THE MEANING AND EXPRESSION OF TOURISM AMONG URBAN BLACKS: A GEOGRAPHIC PERSPECTIVE

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THE HIGHEST REWARD FOR A PERSON'S TOIL IS NOT WHAT
THEY GET FOR IT, BUT WHAT THEY BECOME BY IT.

JOHN RUSKIN

The Seven Lamps of Architecture

DECLARATION

I, *Isidore Bandile Mkhize,* hereby declare that this thesis is my own work both in conception and execution. The views expressed and conclusions reached are my responsibility.

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SUMMARY

THE MEANING AND EXPRESSION OF TOURISM AMONG URBAN BLACKS: A GEOGRAPHIC PERSPECTIVE

This study was designed to investigate the meaning of the concept of tourism among black South Africans in general and black urban dwellers in particular.

The aims of the study were as follows:

(a) To look at how black urban dwellers engage in tourist activities.

(b) To look at what black urban dwellers understand by the concept of tourism.

(c) To find out what places and tourist destinations black people prefer to patronise.

(d) To establish the distances black people travel to reach tourist destinations.

(e) To focus on the quality of the experiences black people gain at tourist destinations.

(f) To gain knowledge about the modes of transport black people use to reach tourist destinations.

The dimensions, which pertain to the expression of tourism, were connected. This connection was done in such a way as to reflect on those features of tourism experience which are common amongst urban blacks, and those, which differ for a variety of social and economic reasons.

The data presented and analysed in this investigation was gathered from two sources. Quantitative data was collected from a sample of 580 urban black dwellers from several black townships. Qualitative data was collected from 30 families who reside at Esikhawini township.

The principal hypothesis of the study is that tourism is not popular among black South Africans mainly because of economic constraints, and a legacy of discriminatory legislation, discriminatory attitudes, as well as the unattractiveness to black tourists of tourist destinations.

The sub-hypotheses are as follows:

(a) Blacks prefer to visit places where they can be accommodated by friends and relatives.

(b) Blacks regard visits to friends and relatives who stay long distances from them as part of tourism.

(c) Black people's experience of tourism is more regional than national.

(d) Black people prefer to visit urban destinations than rural areas.

(e) There are clearly identifiable dimensions of black people's participation in tourism and tourist experience which are common amongst urban blacks.

The most important conclusions of the study are:

(a) Black urban dwellers understand tourism to mean the practice of travelling for recreation.

(b) Black urban dwellers prefer to visit destinations where they can be accommodated by friends and relatives.

(c) Black urban dwellers' experience of tourism is more regional than national.

(d) Black urban dwellers are mostly attracted to urban destinations than rural areas.

(e) Black urban dwellers' tourist experiences have been grossly affected by the policy of apartheid which prohibited them from visiting certain destinations and deprived them of disposable income.

The study sheds light on the perceptions and involvement of black urban dwellers in tourism. The investigation of the meaning and expression of tourism among urban blacks is a valuable exercise if tourism is to be made accessible to all South Africans regardless of race, colour and creed.

Key words: Tourism, Tourist, Urban Black, Tourist Attraction, Tourism Experience, Tourism Destination.

CHAPTER 1

ORIENTATION OF THE STUDY

1.1   Introduction

Tourism is a world-wide phenomenon that has become the focus of a wide spectrum of fields of academic investigation.   It offers social scientists a valuable field of inquiry into a better understanding of some of the forms of interaction and how these affect other people and the landscape on which they occur.   Smith (1989) states that tourism can be researched from different perspectives namely: 1) as a human experience; 2) as a social behaviour; 3) as a geographic phenomenon; 4) as a resource; 5) as a business; and 6) as an industry.

There is a general feeling in the First World that by the end of the present century, tourism will be the most important economic activity in the world.   The growth of tourism can be attributed to a number of factors such as: growing affluence, increase in discretionary time and the availability of numerous means of transport.

Different phenomena have different meanings to people who hail from diverse cultural backgrounds. Tourism as a phenomenon is bound to be looked at differently by groups of individuals whose cultural heritage is dissimilar. Ethnocentric perception of events and places is very common in different societies.

What may be regarded as an attractive tourist destination by one group of people might not have the same appeal to the next group.   Since tourism

involves travel, it is important to look into the ways in which people perceive tourist destinations and means of reaching them.

Tourism as a field of study is only a few decades old. In South Africa most of the studies (Ferrario, 1978; Heath, 1988 and 1993; Esterhuysen, 1989; Kohler and Butler-Adam, 1989; Kohler, 1995) that have been conducted on tourism have focused on it as a general phenomenon and not as it is perceived by the different societal groups that inhabit this country. The fact that the different South African races have been compelled to live under apartheid, suggests that their outlook towards various phenomena will essentially differ. The dual nature of the South African economy is the major contributory factor to the different ways in which South Africans of various social groups perceive phenomena which occur on the landscape.

1.2 Statement of the Problem

A considerable amount of research on tourism has been conducted in First World countries, but there is a great shortage of such studies among less developed nations. Most of the reports that have been made, have concentrated on the impact of tourism on host communities and the patterns of travel from origins to destinations. There is a notable scarcity of studies which focus on the interpretations of tourism as they vary from one society to the next, either in the developed countries or among the developing nations. Such studies are long overdue and their importance cannot be over emphasised. This investigation is an attempt to fill part of the void.

South African urban blacks have, to a large extent, been subjected to a process of acculturation. They have been influenced by foreign cultures and their traditional ways of life have been greatly weakened as a result of this influence. The introduction of the monetary economy has brought with it the social

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transformation of the black community. Black people's tastes, ambitions and aspirations have been greatly affected by their coexistence with whites and other ethnic groups. In addition, it can be argued that while some aspects of black experiences are common to some black urban dwellers, other facets vary within the broader category as a result of income and other related considerations.

These aspects of acculturation can be seen in black people's dress code, language, houses and behaviour patterns in general. It would be interesting to find out how urban blacks look at the ever increasing tourism industry. It is deemed important to establish how people of different races and cultural affiliations react to phenomena which seem to be fashionable.

In South Africa there is a dearth of studies which focus on blacks as a subject of scientific investigation. This is most unfortunate because blacks have a significant role to play in any future developments in this country. It is of the utmost importance to look into how blacks view such phenomenal occurrences as tourism. Blacks have a substantial role to play in the growth of tourism, but in order for this to happen, tourism planners and managers should know how black people look upon this industry.

It is hoped that this study will be of great help to tourism agencies, managers and planners, who will gain more insight into what black people's views are, pertaining to tourism.

This investigation aimed to:

• Establish the understanding of the meaning of the concept of tourism among black urban dwellers.

- Find out what places and tourist destinations black urban dwellers prefer to patronise.

- Establish the distances black urban dwellers travel to tourist destinations and the mode of transport they use to reach destinations.

- Establish the activities which black urban dwellers engage in at tourist destinations.

- Find out the perceived significance of tourism among urban blacks.

- Establish the features of experience which are common amongst urban blacks and those which differ for a variety of social and economic reasons.

1.3   Significance of the Study

The primary significance of this study revolves around learning more about how black South Africans understand the concept of tourism. Their participation in tourism activities will largely be determined by their interpretation of the tourism phenomenon. The socio-political changes that have taken place in the country make it imperative for planners and tourism theorists to learn more about the ways in which black South Africans perceive and participate in tourism, which is the world's largest and fastest growing industry.

It is hoped that those who are directly involved in the planning and policy-making will make good use of the findings of this investigation, in their attempt to develop a new tourism culture in South Africa. The knowledge of black people's perception and involvement in tourism is needed to form the basis for planning and managing the tourism plant.

Tourism has been identified as one of the industries which can make a positive contribution towards alleviating the socio-economic problems of this country. However, there is no way the potential of tourism can be realised, unless there is a thorough understanding of how the different population groups within the country relate to it. The findings of this study should go a very long way towards the development of general policy directions, which could help to realise the tourism potential.

It is the sincere hope of the author that the findings of this study will contribute positively to the realisation of the vision for tourism in South Africa, as outlined in the Tourism White Paper of 1996. This vision is as follows:

> To develop the tourism sector as a national priority in a sustainable and acceptable manner, so that it will contribute significantly to improvement of the quality of life of every South African. As a lead sector within the national economic strategy, a globally competitive tourism industry will be a major force in the reconstruction and development efforts of the government.(Tourism White Paper 1996: 22).

It is anticipated that this investigation will make a positive contribution to the field of the geography of tourism, since it attempts to analyse the spatial aspects of tourism.

1.4   Definition of Terms

In order to avoid misunderstanding, which might arise as a result of the use of certain terms in this study, it is important to give the definitions that will be operational in this investigation. Unless there is an obvious contradiction in terms, the following operational definitions are used:

1.4.1 Tourism

There are numerous definitions of the concept of tourism and this is brought about by the complexity of this phenomenon. French, et al. (1995:1) indicated that one of the first serious attempts to define the concept of tourism was made in 1951 by Professor Hunziker of Berne University who defined it as:

> the sum of the phenomena and relationships arising from the travel and stay of non-residents, in so far as they do not lead to permanent residence and are not connected with any earning activity.(French et al,1995:1)

This definition helps one identify several characteristics of tourism, which include the following:

- Tourism involves a complex set of interrelationships between people, places and products.

- These interrelationships evolve through the transport of people to various destinations outside their normal place of residence and their stay at those destinations.

- The duration of the visit must generally be of a short-term nature, that is, not permanent.

- Tourism is essentially a pleasure activity. It does not involve business-related travel.

Ryan (1991:5) defines tourism as a study of the demand for and supply of accommodation and supportive services for those staying away from home, and resultant patterns of expenditure, income creation and employment. This definition derives from the view that tourism is an economic activity.

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Wanhill as cited by Witt, et al, (1991) defines tourism as the temporary movement of people to destinations outside their normal places of work and residence and the activities undertaken during the time spent at those destinations. This definition lays emphasis on the temporary movement of people away from their usual habitat, for the purpose of engaging in recreation or business activities. The definition of tourism that is applicable in this study is that put forward by Mathieson and Wall (1982:1). They define tourism as:

> the temporary movement of people to destinations outside normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater to their needs.

This definition has been chosen because it captures all the salient features of the tourism phenomenon. It succinctly explains what tourism is all about.

The concept of tourism is further exhaustively discussed in Chapter Two of this study.

1.4.2 Tourist

Coltman (1989) defines a tourist as any visitor staying more than twenty four hours at a place which is not his/her permanent residence. Virtually everybody visiting a country or an area for more than a day and making an overnight stay, is a tourist.

In this study the concept of tourist will be used to mean a person who travels to another area other than their permanent residence, for educational or recreational purposes and stays at that place for more than 24 hours, i.e spend at least one night there. A person who travels to another place for paid work will not be classified as a tourist for the purposes of this study.

The definition which has been adopted in this study, is in line with that given by the World Tourism Organisation (1991:1) which defines a tourist as:

> Any person residing within a country, irrespective of nationality, travelling to a place within this country other than his usual place of residence for a period of not less 24 hours or one night for a purpose other than the exercise of a remunerated activity in the place visited.

The motives for such travel may be:

a) Leisure (recreation, holidays, health, studies, religion, sports)

b) Business

c) Family

d) Mission

e) Meeting

1.4.3 Tourism Destination / Tourist Destination

The concepts <u>Tourism Destination</u> and <u>Tourist Destination</u> are used interchangeably or synonymously in this study. A tourism destination can be described as an area with different natural attributes, features or attractions that appeal to non-local visitors, that is, tourists or excursionists (Coltman, 1989). This definition makes it clear that in order for an area to be referred to as a tourism destination it must appeal to people who live outside that area. Burkant and Medlik (1981) define a tourism destination as a geographical unit visited by tourists, it can be a village or a town, city, a district or a region. The two definitions mentioned above are applicable in this study.

1.4.4 Tourism Infrastructure

In this study, tourism infrastructure means transportation (roads, car parks, airfields, railway lines, harbours) public utilities (electricity, water, sewage disposal and communications) and other services (health care and security). Infrastructure comprises all items that make it easy for tourists to reach and use their destinations.

1.4.5 Tourism Geography

The geography of tourism is concerned essentially, though not exclusively, with the spatial expression of the relationships and phenomena to which short-term leisure travel gives rise (Pearce, 1981). Tourism geography is about the movement of people in space, primarily for leisure and recreation purposes. Mitchell in Ritchie and Goeldner (1994) state that tourism geography is concerned with patterns of the use of leisure, in addition to travel, as it occurs in space. The latter definition is operational in this study.

1.4.6 Tourism Experience

One of the most important components of tourism is the experience, which is not directly purchased, but nevertheless still forms part of the overall tourism package.

In this study, tourism experience means an activity (good or bad) that an individual engages in during travel to and from a destination, as well as at a desired destination. Tourism experience involves rest, relaxation, recreation and education.

1.4.7 Tourism Product

The concept of tourism product is very composite in nature. In this study this term is used to mean the journey to and from a destination, accommodation and travel while at a destination, amusement and entertainment. This term does not mean the destination itself, but what is found at a destination.

1.4.8 Urban Black

In this study urban black is used to refer to Africans who reside in formal townships. This definition excludes people who live in growing shack accretions around formal cities, since these dwellings are informal, and thus cannot be considered urban areas in the true sense of the word.

This definition also excludes black people who moved to the formerly white suburbs. This group constitutes a minority of blacks and it is felt that they belong to a distinct class, which does not represent the mainstream urban blacks.

1.4.9 Black

In this study the term "black" is used to mean native African people in South Africa, distinguishable from Whites, Coloureds and Indians. In other words "black" in this investigation means a mother tongue African language speaker excluding Afrikaans and English.

1.4.10 Tourist Attraction

The term tourist attraction is used to refer to natural or man-made features, which induce tourists to visit certain places. Such features give an area a unique character and thus makes outsiders want to explore this uniqueness and expand their horizons.

1.4.11 Expression of Tourism

In this investigation the term "expression of tourism" is used to refer to the participation of people in tourism activities. This term is used to mean travelling to tourism destinations, as well as participation in tourism activities at destinations by the tourists and host communities. Travel to tourism destinations is regarded as part of the tourism experience.

1.4.12 Meaning of Tourism

In this study the term "meaning of tourism" is used to refer to the understanding of tourism and the interpretation thereof.

1.4.12.1 Quality of Tourism Experience

In this investigation the term "quality of tourism experience" is used to refer to the extent to which a tourist derives satisfaction from engaging in tourism activities. This satisfaction can be influenced, by the company one keeps when one goes on holiday, the accommodation used, as well as the availability of tourism infrastructure.

1.5   Hypothesis Testing

The principal problem of this study is that tourism is not popular among black South Africans, supposedly because of economic constraints and a legacy of discriminatory legislation and discriminatory attitudes, as well as the unattractiveness of tourist destinations to black tourists.

Because of the broad nature of the principal hypothesis, it is essential to break it down to sub-hypotheses, which are more specific. These sub-hypotheses are as follows:

- Blacks prefer to visit places where they can be accommodated by friends or relatives.

- Blacks regard visits to friends and relatives who stay long distances from them, as part of touring.

- Black people's experience of tourism is more regional than national.

- Black people prefer to visit urban destinations rather than rural areas.

- There are clearly identifiable dimensions of black tourism and tourist experiences, which are common amongst urban blacks.

1.6   Research Methodology

In order for the aims of this investigation to be realised, it was essential to use both the quantitative and qualitative research approaches. The use of only one of these approaches would not shed enough light on the meaning and expression of tourism among black South Africans. The quantitative approach

was used to gather information pertaining to the frequency of engagement in tourist activities and the features of usage of tourist facilities. Quantitative data was gathered through the use of close-ended questionnaires. This method of data collection restricted the subjects to responding in a particular manner and thus left no room for the acquisition of more information.

To make up for the shortcomings of the quantitative approach, a qualitative investigation was undertaken. This investigation was aimed at the acquisition of more information pertaining to the motivations for participating in tourist activities, tourist preferences and perceptions. A questionnaire was designed to provide a guideline for the acquisition of qualitative data. Qualitative data was gathered through extensive interviews, with a selected number of respondents who did not participate in the quantitative survey. These included planners, politicians, local authorities and the public at large.

The respondents were requested to express their views on tourism and comment on their experiences in this field.

Lengthy discussions were held with the respondents in order to establish their understanding of the concept of tourism and the extent of their involvement in tourist activities. The discussions were held in the respondent's vernacular language, so as to facilitate better understanding and to avoid misinterpretations. All the respondents were visited at their homes and were interviewed in a relaxed mood.

1.6.1 Sample

In order to assemble as much information as possible, quantitative and qualitative data was collected. Quantitative data was gathered from a sample of 580 urban blacks from several black townships namely; Umlazi, KwaMashu,

Madadeni, and Esikhawini (all of which are located in KwaZulu-Natal), Soweto (Gauteng), Kanyamazane and Elukwatini (Mpumalanga) and Gugulethu (Western Cape). The sample was randomly selected, respondents being drawn from each of the aforementioned townships. Qualitative data was collected from 30 families who reside at Esikhawini township.

1.6.2 Instrumentation

Questionnaires for gathering quantitative data were drawn and distributed among the sample. A person to person interview method was used to gather information from the sample, so as to ensure that enough data was assembled. The questionnaires were structured in such a way as to enable the researcher to obtain information pertaining to the way in which the respondents view tourism and how they utilise the opportunities of enjoying this phenomenon.

Qualitative data was collected through detailed interviews with the selected families. These interviews were based on questionnaires and were geared to the acquisition of detailed information about black people's understanding, perceptions and level of involvement in tourism. The respondents were asked about their experiences at tourist destinations as well as their desires as far as tourism is concerned.

1.6.3 Data Analysis and Interpretation

The Statistical Analysis System [SAS] computer programme, available at the University of Zululand, was used to facilitate the analysis of quantitative data. Data was analysed through the use of frequency and percentage distribution tables. Qualitative data was analysed manually and treated within a framework of relevant theory in the field of tourism.

The data was analysed through the use of frequency and percentage distribution tables as well as graphs.

1.7   Structure of the Thesis

This thesis is structured in such a way that it considers three types of data. Firstly, an extensive review of literature related to the study, presented in Chapters 2 and 3. Secondly, empirical data was obtained through the use of a quantitative questionnaire. Thirdly, empirical data gathered through the qualitative method.

More specifically, Chapter 2 gives a review of related literature, which pertains to the various aspects of tourism, significant to this study. In this chapter, emphasis is put on tourism as a general phenomenon, as well as its significance for South Africa.

Chapter 3 is devoted to the discussion of the geographic elements of tourism. In this chapter, the relationship between geography and tourism is looked into, since tourism is essentially geographic in nature.

Chapter 4 presents an analysis of the background to the respondents from whom quantitative data was collected. Data presented and interpreted in this chapter is mainly in tabular form.

In Chapter 5, data, which pertains to awareness of tourism and motivation to engage in tourism activities, is presented, analysed and interpreted.

In Chapter 6, data, which pertains to travel, destinations and activities is presented, analysed and interpreted. An integrative approach to the interpretation of quantitative and qualitative data has been adopted.

Chapter 7 is devoted to the analysis and interpretation of data, which pertains to accommodation and the quality of the tourism experience. Most of the data presented and analysed in this chapter is in tabular form.

Chapter 8 is devoted to the conclusions of the research study and recommendations, which should form the foundation for a new tourism policy in South Africa.

CHAPTER 2

INTRODUCTION TO THE THEORETICAL ASPECTS OF TOURISM CRITICAL TO THE STUDY

2.1 Introduction

The aim of this chapter is to look into those aspects of tourism, which are relevant to this study. Any study that concerns tourism has to take account of the fact that it is a multi-faceted phenomenon, whose various aspects cannot all be treated in depth in one study. This chapter focuses on the meaning of tourism and provides an overview of the significance of this industry. The focus is also on tourism as an academic field of study and the various impacts, which it has. Any discussion on tourism would be incomplete without reference to the aforementioned facets, since they are central to an understanding of the tourism phenomenon.

It would not be easy to gain a thorough understanding of the meaning and expression of tourism among black South Africans, without a detailed discussion of the meaning of tourism in general. It is also important to give an overview of the various approaches to the study of tourism. Any discussion on how people engage in tourism, would be incomplete without a broad discussion of the elements of the tourism industry.

This chapter also reviews salient elements of South African tourism, both domestic and international. Since this study aims to investigate tourism from a South African viewpoint, it is of considerable importance that a closer look is taken at the South African tourism industry.

The discussion of South African tourism is expected to lay the foundation for the understanding of the empirical findings of the study. Put succinctly, this chapter aims to give an overview of the highly complex and multi-faceted phenomenon of tourism, in order to provide a context for the study. Emphasis is placed on the importance of tourism as an essential human activity not only because of its economic benefits, but also for its social, political, cultural and educational significance. The tourism phenomenon has to be explained in its various manifestations, if it is to be properly understood.

2.2 Tourism as a General Phenomenon

Tourism has existed to a limited degree for many centuries, but in recent decades, it has become extremely important world-wide and is a contributing factor in the development of socio-economic systems and, it is argued, in the deterioration of physical (and sometimes the social) environments of different countries, regions and locales which are tourism destinations (Carlson 1980). Tourism can bring about changes in the economy, infrastructure, landscape and the way of life of the local population. A balanced development of an infrastructure is a *sine qua non* for the growth of the tourism industry.

As stated in the previous chapter, tourism is the focus of a wide spectrum of fields of academic enquiry such as geography, sociology, management and economics. Its scope and nature make it of interest to people from all walks of life. The study of tourism is the study of people away from their usual habitat, of the establishments which responds to their requirements, of the impacts they have on the economic, physical and social well-being of their hosts (Mathieson and Wall 1982). Pearce (1989) states that tourism constitutes one end of a broad spectrum of leisure activities.

2.2.1 Tourism: A Historical Perspective

Tourism, as it is understood today, is a phenomenon of the modern age, but travel is an old activity, which dates back to the period of the great Empires of the Persians, Assyrians, Greeks, Egyptians and Romans. During this period, travel methods included donkeys or camels, horses along with wagons and chariots. Sea travel also thrived. Travel in the early days tended to be time consuming and dangerous because of lack of technology.

During the Middle Ages it became fashionable to undertake pilgrimages and packaged tours. These were mainly from Venice to the Holy Land. Sea travel became of particular importance during this period. Coltman (1989) states that the Renaissance created a desire to explore, discover, and understand, and thus encouraged historic and scientific investigations.

The traveller of the Renaissance wanted to broaden his or her experience and knowledge while the pilgrim of the Middle Ages travelled to experience the mystery of the church.

During the 18th Century, what became known as a Grand Tour, emerged. Those who took part in this tour became known as the Grand Tourists. These Grand Tourists were mainly from Britain, which was experiencing unparalleled prosperity because of the Industrial Revolution. More and more English young men made the tour, until 1785, just before the French Revolution and the Napoleonic Wars put an end to it (Feifer 1985).

These Grand Tourists came from the wealthy families and their objective was to visit only the best places in Europe. Countries such as Italy, France and Germany, and Austria were favourite destinations. Italy was the prime destination because of its historical sites, culture and language. For the Grand

Tourists, travelling around Europe was a wonderful experience, which enlightened and contributed to personal development.

Not everybody could undertake the Grand Tour because it lasted for between three and five years and thus was quite expensive. What made this tour even more expensive, was the fact that these tourists were accompanied by tutors. The typical Grand Tourist was a recent university graduate (Feifer, 1985). It is interesting to note that young men formed the majority of such tourists because men were regarded as being more adventurous than women, while women, it was widely held, would make 'spectacles' of themselves as tourists.

The Grand Tour, which could be regarded as the prelude to tourism as we know it today, saw about 40 000 Britons travel on the European continent. In 1789 the Grand Tour possibilities were severely disrupted by the French Revolution, followed by the Napoleonic Wars and so travel, to the continent from England virtually came to a halt, until 1814 (Coltman 1989).

The Industrial Revolution, which lasted from about 1750 to 1850 in Europe, created the base for mass tourism as we know it today. The new occupations which emerged as a result of the Industrial Revolution, led to a rapid expansion of wealth and an increase in leisure time and demand for recreation and travel activities. Annual vacations became fashionable because of increased discretionary income. The development of railways during the 19th Century made travel cheap, fast and relatively secure. The invention of the motor car during the last decade of the 19th Century, led to an unprecedented growth of travel and opened the door to mass tourism.

The motivation to travel has been a key factor in the development of the tourism industry. Without the interest in travel or need to travel, the tourism industry

could not exist. Table 2.1 illustrates the growth factors in the evolution of tourism.

Table 2.1   GROWTH FACTORS IN THE EVOLUTION OF TOURISM

Era	Motivation	Ability	Mobility
Pre-industrial	Exploration and business Pilgrimage-religion Education and health	Few travellers, those involved were wealthy, influential or received permission.	Slow and treacherous
Industrial	Positive impact of education, print, and radio. Escape from city. Colonial empires	Higher incomes More leisure time Organised tours	Lower transport costs Reliable public transportation.
Consumer society	Positive impact of visual communication. Consumer society. Escape from work routine.	Shorter work week More discretionary income. Mass Marketing. Package tours	Growth of personnel transportation Faster and more effective transport.
Future	Vacations a right and necessity combined with business and learning.	Self-catering, smaller families, two wage earners per household	Alternative fuels More efficient transportation.

Source: Murphy, P.E. (1985)

2.2.2 The Empirical Approach to Tourism

Because of its nature, tourism has proved very difficult to define. Indeed it is difficult to find even an underpinning coherence of approach in defining tourism. Definitions have, by and large, been created to cater for particular needs and situations (Cooper, et al., 1993). Tourism is about the relationships and phenomena that arise out of the journeys and temporary stays of people, who move from their permanent residences, primarily for leisure or recreation.

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For the purpose of this study, tourism is broadly defined as being;

> the temporary movement of people to destinations outside their normal places of work and residence, during their leisure time, primarily to engage in recreation activities during their stay in the destinations and the facilities and infrastructure created to satisfy their needs (Methieson and Wall, 1982).

This definition is used to throw some light on the empirical and experiential approaches to the tourism phenomenon. This definition has been chosen as the most appropriate for this study because it is very comprehensive and essentially geographic in nature.

The movement of people from one point to another, occurs in space and even the recreation activities they engage in at tourism destinations have spatial attributes. The movement of people referred to in this definition, is that which occurs during long holidays, short holidays and weekends, for the purposes of pleasure, enjoyment and happiness.

Tourism can be regarded as an extreme form of recreation, which is distinguished by relatively large distances travelled (Mathieson and Wall, 1982). Recreation and tourism are aspects of the wide spectrum of leisure and it is for this reason, that the relationships between recreation, leisure and tourism, will be examined in this study. It is worth noting that recreationists and tourists can be found together, at the same sites, doing similar things.

Tourism and recreation, more often than not, share the same facilities and the demands and effects of recreation and tourism, are closely interrelated. It is important to note that tourism as a phenomenon represents a particular form of recreation, which occurs during one's leisure time. Tourism, however, does not include all uses of leisure time, nor does it include all forms of travel (Burkart and Medlik, 1981).

The latter statement is true for people from all walks of life, including black South Africans. Travel from the townships to the cities for work purposes does not constitute part of tourism. It is however, true that one needs leisure time in order to engage in tourism.

Conceptually, tourism is, therefore, distinguished in particular from related concepts of leisure and recreation, on the one hand and from travel and migration, on the other. It is a fact that, although tourism involves the element of travel, not all travel is tourism. Travel to neighbourhood facilities such as shops and schools, does not form part of tourism. Burkart and Medlik (1981) sum up the relationship between tourism, recreation and leisure, by stating that much tourism is a leisure activity, which involves a discretionary use of time and money, and recreation is often the main purpose for the participation in tourism.

Tourism can be looked at as one of a number of options or styles of recreation, expressed either through travel or a temporary short term change of residence. Tourism involves a minimum of one night spent away from normal residence, thus it is an activity that is only possible during certain blocks of time available for leisure, such as short and long holidays as well as weekends. In an attempt to explain the relationship between leisure, recreation and tourism, Mathieson and Wall (1982) state that tourism is an evolutionary development in the use of leisure and represents an expanded opportunity for the exercise of choice in the selection of recreational activities.

For South African blacks, tourism is one of the activities they can participate in during their leisure time. It offers them an opportunity to travel to other places and engage in recreation activities. It is important to note that participation in

tourism is conditioned by the availability of financial resources since it entails travelling to destinations which are far away from one's place of abode.

Tourism is concerned with the motivations and experiences of people at tourist destinations. Murphy (1985) describes tourism as a combination of recreation and business, since it is common for business tourists to enjoy leisure activities during their trips. It is possible to define tourism from at least four viewpoints; the economic, technical, holistic and experiential (Ryan 1991). From an economic perspective, tourism can be viewed as a service or a product like any other and it is an accepted part of the life-styles of an increasing number of people in both developed and developing countries.

2.2.3 The Experiential Approach to Tourism

A conceptual framework of tourism, as espoused by Mathieson and Wall (1982), depicts that tourism is composed of three basic elements, namely:

a) A dynamic element which involves travel to a selected destination or destinations.

b) A static element which involves the stay in the destination and the carrying capacity of such destinations.

c) A consequential element, resulting from the two preceding elements, which is concerned with effects on the economic, physical and social subsystems, with which the tourist is directly or indirectly in contact.

Clawson and Knetsch (1966) have provided a model that best describes the total tourism and recreation experience in dynamic and static terms. Their model consist of five stages. These stages are:

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a) Planning and Preparation.

b) Travel to.

c) The recreation experience.

d) Travel back.

e) Recall and Recounting.

This model is a good attempt at clarifying the tourism experience. It throws light onto what tourism experience entails. The extent to which tourists enjoy each of these stages will vary from one tourist to the next. The measure of importance attached by a tourist to each of these stages, will also differ from one tourist to another. The level of enjoyment of participation in each of these stages will also depend on the expectations of the tourist. It is important to note that there is a time frame attached to tourism. There is a lead in period devoted to planning and organising for a holiday. There is the experiential phase which is the time of stay at a chosen destination which may last a few days or a few months. There is also the reflective phase which occurs after the holiday.

Inevitably, urban blacks have to go through these phases when they engage in tourism. They cannot experience tourism without going through these generic phases. Their continued participation in tourism activities depends on their experiences at the chosen destinations.

The total tourism experience comprise of these three phases, namely anticipatory, experiential and reflective. How long each of these phases last, will depend on the nature of the vacation and the destination chosen. It is worth noting that the total vacation experience, is much greater than the actual stay at a destination. Craig-Smith and French (1994) correctly state that if a good and enjoyable vacation has been experienced, the reflective phase will be looked on

with pleasure but if the experiential phase was a bad experience, the reflective phase will perpetuate this negative image.

Burkart and Medlik (1981) identified the following main characteristics of tourism:

a) Tourism arises from a movement of people to, and their stay at, various destinations.

b) There are two elements in all tourism: the journey to the destination and the stay, including activities at the destination.

c) The journey and the stay take place outside the normal place of residence and work. Tourism thus gives rise to activities, which are distinct from those of the resident and working population of the places through which tourists travel and in which they stay.

d) The movement to destinations is of a temporary, short-term character, with intention to return within a few days, weeks or months.

e) Destinations are visited for purposes other than taking up permanent residence or employment remunerated from within the places visited.

The above characteristics are conceptual in nature and they illuminate what tourism is all about from a recreational perspective. They emphasise that tourism is an activity which, is engaged in during leisure time and it involves travelling from one place to another. It should, however, be pointed out that travelling for business purposes also falls under the ambit of tourism, as long as that business trip entails a temporary stay at a place other than the permanent residence.

It will interesting to find out whether black South Africans who live in urban areas believe that travelling for business purposes falls under the ambit of tourism. Experience has shown that not too many black South African travel long distances on business trips.

In order to understand tourism one has to look at the behaviour of tourists, as well as potential tourists. Knowledge of how individuals make decisions and why they make such decisions, what sources of information they use, how they evaluate that information, and how they structure their experiences, make one gain a better understanding of the tourism experience (Smith 1989). Tourism is important because it offers researchers an opportunity to examine a special form of human experience that often exists outside the more conventional forms of human behaviour.

Tourism, however, is not just an individual experience, it is also a group or social phenomenon, therefore it is important to look at tourists with similar motivations and expectations because of their cultural background or other circumstances. Tourism is a human experience, enjoyed, anticipated and remembered by many as a very important aspect of their lives (Cooper, et al 1993).

Tourism is characterised by different types of tourists who have different demands and impacts on destinations (Table 2.1). This table throws light onto the different demands which tourists place on the host community and the environment.

TABLE 2.2: TOURIST TYPOLOGIES

	Experience	Demands	Destination impacts
Interactional Model			
Smith (1977b)	Explorer	Quest for discovery and desire to interact with hosts.	Easy to accommodate in terms of numbers, acceptance of local norms.
	Elite	Tour of unusual places, using pre-arranged native facilities.	Small in number and easily adapted into surrounding environment.
	Off-beat	Get away from the crowds	Minor because willing to put up with simple accommodation and services.
	Unusual	Occasional side trips to explore more isolated areas or undertake more risky activity.	Temporary destinations can be simple but support base needs to have full range of services.
	Incipient mass	Travel as individuals or small groups; seeking a combination of amenities and authenticity.	Numbers increasing as destination becomes popular; growing demand for services and facilities.
	Mass	Middle-class income and values leads to development of a 'tourist bubble'.	Tourism now a major industry, little interaction with local people beyond commercial links.
	Charter	Search for relaxation and good times in a new but familiar environment.	Massive arrivals; to avoid complaints, hotels and facilities standardised to Western tastes.
Cognitive-normative model			
Plog (1972)	Allocentric	Adventuresome and individual exploration.	Small in number, board with local residents.
	Mid-centric	Individual travel to areas with facilities and growing reputation.	Increased commercialisation of visitor-host relationship.
	Psychocentric	Organised package holiday to 'popular' destinations	Large-scale business, with facilities similar to visitors' home area.

Source: Murphy (1985).

2.2.4 The Tourism Product

For the purposes of the study reported here it is important to understand the components of the tourism product, so as to be able to make sense of urban blacks' perception and engagement in the tourism industry. Without such an understanding it will not be easy to grasp the meaning and expression of tourism among urban blacks.

The tourism product includes everything the tourists purchase, see, experience and feel from the time they leave home until they return to their places of abode. French, et al., (1995:1) state that the tourism product also involves experiences and expectations that are not directly purchased but nevertheless still form part of the overall package. The complexity of the tourism product is illustrated in Figure 2.2. The components of the tourism product which provide a total experience, are shown in Figure 2.3.

It is worth mentioning that services provided by industry personnel are an important component of the tourism product. Without such services, the concept of 'total experience' would not make any sense. The tourism product would be incomplete without the human resource, hence host communities play a vital role in the enhancement of the tourism experience.

Ryan (1991:2) states that the tourism product is not the tourist destination, but is about the experience of that place and what happens there. The tourism product is about everything that the tourist experiences while he/she is away from the usual place of abode.

