=/content/component/01ad4412-en>>, access: October 2021; United Nations World Tourism Organisation, ‘UNWTO highlights potential of domestic tourism to help drive economic recovery in destinations world-wide’, <<https://www.unwto.org/news/unwto-highlights-potential-of-domestic-tourism-to-help-drive-economic-recovery-in-destinations-worldwide>>, 2020, access: October 2021.

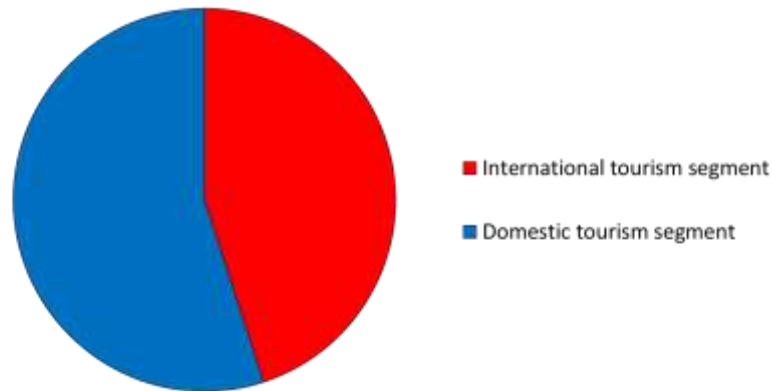
<sup>35</sup> Organisation for Economic Co-operation and Development, ‘Tourism Trends and Policies 2020’, <<https://www.oecd-ilibrary.org/sites/01ad4412-en/index.html?itemId=/content/component/01ad4412-en>>, access: October 2021.

<sup>36</sup> C.R. Botha & K.L. Harris, ‘Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study’, *Conference paper – Association for Tourism and Leisure Education and Research (ATLAS)*, Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

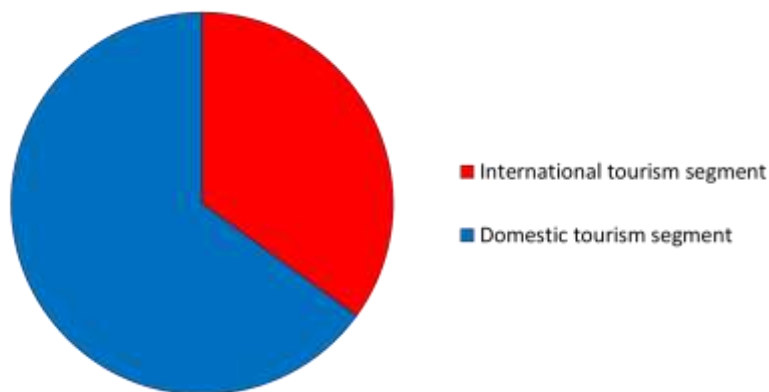
<sup>37</sup> United Nations World Tourism Organization, 2021, <<https://www.unwto.org/restarting-tourism>>, access: October 2021; World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: November 2021.

sharp contrast and in contradiction to this global trend of domestic tourism promotion, advancement and growth.

**Figure 3: Global domestic tourism market segment (1990 – 2000)<sup>38</sup>**



**Figure 4: Global domestic tourism market division (2001 – 2010)<sup>39</sup>**

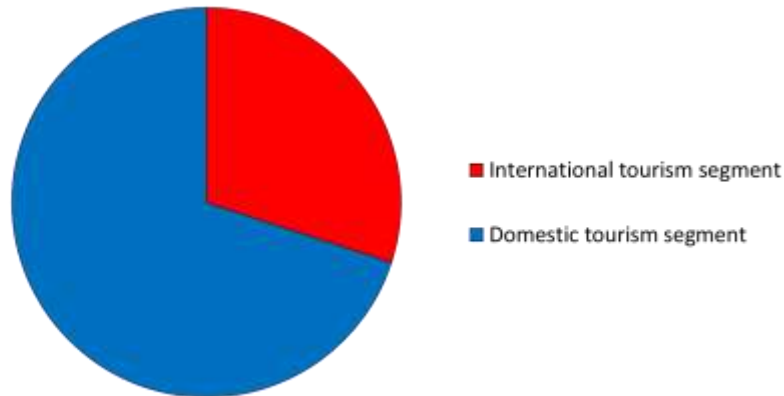


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<sup>38</sup> Organisation for Economic Co-operation and Development, 'Tourism Trends and Policies 2020', <<https://www.oecd-ilibrary.org/sites/01ad4412-en/index.html?itemId=/content/component/01ad4412-en>>, access: October 2021; United Nations World Tourism Organization, 2021, <<https://www.unwto.org/restarting-tourism>>, access: October 2021; World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: November 2021.

<sup>39</sup> Organisation for Economic Co-operation and Development, 'Tourism Trends and Policies 2020', <<https://www.oecd-ilibrary.org/sites/01ad4412-en/index.html?itemId=/content/component/01ad4412-en>>, access: October 2021; United Nations World Tourism Organization, 2021, <<https://www.unwto.org/restarting-tourism>>, access: October 2021; World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: November 2021.

**Figure 5: Global domestic tourism market share (2011 – 2020)<sup>40</sup>**



### **3.1.2) Domestic tourism: A local perspective**

Tourism in South Africa, like the rest of the world, has a long history – as does domestic tourism. South Africa’s domestic tourism landscape was shaped and dictated by the political situation in the country since its emergence in the early 1900s. Since then, through various legislative, regulatory, policy, strategic and marketing efforts, domestic tourism has changed drastically. However, there is still much to be done in the promotion and advancement of domestic tourism in the country as the focus is still on international tourism, as will be seen from the discussion below. This section will discuss the earliest travels, the emergence of tourism, and its promotion and development which spans across three centuries. Turning to more recent events, this section will also discuss the emergence and development of the COVID-19 pandemic in South Africa, its devastating effects on the tourism industry, and the steps taken by both government and industry to mitigate the devastation.

#### Proto-travels (pre-1900)

Some of the earliest literature on travel in South Africa was produced by individuals such as Peter Kolb (1705), Anders Sparrman (1772-1776), Lady Anne Barnard (1778-

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<sup>40</sup> Organisation for Economic Co-operation and Development, ‘Tourism Trends and Policies 2020’, <<https://www.oecd-ilibrary.org/sites/01ad4412-en/index.html?itemId=/content/component/01ad4412-en>>, access: October 2021; United Nations World Tourism Organization, 2021, <<https://www.unwto.org/restarting-tourism>>, access: October 2021; World Travel and Tourism Council (WTTC), 2018, <<https://www.wttc.org>>, access: November 2021.

1779), John Barrow (1797-1798), and David Livingstone (1857).<sup>41</sup> These early travellers were not necessarily tourists but rather 'explorers' of so-called 'new' lands, and their travel writings (often with illustrations) remain invaluable historical accounts of the political climate of the time, cultural patterns, as well as the nature of travel in the country during the eighteenth and nineteenth centuries.

Peter Kolb arrived in the Cape of Good Hope in 1705, tasked with making meteorological and astronomical observations. However, Kolb also studied the fauna and flora, climate, geology, and indigenous inhabitants of the Cape and became well-known for his writings on the culture of Khoisan.<sup>42</sup> The Swedish naturalist and explorer, Anders Sparrman also wrote extensively on the fauna and flora, and the Khoisan and Xhosa groups he encountered on his travels through the Cape of Good Hope. From his travels into the interior of the Cape, he produced a somewhat detailed map of the various settlements he encountered on his journey.<sup>43</sup> Lady Anne Barnard, wife of the Colonial Secretary of the Cape, resided in the Cape Colony for five years. Lady Anne kept dairies for most of her life, and her writings on her time spent in South Africa are now widely published. Besides documenting her social life and travels in the Cape, she also documented the building of their country-house, the Vineyard. Today, the Vineyard is one of the Western Cape's best hotels.<sup>44</sup> John Barrow arrived in the Cape a few years after Lady Anne Barnard. Barrow was commissioned by the Cape government to produce a topographical map, which was geographically accurate, of the Colony. While on his journey into the interior, which until this point remained

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<sup>41</sup> J. W. Raum, 'Reflections on rereading Peter Kolb with regard to the cultural heritage of the Khoisan', *Kronos* 24, 1997, pp. 30-40; N. Ulrich, 'Dr Anders Sparrman: Travelling with the Labouring Poor in the Late Eighteenth-Century Cape', *South African Historical Journal* 61(4), 2009, pp. 731-749; R. Vigne, 'Mapping and promoting South Africa: Barrow and Burchell's rivalry', *Historia* 58(1), 2013, pp. 18-32; Royal Collection Trust, 'An Account travels into the interior of Southern Africa in the years 1797 and 1789... ; v.1 / by John Barrow. 1801', <<https://www.rct.uk/collection/1141414/an-account-of-travels-into-the-interior-of-southern-africa-in-the-years-1797-and>>, n.d, access: 05 February 2022; Livingstone Online, 'Livingstone's Missionary Travels Manuscript (1857)', <<https://livingstoneonline.org/in-his-own-words/missionary-travels-manuscript/livingstones-missionary-travels-manuscript-1857/>>, 2020, access: 08 February 2022..

<sup>42</sup> J. W. Raum, 'Reflections on rereading Peter Kolb with regard to the cultural heritage of the Khoisan', *Kronos* 24, 1997, pp. 30-40.

<sup>43</sup> Historical Publications Southern Africa, 'Anders Sparrman. Travels in the Cape 1772-1776: Vol. II', <<https://hipsa.org.za/publication/anders-sparrman-travels-in-the-cape-1772-1776/>>, n.d., access: 07 February 2022.

<sup>44</sup> Historical Publications Southern Africa, 'The Cape Diaries of Lady Anne Barnard 1799-1800: Vol. I', <<https://hipsa.org.za/publication/the-cape-diaries-of-lady-anne-barnard-1799-1800-2/>>, n.d., access: 07 February 2022; The Vineyard, 'About us', <<https://www.vineyard.co.za/about-us/>>, n.d., access: 08 February 2022.

relatively unknown to Europeans, he wrote his travelogue *An Account of Travels into the Interior of Southern Africa in the years 1797-1798*. According to E. Liebenberg, “the fact that geographical information on southern Africa was almost non-existent launched Barrow’s book as an immediate success” as “it was reprinted twice during his lifetime and translated into Dutch, French, German, Norwegian and Swedish”.<sup>45</sup> David Livingstone was, unlike the aforementioned early travellers, a missionary and is perhaps the most well-known of South Africa’s early travellers. His travelogue, *Missionary Travels and Researches in South Africa* (1857), became one of the most influential literary works on southern Africa, inspiring other early travellers and missionary expeditions.<sup>46</sup>

### Genesis of tourism development and promotion (1900-1927)

Piecing together (domestic) travels in South Africa from the early to late-twentieth century is no easy task. Events such as the South African War (1899-1902), the formation of the Union of South Africa (1910), and the institutionalisation of segregation (Natives Land Act 1913) took precedence over the initial development and establishment of tourism.<sup>47</sup> Nevertheless, a few key actions were undertaken in the establishment of the country’s tourism industry.

As noted by J. Foster, the Central South African Railways agency started promoting excursions as early as 1900 and the acclaimed Thomas Cook also organised railway tours to the country’s battlefields in 1901.<sup>48</sup> However, in a report by the South African Railways and Harbours (established post-Union) agency’s general manager, it was stated that “in the days before Union, such advertising of South Africa as had been attempted was more or less of a scant and spasmodic nature ... the consequences did not make for the best advertisement of South Africa as a whole”.<sup>49</sup> Nevertheless,

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<sup>45</sup> E. Liebenberg, ‘Unveiling Southern Africa: John Barrow’s map of 1801’, *International Journal of Cartography* 7(2), 2021, p. 164.

<sup>46</sup> Livingstone Online, ‘Livingstone’s Missionary Travels Manuscript (1857)’, <<https://livingstoneonline.org/in-his-own-words/missionary-travels-manuscript/livingstones-missionary-travels-manuscript-1857>>, 2020, access: 08 February 2022.

<sup>47</sup> L. Thompson, ‘The Segregation Era’, *A History of South Africa*, 2014, pp. 154-186.

<sup>48</sup> J. Foster, “‘Land of Contrasts’ or “‘Home we have always known’?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930”, *Journal of South African Studies* 29(3), 2003, p. 666.

<sup>49</sup> South African Railways History, <<https://railways.haarhoff.co.za/issue/304/page/34>>, access: 08 February 2022.

it can be stated that the country's railways, as elsewhere in the world,<sup>50</sup> played an originating part in its tourism industry.<sup>51</sup> Post-Union, the railways were used as a vehicle for unification of the Afrikaans and English-speaking populations because they quite literally connected the country. "They not only brought distant places into the national economy, but they also made it possible for citizens to travel and visit those places".<sup>52</sup> From the early 1920s, the agency – now known as South African Railways and Harbours (SAR&H) – introduced reduced fares on a range of its excursions that connected the Witwatersrand with the country's coastal resorts. This, coupled with a set timetable, led to the emergence and establishment of "seasonal migrations and patterns of leisure time usage" among domestic tourists.<sup>53</sup> As the only agency responsible for promoting the country, SAR&H and its Publicity and Travel Department (SARPTD) also started publishing guidebooks in the 1920s, as well as the country's most widely read periodical at the time – the *South African Railways and Harbours Magazine*.<sup>54</sup>

#### Formalisation of tourism (1927-1985)

South Africa's first tourism legislation was enacted in 1938 – the Tourist Development Corporation Act, no. 15 of 1938. This Act established the South African Tourist Corporation which was responsible for the encouragement of tourism to the Union. However, due to the outbreak of the Second World War in 1939, it could not fulfil its duties.<sup>55</sup> Post-War (1945), the South African Tourist Corporation Act, no. 54 of 1947 was enacted, repealing the 1938 Act. It was also enacted in the Transkei, Bophuthatswana, Venda and Ciskei (TBVC). The aim of this Act was to promote the development of the tourism industry by: "encouraging individuals to visit South Africa

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<sup>50</sup> D. van den Berg, 'Searching for sustainability: Tourism 4.0 on the Sunny Side of the Alps', Master's dissertation, 2021, University of Pretoria.

<sup>51</sup> V. Bickford-Smith, 'Creating a City of the Tourist Imagination: The Case of Cape Town, "The Fairest Cape of Them All"', *UrbanStudies* 46(9), 2009, p. 1767.

<sup>52</sup> J. Foster, "'Land of Contrasts" or "Home we have always known"?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930', *Journal of South African Studies* 29(3), 2003, p. 664.

<sup>53</sup> J. Foster, "'Land of Contrasts" or "Home we have always known"?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930', *Journal of South African Studies* 29(3), 2003, p. 665.

<sup>54</sup> J. Foster, "'Land of Contrasts" or "Home we have always known"?: the SAR&H and the Imaginary Geography of White South African Nationhood, 1910-1930', *Journal of South African Studies* 29(3), 2003, p. 667.

<sup>55</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, p. 68.

from elsewhere and to travel about in it"; "encouraging the development and improvement of travel services to and within South Africa"; and "encouraging the development and improvement of accommodation for travellers within South Africa".<sup>56</sup> The manager of the SARPTD was appointed as the director of the South African Tourist Corporation. In an article in the *South African Railways and Harbours Magazine* announcing this appointment, it was stated that "the work of the Tourist Corporation necessitates close co-operation with the [SARPTD] of [SAR&H] and there is room for close affinity in their respective functions, although they are entirely distinct".<sup>57</sup> It is also noted in the article that the Corporation's functioning was the responsibility of "servants of the Railway Administration".<sup>58</sup> Therefore, the promotion of South Africa as a tourist destination both domestically and abroad remained the responsibility of SAR&H.

According to J. van Eeden the postcards published by the SARPTD from the 1940s "were not necessarily bought as relics of a visit already undertaken but rather served as a promotional tool to urge a middle-class, white, domestic audience to travel the land – and make it their own".<sup>59</sup> These postcards solidified now iconic tourist landscapes such as Table Mountain, Chapman's Peak Drive, Durban, the Drakensberg Mountains, and the South African bushveld.<sup>60</sup> The Cape Peninsula Publicity Association (established 1909) and Johannesburg Publicity Association (established 1925) also worked with the SARPTD to produce promotional material for the two cities.<sup>61</sup> The Cape Peninsula Publicity Association (CPPA) originated from the 1908 Grand Gala hosted by a municipal council committee "to attract 'thousands' of South African ... visitors to the city over the summer months, particularly December

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<sup>56</sup> P. H. G. Vrancken, 'The National legal framework of Tourism: Past, present and future', *Stellenbosch Law Review* 11, 2000, p. 86.

<sup>57</sup> *South African Railways and Harbours Magazine* 42, 'From Railways to Tourist Corporation: Appointment of Director', 1948, p. 374.

<sup>58</sup> *South African Railways and Harbours Magazine* 42, 'From Railways to Tourist Corporation: Appointment of Director', 1948, p. 374.

<sup>59</sup> J. van Eeden, 'Surveying the "Empty Land" in Selected South African Landscape Postcards', *International Journal of Tourism Research* 13, 2011, p. 602.

<sup>60</sup> J. van Eeden, 'Surveying the "Empty Land" in Selected South African Landscape Postcards', *International Journal of Tourism Research* 13, 2011, p. 603.

<sup>61</sup> V. Bickford-Smith, 'Creating a City of the Tourist Imagination: The Case of Cape Town, "The Fairest Cape of Them All"', *UrbanStudies* 46(9), 2009, p. 1768; C. M. Rogerson & J. M. Rogerson, 'Historical urban tourism: Developmental challenges in Johannesburg 1920-1950', *Urbani Izziv* 30, 2019, p. 116.



and January”.<sup>62</sup> The CPPA published various guidebooks and pamphlets recommending the best activities and hotels in “the Mother City of South Africa”.<sup>63</sup> The Johannesburg Publicity Association, in association with the SARDTP, published two guidebooks in the early 1930s that showcased the city’s various tourist attractions. According to the Rogerson’s “Johannesburg City Hall and within it the city hall organ; the law courts; the public library and geological museum; the city art gallery and the Union Observatory” were noted as some of the top tourist attractions in the city.<sup>64</sup> In 1951, the two agencies jointly published a tourist map of the city.<sup>65</sup>

According to Albert Grundlingh, despite the establishment of the South African Tourist Corporation and the efforts of the SARPTD, tourism remained relatively low on the list of priorities of the newly elected National Party (1948).<sup>66</sup> It was only in the 1960s, with the rapid growth of the South African economy and the increasing popularity of the jumbo jet, that the government turned its attention to tourism. In 1963, the Department of Tourism was established with the aim of promoting tourist activity and formulating policy. Regardless of the political turbulence of the 1970s, specifically the 1976 Soweto riots, tourism remained relatively stable within the given context.<sup>67</sup> It was only in 1983 that the government turned its attention back to focus on domestic tourism.

The South African Tourism Board Act, no. 100 was passed by parliament in 1983. This Act enabled the dismantling of the South African Tourist Corporation and Hotel Board (established 1965) and provided for the establishment of the South African Tourism Board (SATOUR), which was to carry out the duties of the aforementioned bodies. As noted by P.H.G. Vrancken, in addition to promoting South Africa abroad, the Board was also tasked with encouraging South Africans to travel within the country. The Act was also enacted in the Transkei, repealing the South African Tourist Corporation Act.

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<sup>62</sup> V. Bickford-Smith, ‘Creating a City of the Tourist Imagination: The Case of Cape Town, “The Fairest Cape of Them All”’, *UrbanStudies* 46(9), 2009, p. 1769.

<sup>63</sup> V. Bickford-Smith, ‘Creating a City of the Tourist Imagination: The Case of Cape Town, “The Fairest Cape of Them All”’, *UrbanStudies* 46(9), 2009, p. 1769.

<sup>64</sup> C. M. Rogerson & J. M. Rogerson, ‘Historical urban tourism: Developmental challenges in Johannesburg 1920-1950’, *Urbani Izziv* 30, 2019, p. 116.

<sup>65</sup> AbeBooks, ‘Tourist Map of Johannesburg’, <<https://www.abebooks.co.uk/maps/Tourist-Map-Johannesburg-SOUTH-AFRICA-Association/20217443902/bd>>, n.d., access: 06 February 2022.

<sup>66</sup> A. Grundlingh, ‘Revisiting the “Old” South Africa: Excursions into South Africa’s Tourist History under Apartheid, 1948-1990’, *South African Historical Journal* 56, 2006, p. 105.

<sup>67</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, p. 70.

Bophuthatswana, on the other hand, enacted the Bophuthatswana Tourism Council Act which established the Bophuthatswana Tourism Council. The Council was tasked with promoting and developing tourism within Bophuthatswana. According to Vrancken, the South African Tourist Corporation Act appears to not have been repealed in Venda, simply amended slightly.<sup>68</sup> Lastly, the Ciskei repealed the Act by enacting the Promotion of Tourism Act, which also established a Board tasked with developing and promoting tourism within the Ciskei.<sup>69</sup>

### Inclusive localised traveling environments (1985-2009)

As can be seen from the discussion above, domestic tourism was exclusively for South Africa's white, middle-class population until the mid to late-1980s.<sup>70</sup> By the early 1990s, South Africa's domestic tourism scene started changing dramatically as apartheid legislation was being relaxed and leisure and recreational spaces were being opened to all races.<sup>71</sup> In 1985, it was estimated that the black market segment made up 30.5% (1.66 million) of the total domestic tourist market (5.4 million).<sup>72</sup> The industry also anticipated that by the turn of the century, the domestic tourism market would be dominated by the black market segment making up an estimated 55% (6.9 million) of the total domestic tourism market (13.2 million) by 2000.<sup>73</sup>

In 1985, SATOUR set up a Domestic Tourism Committee, which launched the country's first domestic tourism campaign that same year. This coincided with a new tourism authority being created – the Department of Environmental Affairs and Tourism (DEAT). The creation of the Committee was in response to the global economic climate at the time, which forced many South Africans to holiday at home instead of abroad. The campaign, 'See The World in Your Country', was run on television, radio and in print-media. In 1988 SATOUR circulated 340 000 copies of its

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<sup>68</sup> P. H. G. Vrancken, 'The National legal framework of Tourism: Past, present and future', *Stellenbosch Law Review* 11, 2000, p. 87.

<sup>69</sup> P. H. G. Vrancken, 'The National legal framework of Tourism: Past, present and future', *Stellenbosch Law Review* 11, 2000, p. 87.

<sup>70</sup> K. Kohler, 'Domestic Tourism in South Africa', *Indicator SA* 9(3), 1992, p. 81.

<sup>71</sup> K. Kohler, 'Domestic Tourism in South Africa', *Indicator SA* 9(3), 1992, pp. 81-82.

<sup>72</sup> F. Ferrario, 'Black and White Holidays: The Future of the Local Tourist Industry in South Africa', *Annals of Tourism Research* 13, 1986, p. 337; F. F. Ferrario, 'Emerging leisure market among the South African Black population', *Tourism Management*, 1988, p. 24.

<sup>73</sup> F. Ferrario, 'Black and White Holidays: The Future of the Local Tourist Industry in South Africa', *Annals of Tourism Research* 13, 1986, p. 335.

*Get-up-and-go-guide*, and by 1989 the Board was making conscious efforts to “deracialise the clientele beyond the overwhelmingly white base”.<sup>74</sup> In 1993, the Tourism Act, Act 72, came into effect which predominantly focussed on SATOUR and tourist guide regulations. The re-establishment of SATOUR was the Act’s main objective so as “to ensure services of the highest attainable standards; manage information and conduct research; and advise the Minister on policy” as well as marketing South Africa as a tourist destination domestically and internationally.<sup>75</sup> Despite numerous successes in terms of policy and professionalism in the tourism domain, little tangible transformation took place at the grassroots level. However, these can perhaps be seen as laying the foundation for a transformed and more inclusive domestic tourism offering.

#### Transformative tourism domains (2009-present)

The Department of Tourism became a stand-alone department in 2010, which according to the Parliamentary Monitoring Group, “necessitated the development of an overall strategy – the National Tourism Sector Strategy – to drive and provide a focus for the tourism industry throughout the country, across all provinces”.<sup>76</sup> The creation of a stand-alone department also signalled government’s recognition of the importance of tourism. The 2011 National Tourism Sector Strategy (NTSS) had three main themes – grow the tourism economy, enhance visitor experiences, and strive for sustainability and good governance.<sup>77</sup> Several strategic clusters were outlined in the NTSS, one of these being domestic tourism. It was recognised that there is a lack of travel culture among most South Africans; a lack of marketing and promotion, product development and availability and distribution of information; and that “existing products [did] not meet the needs and requirements of particular market segments”.<sup>78</sup> Proposed actions included the drafting of an updated domestic tourism strategy; improved

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<sup>74</sup> M. M. Chitura, ‘International Tourism and Changes in the South African Tourism Product in the 1990s: Accommodation and Tourist Amenities in the Kruger National Park’, Masters dissertation, University of the Witwatersrand, 2005, p. 7.

<sup>75</sup> University of Pretoria – Department of Historical and Heritage Studies, *A policy review of the tourist guiding sector in South Africa*, p. 72.

<sup>76</sup> Parliamentary Monitoring Group, ‘Department of Tourism briefing on the National Tourism Sector Strategy’, <<https://pmg.org.za/committee-meeting/11384/>>, 22 March 2010, access: 08 February 2022.

<sup>77</sup> Department of Tourism, *National Tourism Sector Strategy (2011-2020)*, 2011, p. iii.

