

Tourism Development as Political and Cultural Phenomenon in Contemporary South Africa

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Overview

1. Tourism as a concept
 - definitions
 - key trends & world patterns
 - the economic significance of tourism
2. South African tourism in the African context
3. Major patterns in South African tourism
4. Issues and challenges

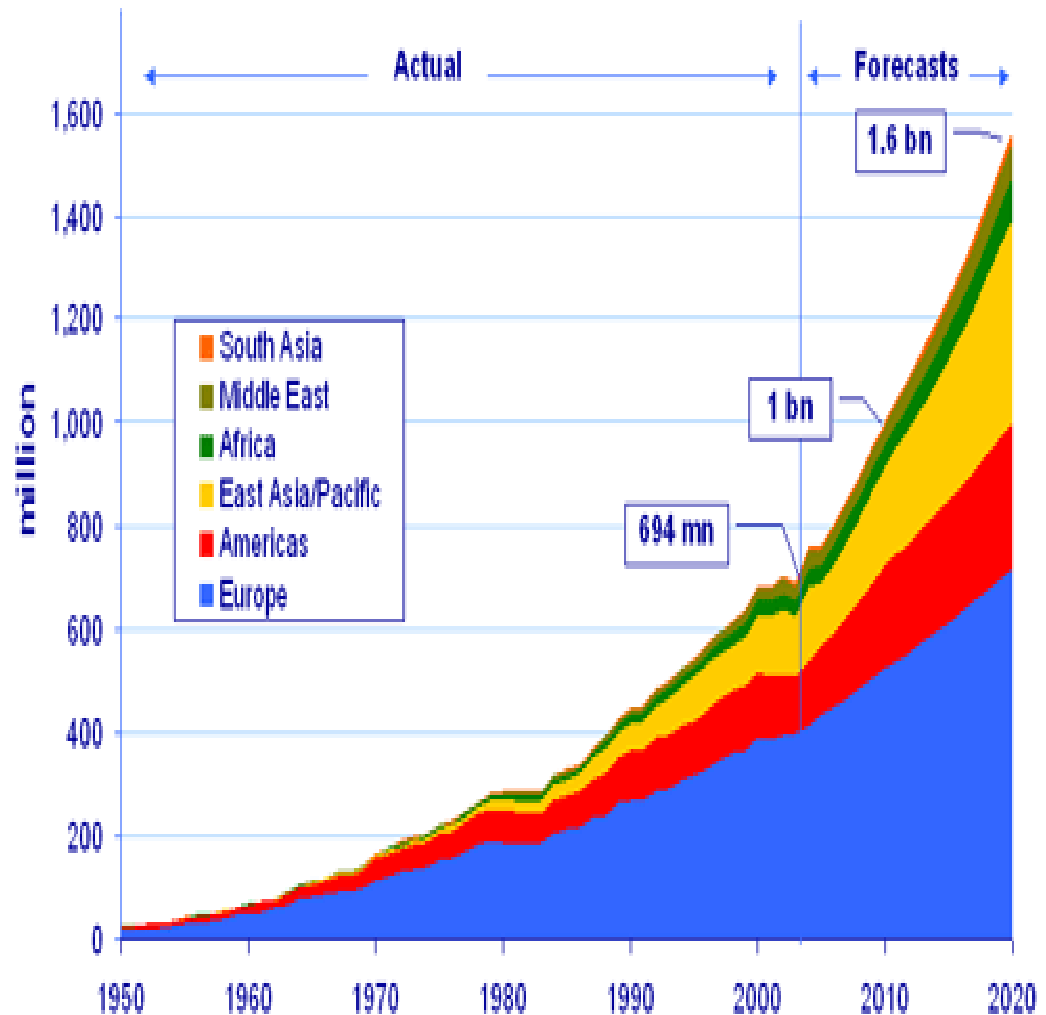


Tourism: some core concepts

- World Tourism Organisation:
A tourist is a person who travels to and stays in a place outside of his/her usual environment for at least one night and less than one year, and whose primary purpose of travel is not remunerated from within the place visited
- Tourism is the set of activities engaged upon by a tourist
- Domestic tourism
- International tourism/Regional tourism
- Fastest growth sector, but highly susceptible to external shocks (e.g. 911/SARS; fuel hikes)

Tourism: world patterns

- World tourism: approximately 898m tourist arrivals (2007)
6.5 % average annual growth between 1950 and 2007
- (but significant dip post 9/11)
- main tourist receiving countries: France, USA, W. Europe, PRC
main tourism generators: Germany, UK, W. Europe
- Tourism niche markets: MICE; business tourism; sport tourism; event tourism; eco-/cultural tourism