Figure 2.1: The Tourism Product

Figure showing the tourism product cycle with the following elements:

- **The tourism product**
- Transportation to Destination 1
- **Accommodation** — Services rendered at the destination or between destinations, plus experiences
- Transportation to Destination 2
- **Accommodation** — Services rendered at the destination or between destinations plus experiences
- Transportation to Destinationt 3
- **Accommodation** — Services rendered at destinations or between destinations plus experiences
- Transportation home

Source: French, Craig-Smith and Collier (1995)

Figure 2.2 The tourism product - a total experience

The tourism product

A total experience

People

Transportation

Accommodation

Infrastructural needs

Conference/ convention facilities

Information

Financial services

Entertainment

Attractions

Catering

Shopping

Source: French, Craig-Smith and Collier (1995)

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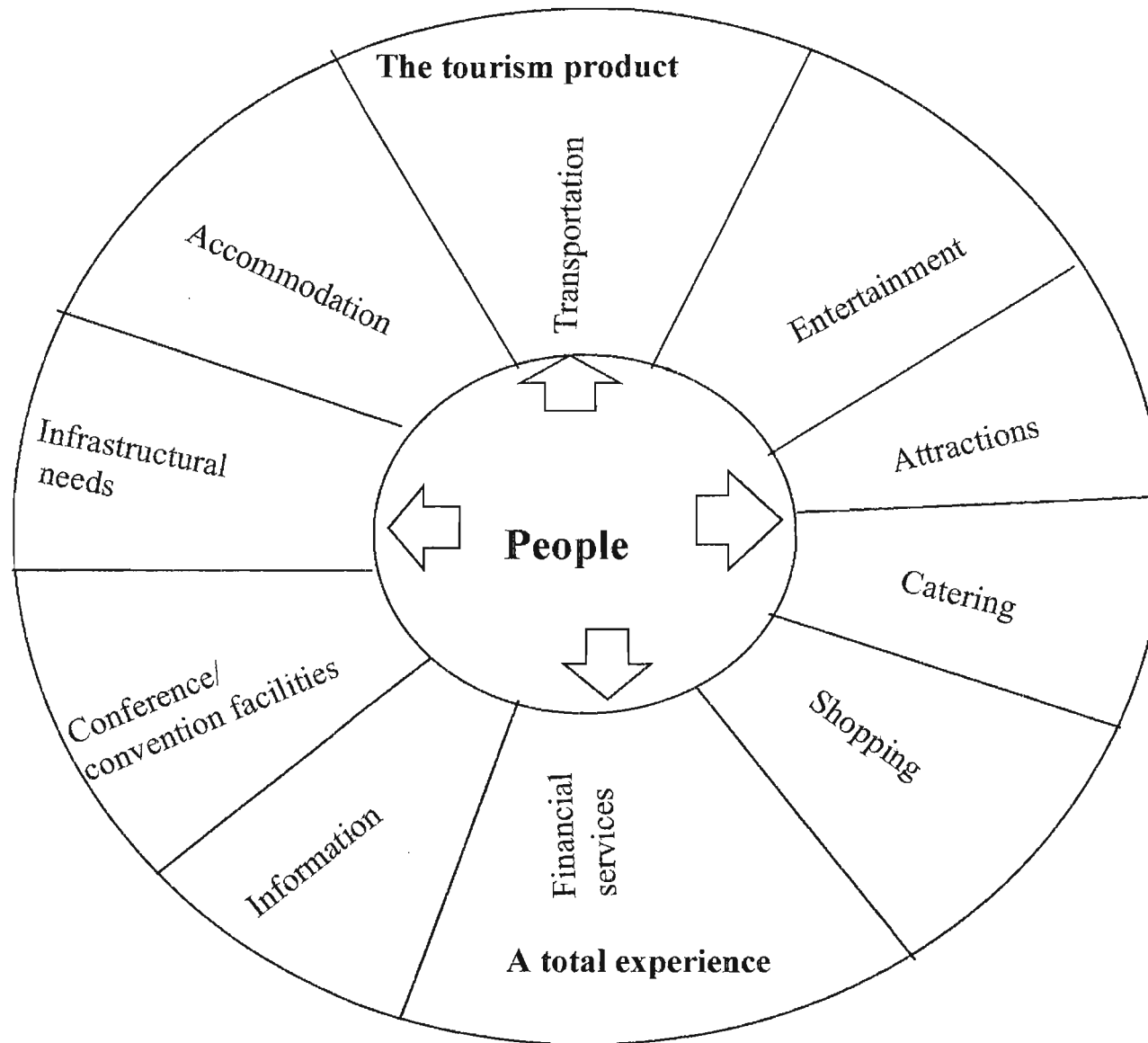
2.2.5 Tourism as an Industry: Significance and Economic Implications

It is important to understand the significance of tourism as an industry that can make a significant contribution to economic development of any country. Tourism is primarily an economic activity that can lead to unparalleled growth, if properly managed.

Tourism is composed of many different products and services that are so woven into the economy, its significance often goes unnoticed. While the major components of tourism are travel, accommodation, catering and entertainment, tourism impacts far beyond these immediate sectors because of linkages in the economy.

2.2.5.1 *Tourism as an Industry*

There is wide ranging debate about whether or not tourism is an industry in the true sense of the word. There is a problem in determining to what extent it falls within the context of an industry because it covers a very wide range of activities and elements and does not always yield tangible products. Unlike other industries and economic production sectors, which are defined in terms of physical output and/or the process of production, tourism is consumer oriented and is defined in terms of the consumption of the product.

Cooper and Pigram (1984:2) state that:

> Tourism concerns all activities which supply goods or services directly or indirectly to tourism final demand, the relative significance of each activity being determined by the value of goods or services supplied.

Some authors, such as Mill and Morrison (1985) prefer to classify tourism as a cluster of related activities rather than an industry because it does not produce any products that can be sold to consumers.

For the purposes of this study, tourism is looked at as an industry in line with the classification by authors such as Lundeberg (1976); McIntosh (1972).

Shaw and Williams (1994) list the elements of the tourism industry as shown in Table 2.3 below:

TABLE 2.3   ELEMENTS OF THE TOURISM INDUSTRY

Tourism Resources	General and Tourism Infrastructure	Receptive Facilities	Entertainment and Sports Facilities	Tourism Reception Services
Natural resources	Means of communication and travel	Hotels, guest houses	Recreation and cultural facilities	Travel agencies
Human resources	Social installations	Condominiums	Sports facilities	Hotel and local promotional offices
	Basic installations	Complementary residences		Information offices
	Telecommunications	Residences for reception		Car hire
		Food and beverage installations		Guides and interpreters

(Source: Adapted from Shaw and Williams, 1994)

The elements reflected in Table 2.3 show how diverse and complicated the tourism industry is. It has a very broad nature of both concept and service inputs. It is clear that tourism envelopes various other industries as well as a range of public services. The tourism industry embraces a large variety of trades and industries, which are concerned with the satisfaction of the needs of travellers.

Smith (1989:14) states that tourism is a group of several related industries; transportation, accommodation, food, services, attractions and events and retail activities. This categorisation is almost similar to that of Witt, et al., (1991) who divided the tourism industry into the following sectors:

- Accommodation
- Transport
- Travel organisers
- Attractions and destination organisation.

For the purposes of this study, it is critical to know the variety of industries, which constitute, what is commonly referred to as the tourism industry. The knowledge of the tourism industry is essential for the understanding of how urban blacks perceive this industry and how they engage in it.

Tourism is often welcomed as an industry bringing desperately needed foreign exchange, employment, and modern way of life (Mathieson and Wall, 1982). Tourism is an important industry with serious policy implications since it is unique and operates at a level different from other industries. It is a combination of different service industries, which provides satisfaction for a wide range of needs. Tourism is not one industry, but a multi-faceted product that cuts across many industries (Coltman, 1989).

In all countries of the world, tourism is classified as an industry which has a unique character. Tourism is an industry with 'products', which are consumed on the spot, forming invisible exports. Any product, whether tangible or intangible, that serves to gratify certain human needs, should be considered an industrial product (Gilbert in Cooper, 1990).

If a bond of product unity exists between various firms and organisations, in a way that characterises overall function and determines place in economic life, should be considered an industry, (which cuts across a wide spectrum of economic and social activities).

Tourism is one of the few industries in which the consumer actually collects the service personally from the place where it is produced (Mathieson and Wall 1982). This assertion affirms the special nature of the tourism (industry which cuts across a wide spectrum of economic and social activities).

Another distinguishing characteristic of the tourism industry, is that it is a very labour intensive industry, which can be set aside from other industries by the following characteristics that have been identified by numerous authors (Mathieson and Wall, 1982; Coltman, 1989; and Cooper, 1990):

a) It is an invisible export industry, that has no tangible product which is shipped from one place to another.

b) Tourists visiting destination areas require ancillary goods and services, such as transportation facilities, water supplies, sewerage systems and retail functions.

c) Tourism offers a fragmented product, integrated with and directly affecting many other sectors of the economy.

d) Tourism is a highly unstable export.

The main economic significance of tourism, is that money earned in places of residence, is spent in places visited. Burkart and Medlik, (1981) state that the outstanding economic effect of tourism lies in the purchasing power generated in receiving areas, through the expenditure of visitors, who tend to spend at a much bigger rate than when they are at home. Tourism is a great provider of employment opportunities because of its diversity.

Total tourism related employment is very high in countries such as the United Kingdom and the United States of America. Employment in the tourism industry is both of a direct and indirect nature. Tourism as a source of employment is particularly important for areas with limited alternative sources of employment, as is often the case in non-industrial areas deficient in natural resources other than climate and scenic attractions (Burkart and Medlik, 1981). Tourism provides more jobs than most industries because it is essentially a service industry and the principal type of labour it demands, is semi-skilled or unskilled.

The tourism industry is made up of those firms and establishments which deal in the supply of tourist needs. Places such as restaurants and souvenir shops are wholly or mainly dependent on tourism for their business. The beneficiaries of tourism can be divided into two categories, namely; direct and indirect. The direct beneficiaries are those which receive the visitor spending from the tourist such as hoteliers, transport operators and retailers. The indirect benefit of tourist expenditure is received as a result of the consequent diffusion of the financial receipts by the direct recipients.

The contribution of tourism to economic development of countries cannot be over emphasised. In most of the less developed countries, tourism is the biggest earner of foreign exchange.

Domestic tourism contributes enormously to economic development of regions within countries, since most of the people who engage in this industry travel to destinations in their own countries. Tourism is a very important tool for regional development because it stimulates economic activity within regions. Given tourism's employment-generating potential, tourist development may thus act as an effective means for redressing regional disparities (Pearce, 1981).

2.2.5.2 *The Tourism Multiplier Effect*

What really makes tourism one of the most important industries the world over, is the tourist multiplier effect which, according to Pearce (1981), concerns the way in which tourist spending filters throughout the economy, stimulating other sectors as it does so (see Appendix G). Every industry has a multiplier effect, but tourism helps the economy of a country through a number of multiples of the tourists' original dollar (Seth and Bath, 1993).

The size of the tourist multiplier will vary from one area to another, since it is influenced by the nature of the economic base. Witt, et al., (1991) concur with this idea, when they state that the size of the economy is likely to affect the size of the multiplier.

The volume of imported goods and services consumed by tourists, the inclination of residents to use goods and services from outside the region, and their propensity to save, each have a bearing on the multiplier coefficient

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(Mathieson and Wall, 1982). The structure of the economy has a direct bearing on the significance of the multiplier effect.

The distribution of tourist expenditure will vary from one place to another and this will be determined by the nature of the economy of that particular area. Mathieson and Wall (1982) observed that the greater the internal linkages between different sectors of the economy, the less the likelihood that supplies will be required from outside a region, and the larger will be the multiplier.

Witt, et al., (1991:151) give an elaborate and succinct explanation of the impact of tourist expenditure on the economy:

> The impact of the extra tourist expenditure on the economy can be split into the direct, indirect and induced effects. The direct effect is the amount of income generated directly in the tourism sectors by the increase in tourism expenditure.

> The indirect effect relates to the successive rounds of inter-business transactions that are caused by the direct expenditure. The induced effect is the amount of income generated by the higher level of consumer spending on domestically produced goods and services, which results from additional personal income generated by the direct and indirect effects of the increase in tourist spending.

This explanation makes it quite clear that tourism has a tremendous influence on almost all the sectors of the economy of any country. It stimulates (many, varied, a whole lot) of economic activities, both on a macro and micro scale. It is a catalyst for economic development. Tourism multipliers bring about changes in income levels, employment and expenditure.

It is for this reason that an understanding of how urban blacks perceive and participate in tourism, is essential. This group has an important role to play in economic development of South Africa. Their participation in the tourism

industry is a crucial factor in the realisation of the tourism potential of the country.

The consequences of the initial injection of tourist money into the economy are felt in almost all the economic sectors in a country and thus economic development is stimulated.

Fletcher and Snee in Witt, et al., (1991:151) identify six tourism multipliers:

- The output multiplier, which means the extra output generated by an extra unit of tourism expenditure.

- The sales or transaction multiplier, which measures the extra business turnover generated by an extra unit of tourism expenditure.

- The income multiplier, which measures the extra domestic income generated by an extra unit of tourism expenditure.

- The employment multiplier, which measures the increased number of full-time equivalent jobs created as a result of an extra unit of tourism expenditure; alternatively, on account of the problem of differing units of measurement, it is often calculated as the ratio of the increased number of direct and secondary full-time equivalent jobs created, to the direct jobs only, which result from the increase in tourism expenditure.

- The government revenue multiplier, which measures the extra net government revenue generated by an extra unit of tourism expenditure, and usually includes all forms of government revenue, less government expenditure on subsidies and grants, to those sectors of the economy

involved in the direct and indirect provision of tourism-related goods and services.

- The import multiplier, which measures the value of imported goods and services generated by an extra unit of tourism expenditure.

The tourism multipliers make tourism to be the fastest growing industry in the world. Governments of many countries have gone all out to promote tourism because it is one industry, which can help in solving the numerous economic problems, experienced in the world. Even the poorest of countries look to tourism for solutions to their economic problems. Since the end of World War II, many governments have become more and more involved in tourism policy and control, in creation of tourism ministries and tourism departments, not only at national level but also at state/provincial level and even at city level (Coltman, 1989). All of these endeavours are undertaken to bring about economic growth.

2.2.6 Tourism as an Academic Field of Study

Tourism as a field of academic enquiry is only a few decades old. Tourism in most instances has been examined in conjunction with recreation research because of the interrelationship between the two. Tourism has proved to be a fertile field of academic enquiry, attracting the attention of academics from a wide spectrum of disciplines such as, geography, economics, sociology, anthropology, psychology, business administration, resource management and urban and regional planning. It is the multidisciplinary nature of tourism, which appeals to academics from different disciplines. There is a need for a concerted effort to integrate a variety of subjects and disciplines to focus upon tourism.

As a relatively new subject area, tourism has drawn on other disciplines in order to develop its own theoretical and empirical roots (Gilbert in Cooper, 1990).

In South Africa there is a dearth of literature which relate to tourism in general, and the perception of this phenomenon by black South Africans in particular. Nothing much has been done to integrate other academic disciplines with tourism. This is very unfortunate, since tourism has a tremendous potential to change the lives of many South Africans.

An attempt has been made to integrate tourism with geography and economic sciences. However, a lot of work still has to be done to ensure that tourism is given the prominence it deserves as a field of academic enquiry.

Ryan (1991:X) has the following to say about tourism as a field of academic study:

> As an area of academic study tourism possesses an interest which is both accessible and stimulating. Accessible in the sense that the great majority of students have been, and will become, tourists yet again and hence should perhaps be aware of the implications of their actions. Stimulating, because it requires an integration of all the main social sciences with their disciplines of economics, psychology and sociology, with the humanities as represented by history and geography combined with those parts of physical sciences that relate to the environment.

This exposition clearly indicates the multi-faceted nature of tourism. It is the diversity of tourism products and the fact that tourism revolves around people, that makes this field of enquiry cut across a multitude of academic disciplines. Investigations which relate to tourism can be adapted to fit into a number of academic fields, especially the social and economic sciences.

In search for a systematic framework to explain the tourism phenomenon in its various manifestations, Burkart and Medlik (1981) identified two approaches which may be applied. These (approaches) are:

- The use of a basic discipline as a starting point; such as the study of the economics of tourism, the geography of tourism, the sociology of tourism.

- To conceive of tourism as a study of its own, in which a body of knowledge is formulated and examined systematically, with its own boundaries and relationships. A considerable number of studies conducted by academics have adopted the former approach (Carlson, 1980; Ashworth, 1984; Mitchell, 1984; Pearce, 1987; Tyler, 1989).

The former approach is more popular because most of the academics who have a vested interest in the study of tourism hail from other disciplines, aspects of which are closely linked with tourism. The latter approach is more difficult because it calls for the synthesis of all the aspects of tourism into one holistic discipline. However, some academics have used this approach in their endeavour to analyse the tourism phenomenon (Burkart and Medlik, 1974; Mathieson and Wall, 1982; Smith, 1989).

The 1970s and 1980s saw an increasing number of universities in the developed world (Europe, North America and Australia) introduce tourism, as part of courses offered in departments such as geography, economics, leisure studies and sociology.

During the last two decades, some institutions of higher learning such as the University of Surrey in the United Kingdom, and Delhi University in India, introduced departments of tourism where a variety of tourism options and courses could be studied by students who are interested in the tourism industry.

Despite these positive moves in some institutions, there is still a great shortage of academics who specialise in tourism studies. This dearth is particularly evident in the less developed countries, where there are very few universities which offer tourism courses. This state of affairs can be attributed to the lack of relevant literature.

In South Africa, institutions such as the Universities of Pretoria, and Zululand, and some technikons have realised the importance of tourism and thus have included elements of this field in their curricula. It is hoped that more institutions of higher learning, will realise the importance of tourism, and thus include it in their curricula. It is important to note, that tourism is the industry of the future, and if its potential is to be realised, there has to be a solid academic foundation.

Most of the available books on tourism, are based on experiences of people who live in the developed countries and thus they are of little value to people who reside in less developed countries. It is also quite clear that some academics are not aware of the fact that tourism is a fertile field of academic enquiry. The fact that tourism affects the lives of a large number of people directly or indirectly, is a clear indication of its fertility as a field of academic discourse.

2.2.7 Impacts of Tourism

The impacts of tourism can be divided into three categories, namely: economic, physical or environmental and socio-cultural. These impacts have made it easy to refer to tourism as a blessing, whereas negative impacts result in it being labelled a blight.

However, it is very difficult to measure the impacts of tourism because of the complex nature of the tourism phenomenon. Many of the impacts of tourism are manifested in subtle and often unexpected ways (Mathieson and Wall, 1982).

The discussion, which follows, will focus on the environmental and socio-cultural impacts. The economic impacts have been dealt with elsewhere in this chapter. Tourism is a phenomenon, which manifests itself on the physical environment and its effects on it can be both negative and positive. If the natural landscape is well maintained it can be a major tourist attraction, since tourists are easily attracted by features that are unique and aesthetic.

2.2.7.1 *The Impacts of Tourism on the Environment*

In order to promote tourism, host communities endeavour to protect the natural environment so that an ever increasing number of tourists can visit tourist destinations. Wildlife reserves have been established and large tracts of scenic land have been preserved, partially because of their ability to attract tourists (Mathieson and Wall, 1982).

Tourism has contributed greatly to the enhancement of environmental appreciation. It has made a substantial number of people aware of the beauty of nature. An attractive natural environment may be successful and sustained, it actually requires the protection of the scenic and historical heritage of destination areas (Mathieson and Wall, 1982).

Tourism can be a great ally of the environment and it can enhance the quality of the tourist experience. It is for this reason that tourism can be credited with bringing about an expansion of conservation measures. Tourism has lead to the establishment of numerous parks and thus has contributed greatly to nature

conservation. In order to preserve tourist attractions, stringent conservation measures have been introduced in those parts of the world where visitation pressures are intense.

Better administrative and planning controls have been put in place so as to improve the aesthetic nature of the natural landscape, as well as to provide tourists with satisfactory experiences.

Tourism and the environment can also be in conflict because of the actions of tourists, as well as the attitude of host communities. In a bid to attract as many tourists as possible, many tourist attractions will be established, and in the process trees will be felled, mountains reshaped, drainage patterns altered. Tourism itself might threaten the wildlife that tourists are interested in watching.

Ryan (1991) quotes the World Tourism Organisation as having identified five situations where tourism might harm the environment, these being:

- Alterations of the ecological situation of regions where the environment was previously in good condition, from the natural, cultural and human viewpoints;

- Speculative pressures leading to destruction of landscape and natural habitat.

- The occupation of space and creation of activities producing irreconcilable land-use conflicts;

- Damage to traditional values in the zones concerned and a lowering of standards on the human scale in existing developments;

• Progressive over-capacity, which drains the environmental quality of the area concerned.

If the carrying capacity of tourist destinations is exceeded, the environment can be adversely affected. Too many tourists can destroy the beauty of nature. Tourism can lead to air pollution, pollution of rivers from human wastes, destruction of vegetation, littering and disruption of feeding and breeding of wildlife, as well as the disturbance of ecosystems.

2.2.7.2 The Socio-cultural Impacts of Tourism

Tourism can have numerous socio-cultural consequences for host communities. Fox, as quoted by Mathieson and Wall (1982:133), states that:

> The socio-cultural impacts of tourism are the ways in which tourism is contributing to changes in value systems, individual behaviour, family relationships, collective life styles, safety levels, normal conduct, creative expressions, traditional ceremonies and community organisations.

From Fox's definition, it is clear that socio-cultural impacts are about the effects of tourism on the people who live at tourist destinations. These impacts emanate from the direct and indirect associations of the host communities with tourists.

The positive impacts of tourism that are apparent in a number of societies are:

• The promotion of intercultural communication.
• Preservation of history and cultural heritage.

Tourism can lead to the intermingling of people from different cultural backgrounds and thus contributes much to the improvement of intercultural

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communication. Through interaction with people from different regions and countries, host communities learn a lot about the behaviour of other people and thus their horizons are broadened. Contact between tourists and hosts fosters mutual understanding of one another's way of doing things, which enriches all parties concerned.

As a result of interaction between tourists and hosts, wrong perceptions, which might have developed before contact, are eradicated. Tourism is a catalyst for mutual respect between the hosts and visitors. Tourism also affords the host communities an opportunity to demonstrate their skills to the tourists through the production of souvenirs, such as handicrafts.

The influx of tourists to destinations, make the hosts proud of their history and cultural heritage, which is expressed in historical resources. An increase in the number of tourists usually leads to a corresponding increase in the number of museums and other places of historical significance.

In order for more tourists to be attracted to destinations, hosts make it a point that the places of historical significance are well catered for. The uniqueness of such places is maintained at all costs because it is this uniqueness which attracts tourists. Tourism enhances national pride and reawakens interest in a society's own culture.

The negative impacts of tourism centre around the weakening of traditional ways of life of the host communities, as a result of influence by outsiders. Tourism leads to the acculturation of host communities, which can be seen in the hosts' dress code, language and behaviour patterns in general.

Host communities go out of their way to do things the way they think the visitors want them done. Tourism may have an adverse effect on things such as

traditional music. Local artists tend to entertain the tourist with the kind of music that the visitor is used to, instead of traditional music because they want to live up to the expectations of the tourists, who they hold in very high esteem. This is unfortunate, since tourists take delight in the uniqueness of traditional music, which they feel cannot be found anywhere else. Tourism can stifle the creativity of the host communities.

The growth of tourism may bring with it moral decay among the host communities. Some tourists tend to be pleasure seekers and therefore reckless in their behaviour. Tourism may lead to an increase in prostitution, drug dealing and alcoholism.

2.3 Tourism in South Africa

South Africa is one of the African nations and also has one of the most attractive climates and an abundance of natural attractions. The South African climate provides sunny days and cool nights. In spite of the attractions, which abound, the South African tourism industry has been greatly affected by the policy of apartheid.

The Whites has been the only group, which reaped the benefits of both international and domestic tourism. Because of the attitude of other countries towards South Africa during the apartheid era, South African international tourism could not realise its potential. South Africa's balance of payments was adversely affected by the lack of foreign exchange earnings.

During the days of apartheid, very few tourists from African countries visited South Africa because of the bad relations that existed between South Africa and the majority of African states. The political climate, which prevailed in South Africa, during the apartheid era was also not conducive to the growth of

tourism. It is for this reason that the country was able to attract only 0.2 percent of the international tourism market during the 1980's (SATOUR, 1995).

In spite of numerous factors, which favour the development of tourism in South Africa, the full potential of this industry has not yet been realised. The Tourism White Paper (1996:5) identifies the following factors as having limited the growth of tourism in South Africa:

- Tourism has been inadequately resourced and funded.
- Myopic private sector.
- Limited integration of local communities and previously neglected.
- Inadequate tourism education, training and awareness.
- Inadequate protection of the environment.
- Poor service.
- Lack of infrastructure, particularly in rural areas.
- A ground transportation sector not geared to service tourists.
- Lack of inclusive, effective, national, provincial and local structures of the development, management and promotion of the tourism sector.
- Growing levels of crime and violence on visitors.

If the tourism industry is to be used as a catalyst for economic growth, all of the above factors have to be seriously looked at and a concerted effort made to redress the imbalances of the past. A new culture of tourism, has to be engendered . More funds have to be pumped into the tourism industry by both the government (at all levels) and the private sector. Partnerships between the government and the private sector are inevitable if adequate tourism infrastructure is to be provided. Without the provision of infrastructure, there is no future for the tourism industry. Infrastructure is fundamental to all types of tourism and provides the physical linkage between demand and

supply. It is important to note that infrastructure is not only used by tourists but also the local population.

Emphasis should also be laid on tourism education, training and awareness among all sectors of the South African population. Tourism awareness is the key to the development of an inclusive and vibrant tourism industry in South Africa. The lack of tourism awareness, especially among the disadvantaged communities, is of great concern because these people have the potential to destroy this industry through ignorance. Crime against tourists can only be fought through an extensive tourism awareness campaign.

It is of utmost importance to look into how South Africans of different race groups understand tourism. Urban blacks have an important role to play in the creation of tourism awareness. However, in order for this awareness to be created, it is essential to know what these people understand by the concept of tourism. It is equally important to know how they engage in tourism activities. Hence the study reported here is an attempt to broaden knowledge of the perception of tourism by urban blacks.

2.3.1 International Tourism

International tourists are attracted by the abundance of natural beauty, the land itself, the coastline, the range of flowers, birds and wild animals. Most of the tourists who visit South Africa originate from the United Kingdom, the USA , Germany and France (Table 2.4).

TABLE 2.4: SOUTH AFRICA'S TOP TEN MOST IMPORTANT INCOMING OVERSEAS TOURIST MARKETS.

Country of Residence	Total Arrivals 1992	Jan-Dec 1991	% of Total 1992
UK	147 711	143 511	26.38%
Germany	89 548	86 389	15.99%
U.S.A	52 112	47 083	9.31%
France	23 593	21 232	4.21%
Taiwan	20 993	18 992	3.75%
Netherlands	20 413	17 830	3.59%
Italy	19 984	19 432	3.57%
Australia	19 327	16 129	3.45%
Canada	12 145	11 813	2.17%

(SOURCE: South African Tourism Board fact sheet, 1993)

It is estimated that more than 70 percent of international tourists come from Europe. This is illustrated by the figures, which appears in Table 2.4. In 1992 about 2.7 million foreign tourists visited South Africa.

Research undertaken by the South African Tourism Board (SATOUR 1993, 1995), shows that international tourists spend an average of R4 300 on airfares, R1000 on prepaid expenses and R3 800 while in South Africa.

Since the dawn of political reform in South Africa, there has been a significance growth in the number of foreign tourists who visit the country. Since 1990 there has been an average growth of 19%. Interestingly, the top ten tourist markets in 1995 were the same as those in 1992, as shown in Table 2.4.

The White Paper on Tourism (1992) which was issued by the South African Government highlights the following as factors, which favour the development of international tourism in South Africa:

- South Africa has some of the world's most beautiful, unspoiled, scenic attractions and an impressive wildlife heritage, which are unique assets, as well as major draw cards for foreign tourists.

- The country's rich heritage of cultural diversity.

- The excellent climate in South Africa gives it the potential to be a year-round tourist destination.

- The number and diversity of plant species in South Africa is, in certain respects, unique.

- Glimpses of untamed Africa.

- There is a well developed infrastructure of roads, bridges, accommodation and entertainment facilities.

- There are attractive beaches, with supporting facilities of good quality.

- Inland dams are largely undeveloped from a tourism point of view and their total periphery is more than twice the length of the country's coastline.

- The opportunity for greater co-operation with neighbouring countries will increase the appeal of tourism packages offered to foreign tourists.

The aforementioned factors surely favour tourism, but it is worth noting that the South African tourism industry has been in the hands of whites only and all of these factors are from a white man's point of view. The other citizens of the country have not gained anything from tourism, thus the true potential of this industry has not been realised. All structures to do with tourism were controlled by whites, and all tourist attractions, were also controlled by whites.

The policy of apartheid also made it impossible for foreign tourists to visit all places they would have liked to see, since there were areas, which were not accessible to certain race groups. It is hoped that the socio-political changes that have taken place in the country, will result in a more positive attitude towards South Africa on the international front.

The total visitor arrivals for South Africa's regional markets in 1995 are shown in Table 2.5.

TABLE 2.5: VISITOR ARRIVALS FOR SOUTH AFRICA'S REGIONAL MARKETS 1995

Region	Visitors	% share of overseas	% growth 95 vs. 94	% growth 95 vs. 93	% growth 95 vs. 92
Europe	697 539	65	57	69	79
Asia	124 400	12	41	92	155
N.America	124 354	11	39	65	94
Australia	59 951	6	68	105	145
S. America	29 037	3	48	147	240
M. East	20 485	2	41	44	38
I.O. Islands	11 073	1	33	44	48
Total Overseas	**1 071 839**	**100**	**52**	**73**	**91**
Mainland Africa-Air	196 431		11	29	28
Total Main-land Africa	**3 212 738**		**12**	**34**	**54**
Grand Total	**4 334 179**		**22**	**45**	**66**

(SOURCE: SATOUR'S International Marketing Strategy, 1997-1999)

A new marketing strategy will have to be adopted, in order to convince a substantial number of foreign tourists to come and spend their money in the splendid South Africa. It is encouraging to note that, as a result of the political changes that have taken place, the South African tourism industry has free access to many more overseas communication and marketing channels. There has been a remarkable increase in the number of tourists from African countries who visit South Africa. According to SATOUR, (1995) in 1990 South Africa

hosted 528 908 African tourists, in 1991 this number rose to 1 186529 and in 1992, it increased to 2 142 249.

2.3.2 Domestic Tourism

Domestic tourism in South Africa has been greatly affected by the policy of apartheid. Until recently, tourism was looked upon as a white man's domain. Tourist destinations were geared towards the satisfaction of the needs of whites and other racial groups were grossly neglected. The policy of apartheid deprived the majority of South Africans of reasonable incomes, leisure time, means of transport and freedom of movement. The provision of tourist facilities was almost exclusively for the small, white population, and acute shortages of low-cost accommodation were evident.

Whites dominate the domestic holiday market in much the same way as they dominate other sectors of the economy. According to Woessner (1992) whites, who constitute 17 percent of the population, account for 35 percent of all travellers and 43 percent of all holiday trips. This can be easily attributed to the policy of apartheid, which virtually excluded blacks from tourism by cutting them out of the mainstream economy. The laws which had a detrimental effect on the development of black domestic tourism as identified by Silva and Butler-Adam (1988) were: the Population Registration Act, the Black Urban Areas Act, the Job Reservation clauses of the Industrial Conciliation Act, the Group Areas Act, and the Separate Amenities Act. These Acts made it impossible for blacks to participate in the tourism industry.

Asians who were also victims of apartheid, have been able to make some inroads into the tourism industry because of their financial potency. Coloureds, however, have not been active participants in tourism because of their low economic status. Blacks and Coloureds have very limited knowledge of South

Africa as a tourist country, because they have not been afforded an opportunity to experience the beauty of tourist destinations. The lack of transportation, both private and public, has made it very difficult for blacks and coloureds to explore South Africa.

Compared with other countries, the offer of public transport in South Africa is pitiful and is, no doubt, hampering the growth of internal tourism (Woessner, 1992). There is a scarcity of package tours and organised tours, which offer many benefits, such as convenience and comfort.

Domestic tourism in South Africa has great potential if properly managed and open to all citizens of the country. Domestic tourism in South Africa, as in any other country, can contribute greatly towards regional development.

In order for domestic tourism to take-off, the concerns and anxieties of previously neglected communities, as identified in the 1996 Tourism White Paper, should be addressed.

These concerns are the following:

- Tourism is perceived as catering to the predominantly white, upper and middle class. There is a belief that "tourism is what whites do when they go to the Kruger Park or the beach in Durban", and certainly not within the reach of the previously neglected.

- The majority of South Africans, have never been meaningfully exposed to tourism and have not benefited from the country's vast resources.

- Suspicion and mistrust - most protected areas were proclaimed without consultation with, or the approval of affected rural communities.

Communities bore the cost of reduced access to natural and cultural resources but did not receive any direct benefits.

- Complete lack of knowledge and understanding of what tourism really is - there is a perception that tourism refers only to people travelling around and staying in hotels. The wider opportunities offered by tourism, are not appreciated.

- Lack of training opportunities for previously neglected groups in society effectively limits meaningful participation in the tourism industry. Communities have not been involved or consulted, in respect of major investment decisions or developments proposed for areas in which they live.

- Inequalities - past inequalities and abuse of power have led to the exploitation of local cultures and community groups.

- Language barriers - English seems to be the established language of tourism communication, effectively excluding a majority of the population of South Africa where 11 official languages are in vogue.

- Negative attitudes - negative attitudes exist within the industry towards community tourism products, which are sometimes viewed with scepticism and regarded as inferior. There is often a view, that what is white and Western is best. The value of the previously neglected people, their culture and their products, often tend to be depreciated.

- Lack of market access - local communities lack access to the lucrative tourism markets, as visitors are kept within the hotels and resorts and venture out only to 'sanitised' places of interest. For the local shebeens or the local craft vendor, a visitor sighting is a rare occasion.

- Barrier to entry - these are caused by very large companies and corporate structures, which control the market. Businesses in South Africa are either very large or very small - a middle segment is slowly emerging. The cost of capital furthermore prevents many small operators from entering the market.

Tourism planners and policy makers in post apartheid South Africa are faced with the great challenge of addressing all of the above-mentioned concerns. The changing of the mind set, of both the previously neglected communities and those who have been advantaged, is the greatest challenge.

The concerns cannot only be addressed through the promulgation of such policies in a manner that will enable all the people of this country to be active participants in the tourism industry. The policies can only be implemented, by the communities themselves, because tourism should be community based.