<sup>78</sup> Department of Tourism, *National Tourism Sector Strategy (2011-2020)*, 2011, p. 15.

marketing efforts; bettering the affordability of domestic travel; and focussing on creating a travel culture among previously disadvantaged communities.<sup>79</sup>

Following a review of the 2011 NTSS, a revised NTSS was published in 2017 which “focuses on inclusive growth” and “addressing barriers to growth and the building of a transformed and inclusive tourism economy”.<sup>80</sup> In order to achieve this vision, five strategic pillars were identified for the 2017 NTSS: effective marketing; facilitating ease of access; the visitor experience; destination management; and broad-based benefits. Together, these pillars “encompass key elements that will drive the development and growth of [domestic tourism] which should form the backbone of the sector”.<sup>81</sup> The need for a more focussed, sophisticated and inclusive domestic tourism marketing strategy and campaign was recognised, and as such the Domestic Tourism Growth Strategy (see next section) was revised to include a programme “to expand access to tourist sites for all South Africans who do not readily access these important sites due to cost, travel accessibility and other factors”.<sup>82</sup>

Both Strategies identified marketing, promotion, increased awareness and dissemination of information as key steps in the growing of the domestic tourism market. As such, the next section will discuss the Domestic Tourism Growth Strategy, and the roll-out and implementation of various marketing, promotion and awareness-raising efforts.

### South Africa’s domestic tourism strategy

South Africa’s first comprehensive domestic tourism strategy, the Domestic Tourism Growth Strategy (DTGS), was unveiled in 2004 at the Tourism Indaba.<sup>83</sup> The DTGS aimed to contribute to GDP growth, job creation and transformation through four key objectives: increased expenditure (more trips, length of stay, average trip expenditure); reduced seasonality; improved geographic spread; and lastly, increased

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<sup>79</sup> Department of Tourism, *National Tourism Sector Strategy (2011-2020)*, 2011, p. 15.

<sup>80</sup> Department of Tourism, *National Tourism Sector Strategy (2016-2026)*, 2017, p. 1.

<sup>81</sup> Department of Tourism, *National Tourism Sector Strategy (2016-2026)*, 2017, p. 18.

<sup>82</sup> Department of Tourism, *National Tourism Sector Strategy (2016-2026)*, 2017, p. 20.

<sup>83</sup> Mail&Guardian, ‘New govt plan to boost domestic tourism’, <<https://mg.co.za/article/2004-05-13-new-govt-plan-to-boost-domestic-tourism/>>, 13 May 2004, access: 08 February 2022.

volumes.<sup>84</sup> The DTGS identified eight market segments: young and up-coming; independent young couples and families; striving families; well-off, homely couples; home-based, low income couples; basic needs older families; and golden active couples. The DTGS further identifies seven domestic tourism experiences to be promoted: city breaks; bush retreats; coastal getaways; events wonders; mountain escapes; countryside meanders; and lastly, cultural discoveries.<sup>85</sup> Various measures to be implemented in support of the growth of domestic tourism were also identified:

1. Increased promotion of South Africa's domestic tourism brand
2. Promotion of relatable experiences
3. Distribution of information and awareness raising
4. Development of various product packages
5. Development of marketing and distribution channels
6. Promotion of repeat visits<sup>86</sup>

A domestic tourism campaign, which will be discussed in the next section, was also launched as the main driver to achieve the strategic objectives of the DTGS.<sup>87</sup>

The 2011 NTSS "highlighted the importance in developing and growing a sustainable and resilient tourism economy".<sup>88</sup> As such, the Department of Tourism published the country's second Domestic Tourism Growth Strategy (DTGS) in 2012 with the aim of developing a sustainable domestic tourism market, addressing domestic tourism's uneven geographic spread and seasonality. Five domestic tourism market segments were identified, as opposed to the previous seven: spontaneous budget explorers; new horizon families; high-life enthusiasts; seasoned leisure seekers; and lastly, well-to-do Mzansi families.<sup>89</sup> Furthermore, the DTGS identified four strategic objectives:

1. Increase domestic tourism revenue
2. Increase domestic tourism volume
3. Improve measures and efforts aimed at addressing seasonality and equitable geographical spread

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<sup>84</sup> Department of Environmental Affairs and Tourism, *Domestic Tourism Growth Strategy 2004-2007*, 2004, p. 4.

<sup>85</sup> Department of Environmental Affairs and Tourism, *Domestic Tourism Growth Strategy 2004-2007*, 2004, pp. 9-13.

<sup>86</sup> Department of Environmental Affairs and Tourism, *Domestic Tourism Growth Strategy 2004-2007*, 2004, p. 14.

<sup>87</sup> Mail&Guardian, 'New govt plan to boost domestic tourism', <<https://mg.co.za/article/2004-05-13-new-govt-plan-to-boost-domestic-tourism/>>, 13 May 2004, access: 08 February 2022.

<sup>88</sup> Parliamentary Monitoring Group, *Domestic Tourism Strategy Review – Theory of Change Approach*, 2015, p. 1.

<sup>89</sup> Department of Tourism, *Domestic Tourism Growth Strategy (2012-2020)*, 2012, p. 7.

4. Enhance the level of the culture of travel and tourism among South Africans.<sup>90</sup>

Some of the key actions to be taken to achieve these objectives include innovation; maximising use of current products and the introduction of new products; increasing business travel; instilling a travel culture; differentiated marketing; developing and implementing tourism awareness-education programmes; and lastly, enhancing training within the industry.<sup>91</sup> It was further identified that the success of the DTGS is dependent on the following factors:

- Strong partnerships and collaborative initiatives with all stakeholders including media, industry stakeholders and communities.
- Effective packaging to ensure competitive pricing, access to information, ease of purchase, quality travel experiences in line with target market needs.
- Affordable, safe and convenient access and transport modes to tourism destinations and products.
- Domestic tourism campaigns rollout.
- Research should be considered and focused on areas where there is high potential for domestic tourism growth.
- Recognise the role of platforms such as travel agents, banks, websites, mobile phones, etc.
- More collaboration for collection and sharing of information for statistical purposes.
- Ensure that there is a monitoring, evaluation and reporting mechanism in place.<sup>92</sup>

It was argued that Sho't Left was far too narrow in its focus and as such, a new domestic tourism campaign was introduced to also act as a driver in the achievement of the Strategy's key objectives.<sup>93</sup> This campaign will also be discussed in the next section. Despite the immediate implementation of the DTGS and its accompanying campaign, domestic tourism still declined. In a review of the Strategy, it was noted that "whilst the intention is to develop domestic tourism as the backbone of the sector, activities/actions on the ground have not reflected the vigour necessary to achieve this – the status quo remains".<sup>94</sup>

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<sup>90</sup> Department of Tourism, *Domestic Tourism Growth Strategy (2012-2020)*, 2012, p. 4.

<sup>91</sup> Department of Tourism, *Domestic Tourism Growth Strategy (2012-2020)*, 2012, pp. 9-14.

<sup>92</sup> Department of Tourism, *Domestic Tourism Growth Strategy (2012-2020)*, 2012, p. 15.

<sup>93</sup> Department of Tourism, *Domestic Tourism Growth Strategy (2012-2020)*, 2012, p. xi.

<sup>94</sup> Parliamentary Monitoring Group, *Domestic Tourism Strategy Review – Theory of Change Approach*, 2015, p. 2.

### Domestic tourism marketing campaigns

At the launch of democratic South Africa's first domestic tourism campaign, the abovementioned Sho't Left, the then Minister of Tourism, Marthinus van Schalkwyk stated that:

for too long tourism in South Africa has been something that most South African communities have heard about, but had little first-hand experience of. We must open up tourism to all South Africans. [We want South Africans to travel more in our own country].<sup>95</sup>

The campaign, as the main driver of the DTGS, aimed to reduce seasonality by encouraging more South Africans to travel locally, which was to be facilitated by an increase in affordable and accessible attractions and activities that are spread across a wider geographical area. Through these actions, the campaign further aimed at creating a culture of leisure among South Africans.<sup>96</sup> The name of the campaign was derived from South African taxi lingo – “a commuter wanting a ride to a destination close by will say ‘Sho't left, driva’ meaning I want to jump off just around the corner”.<sup>97</sup> In 2005 the campaign was relaunched with a budget of R20-million. The main promotion of Sho't Left 2 was undertaken on morning radio programmes which focused on “how to take a Sho't left and what affordable holiday packages are available”.<sup>98</sup> Furthermore, a reality-TV game show, ‘The Sho't Left Challenge’ was also broadcast. Each province contributed R1-million to the campaign as part of a partnership to promote trips to various attractions in these provinces. The overall message was that travel “is affordable, it's do-able and it's good for you and the economy”.<sup>99</sup>

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<sup>95</sup> Department of Environmental Affairs and Tourism, ‘Launch of Sho't Left campaign’, <<https://www.polity.org.za/print-version/van-schalkwyk-launch-of-shot-left-campaign-10062004-2004-06-10>>, 10 June 2004, access: 08 February 2022.

<sup>96</sup> Brand South Africa, ‘South Africans: take a Sho't Left!’, <<https://brandsouthafrica.com/shotleft/>>, 12 July 2004, access: 08 February 2022; Parliamentary Monitoring Group, ‘SA Tourism Sho't Left Campaign: briefing’, <<https://pmg.org.za/committee-meeting/5254/>>, 21 June 2005, access: 08 February 2022.

<sup>97</sup> Brand South Africa, ‘South Africans: take a Sho't Left!’, <<https://brandsouthafrica.com/shotleft/>>, 12 July 2004, access: 08 February 2022.

<sup>98</sup> Mail&Guardian, ‘It's not too late – take a Sho't Left’, <<https://mg.co.za/article/2005-02-20-its-not-too-late-take-a-shot-left/>>, 20 February 2005, access: 08 February 2022.

<sup>99</sup> Mail&Guardian, ‘It's not too late – take a Sho't Left’, <<https://mg.co.za/article/2005-02-20-its-not-too-late-take-a-shot-left/>>, 20 February 2005, access: 08 February 2022.

Despite an increase of 11% in domestic trips taken, the Parliamentary Monitoring Group questioned the success of the campaign in a 2005 briefing session.<sup>100</sup> Questions raised by members of the Committee included whether the campaign had catered to the poorer segment of the population, school groups and senior citizens; whether small and emerging business were included in the packages promoted by the campaign; and for how long the campaign would be active. One member specifically noted that the perception was that “the campaign had failed” as it had not targeted and benefited the audience initially identified, and because it had been “hijacked” by big businesses.<sup>101</sup> The response to the questions was that while they were all valid observations, the campaign was still in its initial phase and that the various concerns would be addressed during the remaining three years it would be active.<sup>102</sup> The campaign was relaunched in 2007 with a younger target audience, with the aim still being the instilling of a culture of tourism in South Africa.<sup>103</sup>

Just as Sho’t Left was intended to be the main driver of the first DTGS, so too was Vaya Mzansi intended to be the driver of the second DTGS. Vaya Mzansi was launched in 2012 in a renewed effort to increase domestic tourism, with the tagline ‘whatever you are looking for, it’s right here in South Africa’.<sup>104</sup> This campaign shifted its focus to a younger target market to the five key consumer segments identified in the DTGS. However, Vaya Mzansi was short-lived. In 2013 Sho’t Left was reintroduced, with the tagline ‘Nothing’s More Fun than a Sho’t Left’, as Vaya Mzansi did not reach its intended key market segments.<sup>105</sup> With a budget of R25-million, the focus was shifted to ‘fun, easy, affordable breaks’.<sup>106</sup> The new campaign was intended

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<sup>100</sup> Parliamentary Monitoring Group, ‘SA Tourism Sho’t Left Campaign: briefing’, <<https://pmg.org.za/committee-meeting/5254/>>, 21 June 2005, access: 08 February 2022.

<sup>101</sup> Parliamentary Monitoring Group, ‘SA Tourism Sho’t Left Campaign: briefing’, <<https://pmg.org.za/committee-meeting/5254/>>, 21 June 2005, access: 08 February 2022.

<sup>102</sup> Parliamentary Monitoring Group, ‘SA Tourism Sho’t Left Campaign: briefing’, <<https://pmg.org.za/committee-meeting/5254/>>, 21 June 2005, access: 08 February 2022.

<sup>103</sup> T. Seopa, ‘SA Tourism unveils new Sho’t Left campaign’, <<https://www.bizcommunity.com/Article/196/423/27877.html>>, 29 August 2008, access: 08 February 2022.

<sup>104</sup> Drum, ‘Tourism launched a new domestic tourism campaign’, <<https://www.news24.com/drum/News/tourism-launches-a-new-domestic-tourism-campaign-20170728>>, 03 May 2012, access: 08 February 2022.

<sup>105</sup> Department of Tourism, *Tourism Month 2013 launches with the focus firmly on fun, easy, affordable breaks*, 2013; A. Lewis, ‘Local travel is more lekker’, <<https://www.iol.co.za/travel/south-africa/local-travel-is-more-lekker-shot-left-1569746>>, 29 August 2013, access: 08 February 2022.

<sup>106</sup> Department of Tourism, *Tourism Month 2013 launches with the focus firmly on fun, easy, affordable breaks*, 2013.



to remind South Africans that there are benefits to be gained from taking a holiday, even if it is short. Commercials featuring a group of people travelling through the country were also introduced to increase the awareness of the new campaign.<sup>107</sup> From 2013, Sho't Left remained the country's main domestic tourism marketing campaign with a new tagline or 'theme' being added every few years. In 2015, the tagline 'A Million New Experiences Are a Sho't Left Away' was introduced.<sup>108</sup> 'It's your country, enjoy it' was introduced in 2017 and it remained active until it was replaced by the 2021 tagline, 'Gimme Summer that Sho't Left' which will be discussed in the next section.<sup>109</sup>

According to the Department of Tourism and South African Tourism, in South Africa 17.7 million domestic trips were reportedly taken locally by citizens of the country in the 2018–2019 financial year.<sup>110</sup> However, according to Statistics South Africa this is a 1.9% decrease in the amount of citizens willing and able to travel within the confines of the South African touristic landscape.<sup>111</sup> This decrease within the South African domestic tourism market segment affirms the downward trend of a shrinking local domain over the last 30 years as confirmed in the findings by various institutional bodies and tourism scholars alike.<sup>112</sup> As illustrated in Figures 6, 7 and 8 (see below) it becomes clearly apparent that the domestic tourism market segment in South Africa has shockingly, and to an extent unknowingly according to some, shrunk almost 40% over the aforesaid time period.<sup>113</sup> Decreasing from an initial local market share of 70%

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<sup>107</sup> Department of Tourism, *Tourism Month 2013 launches with the focus firmly on fun, easy, affordable breaks*, 2013.

<sup>108</sup> M. van Schalkwyk, 'Tourism Month 2015 launch', <<https://www.gov.za/speeches/speech-delivered-minister-tourism-launch-tourism-month-2-16-aug-2015-0000>>, 16 August 2015, access: 08 February 2022.

<sup>109</sup> Sho't Left, 'Gimme Summer that Sho't Left', <<https://twitter.com/shotleft/status/1468911554091433986>>, 09 December 2021, access: 05 February 2022.

<sup>110</sup> Department of Tourism, 2020, <<http://www.tourism.gov.za>>, access: November 2021; South African Tourism, 2021, <<http://www.southafrica.net>>, access: November 2021; Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2021.

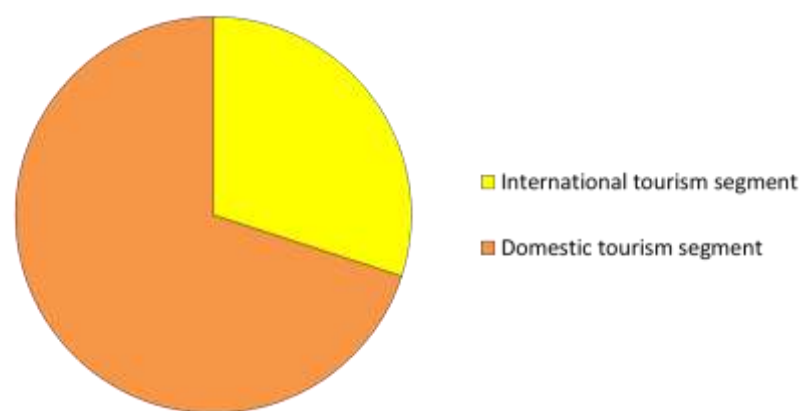
<sup>111</sup> Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2020;

<sup>112</sup> South African Tourism, 2021, <<http://www.southafrica.net>>, access: November 2021; Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2021; C. M. Rogerson & J. M. Rogerson, 'COVID-19 and Tourism Spaces of Vulnerability in South Africa', *African Journal of Hospitality, Tourism and Leisure* 9 (4), pp. 396-397.

<sup>113</sup> C. M. Rogerson & J. M. Rogerson, 'COVID-19 and Tourism Spaces of Vulnerability in South Africa', *African Journal of Hospitality, Tourism and Leisure* 9 (4), pp. 396-397; C. M. Rogerson & J. M. Rogerson, 'COVID-19 impacts in South Africa: Government and industry responses', *GeoJournal of Tourism and Geosites* 31 (3), 2020, p. 1087.

between 1990 – 2000, to a reduced market component of 55% from 2001 – 2010, and finally to a limited portion of only 30% from 2011 – 2020.<sup>114</sup> Thus, up until recently it was fair to argue that South Africa as a whole relied far more heavily on international tourist arrivals to keep its local travel industry afloat. In turn capitalising and utilising these global visitors to uphold tourism’s 2.8% direct and 8.9% indirect gross domestic profit share on an annual basis in the country.<sup>115</sup>

**Figure 6: South Africa’s domestic tourism market segment (1990 – 2000)<sup>116</sup>**



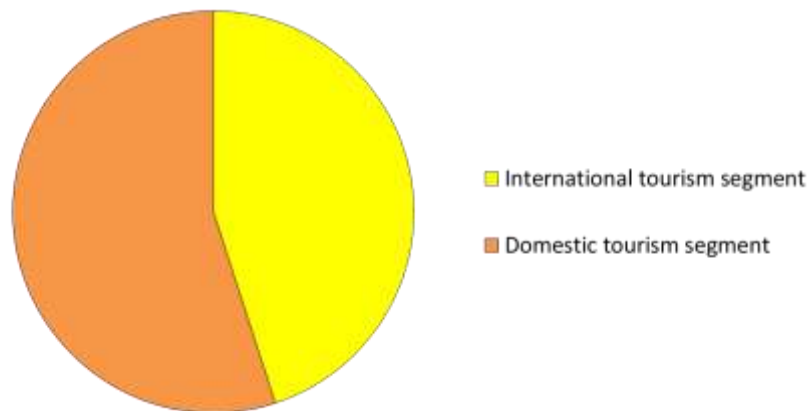
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<sup>114</sup> Department of Tourism, 2020, <<http://www.tourism.gov.za>>, access: November 2021; South African Tourism, 2021, <<http://www.southafrica.net>>, access: November 2021; Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2021.

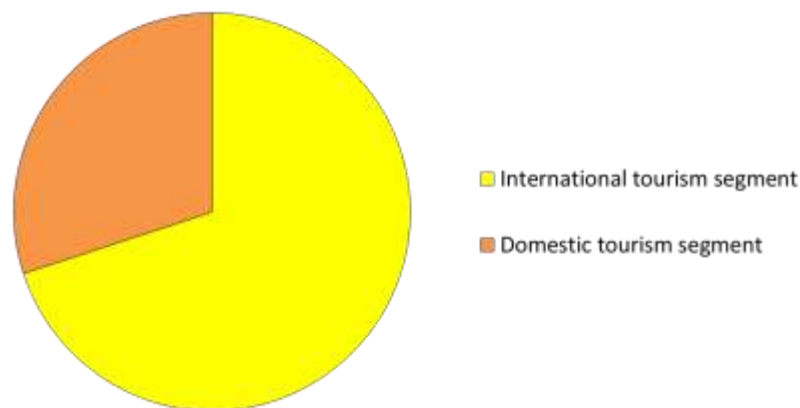
<sup>115</sup> Department of Tourism, 2020, <<http://www.tourism.gov.za>>, access: October 2021.

<sup>116</sup> Department of Environmental Affairs and Tourism, 1997, <<http://www.environment.gov.za>>, access: October 2021; South African Tourism, 2021, <<http://www.southafrica.net>>, access: November 2021; Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2021.

**Figure 7: South Africa's domestic tourism market division (2001 – 2010)**<sup>117</sup>



**Figure 8: South Africa's domestic tourism market share (2011 – 2020)**<sup>118</sup>



Nevertheless, despite this unequal market distribution within the South African tourism environment, it was widely regarded nationally, continentally and internationally that South Africa's tourism industry would continue to grow albeit only within its international tourism market division.<sup>119</sup> However, this optimistic view of tourism

<sup>117</sup> Department of Environmental Affairs and Tourism, 1997, <<http://www.environment.gov.za>>, access: October 2021; South African Tourism, 2021, <<http://www.southafrica.net>>, access: November 2021; Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2021.

<sup>118</sup> Department of Tourism, 2020, <<http://www.tourism.gov.za>>, access: November 2021; South African Tourism, 2021, <<http://www.southafrica.net>>, access: November 2021; Statistics South Africa, 2020, <<http://www.statssa.gov.za>>, access: November 2021.

<sup>119</sup> C. M. Rogerson & J. M. Rogerson, 'COVID-19 and Tourism Spaces of Vulnerability in South Africa', *African Journal of Hospitality, Tourism and Leisure* 9 (4), pp. 396-397.

development and promotion holistically, was short-lived with the onslaught of the COVID-19 pandemic and its wide reaching realities, ramifications and regulations especially given South Africa's over-dependence and over-reliance on foreign revenues, international tourist arrivals and global marketing campaigns.

Since the World Health Organisation (WHO) declared the outbreak of SARS-CoV-2 (COVID-19) a global pandemic in March 2020, as indicated, the global tourism industry has suffered an enormous loss of income and employment.<sup>120</sup> At the start of 2021, it was estimated that international tourist arrivals had declined by 88%, and between 100 to 120 million international travel and tourism jobs could be at risk as a result of the far reaching impact and influence of the pandemic.<sup>121</sup> In this context, South Africa has unfortunately not been spared the brunt of the pandemic that has exacerbated an already dire situation in the country and its various travel and tourism market segmentations, where it is estimated that R149,7 billion and almost 440 000 jobs could be lost and/or at risk in the next five years (5) to come as a result of the pandemic.<sup>122</sup>

It is within this fast deteriorating and shrinking local travel domain, and a pandemic that has now transitioned to an endemic, that this investigation analyses, interprets and evaluates the policies, practices and processes behind domestic tourism markets in South Africa within a COVID-19 environment.

### **3.2) Literature review**

This literature review has a tripartite division. It first considers a selection of research in the field of domestic tourism in general, then studies on domestic tourism in South Africa and finally the more recent literature on domestic tourism and COVID-19.

#### **3.2.1) Domestic tourism**

In what is one of the earliest writings on domestic tourism, B. Archer argues in 1978 that domestic tourism "brings about an intermingling of people from diverse social and

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<sup>120</sup> World Health Organisation, 'Timeline: WHO's COVID-19 response', <<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/interactive-timeline/#!>>, 2021, access: 07 February 2021.

<sup>121</sup> United Nations Conference on Trade and Development, *Covid-19 and tourism update*, <[https://unctad.org/system/files/official-document/ditcinf2021d3\\_en\\_0.pdf](https://unctad.org/system/files/official-document/ditcinf2021d3_en_0.pdf)>, 2021, pp. 6-9.

<sup>122</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 27.

cultural backgrounds and also a considerable spatial redistribution of spending power”.<sup>123</sup> In “Domestic tourism as a development factor”, published in the *Annals of Tourism Research*, Archer discusses some of the positive and negative political, cultural, social, environmental, as well as economic effects of domestic tourism on localised travel settings.<sup>124</sup> Although his discussion makes it appear as though the proposed negative effects outweigh the positive, he provides several ways in which domestic tourism can significantly contribute to development discourse and sustainable advancement, especially within global South tourism landscapes. Archer likewise emphasises the fact that domestic tourism contributes substantially to the geographical redistribution of revenue within a country.<sup>125</sup> He in turn concludes that the tourism management agencies and/or authorities of developing nations should devise strategies to counteract the negative effects and maximise the positive effects as domestic tourism in these nations increase.<sup>126</sup>

Renowned tourism scholar J. Jafari also contended in 1986 that countries should first focus on domestic tourism, then turn their attention to international tourism.<sup>127</sup> In the research note “On Domestic Tourism” Jafari discusses the socio-cultural prospects of domestic tourism which, among other things, includes increased national awareness; increased pride; a sense of belonging; the provision of more disposable leisure time; and the spread of economic benefits.<sup>128</sup> It is noted that there is a distinct lack of research on domestic tourism, which according to Jafari, is because of the “foreign exchange earning potential of international tourism”.<sup>129</sup> He is of the opinion that first focusing on domestic tourism will also serve as a “practice run” for the local tourism industry, thereby better preparing it for the arrival of international tourists who, in general, expect higher standards than domestic tourists.<sup>130</sup> He concludes that the well-documented negative socio-cultural effects associated with international tourism can be better prepared for by first focusing on the domestic tourism segment.<sup>131</sup>

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<sup>123</sup> B. Archer, ‘Domestic tourism as a development factor’, *Annals of Tourism Research*, 1978, p. 127.

<sup>124</sup> B. Archer, ‘Domestic tourism as a development factor’, *Annals of Tourism Research*, pp. 128-140.

<sup>125</sup> B. Archer, ‘Domestic tourism as a development factor’, *Annals of Tourism Research*, p. 140.

<sup>126</sup> B. Archer, ‘Domestic tourism as a development factor’, *Annals of Tourism Research*, p. 140.

<sup>127</sup> J. Jafari, ‘On Domestic Tourism’, *Annals of Tourism Research* 13, 1986, pp. 491-496.

<sup>128</sup> J. Jafari, ‘On Domestic Tourism’, *Annals of Tourism Research* 13, pp. 492-495.

<sup>129</sup> J. Jafari, ‘On Domestic Tourism’, *Annals of Tourism Research* 13, p. 491.

<sup>130</sup> J. Jafari, ‘On Domestic Tourism’, *Annals of Tourism Research* 13, p. 496.

<sup>131</sup> J. Jafari, ‘On Domestic Tourism’, *Annals of Tourism Research* 13, p. 496.