The significance of tourism

- Role in economic development –
contrasting views
 - source of foreign currency, broaden tax base, stimulate investments
 - dependence; cultural misrepresentation, exploitative
 - Alternative & community-based tourism

South African tourism in the African context

Some recent trends in African tourism:

- tourism represents more than 2% of GDP and 5% of total exports in 27 SSA states
- upward trend in tourist arrivals in SSA – 10% year on year increase, 2005-2007
- Major recipient regions: North & Southern Africa (Tunisia/Morocco/South Africa)

Major challenges:

- Political instability
- Volatile economies
- Small domestic markets
- Intra-continental travel very expensive
- Over-reliance on international tourism
- 'Enclave' developments

World tourism patterns

Region	Share of international tourist arrivals (%)				Share of international outbound tourism (%)			
	1990	1995	1999	2004	1990	1995	1999	2004
Africa	3.3	3.6	4.2	4.4	2.6	2.4	2.5	2.4
Americas	20.4	19.5	19.3	16.5	21.8	19.5	19.4	16.7
East Asia/Pacific	11.9	14.3	14,3	19.0	12.3	15.1	14.4	19.8
Europe	61.7	59.7	58.7	54.5	55.1	53.7	54.7	56.5
Middle East	2.0	2.2	2.7	4.6	1.4	1.3	1.4	2.9
South Asia	0.7	0.7	0.8	1.0	0.7	0.8	0.8	
Other countries*					6.1	7.2	6.7	1.7

* Country of origin not specified






Source : World Tourism Organisation, 2005a.

Major destinations	Series ¹	International Tourist Arrivals				Share (%) 2006*	International Tourism Receipts		
		(1000)		Change (%)			(US\$ million)		Share (%)
		2005	2006*	05/04	06*/05		2005	2006*	2006*
Africa		37,259	40,699	8.8	9.2	100	21,679	24,329	100
Algeria	VF	1,443	..	17.0	184
Botswana	TF	1,675	..	10.0	562	537	2.2
Cape Verde	TF	198	242	26.0	22.3	0.6	127	228	0.9
Ghana	TF	429	442	-26.6	3.1	1.1	796
Kenya	TF	1,536	..	28.8	579	673	2.8
Lesotho	VF	304	357	0.0	17.6	0.9	30	28	0.1
Madagascar	TF	277	312	21.3	12.5	0.8	62
Mauritius	TF	761	788	5.9	3.6	1.9	871	1,007	4.1
Morocco	TF	5,843	6,558	6.7	12.2	16.1	4,621	5,967	24.5
Namibia	TF	778	348	384	1.6
Reunion	TF	409	279	-4.9	-31.8	0.7	442	309	1.3
Senegal	TF	769	..	15.3
Seychelles	TF	129	141	6.5	9.3	0.3	192	228	0.9
South Africa	TF	7,369	8,396	10.3	13.9	20.6	7,327	7,875	32.4
Sudan	TF	246	328	305.8	33.4	0.8	89	126	0.5
Swaziland	THS	839	873	82.8	4.1	2.1	78	74	0.3
Tanzania	TF	590	..	4.2	824	914	3.8
Tunisia	TF	6,378	6,550	6.3	2.7	16.1	2,124	2,227	9.2
Uganda	TF	468	539	-8.7	15.2	1.3	381	328	1.3
Zambia	TF	669	..	29.9	164
Zimbabwe	VF	1,559	2,287	-15.9	46.7	5.6	99	338	1.4

Tourism in South Africa

- Background
 - prior to 1994 quite controlled sector
 - ownership of tourism production racially skewed
 - sanctions era: limited international tourism
 - watershed: 1995
 - ‘Mandela syndrome’
 - steady, albeit fluctuating growth
 - SA policy distinct in that tourism meant to be tool of social and economic empowerment

Key statistics of SA tourism (2006)

Total Foreign Tourist arrivals	8,395,833	 13.9%
Africa & ME	6,321,068	 16.9%
Americas	358,096	 11.2%
Asia & Australasia	307,003	 11.7%
Europe	1,381,881	 5.6%

Some major issues & trends in SA tourism

- Mandela syndrome – can success be maintained? Over-reliance on certain international ‘brand’?
- Underdevelopment of domestic tourist markets
- Slow pace of transformation
 - Big tourism businesses still predominantly white-owned
 - BEE Tourism Charter (2005), but slow implementation
- Possible tourism impacts of 2010 FIFA World Cup™?



2010 Legacies?

- Infrastructural backlogs
- Impacts of current developments on future urban policy and planning
- Sectoral developments – tourism, sport or more durable sport-tourism and event-tourism sectors?
- Football development at grassroots level?
- African football migration regime?
- What could the diplomatic costs of an undelivered African World Cup be?