The attitudes of the current product owners will have to change drastically if emerging businessmen are to play a meaningful role in the tourism industry. Established product owners have to show a willingness to share the expertise they have gained over the years with the small business community. Established tour operators have to take tourists to the hitherto unexplored destinations, in those areas, which are mainly inhabited by disadvantaged communities. New tourist routes have to be established, so as to expose tourists to the broader community and thus enhance the tourism experience.

The integration of the taxi industry with tourism is one way in which the problem of lack of public transport to tourist destinations can be solved. There is a dire need for the creation of tourism awareness among taxi operators. The taxi industry has the potential to expose a large number of local people to tourism.

2.2.3 Provision of Tourism Infrastructure

Tourism infrastructure can be regarded as a set of attractions and amenities, geared towards the satisfaction of the needs of tourists. Tourism infrastructure includes accommodation, communications, transport, recreation facilities, roads, restaurants and souvenir shops.

The provision of infrastructure plays a very important role in facilitating tourism development. Inaccessibility of certain areas with tremendous tourism potential has led to such areas remaining undeveloped. Both the government and the private sector share the responsibility for the provision of tourism infrastructure.

The government is responsible for the construction of roads and lines of communication, whereas the private sector has to provide recreation facilities, as well as accommodation and other supportive infrastructure.

The provision of tourism infrastructure inevitably impacts on the physical and cultural environments. It is therefore imperative that environmental factors are taken into account when the provision of tourism infrastructure is planned.
The provision of infrastructure must be looked at in the light of the costs and benefits of such infrastructure to the local community. It is important to emphasise that infrastructure is not only used by tourists but also the local population.

The provision of tourism infrastructure contributes tremendously to the enhancement of the tourism experience. The quality of the tourism experience depends to a very large extent on the existence of adequate tourism infrastructure. The expression of tourism is very much conditioned by the existence of the necessary infrastructure.

The components of "tourism infrastructure" are shown under six headings in Table 2.6.

TABLE 2.6: COMPONENTS OF TOURISM INFRASTRUCTURE

Tourism attractions and activities	Supportive Infrastructure	Transporta-tion	Tourism Accommo-dation	Tourism Facilities and activities	Institutional Infrastructure
Resorts	Water	All types of air, road, rail or water access to destinations and attractions	Hotels	Tour and travel operation	Public and Private Sector Organisation Structures
Parks	Energy	Taxi ranks	Guest houses	Customs	Legislation
Heritage Sites	Sewerage	Bus Depots	Lodges	Medical, Financial, Information Facilitation	Land Ownership
Cultural centres	Solid Waste Disposal	Road signs	Camps	Commercial Ventures	
Walking Trails	Telecommuni cations	Facilities on Points of Departure and on route		Personal Services	
Game stocking	Drainage				

The types of infrastructure that links tourism products to the markets can be broken down into three categories, namely:

- Transport infrastructure, which includes any passenger transport, service utility and communications infrastructure, required to safely and efficiently transport tourists to their destinations.

- Locational infrastructure, which includes scenic and built environment, culture, history, amenities and security, to ensure that the tourist destination is in a position to attract the tourists.

- Delivery infrastructure, which includes any freight transport, service utility and communication which may be required to deliver goods and services. Suppliers must be able to deliver goods and services to a tourism destination and they require a transport network to make this possible.

The attractions at tourist destinations must appeal to the tastes of potential tourists, but at the same, time they must not have a negative impact on the local community.

The infrastructure provided must not change the uniqueness of tourist destinations. Instead it must complement existing structures. The carrying capacity of the destination must be considered whenever the building of hotels and the provision of recreation facilities are planned. There has to be a balance between the choice of project and the location.

The infrastructure to be provided should depend on the kind of resource regarded as a tourist attraction. Natural resources require an infrastructure that will not alter their aesthetic nature, whereas cultural resources need an infrastructure that will make the tourist's stay at a destination an enjoyable

experience. South Africa is very rich in both natural and cultural resources. Natural resources include: wildlife, scenery and beaches, whereas historic sites, monuments and museums are some of the cultural resources. Access to all these resources is facilitated by roads and railways.

2.4 Conclusion

In this chapter, an attempt has been made to highlight the theoretical aspects of tourism which are deemed critical to the study reported here. Tourism has been looked into as a general phenomenon as well as its manifestation and effects on the South African landscape. The importance of tourism as a catalyst for economic development has been emphasised.

CHAPTER 3

GEOGRAPHIC ELEMENTS OF TOURISM

3.1   Introduction

In this chapter, the geographic aspects of tourism are discussed, since tourism comprises a number of fundamentally geographic phenomena. Tourism entails the movement of people in space and spatial interaction is one of the corner-stones of geography. The geographer's bias is towards place and space, and towards these as tourism would be incomplete without a closer look at the geographic aspects of this important phenomenon. These aspects include: (a) space and place, (b) relationship, facilities and activities, (c) travel and leisure and (d) recreation.

The travel component of tourism underlines the geographic nature of this phenomenon. The geographic situation of tourist destinations and their diverse nature, affirm the importance of the geographic and environmental dimensions of tourism. In this section, therefore, the relationship between geography and tourist experience at destinations, as well as during travel, are considered. Tourist experiences have, of course, much to do with the geographical disposition of tourist destinations, their locations, facilities and social climates; their environmental look and feel.

Smith (1989:2) states that tourism as a popular form of leisure behaviour, offers geographers and other social scientists a valuable field of inquiry, into better understanding of some of the forms of human interaction and how these affect other people and the landscape on which they occur.

The movement of tourists to and within destinations is a basic geographical phenomenon and/or tourist experience. It follows that one approach to tourism, the geographic approach, is fundamentally about the relationship that exists between people, places, environment and human movement.

3.2 Tourism as a Geographical Phenomenon

Fundamentally, tourism is a geographic phenomenon concerned with the movement of people from place to place (Tyler, 1989). This assertion is supported by Smith and Mitchell in Cooper (1990) who state that tourism, by its very nature, is an activity that focuses on human spatial behaviour and spatial organisation. Geographers study the spatial expression of tourism as a human activity, focusing on both tourist generating and tourist receiving areas, as well as the links in between (Boniface and Cooper, 1994).

Tourism is a phenomenon, which occurs in space and impacts on both the natural and cultural environments. The geographer's approach to tourism sheds light on the location of tourist areas, the movement of people created by tourism locales, the changes that tourism brings to the landscape in the form of tourism facilities, dispersion of tourism development, physical planning, economic, social, and cultural problems (McIntosh, et al., 1995).

The geographer views tourism as a human activity within a spatial context. It is worth noting that because tourism is about the movement of people in space, it is concerned with the issue of spatial variation and the differences between places. Tyler (1989) identifies three main geographical components of the movement of tourists:

a) Generating areas (where tourists come from)
b) Tourist destinations

c) Routes travelled between locations

Generating areas represent the homes of the tourists where journeys begin and end. Boniface and Cooper (1994) state that the key issues to examine in tourist generating areas are the features which stimulate demand for tourism and will include the geographical location of an area as well as its socio-economic and demographic characteristics.

Tourist destination areas attract tourists to stay temporarily and will have peculiar features, which cannot be found in the generating areas. Recreation facilities, entertainment, accommodation, as well as retail and service functions will be found at these areas.

The routes travelled between generating areas and tourist destinations link these two areas. These are the key geographical factors because they determine the flow of tourists between origins and destinations. They represent the main transportation routes, which make it possible for tourists to move from origins to destinations. These linkages are fundamental to the understanding of spatial interaction.

The three main geographical components of the movement of tourists are key to the expression of tourism. It would be very difficult to understand what tourism means without analysing these components of tourism. These spatial dimensions of tourism, influence the participation of people in tourism. For the purposes of this study, the generating areas are the urban areas where black people live. The choice of tourist destinations and the routes to be used to reach them, constitute the expression of tourism.

The flow of tourists between points and/or regions are fundamental to the geography of tourism and can be considered on a global, regional, as well as local scale. In this regard geographers are interested in establishing the causes,

shapes and volumes of tourist flows and the result on host communities. Geographers are interested in obtaining knowledge about why similar regions and countries have markedly different tourism statistics (Pearce, 1982). They look at the role of cultural attributes, as well as the physical landscape and other factors, in shaping tourist spatial behaviour. For the purposes of this study, it is important to understand why geographers have a keen interest in the spatial attributes of tourist behaviour since the geographic aspects of tourism are central to this investigation.

This investigation is primarily geared towards exposing the spatial dimensions of the meaning and expression of tourism among urban blacks. It looks at how urban blacks conquer distance to participate in tourism activities.

3.2.1 Tourism Geography

Models of migration, which are fundamental to geography, can be easily adapted to tourist flows. Pearce (1989) states that tourism geography can be defined as being concerned, essentially, with the spatial expression of the relationships and phenomena arising out of the journeys and temporary stays of people, travelling primarily for leisure or recreational purposes.

A closer look at the above definition, reveals that there are five components which characterise tourism geography, namely:

a) space and place
b) relationship
c) phenomena or facilities and activities
d) travel
e) leisure and recreation

These five components relate very well to the study of the meaning and expression of tourism, since they constitute the core of the elements that make up the tourism phenomenon. Any discussion of the meaning and expression of tourism would be incomplete without reference to these components. It is important to note that tourism takes place in space and it involves travel, relationships, facilities and participation in leisure and recreation. Any study of tourism should take these features into consideration.

Tourism geography is concerned with patterns of movement of tourists as they occur in space. The main focus of geography happens to be on the relationship between people and their physical as well as cultural environments. The geographer is interested in factors, forces or processes that explain why a phenomenon is located where it is or why certain phenomena are distributed in a particular pattern, in a specific region, on the earth's surface (Mitchell, in Ritchie and Goeldner, 1994).

The geographer inclines in favour of the analysis of specific sites and general situational characteristics of particular areas and regions, which might be tourists origins or destinations. The distribution of tourist origins and destinations is of particular interest to geographers. Besides being fascinated by the spatial distribution of nodes (origins and destinations), geographers are also keen on investigating the quality of tourism experiences.

Tourism geographers observe, analyse and explain the relationships of specific activities and facilities located in particular areas or regions (Mitchell, in Ritchie and Goeldner, 1994). The spatial connections between places of supply (origins) and places of demand (destinations) are fundamental to geographers because they are specialists in spatial analysis.

Geographers also see the influence of tourism on landscape morphology and tourism design, as a part of their interest area because the landscape is the

geographer's playing field. Geographers cannot avoid showing concern with the physical features of the landscape, which attract tourists. Environmental damage and degradation caused by tourists and tourist development, is of great interest to geographers. Geographers are also keen to investigate environmental perception and tourist's reaction to scenery.

Pearce (1981) identified six broad topic areas that can be thought of as constituting the major components of the geography of tourism:

a) Spatial patterns of supply
b) Spatial patterns of demand
c) The geography of resorts
d) Tourists movements and flows
e) The impact of tourism
f) Models of tourist space

These topics illustrate that tourism, by its very nature, is a geographic phenomenon. Spatial patterns of demand refer to destinations. The geography of resorts deals with the spatial distribution of resorts. Tourist movements and flows are concerned with the routes and modes of transport used by tourists to reach their destinations and the number of tourists at such destinations.

The impacts of tourism can be economic, socio-cultural or physical and they can be positive or negative (Appendix H). These impacts will vary from one area to another. Models are one of the tools that enable geographers to perform their task competently. Models of tourist space have been developed by geographers, so as to simplify concepts which relate to the geographic aspects of tourism.

Smith (1989) stated that geographic research and tourism are closely related. He further indicated that geographic research helps to identify the existence of

functional tourism regions that can be used as a basis for developing or evaluating the geographic coverage of a tourism association's structure.

Geographers are particularly concerned with investigating the spatial patterns of the tourism phenomenon. Spatial distribution of tourism phenomena at points of demand and/or supply and along lines of transportation between origins and destinations, are of great interest to geographers because they deal with the linkage between origins and destinations. Urban geographers pay attention to the marketing of cities as it pertains to tourism. Geographers also focus on the dynamics of location.

3.2.2 A Conceptual Matrix of Tourism

Mitchell, in Ritchie and Goeldner (1994), provides a conceptual matrix of tourism as it relates to geography (Table 3.1). This matrix is an attempt to synthesise two models used by geographers to view the tourism landscape. The first model consists of three basic ideas: demand, supply and linkages. The second model consists of the concepts: purpose, structure and distribution. Mitchell rightly argues that the two models can be analysed from two perspectives: spatial and aspatial.

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TABLE 3.1: TOURISM COMPLEMENTARITY MATRIX

	DEMAND Origin	SUPPLY Destination	CONSUMPTION Linkage	DIRECTIVES
PURPOSE Intention Motivation	Cell 1	Cell 2	Cell 3	Ideology
STRUCTURE Categorisation Stratification	Cell 4	Cell 5	Cell 6	Activity Facility Institution
DISTRIBUTION Site Situation	Cell 7	Cell 8	Cell 9	Environment
DIRECTIVES	Perception Cognition Behaviour	Management Resources Land Use	Interaction Transportation Participation	

(Source: Adapted from Mitchell in Ritchie and Goeldner , 1994)

For obvious reasons, geographers are mostly concerned with the spatial aspects of tourism, but they cannot afford to neglect the aspatial perspective completely. The aspatial aspects of tourism help to lay the foundation for understanding the spatial ones.

The strength of Mitchell's model is that it integrates the motivations of tourists to travel to destinations, with the distribution of tourist attractions on the landscape. Linkages, which are the connections between places of demand and supply or origins and destinations, are of great concern to geographers because they are about interaction. Mitchell (1994) correctly states that the tourism landscape has no meaning and no unity, unless there are physical linkages between places.

A closer look at Mitchell's matrix (Table 3.1) reveals some interesting associations. As Mitchell (1994) explains, each of the cells, numbered 1 through 9, may be thought of as the intersection of two concepts:

Cell 1:   Purpose - Place of Demand
Cell 2:   Purpose - Place of Supply
Cell 3:   Purpose - Linkage
Cell 4:   Structure - Place of Demand
Cell 5:   Structure - Place of Supply
Cell 6:   Structure - Linkage
Cell 7:   Distribution - Place of Demand
Cell 8:   Distribution - Place of Supply
Cell 9:   Distribution - Linkage

In order for tourism to occur, there has to be complementarity between regions or places (places of demand and those of supply). This complementarity of demand and supply always produce interaction between areas and a transportation system. Complementarity is one of the basic principles of spatial interaction, which is the main theme of geographical studies. Complementarity is a way of saying that places differ from each other and that in one place there is the desire to travel and in the other place the ability to satisfy that desire (Boniface and Cooper, 1994).

Transferability is another principle of spatial interaction, which can be applied to the tourism phenomenon. Transferability from a tourism point of view, is the ease with which tourists can move from origins to destinations. Transportation routes facilitate movement of tourists from origins to destinations. Without these routes, tourism cannot occur because there would be no link between places of demand and supply.

Any meaning of tourism would inevitably include the movement from origins to destinations. Demand and supply is central to the understanding of tourism. Participation in tourism is conditioned by the concepts of demand and supply. The participation of urban blacks in tourism is influenced by the availability of routes that connect origins and destinations.

The distribution of tourism sites and facilities on the landscape is of great concern to geographers. The distribution of such sites and facilities can be influenced by numerous factors, which are of interest to geographers. These factors may include relief of the land, culture, climate and political conditions. These tourist establishments can be nucleated or dispersed on the landscape.

Geographers look at the spatial patterns and processes of tourist attractions, as they manifest themselves on the landscape.

The perception of tourist destinations by tourists and the measures to which tourists ascribe their perceptions and experiences, form part of the geographic aspects of tourism, since geographers have a vested interest in human perception and experience of the environment. The perceptions that tourists have about destinations will prompt them to visit such places. Tourists create mental maps of the places they want to visit. These maps make tourists to have expectations about places of supply. The behaviour of tourists at destinations will be largely determined by their expectations.

3.3   Geography and Tourism experiences

The most important thing about tourism is the experience, which a tourist is exposed to. Tourists engage in numerous activities, which account for a tourism experience. The tourism experience is threefold:

- travel to a destination

- the activities which one engages in at a destination, and
- the return trip from a destination.

Some tourists enjoy the travelling component of tourism, whereas others derive great pleasure from the activities in which they engage at tourist destinations. The activities in which the tourists engage, are performed in space, hence they are geographic.

When tourists engage in these activities they move in space and it is for this reason that geographers are interested in analysing tourist experiences. When tourists move from an origin to a destination they conquer distance, and this movement in space, which constitutes part of the tourism experience, is of particular interest to geographers because they are specialists in spatial analysis. Activities such as sightseeing, shopping for pleasure, visiting zoos, theme parks and museums, involve the movement of tourists in space. The attractions which tourists visit, and the pleasure they derive from such visits, have everything to do with the location of these attractions in terms of relief and climate. The experiences which tourists enjoy have a lot to do with the relative and absolute location of tourist destinations.

The culture of the host communities contributes a lot towards making tourism experiences pleasant or unpleasant. The authenticity of a cultural experience the part of a visitor, is very important. The authenticity of a culture can be demonstrated by the following aspects as identified by Murphy (1985):

- Handicrafts
- Language
- Traditions
- Gastronomy
- Art and music, including concerts, paintings, and sculpture
- The history of the region, including its visual reminders.

- The types of work engaged in by residents and the technology which is used
- Architecture giving the area a distinctive appearance
- Religion, including its visible manifestations
- Educational systems
- Dress
- Leisure activities.

Tourist experiences are also conditioned by the accessibility of tourist destinations, as well as their distribution on the earth's surface. The geographic spread of tourist attractions has a direct bearing on their accessibility. Many factors related to the natural and built environment influence the accessibility of a tourist destination.

The concentration of activities on the landscape will also play a major role in making a tourist experience enjoyable or non-enjoyable. Experiences at a tourist destination will also depend on the number of recreation activities a person or groups engage in. The holiday experience depends on the nature of the destination, as well as the company one finds oneself in.

The behaviour of the tourist, as well as the host communities, will determine whether a tourist experience is pleasant or unpleasant. The relationship that develops between the host communities and the visitors has a direct bearing on the nature of the tourism experience.

Tourist experiences are determined by a set of behaviours, which may be dictated by antecedent conditions (Ryan, 1991). The tourists always arrive at destinations with a set of expectations and motivations, which are largely conditioned by socio-economic variables, as well as their knowledge and perception of the area, which they are visiting.

Changed circumstances, time constraints, infrastructure as well as a transport network and contact with others, greatly affect the behaviour of tourists at destinations (Ryan, 1991). All of these factors have a role to play in determining the tourist experience.

It should be noted that tourism is consumed where it is produced, therefore tourists have to be physically present at a destination to experience tourism. It is worth noting that tourist destinations are distributed in a particular pattern in space. It is this spatial distribution of destinations, which is of interest to geographers. The behaviour of tourists at destinations also lends itself to geographic enquiry, since geographers have a vested interest in spatial behaviour of human beings. Geographers are also concerned with the different spatial factors that influence the behaviour of tourists at destinations.

Ryan (1991) enumerates the factors, which characterise a tourist experience as follows:

- Needs of tourists for authenticity.
- Needs of the tourist to be accepted by the host community.
- The ability of the tourist to learn and adapt to the tourist environment.
- The gap between expectations and perceived reality.

These factors are fundamental to the classification of a tourism experience as satisfactory or non-satisfactory. It is true that the tourism experience will depend a lot on the reception of the tourist by the host community. The willingness of the tourist to adapt to the way of life of the host community will have a direct bearing on the nature of the tourism experience.

Geographers have a keen interest in tourist activity patterns within destinations. These patterns will differ from one place to the next, since they are determined by such things as relief, culture and motivation of the tourist. The experience

always depends on the type of tourist. Tourists can be categorised into two classes, namely; explorer and sedentary.

The explorer is the kind of tourist who is adventurous and thus explores almost everything available at a destination. The explorer has a broad activity space and enjoys operating within it. The explorer associates a lot with the host community and prefers to explore more distant part of the tourist destination.

The sedentary type of tourist is one who does not take delight in moving around a lot or participating in numerous activities at a destination. Such a tourist prefers to stick around the place where accommodation is provided and thus has an activity space limited to the immediate vicinity of the place of abode.

Landscape features also determine the tourism experience. The physical and cultural landscape will have a direct bearing on the tourism experience. The geographical features make the investigation of the tourism experience of particular interest to geographers because they are specialists in landscape analysis.

3.4   Conclusion

In this chapter, an attempt has been made to discuss the geographic aspects of the tourism phenomenon, which are deemed necessary for the understanding of the findings of this investigation. It is important to point out that the main thrust of this study is on the spatial aspects of tourism. The understanding of the expression of tourism by the respondents in this study has to be looked at from the spatial dimension of the tourism industry. Tourism experiences are largely conditioned by movement in space, between origins and destinations, and the routes, which tourists use to reach their destinations. The next chapter focuses on the demographic variables of the respondents.

CHAPTER 4

ANALYSIS AND INTERPRETATION OF DEMOGRAPHIC DATA

4.1 Introduction

In this chapter, data, which pertains to the background of the respondents is presented and analysed. The analysis is accompanied by a detailed interpretation. The analysis of quantitative data is primarily in tabular form to facilitate better understanding. Cross tabulation of data is used to draw comparisons between related attributes and thus illuminate relationships between sets of data.

The data presented and analysed in this chapter is essential for the interpretation of the results of this study. This chapter lays the foundation for the subsequent chapters, since it contains personal data, which is invaluable for the interpretation of the respondents' perceptions and levels of participation in tourism.

4.2 Analysis of Personal Data

The personal data analysed in this section is divided into the following categories: (a) place of residence; (b) gender; (c) age; (d) marital status; (e) income; (f) level of education; (g) job description. Cross tabular analyses of these variables are provided.

4.2.1 Place of Residence

Quantitative data was collected from townships in all of the nine provinces of the Republic of South Africa (Table 4.1). The majority of these respondents were drawn from the Province of KwaZulu-Natal, which was the base from which the researcher and his assistants worked. All the respondents who provided qualitative data were drawn from Esikhawini Township in KwaZulu-Natal.

TABLE 4.1: PROVINCE WHERE RESPONDENTS LIVE

Province	Frequency	Percent	Cumulative Frequency	Cumulative Percent
KwaZulu-Natal	374	64.5	374	64.5
Eastern Cape	2	0.3	376	64.9
Northern Cape	1	.02	377	65.0
Western Cape	58	10.0	435	75.0
Free State	2	0.3	437	75.3
Gauteng	48	8.3	485	83.6
Mpumalanga	88	15.2	573	98.8
Northern Province	4	0.7	577	99.5
North West	3	0.5	580	100.0

The fundamental premise of the study was not to acquire a representative sample in terms of provinces, but to establish how urban blacks, from whatever part of South Africa, understand the concept of tourism and how they participate in tourist activities. In order to obtain as many views as possible, the author tried to utilise research assistants from all nine provinces, but due to

financial constraints, this proved impossible. Table 4.2 depicts the respondents' identification of home province.

TABLE 4.2: RESPONDENTS' IDENTIFICATION OF HOME PROVINCE

Province	Frequency	Percent	Cumulative Frequency	Cumulative Percent
KwaZulu-Natal	352	60.7	352	60.7
Eastern Cape	17	2.9	369	63.6
Northern Cape	2	0.3	371	64.0
Western Cape	55	9.5	426	73.4
Free State	12	2.1	438	75.5
Gauteng	55	9.5	493	85.0
Mpumalanga Province	75	12.9	568	97.9
Northern Province	9	1.6	577	99.5
North West	3	0.5	580	100.0

4.2.2 Gender

For the purposes of gaining a better understanding of the sample, the respondents were requested to furnish information about their gender. This information is shown in Table 4.3.

TABLE 4.3: GENDER OF THE RESPONDENTS

Gender	Frequency	Percent	Cumulative Frequency	Cumulative Frequency
Male	278	47.9	278	47.9
Female	302	52.1	580	100.0

Table 4.3 reveals that the majority of respondents (52.1 percent) were females and 47.9 percent were males. This makes it clear that the difference between males and females was only 4.2 percent. This difference is insignificant, thus it can be said that both males and females were well represented in the sample.

4.2.3 Age

Analysis of the age of the respondents, as presented in Table 4.4, reveals that 37.1 percent were between age of 21 and 30 years, 29.1 percent between 10 and 20 years, 20.0 percent between 31 and 40 years, 10.3 percent in the 40 to 50 years bracket and only 3.4 percent above the age of 50 years. This analysis show that the majority of the respondents (96.6 percent) were below the age of 50 years. This is not at all surprising because statistics show that the majority of South Africans are below the age of 50 (Table 4.5). It has been revealed that the youth constitute about 70 percent of the total population of South Africa. This is a characteristic of all developing nations, and South Africa is no exception to this rule.

TABLE 4.4: AGE OF THE RESPONDENTS

Age	Frequency	Percent	Cumulative Frequency	Cumulative Percent
10-20	169	29.1	169	29.1
21-30	215	37.1	384	66.2
31-40	116	20.0	500	86.2
40-50	60	10.3	560	96.6
Above 50	20	3.4	580	100.0

TABLE 4.5: ANALYSIS OF THE SOUTH AFRICAN BLACK POPULATION BY AGE

Age	Number	Percentage
0-4	4 014 554	14
5-9	3 669 056	13
10-14	3 415 043	12
15-19	3 024 383	11
20-24	2 676 997	09
25-34	4 476 417	16
35-44	3 001 661	10
45-54	1 949 098	07
55-59	694 784	02
60-64	574 479	02
65+	1 087 955	04
TOTAL	28 614 604	100

(Source: *Population Census 1991*)

4.2.4 Marital Status

An analysis of the marital status of the respondents is depicted in Table 4.6. This table reveals that 66 percent of the respondents were single. This revelation is not unexpected, since Table 4.4 makes it clear that 37.1 percent of the respondents were between the ages of 21 and 30, and 29.1 percent between the ages of 10 and 20. In all, 66.2 percent of the respondents were between the ages of 10 and 30 years. Thus it can be expected that they would be single.

Table 4.6 further reveals that 28.6 percent of the respondents were married and the remaining 5.3 percent were either divorced or widowed.

TABLE 4.6: MARITAL STATUS OF THE RESPONDENTS

Marital Status	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Single	383	66.0	383	66.0
Married	166	28.6	549	94.7
Divorced	20	3.4	569	98.1
Widowed	11	1.9	580	100.0

4.2.5 Cross Tabular Analyses

A cross tabular analysis of age and marital status (Table 4.7) shows that the majority of the respondents between the ages of 10 and 30 years were married.

This is not at all surprising, since it is normal practice for black South Africans to commit themselves to marriage at the age of thirty.

TABLE 4.7: AGE BY MARITAL STATUS

Age	Marital Status	Frequency	Percent
10-20	Single	158	27.24
	Married	7	1.21
	Divorced	2	0.34
	Widowed	2	0.34
21-30	Single	177	30.52
	Married	34	5.85
	Divorced	4	0.69
	Widowed	0	0.00
31-40	Single	36	6.21
	Married	74	15.59
	Divorced	4	0.69
	Widowed	3	0.52
41-50	Single	11	1.9
	Married	39	6.72
	Divorced	7	1.21
	Widowed	3	0.51
Above 50	Single	1	0.17
	Married	13	2.24
	Divorced	3	0.52
	Widowed	3	0.52
TOTAL		580	100

TABLE 4.8: AGE BY LEVEL OF EDUCATION

Age	Level of Education	Frequency	Percent
10-20	Primary	4	0.7
	Secondary	145	25.0
	Tertiary	18	3.1
	None	2	0.3
21-30	Primary	5	0.9
	Secondary	51	8.8
	Tertiary	151	26.0
	None	8	1.4
31-40	Primary	13	2.2
	Secondary	34	5.9
	Tertiary	66	11.4
	None	3	0.5
41-50	Primary	15	2.6
	Secondary	16	2.8
	Tertiary	25	4.3
	None	4	0.7
Above 50	Primary	5	0.9
	Secondary	7	1.2
	Tertiary	6	1.0
	None	2	0.3
TOTAL		580	100

A cross tabular analysis of age by level of education, is presented in Table 4.8. This table reveals that the majority of respondents between the ages of 10 and 20 years secondary education. This is not surprising because in the general population most teenagers attend secondary schools. It is interesting to note that the majority of the respondents between the ages of 21 and 40 years tertiary education.

This can be expected, since the statistics presented elsewhere in this study show that the majority of the respondents indicated they were professionals. Most professional qualifications take between 3 and 7 years to attain. It stands to reason, therefore, that if they completed standard 10 at the age of 17 years, they will attain their professional certificate at the age of twenty something.

TABLE 4.9: GENDER BY LEVEL OF EDUCATION

Gender	Level of Education	Frequency	Percent
Male	Primary	18	3.1
	Secondary	123	21.1
	Tertiary	130	22.4
	None	7	1.2
Female	Primary	24	4.1
	Secondary	130	22.4
	Tertiary	136	23.5
	None	12	2.1
TOTAL		580	100.0

Table 4.9 reveals figures, which pertain to the gender and level of education of the respondents. These figures show that the majority of both males and females had either secondary or tertiary education. This cross tabulation makes it clear that the sample was predominantly composed of people who have secondary or tertiary education. The results of this study must therefore be understood in the light of the fact that the views expressed were mostly those of literate people.

TABLE 4.10: GENDER BY JOB DESCRIPTION

Gender	Job Description	Frequency	Percent
Male	Professional	137	23.6
	Labourer	26	4.5
	Unemployed	14	2.4
	Student	83	14.3
	Retired	5	0.9
	Housewife	0	0.0
	Self-employed	13	2.2
Female	Professional	140	24.1
	Labourer	29	5.0
	Unemployed	11	1.9
	Student	81	14.0
	Retired	6	1.0
	Housewife	16	2.8
	Self-employed	19	3.3
TOTAL		580	100

A cross tabulation of gender by job description, is presented in Table 4.10. This table reveals that the majority of both males and females were professionals. It

is worth noting that only a very small minority of the respondents were retired and a small percentage were self employed. It can be expected that only a few of the respondents would indicate that they are self-employed, since the education system to which blacks have been exposed, prepared them to be employees, rather than entrepreneurs who could provide job opportunities.

A cross tabular analysis of age by job description is presented in Table 4.11. An interesting revelation in this table is that 6.2 percent of the respondents between the ages of 10 and 20 years indicated that they are professionals. This is surprising, since one would expect that a post-matric qualification, which accords one professional status, would last for a minimum of three years, and the majority of students, complete matric at the age of 17. However, it should be kept in mind that there are professional qualifications, which can be obtained without a matric certificate. It can therefore be assumed that these respondents are professionals in those fields in which a matric certificate is not a prerequisite.

The data in Table 4.11 shows that the majority of the respondents (19.8 percent) between the ages of 10 and 20 years were students. This is not at all surprising, since it can be expected that teenagers attend school. It is worth noting that 1.4 percent of the respondents between the ages of 10 and 20 years, indicated that they were self-employed. This is an interesting observation, which can be attributed to the fact that a substantial number of black teenagers are involved in informal trade because their parents cannot afford to send them to school, since they are poverty stricken. Some of these teenagers do not have parents and try to make ends meet by joining the informal trade sector.

It is worth noting that the majority of the respondents of all age groups were professionals. It should be mentioned that the majority of the respondents who

indicated that they have professional qualifications, were either teachers, nurses or policemen. The reason for this state of affairs are beyond the scope of this investigation. However, it can be mentioned that the policy of apartheid made it impossible for black South Africans to choose careers other than teaching, nursing and policing.

TABLE 4.11: AGE DISTRIBUTION BY JOB CATEGORIES

AGE	Professional		Labourer		Unemployed		Student		Retired		Housewife		Self-employed	
	F	%	F	%	F	%	F	%	F	%	F	%	F	%
10-20	36	6.2	4	0.7	5	0.8	115	19.8	0	0.0	1	0.2	8	1.4
21-30	133	22.9	16	2.8	9	1.6	46	7.9	0	0.0	0	0.0	11	1.9
31-40	72	12.4	18	3.1	3	0.5	1	0.2	3	0.5	9	1.6	10	1.7
41-49	30	5.2	14	2.4	6	1.0	2	0.3	1	0.2	4	0.7	3	0.5
50+	6	1.0	3	0.5	4	0.7	0	0.0	5	0.9	2	0.3	0	0.0

A cross tabular analysis of gender by income is presented in Table 4.12. The figures in this table show that 11.2 percent of the males and 11.9 percent of the females indicated that they earn less than R1000.00 per month. It can be inferred that the majority of these respondents were students who do not have a steady income, but who are dependent on their parents for whatever money they receive.

TABLE 4.12: GENDER BY INCOME

Gender	Income	Frequency	Percent
Male	Less than R1000	65	11.2
	R1000-R1499	48	8.3
	R1500-R1999	29	5.0
	R2000-R2499	33	5.7
	R2500-R2999	18	3.1
	R3000-R3499	25	4.3
	R3500-R3599	23	4.0
	R4000 and more	37	6.4
Female	Less than R1000	69	11.9
	R1000-R1499	64	11.0
	R1500-R1999	30	5.2
	R2000-R2499	27	4.7
	R2500-R2999	22	3.8
	R3000-R3499	17	2.9
	R3500-R3999	19	3.3
	R4000 and more	54	9.3
TOTAL		580	100

It is worth noting that 6.4 percent of males and 9.3 percent of females indicated that they earn R4000 and more. These are the people who could be expected to engage in tourism activities because they should have reasonable disposable income. More females than males indicated that they earn R4000 and more, because the sample was composed of more females than males. It should be kept in mind that 52.1 percent of the respondents were females and 47.9 percent were males.

The majority of both male and female respondents put forward that they earn between R1000 and R3999 per month. This can be expected because not too many black professionals earn more than R4000.00 per month. Those who earn more than R4000.00 are senior officers in their places of work.

A cross tabular analysis of age by income (Table 4.13) reveals that the majority of the respondents between the ages of 10 and 20 years (9.3 percent) indicated that they earned less than R1000.00. This finding can be expected since most of the respondents in this age group were scholars. Only a minority of the respondents in this age group (0.5 percent) stated that they earned R4000.00. Though this is surprising, it can be attributed to the fact that some of the respondents in this age bracket indicated that they are either professionals or self-employed.

The majority of the respondents in the age group between 21 and 30 years (22.6 percent) indicated that they earn between R1000.00 and R3999.00. This is consistent with the finding that the majority of both males and females earned between R1000.00 and R3999.00 per month.

It is surprising to note that the majority (4.8 percent) of the respondents between the ages of 31 and 40 indicated that they earn less than R1000.00. It

can, however, be expected that a reasonable number (4.3 percent) of those within this age bracket would indicate that they earned more than R4000.00.

There is nothing unusual about the figures, which pertain to those respondents who fall within the 41 and 50 years age bracket. It should be noted that the majority (1.2 percent) of the respondents in the age group 50 years and above indicated that they earned less than R1000.00. This can easily be attributed to the fact that some of the people in this age group are pensioners who earn R500 or less per month.