In line with Jafari's observation on the lack of research on domestic tourism, D. Pearce also argues that international tourism is awarded more attention because of its perceived economic benefits as well as the fact that it is easier to track seeing as it involves the crossing of international borders.<sup>132</sup> In Pearce's 1993 article "International and Domestic Tourism: Interfaces and Issues", he conducts a systemic review of international and domestic tourism in order to ascertain the motivating factors and extent of each type of tourism.<sup>133</sup> The review is conducted through the use of holistic case studies in Europe, Australasia and North America (the global North). In this context he goes on to point out that domestic tourism policies assume that residents would rather travel domestically than abroad if induced to do so. Pearce is also of the opinion that those policies focused on international tourism because of its perceived economic benefits will do far less for local development than domestic tourism will.<sup>134</sup>

In 1996, in an article in *Annals of Tourism Research*, I. Sindiga states that the common, yet controversial, belief that Africans are not "recreation minded" is false. Rather, he claims they lack the necessary expendable and disposable income(s) to participate in leisurely travel.<sup>135</sup> In "Domestic Tourism in Kenya" Sindiga analyses the Kenyan government's approach to encouraging domestic tourism in the latter decades of the 1900s. Following this analysis, he also provides several recommendations on how to improve the country's domestic tourism market segment.<sup>136</sup> The Kenyan government's increased focus on domestic tourism since the mid-1980s was underpinned by the recognition that it can alleviate seasonality, sustain the industry during times of economic hardship and bad international press.<sup>137</sup> Several ways of encouraging domestic tourism are also discussed, with "incentives" being the dominant strategy. Sindiga argues, however, that the country's policy on domestic tourism should be reviewed and that "diversification [should] be undertaken in terms of the product, market, and geographical area", as the focus is still predominantly on international

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<sup>132</sup> D. G. Pearce, 'International and Domestic Tourism: Interfaces and Issues', *GeoJournal* 19(3), 1993, p. 257.

<sup>133</sup> D. G. Pearce, 'International and Domestic Tourism: Interfaces and Issues', *GeoJournal* 19(3), pp. 257-262.

<sup>134</sup> D. G. Pearce, 'International and Domestic Tourism: Interfaces and Issues', *GeoJournal* 19(3), pp. 259-260.

<sup>135</sup> I. Sindiga, 'Domestic Tourism in Kenya', *Annals of Tourism Research* 23 (1), 1996, p. 25.

<sup>136</sup> I. Sindiga, 'Domestic Tourism in Kenya', *Annals of Tourism Research* 23 (1), 1996, pp. 19-31.

<sup>137</sup> I. Sindiga, 'Domestic Tourism in Kenya', *Annals of Tourism Research* 23 (1), 1996, pp. 19-31.

tourists.<sup>138</sup> It is also noted that “tourism education is required to foster an appreciation of cultures”, in other words, to promote travelling in one’s own country.<sup>139</sup> Sindiga concludes that, among other things, the fostering of an economic environment that is conducive to domestic tourism should be the government’s top priority when it comes to domestic tourism policies and their subsequent renewal and promulgation.<sup>140</sup>

In 2001 N. Rao and K. T. Suresh argued that as a result of economic development being linked to “foreign exchange earnings, domestic tourism growth has been spontaneous up to a certain level, until the decade of the 1960s when the state began to invest in tourism infrastructure and services”.<sup>141</sup> In “Domestic Tourism in India” the authors conduct a detailed discussion of the country’s various tourism policies, the make-up of its tourism industry and domestic tourism’s role and status within the broader industry.<sup>142</sup> It is argued that while the government merely pays ‘lip-service’ to domestic tourism, its promise of incentivising those industry players who cater to domestic tourists is what led to the country’s boom in mass tourism. However, promotional efforts such as special package holidays for domestic tourists, and the promotion of a select few destinations in daily newspapers, has led to tourist arrivals exceeding these destination’s carrying capacity. Nevertheless, it is concluded that with appropriate management plans and the alignment of tourism development with local communities’ needs, sustainable domestic tourism is possible.<sup>143</sup>

According to J. Mazimhaka “the key factor in the surge of domestic tourism in many developing countries is the rise of a middle class with reasonable affluence and disposable income and a strong desire for travel”.<sup>144</sup> Mazimhaka provides an overview of the effects of the 1993 war and genocide on Rwanda’s tourism industry, the country’s attempts at rebuilding the industry, and advocates for the promotion of

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<sup>138</sup> I. Sindiga, ‘Domestic Tourism in Kenya’, *Annals of Tourism Research* 23 (1), 1996, p. 26.

<sup>139</sup> I. Sindiga, ‘Domestic Tourism in Kenya’, *Annals of Tourism Research* 23 (1), 1996, p. 26.

<sup>140</sup> I. Sindiga, ‘Domestic Tourism in Kenya’, *Annals of Tourism Research* 23 (1), 1996, p. 30

<sup>141</sup> N. Rao & K. T. Suresh, ‘Domestic Tourism in India’, in K. B. Ghimire (ed.), *The Native Tourist: Mass Tourism in Developing Countries*, 2001, p. 199.

<sup>142</sup> N. Rao & K. T. Suresh, ‘Domestic Tourism in India’, in K. B. Ghimire (ed.), *The Native Tourist: Mass Tourism in Developing Countries*, 2001, pp. 198-234.

<sup>143</sup> N. Rao & K. T. Suresh, ‘Domestic Tourism in India’, in K. B. Ghimire (ed.), *The Native Tourist: Mass Tourism in Developing Countries*, 2001, pp. 225-226.

<sup>144</sup> J. Mazimhaka, ‘Diversifying Rwanda’s tourism industry: a role for domestic tourism’, *Development Southern Africa* 24(3), 2007, p. 491.

domestic tourism in 'Diversifying Rwanda's tourism industry: a role for domestic tourism'.<sup>145</sup> In a brief discussion on African countries' exclusive focus on international tourism, South Africa is heralded as an exceptional case because of its major domestic tourism campaign (Sho't left). Surveys and interviews with key tourism stakeholders were conducting to ascertain the perception of domestic tourism's role in rebuilding and diversifying the country's tourism offering. Lack of awareness and information as to what Rwanda has to offer for domestic tourists, as well as affordability, were identified as barriers to the successful development of a domestic tourism market by all participants.<sup>146</sup> However, Mazimhaka argues that "the high proportion of the country's population living in conditions of poverty" is the biggest barrier to domestic tourism growth in the country.<sup>147</sup> Several suggestions are made for the promotion and encouragement of domestic tourism. These include radio programmes, events, tourism education (to promote a culture of travel and to raise awareness of job opportunities in the industry). It is concluded that participation in domestic tourism could support the informal economy as well as support "unity and reconciliation".<sup>148</sup>

According to R. Scheyvens's research, solely focusing on international tourism is short-sighted and fails to recognise the true value of domestic tourism.<sup>149</sup> Scheyvens, like other tourism scholars, argues in an article published in 2007 that the promotion of domestic tourism can advance nation-building, has far greater economic benefits seeing as it is not as prone to leakage, and shows that the government "cares" for its citizens well-being and recreation opportunities. In her article "Poor cousins no more: Valuing the development potential of domestic and diaspora tourism", Scheyvens uses Samoa as a case study to illustrate the importance of domestic tourism.<sup>150</sup> She aptly notes that:

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<sup>145</sup> J. Mazimhaka, 'Diversifying Rwanda's tourism industry: a role for domestic tourism', *Development Southern Africa* 24(3), 2007, pp. 491-504.

<sup>146</sup> J. Mazimhaka, 'Diversifying Rwanda's tourism industry: a role for domestic tourism', *Development Southern Africa* 24(3), 2007, p. 499.

<sup>147</sup> J. Mazimhaka, 'Diversifying Rwanda's tourism industry: a role for domestic tourism', *Development Southern Africa* 24(3), 2007, p. 499.

<sup>148</sup> J. Mazimhaka, 'Diversifying Rwanda's tourism industry: a role for domestic tourism', *Development Southern Africa* 24(3), 2007, p. 502.

<sup>149</sup> R. Scheyvens, 'Poor cousins no more: valuing the development potential of domestic and diaspora tourism', *Progress in Development Studies* 7(4), 2007, p. 323.

<sup>150</sup> R. Scheyvens, 'Poor cousins no more: valuing the development potential of domestic and diaspora tourism', *Progress in Development Studies* 7(4), pp. 307-325.



in many countries there is an insidious perception that domestic tourism is the 'poor cousin' of the more glamorous international tourism market, and that domestic tourism cannot bring the same range of development benefits to a country.<sup>151</sup>

This stance is countered by arguing that, among other things, domestic tourism does not need as much foreign investment to develop; is less vulnerable to seasonal fluctuations and international events; contributes more to local economic development because of higher sales of locally produced products; local production is more labour intensive thereby providing more employment opportunities; and lastly, through all the previously mentioned, there are more multiplier effects.<sup>152</sup> Scheyvens concludes that governments should avoid the temptation of solely focusing on international tourism and should rather develop strategies that support and encourage domestic tourism.<sup>153</sup>

According to J. Ndlovu, E. Nyakunu and E. T. Heath, the southern African country of Namibia, like many other developing countries, is overly dependent on international tourism and has as a result has not produced an effective domestic tourism strategy.<sup>154</sup> They claim that domestic tourism, as has been stated before, has many benefits and can "play a pivotal role in the economic development of Namibia".<sup>155</sup> In the article "Strategies for developing domestic tourism: A survey of key stakeholders in Namibia", the authors conduct an assessment of the strategies deployed in Namibia to encourage domestic tourism.<sup>156</sup> Based on a questionnaire sent to 200 tourism industry stakeholders (e.g. attractions, accommodation facilities, tour operators), it was found that while there is a good understanding of domestic tourism and its benefits, very little is done to promote it. Respondents identified affordability, lack of information and awareness, and lack of marketing domestic tourism in Namibia as some of the key hindrances to a strong domestic market. It is concluded that in order to encourage

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<sup>151</sup> R. Scheyvens, 'Poor cousins no more: valuing the development potential of domestic and diaspora tourism', *Progress in Development Studies* 7(4), p. 308.

<sup>152</sup> R. Scheyvens, 'Poor cousins no more: valuing the development potential of domestic and diaspora tourism', *Progress in Development Studies* 7 (4), pp. 311-312.

<sup>153</sup> R. Scheyvens, 'Poor cousins no more: valuing the development potential of domestic and diaspora tourism', *Progress in Development Studies* 7 (4), p. 323.

<sup>154</sup> J. Ndlovu, E. Nyakunu & E. T. Heath, 'Strategies for developing domestic tourism: A survey of key stakeholders in Namibia', *International Journal of Management Cases* 12(4), 2011, p. 83.

<sup>155</sup> J. Ndlovu, E. Nyakunu & E. T. Heath, 'Strategies for developing domestic tourism: A survey of key stakeholders in Namibia', *International Journal of Management Cases* 12(4), 2011, p. 83.

<sup>156</sup> J. Ndlovu, E. Nyakunu & E. T. Heath, 'Strategies for developing domestic tourism: A survey of key stakeholders in Namibia', *International Journal of Management Cases* 12(4), 2011, pp. 82-91.

domestic tourism in Namibia, incentives such as discounts, increased marketing and promotion, a stronger online presence and hosting special events, should be undertaken by both the industry and the Namibian government.<sup>157</sup>

R. B. Nair and J. Tamachandran argue that even though India has a strong domestic tourism market (1.2 million in 2014) which contributes significantly to the country's GDP, domestic tourism "has gone unnoticed in the planning process".<sup>158</sup> The authors conducted a survey among 281 respondents on the factors that influenced their decision to travel domestically. Factors assessed included climate; price; destination image; and sustainability of the destination. It was found that all factors had a significant influence on not only respondents' decision to travel domestically, but also on their choice of destination. However, it was found that a destination's image was far more important than the other factors.<sup>159</sup> It is concluded that government and industry should focus on creating a comprehensive destination marketing strategy and campaign to improve on existing marketing measures in order to not only sustain the current domestic tourism market but ensure its sustainable growth.<sup>160</sup>

It is therefore evident from this select literature overview on domestic tourism, that the positioning of domestic tourism as a beneficial and critical element within the tourism domain has in fact been persistently promoted for over four decades.

### **3.2.2) Domestic tourism in South Africa**

In one of the earliest academic writings on domestic tourism in South Africa, F. Ferrario states that "already in the mid-1970s there were high expectations and enthusiasm about the possibility of going on holiday" amongst the urban black population.<sup>161</sup> In his 1988 article "Emerging leisure market among the South African Black population", he argues that it is not necessarily economic constraints that prevented South Africa's

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<sup>157</sup> J. Ndlovu, E. Nyakunu & E. T. Heath, 'Strategies for developing domestic tourism: A survey of key stakeholders in Namibia', *International Journal of Management Cases* 12(4), 2011, pp. 87-91.

<sup>158</sup> R. B. Nair & J. Ramachandran, 'Determinants of Domestic Tourism Growth in India', *SDMIMD Journal of Management* 7(1), 2016, p. 49.

<sup>159</sup> R. B. Nair & J. Ramachandran, 'Determinants of Domestic Tourism Growth in India', *SDMIMD Journal of Management* 7(1), 2016, pp. 51-52.

<sup>160</sup> R. B. Nair & J. Ramachandran, 'Determinants of Domestic Tourism Growth in India', *SDMIMD Journal of Management* 7(1), 2016, p. 53.

<sup>161</sup> F. F. Ferrario, 'Emerging leisure market among the South African Black population', *Tourism Management*, 1988, p. 35.

black population from partaking in leisure travel, but more so the lack of leisure facilities with the capacity to accommodate the 1.5 million people travelling for leisure.<sup>162</sup> He concluded already thirty three years ago that careful, comprehensive and well-organized planning is needed to adequately prepare the South African tourism sector for the “expected boom” in the country’s domestic tourism landscape.<sup>163</sup>

According to K. Kohler, “since the middle to late 1980s, the players in [South Africa’s] domestic tourism game have changed”.<sup>164</sup> Kohler conducted a review of trends observed in the South African domestic tourism market in the late 1980s to early 1990s in her 1992 article “Domestic Tourism in South Africa”.<sup>165</sup> The review covers aspects such as the importance of tourism to the country’s economy as well as political, economic, and social challenges faced by the industry. It is observed that the greater freedom of movement and increased disposable income after the end of apartheid resulted in domestic tourism becoming a “go-to” industry. However, the country’s tourism infrastructure was developed with far fewer visitors in mind, and this subsequent “boom”, as predicted by Ferrario, in domestic tourists far exceeds the carrying capacity put in place. She concluded already three decades ago that “careful and rapid planning” is of utmost importance to ensure the sustainability of the domestic tourism industry in South Africa.<sup>166</sup>

In a domestic tourism survey conducted at the turn of this current century, it was found that more than half of the domestic trips undertaken were to “visit friends and relatives”.<sup>167</sup> The survey was conducted to enable South African Tourism and the then Department of Environmental Affairs and Tourism (DEAT) to better formulate strategies on the further development and promotion of domestic tourism in each of the country’s nine provinces.<sup>168</sup> A total of 9 527 respondents across all nine provinces

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<sup>162</sup> F. F. Ferrario, ‘Emerging leisure market among the South African Black population’, *Tourism Management*, 1988, pp. 23-38.

<sup>163</sup> F. F. Ferrario, ‘Emerging leisure market among the South African Black population’, *Tourism Management*, pp. 36-37.

<sup>164</sup> K. Kohler, ‘Domestic Tourism in South Africa’, *Indicator SA* 9(3), 1992, p. 81.

<sup>165</sup> K. Kohler, ‘Domestic Tourism in South Africa’, *Indicator SA* 9(3), pp. 81-54.

<sup>166</sup> K. Kohler, ‘Domestic Tourism in South Africa’, *Indicator SA* 9(3), p. 84.

<sup>167</sup> S. Rule, J. Struwig, Z. Langa, J. Viljoen & O. Bouare, *South African Domestic Tourism Survey: Marketing the Provinces*, 2001, p. 117.

<sup>168</sup> S. Rule, J. Struwig, Z. Langa, J. Viljoen & O. Bouare, *South African Domestic Tourism Survey: Marketing the Provinces*, p. 15.

were interviewed with regards to domestic travel in the abovementioned time period. The data gathered from these interviews was then used to determine the number of trips taken (aggregated by reason for travel); points of origin; the most popular destinations and activities; and lastly, to determine key target areas for individual provincial marketing campaigns. It was concluded that domestic tourism far outweighs international tourist arrivals for the same period, marketing efforts for cultural activities should be increased, and careful attention needs to be paid to each province's marketing strategies.<sup>169</sup>

According to M. Saayman, A. Saayman and J. Rhodes one of the reasons domestic tourism in South Africa is neglected in favour of international tourism is because of the fact that its promotion is left to the nine provincial tourism offices, which are in most cases underfunded.<sup>170</sup> International tourism marketing, in contrast, is well organised and funded as it falls under the jurisdiction of the South African Tourism Board.<sup>171</sup> In "Domestic tourist spending an economic development: The case of the North West Province", the authors illustrate domestic tourism's direct and indirect effect on the local economy of a region, in this case, the North West Province.<sup>172</sup> Through a survey conducted in 1999 among accommodation establishments in several districts in the North West province, it was found that domestic tourism makes a far larger contribution to the local economy, and thereby tourism infrastructure development, than is commonly thought. It is noted however, that this is the best-case scenario should there be no leakages to other provinces, which was in fact occurring.<sup>173</sup>

C. Rogerson and Z. Lisa argued in 2005 that "there is increasing evidence of the several potential benefits of promoting domestic tourism [in South Africa]".<sup>174</sup> In their article "Sho't Left": Changing Domestic Tourism in South Africa' they discuss the

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<sup>169</sup> S. Rule, J. Struwig, Z. Langa, J. Viljoen & O. Bouare, *South African Domestic Tourism Survey: Marketing the Provinces*, pp. 117- 121.

<sup>170</sup> M. Saayman, A. Saayman & J. Rhodes, 'Domestic tourist spending an economic development: The case of the North West Province', *Development Southern Africa* 18(4), 2001, p. 444.

<sup>171</sup> M. Saayman, A. Saayman & J. Rhodes, 'Domestic tourist spending an economic development: The case of the North West Province', *Development Southern Africa* 18(4), 2001, p. 444.

<sup>172</sup> M. Saayman, A. Saayman & J. Rhodes, 'Domestic tourist spending an economic development: The case of the North West Province', *Development Southern Africa* 18(4) , pp. 443-455.

<sup>173</sup> M. Saayman, A. Saayman & J. Rhodes, 'Domestic tourist spending an economic development: The case of the North West Province', *Development Southern Africa* 18(4) , p. 452.

<sup>174</sup> C. M. Rogerson & Z. Lisa, "Sho't Left": Changing Domestic Tourism in South Africa', *Urban Forum* 16(2-3), 2005, p. 105.

emergence and growth of domestic tourism in the country, its different segments as well as identify the major domestic tourism destinations throughout the nation.<sup>175</sup> The focus of the article, however, is South Africa's first domestic tourism strategy and its accompanying campaign – "Sho't Left".<sup>176</sup> As indicated above, the campaign was integral to the country's domestic tourism market at the time as its purpose was to promote a travel culture among communities previously excluded from participation in tourism. It claimed that although a shift from the focus on international tourism was necessary, "South Africa [had] clearly acknowledged the critical role played by domestic tourism".<sup>177</sup>

In another article by C. Rogerson published in 2015 he argued that the dominance of visiting friends and relatives tourism in South Africa necessitates using policy to leverage and maximise its benefits for both local and national economic development.<sup>178</sup> In "Restructuring the geography of domestic tourism in South Africa", Rogerson analyses the geographical spread of domestic tourism in the country through the use of statistics for the years 2001 to 2012.<sup>179</sup> Using the casino resorts in the country's former homelands and what he terms the "hidden informal sector" (travel to rural areas) as examples, he argues that the persistence of visiting friends and relatives tourism is a result of the travel policies and economy of the apartheid era. It is concluded that:

the enhancement of policy awareness and capacities of local government around domestic tourism is needed to maximise the potential of domestic tourism to contribute towards the goals of national tourism policy and more widely of national economic development programming in South Africa.<sup>180</sup>

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<sup>175</sup> C. M. Rogerson & Z. Lisa, "'Sho't Left': Changing Domestic Tourism in South Africa', *Urban Forum* 16(2-3), pp. 93-98.

<sup>176</sup> C. M. Rogerson & Z. Lisa, "'Sho't Left': Changing Domestic Tourism in South Africa', *Urban Forum* 16(2-3), pp. 93-98.

<sup>177</sup> C. M. Rogerson & Z. Lisa, "'Sho't Left': Changing Domestic Tourism in South Africa', *Urban Forum* 16(2-3), pp. 105-106.

<sup>178</sup> C. M. Rogerson, 'Restructuring the geography of domestic tourism in South Africa', *Bulletin of Geography* 29, 2015, p. 132.

<sup>179</sup> C. M. Rogerson, 'Restructuring the geography of domestic tourism in South Africa', *Bulletin of Geography* 29, pp. 119-135.

<sup>180</sup> C. M. Rogerson, 'Restructuring the geography of domestic tourism in South Africa', *Bulletin of Geography* 29, p. 132.

These articles on South Africa and domestic tourism again flag that this is by no means a sector that has not been identified as having great potential and value for the tourism domain.

### **3.2.3) Domestic tourism and COVID-19**

Extensive research has been conducted on the impact of COVID-19 on international tourism and intentions to travel during and post-pandemic. The same cannot be said of research on domestic tourism.<sup>181</sup> However, there are a number of studies that have highlighted the place and potential of domestic tourism and the COVID-19 pandemic. These are related to geographic-specific areas and include a range of countries across the globe such as Costa Rica, Zimbabwe, Spain, and Kenya.

In the article “Tourist behaviour and dynamics of domestic tourism in times of COVID-19”, M. Calderon, K. Esquivel, M. Garcia and C. Lozano discuss changes in travel plans and behaviour in Costa Rica.<sup>182</sup> Data for the study was obtained through an online survey shared via email and on social media. The results showed that the main impact of the pandemic was postponement and cancellation of travel plans, and the longer the period the less likely respondents were to travel. Furthermore, the scholars also note that visit intentions were mainly focused on natural attractions, such as national parks and beaches, as the pandemic began spreading through most tourism segments and niches of the country.<sup>183</sup> Calderon (et al.) concluded that “domestic tourism will be a key factor in [the] economic revival” of their case study, Costa Rica, and its travel and tourism domain.<sup>184</sup>

Although there is a significant lack of research on the impact of COVID-19 on domestic tourism, the use of domestic tourism as a recovery tool post-disaster is not new and is well documented. According to E. Woyo “it has been a default response in several destinations during crises [especially] in countries like Kenya, following post-election

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<sup>181</sup> M. M. Calderón, K. C. Esquivel, M. M. A. García & C. B. Lozano, ‘Tourist behaviour and dynamics of domestic tourism in times of COVID-19’, *Current Issues in Tourism*, 2021, n.p.

<sup>182</sup> M. M. Calderón, K. C. Esquivel, M. M. A. García & C. B. Lozano, ‘Tourist behaviour and dynamics of domestic tourism in times of COVID-19’, *Current Issues in Tourism*, n.p.

<sup>183</sup> M. M. Calderón, K. C. Esquivel, M. M. A. García & C. B. Lozano, ‘Tourist behaviour and dynamics of domestic tourism in times of COVID-19’, *Current Issues in Tourism*, n.p.

<sup>184</sup> M. M. Calderón, K. C. Esquivel, M. M. A. García & C. B. Lozano, ‘Tourist behaviour and dynamics of domestic tourism in times of COVID-19’, *Current Issues in Tourism*, n.p.

violence in 2008, and Malaysia during the Asian financial crisis [of] 1997/1998”.<sup>185</sup> In “The Sustainability of Using Domestic Tourism as a Post-COVID-19 Recovery Strategy in a Distressed Destination”, Woyo examines the perceptions of both potential domestic tourists and tourism service providers on the use of domestic tourism as a recovery tool for Zimbabwean tourism post-COVID.<sup>186</sup> Key findings of the study are that affordability, willingness to pay, inclusivity (less focus on international tourists), macro-economic factors and the adoption of technology are key factors in the use of domestic tourism as a recovery tool in localised country specific travel settings.<sup>187</sup>

Like Scheyvens’s, I. Arbulú, M. Razumova, J. Rey-Maqueieira and F. Sastre also note domestic tourism’s “poor cousin” status, observing that it is only in time of international instability and crises that it receives increased attention from governments and researchers.<sup>188</sup> In their article “Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain”, they conduct an analysis of domestic tourism demand in the country and its ability to relieve the negative effects of COVID-19 on the country’s renowned international tourism market segment.<sup>189</sup> They argue that the loss of international tourist arrivals can be significantly compensated for by redirecting outbound tourism flows to the national market. This can be done through increased domestic tourism promotion campaigns as well as financial incentives, particularly in the case of destinations heavily reliant on international tourism. The authors also draw particular attention to the fact that a deeper understanding of the fear of “contagion” is necessary to better formulate strategies that encourage domestic tourism.<sup>190</sup> It is

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<sup>185</sup> E. Woyo, ‘The Sustainability of Using Domestic Tourism as a Post-COVID-19 Recovery Strategy in a Distressed Destination’, in W. Wörndl, C. Choo & J. L. Stienmetz (eds.), *Information and Communication Technologies in Tourism 2021*, p. 477.

<sup>186</sup> E. Woyo, ‘The Sustainability of Using Domestic Tourism as a Post-COVID-19 Recovery Strategy in a Distressed Destination’, in W. Wörndl, C. Choo & J. L. Stienmetz (eds.), *Information and Communication Technologies in Tourism 2021*, pp. 476-483.

<sup>187</sup> E. Woyo, ‘The Sustainability of Using Domestic Tourism as a Post-COVID-19 Recovery Strategy in a Distressed Destination’, in W. Wörndl, C. Choo & J. L. Stienmetz (eds.), *Information and Communication Technologies in Tourism 2021*, 2021, pp. 484-487.

<sup>188</sup> I. Arbulú, M. Razumova, J. Rey-Maqueieira & F. Sastre, ‘Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain’, *Journal of Destination Marketing and Management* 20, p. 5.

<sup>189</sup> I. Arbulú, M. Razumova, J. Rey-Maqueieira & F. Sastre, ‘Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain’, *Journal of Destination Marketing and Management* 20, 2021, pp. 1-12.

<sup>190</sup> I. Arbulú, M. Razumova, J. Rey-Maqueieira & F. Sastre, ‘Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain’, *Journal of Destination Marketing and Management* 20, pp. 9-10.

concluded that “reliance on domestic tourism and the reorientation of outbound tourism can be a fruitful strategy to help the tourism sector survive the crisis when inbound tourism falls to zero”.<sup>191</sup>

Kenya’s domestic tourism recovery strategy mentioned above, notes that “domestic tourism can cushion the industry from fluctuations in international tourist arrivals [particularly in times of crisis] and contribute to the industry’s overall sustainability”.<sup>192</sup> Several events that had an enormous impact on the country’s international tourist arrivals, such as terrorist attacks in Kikambala, are discussed in order to emphasise the fact that domestic tourism is important for the sustainability of the industry. Some of the proposed strategies to further promote and encourage domestic tourism during COVID-19 include increased marketing campaigns; infrastructure development and upgrading; diversification of tourism products and markets; ensuring tourist’s confidence in the industry; and the provision of local incentives.<sup>193</sup> It is concluded that the implementation of the aforementioned strategies will provide the much needed enabling environment to strengthen Kenya’s domestic tourism landscape within a COVID-19 environment.<sup>194</sup>

According to South Africa’s 2020 *Tourism Sector Recovery Plan*, implemented in August 2020 and then reviewed in March 2021, the country’s tourism industry’s potential “far exceeds previous levels and while the crisis has been catastrophic, long-term growth potential is undiminished.”<sup>195</sup> Although the *Recovery Plan* focuses on both domestic and international tourism, emphasis is placed on the need to optimise domestic demand to ensure the industry’s survival. It is also noted that international travel restrictions for South African citizens should be capitalised on by encouraging domestic travel. Ten strategic recommendations divided into the themes protecting and rejuvenating supply, re-igniting demand, and strengthening enabling capability are outlined in the plan. Recommendations include a comprehensive private-public

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<sup>191</sup> I. Arbulú, M. Razumova, J. Rey-Maqueieira & F. Sastre, ‘Can domestic tourism relieve the COVID-19 tourist industry crisis? The case of Spain’, *Journal of Destination Marketing and Management* 20, p.11.

<sup>192</sup> Republic of Kenya, Ministry of Tourism and Wildlife, *Domestic Tourism Recovery Strategies for Kenya*, 2020, p. 22

<sup>193</sup> Republic of Kenya, Ministry of Tourism and Wildlife, *Domestic Tourism Recovery Strategies for Kenya*, pp. 13-17.

<sup>194</sup> Republic of Kenya, Ministry of Tourism and Wildlife, *Domestic Tourism Recovery Strategies for Kenya*, p. 22.

<sup>195</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 94.



partnership; a government-funded support package for the industry; the development of safety protocols; increased air access; and the catalysation of domestic demand, among other things.<sup>196</sup>

In terms of re-igniting demand, specifically domestic, it is argued that it “requires a robust domestic marketing strategy, the agility to respond decisively ... and responsiveness to changes in consumer preference that require a focus on intrepid, experiential traveller segments”.<sup>197</sup> Furthermore, the *Plan* outlines three phases of recovery for the industry – Phase 1: Protective interventions; Phase 2: Managed Re-opening; Phase 3: Continuity Interventions. It is argued that the various proposed interventions and strategies, carried out in the three phases will ensure the sustainable recovery of the sector while also bolstering both domestic and international demand and supply.<sup>198</sup>

According to the C. Rogerson's, South Africa's pre-COVID tourism economy “was geographically uneven and marked variations existed between different localities in terms of the mix of tourism both in terms of difference in purposes of travel and origin of trips”.<sup>199</sup> In the 2020 article “COVID-19 and Tourism Spaces of Vulnerability in South Africa”, C. Rogerson and J. Rogerson conducted an analysis of South Africa's tourism landscape pre-COVID and during the pandemic itself.<sup>200</sup> The analysis is conducted through the use of data aggregated according to total bed nights, tourism spend and purpose of travel. The analysis showed that visiting friends and relatives tourism is still dominating the South African domestic tourism market, and that a total of 116 municipalities across South Africa would be negatively affected by a decline in visiting friends and relatives tourists. A further 55 municipalities would be negatively affected by a decline in leisure travel. It is concluded that although more municipalities will be affected by a decline in visiting friends and relative tourists, those dependant on

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<sup>196</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 46.

<sup>197</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 48.

<sup>198</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, pp. 49-94.

<sup>199</sup> C. M. Rogerson & J. M. Rogerson, ‘COVID-19 and Tourism Spaces of Vulnerability in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 9(4), 2020, p. 390.

<sup>200</sup> C. M. Rogerson & J. M. Rogerson, ‘COVID-19 and Tourism Spaces of Vulnerability in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 9(4), pp. 382-401.

recreational tourism are also more at risk as these include destinations such as small towns, as opposed the metropolitan areas.<sup>201</sup>

In another article by the Rogersons, they argue that “the timing and process for the re-opening of the South African tourism economy has been an issue of fierce controversy and contestation between government and the industry”.<sup>202</sup> In their article “COVID-19 Impacts in South Africa: Government and Industry responses”, they provide an overview of the emergence and development of the pandemic in the country, the impact thereof on the tourism industry and various measures taken to mitigate these impacts.<sup>203</sup> The national government’s interventions, such as the nation-wide lockdown, a ban on all non-essential services, and restrictions on intra- and inter-provincial travel, is discussed at length. The Department of Tourism’s interventions are also discussed, particularly the Tourism Relief Fund and the Tourism Recovery Plan. It is concluded that the industry’s perception is that the government is indifferent to the “crippling consequences of its interventions (or sometimes lack thereof)” for the industry.<sup>204</sup>

In their research published in 2020, M. Adinolfi, V. Harilal and J. Giddy state categorically that the promotion of domestic tourism is the best way to ensure the recovery of the tourism industry.<sup>205</sup> In the article “Travel Stokvels, Leisure on Lay-buy, and Pay at Your Pace Options: The Post COVID-19 Domestic Tourism Landscape in South Africa”, they discuss the potential of stokvels and similar savings plans in the promotion of a local travel culture among South Africans, especially post-COVID.<sup>206</sup> They point to the fact that South Africa’s history of exclusion, a deteriorating economy, the high unemployment rate, and the cost of travelling all contribute to the lack of a

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<sup>201</sup> C. M. Rogerson & J. M. Rogerson, ‘COVID-19 and Tourism Spaces of Vulnerability in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 9(4), pp. 396-397.

<sup>202</sup> C. M. Rogerson & J. M. Rogerson, ‘COVID-19 impacts in South Africa: Government and industry responses’, *GeoJournal of Tourism and Geosites* 31(3), 2020, p. 1087.

<sup>203</sup> C. M. Rogerson & J. M. Rogerson, ‘COVID-19 impacts in South Africa: Government and industry responses’, *GeoJournal of Tourism and Geosites* 31(3), pp. 1083-1091.

<sup>204</sup> C. M. Rogerson & J. M. Rogerson, ‘COVID-19 impacts in South Africa: Government and industry responses’, *GeoJournal of Tourism and Geosites* 31(3), p. 1089.

<sup>205</sup> M. C. Adinolfi, V. Harilal, J. K. Giddy, ‘Travel Stokvels, Leisure on Lay-buy, and Pay at Your Pace Options: The Post COVID-19 Domestic Tourism Landscape in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 10(1), 2020, p. 311.

<sup>206</sup> M. C. Adinolfi, V. Harilal, J. K. Giddy, ‘Travel Stokvels, Leisure on Lay-buy, and Pay at Your Pace Options: The Post COVID-19 Domestic Tourism Landscape in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 10(1), pp. 302-317.

travel culture in the country. It is argued that travel stokvels can create a travel culture, act as incentive and make leisure travel more accessible for “cash-strapped South Africans”.<sup>207</sup> Following a review of existing travel stokvels and savings plans by major travel and tourism companies such as Club Travel and Tourvest Travel, it was concluded that these payment options can play a significant role in the maintenance and recovery of the industry, which could in turn “promote future engagement with domestic tourism”.<sup>208</sup>

Although relatively limited, there is a definite growing reflection in emerging research on the key role that domestic tourism can play within the pandemic crisis the tourism sector is now facing.

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<sup>207</sup> M. C. Adinolfi, V. Harilal, J. K. Giddy, ‘Travel Stokvels, Leisure on Lay-buy, and Pay at Your Pace Options: The Post COVID-19 Domestic Tourism Landscape in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 10(1), p. 303.

<sup>208</sup> M. C. Adinolfi, V. Harilal, J. K. Giddy, ‘Travel Stokvels, Leisure on Lay-buy, and Pay at Your Pace Options: The Post COVID-19 Domestic Tourism Landscape in South Africa’, *African Journal of Hospitality, Tourism and Leisure* 10(1), p. 312.

## **CHAPTER 4: DOMESTIC TOURISM WITHIN A COVID-19 ENVIRONMENT**

### **4.1) Introduction**

In 1950, at the dawn of the jumbo jet, 25 million international tourist arrivals were recorded. In 2019, almost 70 years later, 1.5 billion international tourist arrivals were recorded – “the travel and tourism sector had grown to almost too-big-to-fail proportions”.<sup>209</sup> However, as a result of a hyper-connected, increasingly globalised world, the tourism industry has suffered the worst loss in its centuries long history, pushing it to the brink of total collapse and failure. In 2020, international tourist arrivals fell to levels last seen in the 1990s and the industry experienced a loss in export revenues ten times worse than the loss experienced with the 2009 global economic recession.<sup>210</sup> This section will discuss the outbreak of COVID-19, its impact on the global tourism industry, and the various industry responses to the devastation left in the wake of COVID-19.

### **4.2) Domestic tourism globally within a COVID-19 environment**

The first case of COVID-19 was detected in People’s Republic of China on the 17<sup>th</sup> of November 2019. A little over a month later, on the 31<sup>st</sup> of December 2019, the WHO office picked up a news report of an outbreak of “viral pneumonia” cases of an unknown cause. On the 5<sup>th</sup> of January 2020 the WHO published its first Disease Outbreak news report which made “recommendations on public health measures and surveillance of influenza and severe acute respiratory infections”.<sup>211</sup>

The first known case of COVID-19 outside of China was reported by Thailand on the 13<sup>th</sup> of January 2020, the second case was reported by Japan on the 15<sup>th</sup> of January 2020, and the first case in the Americas was reported by the United States of America (USA) on the 21<sup>st</sup> of January 2020. These were all cases of people who had travelled back to their country of residence from Wuhan. The first case on the African continent was found in Egypt on the 14<sup>th</sup> of February 2020, and by the 7<sup>th</sup> of March more than

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<sup>209</sup> International Monetary Fund, ‘Impact of the Pandemic on Tourism’, <<https://www.imf.org/external/pubs/ft/fandd/2020/12/impact-of-the-pandemic-on-tourism-behsudi.htm>>, 2020, access: 20 January 2020.

<sup>210</sup> UN World Tourism Organisation, ‘Impact Assessment of the COVID-19 outbreak on International Tourism’, <<https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>>, December 2020, access: 20 January 2022.

<sup>211</sup> World Health Organisation, ‘Timeline: WHO’s COVID-19 response’, <<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/interactive-timeline#>>, 2022, access: 20 January 2022.

100 000 cases had been reported world-wide. Alarmed by the rapid spread of the virus, the WHO declared COVID-19 a pandemic on the 11<sup>th</sup> of March 2020.<sup>212</sup> Countries around the world had varying responses to the pandemic, ranging from localised and national recommendations, at first, to localised and national lockdowns later on.<sup>213</sup>

Together, these national lockdowns resulted in a world-wide lockdown of virtually every sector. On the 28<sup>th</sup> of April 2020 the UNWTO reported that “100% of global destinations now have COVID-19 travel restrictions” which “represent[ed] the most severe restriction on international travel in history...”.<sup>214</sup> In May 2020, the UNWTO estimated that international tourist arrivals would fall between 60% to 80%. It was predicted that a loss of 850 million to 1.1 billion international tourist arrivals could be experienced which would translate into a loss of \$910 billion to \$1.2 trillion in revenue and a loss of 100 to 120 million jobs in tourism.<sup>215</sup> By October 2020, the global average loss in international tourist arrivals was 72%.<sup>216</sup> (See figure 9) “Tourism was the first industry to be shut down and, in many countries, [was] the last to start up again and experts fear that the industry will only return to ‘normal’ by 2023 or 2024”.<sup>217</sup>

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<sup>212</sup> World Health Organisation, ‘Timeline: WHO’s COVID-19 response’, <<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/interactive-timeline#!>>, 2022, access: 20 January 2022.

<sup>213</sup> BBC, ‘Coronavirus: The world in lockdown in maps and charts’, <<https://www.bbc.com/news/world-52103747>>, 07 April 2020, access: 20 January 2022.

<sup>214</sup> UN World Tourism Organisation, ‘100% of global destinations now have COVID-19 travel restrictions, UNWTO reports’, <<https://www.unwto.org/news/covid-19-travel-restrictions>>, 28 April 2020, access: 20 January 2022.

<sup>215</sup> UN World Tourism Organisation, ‘International tourist numbers could fall 60-80% in 2020, UNWTO reports’, <<https://www.unwto.org/news/covid-19-international-tourist-numbers-could-fall-60-80-in-2020>>, 07 May 2020, access: 20 January 2022.

<sup>216</sup> UN World Tourism Organisation, ‘Impact Assessment of the COVID-19 outbreak on International Tourism’, <<https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>>, December 2020, access: 20 January 2022.

<sup>217</sup> D. van den Berg, ‘Searching for Sustainability: Tourism 4.0 on the Sunny Side of the Alps’, Masters dissertation, University of Pretoria, 2021.

**Figure 9: The 2020 loss in international tourist arrivals<sup>218</sup>**



#### 4.2.1) Restructuring mechanisms

The global tourism industry responded in several ways to the COVID-19 pandemic and its resultant world-wide lockdowns. Supranational tourism agencies such as the UNWTO and the WTTC initiated responses to the pandemic’s impact on the global tourism industry as early as March 2020, and individual countries attempted to mitigate the devastation by launching domestic tourism promotional campaigns. As will be seen from the discussion below, marketing and incentivising domestic travel are the two main interventions implemented by destinations to safely restart their tourism industries.

#### UN World Tourism Organisation (UNWTO)

##### *#TravelTomorrow*

The first of the UNWTO’s campaigns, launched in March 2020, was the #TravelTomorrow campaign that encouraged tourists to stay home today, and travel tomorrow.<sup>219</sup> The campaign “encapsulates this message of solidarity and hope,

<sup>218</sup> UN World Tourism Organisation, ‘Impact Assessment of the COVID-19 outbreak on International Tourism’, <<https://www.unwto.org/impact-assessment-of-the-covid-19-outbreak-on-international-tourism>>, December 2020, access: 20 January 2022.

<sup>219</sup> UN World Tourism Organisation, ‘#TravelTomorrow’, <<https://www.unwto.org/news/stay-home-today-traveltomorrow>>, 06 April 2020, access: 05 July 2021.

through which the [UNWTO] calls for shared responsibility among travellers and the tourism sector around the world to deal with the COVID-19 pandemic”.<sup>220</sup> The campaign was quickly endorsed by destinations around the world as the impact of the pandemic started to become tangible. In order to encourage a wider engagement with the campaign, the UNWTO also called on tourists to record short videos in which they describe how they will travel tomorrow and how they think tourism will change post-COVID.<sup>221</sup> Along with the campaign, several recommendations were also published to “support governments, the private sector and the international community in navigating the unparalleled social and economic emergency that is COVID-19”.<sup>222</sup>

The recommendations were put together in consultation with several countries, international organisations and private sector stakeholders, and are divided into three themes: managing the crisis and mitigating the impact; providing stimulus and accelerating recovery; and lastly, preparing for the future. The twenty-three recommendations include actions such as incentivising job creation; the promotion of (digital) skills development; the inclusion of tourism in economic emergency packages; advancing travel facilitation; investment in partnerships; diversification of markets, products and services; reinforcement of tourism governance; and investment in human capital and talent development.<sup>223</sup>

#### *Priorities for Tourism Recovery and Guidelines to Restart Tourism*

On the 28<sup>th</sup> of May 2020, the UNWTO published its *Priorities for Tourism Recovery* and *Global Guidelines to Restart Tourism*, both prepared in collaboration with the Tourism Crisis Committee.<sup>224</sup> In total, seven priorities for the restarting of tourism were identified:

1. Provide liquidity and protect jobs.

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<sup>220</sup> UN World Tourism Organisation, ‘#TravelTomorrow’, <<https://www.unwto.org/news/stay-home-today-traveltomorrow>>, 06 April 2020, access: 05 July 2021.

<sup>221</sup> UN World Tourism Organisation, ‘How will you #TravelTomorrow?’, <<https://www.unwto.org/how-will-you-travel-tomorrow>>, 06 April 2020, access: 05 July 2021.

<sup>222</sup> UN World Tourism Organisation, ‘#TravelTomorrow’, <<https://www.unwto.org/news/stay-home-today-traveltomorrow>>, 06 April 2020, access: 05 July 2021; UN World Tourism Organisation, *Supporting Jobs and Economies through Travel and Tourism: A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery*, 2020.

<sup>223</sup> UN World Tourism Organisation, *Supporting Jobs and Economies through Travel and Tourism: A Call for Action to Mitigate the Socio-Economic Impact of COVID-19 and Accelerate Recovery*, 2020, n.p.

<sup>224</sup> UN World Tourism Organisation, *Priorities for Tourism Recovery*, 2020, n.p.; UN World Tourism Organisation, *Global Guidelines to Restart Tourism*, 2020, n.p.

2. Recover confidence through safety and security.
3. Public-private collaboration for an efficient reopening.
4. Open borders with responsibility.
5. Harmonize and coordinate protocols and procedures.
6. Added value jobs through new technologies.
7. Innovation and Sustainability as the new normal.<sup>225</sup>

Working in conjunction with the priorities are eight guidelines for the restarting of tourism:

1. Safe and seamless border management.
2. Private sector – cross-cutting measures.
3. Safe air travel.
4. Hospitality.
5. Tour operators and travel agencies.
6. Meetings and events.
7. Attractions and thematic parks.
8. Destination planning and management.<sup>226</sup>

According to the UNWTO “the guidelines highlight the need to act decisively, to restore confidence and, as [the] UNWTO strengthens its partnership with Google, to embrace innovation and the digital transformation of global tourism”.<sup>227</sup> These guidelines are essentially an action plan for the seven priorities identified for the recovery of tourism. Among the key issues highlighted by the guidelines are the restoration of travellers’ confidence, streamlined safety and security protocols, and innovation in all areas of the sector.<sup>228</sup>

### *Tbilisi Declaration*

On the 16<sup>th</sup> of September 2020 the UNWTO executive council signed the *Tbilisi Declaration: Actions for Sustainable Recovery* at its 112<sup>th</sup> session held in Tbilisi,

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<sup>225</sup> UN World Tourism Organisation, *Priorities for Tourism Recovery*, , 2020, n.p.

<sup>226</sup> UN World Tourism Organisation, *Global Guidelines to Restart Tourism*, 2020, n.p.

<sup>227</sup> UN World Tourism Organisation, ‘UNWTO launches global guidelines to restart tourism’, <<https://www.unwto.org/news/unwto-launches-global-guidelines-to-restart-tourism>>, 28 May 2020, access: 04 July 2021.

<sup>228</sup> UN World Tourism Organisation, ‘UNWTO launches global guidelines to restart tourism’, <<https://www.unwto.org/news/unwto-launches-global-guidelines-to-restart-tourism>>, 28 May 2020, access: 04 July 2021.



Georgia.<sup>229</sup> The declaration is a recognition of the fact that the tourism industry is one of the hardest-hit industries in the world because of the COVID-19 pandemic and agreed that despite the devastating effects of the pandemic, it poses an opportunity to “rethink how we do tourism”. Furthermore, it also reaffirms the UNWTO’s commitment to ensure the sustainable recovery of the global tourism industry through several measures built on the three pillars of the UN Sustainable Development Goals (UN SDGs) – people, planet, prosperity.<sup>230</sup> The *Declaration* is concluded by stating that “effective reopening and recovery plans and policies should put people first, with partnerships and coordination allowing tourism to restart safely, accelerate economic recovery and provide hope for millions of people”.<sup>231</sup>

### *Understanding Domestic Tourism and Seizing its Opportunities*

Considering seemingly never-ending global travel restrictions, the UNWTO turned its attention to domestic tourism in September 2020. The briefing note *Understanding Domestic Tourism and Seizing its Opportunities* provides an overview of domestic tourism globally (pre-pandemic) and discusses several “initiatives and incentives to promote domestic tourism” with examples from a range of destinations.<sup>232</sup> Some of the key figures from the analysis of global domestic tourism is that over nine billion domestic trips were taken in 2018 and that the domestic tourism market is six times larger than the international tourism market. Financial incentives and marketing and promotion were identified as the two dominant measures taken by several destinations to boost their domestic tourism market during the pandemic.<sup>233</sup> Case studies used include Greece, Italy, Slovenia, Thailand, Mexico, Costa Rica, and New Zealand.<sup>234</sup>

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<sup>229</sup> UN World Tourism Organisation Executive Committee, *Tbilisi Declaration: Actions for Sustainable Recovery*, <<https://www.unwto.org/actions-for-a-sustainable-recovery-of-tourism>>, 17 September 2020, access: 04 July 2021.

<sup>230</sup> UN World Tourism Organisation Executive Committee, *Tbilisi Declaration: Actions for Sustainable Recovery*, <<https://www.unwto.org/actions-for-a-sustainable-recovery-of-tourism>>, 17 September 2020, access: 04 July 2021.

<sup>231</sup> UN World Tourism Organisation Executive Committee, *Tbilisi Declaration: Actions for Sustainable Recovery*, <<https://www.unwto.org/actions-for-a-sustainable-recovery-of-tourism>>, 17 September 2020, access: 04 July 2021.

<sup>232</sup> UN World Tourism Organisation, ‘Understanding Domestic Tourism and Seizing its Opportunities’, *UNWTO Briefing Note – Tourism and COVID-19 3*, September 2020, p. 2.

<sup>233</sup> UN World Tourism Organisation, ‘Understanding Domestic Tourism and Seizing its Opportunities’, *UNWTO Briefing Note – Tourism and COVID-19 3*, September 2020, pp. 3-5.

<sup>234</sup> UN World Tourism Organisation, ‘Understanding Domestic Tourism and Seizing its Opportunities’, *UNWTO Briefing Note – Tourism and COVID-19 3*, September 2020, pp. 24-32.

## World Travel and Tourism Council (WTTC)

### *#TogetherInTravel*

Launched on the 20<sup>th</sup> of April 2020, the World Travel and Tourism Council's (WTTC) #TogetherInTravel campaign was "aimed at galvanizing the global travel and tourism community and showing how the sector is a vital part of our zest for life".<sup>235</sup> The campaign was designed to unite both those working in the tourism industry as well as tourists through recording and sharing videos of their hopes for tourism post-pandemic. Along with sharing these videos, the campaign also encouraged tourists to use the hashtag when sharing photos of trips taken pre-pandemic, to inspire travelling to new destinations post-pandemic.<sup>236</sup> At the launch of the campaign, it was stated that:

[the WTTC's] message is that everyone can still stay inspired with future travel ideas and bookings – and in the meantime be part of a virtual space for sharing, connecting, and collectively inspiring.<sup>237</sup>

### *SafeTravels: Global Protocols and Stamp for the new normal*

Launched in May 2020, the SafeTravels Protocols and Stamp were designed to provide the industry with standardised measures for traveller safety as well as to assure tourists of compliance with these standardised measures.<sup>238</sup> A set of protocols were developed for each of the following industries:

- Hospitality
- Outdoor retail
- Aviation
- Airports
- Cruises
- Tour operators
- Convention centres and MICE

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<sup>235</sup> World Travel and Tourism Council, 'World Travel and Tourism Council launches #TogetherInTravel campaign to inspire the global tourism community', <<https://wttc.org/News-Article/WTTC-launches-TogetherInTravel-campaign-to-inspire-the-global-tourism-community>>, 17 April 2020, access: 04 July 2021.

<sup>236</sup> Stylus, 'Safeguarding Future Tips: WTTC's #TogetherInTravel Campaign', <<https://www.stylus.com/safeguarding-travel-wttcs-togetherintravel-campaign>>, 15 May 2020, access: 17 January 2022.

<sup>237</sup> World Travel and Tourism Council, 'World Travel and Tourism Council launches #TogetherInTravel campaign to inspire the global tourism community', <<https://wttc.org/News-Article/WTTC-launches-TogetherInTravel-campaign-to-inspire-the-global-tourism-community>>, 17 April 2020, access: 04 July 2021.

<sup>238</sup> World Travel and Tourism Council, "'Safe Travels': Global Protocols and Stamp for the New Normal', <<https://wttc.org/COVID-19/SafeTravels-Global-Protocols-Stamp>>, May 2020, access: 22 September 2021.

- Car rentals
- Insurance
- Short term rentals.<sup>239</sup>

As mentioned above, the SafeTravels stamp is meant to ensure tourists of a destination, attraction or service provider’s compliance with these protocols. A breakdown of destinations with the stamp is as follows: 30 countries in the Americas, 18 countries in Europe; 4 countries in the Middle East; 16 countries in the Asia-Pacific region; and lastly, 17 countries in Africa. (See Figure 10 below)

**Figure 10: Destinations with the SafeTravels stamp<sup>240</sup>**



### COVID-19 Lessons Learnt

In August 2021 the WTTC published a report on “the lessons learnt so far and how these can be used to prepare for future crises”.<sup>241</sup> The following lessons are identified and discussed in the report:

1. Collaboration & co-ordination are integral to crisis management
2. Partnerships are key
3. Focus on humanity
4. Government support is fundamental to crisis management and recovery
5. Flexible systems tend to be more resilient

<sup>239</sup> World Travel and Tourism Council, *Leading Global Protocols for the New Normal*, 2020, p. 2.