An analysis of job description by income, as presented in Table 4.14, reveals that the majority of the professionals (10.7 percent) indicated that they earn R4000.00 and more. This can be expected, since professional people in the general population earn better salaries than those without any professional qualifications.

TABLE 4.13: INCOME DISTRIBUTION BY AGE GROUP

INCOME	10-20 Years		21-30 Years		31-40 Years		41-50 Years		51 and more	
	F	%	F	%	F	%	F	%	F	%
Less than R1000	54	9.3	28	4.8	28	4.8	17	2.9	7	1.2
R1000-R1499	30	5.2	47	8.1	16	2.8	15	2.6	4	0.7
R1500-R1999	14	2.4	27	4.7	14	2.4	2	0.3	2	0.3
R2000-R2499	15	2.6	18	3.1	18	3.1	5	0.9	4	0.7
R2500-R2999	13	2.2	12	2.0	10	1.7	5	0.9	0	0.0
R3000-R3499	7	1.2	23	4.0	7	1.2	5	0.9	0	0.0
R3500-R3999	11	1.9	22	3.8	8	1.4	1	0.2	0	0.0
R4000 and more	3	0.5	38	6.6	25	4.3	15	2.6	10	1.7

TABLE 4.14: INCOME DISTRIBUTION BY JOB CATEGORIES

INCOME	Professional		Labourer		Unemployed		Student		Retired		Housewife	
	F	%	F	%	F	%	F	%	F	%	F	%
Less than R1000	19	3.3	26	4.5	11	1.9	50	8.6	6	1.0	9	1.6
R1000-R1499	44	7.6	17	2.9	8	1.4	35	6.0	0	0.0	2	0.3
R1500-R1999	35	6.1	6	1.0	1	0.2	10	1.7	1	0.2	1	0.2
R2000-R2499	39	6.7	3	0.5	1	0.2	12	2.1	2	0.3	3	0.5
R2500-R2999	20	3.5	1	0.2	1	0.2	14	2.4	2	0.3	0	0.0
R3000-R3499	27	4.7	2	0.3	1	0.2	12	2.1	0	0.0	0	0.0
R3500-R3999	31	5.3	0	0.0	0	0.0	9	1.6	0	0.0	0	0.0
R4000 and more	62	10.7	0	0.0	2	0.3	22	3.8	0	0.0	1	0.2

The demographic variables discussed in this chapter, among other things, indicate that the majority of the respondents has tertiary education. Thus, the findings of this study should be interpreted in that light. In terms of age, the majority of the respondents were between the ages of 21 and 30 years. It is also worth noting that the majority of the respondents earned less than R4000.00 per month.

4.3 Conclusion

The demographic variables discussed in this chapter, should throw some light on the level of awareness of tourism and the motivation to engage in tourism, which are discussed in the next chapter. Socio-economic factors such as income, level of education and family size, can distinguish underlying subsets in the choice of tourism destinations (Murphy 1985). With regard to the findings reported in this study, income must be looked at as the most important factor, which determines people's involvement in tourism.

CHAPTER 5

AWARENESS OF TOURISM AND MOTIVATION TO ENGAGE IN TOURISM

5.1   Introduction

In this chapter, data, which pertains to the respondents' awareness of tourism and their motivation to engage in tourist activities, is analysed and interpreted. An attempt is made to integrate qualitative and quantitative data. Quantitative data is primarily presented in tabular form to facilitate better understanding. Since tourism involves travel, it is important to determine the ways in which people perceive different destinations and the routes, which lead to those destinations.

Tourism awareness is crucial for the interpretation of the tourism phenomenon. The meaning of tourism is derived from the awareness of this concept. The expression of tourism is always guided by the awareness of this concept. Sometimes people participate in tourism activities, without being aware of the fact that such activities are part of tourism.

5.2   Awareness of Tourism

Tourism has been defined differently by various individuals and organisations because of the complexity of this phenomenon. In order to meet the objectives of this study, the respondents were asked to state what they understand by the concept of tourism. This was done to establish the level of tourism awareness among the respondents. Murphy (1985:56) states that the awareness that is particularly relevant for tourism, is the visitor's or potential visitor's awareness of

the environment, for the visitor seeks out the beauties of nature and the masterpieces of man's culture and craft.

An analysis of the data presented in Table 5.1, reveals that 34.7 percent of the respondents who answered the quantitative questionnaire, stated that tourism is a practice of travelling for recreation, and 34.5 percent indicated that tourism can be defined as the movement of people within their country and across national boundaries.

Also shown in Table 5.1, is that 24.5 percent of the respondents defined tourism as the business of attracting visitors and satisfying their needs. The remaining 6.4 percent of the respondents defined tourism as an overnight stay away from home.

The two definitions, which accounted for 69.2 percent of the total number of respondents, are more similar than different, since they both include the travel component, which is fundamental to any definition of tourism.

TABLE 5.1: DEFINITION OF TOURISM

Definition	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Overnight stay away from home	37	6.4	37	6.4
Movement of people from origins to destinations	200	34.5	237	40.9
Business of attracting and catering for visitors	142	24.5	379	65.4
Travelling for recreation	201	34.6	580	100

It is interesting to note that the majority of the respondents did not think that overnight stay at a destination forms part of the definition of tourism. This indicates that tourism is understood to include excursions or day trips from origins to destinations. Tourism is further understood to mean any movement from an origin to a destination, for the purpose of engaging in leisure activities, regardless of the length of time spent at such a destination.

The respondents, who answered the qualitative questionnaire, were requested to give their own definition of tourism, and their responses can be classified into five broad categories.

- Tourism is when people visit one or more places outside their usual place of abode, with the purpose of taking a rest from daily activities. The visit may take one or more days.

- Tourism is the business of attracting people from within a country and foreigners, to visit places of interest in a country.

- Tourism is going out on a holiday as a way of spending leisure time.

- Tourism is a combination of educational, recreational and business experiences.

- Tourism as a concept is not well understood.

These definitions help to elucidate what the respondents understood by the concept of tourism. These definitions tell us what tourism means to the respondents. Their understanding of tourism as espoused by these respondents has a bearing on how and why they engage in tourism activities.

Of particular interest, is the finding that tourism was defined differently by the respondents as is the case with the definition of this concept in other communities. It must be noted that the majority of respondents stated that they associate tourism with travelling to far away places, for the purpose of engaging in recreation activities. It is significant that the respondents did not mention that tourism entails spending at least one night away from the normal place of abode. As far as the respondents were concerned, any trip undertaken, for the sake of engaging in recreation or leisure activities, is part of tourism.

The duration of stay at the destination is not considered as an important factor. This finding is similar to the sentiments espoused by the majority of respondents who answered the quantitative questionnaire. The finding, that only a small minority of the respondents, associate tourism with an overnight stay away from home, is significant because it throws light onto the meaning of tourism. The duration of stay at a destination does not form part of the definition of tourism by the respondents. As far as black urban dwellers are concerned, travelling to a destination for the purpose of engaging in leisure activities is tourism. This definition of tourism does not make a distinction between excursionists and tourists as propounded by the World Tourism Organisation (Appendix C).

It must be borne in mind that the majority of Black South Africans have not been exposed to formal training in tourism. It can be expected that their definition of tourism will not conform to the established definitions, which have been propounded by scholars from the West and other authorities in the tourism industry.

The general definition of tourism that is well understood by white South Africans, is that which has been put forward by the World Tourism Organisation, which differentiates between "tourists" and "excursionists". A tourist, is defined as a temporary visitor, staying at least twenty four hours in the destination visited, the purpose of whose journey can be under one of the following headings:

- Leisure (recreation, holiday, health, study, religion and sports).
- Business, family, mission, meeting

An excursionist, is defined as a temporary visitor, staying less than twenty four hours in the destination visited (appendix C).

A substantial number of respondents stated that they do not clearly understand what tourism is all about. Some of the respondents even went to the extent of stating explicitly that they regard tourism as an activity reserved for whites, thus it does not mean anything to them.

It is not surprising to learn that some of the respondents stated that they had no understanding whatsoever of the concept of tourism. The policy of apartheid made it impossible for black South Africans to participate actively in tourism and thus gain a thorough understanding of what tourism is all about. Even after the demise of apartheid, little has been done to encourage blacks to be actively involved in tourism, so as to gain a better understanding of this important phenomenon. The reason for this being that, the tourism industry is still controlled by whites, who are not eager to make it accessible to other racial groups. They still regard it as their preserve, which they have to jealously guard.

The attitude of blacks towards tourism is very negative and it is for this reason that some respondents stated that the author should not have bothered them by asking them what they understood by tourism because they regarded this industry as a white man's domain. They stated that the research should have been conducted among whites, who have a better understanding of tourism, since they have better access to resources which are essential for participation in this industry.

These sentiments can be expected, if one considers the problems of inequality and recreation deprivation, which were brought about by the policy of apartheid. They further emphasise the need for the development of a new tourism culture, befitting the post apartheid era.

5.3 Motivation to Engage in Tourism

The respondents were requested to provide information, which pertains to what makes them engage in tourism activities. Data about the types of attractions inducing visits to tourist destinations, is analysed in Table 5.2. The figures in this table reveal that 34.0 percent of the respondents were attracted by cultural expressions, 34.1 percent by man-made features and 31.9 percent by natural features.

TABLE 5.2: TYPES OF ATTRACTIONS INDUCING VISITS TO TOURIST DESTINATIONS

Type of Attraction	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Natural Features	185	31.9	185	31.9
Man-made Features	198	34.1	383	66.0
Cultural Expressions	197	34.0	580	100.0

It is surprising to note that the respondents did not single out one type of attraction that appeals most to them. One would expect that man-made features would be more popular than natural features, given the fact that most black South Africans are not regarded as nature-lovers. Studies on recreation patterns of Black South Africans, such as that of Magi (1986) have shown that, natural recreation areas are not popular among blacks. The same could be expected as far as tourist attractions are concerned.

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The findings of the study in this regard, suggest that there is not one particular type of attraction that induces black urban dwellers to visit tourist destinations. There is a clear balance between natural features, man-made features and cultural expressions. This can possibly be attributed to the fact that as an when black people engage in tourism, they are not particular about places they visit as long as there are friends and relatives who can provide them with accommodation. Everything else is secondary to the provision of affordable accommodation.

5.4   The Value of Tourism

In order for people to engage in tourism, there should be some value inherent in it. Respondents were thus asked about the value of tourism, so as to establish why they engage in tourist activities. The data presented in Table 5.3 shows that the majority of respondents (50.0 percent) indicated that they value the learning experiences, inherent in tourism. A further 22.2 percent of the respondents stated that the value of tourism is relaxation.

Table 5.3 reveals that 14.0 percent of the respondents indicated that tourism has value because it provides refreshment and 13.8 percent stated that tourism's value lies in getting to know people from different areas and cultural backgrounds.

TABLE 5.3: THE VALUE OF TOURING

Value	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Learning Experiences	290	50.0	290	50.0
Relaxation	129	22.2	419	72.2
Refreshment	81	14.0	500	86.2
Getting to know people	80	13.8	280	100.0

Respondents, who had to respond to the qualitative questions, provided the following answers to the question on the value of tourism.

- It exposes one to nature.
- It exposes one to entertainment.
- It exposes one to new places.
- It strengthens the family bond.
- It provides invaluable learning experiences.
- It affords one an opportunity to relax and have fun.
- It enables one to meet different people and make new acquaintances.
- It promotes a spirit of togetherness in the family.
- It provides exposure to wild life.
- It enables one to understand other people's behaviour.
- It cements the bonds of friendship between friends and relatives.

It is interesting to note that the majority of respondents stated that they think the value of touring lies in the learning experiences derived from visiting different places. This finding can be expected when one takes into account that the majority of the respondents are educated. Generally, educated people

appreciate situations that afford them an opportunity to broaden their academic horizons.

The importance of learning experiences derived from tourism, is also emphasised by the responses given by the respondents, from whom qualitative data was gathered. All of these respondents put forward that tourism provided invaluable learning experiences.

It should be noted that a considerable number of respondents mentioned that the value of tourism can be found in the relaxation that it affords tourists. This finding is noteworthy because it suggests that relaxation is an important consideration in the choice of tourism destinations. It is not surprising to note that only a handful of the respondents indicated that the value of tourism lies in getting to know people. This finding can be expected, if one takes into consideration that a vast majority of the respondents stated that they spend most of their holidays with friends and relatives.

This finding is in line with the sub-hypothesis, which states that blacks prefer to visit places, where they can be accommodated by friends and relatives. Meeting other people, and establishing new bonds of friendship, is not taken into account when plans to engage in tourism are made.

Learning experiences derived from tourism are conditioned by the availability of friends and relatives at destinations. This underlines the fact that, black people are not particularly keen on venturing into unknown terrain to gain valuable experience, unless they have the reassurance of friends and relatives.

The policy of apartheid can also be blamed for the attitude of black people towards getting to know other people. This policy determined which group of people blacks could mingle with freely. Barriers placed on the freedom of

movement of blacks, made it near impossible for them to aspire to know more about people from other cultural backgrounds.

Restrictions placed on the freedom of association by the policy of apartheid, made black people to be content with relaxing at destinations to which they had access. Even if they desired to visit destinations where they could mix with people from other racial groups, they were not allowed to visit these places. Their learning experiences were thus conditioned by the restrictions placed on their freedom of movement and association. It is for this reason, that black people's involvement in tourism is more regional than national.

5.5   Conclusion

The findings reported in this chapter indicate that the respondents understand what tourism is all about. They were able to state what the concept tourism mean to them. Of particular interest is the revelation that respondents could not single out one type of tourist attraction that induces them to visit tourist destinations.

It is interesting to note that the cultural novelty of destinations is not a major component of travel motivation among urban blacks. Instead it is the familiarity with the destination which prompts blacks to undertake holiday trips.

CHAPTER 6

TRAVEL, DESTINATIONS AND ACTIVITIES

6.1   Introduction

In this chapter, an analysis of quantitative and qualitative data, which relate to travel, destination and activities engaged in at tourist destinations, is undertaken. An attempt is made to integrate quantitative and qualitative data so as to facilitate better understanding of the meaning and expression of tourism travel, in particular among urban blacks.

The interpretation of the findings that relate to the mode of transport used to reach destinations, the type of destinations chosen and the activities engaged in, is done on the basis of the purpose of this investigation, as well as related questions, which have been raised in the study:

- To establish the distances black people travel to tourist destinations and the mode of transport they use to reach these destinations.

- To find out what places and tourist destinations Black people prefer to patronise.

- To establish the activities which black urban dwellers engage in at tourist destinations.

The bulk of the data presented and analysed in this chapter is categorised according to three kinds of vacations or time slots, during which people can

engage in tourist activities. The three are; weekends, long weekends/short holidays and long holidays. This categorisation has been done in order to establish whether the length of a vacation has an influence on an individual's participation in tourism activities.

6.2 Travel

Travel is an integral part of the tourism experience. It is at the centre of the concept of tourism. Thus, it was deemed very important to establish how the respondents travel to tourism destinations and the frequency with which they visit such destinations.

6.2.1 Holidays Taken Per Year

For the purpose of the study reported here, it was important to establish the number of holidays taken by respondents per year. The data presented in Table 6.1 depicts the number of holidays per annum taken by respondents. This table reveals that the majority of the respondents (31.6 percent) indicated that they take two holidays per year. Surprisingly, 21.6 percent of the respondents stated that they take five or more holidays per year. These holidays most probably, include weekends or long weekends. Those respondents who take one holiday per year, accounted for 17.4 percent of the total number of respondents.

The figures in Table 6.1 also reveal that 15.3 percent of the respondents indicated that they take four holidays per year. Fourteen percent of the respondents indicated that they take three holidays per year. This can be expected, if one takes into account the fact that a considerable number of respondents are teachers. The latter are given at least four breaks per year in their school calendar.

Respondents who answered the qualitative questionnaire were asked to provide information about the last time they went on holiday. Of the 30 respondents interviewed, 13 stated that they last went on holiday in 1994.

TABLE 6.1: HOLIDAYS TAKEN PER YEAR

Number of Holidays	Frequency	Percent	Cumulative Frequency	Cumulative Percent
One	101	17.4	101	17.4
Two	183	31.6	284	49.0
Three	82	14.1	366	63.1
Four	89	15.3	455	78.4
Five or more	125	21.6	580	100

Four of the respondents revealed that they last went on holiday in 1992 and eight stated that they had never gone on holiday. Those who stated that they have never been on holiday, when questioned further about the activities they engage in during vacations, indicated that they do visit relatives, but they do not regard that as going on holiday, since they view these places as their second homes. They indicated that they usually visit their relatives who live in rural areas.

The activities they engage in when they visit these places are not different from the ones they perform at their homes in the urban area. The finding sheds light on what respondents understand by going on holiday. To them it means to visit a place you do not regard as home and engaging in activities different from those you participate in at home.

It should be noted that the majority of respondents indicated that they do take holidays. It is particularly noteworthy that a sizeable number of the respondents

stated that they take two holidays per year. This is an indication of how often they participate in tourism activities.

Most probably the reason for taking two holidays per year, is that there are two seasons of the year during which there are long school vacations, i.e winter and summer. It should be noted that a substantial number of the respondents (28.3 percent) were students. A closer look at the analysis of qualitative data also reveals that the majority of the respondents put forward that they last went on holiday some three years ago. This finding makes it clear that, in spite of not being well versed with the tourism industry, black South Africans do make an effort to engage in tourism activities, although they look for destinations where costs will be minimal, hence they visit friends and relatives.

It is also striking to observe that 21.6 percent of the respondents indicated that they take five or more holidays per year. This can easily be attributed to involvement in tourism activities. Some tourist activities can be engaged in during weekends, and one does not need to travel very long distances to engage in tourist activities.

Taking more than five holidays during a year must also be looked at in light of the fact that as far as the respondents were concerned, even day trips, which did not involve a night's stay at a destination, were regarded as part of tourism. To some of the respondents, taking a holiday meant visiting a place which is not your usual domicile, for the purpose of engaging in leisure activities, regardless of the duration of stay at the destination. A day visit to a destination, which is more than a 100 km from one's place of abode, is regarded as a holiday. This is a clear indication of what the respondents understand tourism to mean.

6.2.2 Means of Transport

Tourism is about the movement of people from origins to destinations. In order for this movement to occur, there has to be means of transport. Transport is one of the cornerstones of the tourism industry. Without transport the tourism industry would not exist. Therefore, any study of how people engage in tourism would be incomplete without the knowledge of the modes of transport which tourists use to move from origins to destinations. The respondents were thus asked to indicate the mode of transport they use to travel from their places of residence to tourism destinations.

The data in Table 6.2 shows that the majority of respondents (64.8 percent) indicated that they use public transport to reach tourism destinations during weekends. The figures in Table 6.2 also show that 30 percent of the respondents put forward that they use their own cars to travel from their places of abode to tourism destinations. This suggests that the majority of respondents do not own cars, which they could use to travel to tourism destinations. This can be attributed to the economic situation of the majority of black people in this country.

Some respondents (5.2 percent) indicated that they use either friends' cars or family cars to travel to tourism destinations during weekends. This finding suggests that some of the respondents travel to tourism destinations in groups because they do not have their own means of transport. This is not at all surprising, since a sizeable number of respondents were students, who normally do not have their own means of transport. Respondents were also asked to indicate the mode of transport they use to reach tourism destinations during short vacations.

TABLE 6.2: TRANSPORT USED DURING WEEKENDS

Forms of Transport	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Own car	174	30.0	174	30.0
Public	376	64.8	550	94.8
Other ...	30	5.2	580	100.0

The data presented in Table 6.3 reveals that the majority of respondents (65.2 percent) stated that they use public transport to reach their destinations during short vacations. This table also shows that 30.5 percent of the respondents indicated that they use their own cars to reach tourism destinations. The findings of Table 6.3 do not differ significantly from those of Table 6.2. Both tables show that public transport is very popular among the respondents, either because it is cheap or because they do not own cars.

As in the case of travel during weekends, some respondents (4.3 percent) indicated that they use either family or friends' cars to travel to tourism destinations during short vacations.

TABLE 6.3: TRANSPORT USED DURING SHORT VACATIONS

Forms of Transport	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Own car	177	30.5	177	30.5
Public	378	65.2	555	95.7
Other ...	25	4.3	580	100.0

6.2.3 Distances Travelled to Tourism Destinations

The distances travelled by the respondents during weekends to tourism destinations are illustrated in Figure 6.1.

The data presented in this figure reveal the existence of the distance decay phenomenon. The majority of respondents (43.4 percent) indicated that they travel distances of between 1 and 100 kilometres, to engage in tourism activities. The data reveal that 20.5 percent of the respondents stated that they travel distances of between 101 and 200 kilometres to tourism destinations, whereas 12.4 percent indicated that they travel distances of between 201 and 300 kilometres. The data also shows that 8.3 percent of the respondents put forward that they travel distances of between 301 and 400 kilometres, in order to experience tourism. Distances of not less than 401 and more than 500 kilometres was covered by 15.3 percent of the respondents.

It is worth mentioning that the distance decay spatial gradient that is evident from the data in Figure 6.1 is closely related to the length of the vacation. Weekends are relatively short to allow travel to distant places. It is therefore not surprising to note that the majority of respondents travel relatively short distances during weekends. It should be highlighted that travel is part of the tourism experience. Therefore, the length of the distance travelled, has a direct bearing on the tourism experience and the associated learning experiences. The company which one keeps during trips to tourism destinations also has an influence on the nature of the tourism experience during the journey to a destination.

FIGURE 6.1 DISTANCE TRAVELLED DURING WEEKENDS
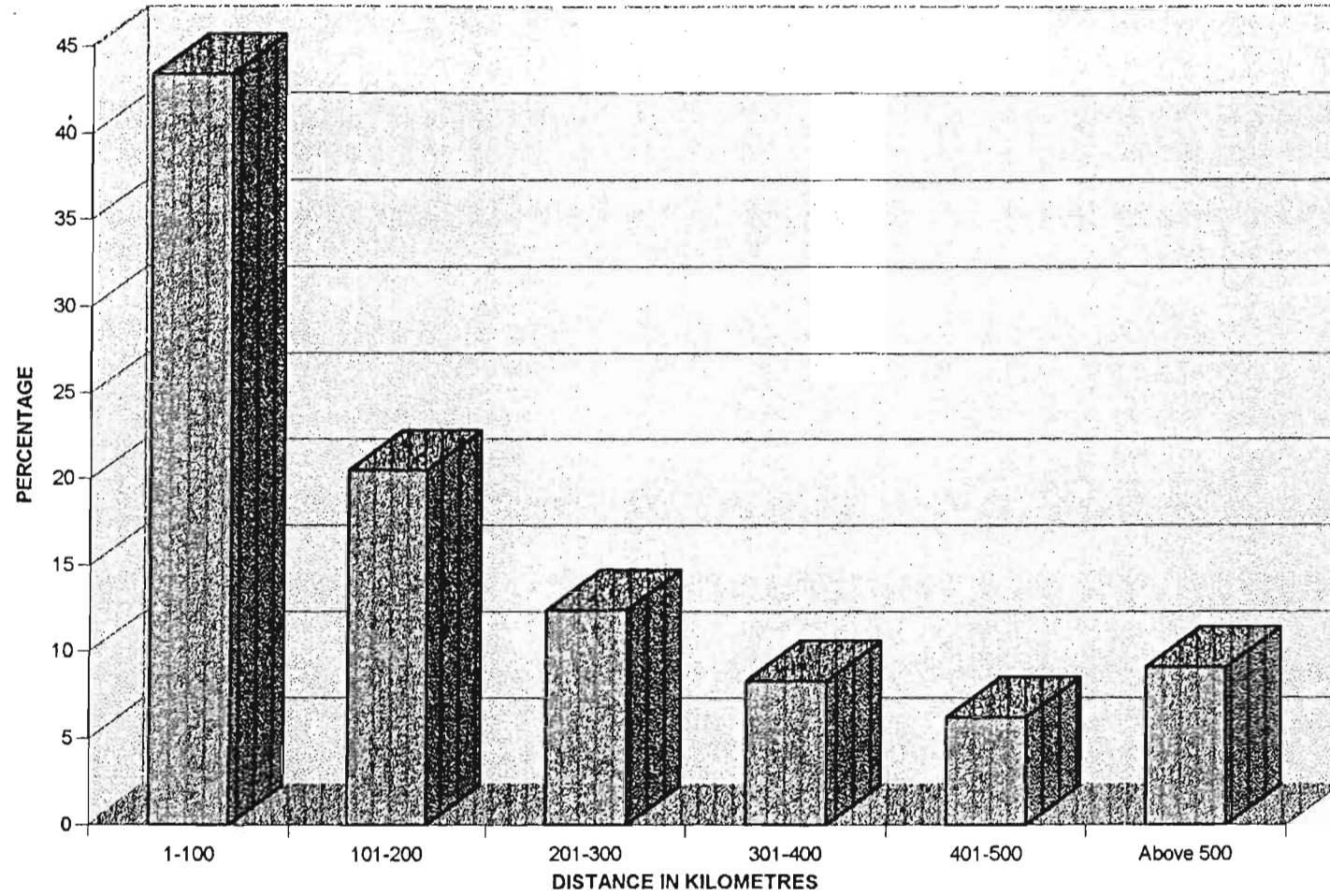
The respondents were also asked to indicate the distances they travelled during short holidays. It was essential to establish if the travel patterns during short and long holidays were similar or different. It is interesting to note that 30.0 percent of the respondents indicated that they travel distances of between 1 and 100 kilometres to reach tourism destinations during short holidays. An analysis of the data in Figure 6.2 reveals that not too many respondents indicated that they travel distances of between 301 and 400 kilometres (9.5 percent) and more than 500 kilometres (9.5 percent). These data reveal that only a handful of respondents travelled long distances to reach tourism destinations during short holidays.

It is interesting to note that the distances which respondents travel to tourism destinations during short holidays exhibit a distance decay pattern, which is similar to that demonstrated during weekends. This distance decay phenomenon is illustrated in Figure 6.2. This is an important finding, since it reveals that there is no clear distinction between travel patterns during short holidays and weekends. It is a clear indication of the manner in which the respondents engage in tourism activities. It illustrates how the respondents express themselves in terms of tourism.

FIGURE 6.2 DISTANCE TRAVELLED DURING SHORT HOLIDAYS
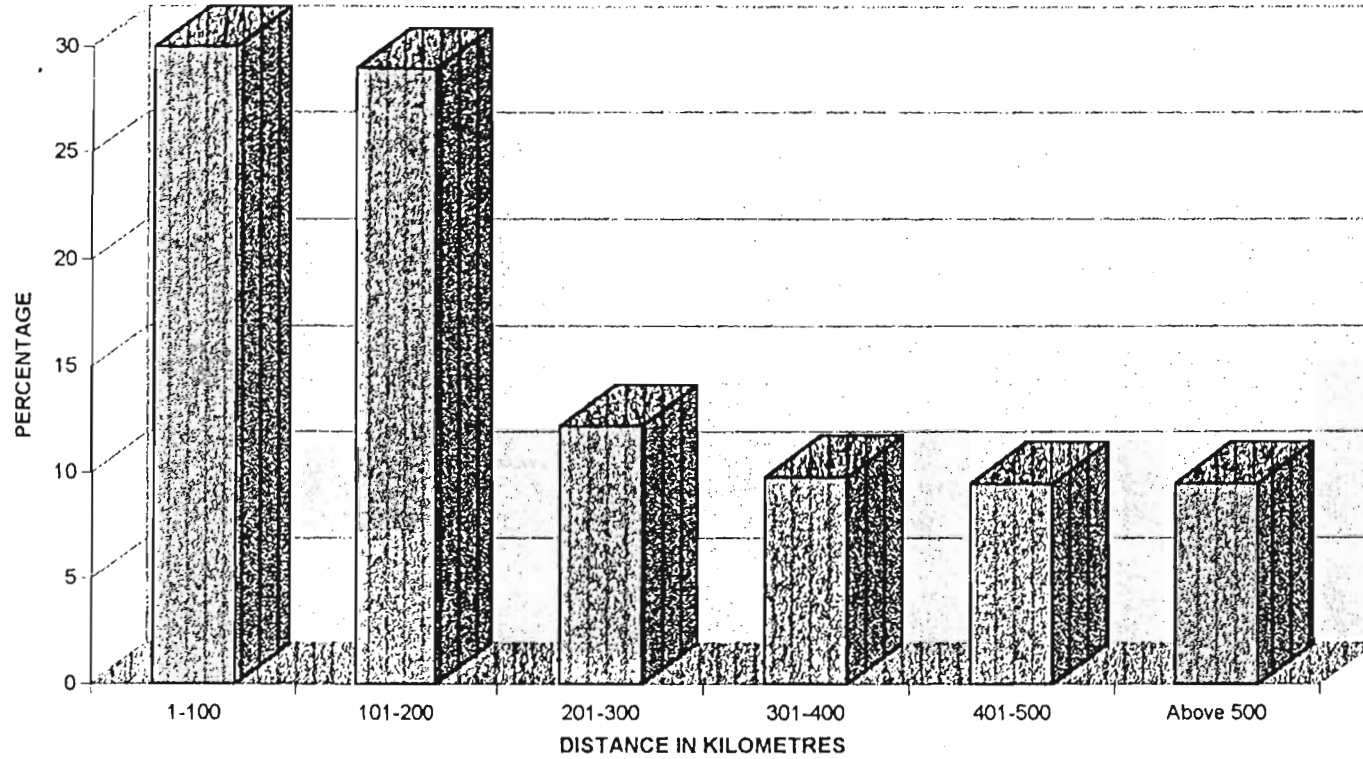
It was felt that the length of a holiday might have an influence on the distance travelled to a tourism destination, thus the respondents were asked to indicate the distance they travel during long holidays. These distances are depicted in Figure 6.3.

The data in Figure 6.3 reveal that only 9.7 percent of the respondents stated that they travel distances of between 1 and 100 kilometres to reach tourism destinations during long holidays. The majority of respondents travelled distances of more than 500 kilometres to reach tourism destinations during long holidays. This shows the existence of the distance accretion phenomenon as opposed to the distance decay phenomenon, exhibited in travel patterns during weekends and short holidays. The distance accretion phenomenon, is clearly illustrated in Figure 6.3.

The data reveal that distances of between 201 and 500 kilometres are travelled by 41.2 percent of the respondents. This finding makes it clear that the longer the holiday, the longer the distance travelled to tourism destinations. This shows clearly how the respondents participate in tourism during long holidays.

FIGURE 6.3 DISTANCE TRAVELLED DURING LONG HOLIDAYS
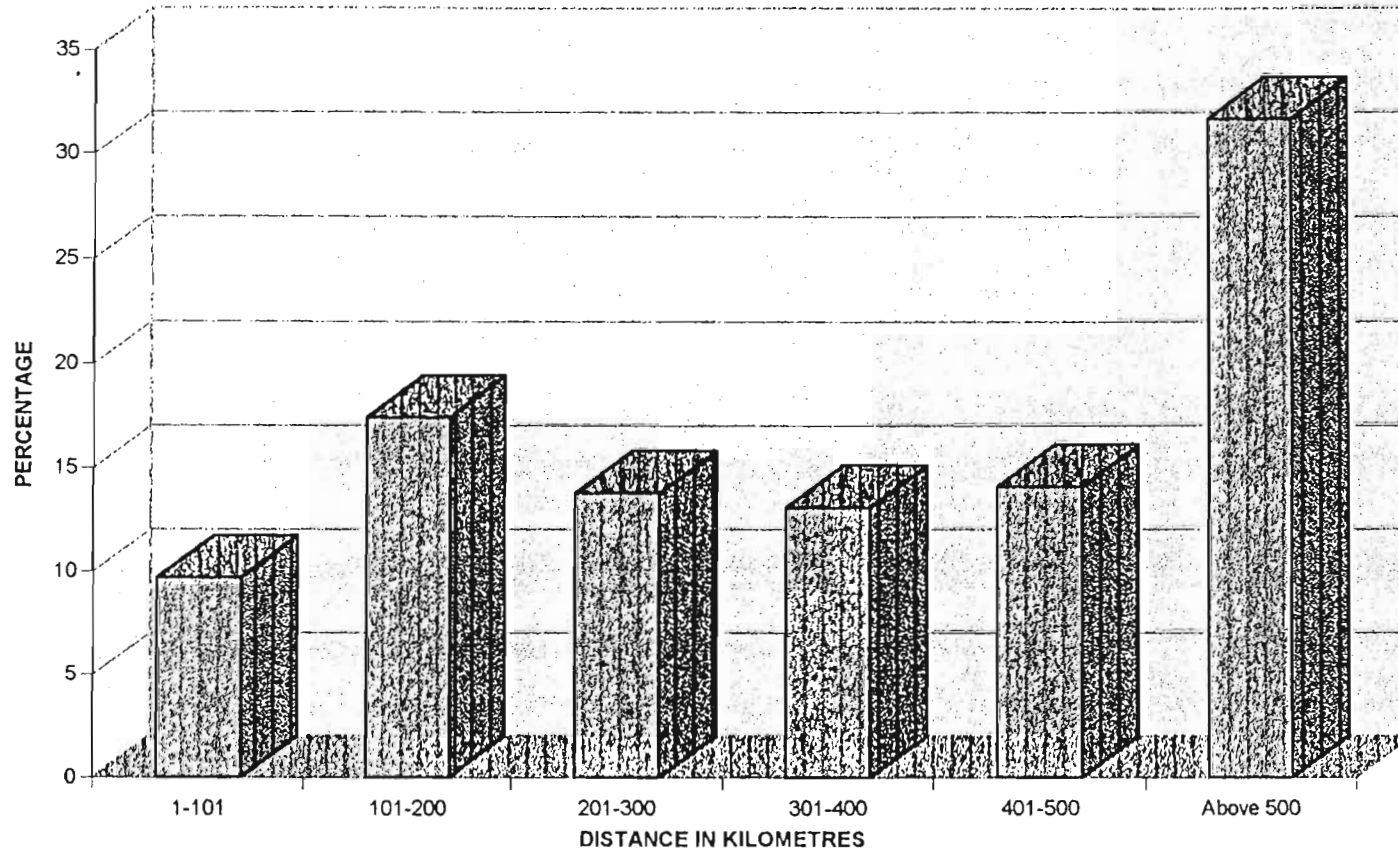
An analysis of qualitative data reveals that the number of respondents who indicated that they used public transport to reach their destinations during their last holiday trip, was the same as those who stated that they use private transport. Buses and minibuses were mentioned as the public transport modes used to reach tourism destinations during their last holiday trip. The reason for not using other modes of transport such as trains, was that rail transport is looked upon as providing services to commuters who travel relatively short distances to work. Luxurious trains such as the famous Blue Train are out of reach of the majority of blacks since they are very expensive.

Aeroplanes were found to be not popular, with only two of the respondents indicating that they had used an aeroplane during their last holiday trip. The reasons for not using aeroplanes were that they are too expensive and that the respondents did not travel to places that were so far away that they need an aeroplane to get there. Interestingly, a large number of respondents indicated that they would love to use an aeroplane as they had never used it in their lives. They said they are looking forward to the day when they would have enough money to experience the pleasure of flying in an aeroplane. This finding is not surprising, since it has been observed that the majority of passengers on domestic and international flights are white. This state of affairs can easily be attributed to the availability of disposable income among whites.