<sup>240</sup> World Travel and Tourism Council, “Safe Travels”: Global Protocols and Stamp for the New Normal’, <<https://wtcc.org/COVID-19/SafeTravels-Global-Protocols-Stamp>>, 2020, access: 22 September 2021.

<sup>241</sup> World Travel and Tourism Council, ‘Lessons Learnt’, <<https://wtcc.org/COVID-19#Lessons%20Learnt>>, 19 August 2021, access: 17 January 2022.

6. Building trust with all stakeholders is an ongoing activity
7. Health & hygiene are the new normal
8. The extensive impact of travel & tourism
9. Sustainability is our collective responsibility
10. Mental health is vital to a healthy and prosperous life
11. Home is not always a “safe space”
12. Large-scale digital adoption is possible<sup>242</sup>

Ways to prepare for the future include collaboration and coordination with as many stakeholders as possible; inclusion of all government departments in crisis management and decision-making; sharing of information through international relationships; putting people at the centre of crisis response plans; collaboration with the private sector; offering regular training; sharing of clear and accurate information; maintenance of new health and hygiene protocols; and continuing to work together as a global community.<sup>243</sup> It is concluded that:

people’s desire to travel remains and was further strengthened by the various lockdowns and inability to see loved ones, with the pandemic ultimately highlighting the value of the Travel & Tourism sector to the global economy. As the sector recovers, it is important to learn from this crisis so it can be more resilient in the future.<sup>244</sup>

## **4.2.2) Restarting domestic tourism in the global North**

### **4.2.2.1) New Zealand**

On the 22<sup>nd</sup> of May 2020, Tourism New Zealand launched their “Do Something New, New Zealand” campaign with the aim of encouraging New Zealanders to travel in their own country. The campaign is run on social media platforms, streaming services as well as traditional media outlets.<sup>245</sup> Tourism New Zealand also partnered with two well-known comedians and released a song with the same title as the campaign, with the song’s music video featuring several destinations and more than 30 tourism activities across the country.<sup>246</sup> As part of the campaign, a series of videos titled “Travelling

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<sup>242</sup> World Travel and Tourism Council, *Lessons Learnt during COVID-19*, 2021, pp. 3-10.

<sup>243</sup> World Travel and Tourism Council, *Lessons Learnt during COVID-19*, 2021, pp. 3-10.

<sup>244</sup> World Travel and Tourism Council, *Lessons Learnt during COVID-19*, 2021, p. 11.

<sup>245</sup> New Zealand Tourism, ‘Do Something New, New Zealand’, <<https://www.tourismnewzealand.com/news/do-something-new-new-zealand/>>, 22 May 2020, access: 17 January 2022.

<sup>246</sup> R. Green, ‘Tourism NZ inspires Kiwis to ‘Do Something New’ in latest campaign via special group’, <<https://campaignbrief.com/tourism-nz-inspires-kiwis-to-do-something-new-in-latest-campaign-via-special-group/>>, 28 October 2020, access: 17 January 2022.

Under the Social Influence” were also released. These tongue-in-cheek videos also encouraged tourists to travel to new destinations and to avoid taking ‘cliché’ influencer-style photographs at tourist hotspots. Tourists are also encouraged to share their creative photos taken while travelling by using #DoSomethingNewNZ to stand a chance to win a domestic travel voucher of \$500.<sup>247</sup>

#### 4.2.2.2) Slovenia

The Slovenian Tourist Board (STB) introduced in the “The Time is Now. My Slovenia” campaign in May 2020. The campaign invites “Slovenians to discover more hidden parts of Slovenia, to spend a short or long holiday in Slovenia, and above all, to strengthen pride in our country through our joint efforts”.<sup>248</sup> The STB also hopes to promote lesser-known, new and innovative tourist attractions and activities, while also promoting sustainability and safe travels, through the campaign. Various destinations, attractions and activities are also financially supported and promoted by the STB. The director of the STB noted that the pandemic has afforded people the chance to get to know their own countries, “its history and culture, and the many stories told by destinations [throughout the country]”.<sup>249</sup> The campaign was also recognised as a global best practice example and was one of three finalists in the Best Placemaking Category of the X Festival.<sup>250</sup>

#### 4.2.2.3) Portugal

Portugal is yet another example of a destination that launched a social media-based domestic tourism campaign on the 15<sup>th</sup> of June 2020 - #TuPodes (#YouCan).<sup>251</sup> The campaign is an invitation to the Portuguese to travel domestically and (re)discover why

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<sup>247</sup> E. Hunt, “‘Seen all this before’: Tourism NZ says ditch influencer shots for something new”, <<https://www.theguardian.com/world/2021/jan/27/seen-all-this-before-tourism-nz-says-ditch-influencer-shots-for-something-new>>, 27 January 2021, access: 17 January 2022.

<sup>248</sup> Slovenia Tourism Board, ‘Now is the time for you, my Slovenia’, <<https://slovenia.si/this-is-slovenia-now-is-the-time-for-you-my-slovenia/>>, 22 May 2020, access: 17 January 2022.

<sup>249</sup> Slovenia Tourism Board, ‘The Slovenia-wide campaign THE TIME IS NOW. My Slovenia as motivation to holiday at home’, <<https://www.slovenia.info/en/press-centre/news-of-the-tourism-press-agency/12402-the-slovenia-wide-campaign-the-time-is-now-my-slovenia-as-motivation-to-holiday-at-home>>, 08 May 2020, access: 17 January 2022.

<sup>250</sup> Slovenia Tourism Board, ‘The Slovenia-wide campaign THE TIME IS NOW. My Slovenia as motivation to holiday at home’, <<https://www.slovenia.info/en/press-centre/news-of-the-tourism-press-agency/12402-the-slovenia-wide-campaign-the-time-is-now-my-slovenia-as-motivation-to-holiday-at-home>>, 08 May 2020, access: 17 January 2022.

<sup>251</sup> Portugal2020, ‘New campaign #YouCan. Visit Portugal’, <<https://portugal2020.pt/nova-campanha-tu-podes-visita-portugal/>>, 16 June 2020, access: 17 January 2022.

Portugal was voted the best destination three years in a row. An investment of €2 million was made in the campaign, which was active until the end of 2020 and was run on social media, television, radio and national and regional newspapers.<sup>252</sup> In October 2020, another dimension was added – incentivising domestic tourism. The tagline “Visit a lot for a little” was added to the campaign and the government allocated a budget of €50 million to incentivise domestic tourism by having discounts on hundreds of tourist destinations and activities across the country.<sup>253</sup>

### **4.2.3) Restarting domestic tourism in the global South**

#### **4.2.3.1) Fiji**

On the 5<sup>th</sup> of June 2020, the Fijian Minister for Commerce, Trade, Tourism and Transport launched the “Love our Locals” domestic tourism campaign.<sup>254</sup> The campaign is social media-based and consists mainly of a Facebook page on which tourism service providers can post specials that are exclusive to Fijians. At the launch, the Minister stated that “tourism is for everybody and through the campaign, Fijians are called to become greater ambassadors of the Fijian tourism industry by immersing in some of Fiji’s unique experiences”.<sup>255</sup> According to the Minister, when Fijians start travelling in their own country, it will also inspire the return of international tourists. In addition, the campaign will also promote local service providers, such as restaurants, hotels and tour operators.<sup>256</sup> According to a Fijian journalist “the re-opening of the sector domestically will provide the industry with an opportunity to adjust, focus and step-up readiness with innovation and preparation”.<sup>257</sup>

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<sup>252</sup> Portugal2020, ‘New campaign #YouCan. Visit Portugal’, <<https://portugal2020.pt/nova-campanha-tu-podes-visita-portugal/>>, 16 June 2020, access: 17 January 2022.

<sup>253</sup> The Portugal News, ‘Portugal tourism campaign with discounts up to 50% on hundreds of experiences’, <<https://www.theportugalnews.com/news/portugal-tourism-campaign-with-discounts-up-to-50-on-hundreds-of-experiences/56079>>, 09 October 2020, access: 17 January 2022.

<sup>254</sup> Fiji Ministry of Commerce, Trade, Tourism and Transport, ‘Hon. Faiyaz Koya Launches ‘Love our Locals’ Campaign’, <<https://www.mcttt.gov.fj/publications-resources/press-release/media-release-hon-faiyaz-koya-launches-love-our-locals-campaign/>>, 05 June 2020, access: 17 January 2022; UN World Tourism Organisation, *Asia-Pacific: COVID-19 Measures to support the travel and tourism sector*, 2021, p. 27.

<sup>255</sup> Fiji Ministry of Commerce, Trade, Tourism and Transport, ‘Hon. Faiyaz Koya Launches ‘Love our Locals’ Campaign’, <<https://www.mcttt.gov.fj/publications-resources/press-release/media-release-hon-faiyaz-koya-launches-love-our-locals-campaign/>>, 05 June 2020, access: 17 January 2022.

<sup>256</sup> Fiji Sun, ‘Love our Locals Campaign Promotes Domestic Tourism’, <<https://fijisun.com.fj/2020/06/07/love-our-locals-campaign-promotes-domestic-tourism/>>, 07 June 2020, access: 17 January 2022.

<sup>257</sup> S. V. Suva, ‘Confidence high in re-igniting demand for ‘Love our Locals’ campaign’, *Fiji Sun*, <<https://www.pressreader.com/fiji/fiji-sun/20210918/283055532546447>>, 18 September 2021, access: 17 January 2022.

### 4.2.3.2) The Philippines

In a partnership with Nissan Philippines, the Philippine Department of Tourism (DOT) launched the “Have a Safe Trip, Pinas” on the 5<sup>th</sup> of November 2020.<sup>258</sup> Several social media influencers and journalists were taken on a three-day road trip to launch the campaign, which aims to promote not only domestic tourism, but also how to explore the country’s tourism offerings while still adhering to COVID-19 health and safety protocols. As part of the campaign educational promotional material was also developed to promote the importance of adhering to these protocols while traveling domestically.<sup>259</sup> A promotional video created for the campaign emphasises that tourists can still have an exceptional experience while traveling during the pandemic and continue to do so if they adhere to health and safety protocols.<sup>260</sup> The partnership was renewed in 2021 as Nissan Philippines “is looking to intensify efforts in supporting local businesses and raising awareness on sustainable tourism”.<sup>261</sup> The campaign was also one of the winners of the UNWTO’s 2021 Tourism Video Competition in the “Exceptional Stories of Sustainable Tourism” category.<sup>262</sup>

### 4.2.3.1) Brazil

In January 2021, for the first time in the history of the country’s tourism industry, Brazil’s Ministry of Tourism launched a financial support initiative to promote Brazilian domestic tourism. It also launched its most comprehensive domestic tourism

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<sup>258</sup> ASEAN Nissan, ‘Nissan and Department of Tourism kick off Safe Trips campaign with Baguio city road trip in Philippines’, <<https://asean.nissannews.com/en/releases/release-ab66f6f7c90a629fe99aa9f7690ca5ed-nissan-and-department-of-tourism-kick-off-safe-trips-campaign-with-baguio-city-road-trip-in-philippines>>, 03 December 2020, access: 19 January 2022.

<sup>259</sup> ASEAN Nissan, ‘Nissan and Department of Tourism kick off Safe Trips campaign with Baguio city road trip in Philippines’, <<https://asean.nissannews.com/en/releases/release-ab66f6f7c90a629fe99aa9f7690ca5ed-nissan-and-department-of-tourism-kick-off-safe-trips-campaign-with-baguio-city-road-trip-in-philippines>>, 03 December 2020, access: 19 January 2022.

<sup>260</sup> Adobo Magazine, ‘DOT: launches “Have a Safe Trip, Pinas” to promote safe travels and support tourism workers’, <<https://adobomagazine.com/philippine-news/travel-dot-launches-have-a-safe-trip-pin-as-to-promote-safe-travels-and-support-tourism-workers/>>, 03 December 2020, access: 20 January 2022.

<sup>261</sup> Top Gear Philippines, ‘Nissan PH, DOT to continue promoting local tourism through renewed “Safe Trips” campaign’, <<https://www.topgear.com.ph/news/industry-news/nissan-dot-safe-trips-partnership-renewal-a4354-20211112>>, 12 November 2021, access: 20 January 2022.

<sup>262</sup> UN World Tourism Organisation, ‘2021 UNWTO Tourism Video Competition Winners’, <<https://www.unwto.org/news/2021-unwto-tourism-video-competition-winners>>, 10 December 2021, access: 20 January 2022.

campaign in the history of the country's tourism industry in November 2020.<sup>263</sup> The 'Resumption of Tourism' campaign, and its slogan 'Travel responsibly and rediscover Brazil', encouraged Brazilians to travel locally to support the recovery of the industry.<sup>264</sup> As part of the campaign a Responsible Tourism – Clean and Safe Seal was also launched. By January 2021, more than 25 000 establishments had been issued with the Seal for adhering to biosecurity protocols put forward by the Ministry of Tourism.<sup>265</sup> The Ministry also launched the 'Don't cancel, reschedule' campaign to decrease the loss in revenue caused by cancelled bookings as the pandemic continued to worsen in the country. According to a survey conducted by Booking.com, 44% of Brazilian respondents indicated that they plan on travelling domestically.<sup>266</sup> In response to the survey, the Minister of Tourism stated that these results are "encouraging and only reinforce [that] our work is having an effect".<sup>267</sup>

#### 4.3) Domestic tourism in South Africa within a COVID-19 environment

South Africa's first case of COVID-19 was reported on the 5<sup>th</sup> of March 2020, a week later the country had 17 confirmed cases.<sup>268</sup> A mere three days later, on the 15<sup>th</sup> of March, cases had risen to 51 and a National State of Disaster was declared.<sup>269</sup> On the

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<sup>263</sup> Brazilian Ministry of Tourism, 'MTur allocates half a million reais to support the promotion of tourist destinations in Tocantins', <<https://www.gov.br/turismo/pt-br/assuntos/noticias/mtur-destina-meio-milhao-de-reais-para-apoiar-promocao-de-destinos-turisticos-no-tocantins>>, 14 January 2021, access: 05 February 2022.

<sup>264</sup> Retomada do Turismo, 'How to be part of the return to tourism', <[https://retomada.turismo.gov.br/?page\\_id=180](https://retomada.turismo.gov.br/?page_id=180)>, n.d., access: 05 February 2022; Brazilian Ministry of Tourism, 'MTur allocates half a million reais to support the promotion of tourist destinations in Tocantins', <<https://www.gov.br/turismo/pt-br/assuntos/noticias/mtur-destina-meio-milhao-de-reais-para-apoiar-promocao-de-destinos-turisticos-no-tocantins>>, 14 January 2021, access: 05 February 2022.

<sup>265</sup> Brazilian Ministry of Tourism, 'MTur allocates half a million reais to support the promotion of tourist destinations in Tocantins', <<https://www.gov.br/turismo/pt-br/assuntos/noticias/mtur-destina-meio-milhao-de-reais-para-apoiar-promocao-de-destinos-turisticos-no-tocantins>>, 14 January 2021, access: 05 February 2022.

<sup>266</sup> Brazilian Institute, 'Brazil's Tourism Sector Shows First Signs of Recovery', <<https://www.wilsoncenter.org/blog-post/brazils-tourism-sector-shows-first-signs-recovery>>, 16 December 2020, access: 05 February 2022.

<sup>267</sup> Brazilian Ministry of Tourism, 'Brazil is among the three countries where the population most wants to travel in 2021', <<https://www.gov.br/turismo/pt-br/assuntos/noticias/brasil-esta-entre-os-tres-paises-onde-populacao-mais-deseja-viajar-em-2021>>, 15 June 2021, access: 05 February 2022.

<sup>268</sup> National Institute for Communicable Diseases, 'First case of COVID-19 Coronavirus reported in SA', <<https://www.nicd.ac.za/first-case-of-covid-19-coronavirus-reported-in-sa/>>, 05 March 2020, access: 21 January 2022; SA Coronavirus, 'Latest confirmed COVID-19 cases in South Africa (12th March 2020)', <<https://sacoronavirus.co.za/2020/03/12/latest-confirmed-cases-of-covid-19-in-south-africa-12th-march/>>, 12 March 2020, access: 21 January 2022.

<sup>269</sup> SA Coronavirus, 'Latest confirmed COVID-19 cases in South Africa (15th March 2020)', <<https://sacoronavirus.co.za/2020/03/15/latest-confirmed-covid-19-cases-in-south-africa-15th-march-2020/>>, 15 March 2020, access: 21 January 2022.



23<sup>rd</sup> of March President Cyril Ramaphosa announced a 21-day hard lockdown, commencing on the 27<sup>th</sup> of March, with a ban on all movement except to acquire essential goods or to seek medical attention.<sup>270</sup> On the first official day of the lockdown, the country had 927 confirmed cases, because of the alarming spread and rise in positive cases, the lockdown was extended by another two weeks on the 9<sup>th</sup> of April.<sup>271</sup>

With the extension of the lockdown, and as part of a Risk Adjusted Strategy, five “levels” of lockdown were also announced.<sup>272</sup> As will be explained in further detail, these five levels of lockdown placed restrictions on all economic sectors in the country, including the tourism industry (see Table 1). The highest level of lockdown is Alert Level 5, on which the country was placed when it went into its first hard lockdown. The country was placed on Alert Level 4 from the 1<sup>st</sup> to 31<sup>st</sup> of May 2020, which permitted the opening of retail and restaurants for take-away services.<sup>273</sup> However, movement was still restricted as South Africans were only allowed to travel from their homes to work or to purchase essential goods, only between the hours of 04:00AM and 09:00PM. Inter-provincial travel and public gatherings were still prohibited.<sup>274</sup>

Alert Level 3 commenced on the 1<sup>st</sup> of June and remained in place until the 17<sup>th</sup> of August. Under this level, all economic activity was resumed, all retail and sit-down meals in restaurants was permitted with strict restrictions on the sale of alcohol. Inter-provincial and international travel was still prohibited, and South Africans were instructed to remain at home “except to travel to work, purchase goods, seek medical care or attend schools and universities when these reopen”.<sup>275</sup> Under Alert Level 2,

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<sup>270</sup> C. S. Wiysonge, ‘South Africa’s War on COVID-19’, <<https://www.thinkglobalhealth.org/article/south-africas-war-covid-19>>, 20 April 2020, access: 21 January 2022.

<sup>271</sup> C. S. Wiysonge, ‘South Africa’s War on COVID-19’, <<https://www.thinkglobalhealth.org/article/south-africas-war-covid-19>>, 20 April 2020, access: 21 January 2022; SA Coronavirus, ‘Message by President Cyril Ramaphosa on COVID-19 pandemic Thursday 9 April 2020’, <<https://sacoronavirus.co.za/2020/04/09/message-by-president-cyril-ramaphosa-on-covid-19-pandemic-thursday-9-april-2020/>>, 09 April 2020, access: 21 January 2022.

<sup>272</sup> SA Coronavirus, ‘COVID-19 Risk Adjusted Strategy’, <<https://sacoronavirus.co.za/covid-19-risk-adjusted-strategy/>>, n.d., access: 23 January 2022.

<sup>273</sup> South African Government, ‘About alert system’, <<https://www.gov.za/covid-19/about/about-alert-system>>, n.d., access: 21 January 2022.

<sup>274</sup> Presidency of South Africa, <<https://twitter.com/presidencyza/status/1255570144849473543>>, 29 April 2020, access: 21 January 2022.

<sup>275</sup> SA Coronavirus, ‘Alert Level 3 Infographics and Guidelines’, <<https://sacoronavirus.co.za/2020/05/24/alert-level-3-infographics-guidelines/>>, 24 May 2020, access: 22 January 2022.

active from the 18<sup>th</sup> of August, social visits, intra- and inter-provincial travel was permitted. The wearing of face masks when in public was still mandatory.<sup>276</sup> The country was moved to Alert Level 1 on the 21<sup>st</sup> of September 2020, under this Alert Level all restrictions on movement were lifted. International travel for business and leisure was permitted, provided that travellers could produce a negative COVID-19 test and had to quarantine upon their return to the country.<sup>277</sup>

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<sup>276</sup> News24, 'SA enters level 2 of the lockdown', <<https://www.news24.com/news24/SouthAfrica/Local/Greytown-Gazette/sa-enters-level-2-of-the-lockdown-20200818>>, 19 August 2020, access: 22 January 2022.

<sup>277</sup> BusinessTech, 'South Africa moves to lockdown level 1 – here are the changes', <<https://businesstech.co.za/news/trending/433943/south-africa-moves-to-lockdown-level-1-here-are-the-changes/>>, 16 September 2020, access: 22 January 2022.

**Table 1: Restrictions on travel and tourism based on level of lockdown in**

Lockdown level	Movement restrictions	Travel-related limitations
5	<ul style="list-style-type: none"> <li>• Drastic measures to contain the spread of the virus and save lives.</li> </ul>	<ul style="list-style-type: none"> <li>• No air travel.</li> <li>• No domestic travel.</li> <li>• Tourism products unavailable.</li> <li>• Industry can prepare strategy.</li> </ul>
4	<ul style="list-style-type: none"> <li>• Extreme precautions to limit community transmission and outbreaks, while allowing some activity to resume.</li> </ul>	<ul style="list-style-type: none"> <li>• No air travel.</li> <li>• No domestic travel.</li> <li>• Tourism products unavailable.</li> <li>• Industry can prepare implementation plan.</li> </ul>
3	<ul style="list-style-type: none"> <li>• Restrictions on many activities, including work and social, to address a high risk of transmission.</li> </ul>	<ul style="list-style-type: none"> <li>• No air travel.</li> <li>• No domestic travel.</li> <li>• Tourism products unavailable.</li> <li>• Implementation plans can start to be put into action.</li> </ul>
2	<ul style="list-style-type: none"> <li>• Physical distancing and restrictions on leisure and social activities to prevent a resurgence of the virus.</li> </ul>	<ul style="list-style-type: none"> <li>• South Africans will be permitted to move between provinces.</li> <li>• Large gatherings not permitted. Some tourism products may be available.</li> </ul>
1	<ul style="list-style-type: none"> <li>• Most normal activity can resume, with precautions and health guidelines followed at all times.</li> <li>• Population prepared for an increase in alert levels if necessary.</li> </ul>	<ul style="list-style-type: none"> <li>• South Africans will be permitted to move between provinces.</li> <li>• Large gatherings permitted. Some tourism products may be available, bearing safety in mind.</li> </ul>

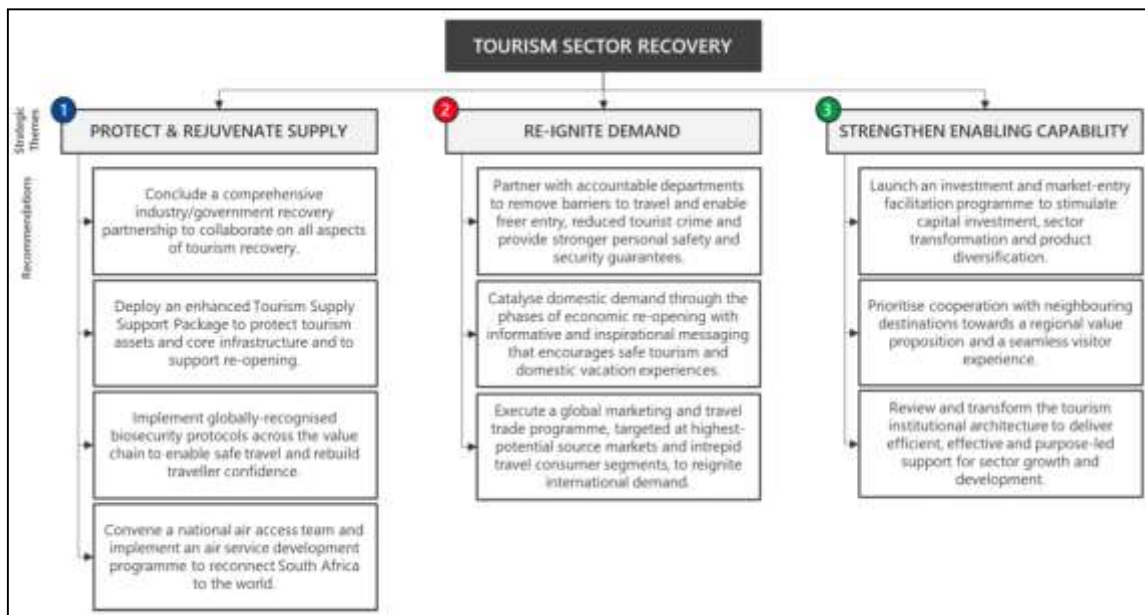
**South Africa**<sup>278</sup>

#### 4.4) Reimagined domestic tourism strategy

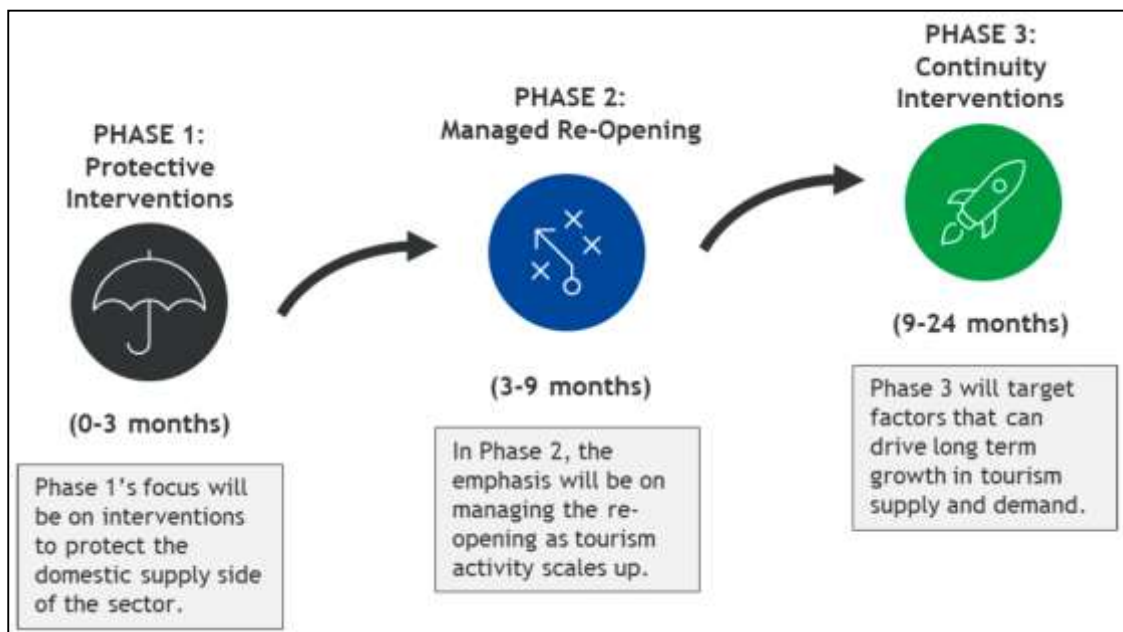
In August 2020, following collaboration and consultation sessions with industry stakeholders, surveys conducted by all major South African tourism organisations, and consultations within government, the Department of Tourism published its *Tourism Sector Recovery Plan*. As discussed in Chapter 3, three themes with ten strategic recommendations are outlined and identified in the *Plan* (see Figure 11). The *Plan* also identifies three phases of recovery for the industry – Phase 1: Protective Interventions; Phase 2: Managed Re-Opening; and lastly, Phase 3: Continuity Interventions (see Figure 12).

<sup>278</sup> Department of Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 38.

**Figure 11: Strategic recommendations<sup>279</sup>**



**Figure 12: Recovery phases<sup>280</sup>**



Although the overall focus is on restarting international tourism, particularly from the country's key source markets, which includes Germany, the United Kingdom and the United States of America, domestic tourism's importance in the survival and revival of

<sup>279</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 9.

<sup>280</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 12.

the industry has been recognised.<sup>281</sup> The sixth strategic recommendation is dedicated to domestic tourism. It is recommended that domestic demand be catalysed “through the phases of economic re-opening with informative and inspirational messaging that encourages safe tourism”.<sup>282</sup> It is also argued that domestic tourists will at first be attracted to “hyper-local” experiences, followed by overnight and regional trips once the country’s Risk Adjusted Strategy allows such mobility. Tourists’ willingness to travel will also be dependent on whether health and safety protocols are in place, without taking away from the experience. Furthermore, the “re-ignition of the domestic market will occur in phases as lockdown restrictions are eased”.<sup>283</sup> Four phases are identified: Cabin Fever Breakout; Substitution Tourism; Staycation Tourism; and New Experiential Consumer.

“Cabin Fever Breakout” will be common in the first three months post-lockdown as tourists have a heightened need for a change of scenery. Demand for visiting COVID-friendly places with one’s COVID-bubble will be especially high, characterised by longer day excursions and weekend trips. Tourists will gravitate more towards “self-drive destinations within a maximum of a half day’s drive from major metros”.<sup>284</sup> Following the initial three months, the market will be characterised by “Substitution Tourism” as national and international travel restrictions and health and safety concerns still prevent South Africans from travelling internationally. According to the *Plan* this segment, termed the “Domestic ‘Discover South Africa’ Travellers”, will have discretionary funds available to spend on more high-end services, attractions and experiences. It is suggested that a “buy now – travel later” campaign will be effective in encouraging this segment to travel locally.<sup>285</sup>

In a longer-term outlook, “Staycation Tourism” will emerge among those who have less discretionary funds to spend on local travels. This segment will focus more on day trips and leisure experiences, such as spending the day in shopping centres. An opportunity exists to expand this segment’s preferences through encouragement to “try something new”. Here it is argued that a “Woza Weekend” campaign and specials

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<sup>281</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 12.

<sup>282</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p.71.

<sup>283</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 72.

<sup>284</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 72.

<sup>285</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 72.

will be effective in encouraging this segment.<sup>286</sup> Lastly, in a medium to long-term outlook, the “New Experiential Consumer” segment will emerge which presents “an opportunity to build a robust domestic tourism base”.<sup>287</sup> This segment will be more attracted to experiences than products as it is generally a younger, more tech-savvy segment of the South African domestic tourism market. “Marketing to this segment will need to collaborate with celebrated influencers”.<sup>288</sup> As part of this recommendation, specific actions (Table 2) and accountabilities (Table 3) are also identified:

**Table 2: Specific actions<sup>289</sup>**

ACTION	PRIMARY ACCOUNTABILITY
Identify, analyse and respond to changes in domestic consumer preferences	SAT
Execute a refreshed, educational marketing programme to target the phases of re-opening	SAT
Engage the domestic trade to package itineraries and experiences that are both safe and inspirational	SAT
Prioritise domestic in the industry data partnership and partner with non-traditional data sources	SAT

**Table 3: Accountabilities<sup>290</sup>**

ACTION	THEME	PHASE		
		1	2	3
Identify, analyse and respond to changes in domestic consumer preferences	Reignite Demand	Design & Implement	Implement	
Execute a refreshed, educational marketing programme to target the phases of re-opening	Reignite Demand	Design & Implement	Implement	Implement
Engage the domestic trade to package itineraries and experiences that are both safe and inspirational	Reignite Demand	Design & Implement	Implement	Implement
Prioritise domestic in the industry data partnership and partner with non-traditional data sources	Reignite Demand	Design	Implement	Implement

<sup>286</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 72.

<sup>287</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 73.

<sup>288</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 73.

<sup>289</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 74.

<sup>290</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2020, p. 74.

In March 2021 a reviewed *Tourism Sector Recovery Plan* was published. Still anchored in the previously mentioned three themes, it identified seven strategic interventions:

1. Implement norms and standards for safe operation across the tourism value chain to enable safe travel and rebuild traveller confidence
2. Stimulate domestic demand through targeted initiatives and campaigns
3. Strengthening the supply-side through resource mobilisation and investment facilitation
4. Support for the protection of core tourism infrastructure assets
5. Execute a global marketing programme to reignite international demand
6. Tourism regional integration
7. Review the tourism policy to provide enhanced support for sector growth and development.<sup>291</sup>

Specific actions needed and a work programme to achieve each of the interventions were also identified and put in place. The implementation of norms and standards for safe travel will be achieved through integrating these norms and standards into various training programmes which will specifically target unemployed and retrenched youth. The industry will be targeted through a national training programme. Actions identified for the stimulation of domestic demand include the “roll out of domestic deal-driven campaigns coinciding with the various tourism peak periods”, a business events campaign, support measures for small villages and townships to host national events, and the piloting of a Budget Resort concept and brand.<sup>292</sup>

Strengthening the supply-side entails various actions, such as the provision of non-financial support through the establishment of a Support Hub; attracting new investment into the sector; implementation of the Tourism Equity Fund and the Green Tourism Incentive Fund; and lastly, acceleration of the grading of establishments. Maintenance of state-owned tourism assets; upgrades, refurbishment and maintenance of infrastructure; and investing in the development of community-owned tourism assets are identified as key actions in achieving the fourth strategic intervention. Reigniting international demand will be achieved through the launch of both regional and international marketing campaigns and the building of a “bidding pipeline for the hosting of future local and international conferences and mega

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<sup>291</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 5.

<sup>292</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 26.

events”.<sup>293</sup> According to the *Plan* “regional travel will form an integral interim phase of recovery between domestic activity and full international re-opening”.<sup>294</sup> As such, the implementation of the SADC Tourism Programme was identified as the key action in the achievement of the sixth intervention. The review of existing tourism policies and investigating the feasibility of the Tourism Development Zones (TDZ) will be undertaken as part of the seventh intervention.<sup>295</sup>

Secondly, key enablers which support tourism recovery were also identified:

1. Forming targeted, strategic partnerships between government and industry
2. Partnering with relevant departments to ensure improved travel facilitation through the implementation of e-visas, tourist safety, airlift capacity and quicker turnaround times in the processing of tours operator licenses
3. Deployment of the vaccine to [tourism] frontline workers, attainment of population immunity and participating in global efforts to facilitate safe travel
4. Stimulate domestic demand through government consumption expenditure.<sup>296</sup>

Lastly, several risks were also identified. These include a slower recovery of the domestic tourism market because of the weak state of the economy and less disposable income; a lack of investment because of the global economic climate and global competition for investors; a lack of stakeholder buy-in of the product-pricing mix to stimulate domestic demand; and lastly, a lack of resources to achieve the correct product-pricing mix.<sup>297</sup>

Overall, it is expected that these interventions will preserve R189 billion and support the recovery of the sector to 2019 levels and the stimulation of tourism supply as well as international and domestic demand. Furthermore, “it will also ensure that the sector is more sustainable and more resilient going forward”, thereby yielding “a recovered sector, characterised by greater inclusion”.<sup>298</sup>

#### **4.5) Reassessed domestic tourism marketing campaigns**

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<sup>293</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 28.

<sup>294</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 28.

<sup>295</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 28.

<sup>296</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 23.

<sup>297</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, pp. 23-24.

<sup>298</sup> South African Tourism, *Tourism Sector Recovery Plan: COVID-19 Response*, 2021, p. 40.



On the 26<sup>th</sup> of March 2020, South African Tourism launched their “Don’t travel now so that you can travel later” campaign with two poignant videos and its accompanying #SAWillTravelAgain promise.<sup>299</sup> In the first video it is stated that “we’ll be exploring like never before, because we’ll know what it’s like not to be able to. There’s nowhere we won’t go ... we’ll invest in our own country right from our own pockets”.<sup>300</sup> In the other, that “we’ll go back to our favourite spots, and we’ll even discover new ones. We’ll travel around and go places we always said we would, we will travel again”.<sup>301</sup> The videos urged South Africans to stay home during lockdown, so that we will be able to travel again sooner. The hashtag had the same purpose, however, it soon turned into a way for South Africans to share their past travels and inspire future ones.<sup>302</sup>

In November 2020 South African tourism launched a new domestic tourism campaign to encourage South Africans to travel again after nearly eight months of lockdown.<sup>303</sup> Starting in the Northern Cape, South African tourism launched the “Summer Differently” campaign with a road trip that travelled through all nine provinces to highlight off-the-beaten-track attractions. The road trip took place between 23 November 2020 and 15 February 2021. The campaign was run on social media with the accompanying #ShareSouthAfrica to enable South Africans to find inspiration for their summer travels. According to the former CEO of South African Tourism:

After an incredibly challenging and uncertain year, everything is different, so shouldn’t we all holiday differently, too? We need to refresh travel experiences for people in South Africa, explore the hidden gems, take the road less travelled and go off the beaten track. Nothing is what it used to be. We need to show them a better and different way to experience

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<sup>299</sup> T. Botha, ‘WATCH Poignant SA Tourism Videos #SAWillTravelAgain but stay home now’, <<https://travel.sapeople.com/2020/03/27/watch-poignant-sa-tourism-videos-sawilltravelagain-but-stay-home-now/>>, 27 March 2020, access: 30 June 2021.

<sup>300</sup> South African Tourism, ‘Don’t travel now, so you can travel later’, <<https://www.youtube.com/watch?v=P24jTDTaHMs>>, 26 March 2020, access: 30 June 2021.

<sup>301</sup> South African Tourism, ‘Don’t travel now, so you can travel later’, <<https://www.youtube.com/watch?v=68NbNNNJ4Dc>>, 27 March 2020, access: 30 June 2021.

<sup>302</sup> T. Vengadajellum, ‘#SAWillTravelAgain: the places South Africans want to travel to after lockdown’, <<https://www.thesouthafrican.com/travel/sawilltravelagain-the-places-south-africans-want-to-travel-to-after-lockdown/>>, 29 April 2020, access: 30 June 2021.

<sup>303</sup> Brand South Africa, ‘South African Tourism announces campaign to inspire South Africans to summer differently’, <<https://www.southafrica.net/gl/en/corporate/press/south-african-tourism-announces-campaign-to-inspire-travellers-to-do-summer-differently>>, 27 November 2020, access: 08 August 2021.

tourism in the long-term, but most importantly, show them how to do summer differently in the short-term.<sup>304</sup>

The campaign is currently still active on all social media platforms, with various attractions and activities across the country being showcased.

Sho't Left was also revived in September 2021 with the "Great South African Sale" to encourage South Africans to travel locally.<sup>305</sup> Coinciding with South Africa's Tourism Month, the "Great South African Sale" (6-12 September 2021) offered discounts of up to 50% on various accommodation and activities across the country. According to *Business Insider*, the initial response "overwhelmed the Sho't Left website".<sup>306</sup> As mentioned above, in December 2021 the tagline "Gimme Summer That Sho't Left" was introduced to inspire local travels with various discounts.<sup>307</sup>

#### 4.6) Chapter summary

In summary, this chapter assessed the various mechanisms in place at a global and local level to combat the onslaught of the COVID-19 pandemic. Emphasis was also placed on the notions of marketing, incentivising and awareness as key components to "reimaging" domestic tourism within a COVID-19 environment.

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<sup>304</sup> Brand South Africa, 'South African Tourism announces campaign to inspire South Africans to summer differently', <<https://www.southafrica.net/gl/en/corporate/press/south-african-tourism-announces-campaign-to-inspire-travellers-to-do-summer-differently>>, 27 November 2020, access: 08 August 2021.

<sup>305</sup> Business Insider, 'Travelling in SA on a budget – here are the best tourism month specials for under R1 000', <<https://www.businessinsider.co.za/tourism-month-specials-in-south-africa-2021-9>>, 09 September 2021, access: 05 February 2022.

<sup>306</sup> Business Insider, 'Travelling in SA on a budget – here are the best tourism month specials for under R1 000', <<https://www.businessinsider.co.za/tourism-month-specials-in-south-africa-2021-9>>, 09 September 2021, access: 05 February 2022.

<sup>307</sup> Sho't Left, 'Gimme Summer that Sho't Left', <<https://twitter.com/shotleft/status/1468911554091433986>>, 09 December 2021, access: 05 February 2022.

## CHAPTER 5: REMODELING DOMESTIC TOURISM

### 5.1) Introduction

This chapter sets forth to remodel domestic tourism within a COVID-19 environment. This notion is contextualised by firstly appraising various conventional tourism models, and then secondly assessing where in the tourist, product and information nexus proactive change should take place given the prevailing issues brought on by the pandemic. Additionally, this chapter also conceptualises the newly formulated and original Domestic Tourism Remodelling Model (DTRM) and unpacks its four key elements to explain their application. The chapter concludes by integrating this newly devised model at a holistic level in the local domestic tourism market continuum.

### 5.2) Conventional tourism models

Since the inception of the study of modern tourism, scholars have developed various models to conceptualise the different components of the industry. This section will consider a selection of these models in order to assess the key components that are relevant to the focus of this study: “the remodelling of local domestic tourism”. Through this discussion it will become apparent that there are certain key features that are indispensable to the functioning of the tourism sector at both international and local level. The following five models covering a period of just over two decades will be considered: C. A. Gunn (1972); M. Leiper (1979); R. W. Butler (1980); A. Mathieson and G. Wall (1982); S. L. J. Smith (1994).<sup>308</sup> Thereafter the key common components are identified and restructured to form a streamlined composite model, which in turn informs the remodelling model for the local domestic tourism market.

“Modelling” is defined as the activity of reducing a complex set of processes and factors into a linear structured or cyclical format.<sup>309</sup> It can also be described as the process of taking a three-dimensional activity and reducing it to a one-dimensional diagram. Thus a model is an informative representation of an active, flexible and dynamic system in a more simplified and or tangible form. In this format, the model

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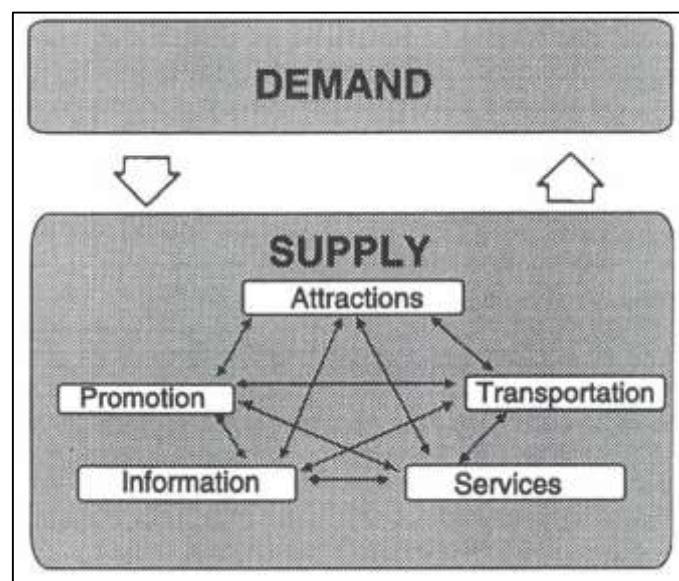
<sup>308</sup> V. Verkerk, “Virtual Tourism: The New Frontier or the end the Journey”, PhD, University of Pretoria, 2022.

<sup>309</sup> C.R. Botha & K.L. Harris, ‘Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study’, *Conference paper* – Association for Tourism and Leisure Education and Research (ATLAS), Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

can also be used to assess a scenario, predict variables and assist with risk management, including problem solving and decision making.<sup>310</sup>

In the early 1970s the 'Functioning Tourism System' was devised by Gunn to encapsulate the demand and supply components of the conventional tourism system.<sup>311</sup> In effect, in this system the demand relates to the "who" in other words the tourist, while the supply equates to the "what", the tourist destination. (See Figure 13) The first element, the "who", is the tourist who is buying the product because they have the desire to travel, the financial means, available time and the physical ability. The second element, the "what", is the product that consists of attractions, transportation, services, information and promotion. In essence, the tourist is drawn by the attraction based on the promotion and information provided, and then requires transportation from their point of origin as well as services and attractions offered by the host destination.<sup>312</sup>

**Figure 13: Functioning Tourism System – Gunn (1972)<sup>313</sup>**



<sup>310</sup> C.R. Botha & K.L. Harris, 'Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study', *Conference paper – Association for Tourism and Leisure Education and Research (ATLAS)*, Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

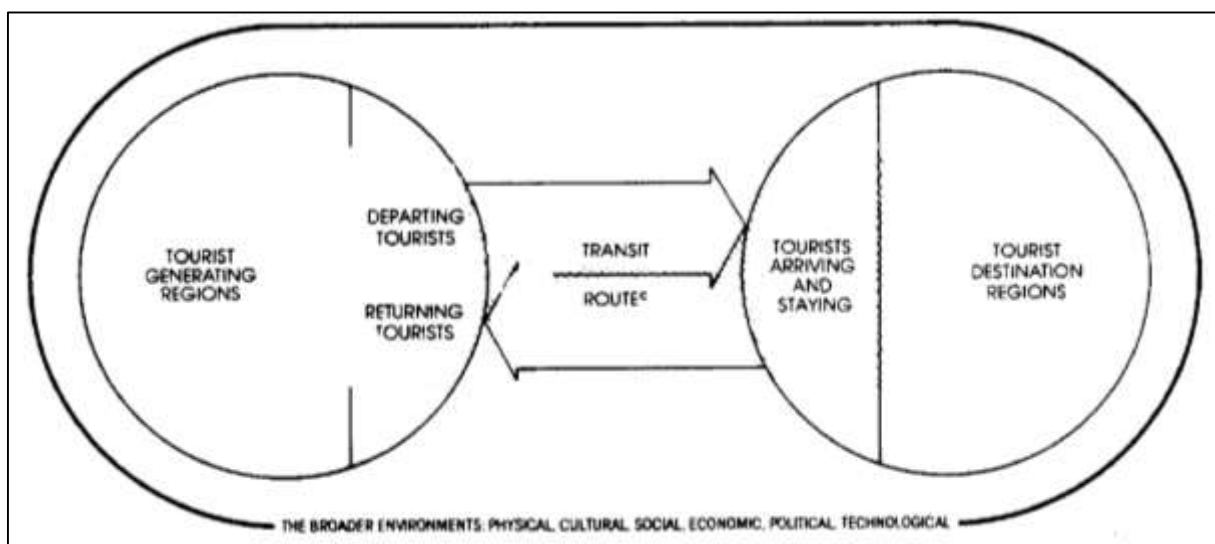
<sup>311</sup> University of Idaho, n.d., <[https://www.webpages.uidaho.edu/css386/Readings/Gunn\\_Var\\_Ch2\\_Tourism\\_as\\_System.pdf](https://www.webpages.uidaho.edu/css386/Readings/Gunn_Var_Ch2_Tourism_as_System.pdf)>, Accessed: October 2021.

<sup>312</sup> C.A. Gunn, *Vacationscape designing tourist regions*, (1972), p. 21.

<sup>313</sup> University of Idaho, n.d., <[https://www.webpages.uidaho.edu/css386/Readings/Gunn\\_Var\\_Ch2\\_Tourism\\_as\\_System.pdf](https://www.webpages.uidaho.edu/css386/Readings/Gunn_Var_Ch2_Tourism_as_System.pdf)>, Accessed: October 2021.

Towards the end of the 1970s, another model was developed by Leiper which was termed the 'Tourism System'. (See Figure 14) This model was said to encapsulate the tourism industry in a holistic manner.<sup>314</sup> It identified the broader realm as being one that comprised physical, cultural, social, economic, political, and technological environments. Within this multi-layered context, three geographical components were identified: the tourist generating region; the transit region; and the tourist destination region.<sup>315</sup> This appears as a cyclical movement as the tourist departs from the generating region, takes a route to the destination and then returns back to the generating region. Again, like Gunn, this model also reflects on the demand and supply factors of the industry and also encapsulate the movement of the tourist to the tourist destination with concomitant services, products and attractions.

**Figure 14: The conventional tourism system – Leiper (1979)<sup>316</sup>**



In 1980, Butler introduced his now renowned 'Tourist Area Life Cycle' (TALC) model which focuses specifically on the evolution of the supply-side or product of the tourism industry.<sup>317</sup> This model determines five phases of evolution: Exploration, Involvement,

<sup>314</sup> F. Serra, 'System', in J. Jafari & H. Xiao (eds.), *Encyclopedia of tourism*, p. 926; C. Cooper, *Essentials of tourism*, p. 11.

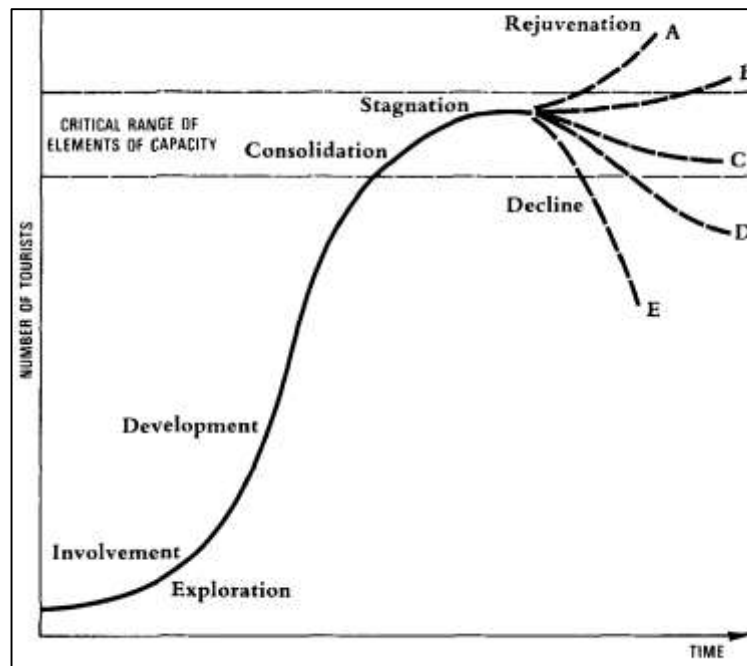
<sup>315</sup> C. Cooper, *Essentials of tourism*, p. 11.

<sup>316</sup> N. Leiper, 'The framework of tourism towards a definition of tourism, tourist, and the tourist industry', *Annals of Tourism Research* 6(4), 1979, p. 404.

<sup>317</sup> R.W. Butler, 'The concept of a tourist area cycle of evolution: implications for management of resources', *Canadian Geographer* 24 (1), 1980, pp. 6-7

Development, Consolidation, Stagnation. (See Figure 15) Here after the destination can either decline or rejuvenate. These initial stages reflect inception and development of the area. It further suggests various scenarios in the decline and or rejuvenation of the destination, which is dependent on factors such as resource use, the occurrence of disasters and the development of new features.<sup>318</sup>

**Figure 15: Tourism Area Life Cycle – Butler (1980)<sup>319</sup>**



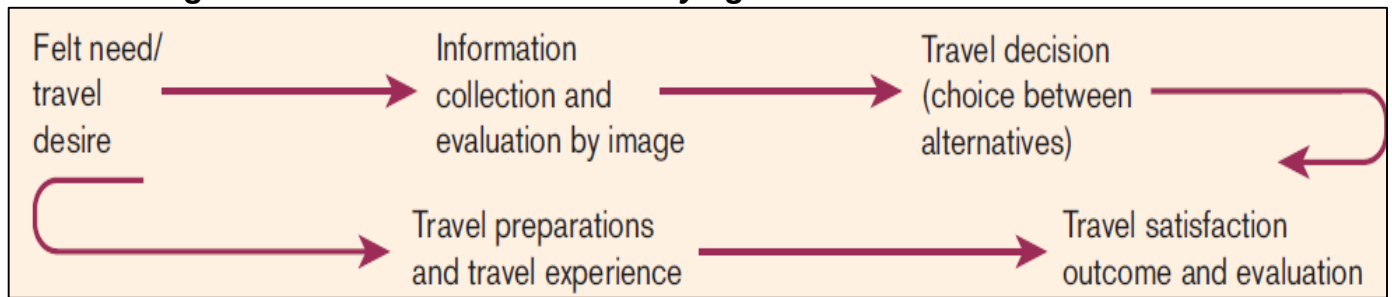
In the early 1980s, Mathieson and Wall invented a model that focussed specifically on the tourist decision-making process. This included five phases from (1) the need or desire to travel; (2) collection and evaluation of information; (3) travel decision or choice between options; (4) travel preparations and the actual experience and finally; (5) travel satisfaction, outcome and evaluation.<sup>320</sup> (See Figure 16)

<sup>318</sup> R.W. Butler, 'The concept of a tourist area cycle of evolution: implications for management of resources', in R.W. Butler (ed.), *The tourism area life cycle, vol. 1: applications and modifications*, p. 5.