Those who stated that they used their own transport to reach destinations during their last holiday trip, put forward that private transport provided them the convenience they needed. They stated that using public transport is cheap but less convenient. It must be noted that the majority of the respondents who used their own transport to reach their destinations during their last holiday trip, are professionals who earned more than R4000.00 per month. This serves to show that there is a marked relationships between one's income and one's ability to own private transport.

The cost of the last trip undertaken by respondents ranged from R40.00 to R5000.00. The duration of the trip, which cost R40.00 was one day and did not include a night's stay at the destination. The trip, which cost about R5000.00 lasted for two weeks and was undertaken by a family of five.

It can be expected that majority of the respondents would not travel very long distances to engage in tourism activities during weekends. There is limited time for involvement in tourism activities during weekends, thus, these are mostly spent in the province where one resides. The tourism destinations that are chosen during weekends are those, which are not too far away from one's place of abode.

It is interesting to note that the majority of the respondents indicated that, even during long weekends, they prefer to visit local tourism destinations. This state of affairs can also be attributed to the fact that long weekends are not long enough to afford people ample time to travel to far away places. This must be understood on the basis that travelling itself takes up a lot of time. The predominance of visits to places within one's province, is illustrated by the finding that the vast majority of the respondents, from whom qualitative data was acquired, indicated that their last holiday had been spent in their own province.

Comparisons of distances travelled to tourism destinations, presented in Figures 6.1, 6.2 and 6.3, reveals that during weekends and short holidays the majority of respondents indicated that they travel distances between 1 and 100 kilometres, whereas the majority stated that they travel distances of more than 500 kilometres during long holidays. This finding can be attributed to the fact that, in order to travel a long distance one has to have ample time, and short holidays are not suitable for travelling long distances because of time constraints. It is more enjoyable to travel a long distance knowing very well that you have a lot of

time at your disposal rather than to undertake such a long trip having to rush back home because time is limited.

The predominance of the distance decay spatial gradient (Figure 6.1 and 6.2) during weekends and short holidays can be expected. The distance accretion phenomenon, which obtains during long holidays and is depicted in Figure 6.3, can also be expected. It should be noted that the cost of a trip increases with an increase in distance, therefore there is a need to plan well for long trips if they are to yield the desired fulfilment.

6.3   Destinations

In order to gain a better understanding of the expression of tourism among urban blacks, is was deemed essential to analyse the types of destinations the respondents visit. Thus, they were asked to indicate the types of destinations they visit during holidays of different lengths.

An analysis of the provinces, which the respondents visit during weekends is presented in Table 6.4. This shows that the majority of respondents (15.3 percent) indicated that they visit the province of Kwa-Zulu Natal during weekends. This is not at all surprising, since the majority of respondents are from this province. It is not uncommon for people to travel short distances during weekends.

Table 6.4 also shows that 15.2 percent of the respondents stated that they visit Gauteng during weekends and 12.9 percent visit the Western Cape. It is worth noting that a tiny minority (0.9 percent) of the respondents indicated that they visit the North West Province during weekends.

TABLE 6. 4 : PROVINCE VISITED DURING WEEKENDS

Province	Frequency	Percent	Cumulative Frequency	Cumulative Frequency
KwaZulu-Natal	286	49.3	286 .	49.6
Eastern Cape	40	6.9	326	56.2
Northern Cape	12	2.1	338	58.3
Western Cape	75	12.9	413	71.2
Free State	11	1.9	424	73.1
Gauteng	88	15.2	512	88.3
Mpumalanga	47	8.1	559	96.4
Northern Province	16	2.8	575	99.7
North West	5	0.9	580	100.0

The data, presented in Table 6.5, show the pattern of visiting of the nine provinces by the respondents during long weekends. The table reveals that 39.8 percent of the respondents visit tourism destinations in KwaZulu-Natal. This percentage is significantly lower than that of those who indicated they spend weekends in KwaZulu-Natal. This suggests that respondents travel longer distances during long weekends than during ordinary weekends.

Gauteng is the second most popular destination during long weekends, since 19.7 percent of the respondents indicated that they visit this province. The Mpumalanga Province was chosen by 11.7 percent. The Free State was mentioned by 7.9 percent of respondents, as their favourite destination during long weekends.

It must be noted that the Northern Cape was chosen by only 0.7 percent and the North West by 1.2 percent of the respondents as their destinations during long weekends. This shows that these two provinces were not popular destinations during long weekends.

TABLE 6.5: PROVINCE VISITED DURING LONG WEEKENDS

Province	Frequency	Percent	Cumulative Frequency	Cumulative Percent
KwaZulu-Natal	231	39.8	231	39.8
Eastern Cape	41	7.1	272	46.9
.Northern Cape	4	0.7	276	47.6
Western Cape	44	7.6	320	55.2
Free State	46	7.9	366	63.1
Gauteng	114	19.7	480	82.8
Mpumalanga	68	11.7	548	94.5
Northern Province	25	4.3	573	9.8
North West	7	1.2	580	100.0

The pattern of visitation of the South African provinces by the respondents, shows that the majority (34.1 percent) stated that they visit destinations in KwaZulu-Natal during long holidays. This percentage is lower than the 39.8 percent, which indicated that they visit destinations in this province during long weekends. This suggests that the longer the holiday, the further away from home people travel. A substantial number of respondents indicated that they visit provinces other than their own during long holidays (Table 6.6)

The figures in Table 6.6 show that Gauteng is the second most popular destination among respondents during long holidays (21.6 percent) and Mpumalanga Province is third, with 14.3 percent.

The Eastern Cape was chosen by 8.8 percent of the respondents as their favourite destination during long holidays. The other regions fared as follows:

- Western Cape 7.4 percent
- Northern Province 5.3 percent
- Free State 5.3 percent
- Northern Cape 1.9 percent
- North West 1.4 percent

TABLE 6.6: PROVINCE VISITED DURING LONG HOLIDAYS

Province	Frequency	Percent	Cumulative Frequency	Cumulative Percent
KwaZulu-Natal	198	34.1	198	34.1
Eastern Cape	51	8.8	249	42.9
Northern Cape	11	1.9	260	44.8
Western Cape	43	7.4	303	52.2
Free State	30	5.2	333	57.4
Gauteng	125	21.6	458	79.0
Mpumalanga	82	14.3	541	93.3
Northern Province	31	5.3	572	9.6
North West	8	1.4	580	100.0

It is evident from the data presented in Table 6.6, that the provinces of Northern Cape and North West were the least popular destinations for respondents during long holidays. A number of the respondents from KwaZulu-Natal put forward that they visit the Gauteng region during long holidays and those from Gauteng indicated that they prefer to visit KwaZulu-Natal. Long holidays afford one enough time to visit the place they would like to see and these are usually planned well in advance. A comparison between Table 6.4, and 6.5 however, shows that the majority of respondents indicated that they visit their home province, regardless of the length of a holiday. This finding supports the sub-hypothesis of this study, which states that black people's participation in tourism is more regional than national. The popularity of one's home province as a tourism destination can be attributed to one or more of the following factors:

- familiar language
- predictable cultural reactions
- accessibility
- political attitudes consistent with the home area
- familiar climate

The trend can also be attributed to economic factors, as well as cultural constraints such as language and uncertainty about the behaviour one has to exhibit in other provinces. Another factor, which could influence the choice of destination, is the availability of friends and relatives in a province.

This finding is in line with an assertion by Murphy (1985) that less wealthy people are most likely to visit local destinations, while the more affluent tend to patronise attractions which are further afield.

The respondents were requested to furnish information about the destination they usually visit during weekends, long weekends/short holidays. This information was required in order to establish whether the length of a vacation

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has an influence on the choice of a tourism destination. The data in Tables 6.7, 6.8 and 6.9 show the destinations that were visited by the respondents during weekends, long weekends/short holidays and long holidays.

The figures in Table 6.7 shows that the majority of the respondents (36.1 percent) visit inland urban areas during weekends. The second most popular destination during weekends are coastal urban areas, which accounted for 31.0 percent of the respondents. The third most popular destinations were mountainous areas, which were chosen by 12.8 percent of the respondents. Coastal nature reserves and inland nature reserves were mentioned by 6.7 percent of the respondents respectively as their popular destinations during weekends.

TABLE 6.7: PLACES VISITED DURING WEEKENDS

Places	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Inland urban areas	211	36.4	211	36.4
Coastal urban areas	180	31.0	391	67.4
Mountainous areas	74	12.8	465	80.2
Other	43	7.4	508	87.6
Coastal nature reserves	39	6.7	547	94.3
Inland nature reserves	33	5.7	580	100.0

This finding is not surprising because black people generally do not take delight in visiting nature reserves and game parks. The negative attitude of blacks towards nature reserves and game parks can be attributed to the lack of environmental education, as well as the restrictions placed on them by the apartheid policy. Their freedom of choice had been severely limited by the apartheid legislation. It should also be borne in mind that the majority of black

people who live in urban areas originate from rural areas. In rural areas people live very close to nature and they regard moving to urban areas as a step closer to civilisation. Black people who live in urban areas tend to look down on anything associated with the rural environment. This attitude towards rural areas largely explain the expression of tourism by urban blacks. Their perception of rural areas influence their choice of tourism destinations.

The data in Table 6.8 show that the majority of respondents (39.8 percent) stated that they visit inland urban areas during long weekends and short holidays. It is worth noting that there is no significant difference between this finding and that of Table 6.7, which showed that 36.1 percent of the respondents chose inland urban areas as their destinations during weekends. The figures in Table 6.8 also show that 32.2 percent of the respondents stated that they visit coastal urban areas during short holidays and long weekends. The revelation that urban areas are popular tourism destinations supports the sub-hypothesis of this study, that black people prefer to visit urban areas rather than rural areas. Rural areas are associated with a primitive lifestyle and are characterised by a lack of basic infrastructure.

TABLE 6.8: PLACES VISITED DURING SHORT HOLIDAYS

Places	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Inland urban areas	231	39.8	231	39.8
Coastal urban areas	187	32.2	418	72.1
Coastal nature reserves	56	9.7	474	81.7
Inland nature reserves	42	7.2	516	89.0
Mountainous areas	38	6.6	554	95.5
Others	26	4.5	580	100.0

It is striking to note that only 6.6 percent of the respondents indicated that they visit mountainous areas during long weekends and short holidays. This shows that there is a significant difference between the choice of destinations during weekends and short holidays.

Coastal nature reserves and inland nature reserves proved to be unpopular destinations, since they were chosen by only 9.7 percent and 7.2 percent of the respondents respectively.

These statistics are more similar than different from what is depicted in Table 6.7, which shows destinations visited during weekends. Other destinations chosen by 4.5 percent of the respondents included, cultural heritage sites, zoos and forested areas.

An analysis of the destinations visited by the respondents during long holidays is presented in Table 6.9. The table shows that the majority of respondents (32.9 percent) stated that they visit coastal urban areas during long holidays. Inland urban areas proved to be the second most popular destination during long holidays, as they were chosen by 26.9 percent of the respondents.

Inland nature reserves and mountainous areas were each chosen by 15.3 percent of the respondents as their favourite destinations during long holidays. Coastal nature reserves were chosen by 13.6 percent of respondents as their favoured destinations during long holidays.

Coastal urban areas are very popular destinations during long holidays. One would expect that urbanites would travel to coastal areas for the purpose of recreation and relaxation. One need not look further than the hordes of tourists who visit Durban and other areas on the South Coast of KwaZulu-Natal during the summer holidays, to confirm the popularity of coastal urban areas as tourist

destinations during long holidays. Blacks from rich provinces such as Gauteng visit these coastal areas to have fun on the beaches.

TABLE 6.9:   PLACES VISITED DURING LONG HOLIDAYS

Places	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Coastal urban areas	191	32.9	191	32.9
Inland urban areas	155	26.9	346	59.7
Mountainous areas	89	15.3	435	75.1
Coastal nature reserves	79	13.6	514	88.7
Inland nature reserves	66	15.3	580	100.0

Inland urban areas are popular destinations during all categories of vacations, that is, weekends, long weekends/short holidays and long holidays. The popularity of mountainous areas as tourism destinations during weekends is also worth noting. The unpopularity of nature reserves during all categories of holidays is not at all surprising because these areas have never been popular among black South Africans, because of the restrictions imposed by the policy of apartheid. These areas have not been easily accessible to people who do not belong to the white race.

In order to establish the pattern of visiting tourism destinations, the respondents were requested to furnish information about the number of destinations they visit during their short and long vacations. Data which pertain to the number of destinations visited by respondents during holidays are presented in Figures 6.4, 6.11 and 6.5 and 6.6. Figure 6.4 reveal that a sizeable percentage (42 percent) of the respondents indicated that they visit only one destination during weekends.

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This finding is not surprising, since a weekend might be too short to allow a person to travel to more than one destination. The amount of leisure time at one's disposal has a direct bearing on the number of destinations one can visit for the purposes of engaging in leisure activities.

FIGURE 6.4 NUMBER OF DESTINATIONS VISITED ON WEEKENDS
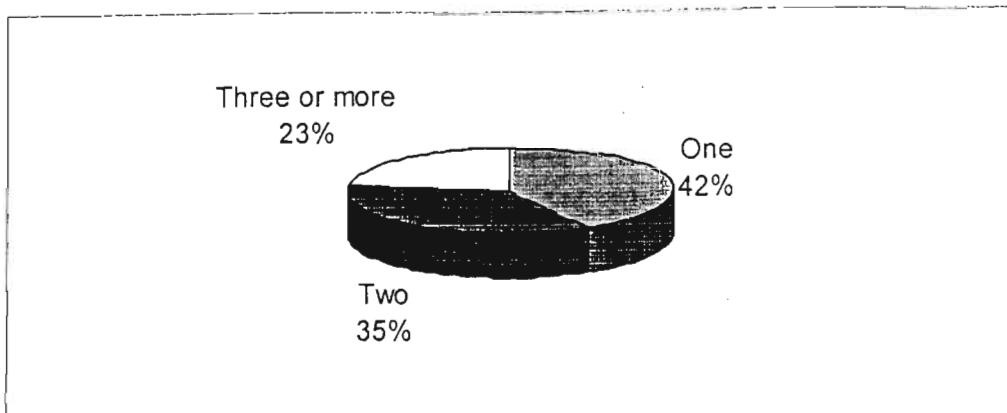
Figure 6.4 further depicts that 35 percent of the respondents stated that they visit two destinations during weekends. It should be noted that only 23 percent of the respondents indicated that they visit three or more destinations during weekends. This finding can easily be attributed to the fact that there is not much time during weekends to visit as many destinations as one would like. Time constraints play a vital role in the choice of the number of destinations to be visited.

Figure 6.5 shows that 40 percent of the respondents indicated that they visit one destination during long weekends/short holidays. The figure further reveals that 37 percent of the respondents stated that they visit two destinations during long weekends/short holidays. From Figure 6.5 it can be seen that only 23 percent of the respondents indicated that they visit three or more destinations during long weekends/short holidays.

FIGURE 6.5 NUMBER OF DESTINATIONS VISITED ON SHORT HOLIDAYS
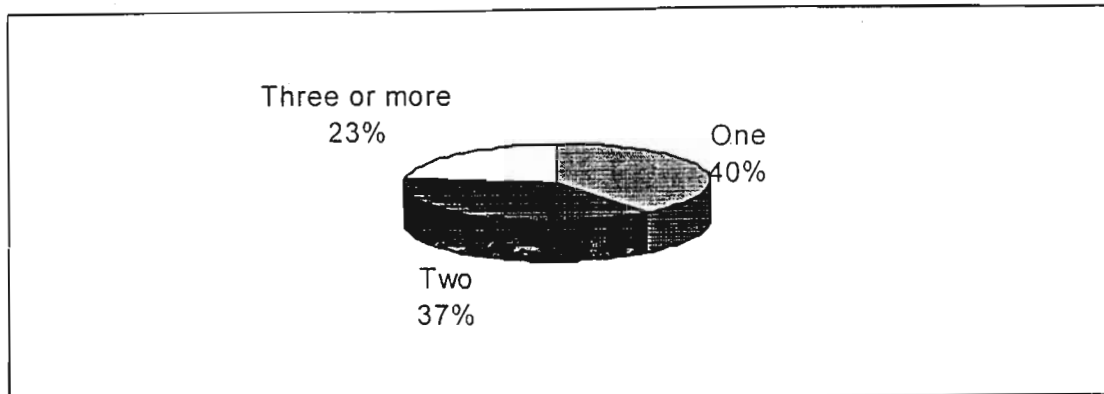
A comparison between the data in Figure 6.5 and that in Figure 6.4 shows that there is no significant difference in the number of destinations that were visited by the respondents during weekends and short holidays.

An analysis of the data in Figure 6.6 shows that the majority of respondents (45 percent) indicated that they visit three or more destinations during long holidays. This revelation makes it clear that unlike during weekends and short holidays when the majority of the respondents visited one destination only, during long holidays they visited numerous destinations. From this revelation it can be deduced that the longer the holiday, the more the destinations which are visited by the respondents. There is a significant relationship between the length of a holiday and the number of destinations visited.

Figure 6.6 also depicts that 37 percent of the respondents indicated that they visit two destinations during long holidays.

Only a handful of the respondents (18 percent) stated that they visited one destination during long holidays. This finding is the opposite of what is obtained

during weekends and short holidays when most of the respondents indicated that they visit only one destination.

It can be expected that more than one destination would be visited during long holidays, since there is ample time to visit different places. The time factor plays a very important role in the choice of a destination as well as the distance which can be travelled to such destinations.

FIGURE 6.6 NUMBER OF DESTINATIONS VISITED DURING LONG HOLIDAYS
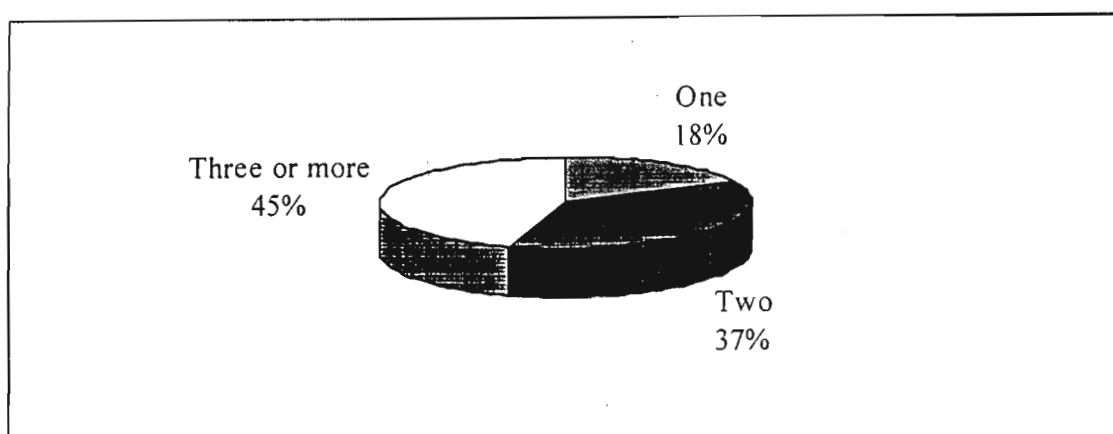
The respondents who answered the qualitative questions were asked to indicate the South African province they visited during their last holiday. It was found that the majority had visited places in KwaZulu-Natal and a few mentioned that they had visited either the Western Cape or Gauteng. It should be noted that the latter provinces are largely urban in character, and this emphasises the fact that urban areas are favoured more than rural areas as destinations to be visited during holidays. Only one of the respondents indicated that he visited a place outside South Africa which is Mombasa in Kenya.

It is interesting to note that the (eight) respondents who had stated that they have never gone on holiday, put forward that the question on the province visited during holidays, was irrelevant to them. It must, however, be mentioned that these respondents indicated that the relatives they usually visit live in KwaZulu-Natal, which is their home province.

It is interesting to note that when the respondents were asked how long their last trip lasted, the responses ranged from two weeks to one day. None of the respondents indicated that their trip lasted for more than two weeks. This finding indicates that blacks do not spend lengthy periods away from their places of abode, especially if they are not in the company of their families and friends.

6.4   Activities

In this study tourism is looked at from a recreation perspective, thus it was absolutely essential to ask the respondents about the types of recreation activities they engage in during holidays. It is important to analyse the types of activities the respondents engage in, so as to gain a better understanding of the meaning and expression of tourism among urban blacks.

6.4.1 Activities During Weekends

The data presented in Table 6.10 reveal that 53.8 percent of the respondents visit friends and relatives during weekends. The figures in Table 6.10 also reveal that 24.5 percent of the respondents indicated that they stay at home during weekends. Only 2.9 percent of the respondents stated that they visit a hotel during weekends. This revelation corresponds very well with the finding that the majority (53.8 percent) of respondents visit friends and relatives during weekends.

It is worth mentioning that 4.7 percent of the respondents indicated that they engage in other activities which were not listed in the questionnaire. Among these activities are church related activities and going to music and cultural festivals. It should be noted that an overwhelming majority of Black South Africans are Christians and thus participate in church related activities. A good example of a church group whose members travel long distances is the Zionist Christian Church (ZCC). The members of this congregation travel to Moria (Northern Province) the headquarters of the church in large numbers during the Easter holidays thus they become tourists at this destination. Another church group which travels in large numbers to a place of worship is the Shembe religious group which travels to Nhlangakazi near Durban at least once a year. Worshippers from both these religious groups spend more than one night at the place of worship.

TABLE 6.10: LEISURE ACTIVITIES ENGAGED IN DURING WEEKENDS

Activity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Visit relatives or friends	312	53.8	312	53.8
Visit the beach	32	5.5	344	59.3
Visit a game park	28	4.8	372	64.1
Visit a hotel	17	2.9	389	67.1
Visit neighbouring states	22	3.8	411	70.9
Stay at home	142	24.5	553	95.3
Other	27	4.7	580	100

It is not surprising to note that only 3.8 percent of the respondents indicated that they visit neighbouring states during weekends. During the days of apartheid it was not easy to visit neighbouring countries because they were regarded as the

springboards for terrorist attacks on South Africa. Even after the demise of the apartheid policy, black people are still not used to visiting these countries. It will take some time for South African blacks to get used to the freedom of movement that has been ushered in by the new political dispensation. Financial constraints also play a great role in limiting the movement of black South Africans to neighbouring countries.

As indicated elsewhere in this study, black South Africans are not particularly keen to make new acquaintances. Travelling to neighbouring countries would afford them an opportunity to meet new faces and establish new bonds of friendship. Unfamiliarity with the culture and the languages in neighbouring countries may be another factor, which makes these countries not popular destinations.

South Africans have also been made to believe that South Africa is far more advanced than other African countries and thus they have developed a negative attitude towards their neighbouring countries. These countries are perceived as being primitive and poverty stricken and thus there is nothing to see and learn from them. They are not viewed as perfect destinations for holidays of any length of time.

The length of a vacation may have an influence on an individual's participation in leisure activities in much the same way as it may influence the choice of a destination. To establish the types of activities the respondents engage in during long weekends, they were asked to indicate such activities.

6.4.2 Activities During Short Holidays

Data in Table 6.11 reveal that 51 percent of the respondents visited relatives and friends during long weekends. The beach is visited by 14.5 percent of the respondents. It is striking to note that 14.5 percent of the respondents indicated

that they stay at home during long weekends. This revelation is particularly striking when compared with the 24.5 percent of respondents who stated that they stay at home during ordinary weekends.

It is also worth noting that 4.1 percent of the respondents stated that they visit a hotel during long weekends. This revelation is not surprising if one considers that 51 percent of the respondents indicated that they visit relatives and friends, thus there is no need for them to put up at a hotel. This finding throws light onto the expression of tourism by the respondents.

TABLE 6.11: LEISURE ACTIVITIES ENGAGED IN DURING LONG WEEKENDS

Activity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Visit relatives & friends	296	51.0	296	51.0
Visit the beach	84	14.5	380	65.5
Visit a game park	38	6.6	418	72.1
Visit a hotel	24	4.1	442	76.2
Visit neighbouring states	35	6.0	477	82.2
Stay at home	84	14.5	561	96.7
Other...	19	3.3	580	100.0

Visiting game parks and neighbouring states, were chosen by 6.6 percent and 6.0 percent of respondents respectively. The unpopularity of these activities can be expected since both of them had not been easily accessible to blacks during the days of apartheid. Under the "other" category the respondents mentioned such activities as shopping for fun, going to the cinema and participating in sporting activities.

6.4.3 Activities During Long Holidays

The respondents were also asked to mention the activities they engage in during long holidays. This was done because the activities which the respondents engage in during ordinary weekends and long weekends/short holidays might differ from those they engage in during long holidays. The length of a holiday might influence the choice of activities. The data in Table 6.12 reveal that the majority of respondents (45.0 percent) indicated that they visit relatives and friends during long holidays. This table also depicts that 17.2 percent of the respondents stated that they visit the beach during long holidays. This revelation is not surprising since visiting the beach is a very popular activity during the summer months.

TABLE 6.12: LEISURE ACTIVITIES ENGAGED IN DURING LONG HOLIDAYS

Activity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Visit relatives & friends	261	45.0	261	45.0
Visit the beach	100	17.2	361	62.2
Visit a game park	35	6.0	396	68.3
Visit a hotel	21	3.6	417	71.9
Visit neighbouring states	68	11.7	485	83.6
Stay at home	83	14.3	568	97.9
Other ...	12	2.1	580	100.0

It is important to note that the pattern of participation in activities during long holidays is not significantly different from that which obtains during long weekends/short holidays. It is worth noting that 14.3 percent of the respondents

indicated that they stay at home during holidays. This is about the same percentage of respondents as that of those who stated that they stay at home during long weekends (14.5 percent). This revelation affirms that there is no significant difference in the manner of participation in holiday activities during long weekends and long holidays.

It is striking to note that only 3.6 percent of the respondents stated that they visit a hotel during long holidays. Visiting game parks and visiting neighbouring states were found to be unpopular since they accounted for 6.0 percent and 11.7 percent of the respondents, respectively. The latter activities were also not popular choices during long weekends and ordinary weekends.

Other activities mentioned by the respondents included participating in church related activities and playing sports. It can be expected that participation in sports would feature as one of the activities preferred by black South Africans. Black South Africans are particularly fond of sporting activities such as soccer, netball and tennis. They are prepared to travel long distances to either participate in them or be spectators.

The popularity of visiting friends and relatives as a leisure activity, gives credibility to the hypothesis that blacks regard visits to friends and relatives who stay long distances away from them as part of tourism. This leisure activity is by far the most popular during all categories of vacations. This finding further confirms the hypothesis that there are clearly identifiable dimensions of black tourism and tourist experience which are common amongst urban blacks.

The data in Table 6.13 further reveal that swimming (10.7 percent), sightseeing (8.6 percent), relaxing at a hotel (6.2 percent) and shopping for fun (6.0 percent) were not very popular activities during short holidays. Other activities which the respondents indicated they engage in during long weekends/short holidays included gambling, playing cards and playing video games. The data which

pertain to the respondents' involvement in recreaction activities during their vacations is presented and analysed in Tables 6.11, 6.12, and 6.13.

The figures in Tables 6.13 reveal that 26.6 percent of the respondents indicated that they engaged in sporting activities during weekends. The majority of the respondents (29.1 percent) stated that they relax with friends during weekends, picnicking was the third most popular activity during weekends as it accounted for 11.6 percent of the respondents.

TABLE 6.13: RECREATION ACTIVITIES ENGAGED IN DURING WEEKENDS

Activity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Relaxing with friends	169	29.1	443	29.1
Swimming	54	9.3	208	38.4
Sightseeing	48	8.3	256	46.7
Relaxing at a hotel	18	3.1	274	49.8
Sports	154	26.6	154	76.4
Shopping for fun	45	7.8	488	84.2
Picnicking	67	11.6	555	95.8
Other	25	4.3	580	100.0

It must be noted that only 3.1 percent of the respondents indicated that they relax at a hotel during weekends. This revelation shows that hotels are not popular places among blacks. Activities such as swimming (9.3 percent) and shopping for fun (7.8 percent) proved to be not that popular among the respondents. Other activities which were mentioned by the respondents and

accounted for 4.3 percent of the total responses, were gambling, watching videos and camping.

The revelation of Table 6.14 are more similar than different from those of Table 6.13. Table 6.14 reveals that the majority of respondents (30.2 percent) stated that they relax with friends during long weekends and short holidays. Participation in sporting activities was the second most popular activity as it accounted for 22.2 percent of the respondents. The third most popular activity was picnicking which was chosen by 12.6 percent of the respondents

TABLE 6.14: RECREATION ACTIVITIES ENGAGED IN DURING SHORT HOLIDAYS

Activity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Sports	129	22.2	129	22.2
Swimming	62	10.7	191	32.9
Sightseeing	50	8.6	241	41.6
Relaxing at a hotel	36	6.2	277	47.8
Relaxing with friends	175	30.2	452	77.9
Shopping for fun	35	6.0	487	84.0
Picnicking	73	12.6	560	96.6
Other	20	3.4	580	100.0

This finding further confirms the hypothesis that black people take delight in visiting friends and relatives as part of their participation in tourism. All other leisure activities play second fiddle to this one. It is also important to note that the main purpose for visiting friends and relatives is relaxation. The visits to friends and relatives are mainly prompted by the fact that it is cheap to lodge with

friends and relatives and it also removes the uncomfortable feeling of mingling with strangers at other destinations.

The data in Table 6.15 reveal that the pattern of participation in activities during long holidays is not markedly different from that which obtains during weekends and long weekends/short holidays.

The figures in Table 6.15 show that the most popular activity during long holidays is relaxing with friends (27.6 percent). This activity is also the most frequently engaged in during weekends/short holidays.

Sporting activities were found to be the second most frequently engaged in by the respondents (21.6 percent). This finding is the same as what is revealed by the data in Table 6.15 where these activities are also ranked after relaxing with friends.

TABLE 6.15: RECREATION ACTIVITIES ENGAGED IN DURING LONG HOLIDAYS

Activity	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Sports	125	21.6	125	21.6
Swimming	60	10.3	185	31.9
Sightseeing	56	9.7	241	41.6
Relaxing at a hotel	36	6.2	277	47.8
Relaxing with friends	160	27.6	437	75.3
Shopping for fun	39	6.7	476	82.1
Picnicking	87	15.0	563	97.1
Other	17	2.9	580	100.0

The third most frequently engaged in activity during long holidays is picnicking (15.0 percent). This finding is also similar to that revealed in Table 6.15 where this activity is also ranked number three in terms of popularity. Swimming was chosen by 10.3 percent of the respondents as their preferred activity. Sightseeing (9.7 percent) was found to be unpopular among the respondents. This finding indicates that black tourists are more concerned about mixing with people than enjoying scenery. The cultural environment seems to be favoured more than the physical environment.

Other activities which were preferred by 2.9 percent of the respondents included: playing music, playing cards, playing video games and watching videos.

6.5   Analysis of Qualitative Data

The respondents who answered the qualitative questionnaire mentioned the following activities as the ones they participate in during holiday trips: Swimming, Gambling, Visiting game reserves, Playing cards, Sightseeing, Sporting activities, Attending church related activities, Picnicking, Singing, Attending concerts, Dancing and Walking for pleasure.

The above-mentioned activities are not arranged in order of preference, but it can be stated that engaging in sporting activities seemed to be very popular among the respondents. Visiting game reserves was mentioned by very few of the respondents, which emphasises that this activity is not popular.

The respondents mentioned the following as some of the things that were most enjoyable over their holidays during the last year, Swimming in the sea, watching films and videos, Having fun with family, Gambling, Relaxing with friends and relatives, Visiting a game reserve, Sightseeing and Watching TV and listening to the radio.

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It is interesting to note that, visiting friends and sporting activities were found to be the most popular activities in which the respondents engaged during holidays of any length. This finding is further confirmed by the responses, which were gathered from respondents through qualitative interviews. The majority of these respondents indicated that they usually engage in these two activities during their holiday trips.

It can be expected that these activities are the most frequently engaged in during vacations, since they are very popular among the black population in general. The finding that time is spent relaxing with friends is in line with the revelation that the majority of the respondents visit friends and relatives during holidays.

This finding sheds light onto the fact that friends and relatives are not visited just because their places of abode can be used as free accommodation while the visitors engage in other activities which are available at the destination, but most of the time is spent relaxing with them. It stands to reason therefore that friends and relatives' places are the ultimate destinations and they are not used as dormitories.

Given the history of South Africa, it can be expected that a considerable number of the respondents would state that they engage in sporting activities during their holiday trips. This stems from the fact that there were restrictions placed on the participation of blacks in other recreation activities.

The facilities for other activities were inadequate and thus participation in activities was conditioned by the availability of facilities. Since most of the respondents indicated that they spend their holidays with friends and relatives, it can be inferred that they stayed in townships because very few blacks live in the former white suburbs. Studies such as those conducted by Kies (1982) and Wilson and Hattingh (1988) in the Gauteng region have shown that sporting

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activities are very popular in black townships in spite of the lack of proper facilities.

Picnicking was found to be one of the more popular activities during all categories of holidays and this finding is not surprising since black people are keen on participating in group activities. A good example of this is their participation in *stokvels*. It is significant to note that only a few respondents indicated that they engage in sightseeing.

The finding suggests that the majority of the respondents enjoy being at destinations than watching features of interest as they travel to such destinations. It should be stated that there is some disagreement between the responses that were obtained from the respondents who answered the quantitative questionnaire and the information that was acquired through qualitative interviews.

The majority of those from whom the qualitative information was acquired stated that they enjoyed travelling more than the stay at a destination. They put forward that, they were particularly fascinated by sightseeing, because it broadened their educational horizons. Apparently the mode of transport that one uses to reach a tourism destination has an influence on whether one enjoys travel more than the stay at a destination.

The majority of the respondents who stated that they enjoy the stay at a destination were those who used public transport and the majority of those who indicated that they were fascinated by travel, used their own cars. When one uses one's own transport, one has the liberty to stop wherever they want and enjoy watching scenery. This can be done without fear of causing any inconvenience to anyone. On the other hand when one uses public transport one does not have the freedom to do as they please, and in most instances

means of public transport move so fast that one is not afforded the opportunity to watch scenery and derive fulfilment from that.

It is noteworthy that only a handful of respondents indicated that they engage in swimming at tourism destinations. This finding should be looked at in the light of the fact that the majority of respondents indicated that they prefer to visit inland urban areas rather than coastal urban areas when they go on holiday. This finding can also be viewed against the background that most blacks do not have swimming pools at their residences. It should be borne in mind that unlike in most of the former white schools no swimming lessons were offered in the schools that were reserved for blacks. Thus the culture of swimming is not well established in black communities, especially among township residents.