<sup>319</sup> R.W. Butler, 'The concept of a tourist area cycle of evolution: implications for management of resources', *Canadian Geographer* 24 (1), 1980, p. 7.

<sup>320</sup> A. Mathieson & G. Wall, *Tourism: economic, physical and social impacts*, p. 28

**Figure 16: Conventional tourist-buying behaviour – Mathieson and Wall**



(1982)<sup>321</sup>

The first phase relates to the aspiration and desire to travel which leads to the next phase where the tourist acquires information about potential travel options.<sup>322</sup> After considering the available options provided by for example travel agents, the print and social media and friends and relatives, the third phase of decision making follows. This process is based on the information acquired and the suitability of their specific requirements and abilities in terms of cost, time and experience. (See Figure 17) A decision is made as regards the place, the mode of transport, the type of accommodation and activities. The fourth phase is the actual embarkation on the trip with the preparation that precedes this and the actual tourist experience.<sup>323</sup> The fifth and final phase relates to the satisfaction and reflection on the travel experience which will in turn determine if the tourist will travel again depending on the positive or negative nature of this evaluation.<sup>324</sup> According to Mathieson and Wall the five components of the conventional tourist-buying behaviour are determined by four main factors: the tourist profile; travel awareness; destination resources and characteristics; and trip features.

Similar to Leiper, the tourist profile of Mathieson and Wall is influenced by environmental features such as socio-economic and behavioural factors.<sup>325</sup> These

<sup>321</sup> J. Fletcher et al., *Tourism: principles and practice*, p. 58.

<sup>322</sup> A. Mathieson & G. Wall, *Tourism: economic, physical and social impacts*, p. 28; J. Fletcher et al., *Tourism: principles and practice*, p. 58.

<sup>323</sup> A. Mathieson & G. Wall, *Tourism: economic, physical and social impacts*, p. 28; Fletcher et al., *Tourism: principles and practice*, p. 58.

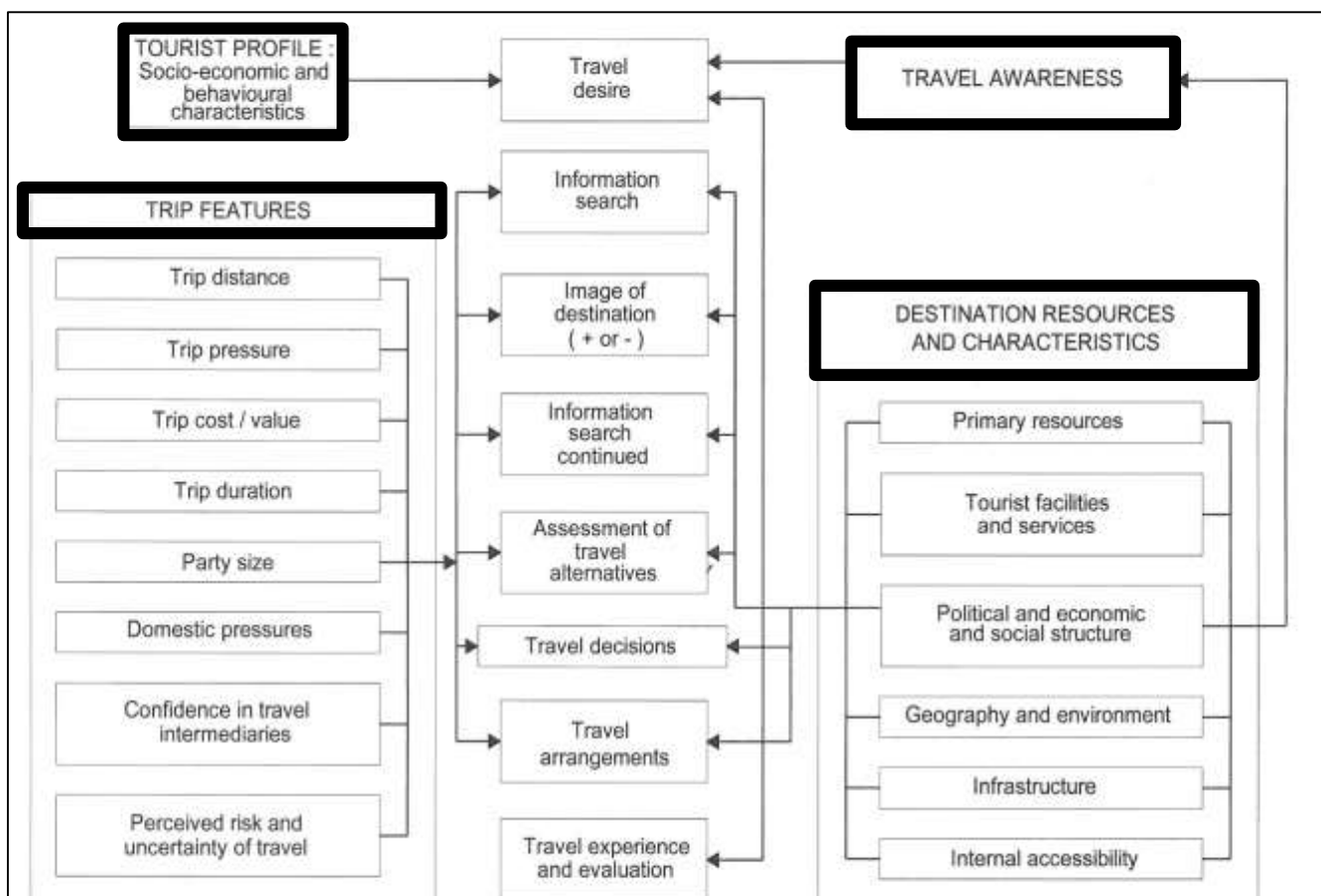
<sup>324</sup> A. Mathieson & G. Wall, *Tourism: economic, physical and social impacts*, p. 28; Fletcher et al., *Tourism: principles and practice*, p. 58.

<sup>325</sup> A. Mathieson & G. Wall, *Tourism: economic, physical and social impacts*, p. 29; Fletcher et al., *Tourism: principles and practice*, p. 58.

affect the decision to travel in the first instance and are determined by the prospective tourist's specific situation which includes income, age, experience and desire to travel. Travel awareness, which is the second component, is linked to information, and like Gunn's model, plays a key role in the decision to travel and the choice of where to travel. This information is attained from a range of sources from all types of media to word-of-mouth. This is a key component in not only the tourism decision-making process, but also in terms of the host destination's marketing.

The third component is the destination resources and destination characteristics which essentially encapsulates what both Gunn and Leiper refer to as the "product". Mathieson and Wall see this product as encapsulating primary resources, the destination facilities as well as its services, the overall environment of the destination including the geography and political, social and economic structure, the accessibility and infrastructure on offer.<sup>326</sup> The fourth component in Mathieson and Walls's model relates to the actual trip features. These include aspects such as the distance to travel, the cost and value of the holiday, the length of the trip, the size of the travel group, the time constraints, the confidence regarding the travel agents arrangements made, and finally the perceived risks and uncertainties related to the destination.<sup>327</sup>

**Figure 17: Conventional tourist decision-making process – Mathieson and Wall (1982)<sup>328</sup>**





Smith's 1994 model is also concerned with the tourism product, i.e. the supply component. (See Figure 18) In this model, the product consists of the physical plant, the service, the hospitality, the freedom of choice (decision-making), and involvement.<sup>329</sup> The tourism product is the physical plant, which can either be natural or cultural, and is the element that entices the tourist to travel. This encapsulates the whole range of tourist options from hotels, to wildlife and climate and forms the basis on which tourism is founded.<sup>330</sup> Related to this is the service on offer which needs to satisfy the tourist's needs and relate to the "performance of specific tasks required".<sup>331</sup>

The third element relates to the manner in which the host society receives the tourist in terms of attitude and style, what Smith terms "hospitality".<sup>332</sup> This refers to for example the "expression of welcome by local residents to tourists arriving in their community"<sup>333</sup> and is not always easily assessed as it is more subjective than for example services. Not unlike Mathieson and Wall, Smith also emphasises the importance for various options to be available for the tourist to choose from.<sup>334</sup> These range from the type of tourism (family or business), the cost (luxury or economy), previous travels (local or international) knowledge (travel agent, pre-packaged tours or self-travel. Smith believes it is vital that tourists have a "freedom of choice", that is are offered options as this gives them a sense of control.<sup>335</sup>

The final component of Smith's model includes physical, intellectual, and emotional involvement along with a sense of engagement. The tourists literally "loose"

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<sup>329</sup> S.L.J. Smith, 'The tourism product', *Annals of Tourism Research* 21(3), 1994, p. 582.

<sup>330</sup> S.L.J. Smith, 'The tourism product', in S. Williams (ed.), *Tourism: the nature and structure of tourism*, p. 235.

<sup>331</sup> S.L.J. Smith, 'The tourism product', *Annals of Tourism Research* 21(3), 1994, p. 588; S.L.J. Smith, 'The tourism product', in S. Williams (ed.), *Tourism: the nature and structure of tourism*, p. 235.

<sup>332</sup> S.L.J. Smith, 'The tourism product', *Annals of Tourism Research* 21(3), 1994, p. 588.

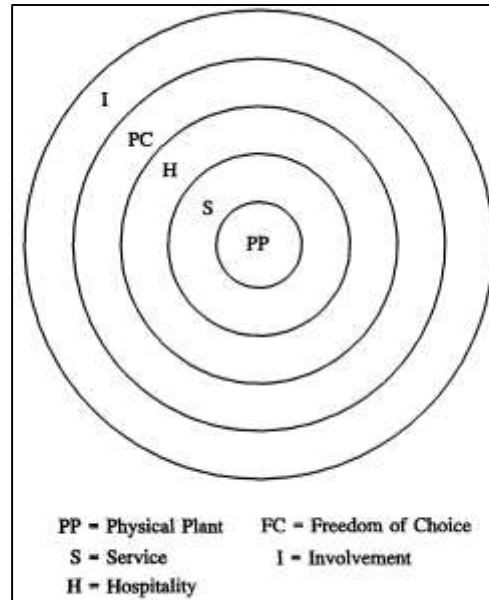
<sup>333</sup> S.L.J. Smith, 'The tourism product', *Annals of Tourism Research* 21(3), 1994, p. 588; S.L.J. Smith, 'The tourism product', in S. Williams (ed.), *Tourism: the nature and structure of tourism*, pp. 235-236.

<sup>334</sup> S.L.J. Smith, 'The tourism product', *Annals of Tourism Research* 21(3), 1994, pp. 589-590.

<sup>335</sup> S.L.J. Smith, 'The tourism product', *Annals of Tourism Research* 21(3), 1994, pp. 589-590.

themselves in an “activity”.<sup>336</sup> Smith argues that these five elements - physical plant, the service, the hospitality, the freedom of choice along with the involvement combine to ensure a satisfactory tourism product of high quality.<sup>337</sup>

**Figure 18: The conventional tourism product – Smith (1994)** <sup>338</sup>



In appraising these five conventional tourism models there are both similarities and differences. These show that while there are constants in defining the tourism process there still remain a number of dynamic aspects. These are both time bound as well as subjective and need to be taken cognisance of when devising a tourism model. The table below depicts the commonalities and differentials between the aforementioned five conventional tourism models. (See Table 4)

<sup>336</sup> S.L.J. Smith, ‘The tourism product’, *Annals of Tourism Research* 21(3), 1994, p. 591.

<sup>337</sup> S.L.J. Smith, ‘The tourism product’, *Annals of Tourism Research* 21(3), 1994, p. 591.

<sup>338</sup> S.L.J. Smith, ‘The tourism product’, *Annals of Tourism Research* 21(3), 1994, p. 587.

**Table 4: Appraisal of conventional tourism models**

APPRAISAL OF CONVENTIONAL TOURISM MODELS		CRITERIA																										
		Tourist	Product	Demand	Supply	(Services)	(Attractions)	(Transport)	(Information)	(Promotion)	Environment	Generating Area	Transit Area	Destination	Cyclical	(Exploration)	(Involvement)	(Development)	(Consolidation)	(Stagnation)	(Decline/Rejuvenation)	Desire to Travel	Decision to Travel	Preparation/Experience	Satisfaction/Evaluation	Hospitality	Choice	Involvement
MODELS	"FTS" Gunn-(1972)	X	X	X	X	X	X	X	X	X																		
	"TS" Leiper-(1979)	X	X	X	X	X	X				X	X	X	X	X													
	TALC Butler-(1980)		X		X											X	X	X	X	X	X							
	CTDMP- Mathieson & Wall (1982)	X	X	X	X		X		X		X											X	X	X	X			
	Smith (1994)	X	X			X	X		X														X				X	X

What becomes apparent when analysing the range of components of the five conventional models is that the “product” is a constant mean included and emphasised throughout the two decades. The “product” is regarded as the “what” by Leiper, which he equates to the supply side of the tourism value chain. In terms of Gunn the “product” includes attractions, transportation and services. Butler on the other hand is exclusively focussed on the product and its various evolutionary phases. In the case of Mathieson and Wall’s model they indicate that one of the main four factors that impacts on conventional tourism is the destination resource and characteristics that is the product. Then finally at the epicentre of Smith’s model, is what he calls the “physical plant”, in other words the product which is fundamental to enticing the tourist to travel. Thus it is apparent that the product is an indispensable component in the tourism domain. As noted above it is integral to the demand and is the foundation to the supply.

Another constant in assessing the five models is the presence of the “tourist”. According to Gunn the tourist is the “who” that relates directly to the demand side of the tourism value chain. On the other hand in Leiper’s framework the “tourist” is the indispensable component who departs, arrives, stays and returns. Butler’s model in turn is exclusively concerned with the product, however, his five phases reflect on the involvement or not of the “tourist”. For Mathieson and Wall the “tourist” is key to the five stages of conventional buying behaviour – thus it is the “tourist’s” need and decision to travel as well as the “tourist’s” preparation, experience and satisfaction. In their extended model on tourist decision-making the “tourist profile” is fundamental to their model, however, is influenced by socio-economic and behavioural characteristics. Then finally in Smith’s model the “tourist” is rated as essential in terms of having the freedom to choose which in turn gives the “tourist” a sense of control. He also includes the importance of the “tourist” being involved or engaged in the tourist product. Thus it is apparent that the “tourist” in conventional tourism model is indispensable to the demand side of the tourism value chain.

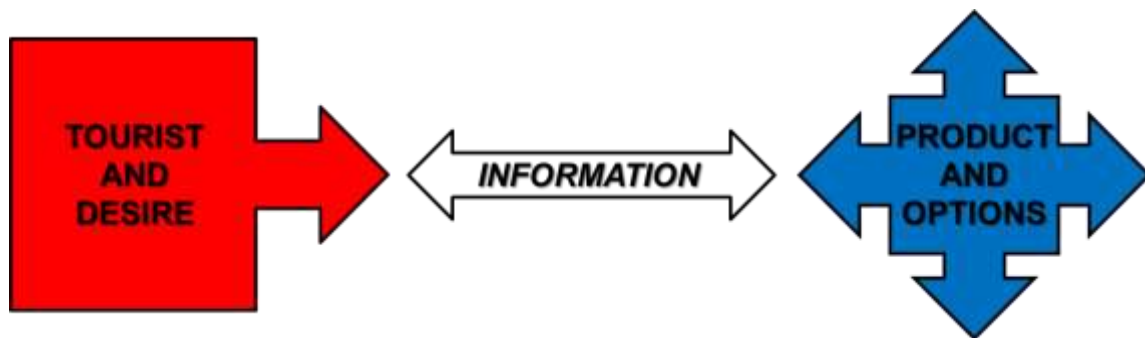
A third commonality that is apparent from the evaluation of the various components of the five conventional models is “information”. Although this does not feature prominently in all these models it can be regarded that “information” is critical as an intermediary or conduit between the tourist (demand) and the product (supply). Putting it simple in terms, the “tourist” is the “who” in terms of demand, while the “what” is the product (supply) – the missing component in this continuum is, we argue, the information which can be regarded as the “why”. The tourist needs information on the product in order to travel and the product needs to make information available to the tourist. (See Figure 19)

**Figure 19: The tourist, information and product nexus**



In this context information thus becomes critical as it impacts on both the tourist's desire to travel, the decision to travel and the where to travel (demand). Equally important is the role information plays in the promotion of the product and all its amenities (supply). Information in this context has increasingly become vital to connect the tourist to the product, especially in light of the on-going development of the information age within the Fourth Industrial Revolution. In streamlining these five models, it is apparent that there needs to be a desire to travel (tourist **demand**), a product which is a drawcard (product **supply**), both of which are determined by the availability of **information**. (See Figure 20)

**Figure 20: The demand and supply information system**



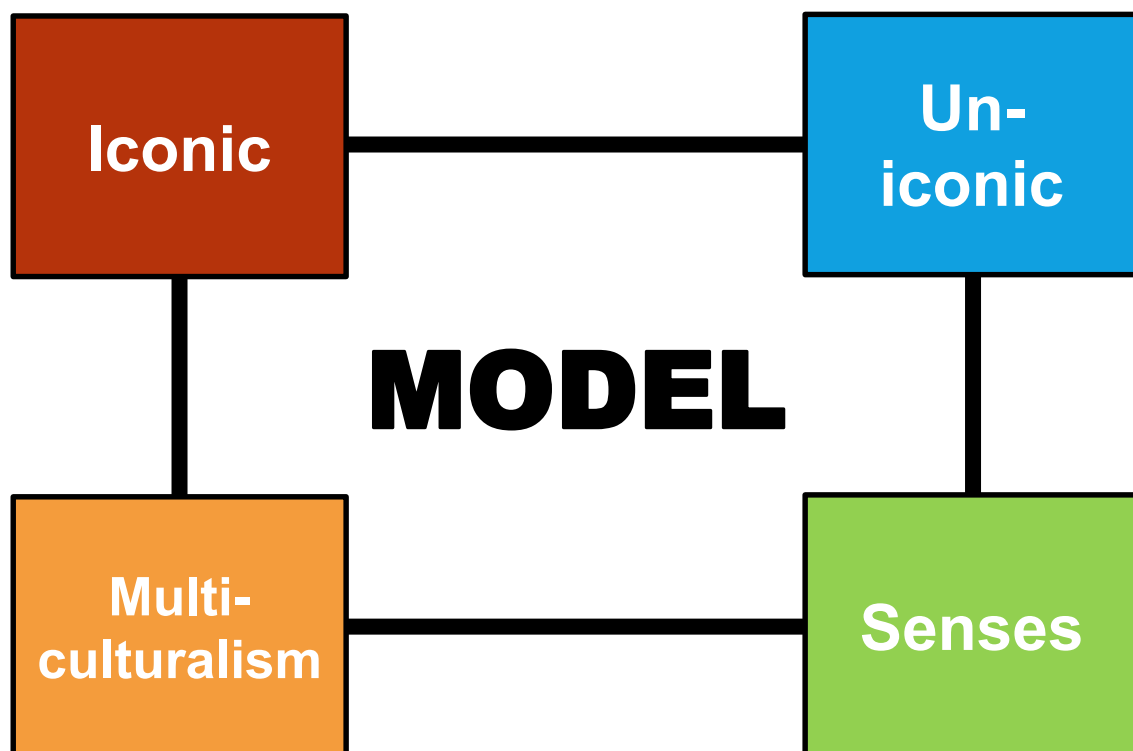
It is interesting to note that within these five models over an extended period of time only two of them briefly refer to “disaster” and “risk”. In the former case, Butler notes that the destination (area) can decline as a result of external disasters. Whereas in the case of the latter Mathieson and Wall, make mention of perceived risk and uncertainty of trip features. However, in the post-2020 period the global tourism industry has been forced to face disaster, risk and uncertainty in an unprecedented format. As indicated earlier the outbreak of the global pandemic, COVID-19 has pushed the tourism industry to the brink of collapse. This has, however, jettisoned tourism stakeholders at both an international and domestic level to reinvigorate, refresh, revolutionise, reconsider, reimagine, re-engage, redefine and re-assess in order to recover. Moreover, the traditional predominance of international tourism over domestic tourism has also had to be revisited due to the fact that global travel has been paralysed by the pandemic. Therefore, much of the subsequent recovery has been forced to be in

the local domain. Domestic tourism has now become the conduit to the survival of the tourism environment.

### 5.3) Remodelling the model

Within a COVID-19 environment, while the tourist and the product remain constant and fundamental to domestic tourism – the remodelling will need to consider how to change and invigorate the product for the tourist. In this context this study has devised the Domestic Tourism Remodelling Model (DTRM) (See Figure 21). This Model would be a tool which could be implemented within a local travel market to refocus, revitalise and re-energise the tourism product in a domestic environment. The DTRM is devised to incorporate what exists, and then expand and extend the product so as to make the domestic tourism market more attractive, viable and profitable.

*Figure 21: The Domestic Tourism Remodelling Model (DTRM)*



The DTRM comprises four basic elements which can be applied to a range of localised travelling spaces. The essential idea is to begin by ascertaining what a particular local

destination has to offer in terms of its iconic attractions; then ascertain what un-iconic attractions exist and can be explored in the area; then to go beyond the iconic as well as un-iconic to embrace other cultural and national features within the region; and then finally to encapsulate the holistic tourist by including all five senses – see, hear, taste, touch and smell – in the local touristic experience. These four elements make up the elements for strengthening and advancing the domestic tourism market within a COVID-19 environment, but also to prepare it for a post-pandemic local travel landscape. It is argued that the stabilisation of the local tourism market will stand the domestic domain in good stead in preparation for the return of the international travel sector. (See Table 5)

**Table 5: Domestic Tourism Remodelling Model – Four elements**

NUMBER	ELEMENT	DESCRIPTOR
1	Iconic	<b>Element 1</b> , the “iconic”, refers to a popular and well-recognised tourist attraction which could be natural or cultural. These attractions feature prominently in all destination marketing materials and are also the drawcards for tourists to a specific area. They are highly regarded attractions of choice and cater to both a local, provincial and national audience. Within this context the purpose-built infrastructures and auxiliary services are well-developed and comply with industry standards and tourist expectation. In addition information regarding these iconic attractions is well developed, well-known and widely promoted. In this scenario the supply (product), complies with the demand (tourist) and is connected through the available information.
2	Un-iconic	<b>Element 2</b> , the “un-iconic”, is in essence everything that Element 1 is not. In other words the “un-iconic” refers to under-acknowledged,

		<p>unidentified, and unrecognised tourist attractions which could be natural or cultural. Thus, attractions who are in principle unknown to tourists. In contrast these attractions hardly ever feature in destination marketing materials and are generally unknown to tourists in a particular area. While these might not be highly regarded tourist attractions they still have the inherent potential to attract and interest a local, provincial and national audience. However, in this context these un-iconic attractions have no infrastructures and/or auxiliary services and are mostly underdeveloped. Thus, it can be argued that these settings have no purpose-built tourism infrastructures and therefore are essentially void of tourist drawcards. They therefore do not conform with industry standards nor can they fulfil tourist expectations in their current unknown or undeveloped state. In this scenario the supply (product) cannot comply with the demand (tourist) due to a total lack of information.</p>
<p><b>3</b></p>	<p><b>Multiculturalism</b></p>	<p><b>Element 3</b>, “multiculturalism”, has a range of meanings in different disciplines and domains. For the purpose of this report “multiculturalism” refers to the inclusion of diverse backgrounds, cultures, races, nations and ethnicities. It goes beyond the identification of the local to incorporate a broader spectrum of tangible and intangible elements which in the context of tourism includes flavours, traditions, practices, histories, trends and contributions. This multiculturalism aligns with the idea of</p>



		showcasing all cultures found within a specific region, albeit it be beyond the known, recognised and dominant identities within a particular travel landscape. This will potentially attract local travellers to engage with a different experiential touristic engagement.
<b>4</b>	<b>Senses</b>	The final component, <b>Element 4</b> , relates to the five senses. This element challenges the notion that tourism is primarily a “look-and-see” industry. By incorporating all five senses into the touristic encounter within an attraction this has the potential to make for a more holistic and diversified experience. Instead of merely “seeing an attraction” the tourist should be engaged to hear, smell, taste and touch the elements of the attraction. This will enhance the overall sensory experience at the tourist attraction giving it a more fulfilling, encompassing and satisfying dimension.

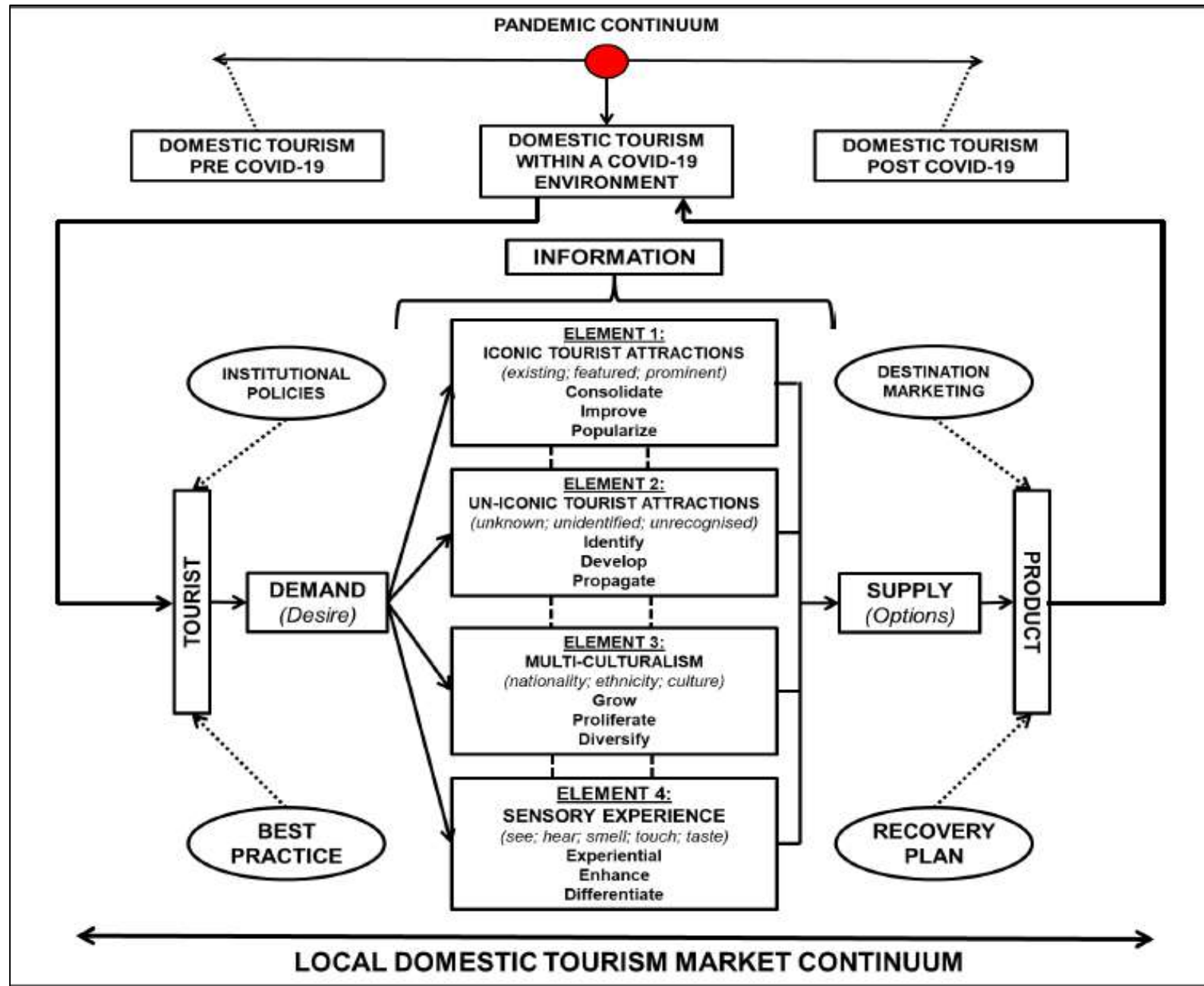
While the first of these four elements will consolidate the already established (albeit the waning) tourist attractions, the remaining three elements are intended to invigorate the local travel market under the restrictions and strains of COVID-19. Tourism stakeholders in these settings will be encouraged to embrace different dimensions of the domestic domain, while at the same time be forced to approach tourism products from a different and innovative perspective. The DTRM is therefore intended as a catalyst to reshape the form and nature of the domestic tourism landscape in order to attract a wider tourist audience, both within and without the localised travel arena. The intention of the DTRM is therefore to engage and/or rebuild the existing tourism features and augment them with new attractions as well as add innovative dimensions.

#### **5.4) Integrating the remodelled model in the local domestic tourism market continuum**

When integrating the DTRM in the broader domestic tourism continuum, it is evident that it plays a critical role in the flow between the demand and supply by radically changing the product. Thus, it essentially remodels both the demand and supply components of tourism, by offering information to the tourist about the attraction to remodel and reshape the tourist expectations (demand) and the destination offerings (supply). This will enhance the tourism offerings at a domestic level within a COVID-19 environment, but at the same time will prepare the local industry for the return of the global travel and tourism market.

Under pandemic conditions, in other words within a COVID-19 environment, the desire of the tourist (demand) needs to be motivated in accordance with international tourism best practice, notwithstanding the constraints of institutional policies (e.g. lockdown regulations). This motivation is in essence encapsulated in the four elements of the DTRM (see Figure 22). The new modelled attractions will in turn facilitate the provision of information about options to enhance the supply which in turn will trigger the demand. Once the product has been reinvigorated the destination marketing can be enhanced and feed directly into a domestic tourism recovery plan.

***Figure 22: DTRM in the tourism value chain***



Thus, it is maintained that the DTRM has the potential to transform the local tourism offerings, it will re-build, strengthen and invigorate existing and stimulate non-existing aspects of the tourism offering. At the same time, the rebuilding of the domestic tourism industry will in the long run prepare for a post-pandemic international market.

### **5.5) Chapter summary**

This chapter analysed a selection of conventional tourism models which highlighted the persistent relevance of certain key aspects of the domain. These streamlined components comprised: demand (tourist) – information – supply (product). In order to remodel the local domestic tourism market, it was deemed pertinent that the product (supply) needed to be reconfigured. In order to do this the research team devised a newly developed four-element model to remodel the local domestic tourism market within the COVID-19 environment by focussing specifically on the destination offering, the product (supply). The application of the DTRM will be demonstrated through a selection of case studies in the next chapter, focussing on the Northern Cape, but which is applicable and transferable to any destination given its generic elements.

## CHAPTER 6: DOMESTIC TOURISM REMODELLING MODEL APPLICATION – THE NORTHERN CAPE CASE STUDY

### 6.1) Introduction

The domestic area selected for this report's case study is the Z.F. Mgcawu District Municipality in the Northern Cape province of South Africa. In this chapter the DTRM model will be applied to the aforesaid area so as to assess the inherent potential of the conceptual domestic tourism model within a COVID-19 environment.

### 6.2) The Northern Cape as a case study

The reason for selecting the Northern Cape province in this specific instance was threefold. It was chosen for its diverse and unique cultural and heritage landscape, its underdeveloped economic situation and its position as a “long-haul” touristic destination within the parameters of South Africa. It is the largest of the South African provinces, yet is currently the most sparsely populated with just over 2% of the country's total population and contributes about the same to the Gross Domestic Product (GDP).<sup>339</sup> Its cultural diversity is reflected in the languages spoken which include Afrikaans, Tswana, Xhosa, English and Sotho as well as a number of other indigenous languages such as Khwe, Nama and Nlu. According to Statistics South Africa, just on half (52.3%) of the population is designated as black African, with 40% designated as coloured, 7% white and 0.7% Asian.<sup>340</sup> It spans over five notable districts namely the:

- Namakwa;
- Pixley Ka Seme;
- John Taolo Gaetsewe;
- Francis Baard; and
- Z.F. Mgcawu (formerly Siyanda).<sup>341</sup> (See Figure 23)

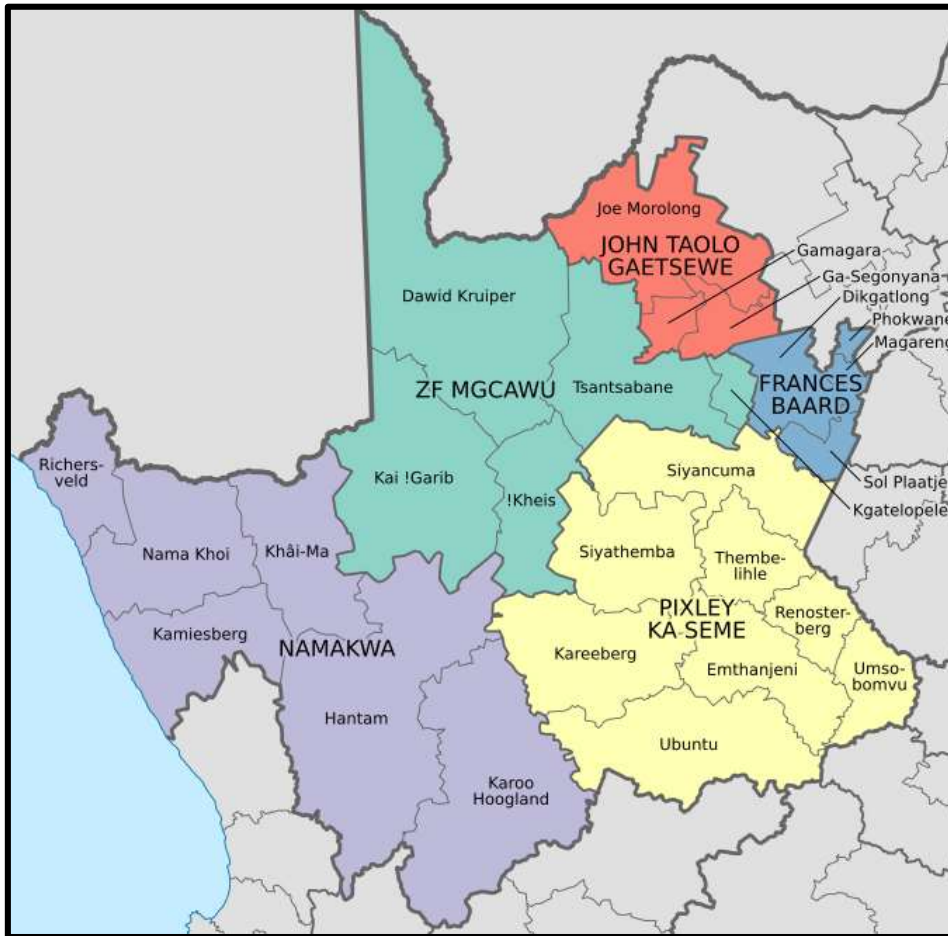
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<sup>339</sup> Real Economic Bulletin, 2016, 'Provincial review: Northern Cape province', <[https://www.tips.org.za/images/The\\_REB\\_Provincial\\_Review\\_2016\\_Northern\\_Cape.pdf](https://www.tips.org.za/images/The_REB_Provincial_Review_2016_Northern_Cape.pdf)>, access: June 2018.

<sup>340</sup> J. Young, 2017, 'A regional overview of the Northern Cape', <<https://www.globalafricanetwork.com/2017/07/06/company-news/a-regional-overview-of-the-northern-cape/>>, access: June 2018.

<sup>341</sup> J.H. Loots, *Tourism info pages*, pp. 207-246.

**Figure 23: Northern Cape districts and local municipalities** <sup>342</sup>



### 6.3) Application

As indicated, in applying the DTRM to this Northern Cape municipal area, it will become apparent what potential lies within a relatively remote domestic tourism region and how it can be possibly reinvigorated and uplifted within a COVID-19 environment. This sub-section will analyse, interpret and evaluate the applicability of the four elements of the DTRM.

#### 6.3.1) Element 1

Despite the long-haul location of the aforementioned District Municipality it remains renowned for various iconic tourist attractions. These include Augrabies Falls; Kalahari

<sup>342</sup> Municipalities of South Africa, 2012, <<https://municipalities.co.za/provinces/view/7/northern-cape>>, access: June 2018.

Desert and //Khomani San; Riemvasmaak; and Sakkie se Arkie” boat excursions. As a case study the iconic site “Sakkie se Arkie” boat excursions will be considered.

“Sakkie se Arkie” is a purpose-built tourist attraction in the form of river barge located on the Orange River near the Central Business District of Upington in the Z.F. Mcgawu District Municipality. Over a quarter century ago, this floating tourist attraction was established by local inhabitants of the area.<sup>343</sup> This iconic tourist boat offers guided round-trip river cruises, sundowners, serves meals, provides live entertainment and is a popular events location. Despite contestation with the local government authorities, the attraction remains a key drawcard for locals as well as visitors from the surrounding regions and neighbouring provinces.<sup>344</sup>

As this element, the iconic, already exists within the touristic repertoire, it merely needs to be highlighted and emphasized as part of the region’s offerings. If it has however, declined (according Bulter’s TALC phase 6 E) it needs to enter the rejuvenation phase (according Bulter’s TALC phase 6 A).<sup>345</sup>

### **6.3.2) Element 2**

The attractions that potentially comprise Element 2, are the “un-iconic”. These are the hidden gems of the specific area, and appeal to a specific niche of tourist and can be regarded as curiosities and unique features that will entice the tourist off-the-beaten track or to engage with an unique and authentic localised experience. Examples of these include Labour Colony Canals, Hakskeenpan (Blood Hound); the Boegoeberg Dam; Spitskop Nature Reserve and the Upington 26.

In the context of this case study the “Upington 26” Struggle Monument serves as an un-iconic tourist attraction. While South Africa is renowned for its struggle history, tourists interested in this drawcard are generally attracted to Robben Island off the Cape Town shore in the Western Cape province and the Apartheid Museum in Johannesburg in Gauteng Province. In fact these two destinations rank as some of the most popular on both the local and international tourist agenda. However, it is

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<sup>343</sup> Oral interview and site visit, 3 October 2021

<sup>344</sup> Oral interview 3 October 2021

<sup>345</sup> See Chapter 5.



generally unbeknown to tourists, both local and international, that the Z.F. MCGAWU District Municipality boasts with its own commemoration of the struggle. The story of the Upington 26 Struggle is commemorated and acknowledged in both a designated memorial in Paballelo Township as well as in the Kalahari Oranje Museum exhibition in Upington.<sup>346</sup> This event needs to be showcased for its historical significance and the tragic story it entails to a broader tourist audience.<sup>347</sup> This second element aligns with the Exploration phase of Butler's TALC, and requires development and promotion.<sup>348</sup>

### **6.3.3) Element 3**

The concept of "multiculturalism" represented by Element 3 is one which will add a different dimension to the local conventional experience. While South Africa brands itself as a multi-cultural nation – the proverbial "rainbow nation" – its tourism has also cottoned on to this idea. As mentioned in Chapter 3, South Africa had already launched a campaign with the slogan "See The World in Your Country" itself in 1985.<sup>349</sup> This was, as indicated, the country's first domestic tourism campaign. Then again as mentioned in Chapter 3, in 1996 the White Paper focused on this dimension by branding South Africa as "A World in One Country".<sup>350</sup> Element 3 not only embraces the diversity of South Africa's indigenous population and its local citizens, but extends to those who have different cultural ancestry that fall beyond the borders of the national country and also embraces new immigrants within its borders. However, Element 3 is unlike the situation in the 1980s when the Tourism division embraced this concept to counter the fact that South Africans had limited travel options due to sanctions and other international anti-Apartheid strictures. It is also different to the 1990s White Paper which was branding the country's diversity to attract a wider international audience.

In this instance in the newly devised model DTRM, the Element 3 initiative is to respond to the limitations of the COVID-19 pandemic which has stopped much international travel – where South Africans have in many cases been red-listed and

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<sup>346</sup> Site visit, 3 October 2021

<sup>347</sup> Oral interview and site visit, 5 October 2021

<sup>348</sup> See Chapter 5.

<sup>349</sup> Brochure /pamphlet as quoted by: M. M. Chitura, 'International Tourism and Changes in the South African Tourism Product in the 1990s: Accommodation and Tourist Amenities in the Kruger National Park', Masters dissertation, University of the Witwatersrand, 2005, p. 7.

<sup>350</sup> White Paper, 1996

are thus not allowed to travel internationally and international travellers have been band from coming to South Africa. Here the drawcard would be to identify the range of cultures within a region and showcase these so that local South Africans can experience the culture, the history, the flavours, the stories, the traditions and customs of those of other backgrounds and origins within their local region. Some examples of this multi-culturalism include the Lebanese community who are connected to the Persian water wheels; the Spanish who constructed the first Sunflower Solar Thermal Plant Khi: Solar One; the fallen Germans who were memorialised in World War; the coloured community settlement at Riemvasmaak; and the //Khomani San.

Probably one of the most iconic representations of the Northern Cape province is the Kalahari Desert with the //Khomani San who have the oldest DNA among all living people and reside across an expansive cross-border region in southern Africa.<sup>351</sup> Their customs and traditions which have been passed on through generations are a great cultural drawcard for both local, provincial, national and even international visitors. The //Khomani San were the original inhabitants of the area now known as the Z.F. Mcgawu District Municipality and have inhabited and survived in the arid area for millennia. They continue to practice their traditions and customs in the recently designated //Khomani Cultural Landscape in a region they share with the Mier-community.<sup>352</sup> This iconic landscape, with its desolate sand dunes, unique fauna and rare flora was declared a UNESCO World Heritage Site in 2017.<sup>353</sup>

#### **6.3.4) Element 4**

The fourth element, which encapsulates the five senses (see, hear, feel, smell and taste), is intended to bring another dimension to the touristic experience by offering “more than what meets the eye” – literally. The product offerings to the tourist needs to move beyond the conventional and offer an experience that involves as many, if not all, of the human senses. This in itself will add to the product experience (supply) and potentially increase the tourist interest (demand). Attractions that offer a potential

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<sup>351</sup> C.R. Botha & K.L. Harris, ‘Bigger, better, bolder!: Post COVID-19 domestic tourism – South Africa as a case study’, *Conference paper* – Association for Tourism and Leisure Education and Research (ATLAS), Prague, Czech Republic, 8 September 2021, access: <[http://www.atlas-euro.org/event\\_2020\\_prague/tabid/333/language/en-US/Default.aspx](http://www.atlas-euro.org/event_2020_prague/tabid/333/language/en-US/Default.aspx)>.

<sup>352</sup> Oral interview, 4 October 2021

<sup>353</sup> UNESCO, <<http://www.unesco.org>>, access: November 2021.

sensory experience in this municipal region include the Quiver Tree Food and Drink route; Agri-tourism experiences; Oranje Rivier Wine Cellars and the “Pienk Padstal”.

The “Pienk Padstal” which is located just outside Kakamas will be the case study discussed. It is a small quaintly decorated “pink” roadside café with a restaurant and curio shop selling local crafts and products. It has an open-air eating area (COVID compliant) with rudimentary wire furniture on a gravel floor and is decorated with local succulent plants giving an authentic feel of the hot arid environment. In a paddock next door, local domestic animals (goats and sheep) roam and bleat.<sup>354</sup> The cuisine includes a range of traditional foods with one option being the “roosterkoek/askoek” – a typical culinary product from the local Afrikaans-speaking white and coloured people. This roll-sized bread product is made from yeast dough which is kneaded down before being cooked on an open coal fire. As such at the “Pienk Padstal” the senses of sight (the decorated area, the curios, the plants, the animals), taste (the local food on offer) and hear (the animal noises) are embraced.<sup>355</sup> Besides eating this delicious product hot with melting butter and locally produced jam, the tourists’ senses could be engaged further in the process of making the dough by kneading it (touch) and cooking it (smell) on the open fire. This will then address all of the five senses and engage the tourist completely in a sensory experience.<sup>356</sup>

In addition, while the “Pienk Padstal” does host live music events using local performers as well story telling evenings involving local community members, which addresses the senses of seeing and hearing, this could be taken further by hosting other events where the tourist becomes more engaged. An example of this could be where participants are given the opportunity to engage in making of local products such as Tswana bead work, Afrikaner koeksisters and San leather products. The potential of sensory options are endless.

#### **6.4) Chapter summary**

Through a selection of examples from the Z.F. MCGAWU district municipality this chapter has illustrated how the four-element model, the DTRM, can be applied in

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<sup>354</sup> Oral interview and site visit, 5 October 2021

<sup>355</sup> Oral interview and site visit, 5 October 2021

<sup>356</sup> Oral interview and site visit, 5 October 2021

practice. It has emphasized the importance of combining a number of mechanisms (the elements) in the Model (iconic, un-iconic, multiculturalism and senses) to address an ailing and seriously hampered domestic tourism market. This analysis can be applied to any other destination within the domestic tourism domain.

## **CHAPTER 7: PRACTICAL REFLECTIONS AND RECOMMENDATIONS**

This research report set out to address the resulting impact of COVID-19 which devastated the tourism sector more seriously than any former external threat. In addition, there was no precedent to this situation which could assist with its recovery. The task of this research report was to remodel the local domestic tourism market in South Africa in order to allow for a recovery within a COVID-19 environment. An analysis of the conventional components that make up tourism, indicated the indispensable position and role of the product (supply) and hence the research report focussed on developing innovative ways of invigorating the domestic tourism destination. In resolving this crisis, an innovative and unique model was developed by the University of Pretoria researchers which could address the prevailing twenty-first century crisis that has impinged on tourism globally.

In order to contextualize the problem, the report considered the origin and development of domestic tourism within South Africa from its inception in the early twentieth century to its pre-pandemic expansion. It then appraised domestic tourism within a Covid-19 environment from an international as well as a local perspective. Upon review, these chapters justified the need for an innovative solution which amounted to the remodelling of the prevailing tourism offerings and landscape at a domestic level within South Africa. In Chapter 5, a range of conventional touristic models were appraised and analysed to ascertain what the key and pervasive criteria and characteristics of tourism have been over a period of half a century. These were then prioritised and streamlined in order to devise a new and innovative model to approach this prevailing and unprecedented situation.

The Domestic Tourism Remodelling Model (DTRM) which evolved out of the research and analysis, is a newly conceived model of a particular relevance to the domestic domain. Critical to this solution is the understanding that tourism in the global South, and in particular an African context, has been largely over-dependent on the revenue generated by the international tourist market. This dependency was entirely obliterated by the Covid-19 pandemic and left the industry reeling as the international travel market collapsed. International travel was discontinued, countries were red listed, and movement as we know it was prohibited. It is within this context that the global tourism

fraternity was jettisoned into realising that this overreliance on the international component of the tourism value chain (demand and supply) was problematic. This dependency showed that tourism had to re-strategize and reconfigure in order to survive the pandemic period and grow post- pandemic.

Figures 24, 25 and 26 are a graphic representation of the past, present and future of tourism in South Africa. Figure 24 indicates how the South African tourism industry has operated since its inception with a prime focus on the international market as its foundation. The greatest contribution to the GDP has invariably been perceived as the international market, both in South Africa and elsewhere. South African tourism was mainly built on international tourism as its foundation. As was made evident, the South African context did not differ much from this general trend. In fact, it was dependent for many years on an international market: United Kingdom, Germany, United States of America, the Netherlands and Japan.

**Figure 24: Tourism in South Africa: Pre-COVID-19**



As repeated numerous times in this report and reiterated by the global tourism community, the COVID-19 pandemic completely devastated the tourism sector as international travel was halted. This is depicted in Figure 25 indicating how tourism literally crashed and crumbled breaking its two-pillar dependence on international tourism.

**Figure 25: Tourism in South Africa within a COVID-19 environment**

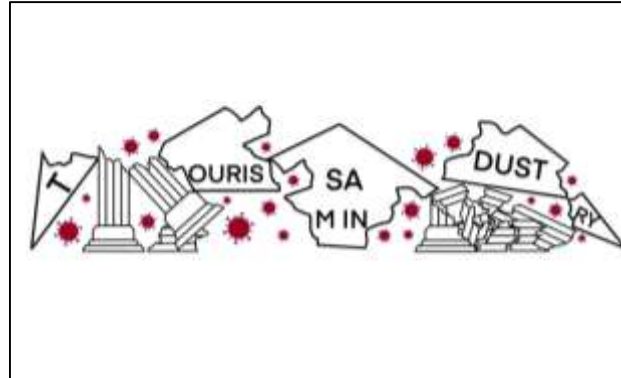


Figure 26 looks to the future of tourism where it will be rebuilt on a newly modelled domestic tourism market. This will lay a solid foundation to restart and save the ailing industry in preparation for its later return.

**Figure 26: Tourism in South Africa in the future**



As noted previously, the domestic tourism sector is regarded internationally as the “poor cousin” of the travel and tourism industry. In the light of the COVID-19 pandemic, this sector needed to be revived, if not resuscitated, to “heal” an ailing industry. In order to address this imbalance between international and domestic tourism dependency, the DTRM model was created to resurrect and remodel the local sector. As illustrated in Figure 22, the DTRM model focuses on the “supply” component, the product, which is indispensable in reviving the destination in order to encourage the tourist, the “demand”. By applying this model to the Z.F. Mcgawu municipal district in the Northern Cape the potential for turning the domestic tourism market around is

made apparent. This remodelling is intended to re-strengthen, refresh and renew the domestic tourism market at the grassroots level (supply) in order to activate a new interest among the domestic tourist (demand). In essence, within the constraints of a COVID-19 environment the DTRM has the potential to remodel the local domestic tourism market in South Africa.

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**Annexure A:**

**Fieldwork questionnaire**

### Field questionnaire

1) How long have you been involved in the travel and tourism domain?

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2) What are the most popular tourism offering(s) in your region?

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3) What tourism products or services do you consider to be the key tourism “draw cards” for your province and/or region? (*Mention three*)

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4) Which travel-orientated businesses, entities and/or authorities do you collaborate with in your area?

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5) What kinds of tourists were attracted to your region prior to the COVID-19 pandemic?

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6) What did you believe were the main barriers to tourism development and promotion in your province prior to the COVID-19 pandemic? (*Name three*)

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7) How has your tourism establishment been affected by the COVID-19 pandemic?

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8) How would you describe travel-related activities in your region amidst the COVID-19 pandemic?

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9) Do you have any ideas on how tourism could be improved in your region?

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10) Have you or your tourism businesses/ service providers you know benefitted from any interventions (including accessing grants/ financial support)? If yes, what were the type/s of support provided, who provided it and how effective was the intervention?

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**Annexure B:**

**Approval – Faculty of Humanities Research and Ethics Committee. University  
of Pretoria**



## Faculty of Humanities

Fakulteit Geesteswetenskappe  
Lefapha la Bomotho



2 September 2021

Dear Prof KL Harris

**Project Title:** Remodelling the local domestic tourism market in South Africa within a COVID-19 environment  
**Researcher:** Prof KL Harris  
**Supervisor(s):**  
**Department:** Historical and Heritage Studies  
**Reference number:** 02549085 (HUM047/0821)  
**Degree:** Contract

I have pleasure in informing you that the above application was **approved** by the Research Ethics Committee on 26 August 2021. 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 Innocent Pikirayi**  
Deputy Dean: Postgraduate Studies and Research Ethics  
Faculty of Humanities  
UNIVERSITY OF PRETORIA  
e-mail: tracey.andrew@up.ac.za