6.6 Conclusion

The results of this study have shown that the majority of urban dwellers visit friends and relatives during holidays, and unfortunately most of these hosts do not have swimming pools at their homes. The finding that only a tiny minority of the respondents from both samples indicated that they relax at a hotel, is not surprising given the fact that an overwhelming majority of respondents indicated that they do not visit hotels during their holidays. This finding confirms the unpopularity of hotels as places of abode during holidays.

The unpopularity of shopping for fun can be expected because it has been revealed that most of the respondents indicated that they relax with friends and relatives during holidays. Most of these friends and relatives live in townships where there are a few shopping complexes and there is no variety of shops. The situation is even worse in the rural areas where modern shopping complexes are non-existent.

It should also be kept in mind that in order for one to shop for fun, they must have disposable income. Only a handful of black South Africans have sizeable amounts of disposable income.

CHAPTER 7

ACCOMMODATION AND QUALITY OF THE TOURISM EXPERIENCE

7.1   Introduction

This chapter focuses on the types of accommodation used by the respondents as well as the quality of the tourism experience derived from visiting tourism destinations. The description of the quality of the tourism experience is largely dependent on the type of tourist attractions, accommodation, and the company that one keeps during their travel and stay at tourist destinations. The tourism experience is much greater than the stay at the destination. In this chapter an attempt is made to synthesise quantitative data which pertain to accommodation and quality of the tourism experience with data obtained through the qualitative approach.

The data presented and analysed in this chapter are mainly in tabular form. Like in the previous chapters, the bulk of the data analysed in this chapter are categorised according to three kinds of vacations or time periods during which people engage in tourist activities. Cross-tabular analyses of accommodation and quality of the tourism experience with the demographic variables highlighted in chapter four are presented in this chapter.

It has been essential to categorise vacations according to their length in order to establish whether the length of a vacation has an influence on the choice of accommodation or the quality of the tourism experience.

The objectives of this chapter are:

- To establish the types of accommodation, that are frequented by urban blacks, so as to get a better understanding of the meaning and expression of tourism.

- To establish the quality of the tourism experience through an analysis of the company, which the respondents keep during vacations, the seasons during which they tour and the quality of service received at tourism destinations.

In this chapter, as in the preceding one, an attempt is made to integrate data that were collected through the use of a quantitative questionnaire and those that were gathered qualitatively. An attempt is also made to integrate the interpretation of the two sets of data.

7.2   Accommodation

Tourism has been defined differently by various authors (refer to chapter 2), but it is worth noting that all the definitions of this phenomenon have the element of accommodation inherent in them. Tourism entails a stay of one or more nights away from home on holiday. It stands to reason therefore that the provision of accommodation is fundamental to the success of the tourism industry. Tourists must be afforded the opportunity to choose from a wide range of places of accommodation in order to make their tourism experience enjoyable. Accommodation available to tourists can range from a simple tent to a luxury suite in a top class hotel or resort.

The length of a vacation may have an influence on the choice of accommodation, and it is for this reason that the respondents were asked about the type of accommodation they use during weekends, long weekends/short holidays and long holidays. The type of accommodation used during holidays

has a direct bearing on the quality of the tourism experience. If accommodation is comfortable it enhances the quality of the tourism experience, if it is uncomfortable it affects the experience negatively.

7.2.1 Education by Accommodation During Weekends

A cross tabular analysis of level of education by accommodation used on weekends (Table 7.1) reveals that an overwhelming majority (78.5 percent) of the respondents at all levels of education indicated that they usually spend weekends with friends or relatives. The revelations of this cross tabular analysis further confirm the popularity of visiting friends and relatives during weekends. It can be said that the level of education does not play any significant role in the choice of accommodation during weekends. One would expect that those with tertiary education would be prone to using other types of accommodation than friends' or relatives' places of abode because they earn higher salaries.

TABLE 7.1: LEVEL OF EDUCATION BY ACCOMMODATION ON WEEKENDS

Level of Education	Friends and relatives		Hotel		Motel		Boarding House		Hostel		Other	
	F	%	F	%	F	%	F	%	F	%	F	%
Primary	36	6.2	2	0.3	1	0.2	0	0	3	0.5	1	0.2
Secondary	195	33.6	30	5.2	8	1.4	8	1.4	3	0.5	7	1.2
Tertiary	212	36.6	24	4.1	6	1.0	8	1.4	2	0.3	15	2.6
More	12	2.1	2	0.3	1	0.2	2	0.3	2	0.3	0	0
TOTAL	455	78.5	58	10	16	2.8	18	3.1	10	1.7	23	4

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A look at Table 7.2 reveals that a great majority of the respondents (71.6 percent) of whatever level of education indicated that they spend long weekends and short holidays with friends and relatives. This finding is the same as what happens during weekends. The level of education has no influence on the choice of accommodation during long weekends and short holidays. The unpopularity of hotels can be expected if one takes into account the socio-economic status of the respondents and Black South Africans in general.

TABLE 7.2: LEVEL OF EDUCATION BY ACCOMMODATION ON SHORT HOLIDAYS

Level of Education	Friends & relatives		Hotel		Motel		Boarding House		Hostel		Other	
	F	%	F	%	F	%	F	%	F	%	F	%
Primary	34	5.9	1	0.2	0	0	5	0.9	1	0.2	1	0.2
Secondary	175	30.2	39	6.7	8	1.4	16	2.8	6	1.0	10	1.7
Tertiary	194	33.4	39	6.7	6	1.0	8	1.4	2	0.3	16	2.8
None	12	2.1	5	0.9	0	0.0	1	0.2	1	0.2	0	0.0
TOTAL	415	71.6	84	14.5	14	2.4	30	5.3	10	1.7	27	4.7

7.2.2 Education by Accommodation During Long Holidays

In Table 7.3 a cross tabulation of level of education by accommodation during long holidays is presented. The data presented in this table reveal that an overwhelming majority of the respondents (63.7 percent) regardless of the level of education stated that they usually seek accommodation with friends and relatives during long holidays. Nineteen percent of the respondents across the spectrum of level of education stated that they usually seek accommodation in hotels during long holidays. It is important to note that this percentage is higher

than one percent and fourteen and a half percent of respondents, which indicated that they use hotels during weekends and short holidays respectively.

The unpopularity of such types of accommodation as motels, boarding houses and hostels can be expected because a few people from the black community in general know much about the existence of these types of accommodation. This can easily be attributed to the lack of tourism awareness that is prevalent among black South Africans in general regardless of their level of education.

TABLE 7.3:   LEVEL OF EDUCATION BY ACCOMMODATION DURING LONG
              HOLIDAYS

Level of Education	Friends & relatives		Hotel		Motel		Boarding House		Hostel		Other	
	F	%	F	%	F	%	F	%	F	%	F	%
Primary	34	5.9	3	0.5	2	0.3	1	0.2	0	0	3	0.5
Secondary	149	25.7	51	8.8	15	2.6	17	2.9	4	0.7	16	2.8
Tertiary	171	29.5	55	9.5	11	1.9	16	2.8	1	0.2	12	
None	15	2.6	1	0.2	1	0.2	1	0.2	1	0.2	0	0.0
TOTAL	369	63.7	110	19	28	5	35	5.9	6	1.1	31	

A closer look at the cross tabular analyses of level of education by the type of accommodation chosen during holidays of any length, reveal that using accommodation provided by friends and relatives is by far the most popular. Obviously financial considerations play an important role in the choice of accommodation to be used during holidays. In most societies the level of education would play a significant role in the choice of accommodation. It is very interesting to note that the findings of this study reveal that this is not the case among urban blacks. This finding emphasises that urban black's participation in

tourism has its own characteristics which are perculiar to them. These characteristics can easily be attributed to the policy of apartheid which made black South Africans develop certain attitudes towards tourism.

7.2.3 Income by Accommodation

A cross tabular analysis of income by type of accommodation are presented in Tables 7.4, 7.5 and 7.6. These tables reveal that the majority of the respondents regardless of their income, indicated that they choose accommodation that is offered by friends and relatives. This trend cuts across vacations of whatever length.

TABLE 7.4: INCOME BY ACCOMMODATION DURING WEEKENDS

Income	Friends and relatives		Hotel		Motel		Boarding House		Hostel		Other	
	F	%	F	%	F	%	F	%	F	%	F	%
Less R1000	110	18.9	15	2.6	9	1.6	2	0.3	3	0.5	4	0.7
R1000-R1499	81	13.9	11	1.9	2	0.3	5	0.9	6	1.0	5	0.9
R1500-R1999	37	6.4	6	1.0	0	0.0	1	0.2	0	0.0	4	0.7
R2000-R2499	44	7.6	9	1.6	2	0.3	3	0.3	1	0.2	4	0.7
R2500-R2999	36	6.2	3	0.5	1	0.2	0	0.0	0	0.0	0	0.0
R3000-R3499	38	6.6	3	0.5	0	0.0	0	0.0	0	0.0	2	0.3
R3500-R3999	34	5.9	2	0.3	3	0.5	4	0.7	0	0.0	0	0.0
R4000 +	72	12.4	11	1.9	2	0.3	2	0.3	1	0.2	3	0.5
TOTAL	452	77.9	60	10.3	19	3.2	17	2.9	11	1.9	22	3.8

It should be kept in mind that the majority of the respondents indicated that they earn less than R4000 per month. It can therefore be expected that most of them

cannot afford to spend money on hotel accommodation. This also explains why the majority of the respondents indicated that they prefer to put up with relatives and friends when they are on holiday.

TABLE 7.5: INCOME BY ACCOMMODATION DURING SHORT HOLIDAYS

Income	Friends and relatives		Hotel		Motel		Boarding Houses		Hostel		Other	
	F	%	F	%	F	%	F	%	F	%	F	%
Less R1000	101	17.4	11	1.9	3	0.5	11	1.9	4	0.7	6	1.0
R1000-R1499	76	13.1	21	3.6	5	0.9	7	1.2	6	1.0	2	0.3
R1500-R1999	47	8.1	5	0.9	0	0.0	2	0.3	0	0.0	4	0.7
R2000-R2499	39	6.7	11	1.9	3	0.5	5	0.9	0	0.0	2	0.3
R2500-R2999	32	5.5	5	0.9	0	0.0	1	0.2	0	0.0	1	0.2
R3000-R3499	33	5.7	4	0.7	0	0.0	0	0.0	0	0.0	3	0.5
R3500-R3999	27	4.7	9	1.6	2	0.3	0	0.0	0	0.0	3	0.5
R4000 +	62	10.7	19	3.3	0	0.0	3	0.5	0	0.0	5	0.9
TOTAL	417	71.9	85	14.8	13	2.2	29	5.0	10	1.7	26	4.4

The unpopularity of tents, chalets and camps among the respondents can be expected, since these types of accommodation are not well known in the black communities. The majority of black people have no idea that a tent can be used as a form of accommodation. The kinds of tents that black people are used to, are the ones that they use when they have functions such as graduation ceremonies, funeral and religious services.

TABLE 7.6:   INCOME BY ACCOMMODATION DURING LONG HOLIDAYS

Income	Friends and relatives		Hotel		Motel		Boarding House		Hostel		Other	
	F	%	F	%	F	%	F	%	F	%	F	%
Less R1000	99	17.1	20	3.4	7	1.2	8	1.4	1	0.2	8	1.4
R1000-R1499	66	11.4	21	3.6	7	1.2	11	1.9	1	0.2	6	1.0
R1500-R1999	35	6.0	11	1.9	4	0.7	4	0.7	2	0.3	2	0.3
R2000-R2499	36	6.2	20	3.4	3	0.5	1	0.2	0	0.0	5	0.9
R2500-R2999	29	5.0	4	0.7	4	0.7	2	0.3	0	0.0	1	0.2
R3000-R3499	27	4.7	9	1.6	0	0.0	3	0.5	0	0.0	3	0.5
R3500-R3999	26	4.5	7	1.2	2	0.3	3	0.5	1	0.2	2	0.3
R4000 +	42	7.2	23	3.9	5	0.9	4	0.7	1	0.2	4	0.7
TOTAL	360	62.1	115	19.7	32	5.5	63	6.2	4	1.1	31	5.3

The statistics in Tables 7.4, 7,5 and 7.6 make it clear that motels, boarding houses and hostels were not popular places of accommodation among the respondents with different categories of income during all types of vacations, i.e. weekends, short holidays and long holidays. It can therefore be concluded that the level of income has no effect on the choice of the type of accommodation to be used. Visiting friends and relatives and being accommodated in their homes is the order of the day among urban blacks.

This finding supports the sub-hypothesis, that urban Blacks prefer to visit places, where they can be accommodated by friends and relatives. It further gives credibility, to the sub-hypothesis, that there are clearly identifiable dimensions of black tourism, and tourist experience, which are common amongst urban blacks. Regardless of the level of education and income, urban blacks prefer to use accommodation offered by friends and relatives.

7.2.4 Stay in Hotel During Holidays

The responses to the question as to whether the respondents did stay at a hotel during various holidays are depicted in Table 7.7. The data in this table reveal that the majority of the respondents (79.3 percent) indicated that they do not stay in a hotel during weekends. This revelation can be expected because when the respondents were asked about the activities they engage in during weekends, a tiny minority (3.1 percent) indicated that they relax at a hotel.

Figures in Table 7.7 show that a majority of 67.8 percent of the respondents indicated that they do not stay in a hotel during long weekends/short holidays. This finding is not at all surprising if one takes into account that when the respondents were asked to indicate the activities they engage in during long weekends/short holidays, only 6.2 percent indicated that they do stay in a hotel during long weekends/short holidays.

TABLE 7.7:   HOTEL STAY DURING VARIOUS HOLIDAYS

Holiday	Response	Frequency		Cumulative Frequency	
		Frequency	Percent	Frequency	Percent
Weekends	Positive	120	20.7	120	20.7
	Negative	460	79.3	580	100.0
Short Holidays	Positive	187	32.2	187	32.2
	Negative	393	67.8	580	100.0
Long Holidays	Positive	205	35.3	205	35.3
	Negative	375	64.7	580	100.0

Table 7.7 depicts that 64.7 percent of the respondents indicated that they do not stay at a hotel during long holidays. This can be expected because only a small

percentage of the respondents (6.2 percent) indicated that they relax at a hotel during holidays. This finding makes it clear that hotels are not popular places where black people stay during vacations.

The respondents, were asked about the number of times they ever spent in a hotel during the three categories of holidays, that is weekends, long weekends/short holidays and long holidays. The data, which pertains to the number of times respondents spent in a hotel, is presented in Tables 7.8, 7.9 and 7.10.

TABLE 7.8:   NUMBER OF TIMES IN A HOTEL DURING WEEKENDS

Number of Times	Frequency	Percent	Cumulative Frequency	Cumulative Percent
None	308	53.1	308	53.1
One to Five	212	36.6	520	89.7
Six to Ten	31	5.3	551	95.0
Over 11	29	5.0	580	100.0

The data in Table 7.8 show that the majority of respondents (53.1 percent) indicated that they have never spent time in a hotel during weekends. This finding confirms what has been revealed in other tables that very few of the respondents visited hotels during weekends. The figures in Table 7.8 also reveals that 36.6 percent of the respondents stated that they have spent between one and five times in a hotel. It is evident that only a majority of respondents have spent between six and more than eleven times in a hotel (six to ten times 5.3 percent, over eleven times 5.0 percent).

A comparison between Tables 7.8 and 7.9 shows that there is no significant difference in number of times hotels are visited during weekends, long

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weekends/short holidays. The data in Table 7.9 reveal that the majority of the respondents (57.2 percent) indicate that they have never spent time in a hotel whereas 31.9 percent stated that they have spent between one and five times in a hotel.

TABLE 7.9:   NUMBER OF TIMES IN A HOTEL DURING SHORT HOLIDAYS

Number of Times	Frequency	Percent	Cumulative Frequency	Cumulative Percent
None	332	57.2	332	57.2
One to Five	185	31.9	517	89.1
Six to Ten	39	6.7	556	95.9
Over 11 Times	24	4.1	580	100.0

The data in Table 7.10 show that the trend of the number of times in a hotel is the same for all three categories of vacations that is, weekends, long weekends/short holidays and long holidays. This table reveals that 57.1 percent of the respondents have never stayed in a hotel during long holidays. The figures in this table also reveal that 24.7 percent of the respondents have stayed in a hotel between one and five times.

TABLE 7.10: NUMBER OF TIMES IN A HOTEL DURING LONG HOLIDAYS

Number of Times	Frequency	Percent	Cumulative Frequency	Cumulative Percent
None	331	57.1	331	57.1
One to Five	143	24.7	474	81.7
Six to Ten	59	10.2	533	91.9
Over 11 times	47	8.1	580	100.0

A total percentage of 18.3 percent of respondents indicated that they have stayed in a hotel more than five times. The data in Table 7.10 confirm the unpopularity of hotels among the respondents.

7.2.5 Level of Education by Reasons for Not Using Hotels

Cross-tabular analysis of the level of education by the reasons for not using hotels on weekends, short holidays and long holidays are presented in Tables 7.11, 7.12, and 7.13. The data in Table 7.11 show that the majority of the respondents across all levels of education indicated that they do not use hotels because they are too expensive. Another 15.8 percent stated that they do not like hotels. A further 7.4 percent indicated that they are of the opinion that hotels are too formal. Those who were unsure of the behaviour expected from them in hotels constituted 5 percent.

Other reasons which were put forward by 5.5 percent of the respondents included the following:

- Cheap hotels are always fully booked.

- Hotels were meant for whites, thus they cater for the needs of whites to the exclusion of those of blacks.

- Cheap hotels are not clean.

It is of particular interest, to note that the great majority of those respondents, who felt hotels are too expensive, are those with either secondary or tertiary education. This finding indicates that those who are educated feel that their income is not enough to enable them to use hotels when they are on vacation. It is probably that reason which make them opt for accommodation that can be

provided by friends and relatives. This type of accommodation is normally free of charge.

TABLE 7.11: <u>LEVEL OF EDUCATION BY REASONS FOR NOT USING</u> <u>HOTELS ON WEEKENDS</u>

Level of Education	Expensive		Do not like them		Too formal		Unsure of Behaviour		Other	
	F	%	F	%	F	%	F	%	F	%
Primary	38	6.6	3	0.3	1	0.2	0	0.0	0	0.0
Secondary	157	27.1	40	6.9	18	3.1	20	3.4	18	3.1
Tertiary	196	33.8	30	5.2	20	3.4	8	1.4	12	2.1
None	8	1.4	4	0.7	4	0.7	1	0.2	2	0.3
TOTAL	399	68.9	77	15.8	43	7.4	29	5	35	5.5

A closer look at the aforementioned reasons for not using hotels reveals that they all centre around the fact that hotels are too expensive for blacks. The perception, that hotels are too expensive, stems from the fact that most of the blacks have other things, on which they spend their hard earned money. Staying in a hotel is viewed as a luxury, which the majority of black South Africans cannot afford. Those blacks, who can afford to stay at hotels, are looked at as belonging to a select group which is well to do. Generally black South Africans do not have enough disposable income to spend on hotel accommodation.

A comparison between Tables 7.11 and 7.12 reveal that the reasons for not using hotels during long weekends are similar to those for not staying in hotels during weekends. A majority of 69.5 percent of the respondents at all levels of education indicated that hotels are too expensive for them while 14.7 percent stated that they do not like hotels. Those, who felt that hotels are too formal for them constituted 10.1 percent.

TABLE 7.12: LEVEL OF EDUCATION BY REASONS FOR NOT USING HOTELS ON SHORT HOLIDAYS

Level of Education	Expensive		Do not like		Too formal		Unsure of Behaviour		Other	
	F	%	F	%	F	%	F	%	F	%
Primary	36	6.2	2	0.3	3	0.5	1	0.2	0	0.0
Secondary	170	29.3	41	7.1	26	4.5	16	2.8	0	0.0
Tertiary	190	32.8	37	6.4	24	4.1	15	2.6	0	0.0
None	7	1.2	5	0.6	6	1.0	1	0.2	0	0.0
TOTAL	403	69.5	85	14.7	59	10.1	33	5.7	0	0.0

A minority (5.7 percent) of the respondents put forward that they are not sure of the behaviour that is expected of them at hotels and thus they never use them during long weekends/short holidays. These findings indicate that the level of education does not play a significant role in the perceptions with regard to hotels.

The data in Table 7.13 reveal that even during long holidays hotels are not used because the majority of respondents (70.9 percent) felt they are too expensive. Another 11.2 percent of the respondents indicated that they do not like hotels and that is why they do not use them during long holidays. A further 10.3 percent of the respondents felt that hotels are too formal for them, thus they do not use them. A minority of the respondents (7.6 percent) indicated that they do not use hotels because they are not sure of the behaviour they have to exhibit at such places. This finding makes it clear that there is a perception among the respondents that there are certain behaviour patterns, which are expected of people who patronise hotels.

The majority of the respondents (70.9 percent) indicated that they do not use hotels during long holidays because they are expensive. This should be looked at in the light of the fact that the longer one stays at a hotel, the more one pays. Long holidays afford one an opportunity to stay away from home longer, and thus if one were to stay in a hotel, it would cost them a lot of money.

It is not at all unexpected that black South Africans would not use hotels during holidays of any length, because their economic situation is such that they cannot afford to stay in hotels. It should, however, be kept in mind that there are a few blacks who can afford to stay in any hotel, but this is an insignificant number. The latter are mainly from the emerging black middle-class.

TABLE 7.13: LEVEL OF EDUCATION BY REASONS FOR NOT USING HOTELS DURING LONG HOLIDAYS

Level of Education	Expensive		Do not like them		Too formal		Unsure of behaviour		Other	
	F	%	F	%	F	%	F	%	F	%
Primary	37	6.4	2	0.3	3	0.5	0	0.0	0	0.0
Secondary	164	28.3	31	5.3	36	6.2	22	3.8	0	0.0
Tertiary	202	34.8	28	4.8	16	2.8	20	3.4	0	0.0
None	8	1.4	4	0.7	5	0.9	2	0.3	0	0.0
TOTAL	411	70.9	6.5	11.1	60	10.4	44	7.5	0	0.0

7.2.6 Income by Reasons for Not Using Hotels

In order to establish if there is a relationship between the reasons for not using hotels and the income levels of the respondents, it was felt necessary to cross-tabulate data, which pertain to income with data, which concern the reasons for not using hotels during the different vacations. Cross-tabular analysis of the

data, which pertain to income, and reasons for not using hostels are presented in Tables 7.14, 7.15 and 7.16.

TABLE 7.14: INCOME BY REASONS FOR NOT USING HOTELS DURING WEEKENDS

Income	Too Expensive		Do not like them		Too formal		Unsure of Behaviour		Other	
	F	%	F	%	F	%	F	%	F	%
Less R1000	94	16.2	16	2.8	10	1.7	7	1.2	7	1.2
R1000-R1499	81	13.9	12	2.1	9	1.6	5	0.9	5	0.9
R1500-R1999	40	6.9	8	1.4	6	1.0	2	0.3	3	0.5
R2000-R2499	38	6.6	11	1.9	3	0.5	3	0.5	5	0.9
R2500-R2999	24	4.1	11	1.9	3	0.5	2	0.3	0	0.0
R3000-R3499	33	5.7	6	1.0	2	0.3	1	0.2	0	0.0
R4000 +	62	10.7	10	1.7	8	1.4	5	0.9	6	1.0
TOTAL	402	69.3	78	13.5	63	7.3	29	5	26	4.5

The data in Table 7.14 indicate that an overwhelming majority of the respondents (69.3 percent) at all income levels stated that they are of the opinion that hotels are too expensive for them during weekends. This revelation shows that the income bracket does not necessarily influence the way in which hotels are perceived.

Table 7.15 reveals that 68.8 percent of the respondents across the different income bracket indicated that they are of the opinion that hotels are too expensive and thus they do not use them when they are on short vacations. A further 14.3 percent stated that they do not like hotels while 10.8 percent indicated that they think hotels are too formal for them. A small minority of the

respondents (5.9 percent) indicated that they are not sure of the behaviour expected of them in hotels.

TABLE 7.15: INCOME BY REASONS FOR NOT USING HOTELS DURING SHORT HOLIDAYS

Income	Too Expensive		Do not like them		Too Formal		Unsure of Behaviour		Other	
	F	%	F	%	F	%	F	%	F	%
Less R1000	94	16.2	20	3.4	12	2.1	8	1.4	0	0.0
R1000-R1499	76	13.1	15	2.6	18	3.1	3	0.5	0	0.0
R1500-R1999	44	7.6	6	1.0	6	1.0	3	0.5	0	0.0
R2000-R2499	40	6.9	7	1.2	6	1.0	7	1.2	0	0.0
R2500-R2999	25	4.3	11	1.9	3	0.5	1	0.2	0	0.0
R3000-R3499	30	5.2	6	1.0	5	0.9	1	0.2	0	0.0
R3500-R3999	30	5.2	6	1.0	3	0.5	3	0.5	0	0.0
R4000 +	60	10.3	13	2.2	10	1.7	8	1.4	0	0.0
TOTAL	399	68.8	84	14.3	63	10.8	34	5.9	0	0.0

The revelations of Table 7.15 indicate that the income level has no significant influence on the reasons for not using hotels. The majority of the respondents across all levels of income felt that hotels are too expensive and thus they do not use them during short holidays.

The data in Table 7.16 show that an overwhelming majority of the respondents (11.5 percent) across all categories of income stated that they do not use hotels during long holidays because they are too expensive. A further 11.6 percent of the respondents indicated that they do not like hotels. A minority of the respondents (9.9 percent) felt that hotels are too formal, while 7.3 percent

indicated that they do not use hotels because they are not sure of the behaviour that is expected of them at these establishments.

TABLE 7.16: INCOME BY REASONS FOR NOT USING HOTELS DURING LONG HOLIDAYS

Income	Too Expensive		Do not like them		Too Formal		Unsure of Behaviour		Other	
	F	%	F	%	F	%	F	%	F	%
Less R1000	101	17.4	12	2.1	13	2.2	8	1.4	0	0.0
R1000-R1499	76	13.1	13	2.2	15	2.6	8	1.4	0	0.0
R1500-R1999	44	7.6	8	1.4	5	0.9	2	0.3	0	0.0
R2000-R2499	40	6.9	11	1.9	4	0.7	5	0.9	0	0.0
R2500-R2999	25	4.3	9	1.6	3	0.5	3	0.5	0	0.0
R3000-R3499	32	5.5	1	0.2	5	0.9	4	0.7	0	0.0
R3500-R3999	33	5.7	3	0.5	3	0.5	4	0.7	0	0.0
R4000 +	64	11.0	10	1.7	9	1.6	8	1.4	0	0.0
TOTAL	415	71.5	67	11.6	57	9.9	42	7.3	0	0.0

It should be noted that the longer the holiday, the more one has to spend on accommodation. It is most probably this reality which has created the perception that hotels would be too expensive during long holidays. It is worth noting that a great majority of those who earn more than R4000 per month stated that they are of the opinion that hotels are too expensive as places of accommodation during holidays on any length. One would expect that this category of people would at least afford budget accommodation. This finding also underlies the need for the creation of tourism awareness among black South Africans so as to erase some of the perceptions that they have about hotel accommodation.

7.2.7 Analysis of Qualitative Data

An analysis of qualitative data reveals that most of the respondents had spent their last holiday with friends or relatives. When asked why they had chosen to stay with relatives and friends, they stated that it was cheap and the company of the latter was enjoyable.

When asked, about the inconvenience they might have caused their hosts, they stated that they were not aware of any such inconvenience, instead they were warmly welcomed and made to feel at home. When the respondents were asked if their holiday trips were conditioned by the availability of friends and relatives, they responded in the affirmative.

The minority of respondents, who indicated that they stayed in a hotel during their last holiday, stated that their choice was influenced by the freedom and convenience, which a hotel offered. When asked why they did not spend their holiday with friends or relatives, they stated that they did not want to inconvenience their friends and relatives. They put forward that they themselves had hosted friends and relatives and they were fully aware of the inconvenience caused.

Those who stayed in hotels also stated that it was a wonderful experience not to do the daily household chores, like cooking, gardening, washing and cleaning. The relaxed environment, which obtains in a hotel, was found to be the main reason why a hotel was chosen. The luxury of having everything done for you is an enjoyable experience. The atmosphere in a hotel is different from that which obtains in a home.

It is worth noting that only one respondent indicated that he had stayed in a boarding house during the last holiday. He stated that he liked boarding houses

they offer cheap accommodation. When asked why he did not stay with friends or relatives, he put forward that he did not have friends or relatives at the destination he visited. It transpired that he had learned about the destination in a magazine.

The unpopularity of hotels and motels as places of accommodation can be expected since it has already been stated under activities, which are engaged in, that only a tiny minority of the respondents indicated that they visit hotels. However, it is worth noting that the number of respondents who indicated that they choose hotels for accommodation increased with an increase in the length of a vacation.

This can be attributed to the fact that during long holidays it is possible for one to use different types of accommodation because of the ample time that is at one's disposal. For example a person can spend one or two nights at a hotel and than spend time with friends and relatives. Over and above this people usually plan well in advance for long holidays.

The revelation that a tiny minority of the respondents indicated that they use hotels and boarding houses for accommodation during holidays is hardly surprising. Very few blacks know about the existence of boarding houses and some of them do not even know what these establishments are. The only boarding places they are aware of are boarding schools. This can easily be attributed to the lack of awareness of tourism in the black communities.

In so far as hostels are concerned, the only type of hostels that most of the blacks are familiar with, are those where single males live in the townships. These places are very unpopular among township residents because of the violence that is associated with them. The people's perception, of these places is unfortunately beyond the scope of this study. It can be expected that blacks

do not know about such things as youth hostels, because they are not familiar with the language and concepts of tourism.

7.3 Quality of Tourism Experience

The respondents were asked about the people with whom they usually go on holiday during weekends, long weekends/short holidays and long holidays. This was done in order to establish the kind of company the respondents prefer when they go on vacation. This company goes a long way towards determining the quality of the tourism experience and thus, contributes to the understanding of the tourism industry. The company, which one keeps, when one engages in tourism activities is crucial for the understanding of how they participate in tourism.

7.3.1 Company During Weekends

The majority of the respondents (48.1 percent) indicated that they tour with friends during weekends (Table 7.13). The table further reveals that 25.7 percent of the respondents went on holiday with family. The revelation that only 1.7 percent of the respondents stated that they travel with distinct groups which can be referred to as "specialised" to tourism destinations during weekends, is noteworthy. This finding is contrary to results of studies, which have been undertaken overseas. Researchers such as Murphy (1985), have shown that group stereotypes cannot be overlooked in tourism for it can play an important role in travel decisions, particularly with regard to those far places where individual experience is lacking and perception limited.

It can be expected that the majority of the respondents would take delight in travelling with friends to tourism destinations during weekends. It should be kept in mind that the majority of the respondents (86.2 percent) were relatively young between the ages of 10 and 40 years. People of this age group usually have a

considerable number of friends some of whom might be girlfriends and boyfriends. Young people are by nature adventurous, and they prefer the company of their peers.

It can also be expected that a substantial number of the respondents would state that they go on holiday with family. The family institution is one, which usually enhance one's experience of any phenomenon. If one were to leave their family behind when they go on holiday, the holiday might not be enjoyable because they have to worry about the members of the family they left behind.

Moreover, holidays away from home are a perfect way of enhancing the unity within a family since they provide a break from normal family activity routine. The revelation that a minority of the respondents indicated that they travel with either specialised groups, church groups or social clubs is very interesting. Since the majority of the respondents were the youth, one would expect that they would belong to some specialised groups.

TABLE 7.17: COMPANY DURING WEEKENDS

Company	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Friend	279	48.1	279	48.1
Family	149	25.7	428	73.8
Alone	69	11.9	497	85.7
Church	40	6.9	437	92.6
Social Club	17	2.9	554	95.5
Specialised group	10	1.7	570	97.2
Other	16	2.8	580	100

The revelation that only 6.9 percent of the respondents indicated that they travel with church groups is surprising when one takes into consideration the fact that the majority of South Africans are Christians. This state of affairs can be attributed to the lack of tourism awareness within the churches as well as the lack of financial resources. Surely some of the respondents do travel with church groups to religious services and spend more than one night at the destination, but they do not regard these trips as part of tourism.

Another reason for not travelling with church groups might be the view that churches only cater for the spiritual needs of individuals and tourism has got nothing to do with such needs. Church groups usually travel to gospel music festivals, church conferences and revival gatherings.

It is worth noting that 11.9 percent of the respondents indicated that they travel alone to tourism destinations during weekends. This revelation is hardly surprising if one takes into account the fact that the majority of the respondents indicated that they enjoy the company of their families when they go on holiday during long weekends/short holidays.

7.3.2 Company During Short Holidays

It is striking to note that travelling with friends and family accounted for 75.7 percent of the total frequencies during short holidays (Table 7.18). It is worth noting that this revelation is similar to the trend exhibited in the choice of company during weekends. The reasons for the choice of company during long weekends/short holidays can be said to be the same as those put forward above in relation to company during weekends.

Only 10.5 of the respondents indicated that they travel alone to tourism destinations during long weekends/short holidays. This revelation is also in line

with what happens during weekends. A total of 11 percent of the respondents indicated that they travel with social clubs, church groups and other specialised groups. This revelation emphasises that travelling with groups to tourism destinations during long weekends/short holidays is not common among the respondents. This state of affairs can easily be attributed to the shortage of organised groups within the black community as well as financial constraints.

TABLE 7.18: COMPANY DURING SHORT HOLIDAYS

Company	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Friends	269	46.4	269	46.4
Family	170	29.3	439	75.7
Alone	61	10.5	500	86.2
Church	42	7.2	542	93.4
Other	16	2.8	558	96.2
Specialised group	13	2.2	571	98.4
Social Club	9	1.6	580	100.0

7.3.3 Company During Long Holidays

The data in Table 7.19 reveal that the majority of the respondents (44.7 percent) indicated that they travel with family to tourism destinations during long holidays. Touring with friends during long holidays was found to be common among 32.4 percent of the respondents.

A comparison between the data in Table 7.19 and 7.20 shows that during short holidays the majority of the respondents preferred to travel with friends to tourism destinations, whereas during long holidays family provided the perfect company.

It is worth noting that travelling with friends and family during long holidays constituted 77.1 percent of the total responses.

TABLE 7.19: COMPANY DURING LONG HOLIDAYS

Company	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Family	259	44.7	259	44.7
Friends	188	32.4	447	77.1
Alone	50	8.6	497	85.7
Church	30	5.2	527	90.9
Other	20	3.4	547	94.3
Specialised group	19	3.3	566	97.6
Social group	14	2.4	580	100.0

The choice of family as perfect company during long holidays can be expected when one takes into consideration that it is not common that all members of a family get together over weekends and short holidays, but during long holidays families usually spend the whole time together.

Long holidays around Christmas time provide a perfect opportunity for families to come together and engage in either religious or leisure activities. It should be noted that it is during long holidays that students join their families when they take a break from their academic activities.

Travelling alone, with church group, with social club and with specialised group all together accounted for 19.5 percent of the total responses. This revelation shows that groups are not regarded as the perfect company during holidays of any length. Friends and family take precedent over groups as company during long holidays. It is not surprising to note that groups play second fiddle to family

and friends as company during long holidays, since long holidays are a perfect opportunity for families to get together. Long holidays are an ideal time for family reunion.

Political groups and study groups were also mentioned as providers of company during long holidays. It can be expected that the aforementioned groups would provide company during long holidays since the majority of the respondents were students. It is not uncommon for students to travel with people with whom they share the same political beliefs. It should also be noted that the research was done during a time of political instability in the country. It is therefore, not surprising to note that some respondents would prefer to travel with their political allies to tourism destinations.

The choice of study groups as company during long holidays is hardly surprising, when one takes into account that a substantial number of the respondents were students. Friendships develop around study groups, which emerge at academic institutions.

It should also be remembered, that one of the reasons why people engage in tourism, is to broaden their academic horizons. Travelling with study groups affords one an opportunity to share learning experiences.

An analysis of qualitative data reveals that travel with family to tourism destinations during long holidays is the norm. This can be expected since the family institution is still held in high esteem among blacks. Long holidays provide an ideal opportunity to share experiences of whatever nature with one's family.

7.3.4 Seasons During Which Holidays are Taken

Literature on tourism has much to say about the seasonality of this phenomenon. The seasonality of tourism may be a result of changes in climate over the

calendar year or other influencing factors such the timing of school and work holidays or regular special events held at a destination (Cooper, et al., 1993). For the purposes of this study it was felt that questions around the seasons during which the respondents engage in tourism were essential. Thus, the respondents were requested to furnish information pertaining to the seasons of the year during which they participate in tourism.

The majority of the respondents indicated that they go on holiday during summer (Table 7.20). It is interesting to note that summer is the season preferred for holidays of any length. This revelation is not surprising since summer is conducive to travelling because of the pleasant weather conditions. It should also be taken into account that work places and academic institutions close for considerable periods during summer, thus affording students, employers and employees enough time to partake in tourism.

TABLE 7.20: SEASON DURING WHICH HOLIDAYS ARE TAKEN

Season	Percent (weekends)	Percent (short holidays)	Percent (long holidays)
Summer	66.2	45.5	80.0
Spring	17.6	19.8	9.1
Winter	6.6	23.6	4.5
Autumn	9.7	11.0	6.4
TOTAL	100	100	100

It is interesting to note that spring is also regarded as a good time to go on holidays. It ranked second to summer as the season during which weekend and long holidays are taken. This finding can be attributed to the fact that weather conditions are pleasant in spring. It is worth noting that 23.6 percent of the respondents stated that they undertake short holidays in winter. This finding can

easily be attributed to the availability of school holidays during winter. Most learning institutions close for a short period during winter, and thus students and teachers are afforded time to engage in tourist activities.

An interesting revelation from Table 7.20, is that autumn is not a favourite season for taking holidays of whatever length. This is most probably as a result of unpleasant weather conditions, which prevail during this season. It is however, worth mentioning that the Easter long weekend is in autumn. It can be easily said that the respondents, who indicated that they go on holiday during this season, make use of this long weekend.

7.3.5 Tourism Infrastructure

The respondents were asked to express their opinions about tourism infrastructure in South Africa. This was done with a view to determine the extent to, which the adequacy, or inadequacy of infrastructure affect the tourism experience. It is worth mentioning that infrastructure is a *sine qua non* for the enhancement of the tourism experience.

The data, which pertain to the respondents' opinions about tourism infrastructure in South Africa, are presented in Table 7.21. It is striking to note that 41 percent of the respondents indicated that they do not know whether the infrastructure is adequate or not. This revelation is not at all surprising if one takes into account the fact that black South Africans' exposure to tourism has been very limited. Some of the respondents even stated that they do not understand what is meant by tourism infrastructure. It stands to reason therefore, that these people would not be in a position to comment about the adequacy or inadequacy of tourism infrastructure.

TABLE 7.21: OPINIONS ABOUT TOURISM INFRASTRUCTURE

Opinion	Frequency	Percent	Cumulative Frequency	Cumulative Percent
Adequate	136	23.4	136	23.4
Inadequate	206	35.5	342	59.0
Do not know	238	41.0	580	100.0

The figures in Table 7.21 also show that 35.5 percent of the respondents put forward that the tourism infrastructure is inadequate and thus does not contribute to the enhancement of the tourism experience. The fact that facilities have not been easily accessible to black South Africans, can be cited as a reason for the view that tourism infrastructure is inadequate. The presence of adequate transport infrastructure is a prerequisite of a developing tourism industry and an important base for the participation of the population in this industry. It should be kept in mind that tourists consume infrastructure like services and products. Only a minority of respondents (23.4 percent) indicated that the tourism infrastructure is adequate and geared towards the satisfaction of the needs of tourists and the development of tourism. Most probably these are the people who have never experienced problems at tourist destinations and who have had no difficulties with services provided for the use of tourists.

The provision of appropriate infrastructure will undoubtedly improve the accessibility of tourist destinations to all the people of this country. The development of adequate infrastructure will open up new tourist destinations which, have hitherto not been patronised by the tourists. Most of these destinations would be in the former homeland areas, which are currently looking to tourism as an important source of economic development.

7.3.6 Analysis of Qualitative Data

The respondents, who answered the qualitative questionnaire mentioned the following, as the most pleasant experiences they have had at tourist destinations: exposure to wildlife, winning at a casino, spending a night with wife or husband at a hotel, gambling, mixing with people of different races, associating with new friends, swimming, having peace of mind, having fun with family, the pleasure of being in an unfamiliar environment, and having a lot of time to oneself. (These are not in order of preference)

It is of interest to note that gambling was mentioned as one of the most pleasant experiences at tourist destinations. This finding suggests that casinos are viewed as tourist attractions. This finding is in line with international trends which indicate that the majority of people who visit casinos are domestic tourists. There is a close relationship between gambling and tourism. Casinos are seen as tourist attractions, which can generate money for the development of tourism infrastructure and pave the way for the involvement of the disadvantaged communities in the tourism industry. The uniqueness of casinos makes them very attractive to domestic tourists. The possibility of winning cash at a casino is an incentive to visit such places.

It is of particular interest to note that exposure to wildlife was mentioned as one of the most pleasant experiences ever had at a tourist destination albeit by a few respondents. Generally, black South Africans are not keen to visit nature reserves and gain exposure to wildlife either because they are not intrigued by wildlife or because the entry fees to such reserves are beyond their means.

The mention of experiences such as, mixing with people of different races, having peace of mind, having fun with family, having a lot of time to oneself, and the pleasure of being in an unfamiliar environment, emphasise what has been

extensively observed in tourism surveys, that tourists are always in search of opposite experiences. Tourists always want to escape from a mundane environment. The enhancement of family life and kinship relationship is commonly mentioned as a motivation for engaging in tourism. A lapse from normal behaviour is one of the major motivations for taking a trip to a tourist destination.

The idea of seeking opposite experiences is illustrated by Graburn (1983) who observed the attraction of summer versus winter experiences, modernity versus history, thrift versus indulgence, urbanism versus nature, routine versus flexibility and novelty and stress versus tranquillity. Iso-Ahola (1982) contends that everyone has an escaping element, which is complemented or compounded by a seeking component.

The following are some of the problems, which the respondents indicated they have encountered at tourist destinations: (These problems are not presented in any order of preference). Health problems due to change of climate, shortage of money, overcrowding, safety not assured, fatigue, shortage of accommodation, poor services, discrimination, unpleasant accommodation, shortage of food, and not being comfortable with unfamiliar surroundings.

The following were mentioned as some of the expectations of the respondents at tourist destinations: a tour guide to show the tourist around, recreation facilities which cater for the needs of people of all age groups, a warm welcome, smiling faces, comfortable accommodation, a variety of activities that truly represent the host community, satisfactory entertainment, mixing with people from different cultural backgrounds, and no discrimination.

It can be expected that health problems would be experienced when people move from one locale to the next. These problems can be associated with the

climatic conditions or association with people suffering from different kinds of contagious diseases.

Overcrowding is a very common problem at tourist destinations. In most cases overcrowding is caused by a lack of variety of tourist destinations and attractions. If there are few destinations and attractions which tourist can visit, the problem of overcrowding will be experienced. In the apartheid South Africa, overcrowding at tourist destinations was brought about by the restrictions, which were placed on the movement of people. The choice of tourist destinations was conditioned by the provisions of the Group Areas Act. People of different population groups could only visit the destinations, which were designated for them.

Safety is one of the basic considerations in the choice of a tourist destination. Tourists are very conscious about their safety. It can be expected that problems of safety would be highlighted in a study such as this one. It can be deduced that one of the reasons why the majority of the respondents indicated that they visit friends and relatives, is that with friends and relatives around, their safety is guaranteed. The problems of safety are usually associated with an unfamiliar environment.

The problem of poor services seems to be very serious in South Africa. Most probably this problem is brought about by the lack of tourism training. Most of the people who work in the tourism industry are not properly trained and thus their service leaves much to be desired. This problem can be solved through the establishment of tourism training academies where the people who are currently employed in the tourism industry as well as prospective employees could be trained in all the aspects of service delivery. The human resource element is critical to the success of the tourism industry. If the quality of service at a tourist destination is poor, then this will detract from the overall appeal of the tourism product (French, et al., 1995). There is a great need for the development of service culture and commitment to the highest standards of service.

The problem of discrimination at tourist destinations can be expected if one takes into consideration that the South African social and political spheres have been shaped by the policy of apartheid the basis of which was racial discrimination . The nature of discrimination in South Africa went beyond racial groups, but it also manifested itself in terms of ethnic groups. With the advent of the new political dispensation in the country, it is hoped that incidents of discrimination on the basis of colour, race or creed will be eliminated.

The problems of shortage of money, shortage of accommodation, unpleasant accommodation and shortage of food, should be understood in this light of the planning process for a trip to a particular destination. In order for all of these problems to be avoided, one has to do proper planning for the trip they intend to take. In order for a trip to be successful, and free of the above-mentioned problems, all information pertaining to the destination to be visited must be obtained before the trip starts.

The expectations of the respondents at tourist destinations indicate the importance of the total tourism experience referred to in an earlier chapter of this study. These expectations constitute the pull factor of tourism. It is important to note that all of these expectations centre around, the human resource. The finest attractions and amenities might be available to tourists at a destination, yet if tourists are made to feel unwelcome by the host population, or the quality of service they receive is poor, this will detract from the overall appeal of the tourism product (French, et al., 1995:13).

It is always reassuring for tourists anywhere in the world to meet people from the host communities who always wear a smile and are prepared to be of assistance in anyway they can. The attitude of the host community towards the tourists underline the quality of the tourism experience. It is incumbent upon host communities to exceed the expectations of the tourists. The expectations of

tourists are usually reasonable. It must always be kept in mind that the tourists pay for the services they receive, and they always expect to get their money's worth.

7.4 Conclusion

In this chapter an attempt has been made to analyse the types of accommodation used by the respondents as well as the quality of the tourism experience derived from visiting tourism destinations. The findings contained in this chapter make it clear that black South Africans prefer to be accommodated by friends and relatives than to stay in hotels and other types of accommodation. This state of affairs can easily be attributed to the economic situation, which prevails in black communities. The majority of black South Africans do not have enough disposable income to spend on accommodation during holidays of any length.

It has been established that the company of friends and relatives is preferred during holidays of any length. Family and friends form the core of the company that black South Africans keep during holidays. Of particular interest is the revelation that a tiny minority of the respondents indicated that they travel with church groups to tourism destinations. This is an indication of the existence of a clear distinction between religious activities and leisure activities. It should be noted that there are large religious groups such as the Zion Christian Church members of the which gather at identified religious sites during certain times of the year. However, when these groups visit the said sites, they do not regard themselves as tourists. This serves to illuminate the fact that visits to religious sites are not regarded as part of tourism.

The revelation that most of the respondents go on long holidays during the summer can easily be linked to the availability of school and work holidays during this season. The tourism industry the world over is characterised by the

fluctuations of demand for the tourism products. These fluctuations are largely as a result of climatic conditions as well as the timing of special events.

The findings of this study indicate that there is a general lack of understanding of what tourism infrastructure is among urban blacks. Thus the majority of the respondents could not indicate whether the prevailing infrastructure is adequate or inadequate. Failure to state whether infrastructure is adequate or inadequate is a clear indication that the majority black South Africans do not have a clear understanding of the different components of the tourism industry.

The findings reported in this chapter, tends to support the hypothesis that black South Africans, prefer to visit places where they can be accommodated by friends and relatives. The findings also lend credibility to the hypothesis that there are clearly identifiable dimensions of black tourism, and tourist experience, which are common amongst urban blacks.

CHAPTER 8

CONCLUSION AND RECOMMENDATIONS

8.1   Introduction

In this study the meaning and expression of tourism among black urban dwellers has been examined. The purpose of this chapter is to present an evaluation of the objectives of this investigation by providing a statement of conclusions and recommendations. To date, very little data has been available on the perception of tourism by black South Africans.

It should be stated that the findings of this study are only suggestive and by no means definitive, since not all variables which might be brought to bear on the problem have been explored. The most important feature of this study is the understanding of how black South Africans view the concept of tourism, and how they participate in tourist activities. Hence the use of the terms 'meaning' and 'expression' of tourism in the title of the study.

In order to facilitate a better understanding of the conclusions of the study, it is essential to review the main aims of this investigation.

This investigation aimed to:

- Establish the understanding of the meaning of the concept of tourism among black urban dwellers.

- Find out what places and tourist destinations black urban dwellers prefer to patronise.

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- Establish the distances black urban dwellers travel to tourist destinations and the mode of transport they use to reach destinations.

- Establish the activities which black urban dwellers engage in at tourist destinations.

- Find out the perceived significance of tourism among urban blacks.

- Establish the features of experience which are common amongst urban blacks and those which differ for a variety of social and economic reasons.

8.2　General Conclusions

The major conclusions of this study should be looked at in the light of the objectives and hypothesis presented in the first chapter. Since the focus of the study was on the meaning and expression of tourism among urban blacks, it would be appropriate to present the major conclusion and findings of this investigation through the testing of the principal hypothesis and the sub-hypothesis. It is also in order to pay special attention to what the term "tourism" means to urban blacks.

8.2.1　Hypothesis Testing

This study was undertaken to test the validity of the principal hypothesis that tourism is not popular among black South Africans because of economic constraints and a legacy of discriminatory legislation and discriminatory attitudes as well as the unattractiveness to black tourists of tourist destinations.

Six sub-hypothesis were further tested.

These hypotheses are that:

- Blacks prefer to visit places where they can be accommodated by friends or relatives

- Blacks regard to visit friends and relatives who stay long distances from them as part of touring.

- Black people 's experience of tourism is more regional than national.

- Black people prefer to visit urban destinations than rural areas.

- Blacks are most attracted to coastal destinations than inland areas.

- There are clearly identifiable dimensions of black tourism and tourist experience, which are common amongst urban blacks.

The principal hypothesis has been proved valid by the findings of this investigation. The results show clearly that the concept of tourism as it is understood in the West is vaguely understood by black urban dwellers. Though it was established that the respondents did have an idea of what tourism means, it was clear that their understanding of this phenomenon was limited because they have not participated in it due to various constraints. It was also established that the majority of the tourist destinations do not appeal to the taste of blacks. A great number of destinations are geared towards satisfying the needs of white South Africans.

It should be noted that some respondents were very reluctant to complete the questionnaire because they felt that tourism is a foreign thing to them. Some

even stated explicitly that they thought it would be a good idea to distribute the questionnaires among whites, who are the ones who know a lot about tourism. It was established that blacks associate tourism with spending a lot of money and unfortunately their economic situation is such that they cannot afford to spend money on tourism. They have other pressing needs such as food and clothing on which money has to be spent.

The validity of the **first sub-hypothesis** has been proven without any element of doubt. The results of this study indicate **that the majority of black urban dwellers prefer to visit places, where they can be accommodated by friends or relatives**.

The results of this investigation also support the soundness of **the second sub-hypothesis that blacks regard visits to friends and relatives who stay long distanced from them as part of tourism**. In fact the result suggests that for the majority of the respondents this is the only type of tourism they know. The result, also suggest that the presence of friends and relatives at certain places induce black urban dwellers to visit such places. It can be said that most of the tourism experiences of urban blacks, centre around the presence of relatives at certain destinations. It is also worth noting that the activities, in which black tourists engage, mainly revolve around the residences of the host families.

The credibility of the **third sub-hypothesis has been proven by the results of this investigation**. The results make it crystal clear **that black people's experience of tourism is more regional than national**. This can easily be attributed to financial constraints as well as the availability of friends or relatives in the regions.

As a result of cultural diversity it is very common that all one's friends and relatives live in one province which more often than not is the one where a prospective tourist lives.

The results of the study show that urban blacks prefer to visit urban destinations than rural areas and thus they support the soundness of the **fourth sub-hypothesis that black people prefer to visit urban destinations than rural areas**. The results show that blacks of all age groups and income level do not like the idea of spending their holidays in rural areas.

The results of this study show that urban blacks are more attracted to inland destinations than coastal areas. Therefore, the **fifth sub-hypothesis that blacks are mostly attracted to coastal destinations than inland areas, is rejected.**

The results of this investigation are supportive of the **sixth sub-hypothesis that there are clearly identifiable dimensions of black tourism and tourist experience, which are common amongst urban blacks**. It has been established that black tourism is as mainly conditioned by the location of the residents of friends or relatives as well as financial considerations. Black tourists experiences, have been grossly affected by the policy of apartheid which prohibited them from visiting certain destinations. In spite of the fact that all apartheid legislation has been repealed, most of the blacks are still sceptical of the destinations, which used to be reserved for whites. Those blacks who are willing to visit such destinations, are discouraged by financial considerations.

8.2.2 The Meaning of Tourism

Comparison between the data that were gathered quantitatively, and that obtained through the qualitative method reveals that tourism is understood to mean the practice of travelling for recreation. The other types of tourism such as business travel, convention travel and travel to meetings and seminars have not been mentioned in this study because they fall outside the scope of this investigation. Tourism is mainly thought of as leisure travel. The findings of this

study reveal that the respondents associate tourism with pleasure which is derived from travelling to places which are far away from one's usual domicile.

Tourism is understood to mean the movement of people within their country and across national boundaries. It is clear that the majority of the respondents were of the idea that tourism means travelling away from one's usual place of residence to another place for the sake of engaging in activities that are enjoyable. Put succinctly, tourism is used to define pleasure travel only.

It should be highlighted that in spite of the fact that a substantial number of blacks do know what tourism means, a large percentage has no idea about the finer details of this industry. Blacks have not been exposed to the real world of tourism and thus are not fully aware of the economic and social benefits of this industry. The legacy of discrimination has clearly impacted on black people's expression of tourism. Their understanding of the industry is very elementary and for most of them, tourism as understood in the Western World is out of reach.

The fact that some respondents stated explicitly that they feel the study reported here, should have been conducted among white South Africans, is a clear indication of the fact that discriminatory legislation has had an adverse influence on black people's understanding of tourism. Tourism is associated with being white and rich. It is viewed as an industry reserved for a select few. The current thinking among blacks is that in order for one to participate in tourist activities, they should have lots of money.

The fact that tourist destinations have for a very long time been inaccessible to certain racial groups, makes it understandable why a large number of blacks are not sure of what tourism as understood by the whites entails. The definition of tourism as meaning an overnight stay away from home, is foreign to black South Africans. It should be noted that the concept of tourism has existed in the

vocabulary of black South Africans for a very long time. Since time immemorial blacks have been visiting friends and relatives even before the advent of modern modes of transport.

In South African black languages the word "tourism" is used interchangeably with "visiting". Therefore, it should be understood why the duration of stay at a destination has no bearing on the definition of the tourism phenomenon.

8.2.3 The Expression of Tourism

As indicated in the first Chapter, the term "expression of tourism", has been used to mean the level of engagement in tourism activities. The findings of this study reveal that urban blacks do participate in tourism activities but such participation is conditioned by the availability of affordable accommodation at destinations. Staying with friends and relatives is very common among urban blacks. This suggests that the participation of urban blacks in tourism is largely influenced by financial considerations.

It is also interesting to observe that urban blacks largely depend on public transport for travelling to tourism destinations. Thus, their choice of destinations and activities is also conditioned by the availability of public transport. A combination of lack of financial resources and lack of private transport, make the expression of tourism among urban blacks more regional than national.

8.3   Recommendations.

The following are recommendations about what should be done to make an increasing number of Black Africans aware of the meaning and value of tourism:

- Information about tourism should be freely available at places of work and educational institutions.

- Non-governmental organisations should be encouraged to create tourism awareness among the communities they work with.

- Tourism should be included in the school curriculum.

- Black South Africans should be encouraged to participate in tourism activities at local level.

- The media should publish more information on the value of tourism.

- Information about tourism should be made available in all official South African languages.

- Tourism should be promoted at places of work. Companies should organise subsidised tours for the employees and their families at least once a year.

- Tourist destinations must be advertised on radio and television.

- Experts in the field of tourism should be invited to talk about this phenomenon on radio and television.

- Local Tourism Committees should be established to educate Blacks about the importance of tourism at their residential areas.

- Talks on the safety and security of tourists at destinations should be presented at institutions such as Universities, Technikons and Colleges of Education.

- Employees should be encouraged to pay blacks better salaries so that they may have enough disposable income.

- Employees should educate their workers about budgeting so that they may be in a position to put money aside for tourist activities.

- The government must promote tourism by providing free transport for selected groups of blacks who would visit tourism destinations and then educate other about value of tourism.

- Employees should be encouraged to participate in tourism activities by being discouraged from working overtime during weekends. Instead of working over weekends these people should be encouraged to engage in tourism activities.

- More publications on tourism should be compiled and sold at reasonable prices.

- Companies which specialise in tourism and hospitality should employ an increasing number of blacks so that the tourism industry may outgrow the nation that is white man's domain.

- Competitions with tourism related prizes should be initiated.

- Black South Africans should be given opportunities to learn more about tourism. Incentives such as bursaries and scholarships should be offered to those blacks who want to follow a career in the tourism industry.

- Provision should be made for low cost accommodation at tourism destinations.

- Social clubs be established in black townships to facilitate tours to various tourism destinations.

- Black people must be exposed to tourism through organised tours which are subsidised by both the private and public sectors.

- Public transport must be improved and made more safe and comfortable.

- Drivers of minibus taxis should be trained as tour guides so that they may be in a position to transport people to tourist destinations.

- Transport companies should be encouraged to introduce the travel and pay later system.

- The mass media should be used extensively to enlighten blacks about the importance and affordability of tourism.

- Tourism destinations should provide a variety of services that are geared towards the satisfaction of the needs of people from diverse cultural backgrounds.

- The government must allocate more money for the creation of tourism awareness among the previously neglected communities.

- Special tourism awareness programmes should be developed for Local Authorities.

- Special tours for teachers should be organised so as to expose them to tourism and thus enable them to import the knowledge to their students.

- The private sector should be urged to contribute financially towards the creation of tourism awareness among black South Africans.

8.4 Suggestions for Future Research

The focus of this study has been on the meaning and expression of tourism among urban blacks. It should be noted that urban dwellers are but a small percentage of the total black population. The majority of black South Africans reside in rural areas, and the conditions under which rural communities live, are different from what prevails in urban areas. It is therefore, essential to investigate the views of rural communities about the tourism phenomenon.

This study is meaningful as far as urban blacks are concerned, but its conclusions cannot be accurately generalised to cover the rural areas as well.

The conclusions of this study suggest the need for further research to be undertaken among the broader community. The results of this investigation might be biased in favour of educated blacks, therefore it is of the utmost importance to undertake more comprehensive research among all sectors of the black community to verify the findings of this study. Further research could be conducted at provincial and local level with other samples so as to expand knowledge about black people's perceptions of the tourism phenomenon.

8.5 Conclusion

In this study an attempt has been made to look into what urban blacks understand by the concept of tourism and how they engage in tourism activities. It should be stated that although the findings of this study go a long way towards broadening knowledge about black people's understanding and participation in tourism, there is still a great need for further research to be done to fill the void which exist in the field of tourism studies.

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APPENDIX

A

QUANTITATIVE QUESTIONNAIRE

PLACE A CROSS [X] IN THE BOX NEXT TO THE APPROPRIATE RESPONSE

1. In which Province do you live?

KwaZulu-Natal	[1]
Eastern Cape	[2]
Northern Cape	[3]
Western Cape	[4]
Free State	[5]
Gauteng	[6]
Mpumalanga	[7]
Northern Province	[8]
North West	[9]

2. Where do you feel your home is?

KwaZulu-Natal	[1]
Eastern Cape	[2]
Northern Cape	[3]
Western Cape	[4]
Free State	[5]
Gauteng	[6]
Mpumalanga	[7]
Northern Province	[8]
North West	[9]

3. **What is your gender?**

Male	[1]
Female	[2]

4. **What is your age?**

10-20	[1]
21-30	[2]
31-40	[3]
41-50	[4]
Above 50	[5]

5. **What is your marital status?**

Single	[1]
Married	[2]
Divorced	[3]
Widowed	[4]

6. **What is your home language?**

Sotho	[1]
Zulu	[2]
Venda	[3]
Xhosa	[4]
Ndebele	[5]
Swazi	[6]
Other (Specify)................................	[7]

7. **What is your level of education?**

    Primary   [1]

    Secondary   [2]

    Tertiary   [3]

    None   [4]

8. **Which of the following best describes your job situation?**

    Professional worker   [1]

    Labourer   [2]

    Unemployed   [3]

    Student   [4]

    Retired   [5]

    Housewife   [6]

    Self-employed   [7]

9. **What do you estimate is the total experience of all earners in your household per month before tax?**

    Less than R1000.00   [1]

    R1000-R1499   [2]

    R1500-R1999   [3]

    R2000-R2499   [4]

    R2500-R2999   [5]

    R3000-R3499   [6]

    R3500-R3999   [7]

    R4000 and more   [8]

10. Choose the sentence that best describes your understanding of the concept of "tourism".

Tourism means an overnight stay away from home. [1]

Tourism means the movement of people within their own boundaries and across national boundaries. [2]

Tourism means the business of attracting visitors and catering for their needs and expectations. [3]

Tourism is the practice of travelling for recreation. [4]

11. How many holidays (long and short) do you typically take a year?

One [1]

Two [2]

Three [3]

Four [4]

Five and more [5]

12. Which South African Province do you usually visit during weekends?

KwaZulu-Natal [1]

Eastern Cape [2]

Northern Cape [3]

Western Cape [4]

Free State [5]

Gauteng [6]

Mpumalanga [7]

Northern Province [8]

North West [9]

13. Which South African Province do you usually visit during long weekends and short vacations?

KwaZulu-Natal	[1]
Eastern Cape	[2]
Western Cape	[3]
Northern Cape	[4]
Free State	[5]
Gauteng	[5]
Mpumalanga	[7]
Northern Province	[8]
North West	[9]

14. Which South African Province do you usually visit during long holidays?

KwaZulu-Natal	[1]
Eastern Cape	[2]
Northern Cape	[3]
Western Cape	[4]
Free State	[5]
Gauteng	[6]
Mpumalanga Province	[7]
Northern Province	[8]
North West	[9]

15. What do you usually do during weekends?

Visit relatives or friends	[1]
Visit beach	[2]

Visit a game park	[3]
Visit a hotel	[4]
Visit neighbouring states	[5]
Stay at home	[6]
Other (specify).................................	[7]

16. What do you usually do during long weekends and short holidays?

Visit relatives / friends	[1]
Visit the beach	[2]
Visit a game park	[3]
Visit a hotel	[4]
Visit neighbouring states	[5]
Stay at home	[6]
Other (Specify)......................................	[7]

17. What do you usually do during long holidays?

Visit relatives/friends	[1]
Visit the beach	[2]
Visit a game park	[3]
Visit a hotel	[4]
Visiting neighbouring states	[5]
Stay at home	[6]
Other (specify)......................................	[7]

18. What mode of transport do you usually use when you go on holiday during weekends?

| Own Car | [1] |
| Public transport | [2] |

Other (specify).................................... [3]

19. What mode of transport do you usually use when you go on short vacation?

Own car [1]

Public transport [2]

Other (specify)...................................... [3]

20. What is the average distance you travel to tourism destination during short holidays?

1 to 100 km [1]

101 to 200 km [2]

201 to 300 km [3]

301 to 400 km [4]

401 to 500 km [5]

More than 500 km [6]

22. What is the average distance you travel to tourism destinations during long holidays?

1 to 100 km [1]

101 to 200 km [2]

201 to 300 km [3]

301 to 400 km [4]

401 to 500 km [5]

More than 500 km [6]

23. What places do you usually visit during weekends?

Coastal urban areas [1]

Inland urban areas [2]

Coastal nature reserves [3]

Inland nature reserves [4]

Mountainous areas [5]

Other (specify)................................. [6]

24. What places do you usually visit during weekends?

Coastal urban areas [1]

Inland urban areas [2]

Coastal nature reserves [3]

Inland nature reserves [4]

Mountainous areas [5]

Other (specify) .... [6]

25. What places do you usually visit during long holidays?

Coastal urban areas [1]

Inland urban areas [2]

Coastal nature reserves [3]

Inland nature reserves [4]

Mountainous areas [5]

Other (specify) .... [6]

26. What activities do you usually engage in at tourist destinations during weekends?

Sports	[1]
Swimming	[2]
Sightseeing	[3]
Relaxing at a hotel	[4]
Relaxing with friends	[5]
Shopping for fun	[6]
Picnicking	[7]
Other (specify)	[8]

27. What activities do you usually engage in at tourist destinations during short holidays?

Sports	[1]
Swimming	[2]
Sightseeing	[3]
Relaxing at a hotel	[4]
Relaxing with friends	[5]
Shopping for fun	[6]
Picnicking	[7]
Other (specify)	[8]

28. What activities do you usually engage in at tourist destinations during long holidays?

Sports	[1]
Swimming	[2]
Sightseeing	[3]

Relaxing at a hotel   [4]

Relaxing with friends   [5]

Shopping for fun   [6]

Picnicking   [7]

Other (specify) ....   [8]

29. Where do you usually stay when you are touring during weekends?

With friends or relatives   [1]

In a hotel   [2]

In a motel   [3]

In a boarding house   [4]

In a hostel   [5]

Other (specify) ....   [6]

30. Where do you usually stay when you are touring during short holidays?

With friends or relatives   [1]

In a hotel   [2]

In a motel   [3]

In a boarding house   [4]

In a hostel   [5]

Other (specify) ....   [6]

31. Where do you usually stay when you are touring during long holidays?

With friends or relatives	[1]
In a hotel	[2]
In a motel	[3]
In a boarding house	[4]
In a hostel	[5]
Other (specify)	[6]

32. With whom do you usually tour on weekends?

Alone	[1]
Friends	[2]
Family	[3]
Church	[4]
Social Club	[5]
Specialised group	[6]
Other (specify)	[7]

33. With whom do you usually tour during short holidays?

Alone	[1]
Friends	[2]
Family	[3]
Church	[4]
Social Club	[5]
Specialised group	[6]
Other (specify)	[7]

34. With whom do you usually tour during long holidays?

Alone	[1]
Friends	[2]
Family	[3]
Church	[4]
Social club	[5]
Specialised group	[6]
Other (specify) ………………………………..	[7]

35. When you go on holiday on weekends do you usually visit one or more destinations?

One	[1]
Two	[2]
Three	[3]

36. When do you go on short holidays on weekends do you usually visit one or more destinations?

One
Two
Three or more

37. When you go on long holidays on weekends do you usually visit one or more destinations?

One	[1]
Two	[2]
Three or more	[3]

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38. During which season do you usually go on weekend holidays?

    Autumn   [1]

    Spring   [2]

    Summer   [3]

    Winter   [4]

39. During which season do you usually go on short holidays?

    Autumn   [1]

    Spring   [2]

    Summer   [3]

    Winter   [4]

40. During which season do you usually go on long holidays?

    Autumn   [1]

    Spring   [2]

    Summer   [3]

    Winter   [4]

41. Have you ever stayed in a hotel during a short holiday?

    No   [1]

    Yes   [2]

42. Have you ever stayed in a hotel during a long holiday?

    No   [1]

    Yes   [2]

43. Have you ever stayed in a hotel during a long holiday?

No   [1]

Yes   [2]

44. Number of times in hotels on weekends

N/A   [1]

From 1 to 5   [2]

From 6 to 10   [3]

Over 11 times   [4]

45. Number of times in a hotel during short holidays

N/A   [1]

From 1 to 5   [2]

From 6 to 10 times   [3]

Over 11 times   [4]

46. Number of times in hotel during long holidays

N/A   [1]

From 1 to 5 times   [2]

From 6 to 10 times   [3]

Over 11 times   [4]

47. Reasons for not using hotels on weekends.

Expensive   [1]
Do not like them   [2]
Too formal   [3]
Unsure of behaviour   [4]
Other (specify) ....   [5]

48. Reasons for not using hotels during short holidays

Expensive   [1]
Do not like them   [2]
Too formal   [3]
Unsure of behaviour   [4]
Other (specify) ....   [5]

49. Reasons for not using hotels during long holidays

Expensive   [1]
Do not like them   [2]
Too formal   [3]
Unsure of behaviour   [4]
Other (specify) ....   [5]

50. What do you think about the tourism infrastructure that exist in South Africa.

It is adequate   [1]
It is inadequate   [2]
I do not know   [3]

51. What do you think is the value of touring?

Relaxation	[1]
Refreshment	[2]
Getting to know people	[3]
Learning experiences	[4]

52. What type of attraction induce you to visit tourist destination?

Natural features (climate, fauna and flora)	[1]
Man-made features (casino, amusement parks)	[2]
Cultural-expressions (language, music and dance)	[3]

APPENDIX

B

QUALITATIVE QUESTIONNAIRE

1.   What is the occupation of the head of the family?

....

....

2.   How big is this family?

....

....

3.   What is the total monthly income of this family?

....

....

4.   What is your understanding of tourism?

....

....

5.   When was the last time you went on holiday with your family?

....

6.   Which Province did you travel to?

....

....

7. How long did the trip last?

....

....

8. What mode of transport did you use to travel to your   destination?

....

....

9. How much did the trip cost?

....

10. What type of accommodation did you use during your recent
     holiday?

....

....

11. During what time of the year did you undertake the trip?

....

12. What activities do you participate in during your holiday trips?

....

....

13. Thinking of your holiday experiences during the last year, what
     was particularly enjoyable?

....

....

....

....

14. What part of tourism do you enjoy most, travelling or the stay at   a
    destination?

    ....

    ....

15. How has tourism been of value to you and your family?

    ....

    ....

    ....

    ....

16. Do you know what eco-tourism mean?

    ....

    ....

    ....

17. Do you know what cultural tourism is ?

    ....

    ....

    ....

    ....

18. What is the most pleasant experience you have had at a tourist
    destination?

    ....

    ....

    ....

19. What problems have you encountered at tourist destination?

....

....

....

....

20. How easy or difficult is for you to plan and organise a holiday?

....

....

....

....

21. What is the furthest distance from your home have you ever travelled?

....

....

22. Have you ever travelled to a destination which is beyond the   borders of the Republic of South Africa?

....

....

23. If the answer to 22 is yes, name the countries you have visited?

....

....

....

....

24. What do you expect at a tourist destination?

....
....
....
....

25. For a long time tourism has been regarded as a whiteperson's domain. What do you think should be done to change the image of this industry so that all South Africans can participate in it?

....
....
....
....
....

26. Have you ever been discriminated against at the tourist destinations you have visited?

....
....

27. Before you undertake a trip how do you acquire information about a destination?

....
....
....
....

28. What kind of information about your destination do you look for before you go on a holiday?

....
....
....
....

29. What do you think should be done to make more and more blacks ware of the tourism?

....
....
....

APPENDIX

C

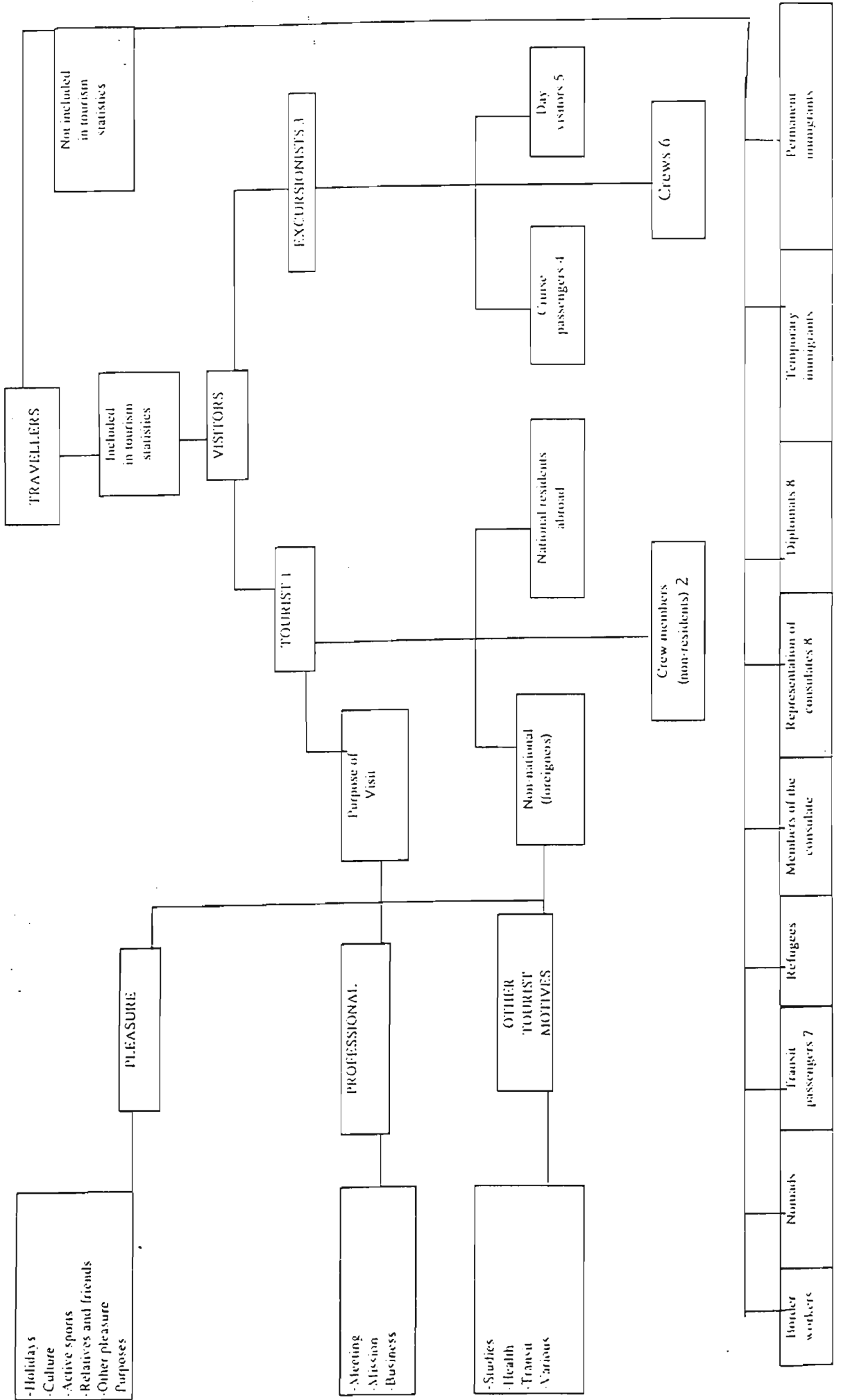# Definitions of Tourism by World Tourism Organisation.

	International Tourism	Domestic Tourism
Visitor	A person who travels to a country other than that which he/she has his/her usual residence and that is outside his/her usual environment, for a period not exceeding one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.	A person in a country, who travels to a place within the country, but outside his/her usual environment, for a period exceeding six months, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.
Tourist	A visitor who travels to a country other that in which he/she has his/her usual residence for at least one night but not more than one year, and whose main purpose of visit is other than the exercise of an activity remunerated from within the country visited.	A visitor in a country, who travels to a place within the country, but outside his/her usual environment, for at least one night but not more than six months, and whose purpose of visit is other than the exercise of an activity remunerated from within the place visited.
Excursionist	A visitor residing in a country who travels the same day to a country other than which he/she has his/her usual environment for less than 24 hours without spending the night in the country visited and whose main purpose of visit is other than exercise of an activity remunerated from within the country visited.	A visitor who travels to a place within the country but outside his/her usual residence and that is outside his/her usual environment, for less than 24 hours without spending the night in the place visited, and whose main purpose of visit is other than the exercise of an activity remunerated from within the place visited.

Source: World Tourism Organisation (1991). Recommendation No. 29.

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APPENDIX

D

CLASSIFICATION OF TRAVELLERS

TRAVELLERS

- **Included in tourism statistics**
- **Not included in tourism statistics**

VISITORS

EXCURSIONISTS 3

TOURIST 1

- Cruise passengers 4
- Day visitors 5
- Crews 6

Purpose of Visit

- National residents abroad
- Non-national (foreigners)
- Crew members (non-residents) 2

PLEASURE
- Holidays
- Culture
- Active sports
- Relatives and friends
- Other pleasure purposes

PROFESSIONAL
- Meeting
- Mission
- Business

OTHER TOURIST MOTIVES
- Studies
- Health
- Transit
- Various

| Border workers | Nomads | Transit passengers 7 | Refugees | Members of the consulate | Representation of consulates 8 | Diplomats 8 | Temporary immigrants | Permanent immigrants |

1. Visitors who spend at least a night in the country visited.

2. Foreign air or ship crew docked or in lay-over and who use the accommodation establishments of the country visited.

3. Visitors who do not spend the night in the country visited although they might visit the country during one day or more and return to their ship or train.

4. Normally included in excursionists. Separate classification of these visitors in nevertheless recommended.

5. Visitors who come and leave the same day.

6. Crews who are not residents of the country visited and who stay in the country for the day.

7. Who do not leave the transit area of the airport or the port. In certain countries, transit might involve a stay of one day or more. In this case, they should be included in the visitors statistics.

8. When they travel from their country of origin to the duty station and vice versa (including household servants and dependants accompanying or joining them).

APPENDIX

E

TOURISM BILL OF RIGHTS

(APPROVED BY THE UNITED NATIONS ORGANISATION IN 1983)

Article I

1. The right of everyone to rest and leisured, reasonable limitation of working hours, periodic leave with pay and freedom of movement without limitation, within the bounds of the law, is universally recognised.

2. The exercise of this right constitutes a factor of social balance and enhancement of national and universal awareness.

Article II

As a consequence of this right, the State should formulate and implement policies aimed at promoting the harmonious development of domestic and international tourism and leisure activities for the benefit of all those taking part in them.

Article III
To this end the State should:

(a)   Encourage orderly and harmonious growth of both domestic and international tourism;

(b)   Integrate their tourism policies with their overall development policies at all levels - local, regional, national and international and broaden tourism co-operation within both a bilateral and multilateral framework, including that of the World Tourism Organisation;

(c)   Give due attention to the principles of the Manila Declaration on World Tourism and the Acapulco Document "While formulating and implementing, as appropriate, their tourism policies, plans and programmes, in accordance with their national priorities and within the framework of the programme of work of the World Tourism Organisation".

(d)   Encourage the adoption of measures enabling everyone to participate in domestic and international tourism, especially by a better allocation of work leisure time, the establishment or improvement of systems of annual leave with pay and the staggering of holiday dates and by particular attention to tourism for the young, elderly and disabled; and

(e)   In the interest of present and future generations, protect the tourism environment which, being at once human, natural, social and cultural, is the legacy of all mankind.

- Resolution 38/146 adopted by the United Nations Assembly at its thirty-eighth session on 19 December 1983.

Article IV

The State should also:

(a)   Encourage the access of domestic and international tourists to the heritage of the host communities by applying the provisions of existing facilitation instruments issuing from the United Nations, the International Civil Aviation Organisation, the International Maritime Organisation, the Customs Co-operation Council or from any other body, the World Tourism Organisation in particular, with a view to increasingly liberalising travel;

(b) Promote tourism awareness and facilitate contact between visitors and host communities with a view to their mutual understanding and betterment;

(c) Ensure the safety of visitors and the security of their belongings through preventive and protective measures;

(d) Afford the best possible conditions of hygiene and access to health services as well as of the prevention of communicable diseases and accidents;

(e) Prevent any possibility of using tourism to exploit others for prostitution purposes; and

(f) Reinforce, for the protection of tourists and the population of the host community, measures to prevent the illegal use of narcotics.

Article V

The State should lastly:

(a) Permit domestic and international tourists to move freely about the country without prejudice to any limitative measure taken in the national interest concerning certain areas of the territory;

(b) Not allow any discriminatory measures in regard to tourists;

(c)   Allow tourists prompt access to administrative and legal services and to consular representatives, and make available internal and external public communications; and

(d)   Contribute to the information of tourists with a view to fostering understanding of the customs of the populations constituting the host communities at places of transit and sojourn.

Article VI

1.   The populations constituting the host communities in places of transit and sojourn are entitled to free access to their own tourism resources while fostering respect, through their attitude and behaviour, for their natural and cultural environment.

2.   They are also entitled to expect from tourists understanding of and respect for their customs, religions and other elements of their cultures which are part of the human heritage.

3.   To facilitate such understanding and respect, the dissemination of appropriate information should be encouraged on;

(a)   The customs of host communities, their traditional and religious practices, local taboos and sacred sites and shrines which must be respected;

(b)   Their artistic, archaelogical and cultural treasures which must be preserved; and

(c)   Wildlife and other natural resources which must be protected.

Article VII

The populations constituting the host communities in place of transit and sojourn are invited to receive tourists with the greatest possible hospitality, courtesy and respect necessary for the development of harmonious human and social relations.

Article VIII

1.   Tourism professional and suppliers of tourism and travel services can make a positive contribution to tourism development and to implementation of the provisions of this Bill of Rights.

2.   They should conform to the principles of this Bill of Rights and honour commitments of any kind entered onto within the context of their professional activities, ensuring the provision of quality products so as to help affirm the humanist nature of tourism.

3.   They should in particular refrain from encouraging theuse of tourism for all forms of exploitation of others.

Article IX

Encouragement should be given to tourism professionals and suppliers of tourism and travel services by granting them, through appropriate national and international legislation, the necessary facilities to enable them to;

(a)   Exercise their activities in favourable conditions, free from any particular impediment or discrimination;

(b)   Benefit from general and technical training schemes, both within their countries and abroad, so as to ensure the availability of skilled manpower; and

(c)   Cooperate among themselves as well as with the public authorities, through national and international organisations, with a view to improving the coordination of their activities and the quality of their services.

Article X

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

Article XI

1.   At places of transit and sojourn tourist must respect the established political, social, moral and religious order and comply with the legislation and regulations in force.

2.   In these places tourists must also:

(a)   Show the greatest understanding for the customs, beliefs and behaviour of the host communities and the greatest respect for their natural and cultural heritage;

(b)   Refrain from accentuating the economic, social and cultural differences between themselves and the local populations;

(c)   Be receptive to the culture of the host communities, which is an integral part of the common human heritage;

(d)   Refrain from exploring others for prostitution purposes; and

(e)   Refrain from trafficking in, carrying or using narcotics and/or other prohibited drugs.

Article XII

During their travel from one country to another and within the host country tourists should be able, by appropriate government measures to benefit from;

(a)   Relaxation of administrative and financial controls; and

(b)   The best possible conditions of transport and sojourn that can be offered by suppliers of tourism services.

Article XIII

1.   Tourists should be afforded free access, both within and outside their countries, to sites and places of tourist interest and, subject to existing regulations and limitations, freedom of movement in places of transit and sojourn.

2.   On access to sites and places of tourist interest and throughout their facilities provided during their travel and sojourn by official tourism bodies and suppliers of tourism services;

(a)   Objective, precise and complete information on conditions and facilities provided during their travel and sojourn by official tourism bodies and suppliers of tourism services;

(b)   Safety of their persons, security of their belongings and protection of their rights as consumers;

(c)   Satisfactory public hygiene, particularly so far as accommodation, catering and transport are concerned, information on the effective prevention of communicable diseases and accidents and ready access to health services;

(d)   Administrative and legal procedures and guarantees necessary for the protection of their rights; and

(e)   The practice of their own religion and the use of existing facilities for that purpose.

Article XIV

Everyone is entitled to make his needs known to legislative representatives and public authorities so that he may exercise his right to rest and leisure in order to enjoy the benefits of tourism under the most favourable conditions and, where appropriate and to the extent consistent with law, associate with others for that purpose.

APPENDIX

F

A SIMPLE MODEL OF TOURISM

Anticipatory phase	Experiential phase	Reflective phase

Motivation → Tourism demand ← Facilitation

Marketing

Experience

Tourism travel

Tourism stay and activities

Tourism impact

| Economic | Social | Physical |

Tourism regulation Planning & Control
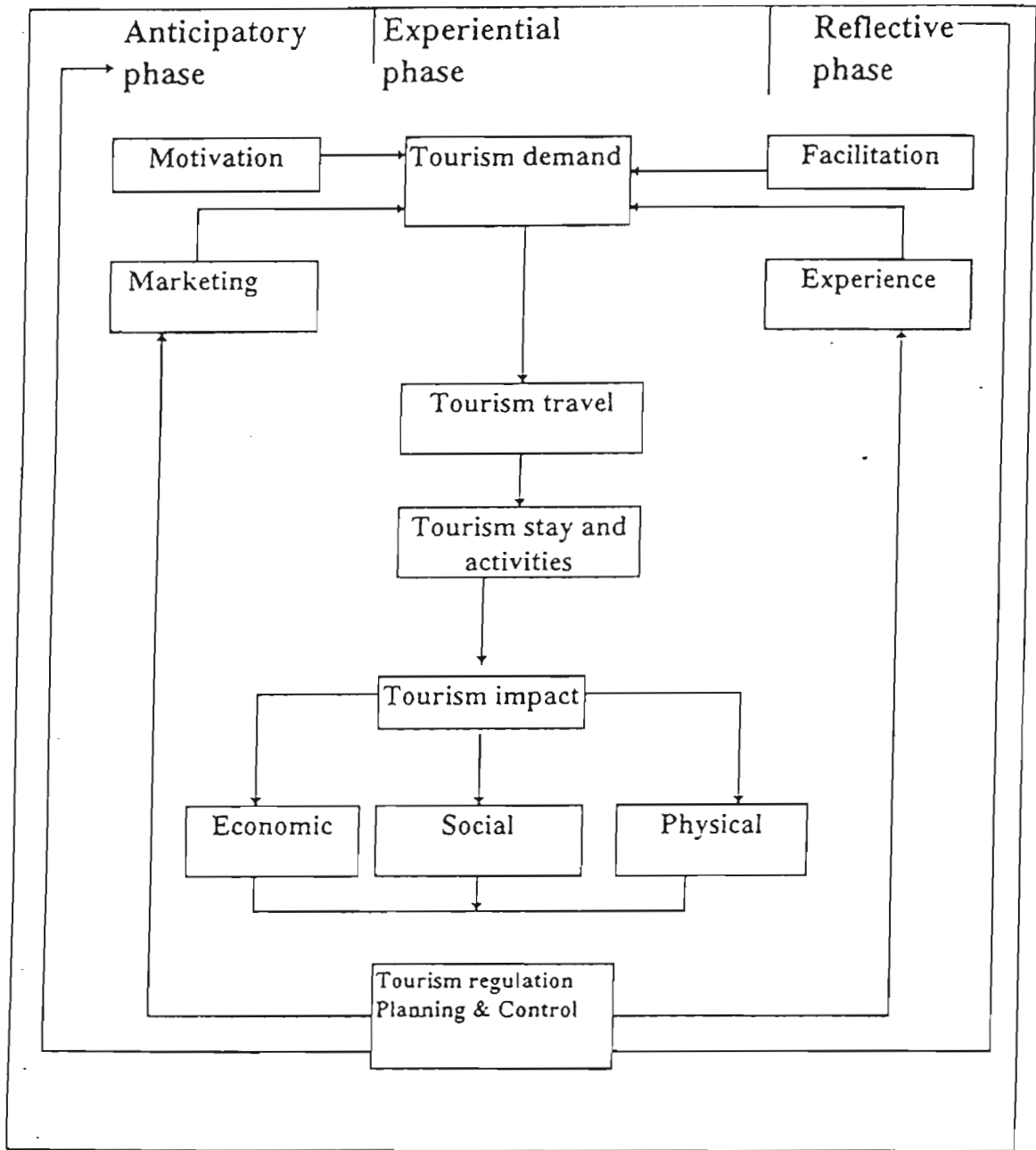
Source: Craig-Smith and French C. (1994)

APPENDIX

G

THE TOURISM MULTIPLIER EFFECT

The following chart demonstrates how tourism spending flows through the economy.

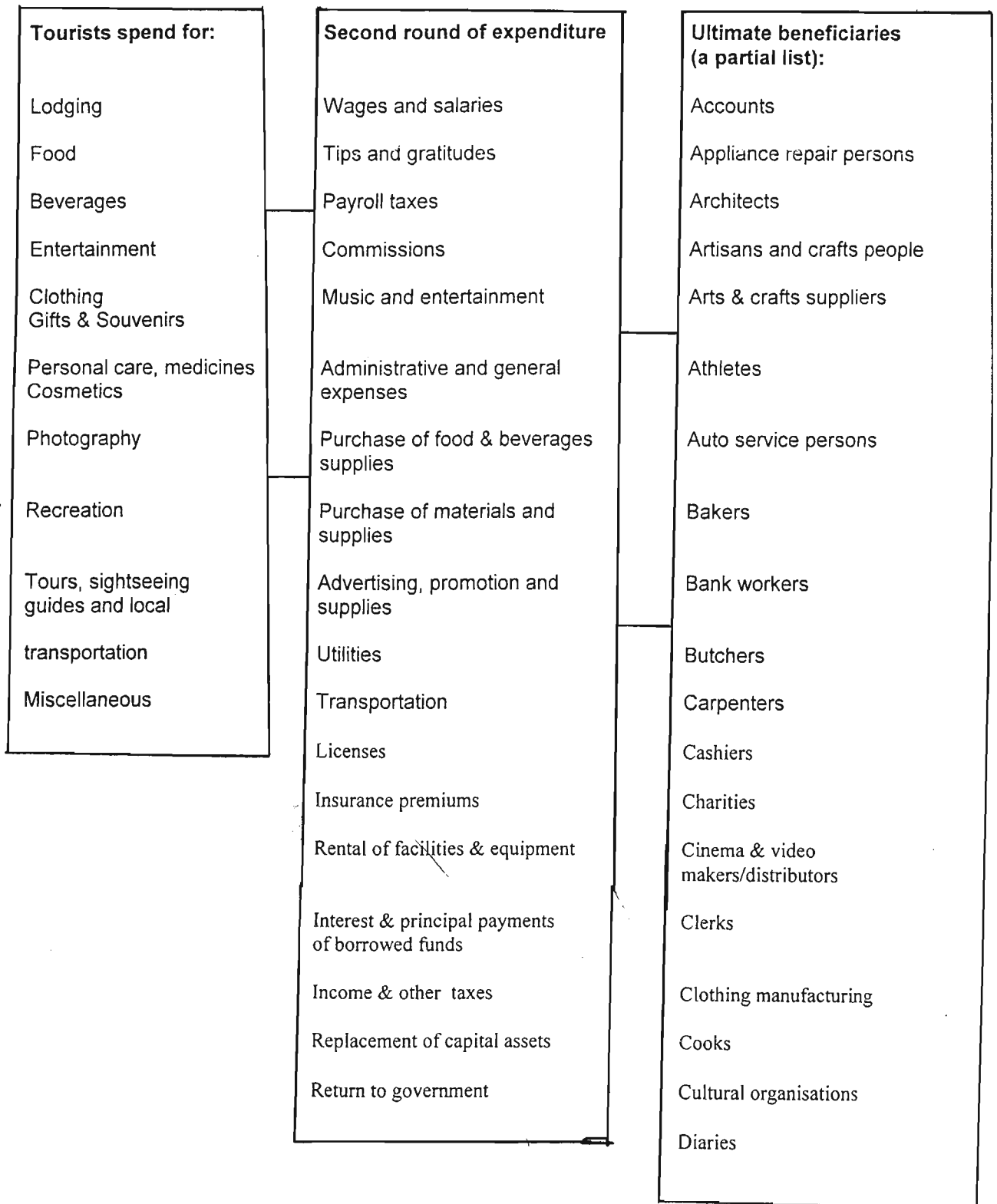| Tourists spend for:	Second round of expenditure	Ultimate beneficiaries (a partial list):
Lodging	Wages and salaries	Accounts
Food	Tips and gratitudes	Appliance repair persons
Beverages	Payroll taxes	Architects
Entertainment	Commissions	Artisans and crafts people
Clothing Gifts & Souvenirs	Music and entertainment	Arts & crafts suppliers
Personal care, medicines Cosmetics	Administrative and general expenses	Athletes
Photography	Purchase of food & beverages supplies	Auto service persons
Recreation	Purchase of materials and supplies	Bakers
Tours, sightseeing guides and local	Advertising, promotion and supplies	Bank workers
transportation	Utilities	Butchers
Miscellaneous	Transportation	Carpenters
	Licenses	Cashiers
	Insurance premiums	Charities
	Rental of facilities & equipment	Cinema & video makers/distributors
	Interest & principal payments of borrowed funds	Clerks
	Income & other taxes	Clothing manufacturing
	Replacement of capital assets	Cooks
	Return to government	Cultural organisations
		Diaries

245

Dentists

Department store
owners/workers

Doctors

Education providers

Electricians

Engineers

Farmers

Fisherpersons

Freight forwarders

Furniture makers

Grocers

Health care providers

Ultimate beneficiaries
(a partial list) continued:

Housekeeping staff

Insurance workers

Laundry service providers

Manufacturing workers

Office equipment suppliers

Painters

Petrol stations

Plumbers

Porters

Printers and publishers

Recreation equipment, sales
rental

Resort owners, operators and
workers

Restaurant owners,

operators

Road maintenance workers

Sign makers

Transportation workers

Utilise, providers of and repairpersons

Waiters and waitresses

Wholesale suppliers

Leakage: when the private or public sector purchases goods or services from sources outside the community, that money is no longer subject to the multiplier effect and the economic benefits leak out of the community.

(Source: World Tourism Organisation, 1994)

APPENDIX

H

The Economic, Social and Cultural Impacts of Tourism

Positive	*Negative*
Economic	
Agricultural stimulus	Distention of agricultural production
Create new markets for their products in the developed countries	Decline of certain products not in international demand
Stimulus to fishing	Disturbance of traditional fishing ports and beaches
Stimulus to manufacturing	Manufactured goods / imported
Creation of new tourism attractions such as beaches or swimming pools, which can be used by locals.	Over-use of existing attractions
Funds new infrastructure; water, roads, power and telephones	Saturates existing infrastructure
Earns foreign exchange	Leakage of foreign exchange income to intermediaries, and to purchase imported goods.
Increases GDP, directly and indirectly via multiplier	Brings greater external control over the economy.
Increases government revenues from taxation.	Increased government expenditure
Creates employment	In-migrants hold many key management jobs; seasonal nature of employment.
Offers jobs requiring little training or previous skills.	Condemns labour force to low-skilled jobs.
External source of growth.	Dependence.
Social	
Modernisation of society.	Polarisation of social structure and increased income inequalities.
Modernisation of family, via new gender and intergenerational conflicts	Disintegration of the family

Positive	Negative
Broadening social horizons and reduced prejudices among the tourists.	Social pathology, including prostitution, drugs, etc.

Cultural

Positive	Negative
Development of indigenous culture.	Disappearance of indigenous culture under the impact of commercialisation.
Greater protection of the natural environment.	Destruction of the natural environment.
Improve landscape and architectural standards.	Destroys landscapes, and leads to non-integrated tourism complexes.
Contributes to conservation of monuments and buildings	Degradation of monuments and buildings
Positive demonstration effects	Negative demonstration effects.

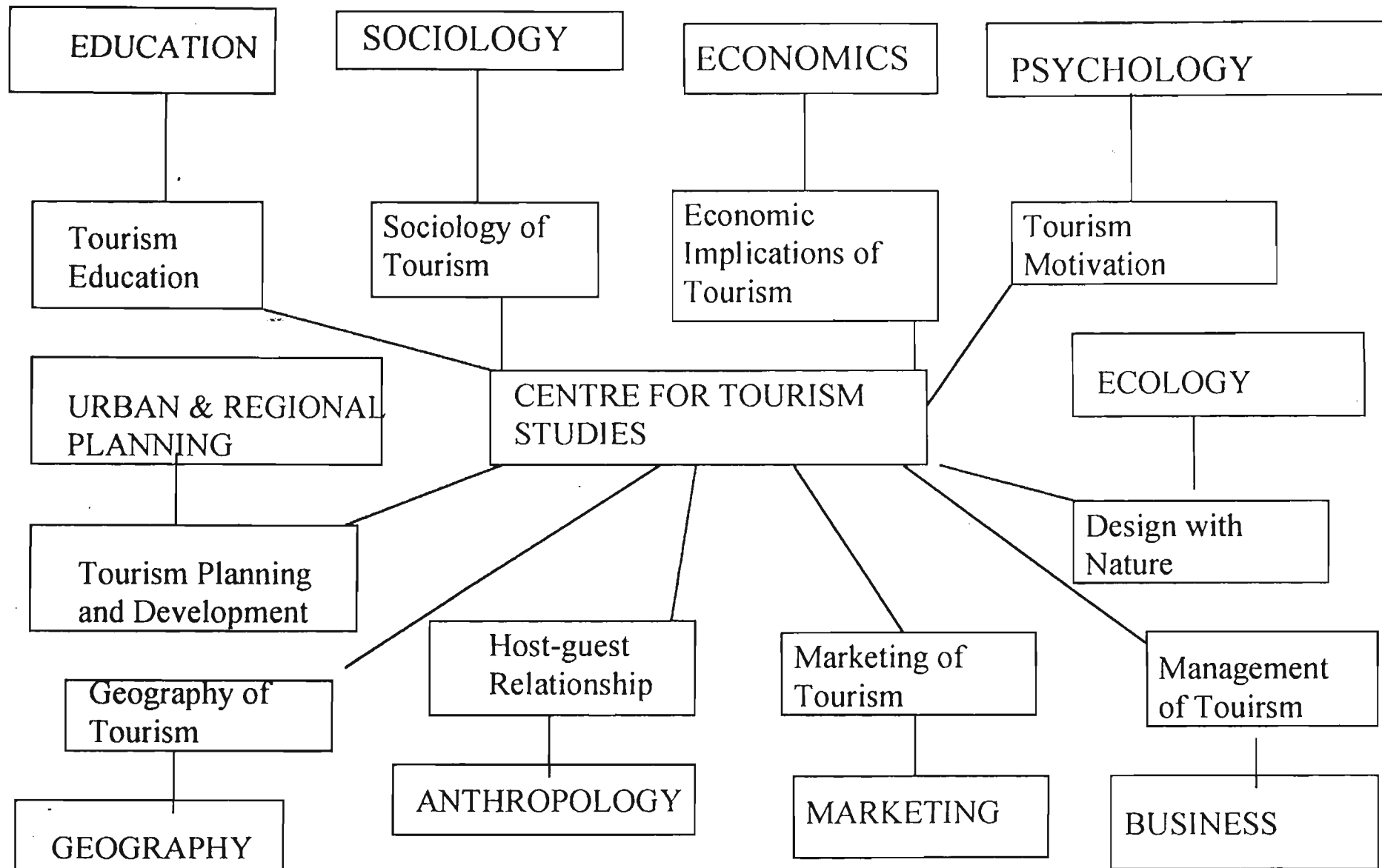Source: Shaw G. and Williams, A.M. (1994)

APPENDIX

I

THE MEANING OF TOURISM IN SOUTH AFRICAN BLACK LANGUAGES

In South African black languages tourism is used to mean the following:

- Xhosa   -   Ukenketho
- Venda   -   Vhuenela mashago
- Tsonga   -   Vuenzi
- Northern Sotho   -   Go eta
- Southern Sotho   -   Ho eta
- Ndebele   -   Vakatjha
- Swazi   -   Kuvakasha
- Zulu   -   Ukuvakasha

APPENDIX

J

| EDUCATION | SOCIOLOGY | ECONOMICS | PSYCHOLOGY |

| Tourism Education | Sociology of Tourism | Economic Implications of Tourism | Tourism Motivation |

| URBAN & REGIONAL PLANNING | CENTRE FOR TOURISM STUDIES | ECOLOGY |

| Tourism Planning and Development | | Design with Nature |

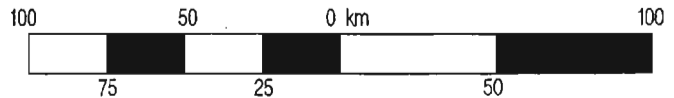| Geography of Tourism | Host-guest Relationship | Marketing of Tourism | Management of Touirsm |

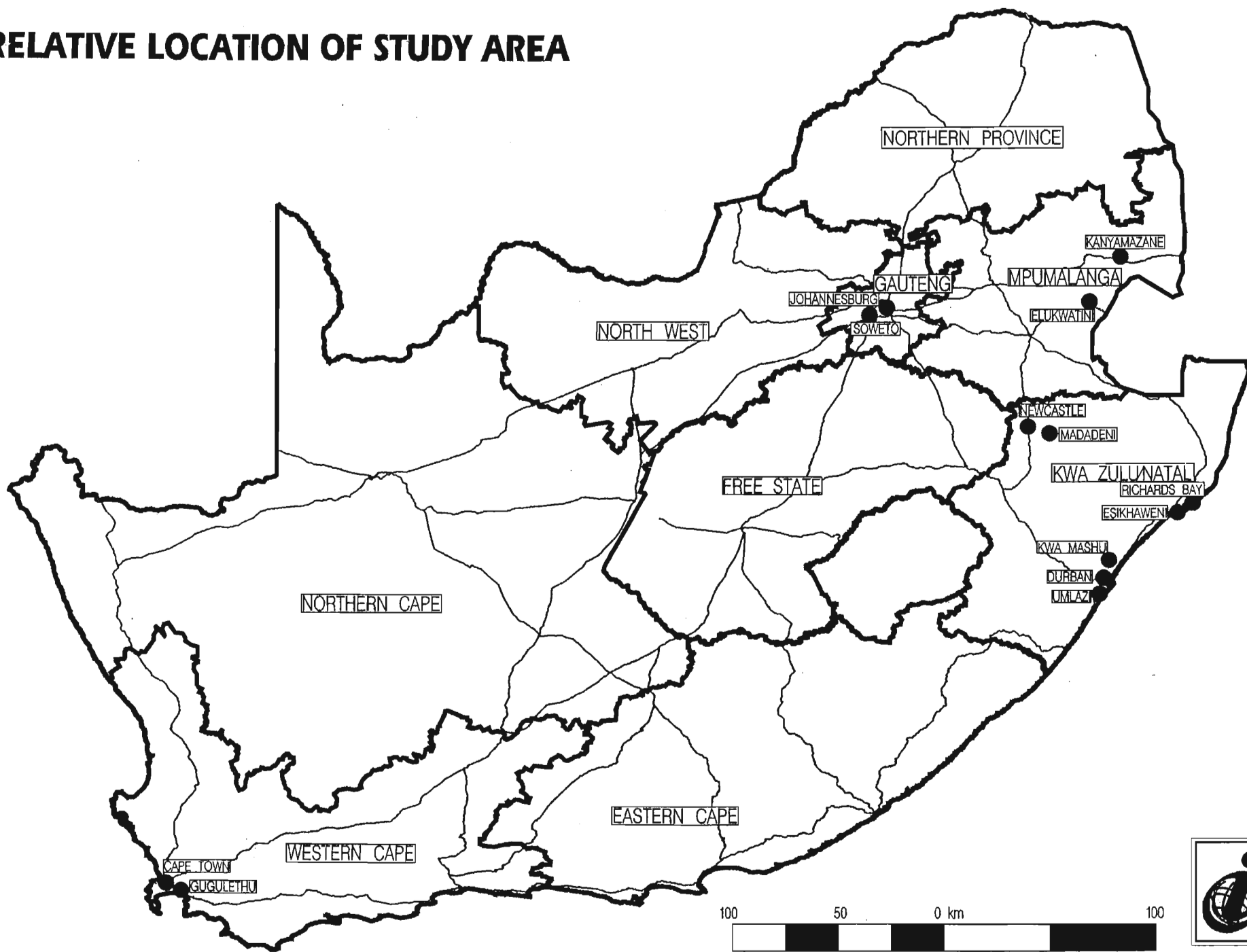| GEOGRAPHY | ANTHROPOLOGY | MARKETING | BUSINESS |

The Relationship between Tourism and other Academic Disciplines
(Source: Adapted from Cooper, C.Fletcher, J., Gilbert, D. and Wanhill, S. (1993)

APPENDIX

K

RELATIVE LOCATION OF STUDY AREA

NORTHERN PROVINCE

KANYAMAZANE

GAUTENG

MPUMALANGA

JOHANNESBURG

ELUKWATINI

NORTH WEST

SOWETO

NEWCASTLE

MADADENI

FREE STATE

KWA ZULUNATAL

RICHARDS BAY

ESIKHAWEN

KWA MASHU

DURBAN

UMLAZI

NORTHERN CAPE

EASTERN CAPE

WESTERN CAPE

CAPE TOWN

GUGULETHU

| 100 | 50 | 0 km | 100 |

| 75 | 25 | 50 |

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